

ORAL HISTORY INTERVIEW

with

DICK HUEBNER

at

New York, New York

February 1, 1990

By Scott Ellsworth

Abstracted by Julie Weiss

For the Cover Girl Oral History Project
Interview # 4

Archives Center
National Museum of American History
Smithsonian Institution

TAPE ABSTRACT AND INDEX

BIOGRAPHICAL SKETCH

Dick Huebner grew up in Chicago and attended the University of Wisconsin. He studied at the Los Angeles Art Center, and went into advertising. He has worked at Benton and Bowles, and other small firms before joining SSC&B. He is currently Art Director at Lintas. He has been working on Cover Girl advertising since the late 1960s.

SCOPE AND CONTENT NOTE

In this interview, Dick Huebner discusses the Cover Girl image as clean, fresh and all-American. He contrasts Cover Girl's look with that of Revlon, and discusses several of the most prominent Cover Girl models.

Abstract of Interview with Dick Huebner, February 1, 1990
 New York, New York
 Interviewer: Scott Ellsworth

Tape 1, Side 1

0:20

BIOGRAPHICAL BACKGROUND

Dick Huebner came from Chicago and attended the University of Wisconsin. He wanted to be an architect, studied at the Los Angeles Art Center in the late 1950s, and eventually went into advertising.

1:50

He worked on a wide variety of products, including fashion and cosmetics. He started at Benton and Bowles, worked on Revlon at Gray, and joined SSC&B to work on Cover Girl in the late 1960s.

3:00

CLEAN MAKE-UP

Cover Girl was just starting the clean make-up look when Huebner joined the account. Cover Girl had been doing basic fashion advertising until that point.

4:10

White was used to express cleanliness and freshness, and because it worked well with the blonde-haired, blue-eyed "All-American" women. The ads were all shot on the beach.

5:40

Cover Girl was the first make-up to use the wholesome image. Revlon was fashion-oriented. Cover Girl was targeted to a younger market.

6:30

Revlon was an evening, glamorous look; Cover Girl, on the other hand, was for the daytime, casual look.

7:20

THE COVER GIRLS

Originally, the models were all blonde and blue-eyed. Cheryl Tiegs and Cybill Shepherd were the Glamour magazine type of model, meaning they were young and all-American.

8:50

Cover Girl now makes a wide array of cosmetic products.

9:20

Women would use Cover Girl to cover their blemishes but look as if they were not wearing make-up.

10:40

The liquid make-up is not fundamentally different from other companies' make-up.

27:00 During the late 1960s and 1970s, Cover Girl took advantage of the no make-up look that was popular.

28:20 Daylight is another Cover Girl signature.

29:50 The product is the star of the ads.

Tape 1, Side 2

0:10 Cover Girl is moving toward using more color, new looks and new faces. These changes will update the ads, and make them more mainstream.

1:30 It is important to keep the campaign fairly consistent because people recognize the Cover Girl look.

DICK HUEBNER

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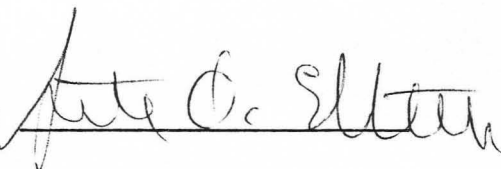
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Date

2-1-90

Interviewer



Archivist

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SCIENCE, TECHNOLOGY, AND CULTURE

February 2, 1990

Center for Advertising
History, C340

Mr. Richard Huebner
Lintas: New York
1 Dag Hammarskjold Plaza
New York, New York 10017

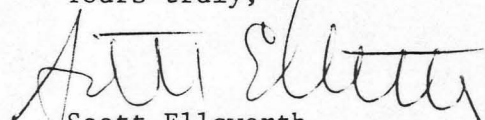
Dear Dick:

Thanks so much for the great interview you gave me about your work on Cover Girl. It clarified a lot of questions.

Good luck at Grey. Before you go, however, would you mind sending me a brief biographical statement about yourself? We would like one to go with your interview.

Thanks again!

Yours truly,



Scott Ellsworth
Historian

Cover Girl: An Historical Context

by Scott Ellsworth

and Allison Lee

Cover Girl occupies a unique status in the cosmetics industry. The top-selling mass market cosmetic in both dollars and units, Cover Girl dominates certain make-up categories and remains a strong contender in others. Overall, Cover Girl is the best selling brand of make-up purchased by American girls and women aged twelve to forty-five. Moreover, Cover Girl is the largest advertiser in the cosmetic category, while Cover Girl models are recognized nationally. If not already something of an American institution, Cover Girl has made, in less than three decades, considerable strides toward someday becoming one.

