



Smithsonian

National Museum of American History Kenneth E. Behring Center

## Guide to the Cover Girl Advertising Oral History Documentation Project

NMAH.AC.0374

Mimi L. Minnick

The project was supported in part by a gift from the Noxell Corporation.

1990



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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Cover Girl Advertising Oral History and Documentation Project
<b>Date:</b>	1959-1990
<b>Identifier:</b>	NMAH.AC.0374
<b>Creator:</b>	Bunting, George L., Jr. Brinkley, Christie Ellsworth, Scott, Dr. Colonel, Sheri Giordano, Lynn Ford, Eileen Hall, L. C. "Bates" Grathwohl, Geraldine Huebner, Dick Harrison, Fran Lindsay, Robert Hunt, William D. Mclver, Karen MacDougall, Malcolm Noble, Stan Nash, Helen Noxell Corporation. Bergin, John O'Neill, Jennifer Oelbaum, Carol Pelligrino, Nick Poris, George Roberts, F. Stone Tiegs, Cheryl Troup, Peter Weithas, Art Witt, Norbert
<b>Extent:</b>	15.5 Cubic feet (30 boxes)
<b>Language:</b>	English .
<b>Summary:</b>	The Cover Girl Make-Up Advertising Oral History and Documentation Project, 1923-1991, is the result of a year-long study in 1990, which examined the advertising created for Noxell Corporation's Cover Girl make-up products from 1959 to 1990. The objective of the project was to document, in print and electronic media, the history of Cover Girl make-up advertising since its inception in 1959.

## Administrative Information

### Acquisition Information

Most of the materials in the collection were donated to the Center for Advertising History by the Noxell Corporation, 1990. All storyboards and videoscripts, and a large collection of business records and proofsheets were donated by George Poris in June 1990. All mechanicals were donated by Art Weithas in June 1990. (These contributions are noted in the finding aid).

### Provenance

As part of a continuing program to document and study modern advertising, the Center for Advertising History selected Cover Girl advertising as the sixth in a series of case studies of significant American advertising campaigns. This decision was based on the Noxell Corporation's role in developing mass-produced and mass-marketed cosmetic products.

One aim of the project was to document the decision-making process involved in the creation of a successful campaign. Topics addressed include the applications of focus groups and market research as the industry struggled to adapt to changing roles and expectations for women between 1959 and 1990; the relations of the advertising to overall marketing strategy; and the nature of the creative process in producing effective advertising images.

Twenty-two oral history interviews were conducted in 1990-1991 by the Center's chief historian, Dr. Scott Ellsworth. In addition to the oral history interviews, a variety of print and television advertisements, story boards and television scripts, photographs, scrapbooks, personal papers, business records and other documentary materials were gathered by the Center for Advertising History staff. The majority of the materials found in the collection were donated to the Center for Advertising History by the Noxell Corporation during 1990. All storyboards and television scripts, and a large collection of business records and proofsheets, were donated by George Poris in June 1990. All mechanicals were donated by Art Weithas in June 1990.

### Separated Materials

"The Division of Home and Community Life, Costume Collection (now Division of Cultural and Community Life) holds eighty-six cosmetic items and one computer that were also donated by the Noxell Corporation in 1990 in conjunction with the oral history project. These artifacts include lipstick, manicure sets, brushes, make-up, eye shadow, blush, powder puffs, eyelash curler, nail polish, and mascara. See accession number 1990.0193.

"

### Related Materials

#### **Materials in the Archives Center**

Warshaw Collection of Business Americana (AC0060)

N W Ayer Advertising Agency Records (AC0059)

### Processing Information

Processed by Mimi Minnick, archivist, 1990; revised by Vanessa Broussard Simmons, archivist, 2007.

### Preferred Citation

Cover Girl Advertising Oral History & Documentation Project, 1959-1990, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research but a portion of the collection is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

## Conditions Governing Use

Copyright and trademark restrictions.

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## Biographical / Historical

George Avery Bunting founded the Noxzema Chemical Company in Baltimore, Maryland in 1917. In the 1890s, he left behind a teaching job on Maryland's Eastern shore to move to Baltimore, where he hoped to pursue a career as a pharmacist. He landed a job as errand boy and soda jerk at a local drugstore, where he worked while attending classes at the University Of Maryland College of Pharmacy. Valedictorian of the Class of 1899, Bunting was promoted to manager of the drugstore, which he purchased. Bunting began to experiment with the formulation of medicated pastes and compounds, which he marketed to his customers. In 1909, he began refining a medicated vanishing cream, which he introduced in 1914. "Dr. Bunting's Sunburn Remedy," an aromatic skin cream containing clove oil, eucalyptus oil, lime water, menthol and camphor, was mixed by hand at his pharmacy. Marketed locally as a greaseless, medicated cream for the treatment of a variety of skin conditions, including sunburn, eczema, and acne, the product was renamed "Noxzema" for its reputed ability to "knock eczema." By 1917, the Noxzema Chemical Company was formed. During the 1920s, distribution of the product was expanded to include New York, Chicago, and the Midwest and, by 1926, the first Noxzema manufactory was built in northwest Baltimore to accommodate the demand for nearly a million jars a year.

Having achieved a national market by 1938, Noxzema Chemical Company executives pursued product diversification as a means to maintain the corporate growth of the early years. In the 1930s and 1940s, line extensions included shaving cream, suntan lotion and cold cream, all with the distinctive "medicated" Noxzema aroma.

In the late 1950s, Bill Hunt, director of product development at Noxzema, suggested a line extension into medicated make-up. Creatives at Sullivan, Stauffer, Colwell & Bayles, Incorporated (SSC&B), Noxzema's advertising agency since 1946, suggested that the advertising for the new product focus on beauty and glamour with some reference to the medicated claims made for other Noxzema products. In contrast to other cosmetics, which were sold at specialized department store counters, Noxzema's medicated make-up would be marketed alongside other Noxzema products in grocery stores and other mass distribution outlets. After experimenting with names that suggested both glamour and the medicated claims (including Thera-Blem and Blem-Glow), Bill Grathwohl, Nozell's advertising director, selected Carolyn Oelbaum's "Cover Girl," which conveyed the product's usefulness as a blemish cover-up, while invoking the glamorous image of fashion models. These three elements of the advertising, wholesome glamour, mass marketing, and medicated make-up, remain central to Cover Girl advertising nearly a half-century later.

Beginning with the national launch in 1961, American and international fashion models were featured in the ads. The target audience was identified as women between eighteen and fifty-four and, initially, the "glamour" ads were targeted at women's magazines, while the "medicated" claims were reserved for teen magazines. Television ads featured both elements. Cover Girl advertising always featured beautiful women -- especially Caucasian women, but the Cover Girl image has evolved over time to conform to changing notions of beauty. In the late 1950s and 1960s, the Cover Girl was refined and aloof, a fashion conscious sophisticate. By the 1970s, a new social emphasis on looking and dressing "naturally" and the introduction of the "Clean Make-up" campaign created a new advertising focus on the wholesome glamour of the "girl next door," a blue-eyed, blonde all-American image. In the 1980s, the Cover Girl look was updated to include African-American, Hispanic and working women.

