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Signed G. Lloyd Burtling
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Interviewer John A. Slaty Date 1-26-90
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ORAL HISTORY INTERVIEW

with

GEORGE L. BUNTING, JR. and G. LLOYD BUNTING

at

Hunt Valley, Maryland

January 26, 1990

By Scott Ellsworth

Abstracted by Julie Weiss

For the Cover Girl Oral History Project
Interview # 3

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TAPE ABSTRACT AND INDEX

BIOGRAPHICAL SKETCH

George L. Bunting, Jr. is the Chairman and Chief Executive Officer of the Noxell Corporation. He began his career with Noxell in April 1966, when he joined the marketing staff as a product manager. In 1968, he was elected to the Board of Directors of Noxell Corporation. In March 1970, he became Executive Vice President. He served as President and Chief Executive Officer from November 1973 until April 1986, when he became Chief Executive Officer. He is the grandson of Dr. George Avery Bunting, founder of Noxell Corporation, and son of G. Lloyd Bunting, Chairman Emeritus.

G. Lloyd Bunting joined Noxell in 1932, became president and Chief Executive Officer in 1949, and in 1963 was elected Chairman of the Board. He is currently Chairman Emeritus of Noxell.

SCOPE AND CONTENT NOTE

This interview focuses on the origins of Cover Girl cosmetics. The Buntings discuss how they marketed Cover Girl at drug stores and supermarkets rather than at department stores. They also discuss the way Dr. George Avery Bunting established the Corporation selling Noxzema skin cream. They describe how several key advertising managers became associated with the company, and the role they, and national television advertising, played in selling Noxzema products.

Abstract of Interview with George L. Bunting, Jr. and G. Lloyd Bunting,
January 26, 1990
Hunt Valley, Maryland
Interviewer: Scott Ellsworth

Tape 1, Side 1

1:00 George L. Bunting is the grandson of Dr. George Avery Bunting, founder of Noxell Corporation. George Bunting set the tone of the corporation, making it a good place to work.

2:10 G. Lloyd Bunting recruited top management people in the 1950s to offer new leadership for Noxell.

4:10 George L. Bunting was 21 in 1961 when Cover Girl was introduced. He joined the company in 1966.

5:20 Cover Girl grew very rapidly because the products were high quality and low cost, and were sold in supermarkets. The corporation also supported year-round aggressive advertising. It was sponsor of the Perry Como Show.

8:20 COVER GIRL

The advertising and packaging made it clear that Cover Girl was associated with Noxzema.

9:00 When Bunting joined the company, Cover Girl was growing rapidly.

10:40 Cover Girl has grown more rapidly than Noxzema, constituting 65 percent of Noxell's business.

12:00 When Cover Girl became the majority of the business, Noxzema changed its name to Noxell.

13:10 Noxell tried to stay away from cosmetics fads with Cover Girl products. The corporation has stayed out of the department stores and specialty stores.

14:40 (G. Lloyd Bunting joined the interview.)

14:50 Cosmetics companies that sell at department stores spend money to get department store space, to hire women to sell the products and to package the products in a fancy way. Cover Girl, on the other hand, spends its money on advertising instead.

15:40 When Cover Girl started selling at supermarkets, Maybelline was the only competition. In drug stores, there were many more competitors.

- 16:40 Cover Girl grew out of the Noxzema skin cream business, as a product for teens. The corporation bought the name Cover Girl for \$500 from a small midwestern wig company.
- 18:20 George Avery Bunting, the company founder, got his start in cosmetics when he attended pharmacy school and worked in a drug store. He created Noxzema to sell to other druggists. He was very excited about liquid Noxzema, which was introduced a year before his death.
- 21:40 G. Lloyd Bunting liked Cover Girl because he was excited about breaking into grocery stores.
- 23:00 Noxzema shaving cream was invented when a barber used Noxzema to shave a man who was sunburned.
- 23:50 Bill Grathwohl was the first advertising man for the company in 1953. He had been working for Colgate and Revson.
- 25:40 Grathwohl did not like details. He had a good feel for what was going on. He came up with the idea of using Cover Girl magazines in the ads. He was a good communicator.
- 27:20 Grathwohl knew the inner workings of the advertising business.
- 27:40 Bill Hunt had been working for Mennen.
- 29:30 Norb Witt, Mary Ayres, and Fran Harrison were all important in Cover Girl.
- 30:20 George Avery Bunting almost lost the business in the early years to a photographer who wanted to move the business very quickly.

