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
# Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 2
Arrangement..................................................................................................................... 4
Scope and Contents........................................................................................................... 4
Biographical / Historical.................................................................................................. 3
Names and Subjects .......................................................................................................... 5
Container Listing ............................................................................................................. 6

Series 1: Research Files, 1925-1991; undated........................................................ 6
Series 2: Interviewee Files, 1990-1991.................................................................. 10
Series 4: Television Commercials, 960-1990; undated.......................................... 16
Series 5: Print Advertisements, 1923-1989; undated............................................. 29
Series 7: Photographs, 1925-1948, 1960s; undated.............................................. 37
Series 8: Scrapbooks, 1937-1941; 1949................................................................ 40
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Cover Girl Advertising Oral History and Documentation Project
Identifier: NMAH.AC.0374
Date: 1959-1990
Extent: 15.5 Cubic feet (30 boxes)
Creator: 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.
McIver, 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
Welthas, Art
Witt, Norbert

Language: English

Collection is in English.

Summary: 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 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.
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 Blema-Glow), Bill Grathwohl, Noxell'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.

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.

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

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
- Bumper stickers
- Business records -- 20th century
- Interviews -- 1950-2000
- Oral history -- 1990-2000
- Photographs -- Black-and-white photoprints -- Silver gelatin -- 1950-2000
- Press releases
- Scrapbooks -- 20th century
- Tear sheets
- Television scripts
- Videotapes

Names:
- Noxzema Chemical Company

Geographic Names:
- Baltimore (Md.)
- Hunt Valley (Maryland)
- Maryland
Container Listing

Series 1: Research Files, 1925-1991; undated

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

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  
Printed advertisements for Noxell Chemical Company products, 1925, 1941, 1955; undated

Box 1, Folder 2  

Box 1, Folder 3  

Box 1, Folder 4  
Packaging, 1984, 1986

Box 1, Folder 5  

Box 1, Folder 6  

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  

Box 1, Folder 12  
Leo Burnett USA, 1988

Box 1, Folder 13  

Box 1, Folder 14  
Grey advertising, 1989, 1990

Box 1, Folder 15  

Box 1, Folder 16  
Competition, 1987-1989

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  Cover Girl eyes nine hour polish Colormatics, 1976-1977
   Image(s)
Box 1, Folder 24  Cover Girl eyes one stroke, 1976-1979
   Image(s)
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  Cover Girl Make-Up, undated
   Image(s)
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  Cover Girl moisture Make-Up
<table>
<thead>
<tr>
<th>Box 3, Folder 4</th>
<th>Cover Girl II Moisturewear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 3, Folder 5</td>
<td>Cover Girl Moisturewear</td>
</tr>
<tr>
<td>Box 3, Folder 6</td>
<td>Cover Girl nails</td>
</tr>
<tr>
<td>Box 3, Folder 7</td>
<td>Cover Girl new shadows</td>
</tr>
<tr>
<td>Box 3, Folder 8</td>
<td>Cover Girl Oil Control Make-Up</td>
</tr>
<tr>
<td>Box 3, Folder 9</td>
<td>Cover Girl Professional Mascara</td>
</tr>
<tr>
<td>Box 3, Folder 10</td>
<td>Cover Girl Professional Shampoo Creative Review, 1980</td>
</tr>
<tr>
<td>Box 3, Folder 11</td>
<td>Cover Girl Shine Makers</td>
</tr>
<tr>
<td>Box 3, Folder 12</td>
<td>Cover Girl skin</td>
</tr>
<tr>
<td>Box 3, Folder 13</td>
<td>Cover Girl Thick Lash Mascara</td>
</tr>
<tr>
<td>Box 4, Folder 1</td>
<td>Cheryl Tiegs, 1977-1979</td>
</tr>
<tr>
<td>Box 4, Folder 2</td>
<td>China Oil-Poris, 1978</td>
</tr>
<tr>
<td>Box 4, Folder 3</td>
<td>Cocoa Butter-Poris, 1978</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>Heart of Oats-Poris, 1978</td>
</tr>
<tr>
<td>Box 4, Folder 5</td>
<td>Lip Softeners</td>
</tr>
<tr>
<td>Box 4, Folder 6</td>
<td>Moisturewear 'Over 25' Cleanser</td>
</tr>
<tr>
<td>Box 4, Folder 7</td>
<td>Moisturewear Lips</td>
</tr>
<tr>
<td>Box 4, Folder 8</td>
<td>Noxell New Products</td>
</tr>
<tr>
<td>Box 4, Folder 9</td>
<td>Outdoor Make-Up</td>
</tr>
<tr>
<td>Box 4, Folder 10</td>
<td>Raintree</td>
</tr>
<tr>
<td>Box 4, Folder 11</td>
<td>Raintree Bath</td>
</tr>
<tr>
<td>Box 4, Folder 12</td>
<td>Raintree Hands</td>
</tr>
<tr>
<td>Box 4, Folder 13</td>
<td>Savvy (a Bristol-Myers Product)</td>
</tr>
<tr>
<td>Box 4, Folder 14</td>
<td>Skin Clinic Hands</td>
</tr>
</tbody>
</table>
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  Miscellaneous Poris materials, undated