In January 1970, SSC&B bought 49% of the Lintas Worldwide advertising network. After SSC&B was acquired by the Interpublic Group of Companies in 1979, the entire Lintas operation was consolidated under the name SSC&B/Lintas in 1981. With the Procter & Gamble buy-out of the Noxell Corporation in September 1989, the cosmetics account was moved to long-time P&G agency Grey Advertising, in order to circumvent a possible conflict of interest between P&G competitor Unilever, another Lintas account. In 1989 SSC&B/Lintas, Cover Girl's agency since its launch in 1961, lost the account it helped to create and define, but the brand continues to dominate mass-marketed cosmetics.

This project is the result of a year-long study of advertising created for the Noxell Corporation's Cover Girl make-up products, 1959-1990. The effort was supported in part by a grant from the Noxell Corporation. The target audience was identified as women 18-54, and initially, the "glamour" ads were targeted at women's magazines, while the "medicated" claims were reserved for teen magazines. Television ads featured both elements. Cover Girl advertising has always featured beautiful women (especially Caucasian women), but the Cover Girl image evolved over time to conform with changing notions of beauty. In the late 1950s-1960s, the Cover Girl was refined and aloof, a fashion conscious sophisticate. By the 1970s, a new social emphasis on looking and dressing "naturally" and the introduction of the "Clean Make-up" campaign created a new advertising focus on the wholesome glamour of the "girl next door," a blue-eyed, blonde all-American image. Through the 1980s, the Cover Girl look was updated to include African-American and Hispanic models and images of women at work.

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## Scope and Contents

Twenty-two oral history interviews (conducted by Dr. Scott Ellsworth for the Archives Center) and a variety of print and television advertisements, photographs, scrapbooks, personal papers, business records and related materials were gathered by the Center for Advertising History staff. The objective was to create a collection that provides documentation, in print and electronic media, of the history and development of advertising for Cover Girl make-up since its inception in 1959.

Collection also includes earlier material related to other Noxell products, including Noxzema, with no direct connection to the Cover Girl campaign.

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## Arrangement

The collection is arranged into eight series.

Series 1: Research Files

Series 2: Interviewee Files

Series 3: Oral History Interviews

Series 4: Television Advertising Materials

Series 5: Print Advertising Materials

Series 6: Company Publications and Promotional Literature

Series 7: Photographs

Series 8: Scrapbooks

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

African American women -- Beauty culture  
Beauty culture  
Cosmetics -- advertising  
Endorsements in advertising  
Modelling -- 1950-1990  
Radio advertising  
Sex role in advertising  
Television advertising  
Women in advertising  
advertising -- 1930-1940 -- California  
advertising -- 1950-2000

Types of Materials:

Annual reports  
Audiotapes  
Black-and-white photographic prints -- Silver gelatin -- 1950-2000  
Bumper stickers  
Business records -- 20th century  
Interviews -- 1950-2000  
Oral history -- 1990-2000  
Press releases  
Scrapbooks -- 20th century  
Tear sheets  
Television scripts  
Videotapes

Names:

Noxzema Chemical Company

Places:

Baltimore (Md.)  
Hunt Valley (Maryland)  
Maryland

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## Container Listing

### Series 1: Research Files, 1925-1991; undated

#### Subseries 1.1: Center for Advertising History Reference and Clipping Files, 1925-1991; undated

Scope and Contents: This series contains newspaper and magazine clippings, reports and scholarly articles about the history and development of Noxzema Chemical Company and the Noxell Corporation, the four advertising agencies handling Noxell accounts, and the cosmetics industry.

Box 1, Folder 1	<a href="#">Printed advertisements for Noxell Chemical Company products, 1925,1941, 1955; undated</a>
Box 1, Folder 2	History of Noxell Corporation, 1962, 1967, 1983, 1987; undated
Box 1, Folder 3	Marketing strategy, 1981, 1983-1984, 1987-1989; undated
Box 1, Folder 4	Packaging, 1984, 1986
Box 1, Folder 5	New product development, 1984, 1987-1989
Box 1, Folder 6	<a href="#">Printed advertisements for Noxell Corporation products, 1986-1991</a>
Box 1, Folder 7	Information about false advertising for waterproof mascara, 1986
Box 1, Folder 8	Noxell Corporation employees, 1988, 1990
Box 1, Folder 9	Noxell Corporation's Clarion Brand, 1988-1989
Box 1, Folder 10	Procter and Gamble purchase of Noxell Corporation, 1989
Box 1, Folder 11	SSC and B: Lintas Worldwide Advertising Agency, 1987, 1989
Box 1, Folder 12	Leo Burnett USA, 1988
Box 1, Folder 13	Campbell-Mithun-Esty Advertising Agency, 1989
Box 1, Folder 14	Grey advertising, 1989, 1990
Box 1, Folder 15	Cosmetic industry, 1967, 1977-1981, 1987-1990; undated
Box 1, Folder 16	<a href="#">Competition, 1987-1989</a>

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**Subseries 1.2: George Poris Files, 1958-1968, 1971-1980; undated**

Scope and Contents: This series contains correspondence, memoranda, market research, and other business records of George Poris, creative director for Noxzema/Noxell accounts at SSC&B from 1958 to 1968 and from 1971 until his retirement in 1980. Restrictions on these materials expired in 2004.

Box 1, Folder 17	Cover Girl new products
Box 1, Folder 18	Cover Girl blush, 1976, 1978; undated
Box 1, Folder 19	Cover Girl copy, 1973-1976
Box 1, Folder 20	Cover Girl creative staff, 1976
Box 1, Folder 21	Cover Girl eye pencils, undated
Box 1, Folder 22	Cover Girl eyes, 1968, 1974-1975, 1977-1978; undated
Box 1, Folder 23	<a href="#">Cover Girl eyes nine hour polish Colormatics, 1976-1977</a>
Box 1, Folder 24	Cover Girl eyes one stroke, 1976-1979
Box 1, Folder 25	<a href="#">Cover Girl historical review, 1959-1960, 1970, 1975-1978, 1981</a>
Box 2, Folder 1	Cover Girl Cover Lips, 1977-1979
Box 2, Folder 2	Cover Girl lipstick Teen, 1978
Box 2, Folder 3	Cover Girl Long n' Lush, 1974, 1977-1978
Box 2, Folder 4	Cover Girl Make-Up, 1967
Box 2, Folder 5	Cover Girl Make-Up, 1974-1975
Box 2, Folder 6	Cover Girl Make-Up, 1976
Box 2, Folder 7	Cover Girl Make-Up, 1977-1978
Box 2, Folder 8	Cover Girl Make-Up, 1978
Box 2, Folder 9	<a href="#">Cover Girl Make-Up, undated</a>
Box 2, Folder 10	Cover Girl Make-Up medicated claim, undated
Box 3, Folder 1	Cover Girl mapping study, 1976
Box 3, Folder 2	Cover Girl mascara