Tape 1, Side 2

- 0:30 G. Lloyd Bunting worked at the company every summer while he was in school. He served in the Army during World War II.
- 1:50 WORLD WAR II
- The company sold skin cream at the army stores. During the war, Noxzema became a national product, because the company wanted to spend its money rather than have it taxed at high wartime rates.
- 3:10 During the war, it was difficult to get the materials to make and package Noxzema skin cream.

4:20 The formula for the skin cream has changed only in minor ways over the years.

5:00 Men had used Noxzema for sunburn and chapped hands before Noxzema introduced a shaving cream.

5:40 Mary Ayres was taken very seriously by the executives at Noxzema.

6:30 Ray Sullivan was an Irish-Catholic New Yorker who worked on advertising at Noxzema.

8:40 Cover Girl, now that it is part of Procter & Gamble, hopes to become number one worldwide.

9:30 Since the 1950s, the company has been committed to advertising on national television. Cover Girl uses the image of the all-American girl to sell the products.

12:40 Noxzema was not advertised as a cosmetic but as a medicated night cream in order to avoid a wartime tax on cosmetics.

GEORGE L. BUNTING and G. LLOYD BUNTING

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G. Lloyd Bunting

HUNT VALLEY, MARYLAND - G. Lloyd Bunting, former Chairman Emeritus of Noxell Corporation, died Monday morning, April 23, at the Boca Raton Community Hospital, Boca Raton, Florida, after a brief illness. He was 80 years of age.

Mr. Bunting was the son of the late Dr. George Avery Bunting, founder of the Noxzema Chemical Company and the father of George L. Bunting, Jr., the current Chairman of Noxell Corporation, successor to the Noxzema Chemical Company.

Mr. Bunting was born in Baltimore and was a long-time resident of Brooklandville, Maryland. He graduated from Stanton Military Academy in 1928 and attended Washington College and the University of Baltimore. In his youth, he played lacrosse for the Mt. Washington Club and later served in the U. S. Army during World War II.

Mr. Bunting started his 54-year career with the family business in 1932. The Company was founded by his father in 1917 at his pharmacy on North Avenue. He became President of Noxzema Chemical Company in 1949 and Chairman in 1963. During his tenure, sales continued to grow due to his support for the Company's national radio advertising. Noxzema was a leader in its field by the early 1950's, although increased competition and escalating product costs constantly challenged its position. Mr. Bunting expanded the Company's product line in the 1950's by introducing an aerosol shave cream which continued the Company's record breaking sales levels. In 1961, Mr. Bunting led the way for further diversification with the introduction of the Cover Girl line of cosmetics. Today, Cover Girl is the leading mass market line of cosmetics in the United States and is sold in many countries throughout the world.

During his business career, Mr. Bunting recruited talented managers and periodically modified the Company's advertising and packaging to adapt to a changing marketplace. He extended the Company's growth by new product lines and was a strong believer in national advertising and in the creative ideas of his top executives.

From 1949, when Mr. Bunting became President and Chief Executive Officer, until his retirement from Noxell Corporation as Chairman in 1986, the corporation's sales increased from just under \$5,000,000 annually to \$438,784,000 annually. In November, 1989, when he was Chairman Emeritus, Noxell Corporation was merged into The Procter & Gamble Company.

MORE

G. Lloyd Bunting
Add 1

Mr. Bunting was a member of the Baltimore Country Club and the Pine Tree Golf Club in Florida. His hobbies included golf, swimming and astronomy. He was an honorary Vice President of the Nonprescription Drug Manufacturers Association. In 1982, Mr. Bunting was elected to the Baltimore Business Hall of Fame.