Image(s)
Series 2: Interviewee Files, 1990-1991

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 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 Las 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 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 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 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.

Return to Table of 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 7  Brinkley Christie
Box 7  Bunting Jr. George L.
Box 7  Colonel Sheri
Box 7  Ford Eileen
Box 7  Giordano Lynn
Box 7  Grathwohl Geraldine
Box 7  Hall L.C. "Bates"
Box 7  Harrison Fran
Box 7  Huebner Dick
Box 7  Hunt William D.
Box 7  Lindsay Robert
Box 7  MacDougall Malcolm
Box 7  McIver Karen
Box 7  Nash Helen
Box 7  Noble Stan
Box 7  Oelbaum Carol
Box 7  O'Neill Jennifer
Box 7  Pelligrino Nick
Box 7  Poris George
Box 7  Roberts F. Stone
Box 7  Troup Peter
Box 7

Weithas Art

Box 7

Witt Norbert


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

Brinkley Christie

Bunting Jr. George L.

Colonel Sheri

Ford Eileen

Giordano Lynn

Grathwohl Geraldine

Hall L.C. "Bates"

Harrison Fran

Huebner Dick

Hunt William D.

Lindsay Robert

MacDougall Malcolm

McIver Karen

Nash Helen

Noble Stan

Oelbaum Carol

O'Neill Jennifer

Pelligrino Nick

This series includes master reel to reel tapes of the interviews organized by last name. These materials are not available for research use.
<table>
<thead>
<tr>
<th>Box 13</th>
<th>O'Neill Jennifer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 14</td>
<td>Pelligrino Nick</td>
</tr>
<tr>
<td>Box 14</td>
<td>Poris George</td>
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<tr>
<td>Box 14</td>
<td>Roberts F. Stone</td>
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<td>Box 14</td>
<td>Tiegis Cheryl</td>
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<tr>
<td>Box 14</td>
<td>Troup Peter</td>
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<tr>
<td>Box 15</td>
<td>Weithas Art</td>
</tr>
<tr>
<td>Box 15</td>
<td>Witt Norbert</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*
Series 4: Television Commercials , 960-1990; undated

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
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
Consists of copies made of the original tapes for reference use. This includes reference DVDs.