Box 3, Folder 3	<a href="#">Cover Girl moisture Make-Up</a>
Box 3, Folder 4	Cover Girl II Moisturewear
Box 3, Folder 5	<a href="#">Cover Girl Moisturewear</a>
Box 3, Folder 6	Cover Girl nails
Box 3, Folder 7	Cover Girl new shadows
Box 3, Folder 8	Cover Girl Oil Control Make-Up
Box 3, Folder 9	Cover Girl Professional Mascara
Box 3, Folder 10	Cover Girl Professional Shampoo Creative Review, 1980
Box 3, Folder 11	Cover Girl Shine Makers
Box 3, Folder 12	Cover Girl skin
Box 3, Folder 13	Cover Girl Thick Lash Mascara
Box 4, Folder 1	<a href="#">Cheryl Tiegs, 1977-1979</a>
Box 4, Folder 2	China Oil-Poris, 1978
Box 4, Folder 3	Cocoa Butter-Poris, 1978
Box 4, Folder 4	Heart of Oats-Poris, 1978
Box 4, Folder 5	Lip Softeners
Box 4, Folder 6	Moisturewear 'Over 25' Cleanser
Box 4, Folder 7	Moisturewear Lips
Box 4, Folder 8	Noxell New Products
Box 4, Folder 9	Outdoor Make-Up
Box 4, Folder 10	<a href="#">Raintree</a>
Box 4, Folder 11	Raintree Bath
Box 4, Folder 12	Raintree Hands
Box 4, Folder 13	Savvy ( a Bristol-Myers Product)

Box 4, Folder 14	Skin Clinic Hands
Box 4, Folder 15	Super Sheen
Box 5, Folder 1	Noxzema
Box 5, Folder 2	Noxzema Antiseptic Skin Cleanser
Box 5, Folder 3	Noxzema copy notes
Box 5, Folder 4	Noxzema Hands
Box 5, Folder 5	Noxzema Skin Cream
Box 5, Folder 6	Noxzema Moisturizer
Box 5, Folder 7	Noxzema-Radio Commercials, 1966
Box 5, Folder 8	Noxzema- Television Commercial Scheduling Budget, 1966-1967
Box 5, Folder 9	<a href="#">Miscellaneous Poris materials, undated</a>

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## Series 2: Interviewee Files, 1990-1991

**Scope and Contents:** This series contains the abstracts of the oral history interviews and additional information about the interviewees, such as resumes, publications, and correspondence. The files are arranged alphabetically by last name. Each abstract begins with a brief biographical statement about the interviewee, and a note on the scope and content of the interview. The abstracts correspond to a time message on track two of the researcher copy of each audiocassette tape. At the end of each abstract is an index to proper names (people, trade names, advertising campaigns, locations) and to some general themes addressed during the interview. A master index, located in the first folder of this series, combines these individual indices into a comprehensive listing.

Box 6, Folder 1	John Bergin creative director at SSC and B from 1974 until 1981 interviewed 1990 February 15 New York City.
Box 6, Folder 2	Christie Brinkley Cover Girl model interviewed 1990 July 10 Long Island New York.
Box 6, Folder 3	George Lloyd Bunting chairman emeritus of Noxell Corporation interviewed 1990 January 26 Hunt Valley Maryland.
Box 6, Folder 4	George Lloyd Bunting Jr. chairman and CEO of Noxell Corporation interviewed 1990 January 26 Hunt Valley Maryland.
Box 6, Folder 5	Sheri Colonel account manager for Cover Girl cosmetics at SSC and B: Lintas Worldwide interviewed 1990 February 28 New York New York.
Box 6, Folder 6	Eileen Ford co-founder of Ford Models Incorporated; interviewed 1990 September 26 New York New York.
Box 6, Folder 7	Lynn Giordano executive creative director at SSC and B: Lintas Worldwide 1981 interviewed 1990 February 28 New York City New York.
Box 6, Folder 8	Geraldine Grathwohl wife of Bill Grathwohl who worked on Cover Girl account at SSC and B in 1956 interviewed 1990 April 27 New Suffolk New York.
Box 6, Folder 9	L.C. "Bates" Hall assistant to Bill Grathwohl and later advertising director at the Noxell Corporation from 1963-1970s; interviewed 1990 February 12 Los Vegas Nevada.
Box 6, Folder 10	Fran Harrison head of marketing at Noxell until 1987 interviewed 1990 February 19 Sarasota Florida.
Box 6, Folder 11	Richard "Dick" Huebner art director at Lintas and worked on Cover Girl advertising since the late 1960s interviewed 1990 February 1 New York New York.
Box 6, Folder 12	William D. Hunt director of product development at Noxzema Chemical Company 1955-1971 interviewed 1990 April 4 Lutherville Maryland.

Box 6, Folder 13	Robert Lindsay employee at Noxzema Chemical Company 1941-1988 interviewed 1990 May 14 Towson Maryland.
Box 6, Folder 14	Malcolm MacDougall creative director at SSC and B from 1980-1985 interviewed 1990 February 2 New York City New York.
Box 6, Folder 15	Karen McIver Cover Girl account at SSC and B from 1973-1980; interviewed 1990 February 15 New York New York.
Box 6, Folder 16	Helen Nash publicist for Noxzema and Cover Girl since 1960 interviewed 1990 February 16 New York New York.
Box 6, Folder 17	Stan Noble Cover Girl account at SSC and B since 1966; interviewed 1990 April 19 New York New York.
Box 6, Folder 18	Carol Oelbaum work on Cover Girl account at SSC and B in 1958 and is credited with product name "Cover Girl"; interviewed 1990 April 19 in New York New York.
Box 6, Folder 19	Jennifer O'Neill Cover Girl model interviewed 1990 October 18 Malibu California.
Box 6, Folder 20	Nick Pelligrino producer of television commercials for Cover Girl since 1970; interviewed 1990 March 20 New York New York.
Box 6, Folder 21	George Poris creative director for Cover Girl at SSC and B from 1958-1968; and 1971-1980; interviewed 1990 April 27 Haworth New Jersey.
Box 6, Folder 22	F. Stone Roberts Cover Girl account at SSC and B since 1966 interviewed 1990 January 23 New York New York.
Box 6, Folder 23	Cheryl Tiegs model Cover Girl interviewed 1991 February 26 Los Angeles California.
Box 6, Folder 24	Peter Troup senior vice president for domestic marketing at Noxell since 1972 interviewed 1990 January 15 Hunt Valley Maryland.
Box 6, Folder 25	Arthur Weithas Cover Girl account at SSC and B from 1955-1967 and Janet Weithas interviewed 1990 April 19 New York New York.
Box 6, Folder 26	Norbert Witt vice president of sales at Noxell Corporation in 1955 and president from 1963-1973 interviewed 1990 February 21 North Palm Beach Florida.

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## Series 3: Oral Histories, 1990-1991

### Subseries 3.1: Original Master Audiocassettes, 1990-1991

Scope and Contents: This series contains the original master audiocassettes made in the field by the Archives Center. The tapes of the interviews are organized chronologically by date of interview and are numbered in the order in which they were conducted.