In order to understand how Cover Girl came to be, one must begin quite a bit earlier than its introduction in the early 1960s. Like so many American products, Cover Girl built upon the foundation of an earlier product, in this case one with quite a history of its own.

This story begins in 1897, with a restless young schoolteacher from Maryland's eastern shore by the name of George Avery Bunting. Unfulfilled with his career as a teacher, Bunting decided to enter pharmacy school--either the Philadelphia College of Pharmacy or the University of Maryland's School of Pharmacy in Baltimore--but was having

difficulty choosing between the two. According to a latter day newspaper account, the answer came not through a reexamination of curricula, but through the fortunes of Baltimore's professional baseball team, who was then in a hotly contested National League pennant race with Boston. To increase attendance at the games in Baltimore, a special round-trip excursion rate of \$1.50 was offered to residents of the eastern shore, a considerable discount over the usual five dollar train fare to Baltimore (or Philadelphia). Hard-pressed for cash, Bunting chose the University of Maryland pharmacy school--and moved to Baltimore on the baseball excursion train.

Bunting proved to be a model student, graduating as class valedictorian two years later. While still in school, he worked as an assistant at a drug store on North Avenue, along the city's northern boundary. A few years after graduation, he borrowed enough money to make a down payment on the same store, which he eventually owned outright.

Like many of his contemporaries in the pharmaceutical trade, Dr. Bunting experimented in the back of his shop with developing his own concoctions, particularly with so-called "vanishing creams," which were designed to hide blemishes on the skin. He also developed his own paste for dentifrices, but what proved to be most promising was his treatment for sunburn. In 1914, he introduced "Dr. Bunting's Sunburn Remedy," an aromatic cream containing clove oil, eucalyptus oil, lime water, menthol and camphor, which he mixed by hand in a large coffeepot in the back of his pharmacy.

The sunburn cream found a responsive audience--and soon acquired a new name. According to company legend, one day a customer of Dr. Bunting's enthusiastically reported that not only was the cream good for sunburn, but added, "That cream knocked my exzema!" From that point on, the story goes, Dr. Bunting changed the name of his product to Noxzema, and in 1917 he founded the Noxzema Chemical Company.

Although the company, which was operated out of Dr. Bunting's pharmacy, hovered near bankruptcy more than once in its early years, success came remarkably quick. Touted locally and at nearby beach resorts as a "greaseless skin cream" for sunburn, early Noxzema salesmen would allegedly open a jar of Noxzema, put some in their mouths to prove that it was harmless, and then rub some on their suits to prove that it wouldn't stain. Early advertising materials often featured uniformed nurses with the product, bestowing upon it an air of medical respectability.

In 1925, with annual sales nearing one million jars per year, the company entered the New York market, followed by entries into Chicago and the Midwest three years later. In the meantime, in 1926, the company built its first real factory, in the Hampden community in northwest Baltimore.

Although national distribution of Noxzema skin cream was not achieved until 1938, by the onset of the Depression, Dr. Bunting's concoction was already a bona fide commercial success. It was also a success which had been built to a substantial degree through advertising, for Dr. Bunting was a firm believer in proportionately large advertising

expenditures. In addition to billboards and print advertisements, Noxzema was sold heavily on the radio, particularly through sponsorship of popular programs such as "Professor Quiz," an adult quiz show, and Lionel Barrymore's "Mayor of the Town."

The 1930s also witnessed some product diversification. One Ocean City barber shaved his sunburned customers by first applying a light coat of Noxzema to their faces before lathering them. The company soon followed suit and introduced its own shave cream, easily recognizable by the distinctive "Noxzema aroma." Other so-called line extensions of the period included a suntan lotion and a cold cream.

While World War II equipment shortages slowed production, the war years did not witness a diminishing in the demand for Noxzema products. Sales of the skin cream were particularly strong. Packaged in a distinctive blue glass bottle, the cream was championed as a panacea for everything from diaper rash to sore feet. In 1949, a much larger factory was built. Dr. Bunting, nearly eighty, turned over the active management of the company to his son, G. Lloyd Bunting. Four years later, an aerosol version of the shave cream was introduced. In 1955, the company began to invest substantially in television advertising, sponsoring Edward R. Murrow's "Person to Person," and later, the "Perry Como" show.