- 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 "Teensage 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
<table>
<thead>
<tr>
<th>Box 17, Folder 2</th>
<th>Cybil Sheppard &quot;Woman&quot;, 1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 17, Folder 2</td>
<td>Evelyn Kuhn &quot;Brigette&quot;, 1969</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Daniella Fecke &quot;Painting&quot;, 1969</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cheryl Tiegs Brides, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Randi Oakes &quot;Ingenue&quot;, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cybil Sheppard &quot;Snow Girl&quot;, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Susie Blakely &quot;Outdoor Grill&quot;, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Patricia Sembera &quot;Model on Loc&quot;, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cheryl Tiegs &quot;Clean Life&quot;, 1970</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Margareta &quot;Beach&quot;, 1971</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Lucy Angle &quot;Living Make-Up&quot;, 1971</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Susie Blakely &quot;New Woman&quot;, 1971</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Jennifer &quot;Jennifer O'Neill&quot;, 1972</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cybil Sheppard &quot;See Sky Sun&quot;, 1972</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cheryl Tiegs &quot;Cheryl Tiegs&quot;, 1972</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Bonnie Trompeter &quot;Bonnie&quot;, 1973</td>
</tr>
<tr>
<td>Box 17, Folder 2</td>
<td>Cheryl Tiegs &quot;Home Coming&quot;, 1973</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Cheryl Tiegs &quot;Interview&quot;, 1974</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Jennifer O'Neill &quot;Jennifer Testimonial&quot;, 1975</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Jennifer O'Neill &quot;Prettiest Girls in Pictures&quot;, 1975</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Cheryl Tiegs &quot;Chant&quot;, 1975</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Cheryl Tiegs &quot;Ad Lib&quot;, 1975</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Cheryl Tiegs &quot;Famous Faces&quot;, 1975</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Phyllis Somer &quot;Today&quot;, 1976</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Phyllis Somer &quot;Interview&quot;, 1976</td>
</tr>
<tr>
<td>Box 17, Folder 3</td>
<td>Cheryl Tiegs Roberts Elaine Fulkerson &quot;Three Girls&quot;, 1976</td>
</tr>
</tbody>
</table>
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'Neil "That Face", 1983
Box 17, Folder 3  Jennifer O'Neil "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'Neil "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'Neil "Skin Changing", 1987
Box 17, Folder 3  Jennifer O'Neil "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", undated

Box 17, Folder 6  
"NailSlicks Cam with Lipblush Tag", undated

Box 17, Folder 6  
"I Love Satin Revised I", undated

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 119, 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  
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
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  Noxzema Shave Cream, 1950  
Image(s)

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  Noxzema Cold Cream, 1960  
Image(s)

Box 20, Folder 16  Noxzema Droplets, 1960

Box 20, Folder 17  Noxzema Skin Cream, 1960

Box 20, Folder 18  Noxzema Skin Lotion, 1960  
Image(s)

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  Cover Girl Make-Up, 1962
Box 20, Folder 24  Noxzema Shaving Lather, 1962
Image(s)

Box 20, Folder 25  Noxzema Skin Cream, 1962
Image(s)

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  Noxzema Skin Cream, 1963
Image(s)

Box 21, Folder 5  Noxzema Skin Lotion, 1963
Image(s)

Box 21, Folder 6  Cover Girl Lipstick, 1964
Image(s)

Box 21, Folder 7  Cover Girl Make-Up, 1964
Image(s)

Box 21, Folder 8  Noxzema High Noon, 1964
Image(s)

Box 21, Folder 9  Noxzema Skin Cream, 1964
Image(s)

Box 21, Folder 10  Cover Girl Lipstick, 1965
Image(s)

Box 21, Folder 11  Cover Girl Make-Up, 1965
Image(s)

Box 21, Folder 12  Noxzema Complexion Lotion, 1965
Image(s)

Box 21, Folder 13  Noxzema Skin Cream, 1965
Image(s)

Box 21, Folder 14  Noxzema Skin Cream, 1965
Image(s)

Box 21, Folder 15  Noxzema Skin Cream, 1965
Image(s)

Box 21, Folder 16  Cover Girl Make-Up, 1966
Box 21, Folder 17  Cover Girl Plus 3, 1966
Image(s)

Box 21, Folder 18  Noxzema Complexion Lotion, 1966
Image(s)

Box 21, Folder 19  Noxzema Skin Cream, 1966
Image(s)

Box 21, Folder 20  Noxzema Skin Cream, 1966
Image(s)

Box 21, Folder 21  Cover Girl Make-Up, 1967
Image(s)

Box 21, Folder 22  Cover Girl Plus 3, 1967
Image(s)

Box 21, Folder 23  Noxzema Cold Cream, 1967
Image(s)

Box 21, Folder 24  Noxzema Cold Cream, 1968

Box 22, Folder 1  Cover Girl Make-Up, 1970
Image(s)

Box 22, Folder 2  Cover Girl Make-Up, 1971
Image(s)

Box 22, Folder 3  Cover Girl Make-Up, 1972
Image(s)

Box 22, Folder 4  Alberto VO5 Hairdressing Spray, 1972
Image(s)

Box 22, Folder 5  Command Dry and Natural Hair Control, 1972
Image(s)

Box 22, Folder 6  Dep Dry Styling System, 1972
Image(s)

Box 22, Folder 7  Free Choice Shampoo, 1972
Image(s)

Box 22, Folder 8  Cover Girl Make-Up, 1973
Image(s)