Box 7	Bergin, John
Box 8	Brinkley, Christie
Box 7	Bunting, Jr. George L.
Box 7	Colonel, Sheri
Box 8	Ford, Eileen
Box 8	Giordano, Lynn
Box 8	Grathwohl, Geraldine
Box 7	Hall, L.C. "Bates"
Box 7	Harrison, Fran
Box 7	Huebner, Dick
Box 8	Hunt, William D.
Box 8	Lindsay, Robert
Box 7	MacDougall, Malcolm
Box 7	McIver, Karen
Box 7	Nash, Helen
Box 8	Noble, Stan
Box 8	Oelbaum, Carol
Box 8	O'Neill, Jennifer
Box 8	Pelligrino, Nick
Box 7	Poris George

Box 7	Roberts, F. Stone
Box 8	Tiegs, Cheryl
Box 7	Troup, Peter
Box 8	Weithas, Art
Box 7	Witt, Norbert

### Subseries 3.2: Researcher Copies of Audiocassettes, 1990-1991

#### Box 7

Scope and Contents: This series includes two sets of researcher copies recorded on stereo cassettes on which track one contains the interview and track two contains a timed message measured in ten second intervals. The interviews are abstracted using the T.A.P.E. system (Timed Access Pertinent Excerpts). The abstracts of the interviews are written with reference to these timed messages (see Series Two). Each set of the researcher copies is arranged alphabetically by last name.

Box 9	Bergin John
Box 9	Brinkley Christie
Box 9	Bunting Jr. George L.
Box 9	Colonel Sheri
Box 9	Ford Eileen
Box 9	Giordano Lynn
Box 9	Grathwohl Geraldine
Box 9	Hall L.C. "Bates"
Box 9	Harrison Fran
Box 9	Huebner Dick
Box 9	Hunt William D.
Box 9	Lindsay Robert
Box 10	MacDougall Malcolm
Box 10	McIver Karen

Box 10	Nash Helen
Box 10	Noble Stan
Box 10	Oelbaum Carol
Box 10	O'Neill Jennifer
Box 10	Pelligrino Nick
Box 10	Poris George
Box 10	Roberts F. Stone
Box 10	Tiegs Cheryl
Box 10	Troup Peter
Box 10	Weithas Art
Box 10	Witt Norbert

### Subseries 3.3: Preservation Master Copies, 1990-1991

Scope and Contents: This series includes master reel to reel tapes of the interviews organized by last name. These materials are not available for research use.

Box 11	Bergin John
Box 11	Brinkley Christie
Box 11	Bunting Jr. George L.
Box 11	Colonel Sheri
Box 11	Ford Eileen
Box 11	Giordano Lynn
Box 11	Grathwohl Geraldine
Box 12	Hall L.C. "Bates"
Box 12	Harrison Fran
Box 12	Huebner Dick



Box 12	Hunt William D.
Box 12	Lindsay Robert
Box 13	MacDougall Malcolm
Box 13	McIver Karen
Box 13	Nash Helen
Box 13	Noble Stan
Box 13	Oelbaum Carol
Box 13	O'Neill Jennifer
Box 14	Pelligrino Nick
Box 14	Poris George
Box 14	Roberts F. Stone
Box 14	Tiegs Cheryl
Box 14	Troup Peter
Box 15	Weithas Art
Box 15	Witt Norbert

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## Series 4: Television Commercials, 1960-1990; undated

**Scope and Contents:** This series consists of television commercials in ¾-inch video formats compiled by Noxell loosely in chronological order. Tapes one through five are commercials for Cover Girl Make-up. Tape five consists of commercials for nail polish. Commercials for lip products are included on tape six. Tape seven is commercials for mascara. Tape eight is Noxzema skin cream. Tape nine includes commercials for Noxzema skin cream, shaving cream, Cover Girl brand cosmetics and Clarion brand cosmetics. There is also a Cover Girl promotion tape about "basic make-up".

### Subseries 4.1: Master Copies, 1960-1990; undated

**Scope and Contents:** Includes original tapes compiled by Noxell for company purposes.

Box 16, Folder 1	Cover Girl Make-Up, 1960-1967
Box 16, Folder 2	Cover Girl Make-Up, 1967-1973
Box 16, Folder 3	Cover Girl Make-Up, 1974-1987
Box 16, Folder 4	Cover Girl Make-Up, 1981-1989
Box 16, Folder 5	Cover Girl Make-Up, undated
Box 16, Folder 6	Cover Girl Make-Up, undated
Box 18, Folder 7	Professional Mascaras, 1978-1988
Box 18, Folder 8	Noxzema Skin Cream, 1966-1985
Box 18, Folder 9	Noxell highlights, 1960-1990

### Subseries 4.2: Researcher Copies, 1960-1990

**Scope and Contents:** Consists of copies made of the original tapes for reference use. This includes reference DVDs.

	Cover Girl Make-Up, 1960-1967
Box 17, Folder 1	Jan Rylander Mademoiselle, 1960
Box 17, Folder 1	Nenna Mademoiselle, 1960
Box 17, Folder 1	Sara Thom Good Housekeeping, 1960
Box 17, Folder 1	Anne De Zegheb Vogue Paris, 1961
Box 17, Folder 1	Marola Harper's Bazaar, 1962

Box 17, Folder 1	Johanna Leigh Look, 1962
Box 17, Folder 1	Helen Carlin Woman's Day, 1962
Box 17, Folder 1	Averil Crosby Journal, 1962
Box 17, Folder 1	"Magubgub, 1962
Box 17, Folder 1	Bonnie Trompeter Brides, 1962
Box 17, Folder 1	Kecia Seventeen, 1962
Box 17, Folder 1	Sheila Finn Life, 1962
Box 17, Folder 1	Anne De Zegheb Life, 1962
Box 17, Folder 1	Sandra Peterson Vogue, 1963
Box 17, Folder 1	Barbara Clement Redbook, 1963
Box 17, Folder 1	Alayne Joynes Glamour, 1964
Box 17, Folder 1	Barbara Berger Good Housekeeping, 1964
Box 17, Folder 1	Renata, 1965
Box 17, Folder 1	Karine Ariana, 1967
Box 17, Folder 2	Cover Girl Make-Up, 1967-1973
Box 17, Folder 2	Brigette Kember Look, 1967
Box 17, Folder 2	Elsa Kirk Look, 1967
Box 17, Folder 2	Carola Della Gato Vogue, 1967
Box 17, Folder 2	Eva Ljungberg, 1967
Box 17, Folder 2	Regina Marie-France, 1967
Box 17, Folder 2	Carol Camus Femme Chic, 1967
Box 17, Folder 2	Lotte Desau Madame, 1967
Box 17, Folder 2	Ines Kummaness McCall's, 1967
Box 17, Folder 2	Lucy Angle "Teenage Boys", 1967