The company's next major step was the introduction, in January 1961, of Cover Girl Make-Up--at first three shades, in both liquid and powder. Containing "Noxzema ingredients," the make-up was advertised as being good for the skin, and in fact drew upon earlier advertisements

which suggested that the skin cream could serve as a healthful make-up base.

The initial Cover Girl advertising did not, however, focus solely on the "medicinal" aspects of the product, but touted the new make-up as an aid to glamour and beauty. By using Cover Girl, the advertising implied, the customer could also look like the striking models which were featured in the ads. Some of the models were also used in advertising for the skin cream during the 1960s. Others were not. In 1970, the shave cream created a minor stir in the advertising world with its "Take it off, take it all off" campaign, featuring Swedish model Gunilla Knutson.

More remarkable than Cover Girl's initial advertising, however, was its basic marketing concept: a new line of mass marketed cosmetics. Mabeline and Revlon were already large-scale producers in this segment of the cosmetics industry. All three had a philosophy based on the premise that significant numbers of women and adolescent girls would rather purchase cosmetics at drugstores and supermarkets. Such stores offered greater convenience and lower prices to middle-class buyers. Department stores sold such brands as Estee Lauder, Charles of the Ritz, and other product lines that targeted the upper-middle class consumer.

Cover Girl's premise proved sound and has become a success story of the cosmetic industry during the past thirty years. Cover Girl advertising campaigns have featured--and furthered the careers of--models and actresses such as Cybill Shepherd, Natalie Wood, Cheryl Tiegs, Christie Brinkley, Carol Alt, and Jennifer O'Neill. Its advertising has been notable for its ability to adapt to the rapidly changing styles

The Cover Girl make-up line has been extended over the years to include lipstick (1964), eye make-up (1970), nail polish (1977), and innumerable variations of color and packaging. Related product lines introduced by the company over the years include RainTree (moisturizer), MoistureWear (make-up for dry complexions), and Extremely Gentle (make-up for sensitive complexions). In 1986, the company introduced Clarion, a new line of make-up designed for more mature women. Since the early 1970s, many of the company's products have been displayed on an "In-Line Modular Merchandising System," a series of racks situated along the personal products aisle of the store. Recently Clarion has been displayed along with an in-store "color computer," designed to coordinate products according to customers' hair, skin and eye colors.

The retail costs of Cover Girl cosmetics have remained consistently at the low-end of the industry. In April 1983, for example, of the 284 individual items sold by the company--a number which included numerous variations on size and shade--only two products were priced above four dollars.

The continued success of Cover Girl and Noxzema has, not surprisingly, affected company life. In 1966, the company changed its name to the Noxell Corporation, and moved its headquarters and manufacturing plant to new facilities in Cockeysville, Maryland. Nonetheless, the company remains relatively small (less than two-thousand employees), and is currently headed by George L. Bunting, Jr., a grandson of the company's founder. Advertising budgets have remained high, while the primary advertising agencies--William Esty and SSC&B/Lintas--have worked with the company for decades.

Chronology

- 1870 George Avery Bunting born in Bishopville, Maryland.
- 1899 George Avery Bunting graduates from the University of Maryland School of Pharmacy.
- 1914 Dr. Bunting's "Sunburn Remedy" introduced.
- 1917 Noxzema Chemical Company founded.
- 1920 First Noxzema factory established in a Baltimore rowhouse.
- 1923 Noxzema Chemical Company became profitable.
- 1925 New York market entered.
Annual sales reached \$100,000.
- 1926 New factory opened on Fall Cliffs Road, in Hampden community.
- 1928 Chicago and Midwestern markets entered.
- 1932 Noxzema Company of Canada established.
- 1936 Annual sales reached \$1,000,000.
- 1938 National distribution attained.
Noxzema shave cream was available by this year.
- 1949 G. Lloyd Bunting, Dr. Bunting's son, appointed President of the company; Dr. Bunting named Chairman of the Board.
New factory addition built in Hampden.
- 1953 Aerosol shave cream introduced.
- 1955 Edward R. Murrow's "Person to Person" television program co-sponsored.
- 1956 "Perry Como" television show co-sponsored.
- 1959 Dr. Bunting died.
Noxzema skin lotion introduced.
- 1961 Cover Girl Make-Up introduced.
- 1963 G. Lloyd Bunting named Chairman of the Board; Nobert A. Witt named President.