He is survived by his wife, Dorothy Williams Bunting, of Brooklandville, Maryland, and three children: Dorothy Bunting Duffy of McLean, Virginia; Mary Catherine Bunting of Towson, Maryland; and George L. Bunting, Jr. of Monkton, Maryland. Mr. Bunting is survived by four grandchildren.

Friends may call on Wednesday and Thursday at the Mitchell-Wiedefeld Home, 6500 York Road in Rodgers Forge 3-5 p.m. and 7-9 p.m. Funeral services for Mr. Bunting will be held at the Shrine of the Sacred Heart, 5800 Smith Avenue in Mt. Washington, on Friday, April 27, at 10 a.m. Interment will be at Druid Ridge Cemetery. In lieu of flowers, the family requests that contributions be made to: Fund for Johns Hopkins Medicine, 1620 McElderry Street, 1st Floor, Reed Hall, Baltimore, Maryland 21205.

Contact: Carroll A. Bodie
[REDACTED]

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January 26, 1990

Center for Advertising
History, C340

Mr. G. Lloyd Bunting
Chairman of the Board, Emeritus
Noxell Corporation
11050 York Road
Hunt Valley, Maryland 21030-2098

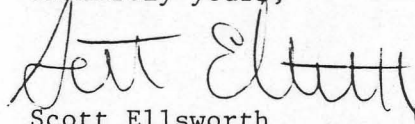
Dear Mr. Bunting:

Thank you so much for taking the time to let me interview you this morning. Your recollections are a valuable contribution to our project.

I forgot to ask you this morning if you have some sort of a written biographical statement. If you do, would you mind sending me a copy?

Thanks again for your help. It was a genuine pleasure meeting you.

Sincerely yours,


Scott Ellsworth
Historian



January 26, 1990

G. LLOYD BUNTING

Graduated - Stanton Military Academy
Stanton, Virginia - 1928
Joined Noxell - 1932
Capacity
19 - 1949 President Bunting
Chemical Company
Vice President - 1934-1949
Director - 1934
President - 1949-1963
Chairman of the Board - 4/17/63
Retired Officer & Employee - 4/30/79
Chairman Emeritus - 4/16/86

GEORGE L. BUNTING, JR.

Joined Noxell - 1966
Capacity - Product Manager
Board of Directors - 3/20/68
Executive Vice President - 3/19/70
President & Chief Executive Officer -
11/15/73
Chairman of the Board & Chief
Executive Officer - 4/16/86

ROBERT W. LINDSAY

Joined Noxell - 1943
Capacity - Office Clerk
Credit Manager - 3/31/66
Assistant Secretary - 3/18/70
Corporate Secretary - 7/27/72
Secretary-Treasurer - 12/28/73
Vice President & Secretary - 7/16/80
Retired 1/29/88

NORBERT A. WITT

Joined Noxell - 1955
Capacity - Vice President-Sales
Executive Vice President - 1960
Board of Directors - 1960
President - 1963
Vice Chairman of the Board - 11/15/73
Retired from the Board - 3/13/85

G. Lloyd Bunting

Chairman Emeritus, Noxell Corporation

He was born in Baltimore, Maryland. Mr. Bunting is a graduate of the Stanton Military Academy and attended Washington College and the University of Baltimore. The son of Dr. George A. Bunting, founder of Noxzema Chemical Company, Mr. Bunting has spent his entire business career with the Company since 1932.

Having served as Vice President for many years, Mr. Bunting became President and CEO in 1949. During the year 1963, Mr. Bunting was elected Chairman of the Board.

He served in the United States Army during World War II. Mr. Bunting is married, has two daughters and a son. His memberships include the Baltimore Country Club and the Pine Tree Golf Club (Florida). His hobbies include golf and swimming. He is an Honorary Vice President of the Proprietary Association.

1/29/90