Box 22, Folder 9  Vitas Dry Control, 1973

Box 22, Folder 10  Cover Girl Make-Up, 1974
<table>
<thead>
<tr>
<th>Box 22, Folder 11</th>
<th>Raintree, 1974</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 22, Folder 12</td>
<td>Cover Girl Eyes, 1975</td>
</tr>
<tr>
<td>Box 22, Folder 13</td>
<td>Cover Girl Make-Up, 1975</td>
</tr>
<tr>
<td>Box 22, Folder 14</td>
<td>Noxzema Skin Cream, 1975</td>
</tr>
<tr>
<td>Box 22, Folder 15</td>
<td>Raintree, 1975</td>
</tr>
<tr>
<td>Box 22, Folder 16</td>
<td>Cover Girl Make-Up, 1976</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>Box 22, Folder 17</td>
<td>Cover Girl Moisturewear, 1976</td>
</tr>
<tr>
<td>Box 22, Folder 18</td>
<td>Noxzema Skin Cream, 1976</td>
</tr>
<tr>
<td>Box 22, Folder 19</td>
<td>Raintree, 1976</td>
</tr>
<tr>
<td>Box 22, Folder 20</td>
<td>Cover Girl Eyes, 1977</td>
</tr>
<tr>
<td>Box 22, Folder 21</td>
<td>Cover Girl Lip Softeners, 1977</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>Box 22, Folder 22</td>
<td>Cover Girl Make-Up, 1977</td>
</tr>
<tr>
<td>Box 22, Folder 23</td>
<td>Cover Girl Moisturewear, 1977</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>Box 22, Folder 24</td>
<td>Noxzema Skin Cream, 1977</td>
</tr>
<tr>
<td>Box 22, Folder 25</td>
<td>China Oil, 1977</td>
</tr>
<tr>
<td>Box 22, Folder 26</td>
<td>Raintree, 1977</td>
</tr>
<tr>
<td>Box 22, Folder 27</td>
<td>Cover Girl Eyes, 1978</td>
</tr>
<tr>
<td>Box 22, Folder 28</td>
<td>Cover Girl Lip Softeners, 1978</td>
</tr>
<tr>
<td></td>
<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>Box 22, Folder 29</td>
<td>Cover Girl Make-Up, 1978</td>
</tr>
<tr>
<td>Box 22, Folder 30</td>
<td>Cover Girl Moisturewear, 1978</td>
</tr>
<tr>
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<td><strong>Image(s)</strong></td>
</tr>
<tr>
<td>Box 22, Folder 31</td>
<td>Noxzema Skin Cream, 1978</td>
</tr>
<tr>
<td>Box 22, Folder 32</td>
<td>Raintree, 1978</td>
</tr>
<tr>
<td>Box 22, Folder 33</td>
<td>Cover Girl Eyes, 1979</td>
</tr>
</tbody>
</table>
Box 22, Folder 34  Cover Girl Make-up, 1979
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

Return to Table of Contents
Series 5: Print Advertisements, 1923-1989; undated

Subseries 5.1: Ledger, 1923-1926

Box 29
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.

Subseries 5.2: Printed Advertisements and Proof sheets, 1950-1989; undated
Consists of printed advertisements and proofsheets from the business records of George Poris, 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 1950 Image(s)
Box 23, Folder 1 1953 Image(s)
Box 24, Folder 2 1955 Image(s)
Box 23, Folder 3 1956
Box 23, Folder 2 1956, 1956 Image(s)
Box 23, Folder 4 1958 Image(s)
Box 24, Folder 3 1958 Image(s)
Box 23, Folder 5 1959 Image(s)
Box 24, Folder 4 1959 Image(s)
Box 23, Folder 6 1960 Image(s)
Box 25, Folder 1 1960 Image(s)
Box 23, Folder 7 1961 Image(s)
Box 25, Folder 2 1961
Image(s)

Box 23, Folder 8  1962
Image(s)

Box 25, Folder 3  1962
Image(s)

Box 23, Folder 9  1963
Image(s)

Box 25, Folder 4  1963
Image(s)

Bill Blass Interprets the Cover Girl Look [color advertisement, tear sheet], 1964
1 Item
Image(s): Bill Blass Interprets the Cover Girl Look [color advertisement, tear sheet], 1964.
Avedon, Richard, Photographer
Color advertisement (reproduction of photograph) of model Maggie Eckhart wearing fantastic fuschia hat; image of Bill Blass sitting in director’s chair beside model.

