



# Guide to the Frances Hooper papers, 1970s

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## Summary

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**Collection Title:**

Frances Hooper memoirs, 1970s

**Creator:**

Hooper, Frances

**Source:**

Sallie Bingham Center for Women's History and Culture

**Abstract:**

Frances Hooper (1892-1986) was founder and president of the Frances Hooper Advertising Agency in Chicago, Illinois, and was one of the first female advertising executives in the United States. This collection consists of three spiral-bound volumes of typed memoirs written by Hooper during the 1970s. Subjects include her childhood, her journalism career in Chicago, her transition into advertising with Marshall Fields, and descriptions of her friends, her travels, and her book collections. Acquired as part of the Sallie Bingham Center for Women's History and Culture.

**Extent:**

0.6 Linear Feet (1 box)

**Language:**

Materials in English

**Collection ID:**

RL.00574

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1ps59>

**Preferred Citation**

[Identification of item], Frances Hooper papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The Frances Hooper papers consist of three spiral-bound volumes of typed memoirs written by Hooper around the 1970s. Subjects include her childhood, her journalism career in Chicago, her transition into advertising with Marshall Fields, and descriptions of her friends, her travels, and her book collections. Acquired as part of the Sallie Bingham Center for Women's History and Culture.

### Biographical/Historical

Frances Hooper (1892-1986) was founder and president of the Frances Hooper Advertising Agency in Chicago, Illinois, and was one of the first female advertising executives in the United States.

Frances Milliken Hooper was born on September 18, 1892, in Chicago, Illinois. She earned a B.A. in English from Smith College in 1914, after which she began working as a feature writer at the Chicago Herald. She subsequently took a position at Marshall Field & Co., where she rose to the head of the promotion department before leaving in the mid-1920s to found the Frances Hooper Advertising Agency. In a 1928 interview (quoted in her Chicago Tribune obituary), she cited a desire to help elevate other women in business and lead by example as a motivation for founding the agency. The agency's largest account was with the Wm. Wrigley Jr. Company.

Hooper remained president of the Frances Hooper Advertising Agency until her retirement in 1961, when the agency was closed. She founded or contributed to a number of philanthropic organizations and causes in Chicago, including Kay's Animal Shelter and the Chicago Horticulture Society, and was also a book and manuscript collector. She died in Evanston, Illinois, on April 30, 1986.

Sources:

[Guide to the Frances Hooper Papers](#), Hanna Holborn Gray Special Collections Research Center, University of Chicago, accessed online 2025 December 11.

Kenan Heise, "Retired ad exec Frances Hooper, a strong voice for women's rights" (obituary), Chicago Tribune, 1986 May 3, page 8, accessed online 2025 December 11 via Newspapers.com.

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## Administrative Information

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### Publication Statement

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### Access Restrictions

Collection is open for research.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### Acquisition Information

The Frances Hooper papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2009.

### Processing Information

Processed by Meghan Lyon, 2009.

Collection description updated and title changed from "Frances Hooper papers" to "Frances Hooper memoirs" by Mary Mellon, 2025.

Accession(s) described in this finding aid: 2009-0100

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## Names and Subjects

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- Advertising -- United States

- Chicago (Ill.)
- Hooper, Frances
- Frances Hooper Advertising Agency
- Sallie Bingham Center for Women's History and Culture

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## Collection Inventory

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Memoirs, Part I-V, 1970s Box 1

**Physical Description:** spiral-bound volume

**Scope and Contents**

Includes table of contents, Part I [childhood], Part II: "I go east to college", Part III: "You'd make a good newspaper woman", Part IV: "I throw my lot with the advertisers", and Part V: "Nanna".

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Memoirs, Part VI-VII, 1970s Box 1

**Physical Description:** spiral-bound volume

**Scope and Contents**

Includes Part VI: "Friends", and Part VII: "Travel".

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Memoirs, Part VIII, X, 1970s Box 1

**Physical Description:** spiral-bound volume

**Scope and Contents**

Includes Part VIII: "Firsthand unusual stories about dogs, pussy cats, kangaroos, lions, etc.", and Part X: "History in the making". Part IX, described in the table of contents as "My Books - a little unusual in slant", is not included in the collection.