Box 17, Folder 2	Multi-Product Advertising, 1968
Box 17, Folder 2	Susan Dey "Next Time", 1968
Box 17, Folder 2	Josyane LeRoy "Josyane", 1968
Box 17, Folder 2	Ines Kummaness McCall's, 1968
Box 17, Folder 2	Elaine Fulkerson "Elaine", 1968
Box 17, Folder 2	Cybil Sheppard "Woman", 1969
Box 17, Folder 2	Evelyn Kuhn "Brigitte", 1969
Box 17, Folder 2	Daniella Fecke "Painting", 1969
Box 17, Folder 2	Cheryl Tiegs Brides, 1970
Box 17, Folder 2	Randi Oakes "Ingenuie", 1970
Box 17, Folder 2	Cybil Sheppard "Snow Girl", 1970
Box 17, Folder 2	Susie Blakely "Outdoor Grill", 1970
Box 17, Folder 2	Patricia Sembera "Model on Loc", 1970
Box 17, Folder 2	Cheryl Tiegs "Clean Life", 1970
Box 17, Folder 2	Margareta "Beach", 1971
Box 17, Folder 2	Lucy Angle "Living Make-Up", 1971
Box 17, Folder 2	Susie Blakely "New Woman", 1971
Box 17, Folder 2	Jennifer "Jennifer O'Neill", 1972
Box 17, Folder 2	Cybil Sheppard "See Sky Sun", 1972
Box 17, Folder 2	Cheryl Tiegs "Cheryl Tiegs", 1972
Box 17, Folder 2	Bonnie Trompeter "Bonnie", 1973
Box 17, Folder 2	Cheryl Tiegs "Home Coming", 1973
Box 17, Folder 3	Cheryl Tiegs "Interview", 1974
Box 17, Folder 3	Jennifer O'Neill "Jennifer Testimonial", 1975

Box 17, Folder 3	Jennifer O'Neill "Prettiest Girls in Pictures", 1975
Box 17, Folder 3	Cheryl Tiegs "Chant", 1975
Box 17, Folder 3	Cheryl Tiegs "Ad Lib", 1975
Box 17, Folder 3	Cheryl Tiegs "Famous Faces", 1975
Box 17, Folder 3	Phyllis Somer "Today", 1976
Box 17, Folder 3	Phyllis Somer "Interview", 1976
Box 17, Folder 3	Cheryl Tiegs Roberts Elaine Fulkerson "Three Girls", 1976
Box 17, Folder 3	Cheryl Tiegs "Chant Sexy", 1976
Box 17, Folder 3	Phyllis Somer "Ad Lib", 1976
Box 17, Folder 3	Cheryl Tiegs "The Shoot", 1976
Box 17, Folder 3	Cindy Harrell "Cindy", 1977
Box 17, Folder 3	Cheryl Tiegs "The Look", 1977
Box 17, Folder 3	Cheryl Tiegs "Nighttime", 1977
Box 17, Folder 3	Cheryl Tiegs "Interview", 1978
Box 17, Folder 3	Cheryl Tiegs "Superstar", 1978
Box 17, Folder 3	Shaun Casey "Redwoods", 1979
Box 17, Folder 3	Cheryl Tiegs "Dressing Test", 1979
Box 17, Folder 3	Cheryl Tiegs "Most Photographed Face", 1979
Box 17, Folder 3	Christie Brinkley "Blue Grass", 1979
Box 17, Folder 3	Cheryl Tiegs "That Face", 1981
Box 17, Folder 3	Christie Brinkley "That Face", 1983
Box 17, Folder 3	Jennifer O'Neill "That Face", 1983
Box 17, Folder 3	Jennifer O'Neill "The Look", 1984
Box 17, Folder 3	Christie Brinkley "How To", 1984

Box 17, Folder 3	Christie Brinkley "Christie Spokeswoman", 1985
Box 17, Folder 3	Renee Simonson "Snow", 1985
Box 17, Folder 3	Carol Alt "Check It Out", 1985
Box 17, Folder 3	Jennifer O'Neill "Every Woman", 1985
Box 17, Folder 3	Renee Simonson "Clean Look Editorial", 1986
Box 17, Folder 3	Christie Brinkley "Christie Magazine", 1987
Box 17, Folder 3	Jennifer O'Neill "Skin Changing", 1987
Box 17, Folder 3	Jennifer O'Neill "Skin Needs", 1987
Box 17, Folder 3	Martha Longley "Clouds", 1987
Box 17, Folder 4	Cheryl Tiegs "That Face", 1981
Box 17, Folder 4	Christie Brinkley "That Face", 1983
Box 17, Folder 4	Jennifer O'Neill "That Face", 1983
Box 17, Folder 4	Jennifer O'Neill "The Look", 1984
Box 17, Folder 4	Christie Brinkley "How To", 1984
Box 17, Folder 4	Carol Alt "Check It Out", 1985
Box 17, Folder 4	Jennifer O'Neill "Every Woman", 1985
Box 17, Folder 4	Christie Brinkley "Christie Spokeswoman", 1985
Box 17, Folder 4	Renee Simonson "Snow", 1985
Box 17, Folder 4	Renee Simonson "Clean Look Editorial", 1986
Box 17, Folder 4	Christie Brinkley "Christie Magazine", 1987
Box 17, Folder 4	Jennifer O'Neill "Skin Changing", 1987
Box 17, Folder 4	Jennifer O'Neill "Skin Needs", 1987
Box 17, Folder 4	Christie Brinkley "Dressing Room", 1988
Box 17, Folder 4	Jennifer O'Neill "Jennifer At Home" (:30), 1988

Box 17, Folder 4	Jennifer O'Neill "Jennifer At Home" (:15), 1988
Box 17, Folder 4	Carol Alt "Bride Rev." (:30), 1988
Box 17, Folder 4	Carol Alt "Bride Rev." (:15), 1988
Box 17, Folder 4	Christie Brinkley "American Girls Rev.", 1988/1989
Box 17, Folder 4	Jennifer O'Neill "Riding Party Rev. 2" (:30), 1989
Box 17, Folder 4	Jennifer O'Neill "Riding Party Rev. 2" (:15), 1989
Box 17, Folder 5	NailSlicks "Wet/Dry", 1977
Box 17, Folder 5	NailSlicks "Watch Cindy", 1978
Box 17, Folder 5	NailSlicks "By the Pool-Maud Adams", 1979
Box 17, Folder 5	NailSlicks "Cheryl Wet Nailcolor", 1980
Box 17, Folder 5	NailSlicks "Guess Again", 1981
Box 17, Folder 5	NailSlicks "NailSlicks Can", 1982
Box 17, Folder 5	NailSlicks "Looks Wet Jennifer", 1984
Box 17, Folder 5	NailSlicks "Jennifer Re-edit", 1984
Box 17, Folder 5	NailSlicks "My Nailcolor", 1984
Box 17, Folder 5	NailSlicks "Jennifer/Keyboard Demo", 1984
Box 17, Folder 5	NailSlicks "Drenched", 1984/1985
Box 17, Folder 5	Luminesse Nailcolor "Ribbon", 1986
Box 17, Folder 5	NailSlicks "Fur Demo", 1986
Box 17, Folder 5	NailSlicks "Quiz", 1987
Box 17, Folder 5	NailSlicks "My Shine I", 1988
Box 17, Folder 5	NailSlicks "My Shine II", 1988
Box 17, Folder 5	NailSlicks "Opulence", undated
Box 17, Folder 6	"Whisper", undated