- 1964 Cover Girl lipstick introduced.
- 1966 Company name changed to Noxell Corporation.
New headquarters and manufacturing facilities opened in Cockeysville, Maryland.
- 1970 Cover Girl Eyes introduced.
- 1973 George L. Bunting, Jr.--grandson of Dr. Bunting--named President.
- 1974 RainTree moisturizing products introduced.
- 1976 MoistureWear make-up introduced.
- 1977 Cover Girl Nails introduced.
- 1979 Professional Mascara introduced.
- 1980 "In-Line Modular Merchandising System" introduced.
- 1986 George L. Bunting, Jr., named Chairman of the Board and CEO.
- 1987 Clarion make-up introduced.
Extremely Gentle make-up introduced.



"Feel It Heal"

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



NOXZEMA

Skin Cream

Relieves and Prevents **SUNBURN**

For Eczema

If you suffer from this skin affection with its everlasting, greedy itchiness, you will indeed welcome Noxzema. Just rub Noxzema into the affected parts. It penetrates and alleviates the fire and itch almost instantly.

Baby Rash

That sore, bothersome rash that makes baby so peevish, banish it with Noxzema. Noxzema instantly soothes and heals the affected spots. Always keep Noxzema in baby's basket. Use it on the chapped places and as a base for talcum powder.

Blackheads and Pimples

Regardless of how long you have been worried with these disfiguring blemishes, or how many other preparations you have used without success, rely on Noxzema to clear up the annoying spots. Rub Noxzema well into your skin and do it often. Noxzema gets right at the seat of the trouble and heals from the under skin out.

This skin-healing and soothing preparation should be on the dressing table or in the bath room. Attractively put up with booklet telling of its dozen or more uses. Can be bought by mail!

Before Shaving

Man, if you want to experience a regular shave, rub Noxzema into your skin before lathering. Noxzema softens the beard, allows your razor to slide over your face smoothly and takes out all the smart and burn.

For Tired, Aching Feet

After you have been on your feet all day apply Noxzema, rubbing it in until it disappears. You will be surprised how quickly Noxzema will soothe and ease your sore, tired feet.

Chafing

When you experience the way Noxzema soothes and heals the sore, chafed places you too will always turn to Noxzema. No matter how badly you chafe Noxzema will take out this soreness and heal the tender skin. It disappears into the skin and starts its healing work at once.

DICKSON-IVES COMPANY

ORLANDO

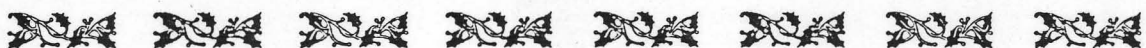
FLORIDA

NOXZEMA'S DIG BROADCAST



O F 1 9 3 6

TUESDAY EVENING, DECEMBER 22nd - FROM 9 to 10 P. M.





Noxzema GOES TO WAR!

EVERY MONTH a larger percentage of Noxzema's volume is going to our men in the service. Men in training and on duty in the south use it for sunburn; in the northern climates for rough, chapped face and hands. Service men everywhere want it for the relief of chafed skin and tired, burning feet when marching — use it for many other types of externally-caused skin irritations.

And on the *home* front, with more and more men and women going into war work, there's an ever-growing demand for Noxzema to help soothe and heal rough hands, "dried-out" skin, minor welding burns, tired feet and similar troubles.

The greatly increased popularity of Noxzema accounts — in part — for our inability to make the prompt deliveries to which you are accustomed. And, in addition, Noxzema faces the usual war-time delays in transportation.

We at Noxzema are working overtime to meet this increased demand—and planning overtime on ways and means of getting shipments to you. And we want you to know that we sincerely appreciate the patience and understanding shown us by our druggist friends everywhere.

John A. Smiley
President

NOXZEMA CHEMICAL CO., BALTIMORE, MD.

IT MUST BE WONDERFUL FOR YOUR SKIN

Amazing Cream Now 40 Times More Popular

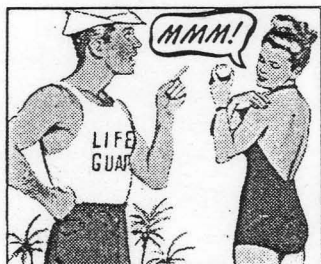


Whether you are a woman or man—young or old—you should know first hand about this grand cream! It does so much in so many important ways. Over 20,000,000 jars are now used yearly—by doctors and nurses—by soldiers and showgirls—by barbers and beauties—by millions of men and women all over the world!