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

Ink on paper, 12" x 33".

Local Numbers
AC0374-0000290.tif (AC Scan: detail, model)
AC0374-0000290a.tif (AC Scan: detail, Bill Blass)
AC0374-0000290m.tif (AC Scan: full advertisement)
In Box 25, Folder 4.

Names: Blass, Bill
Eckhart, Maggie

Hats
advertising -- Cosmetics

Genre/Form: Advertisements
Photographs -- 1960-1970 -- Color -- Reproductions
Tear sheets -- 1960-1970

Box 28, Folder 1  1963

Box 23, Folder 10  1964
Box 25, Folder 5  1964
Image(s)

Box 28, Folder 1  1964
Image(s)

Box 23, Folder 11  1965
Image(s)

Box 25, Folder 6  1965

Box 23, Folder 12  1966
Image(s)

Box 23, Folder 13  1966
Image(s)

Box 25, Folder 7  1966
Image(s)

Box 28, Folder 2  1966

Box 25, Folder 8  1967
Image(s)

Box 28, Folder 3  1967
Image(s)

Box 25, Folder 9  1968
Image(s)

Box 28, Folder 4  1968
Image(s)

Box 25, Folder 10  1969
Image(s)

Box 28, Folder 6  1969
Image(s)

Box 26, Folder 1  1970
Image(s)

Box 28, Folder 7  1970
Image(s)

Box 23, Folder 14  1971
Image(s)

Box 26, Folder 2  1971
<table>
<thead>
<tr>
<th>Box</th>
<th>Year</th>
<th>Image(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 28, Folder 8</td>
<td>1971</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 26, Folder 3</td>
<td>1972</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 28, Folder 8</td>
<td>1972</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 26, Folder 4</td>
<td>1973</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 23, Folder 15</td>
<td>1974</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 26, Folder 5</td>
<td>1974</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 28, Folder 9</td>
<td>1974</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 26, Folder 6</td>
<td>1975</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 23, Folder 16</td>
<td>1976</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 26, Folder 7</td>
<td>1976</td>
<td>Image(s)</td>
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<td>Box 28, Folder 9</td>
<td>1976</td>
<td>Image(s)</td>
</tr>
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<td>Box 26, Folder 8</td>
<td>1977</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 28, Folder 10</td>
<td>1977</td>
<td>Image(s)</td>
</tr>
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<td>Box 26, Folder 9</td>
<td>1978</td>
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</tr>
<tr>
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<td>1978</td>
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</tr>
<tr>
<td>Box 26, Folder 10</td>
<td>1979</td>
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</tr>
<tr>
<td>Box 27, Folder 1</td>
<td>1980</td>
<td></td>
</tr>
</tbody>
</table>
Image(s)

Box 27, Folder 2  1981
Image(s)

Box 27, Folder 3  1982
Image(s)

Box 27, Folder 4  1983
Image(s)

Box 27, Folder 5  1984
Image(s)

Box 27, Folder 6  1985
Image(s)

Box 27, Folder 7  1986
Image(s)

Box 27, Folder 8  1987
Image(s)

Box 27, Folder 9  1988
Image(s)

Cover Girl Extremely Gentle Make-Up [color advertisement], 1988
1 Item (15.25" x 10").

Image(s): Cover Girl Extremely Gentle Make-Up [color advertisement].
Noxell Corporation., Advertiser
Model Carol Alt in wedding costume advertising Cover Girl make-up; photographer unidentified.

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

Ink on paper.

Local Numbers

AC0374-0000320.tif (AC Scan)

In Box 27, Folder 9.