Box 17, Folder 6	"Whisper Revised", undated
Box 17, Folder 6	"Hey Cindy", undated
Box 17, Folder 6	"Hey Cheryl", undated
Box 17, Folder 6	"Spokeswoman (Photomatic)", undated
Box 17, Folder 6	"By the Pool/Lips Tag ", undated
Box 17, Folder 6	"Cheryl Wet Nail Color Lips Tag", undated
Box 17, Folder 6	"Guess Again with Lipblush Tag", undated
Box 17, Folder 6	"Blushing Lips Nail Tag", undated
Box 17, Folder 6	"Blushing Lips Nail Tag Revised" u, ndated
Box 17, Folder 6	"NailSlicks Cam with Lipblush Tag", undated
Box 17, Folder 6	"I Love Satin Revised I ", ndated
Box 17, Folder 6	Reference DVDs for tapes 1-6
Box 19, Folder 7	"Dissolve ", 1978
Box 19, Folder 7	"Cheryl's Mascara", 1980
Box 19, Folder 7	"Blue ", 1981
Box 19, Folder 7	"Close-Up", 1983
Box 19, Folder 7	"World Class Models", 1985
Box 19, Folder 7	"Throw a Curve", 1987
Box 19, Folder 7	"Rehearsal", 1989
Box 19, Folder 8	"It's All About Cream", 1966
Box 19, Folder 8	"Nobody Like You/Face Belongs", 1970
Box 19, Folder 8	"Sandy Duncan", 1970
Box 19, Folder 8	"Lovers in the Rain", 1971
Box 19, Folder 8	"Fresh Face Berdine", 1973



Box 19, Folder 8	"Nighttime", 1973
Box 19, Folder 8	"Fresh Face Martha/Clean Can Lead to Clear", 1974
Box 19, Folder 8	"Soap and Water Girl", 1975
Box 19, Folder 8	"Kick Out of Clean Adult", 1976
Box 19, Folder 8	"Mother and Daughter "Good Skin", 1977
Box 19, Folder 8	Kathryn Crosby "Good Skin Starts Clean and Stays Healthier Looking", 1978
Box 19, Folder 8	"Muriel Hemingway Manhattan", 1979
Box 19, Folder 8	"Muriel Hemingway Like That", 1979
Box 19, Folder 8	Meredith Baxter Briney "Car", 1980
Box 19, Folder 8	Pam Dawber "Watch Good Skin Happen", 1981
Box 19, Folder 8	Melissa Gilbert" Watch Good Skin Happen", 1981
Box 19, Folder 8	"Dry is a Lie", 1982
Box 19, Folder 8	"Girl in a Desert", 1983
Box 19, Folder 8	"Sailboat Alternate", 1983
Box 19, Folder 8	"Camp Counselor", 1983
Box 19, Folder 8	"Night Out", 1983
Box 19, Folder 8	"Beach House", 1984
Box 19, Folder 8	"Pump Pump", 1984
Box 19, Folder 8	"New Way to Wash", 1984
Box 19, Folder 8	"Island", 1984
Box 19, Folder 8	"Next Time", 1985
Box 19, Folder 8	"Mirror (Teen), 1985
Box 19, Folder 9	Noxzema Skin Cream Trevi Fountain, 1960
Box 19, Folder 9	Noxzema Skin Cream Car/Birney, 1980

Box 19, Folder 9	Noxzema Skin Cream Island, 1984
Box 19, Folder 9	Noxzema Skin Cream Next Time, 1985
Box 19, Folder 9	Noxzema Skin Cream, Let It Begin, 1990
Box 19, Folder 9	Noxzema Shave Cream, Musical Shave, 1965
Box 19, Folder 9	Noxzema Shave Cream, Namath/Farah, 1972
Box 19, Folder 9	Noxzema Shave Cream, Newlyweds, 1983
Box 19, Folder 9	Jan Rylander, Cover Girl Cosmetics, 1960
Box 19, Folder 9	Cybil Shepherd, Cover Girl Cosmetics, 1970
Box 19, Folder 9	Cheryl Tiegs, Cover Girl Cosmetics, 1972
Box 19, Folder 9	Cover Girl Cosmetics, Most Photographed, 1979
Box 19, Folder 9	Cover Girl Cosmetics, That Face, 1984
Box 19, Folder 9	Cover Girl Cosmetics, Rehearsal, 1989
Box 19, Folder 9	Cover Girl Cosmetics, America's Look, 1990 19
Box 19	Basic Make-Up with Christie Brinkley, 1987
Box 19	Reference DVDs for tapes 7-9 and Basic Make-Up

### Subseries 4.3: Storyboards and Television Scripts, 1950-1981; undated

Scope and Contents: The materials include the storyboards or television scripts for Cover Girl make-up, Noxzema skin care products, raintree products and china oil products and are arranged in chronological order.

Box 20, Folder 1	<a href="#">Noxzema Shave Cream, 1950</a>
Box 20, Folder 2	Noxzema Shave Cream, 1956
Box 20, Folder 3	Noxzema Skin Cream, 1956
Box 20, Folder 4	Noxzema Skin Cream, 1957
Box 20, Folder 5	Noxzema High Noon, 1957
Box 20, Folder 6	Noxzema Nozain, 1957

Box 20, Folder 7	Noxzema Skin Lotion, 1958
Box 20, Folder 8	Cover Girl Make-Up, 1959
Box 20, Folder 9	Noxzema Droplets, 1959
Box 20, Folder 10	Noxzema High Noon, 1959
Box 20, Folder 11	Noxzema Shaving Lather, 1959
Box 20, Folder 12	Noxzema Skin Cream, 1959
Box 20, Folder 13	Noxzema Skin Lotion, 1959
Box 20, Folder 14	Cover Girl Make-Up, 1960
Box 20, Folder 15	<a href="#">Noxzema Cold Cream, 1960</a>
Box 20, Folder 16	Noxzema Droplets, 1960
Box 20, Folder 17	Noxzema Skin Cream, 1960
Box 20, Folder 18	<a href="#">Noxzema Skin Lotion, 1960</a>
Box 20, Folder 19	Cover Girl Make-Up, 1961
Box 20, Folder 20	Noxzema Skin Cream, 1961
Box 20, Folder 21	Noxzema Skin Lotion, 1961
Box 20, Folder 22	Cover Girl Cleanser, 1962
Box 20, Folder 23	<a href="#">Cover Girl Make-Up, 1962</a>
Box 20, Folder 24	<a href="#">Noxzema Shaving Lather, 1962</a>
Box 20, Folder 25	<a href="#">Noxzema Skin Cream, 1962</a>
Box 21, Folder 1	Noxzema Skin Lotion, 1962
Box 21, Folder 2	Cover Girl Make-Up, 1963
Box 21, Folder 3	Noxzema Instant Shave, 1963
Box 21, Folder 4	<a href="#">Noxzema Skin Cream, 1963</a>
Box 21, Folder 5	<a href="#">Noxzema Skin Lotion, 1963</a>