Nurses in Baltimore started using this medicated skin cream when their hands were red, sore and rough from frequent washings and strong solutions. It soothed, helped heal and whiten—actually often improved them

overnight. Next, nurses tried it for poor complexions. It softened rough, dry skin—helped heal externally-caused blemishes. They spread the good news about Noxzema—the medicated skin aid in the little blue jar.



Lifeguards at Atlantic City began using greaseless medicated Noxzema to give bathers soothing relief from painful sunburn. For years Noxzema Skin Cream has been used at First Aid Stations at Miami Beach, Long Island and other famous resorts.



Many Mothers took nurses' advice—used gentle Noxzema on baby's tender irritated skin. It not only relieves and helps heal diaper rash and chafing, but helps chapped hands, chapped lips, windburn, and many other similar skin discomforts.



Broadway Beauties discovered this soothing, medicated cream is so helpful to skin irritated by stage make-up. Surveys indicate 8 out of 10 Broadway showgirls interviewed rely on Noxzema.



From Frozen Arctic to steaming jungle, G. I.'s in World War II found Noxzema brought wonderful, soothing relief for Sunburn, Windburn, Chapped Skin, Chafing, Tired, Sore Feet—for skin tortured by exposure, minor insect bites and cold water shaving. Millions of jars of Noxzema were sold by P. X.'s and Ships' Stores.



An Aid to Beauty—Today millions of women—young and old—give their complexions daily care with Noxzema. As a powder base, it helps make-up look smoother, last longer. And it's a dainty, greaseless night cream that helps smooth and soften rough, dry skin, aids externally-caused blemishes to heal faster. Try using Noxzema these two simple ways. See if your skin doesn't feel softer, look smoother, lovelier in a few short weeks.

Have you tried Noxzema yet? From head to toe, your skin can be harmed by external causes—sun, wind, dirt, fire, water, insects, chafing. As an aid to skin beauty and comfort, get Noxzema on this special limited time offer—at all drug and cosmetic counters.

Clip this coupon as a reminder to get a trial jar



Let NOXZEMA nurse your skin

See how this medicated cream acts like a little nurse to help improve your skin.

Ad No. 1182
4 col. x 170 lines
This Ad appears in:
U. S. Newspapers—1947



Oily skin and blemishes*: "I've used Noxzema for ten years!" says Henrietta House of Port Chester, N. Y. "It helps me keep my oily skin looking fresh and smooth. Helps heal blemishes*, too!"

How you, too, can Look lovelier in 10 days *or your money back!*

Doctor's new beauty care helps your skin look fresher, lovelier—and helps keep it that way!

If you aren't entirely satisfied with your complexion—here's the biggest beauty news in years! A famous doctor has developed a wonderful new home beauty routine.

Different! This sensible beauty care owes its amazing effectiveness to the unique qualities of Noxzema. This famous *greaseless, medicated* beauty cream combines softening, soothing, healing and cleansing ingredients.

Results are thrilling!

Letters from women all over America praise Noxzema's quick help for oily skin and externally-caused blemishes.

Like to help your problem skin look lovelier? Then try this:

1. **Cleanse thoroughly** by 'cream-washing' with Noxzema and water. Apply Noxzema to face and neck, then wring out a cloth in warm water and wash your face as if using soap. See how fresh your skin looks the very first time you 'cream-wash' with Noxzema—no dry, drawn feeling!
2. **Night cream.** Smooth on Noxzema so that its softening, soothing ingredients can

help your skin look smoother, lovelier. Always pat a bit extra over any blemishes* to help heal them—fast! You will see a wonderful improvement as you go on faithfully using Noxzema. It's *greaseless*. No smeary pillow!

3. **Make-up base.** 'Cream-wash' again in the morning, then apply Noxzema as your long-lasting powder base. *externally-caused



Noxzema works or money back!

In clinical tests, it helped 4 out of 5 women with discouraging skin problems. Try Noxzema for 10 days. If not delighted, return the jar to Noxzema, Baltimore. Your money back!

Look lovelier offer!
40¢ NOXZEMA

only **29¢** plus tax

at drug, cosmetic counters.
Limited time only!

Ad No. 6369

4 5-8 x 12 1-8 (1-2 page B&W)

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

Ebony—April, 1953

Our World—April, 1953



Prettiest dress in the world won't help a bad complexion

**... but here's a new kind
of skin care that will!**

One look in your mirror will tell you, a pretty dress just isn't enough to save the day if your skin is all broken out with bumps and hickies. Because *nothing* can make up for a smooth, fresh, flawless complexion.

And why shouldn't *you* have a complexion you're proud of? It's easier than you think—with Noxzema. America's No. 1 blemish* cream has helped millions of girls—and boys—clear up teen-age skin problems.

