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Guide to the Frances Hooper Papers 1928-1976



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Table of Contents

Descriptive Summary	3
Information on Use	3
Access	3
Citation	3
Biographical Note	3
Scope Note	4
Related Resources	5
Subject Headings	5
INVENTORY	5
Series I: Personal	5
Series II: Frances Hooper, Inc.	8
Series III: Oversized Items	15

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

INVENTORY

Series I: Personal

Box 1

Folder 1

Correspondence, Harriet J. Comstock, 1931-1936

Box 1

Folder 2

Correspondence, Rena Buck Wells, 1939-1942

Box 1

Folder 3

Correspondence, General, 1931-1969

Box 1

Folder 4

Correspondence, Postcards, 1930-1974

Box 1

Folder 5

Correspondence, Mexican Recipes, 1963

Box 1

Folder 6

Address Books, n.d.

Box 1

Folder 7

Binding Samples, n.d.

Box 1

Folder 8

Book Project Materials, 1964-1968

Box 1

Folder 9

Brooklyn Museum Tour of Russia, 1967-1968

Box 1

Folder 10

Cacciatori Visit to the United States, 1958-1961

Box 2

Folder 1

Cacciatori Visit to the United States, 1961-1966

Box 2

Folder 2

Clippings, 1950-1970s

Box 2

Folder 3

Field Museum, 1969

Box 2

Folder 4

Kate Greenaway, Piermont Morgan Library, 1964-1969

Box 2

Folder 5

Frances Hooper, The Bonnet (1972)

Box 2

Folder 6

- Frances Hooper, Collector in Being (1973)
- Collector in Being Mock Up, n.d.

Box 2

Folder 7

Frances Hooper, "Importance of Style in Selling," (1928)

Box 2

Folder 8

Frances Hooper, The Penny Candy Store, (1976)

Box 2

Folder 9

Frances Hooper, A Pilgrimage to Gosta Berling's Varmland (1976)

Box 2

Folder 10

Housing, Financial Records, Volume I, 1939-1940

Box 2

Folder 11

Housing, Financial Records, Volume 2, 1939-1940

Box 3

Folder 1

Housing, Financial Records, Volume 3, 1941-1945

Box 3

Folder 2

Housing, Four Oakes, 1968

Box 3

Folder 3

Hroswitha Club, 1965

Box 3

Folder 4

Hroswitha Club, 1966-1967

Box 3

Folder 5

Hroswitha Club, 1964-1969

Box 3

Folder 6

Iceland and Paris Trip, 1969

Box 3

Folder 7

India Trip, 1969

Box 3

Folder 8

Italian Art Reproductions, n.d.

Box 3

Folder 9

Notes, n.d.

Box 3

Folder 10

Peru Trip, 1965

Box 4

Folder 1

- Photographs, n.d.
- Photographs by Tina Modotti of Drawings by Diego Rivera
- Photograph of Frieda Kahlo
- Photographs of Frances Hooper and Family Members

Box 4

Folder 2

Post and Paddock Club, 1962-1969

Box 4

Folder 3

Receipts, 1934

Box 4

Folder 4

Russian Children's Books, 1931

Box 4

Folder 5

Stamps, Decorative Metal, n.d.

Box 4

Folder 6

Women's Athletic Club, 1942-1969

Box 4

Folder 7

World's Fair, Admissions Ticket, 1933

Box 4

Folder 8

"Ye Olde Cock Tavern" Reproduction, n.d.

Series II: Frances Hooper, Inc.

Box 4

Folder 9

Incorporation Bylaws, 1956

Box 4

Folder 10

Liquidation, 1970

Box 4

Folder 11

Minutes, 1965-1969

Box 4

Folder 12

Minutes, 1965-1969

Box 5

Folder 1

Advertising Data, 1946-1959

Box 5

Folder 2

Advertising Data, 1961-1968

Box 5

Folder 3

Advertising Data, 1964-1968

Box 5

Folder 4

Yearly Schedule Material, 1968

Box 5

Folder 5

Educational Campaigns, 1943-1967

Box 5

Folder 6

New Contract Data, 1963-1966

Box 5

Folder 7

Educational Campaigns, 1968

Box 5

Folder 8

Book Project Proposals and Records, 1963-1969

Box 6

Folder 1

Arizona Biltmore Advertising Campaign

Box 6

Folder 2

Arizona Biltmore Advertising Campaign

Box 6

Folder 3

Arizona Biltmore Advertising Campaign, 1931-1938

Box 6

Folder 4

Arizona Biltmore Advertising Campaign, n.d.

Box 6

Folder 5

Chewing Gum Pamphlets, 1934, 1940

Box 6

Folder 6

Children's Letters and Drawings, 1964-1965

Box 6

Folder 7

Dental Off-Prints, 1935-1944

Box 6

Folder 8

Good Teeth Council Newsletters and Pamphlets, 1936-1945

Box 6

Folder 9

Good Teeth for Life Campaign, 1965

Box 6

Folder 10

Little Jack, Good Teeth Fair, n.d.