Box 21, Folder 6	Cover Girl Lipstick, 1964
Box 21, Folder 7	Cover Girl Make-Up, 1964
Box 21, Folder 8	Noxzema High Noon, 1964
Box 21, Folder 9	Noxzema Skin Cream, 1964
Box 21, Folder 10	Cover Girl Lipstick, 1965
Box 21, Folder 11	Cover Girl Make-Up, 1965
Box 21, Folder 12	Noxzema Complexion Lotion, 1965
Box 21, Folder 13	Noxzema Skin Cream, 1965
Box 21, Folder 14	Noxzema Skin Cream, 1965
Box 21, Folder 15	Noxzema Skin Cream, 1965
Box 21, Folder 16	Cover Girl Make-Up, 1966
Box 21, Folder 17	Cover Girl Plus 3, 1966
Box 21, Folder 18	Noxzema Complexion Lotion, 1966
Box 21, Folder 19	Noxzema Skin Cream, 1966
Box 21, Folder 20	Noxzema Skin Cream, 1966
Box 21, Folder 21	Cover Girl Make-Up, 1967
Box 21, Folder 22	Cover Girl Plus 3, 1967
Box 21, Folder 23	Noxzema Cold Cream, 1967
Box 21, Folder 24	Noxzema Cold Cream, 1968
Box 22, Folder 1	Cover Girl Make-Up, 1970
Box 22, Folder 2	Cover Girl Make-Up, 1971
Box 22, Folder 3	Cover Girl Make-Up, 1972
Box 22, Folder 4	Alberto VO5 Hairdressing Spray, 1972
Box 22, Folder 5	Command Dry and Natural Hair Control, 1972

Box 22, Folder 6	<a href="#">Dep Dry Styling System, 1972</a>
Box 22, Folder 7	<a href="#">Free Choice Shampoo, 1972</a>
Box 22, Folder 8	<a href="#">Cover Girl Make-Up, 1973</a>
Box 22, Folder 9	Vitas Dry Control, 1973
Box 22, Folder 10	Cover Girl Make-Up, 1974
Box 22, Folder 11	Raintree, 1974
Box 22, Folder 12	Cover Girl Eyes, 1975
Box 22, Folder 13	Cover Girl Make-Up, 1975
Box 22, Folder 14	Noxzema Skin Cream, 1975
Box 22, Folder 15	Raintree, 1975
Box 22, Folder 16	<a href="#">Cover Girl Make-Up, 1976</a>
Box 22, Folder 17	Cover Girl Moisturewear, 1976
Box 22, Folder 18	Noxzema Skin Cream, 1976
Box 22, Folder 19	Raintree, 1976
Box 22, Folder 20	Cover Girl Eyes, 1977
Box 22, Folder 21	<a href="#">Cover Girl Lip Softeners, 1977</a>
Box 22, Folder 22	Cover Girl Make-Up, 1977
Box 22, Folder 23	<a href="#">Cover Girl Moisturewear, 1977</a>
Box 22, Folder 24	Noxzema Skin Cream, 1977
Box 22, Folder 25	China Oil, 1977
Box 22, Folder 26	Raintree, 1977
Box 22, Folder 27	Cover Girl Eyes, 1978
Box 22, Folder 28	<a href="#">Cover Girl Lip Softeners, 1978</a>
Box 22, Folder 29	Cover Girl Make-Up, 1978

Box 22, Folder 30	<a href="#">Cover Girl Moisturewear, 1978</a>
Box 22, Folder 31	Noxzema Skin Cream, 1978
Box 22, Folder 32	Raintree, 1978
Box 22, Folder 33	<a href="#">Cover Girl Eyes, 1979</a>
Box 22, Folder 34	<a href="#">Cover Girl Make-up, 1979</a>
Box 22, Folder 35	Cover Girl Make-up, 1980
Box 22, Folder 36	Cover Girl Make-up, 1981
Box 22, Folder 37	Noxzema Skin Cream, undated

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## Series 5: Print Advertisements, 1923-1989; undated

### Subseries 5.1: Ledger, 1923-1926

#### Box 29

Scope and Contents: Includes a ledger book which records the copy, layout, number, frequency, and cost of newspaper advertisements placed between 1923 and 1926, as well as the level of response to coupons included in the advertisements.

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### Subseries 5.2: Printed Advertisements and Proof sheets, 1950-1989; undated

Scope and Contents: Consists of printed advertisements and proofsheets from the business records of George Paris, creative director for the Cover Girl account at SSC&B. Materials are arranged first by size and then in chronological order and include products such as medicated make-up, lipstick, blusher, acne medication, the clean make up eye shadows and nails.

Box 24, Folder 1	<a href="#">1950</a>
Box 23, Folder 1	<a href="#">1953</a>
Box 24, Folder 2	<a href="#">1955</a>
Box 23, Folder 3	<a href="#">1956</a>
Box 23, Folder 2	<a href="#">1956</a> , <a href="#">1956</a>
Box 23, Folder 4	<a href="#">1958</a>
Box 24, Folder 3	<a href="#">1958</a>
Box 23, Folder 5	<a href="#">1959</a>
Box 24, Folder 4	<a href="#">1959</a>
Box 23, Folder 6	<a href="#">1960</a>
Box 25, Folder 1	<a href="#">1960</a>
Box 23, Folder 7	<a href="#">1961</a>
Box 25, Folder 2	<a href="#">1961</a>
Box 23, Folder 8	<a href="#">1962</a>
Box 25, Folder 3	<a href="#">1962</a>
Box 23, Folder 9	<a href="#">1963</a>

Box 25, Folder 4	1963	<p><a href="#">Bill Blass Interprets the Cover Girl Look [color advertisement, tear sheet], 1964</a> 1 Item</p> <p>Photographer: Avedon, Richard Language: English. Notes: AC0374-0000290.tif (AC Scan: detail, model) AC0374-0000290a.tif (AC Scan: detail, Bill Blass) AC0374-0000290m.tif (AC Scan: full advertisement) Ink on paper, 12" x 33". In Box 25, Folder 4. Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Color advertisement (reproduction of photograph) of model Maggie Eckhart wearing fantastic fuschia hat; image of Bill Blass sitting in director's chair beside model.</p> <p>Names: Eckhart, Maggie Blass, Bill</p> <p>Topic: Hats Fashion photography -- 1960-1970 advertising -- Cosmetics</p> <p>Genre/Form: Photographs -- 1960-1970 -- Color -- Reproductions Tear sheets -- 1960-1970 Advertisements</p>
Box 28, Folder 1	1963	
Box 23, Folder 10	1964	
Box 25, Folder 5	1964	
Box 28, Folder 1	1964	
Box 23, Folder 11	1965	
Box 25, Folder 6	1965	
Box 23, Folder 12	1966	
Box 23, Folder 13	1966	
Box 25, Folder 7	1966	
Box 28, Folder 2	1966	
Box 25, Folder 8	1967	



Box 28, Folder 3	1967
Box 25, Folder 9	1968
Box 28, Folder 4	1968
Box 25, Folder 10	1969
Box 28, Folder 6	1969
Box 26, Folder 1	1970
Box 28, Folder 7	1970
Box 23, Folder 14	1971
Box 26, Folder 2	1971
Box 28, Folder 8	1971
Box 26, Folder 3	1972
Box 28, Folder 8	1972
Box 26, Folder 4	1973
Box 23, Folder 15	1974
Box 26, Folder 5	1974
Box 28, Folder 9	1974
Box 26, Folder 6	1975
Box 23, Folder 16	1976
Box 26, Folder 7	1976
Box 28, Folder 9	1976
Box 26, Folder 8	1977
Box 28, Folder 10	1977
Box 26, Folder 9	1978
Box 28, Folder 10	1978

Box 26, Folder 10	1979
Box 27, Folder 1	1980
Box 27, Folder 2	1981
Box 27, Folder 3	1982
Box 27, Folder 4	1983
Box 27, Folder 5	1984
Box 27, Folder 6	1985
Box 27, Folder 7	1986
Box 27, Folder 8	1987
Box 27, Folder 9	1988

[Cover Girl Extremely Gentle Make-Up \[color advertisement\], 1988](#)

1 Item (15.25" x 10".)

Advertiser: Noxell Corporation.