Here's all you do: Morning and night, *wash* your face with Noxzema—just as if you were using soap. Smooth on Noxzema, wash it off with a wet facecloth. It's greaseless, washes

off with water... leaves your face feeling cleaner, cooler, more refreshed than you've ever dreamed possible. Then at night pat a little extra on special spots and blemishes.* (You can even use Noxzema during the day—it vanishes without a trace!)

Five medicinal ingredients work day and night to help clear up blemishes* *fast*, help freshen and brighten your skin. Regular Noxzema care helps *keep* your skin clear too—helps stop trouble *before* it starts. Start Noxzema care tomorrow—see how pretty your complexion can be!

Right now you can get Noxzema at a big saving. Giant 10-oz. jar—valued up to \$1.25—now only 79¢ plus tax, at all drug and cosmetic counters. Limited time offer! *externally-caused

Ad No. 1543
4 5-8 x 10 inches (2-3 page B&W)
This advertisement appears in:
American Girl—November, 1956
Scholastic Group—November 8, 1956
Co-ed—November, 1956

SSC&B "AS FILMED" TV SCRIPT

Client NOXZEMA CHEMICAL CO.Product NOXZEMA SKIN CREAM
"G.I.'s" Rev. of 510Film No. 517Date October 1964Time 60 SecondsP. O. No. 4-3335-H

1. FIRST G.I.: All squared away? SECOND G.I.: Yeah, just about.



2. FIRST G.I.: Hey, she is a doll! SECOND G.I.: Oh, she's prettier than that.



3. I remember the day I took that picture. (MUSIC)



4. ANNCR: (V.O.) Who could forget beauty like this? So fresh, so clean, so natural, with a skin that looks lovely even without ...



5. make-up. If that's the kind of skin you want, ...



6. use Noxzema, ...



7. the medicated skin cream that works as no soap, no cosmetic can.



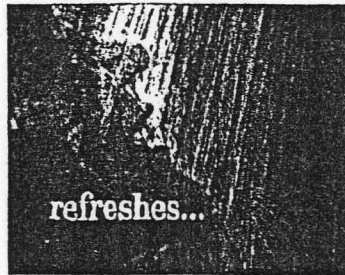
8. Wash with Noxzema just like soap. (MUSIC)



9. Feel the tingle as ...



10. Noxzema medicates while it deep cleans.



11. It's greaseless, washes off with water, (MUSIC) refreshes, ...



12. moisturizes. Keeps skin soft, smooth with no soap dryness ever.



13. And famous Noxzema medication helps clear up skin blemishes.



14. (MUSIC) So for a skin that looks lovely even without make-up, ...



15. use Noxzema Skin Cream every day.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-5270

220C18 "AS FILMED" TV SCRIPT

Client, NOXELL CORPORATION

Product NOXZEMA SKIN CREAM/
COVER GIRL
"RODEO TV GUIDE"

Film No. #932

Date OCTOBER 1966

Time 60 SECONDS

P. O. No. 6-4191 A



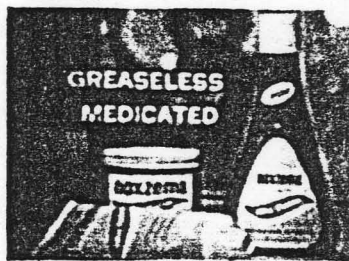
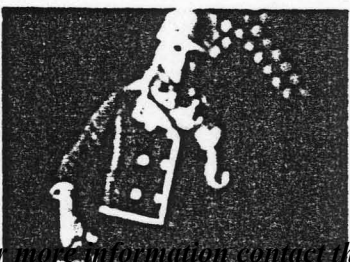
1. (SILENT)

2. (MUSIC)
ANNCR: (VO) Show us a pretty
complexion3. and we'll show you a
Noxzema girl!4. Noxzema does more for your
skin than regular soap or cold
cream can!5. GIRL: (DV) It cleans clean like soap
but it doesn't dry my skin.6. ANNCR: (VO) Noxzema is
greaseless,

7. washes clean off with water.

8. It's medicated to fight surface
blemishes.9. So for a clear radiant
complexion

10. become a Noxzema girl today.

11. Get Noxzema Skin Cream in jar,
liquid of tube.12. And here's lovely Cover
Girl

13. Adrienne.



14. posing for this cover of TV Guide.