Box 6

Folder 11

Little Jack, Good Teeth Puppet Show, n.d.

Box 7

Folder 1

Little Jack Travelogue, 1944, 1961-1962

Box 7

Folder 2

Noah's Ark Dental Show, 1939

Box 7

Folder 3

Publication, I Know a Secret, 1949

Box 7

Folder 4

Publication, Jackie and Judy, 1942

Box 7

Folder 5

Publication, Jimmy Chew, 1934, 1940

Box 7

Folder 6

Publication, Mouth Health Catechism, 1943

Box 7

Folder 7

Publication, My Teeth, 1940

Box 7

Folder 8

Publication, Toward Good Teeth, n.d.

Box 7

Folder 9

Publication, They're Your Teeth, 1949

Box 7

Folder 10

Publication, Wildlife Near Your Home, n.d.

Box 7

Folder 11

Everywoman, Women's Day, Family Circle Okays, 1941

Box 7

Folder 12

Everywoman, Women's Day, Family Circle Okays, 1941

Box 7

Folder 13

Simplicity and Du Barry Layouts and Okays, 1942

Box 8

Folder 1

Simplicity and Du Barry Layouts and Okays, 1942

Box 8

Folder 2

Wrigley Advertising, 1943-1947

Box 8

Folder 3

Wrigley Advertising, 1943-1947

Box 8

Folder 4

Wrigley Advertising, 1943-1947

Box 8

Folder 5

Wrigley Okays, 1947

Box 8
Folder 6
Wrigley Educational Okays, 1947
Box 8
Folder 7
Wrigley Okays, 1949
Box 8
Folder 8
Wrigley Okays, 1949
Box 8
Folder 9
Wrigley Educational Proofs, 1949
Box 9
Folder 1
Wrigley Educational Proofs, 1950-1951
Box 9
Folder 2
Wrigley Grocery Okays, 1951
Box 9
Folder 3
Wrigley Grocery Okays, 1951
Box 9
Folder 4
Wrigley Educational Okays, 1951
Box 9
Folder 5
Wrigley Educational Okays, 1951
Box 9
Folder 6
Wrigley Educational Okays, 1952
Box 9
Folder 7
Wrigley Educational Okays, 1952
Box 9
Folder 8
Wrigley Grocery Okays, 1952
Box 10
Folder 1
Wrigley Grocery Okays, 1952
Box 10
Folder 2
Wrigley Educational Proofs, 1952
Box 10
Folder 3
Wrigley Educational Okays, 1952
Box 10

Folder 4

Wrigley Educational Okays, 1952

Box 10

Folder 5

Wrigley Educational Source Okays, 1952-1953

Box 10

Folder 6

Wrigley Educational Source Okays, 1952-1953

Box 10

Folder 7

Grocery Okays, 1953

Box 10

Folder 8

Wrigley Grocery Okays, 1953-1954

Box 10

Folder 9

Wrigley Grocery Okays, 1953-1954

Box 11

Folder 1

Wrigley Proofs for Parent's and Teacher's, 1953-1955

Box 11

Folder 2

Wrigley Educational Okays, 1954

Box 11

Folder 3

Wrigley Educational Okays, 1954

Box 11

Folder 4

Wrigley Educational Okays, 1955

Box 11

Folder 5

Wrigley Educational Okays, 1955

Box 11

Folder 6

Source Okays, 1955

Box 11

Folder 7

Source Okays, 1955

Box 11

Folder 8

Wrigley Grocery Okays, 1955

Box 11

Folder 9

Wrigley Grocery Okays, 1955

Box 12

Folder 1

Wrigley Educational Okays, 1956
Box 12
Folder 2
Wrigley Educational Okays, 1956
Box 12
Folder 3
Wrigley Educational Okays, 1956
Box 12
Folder 4
Grocery Okays, 1956
Box 12
Folder 5
Grocery Okays, 1956
Box 12
Folder 6
Wrigley Grocery Proofs, 1956
Box 12
Folder 7
Wrigley Educational Proofs, 1955-1957
Box 12
Folder 8
Educational Proofs, 4-H and Scouting, 1956-1958
Box 12
Folder 9
Wrigley Source Grocery Okays, 1957
Box 12
Folder 10
Educational Proofs, Parent's Magazine, 1957
Box 13
Folder 1
Source Okays, 1957
Box 13
Folder 2
Source Okays, 1957
Box 13
Folder 3
Wrigley Grocery Okays, 1957
Box 13
Folder 4
Wrigley Grocery Okays, 1957
Box 13
Folder 5
Educational Proofs, Parent's Magazine, 1958
Box 13
Folder 6
Wrigley Educational Okays, 1958