Language: English.

Notes: AC0374-0000320.tif (AC Scan)

Ink on paper.

In Box 27, Folder 9.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Model Carol Alt in wedding costume advertising Cover Girl make-up; photographer unidentified.

Names: Alt, Carol, 1960-

Topic: Models (Persons)

Cosmetics

Wedding costume

Brides

advertising -- Cosmetics

Genre/Form: Photographs -- 1980-1990 -- Color -- Reproductions

Advertisements -- 1980-1990

Box 27, Folder 10	1989
Box 23, Folder 17	undated
Box 23, Folder 18	undated
Box 27, Folder 11	undated

Box 28, Folder 11	<a href="#">undated</a>
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### Subseries 5.3: Layouts of Printed Advertisements, 1960s

Scope and Contents: Includes layouts for Cover Girl advertisements from the business records of Art Weithas, art director for the Cover Girl account at SSC&B. Materials are organized in chronological order.

Box 23, Folder 19	<a href="#">1960s</a>
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Box 28, Folder 12	<a href="#">1960s</a>
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Box 28, Folder 13	<a href="#">1960s</a>
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Box 28, Folder 14	<a href="#">1960s</a>
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## Series 6: Company Publications and Promotional Materials, 1926-1988

**Scope and Contents:** Materials include a full run of annual reports, 1926-1988; booklets of make-up hints; and corporate histories. Also included are a Cover Girl Video Guide to Basic Make-Up with Christie Brinkley (1987) in VHS video form and press releases featuring photographs of Cover Girl models, created by Helen Nash Associates, Inc., a New York public relations firm, 1962-1972, and by Doremus Porter Novelli, a New York public relations firm, 1987.

Box 30, Folder 1      [Noxzema Chemical Company annual stockholders reports, 1926-1957](#)

Box 30, Folder 2      [Noxzema annual reports, 1959-1969](#)

Box 30, Folder 3      [Noxell annual reports, 1970-1979](#)

Box 30, Folder 4      [Noxell annual reports, 1980-1988](#)

Box 30, Folder 5      [Noxell promotional literature, 1942, 1949, 1956, 1977](#)

Box 30, Folder 6      [Cover Girl promotional literature and make-up hints, 1980-1985](#)

Box 30, Folder 7      [Press releases, 1962-1987](#)

[Party face of the seventies \[black and white photoprint\], ca. 1970-1980](#)

1 Item (10" x 8".)

Advertiser: Noxell Corporation.

Language: English.

Notes: 04037427.tif (AC Scan)

Silver gelatin on paper.

In Box 28.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Young woman with strange headdress and large earrings. Title of image from press release attached to back of photograph; photographer unidentified.

Topic: Cosmetics -- advertising

Beauty culture

Genre/Form: Earrings

Photographs -- 1970-1980

[\[African American woman model for Noxzema Skin Cream : black and white photoprint\], \[ca. 1969\]](#)

1 Item (10" x 8".)

Advertiser: Noxell Corporation.

Language: English.

Notes: 04037432.tif (AC Scan)

Silver gelatin on paper.

In Box 30.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves. Unidentified model has "Afro" hair style. Photographer unidentified.

Topic: Noxzema (brand name)  
Cosmetics -- advertising  
Beauty culture  
advertising -- Cosmetics  
Genre/Form: Photographs -- 1960-1970  
Culture: African Americans

Box 18

Cover Girl Video Guide to Basic Make-Up with Christie Brinkley: A Behind the Scenes Guide to the Cover Girl Look 1987 (VHS video format)

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## Series 7: Photographs, 1925-1948, 1960s; undated

Scope and Contents: Consists of an assortment of photographs and transparencies of Noxzema and Noxell production facilities, corporate officers, models, and packaging.

Box 31 [Baltimore Maryland Facilities, 1925-1948](#)

[Unlabeled jars of Noxzema on production line : black and white photoprint], circa 1950-1960

1 Item

Image(s): [\[Unlabeled jars of Noxzema on production line : black and white photoprint, ca. 1950-1960.\]](#)

Sponsor: Noxell Corporation.

Language: English.

Notes: AC0374-0000395.tif (AC Scan)

Silver gelatin on paper, 8" x 10".

In Box 31.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unknown.

Topic: Noxzema (brand name)

Containers

Assembly-line methods

Manufacturing processes -- Maryland

Place: Baltimore (Md.)

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin

Box 31 [Hampden Maryland Facility, 1949-1961](#)

[\[Mrs. Birdie Nebel, receptionist and switch board operator, at her desk in Baltimore, Maryland : black-and-white photoprint\], 1961](#)

1 Item

Photographer: Candid Camera, Inc.

Language: English.

Notes: AC0374-0000409.tif (AC Scan)

Silver gelatin on paper. 8" x 10".

In Box 31.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

The subject is surrounded by office machines, including a typewriter which appears to be much earlier than the date of the photograph. Knotty pine paneling in room. Stamped "Candid Camera Photograph" on verso.

Names: Nebel, Birdie

Topic: Receptionists -- Maryland

Offices

Typewriters

Office equipment and supplies  
Genre/Form: Photographs -- 1960-1970

Box 31	<a href="#">Hunt Valley Maryland Facility, 1962</a>
Box 31	<a href="#">Canada Facility, 1967 undated</a>
	<p><a href="#">[Formal unveiling of Mr. J. Martin Shaw's painted portrait : black and white photoprint.], ca. 1950-1960</a>  1 Item (8" x 10").  Photographer: Jones Morris Commercial Photography  Language: English.  Notes: AC0374-0000470.tif (AC Scan)  Silver gelatin on paper.  In Box 31.  Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.  Posed photograph of Mr. and Mrs. J. Martin Shaw in front of his framed portrait.</p> <p>Names: Shaw, J. Martin  Shaw, J. Martin, Mrs.  Topic: Portrait painting  Portraits -- 1950-1960  Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin</p>
Box 31	<a href="#">Noxzema Packaging</a>
Box 31	<a href="#">Lestoil and Nox-ivy Packaging 1980; undated</a>
Box 31	<a href="#">Advertisements, 1925, 1936, 1953, 1960, 1974, 1977; undated</a>
Box 31	<a href="#">Unidentified, undated</a>
Box 23, Folder 20	<a href="#">Color transparencies of models from the business records of Art Weithas, 1960s</a>

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## Series 8: Scrapbooks, 1937-1941; 1949

**Scope and Contents:** The series contains newspaper clippings, photographs, and correspondence reflecting George Avery Bunting, Sr.'s career, interests, and achievements from 1937 to 1941. The second, created in 1949, documents the building of Noxzema's new facility in Hampden, a Baltimore neighborhood.

Box 32 [George Avery Bunting Sr., 1937-1941](#)

Box 33 [Groundbreaking at the Hampden Facility, 1949](#)

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