15. Pretty, isn't she?

"FILMED" TV SCRIPT
NOXELL CORPORATION

NOXZEMA SKIN CREAM/
COVER GIRL
Product "RODEO TV GUIDE"

Film No. #932
Time 60 SECONDS

Date OCTOBER 1966
P. O. No. 6-4191 A



16. What's her beauty secret?



17. Cover Girl Medicated Make-Up and matching powder.



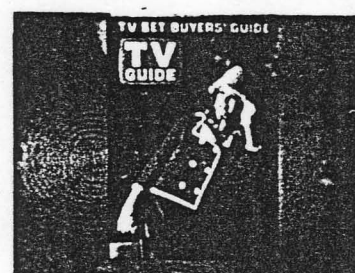
18. with soothing Noxzema medication.



19. ADRIANNE: (DV) Right! Who'd believe a make-up that looks this good



20. can do such wonderful things for my skin.



21. (ANNCR: (VO) For the natural beauty look of a Cover Girl complexion..

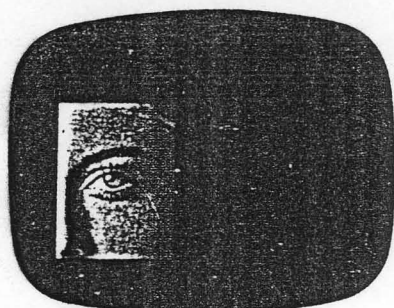


22. Get new Cover Girl Medicated Make-Up by Noxzema.



23. Glamour that's good for your skin.
(MUSIC-BUTTON)

VOXELL CORPORATION Introduces NEW COVER GIRL EYE



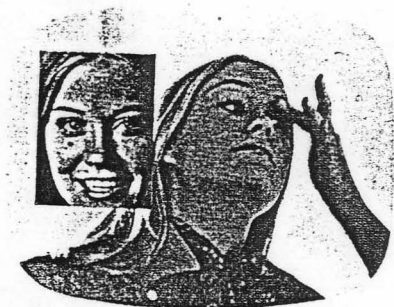
Big eyes ... Soft eyes ...
Innocent eyes ...



Cover Girl eyes!



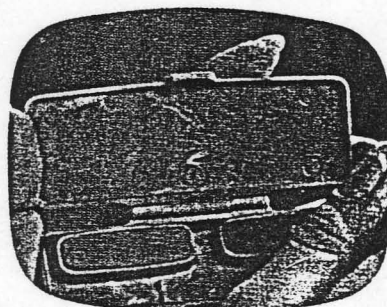
She's top model Cybill
Shepherd, famous for her
cool, clear-eyed look.



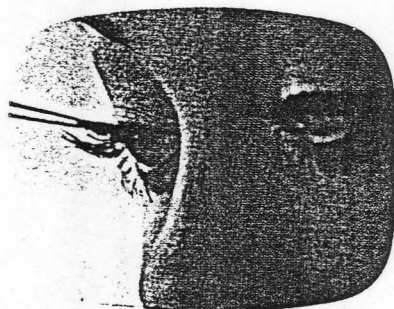
That's why her eye make-up
has to look really right. Be
easy to do. Gentle, too.



And it is! With new Cover
Girl Eyes. Everything you
need to make today's new
natural look.



New long-lasting liners ...



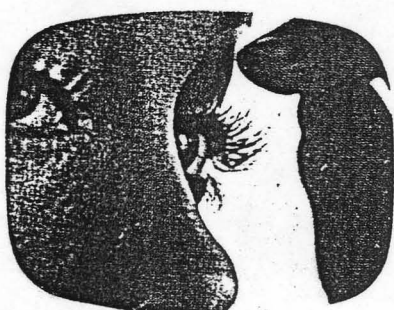
... liquid, cake and automatic.



New shadows, in two-color
kits. Every shade with its own
highlighter.



New special mascaras ... that
thicken and lengthen and curl.



Even feathery fakes that
really look real.