Box 13
Folder 7
Wrigley Educational Okays, 1958
Box 13
Folder 8
Teepee Village Complaints, 1958-1959
Box 13
Folder 9
Teepee Village Complaints, 1959
Box 14
Folder 1
Wrigley Educational Proofs, 1958-1960
Box 14
Folder 2
Wrigley Educational Okays, 1959
Box 14
Folder 3
Wrigley Educational Okays, 1959
Box 14
Folder 4
Wrigley Educational Okays, 1959
Box 14
Folder 5
Grocery Okays, 1960
Box 15
Folder 1
Grocery Okays, 1960
Box 15
Folder 2
Educational Proofs, Scouting, 1962-1964
Box 15
Folder 3
Educational Proofs, Girl Scout Leaders, 1962-1964
Box 15
Folder 4
Educational Proofs, 4-H News, 1962-1964
Box 15
Folder 5
Educational Final Okays, 1964-1968
Box 15
Folder 6
Educational Final Okays, 1964-1968
Box 15
Folder 7
Educational Final Okays, 1964-1968
Box 16

Folder 1

Wrigley Grocery Source and Okays, 1967-1969

Box 16

Folder 2

Wrigley Grocery Source and Okays, 1967-1969

Box 16

Folder 3

Educational Advertising Statistics, 1969

Box 16

Folder 4

Educational Advertising Statistics, 1969

Box 16

Folder 5

Advertising Mock Ups, n.d.

Box 16

Folder 6

Type Book, 1952

Box 17

Folder 1

Type Book, 1952

Box 17

Folder 2

Type Book, 1952

Series III: Oversized Items

Box 18

Frances Hooper Scrap Book (of published advertisements), 1938

Box 19

Folder 1

- Walt Disney's Snow White and the Seven Dwarfs Booklet, 1937
- Cartoon, Mickey Mouse and Wrigley's Gum, n.d.

Box 19

Folder 2

Photographs of Frances Hooper, n.d.

Box 20

Folder 1

Film Reel, Selections from the Jack and Judy Television Show, August 16, 1949

Box 20

Folder 2

Jack and Judy Show, Script and Planning Materials, 1940s

Box 20

Folder 3

Alice in Wonderland Script (Acting Copy), n.d.

Box 21

Folder 1

Peggy and Mr. Sniffin Show, Drawings and Photographs, 1940s

Box 21

Folder 2

Jack and Judy Show, Designs, 1946

Box 21

Folder 3

Jack and Judy Show, Designs, 1946

Box 21

Folder 4

Blueprints, Visual Education Puppet Theatre, Good Teeth Council for Children, n.d.

Box 22

Folder 1

Seven Minute Fudge, Women's Day and Family Circle Advertising, 1968

Box 22

Folder 2

Pizza Lunch, Women's Day and Family Circle Advertising, 1968

Box 22

Folder 3

Popcorn Balls, Women's Day and Family Circle Advertising, 1968

Box 22

Folder 4

Sweet Potato Casserole, Women's Day and Family Circle Advertising, 1968

Box 22

Folder 5

Angel Cookie Cutter, Women's Day and Family Circle Advertising, 1968

Box 23

Folder 1

Transparencies, Grocery Advertising, 1969

Box 23

Folder 2

Daisy Cupcake, Grocery Advertising, 1969

Box 23

Folder 3

Pumpkin Pecan Pie, Grocery Advertising, 1969

Box 23

Folder 4

Holiday Turkey, Grocery Advertising, 1969

Box 23

Folder 5

Rice Pudding, Grocery Advertising, 1969

Box 23

Folder 6

- Salted Peanut Brownies, Grocery Advertising, 1969
- Delicious Punch Bowl, Grocery Advertising, 1969
- Strawberry Cream Cake, Grocery Advertising, 1969

Box 23

Folder 7

- Barbeque Pineapple Chicken, Grocery Advertising, 1969
- Lemon Candy Cake, Grocery Advertising, 1969

Box 24

Folder 1

Galleys, Wrigley's Advertising, 1969

Box 24

Folder 2

Galleys, Wrigley's Advertising, 1969

Box 24

Folder 3

Galleys, Wrigley's Advertising, 1969

Box 24

Folder 4

Galleys, Wrigley's Advertising, 1969

Box 25

Folder 1

Galleys, Wrigley's Advertising, n.d.

Box 25

Folder 2

Galleys, Wrigley's Advertising, 1968-1969

Box 25

Folder 3

Galleys, Wrigley's Advertising, 1968-1969

Box 25

Folder 4

Galley's Wrigley's Advertising, 1969

Box 26

Folder 1

Advertising Layouts, Teacher's Magazine, 1969

Box 26

Folder 2

Advertising Layouts, Parent's Magazine, 1969

Box 26

Folder 3

Advertising Layouts, Women's Day and Family Circle, 1969

Box 26

Folder 4

Advertising Layouts, Women's Day and Family Circle, 1969

Box 26

Folder 5

Advertising Layouts, Teacher's Magazine (II), 1969

Box 26

Folder 6

Advertising Layouts, Teacher's Magazine (I), 1969

Box 27

Folder 1

Advertising Layouts, Parent's Magazine, 1969

Box 27

Folder 2

Advertising Layouts, Teacher's Magazine, 1969

Box 27

Folder 3

Advertising Layouts, Teacher's Magazine, 1969

Box 28

Folder 1

Photograph, Unidentified Man

Box 28

Folder 2

Photograph, Group of Young Women

Box 29

Tina Modotti Photographs