Guide to the Frances Hooper Papers 1928-1976

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Descriptive Summary

Identifier

ICU.SPCL.HOOPERF

Title

Hooper, Frances. Papers

Date

1928-1976

Size

26.5 linear feet (29 boxes)

Repository

Special Collections Research Center
University of Chicago Library
1100 East 57th Street
Chicago, Illinois 60637 U.S.A.

Abstract

Frances Hooper (1892-1986) was a journalist and advertising executive. She was founder and president of the Frances Hooper Advertising Agency. Hooper was also an author and avid collector of books and art. Correspondence, books, photographs, and notes in the collection reflect Hooper's personal life between the 1920s and 1970s. Correspondence, memorandum, records, layouts, and mockups describe the professional work of Frances Hooper, Inc., between the 1940s and 1970s. The major accounts of Frances Hooper Inc. included the Wrigley Company, the related Good Teeth Council for Children, and the Arizona Biltmore Hotel.

Information on Use

Access

No restrictions.

Citation

When quoting material from this collection, the preferred citation is: Hooper, Frances. Papers

Biographical Note

Frances Milliken Hooper was born on September 18, 1892, in Chicago, Illinois to James Hooper and Mary (Milliken) Hooper.

Hooper studied at the University of Chicago for one year before leaving to attend Smith College in Massachusetts, where she graduated in 1914.

Hooper began her professional career as a journalist for the Chicago Herald newspaper. She left that job to work in the promotions department at Marshall Field’s, employment that led to her interest in advertising. In the 1920s, Hooper founded the Frances Hooper Advertising Agency,
becoming one of the first female advertising executives in the United States. The agency’s largest account was with the Wrigley Company. Hooper Advertising produced specialized campaigns for educational, parenting, and women’s magazines including Redbook, Family Circle, Teacher’s Magazine, and Parent’s Magazine. The agency also handled advertising for Wrigley’s public service dental promotions including the Good Teeth Council for Children.

Hooper was a collector of art and books. Her collections included photographs by Tina Modotti, as well as books, manuscripts, and drawings by Carl Linnaeus, George Cruikshank, Kate Greenaway, Lewis Carroll, Virginia Woolf, Selma Lagerlof, and Emily and Anne Bronte. Hooper donated her collections to multiple institutions. Her Kate Greenaway collection was given to the Hunt Institute for Botanical Documentation. Her Linnaeus materials were donated to the Chicago Horticulture Society, and the bulk of her Virginia Woolf materials went to Smith College. Five photographs by Italian photographer and student of Frederick Weston, Tina Modotti remain with Hooper’s papers.

In her catalog “Collecting Kate Greenaway, and Me” (1980) written for an exhibit at the Hunt Institute, and in her book A Collector in Being (1973), Hooper reflects the motivations of the collector as well as the contents of her own collections. A Collector in Being was published by Hooper’s small, independent press, the Chihuahua Press located in Kenilworth, Illinois. Other books written by Hooper and published by Chihuahua Press include Penny Candy (1970); The Bonnet (1972); and A Pilgrimage to Gosta Berling’s Varmland (1976).

Active in many organizations, Hooper was a member of the Hroswitha Club, a group of women book collectors. She was also a member of the Woman’s Athletic Club of Chicago, the Post and Paddock Club, and a co-founder of Kay’s Animal Shelter.

Frances Hooper died on April 30, 1986 in Kenilworth, Illinois.

**Scope Note**

The Frances Hooper Papers consist of three series. Series I consists of Frances Hooper’s personal papers, including correspondence with family and friends, copies of books written by Hooper, and materials relating to Hooper’s travels, clubs, as well as her collections of books and art. Series II consists of the records of the Frances Hooper Advertising Agency. The series includes professional correspondence and minutes, as well as layouts and mockups for Agency accounts including the Arizona Biltmore Hotel, the Wrigley Company, and the Good Teeth Council for Children. The Wrigley advertising undertaken by the Frances Hooper Agency included dress patterns, recipes, parenting tips, and directions for children’s crafts and games. The Good Teeth Council materials included offprints relating to dental health, children’s books, and plans and scripts for dental related stage and television shows. Series III consists of oversized items, including layouts and mockups of advertising copy. The series also includes materials from the
Jack and Judy television show, a show that focused on dental health. Five photographs by Tina Modotti, collected by Hooper, are also part of this series.

Three letters originally from the Frances Hooper Papers are now housed separately in the Miscellaneous Manuscripts Collection in Special Collections. They include a letter from Jane Addams to Harriet Comstock, a letter from Adeena Rich to Harriet Comstock, and a letter from A. Edward Newton to Paul Lemperly.

Related Resources
The following related resources are located in the Department of Special Collections:

http://www.lib.uchicago.edu/e/spcl/select.html

Subject Headings

- Hooper, Frances
- Cruikshank, George, 1792-1878
- Hrotsvitha, ca. 935-ca. 975
- Modotti Tina 1896-1942
- Woolf, Virginia, 1882-1941
- Advertising
- Book collecting
- Children’s theater
- Dental health education
- Preventive dentistry

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