Names:        Alt, Carol, 1960-
Topic:        Brides
              Cosmetics
              Models (Persons)
              Wedding costume advertising -- Cosmetics
Genre/ Form:  Advertisements -- 1980-1990
              Photographs -- 1980-1990 -- Color -- Reproductions
Box 27, Folder 10  1989
   Image(s)
Box 23, Folder 17  undated
   Image(s)
Box 23, Folder 18  undated
   Image(s)
Box 27, Folder 11  undated
   Image(s)
Box 28, Folder 11  undated
   Image(s)
Box O/S  1961-1974

Subseries 5.3: Layouts of Printed Advertisements, 1960s
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  1960s
   Image(s)
Box 28, Folder 12  1960s
Box 28, Folder 13  1960s
   Image(s)
Box 28, Folder 14  1960s
   Image(s)

Return to Table of Contents


Box 30, Folder 1  Noxzema Chemical Company annual stockholders reports, 1926-1957
                    Image(s)
Box 30, Folder 2  Noxzema annual reports, 1959-1969
                    Image(s)
Box 30, Folder 3  Noxell annual reports, 1970-1979
                    Image(s)
Box 30, Folder 4  Noxell annual reports, 1980-1988
                    Image(s)
Box 30, Folder 5  Noxell promotional literature, 1942, 1949, 1956, 1977
                    Image(s)
Box 30, Folder 6  Cover Girl promotional literature and make-up hints, 1980-1985
                    Image(s)
Box 30, Folder 7  Press releases, 1962-1987
                    Image(s)

Party face of the seventies [black and white photoprint], ca. 1970-1980
1 Item (10" x 8").
Image(s): Party face of the seventies [black and white photoprint].
Noxell Corporation., Advertiser
Young woman with strange headdress and large earrings. Title of image from press release attached to back of photograph; photographer unidentified.

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

Silver gelatin on paper.

Local Numbers
04037427.tif (AC Scan)

In Box 28.

Topic: Beauty culture
       Cosmetics -- advertising
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").

Image(s): [African American woman model for Noxzema Skin Cream: black and white photoprint].

Noxell Corporation., Advertiser
Unidentified model has "Afro" hair style. Photographer unidentified.

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

Silver gelatin on paper.

Local Numbers
04037432.tif (AC Scan)

In Box 30.

Topic: Beauty culture
Cosmetics -- advertising
Noxema (brand name)
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)

Return to Table of Contents
Series 7: Photographs, 1925-1948, 1960s; undated

*Box 31*

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**  
Image(s)

[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.]  
Noxell Corporation., Sponsor  
Photographer unknown.

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

Silver gelatin on paper, 8" x 10".

Local Numbers

AC0374-0000395.tif (AC Scan)

In Box 31.

- **Topic:** Assembly-line methods  
  Containers  
  Manufacturing processes -- Maryland  
  Noxema (brand name)

- **Place:** Baltimore (Md.)

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

**Box 31**  
**Hampden Maryland Facility, 1949-1961**  
Image(s)

[Mrs. Birdie Nebel, receptionist and switch board operator, at her desk in Baltimore, Maryland : black-and-white photoprint], 1961  
1 Item  
Image(s): [Mrs. Birdie Nebel, receptionist and switch board operator, at her desk in Baltimore, Maryland : black-and-white photoprint], 1961.  
Candid Camera, Photographer

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.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
Silver gelatin on paper. 8" x 10".

Local Numbers
AC0374-0000409.tif (AC Scan)

In Box 31.

Names: Nebel, Birdie
Topic: Office equipment and supplies
Offices
Receptionists -- Maryland
Typewriters
Genre/ Form: Photographs -- 1960-1970

Box 31
Hunt Valley Maryland Facility, 1962
Image(s)

Box 31
Canada Facility, 1967 undated
Image(s)

[Formal unveiling of Mr. J. Martin Shaw's painted portrait : black and white photoprint.], ca. 1950-1960
1 Item (8" x 10").
Image(s)
Jones Morris Commercial Photography, Photographer
Posed photograph of Mr. and Mrs. J. Martin Shaw in front of his framed portrait.

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

Silver gelatin on paper.

Local Numbers
AC0374-0000470.tif (AC Scan)

In Box 31.

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

Box 31
Noxzema Packaging
Image(s)

Box 31
Lestoil and Nox-Ivy Packaging1980; undated
Image(s)

Box 31  Advertisements, 1925, 1936, 1953, 1960, 1974, 1977; undated
Image(s)

Box 31  Unidentified, undated
Image(s)

Box 23, Folder 20  Color transparencies of models from the business records of Art Weithas, 1960s
Image(s)

Return to Table of Contents
Series 8: Scrapbooks, 1937-1941; 1949

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
        Image(s)

Box 33  Groundbreaking at the Hampden Facility, 1949
        Image(s)