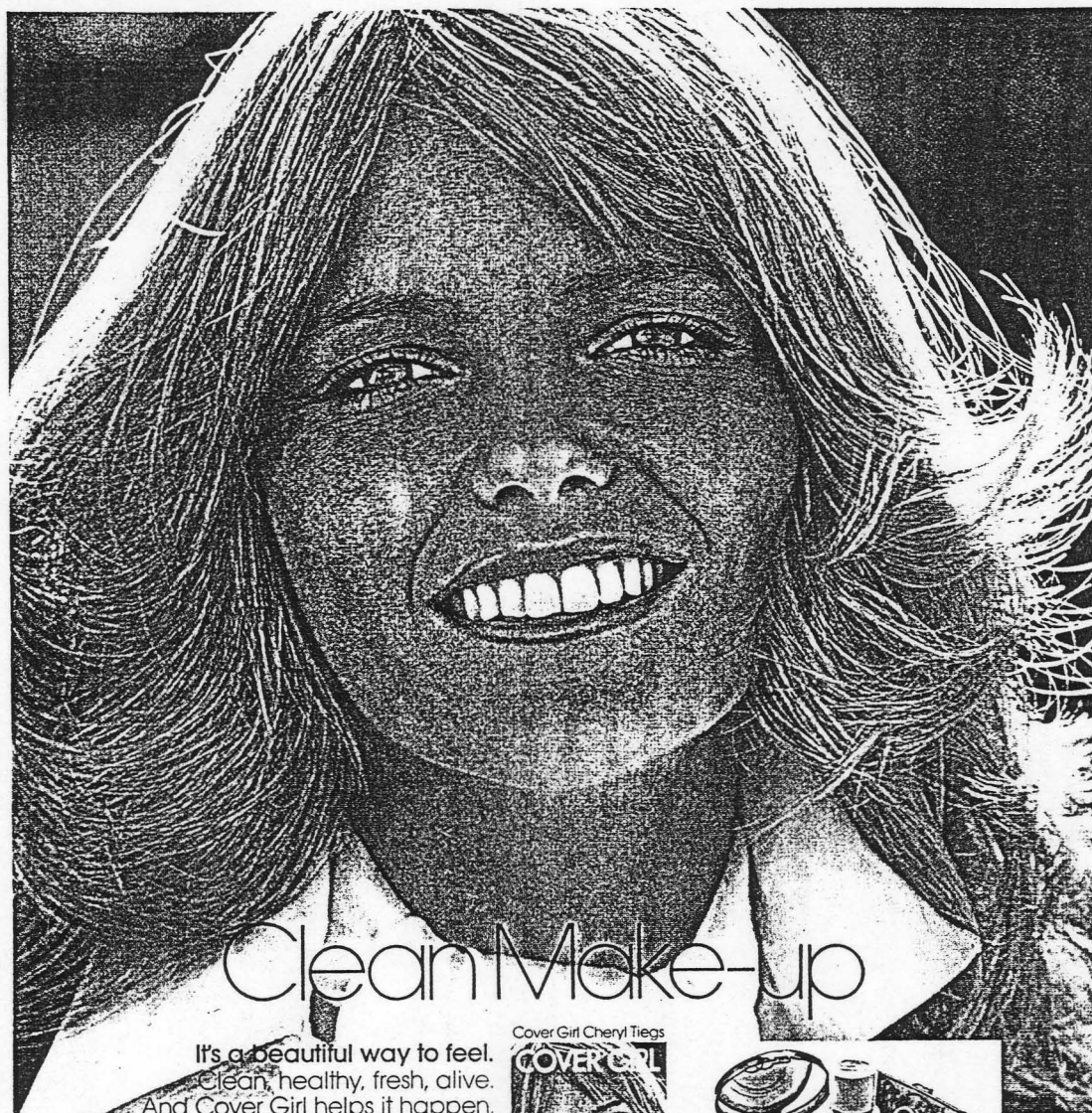


And everything's dermatologist-
tested for gentleness. Want to
make the most of your eyes?



Do it! with
new Cover Girl Eyes!

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



Clean Make-up

It's a beautiful way to feel.
 Clean, healthy, fresh, alive.
 And Cover Girl helps it happen.
 Cover Girl. The Clean Make-up.
 The one with clean, natural shades.
 A clean, stay-fresh feel.
 And clean Noxzema medication.
 Cover Girl gives you the
 pure pleasure of looking pretty.
 And knowing it's good for your skin!

Cover Girl Cheryl Tiegs



Cover Girl.
 Medicated Make-up by Noxzema

ANOTHER FINE PRODUCT OF NOXZEMA CORPORATION



Winner of Co-ed's 1974
High School Cover Girl Contest,
17-year-old Sheri Dolph
of Ontario, California



1974 High School Cover Girl



Regular and SuperSheer:

Sheri Dolph, Co-ed Contest Winner,
says: "Cover Girl makes me feel
good about my skin!"

"Cover Girl's made with clean Noxzema
ingredients. Goes on clean, feels clean.
Never looks make-up-y,
just looks fresh and natural."

Cover Girl makes it beautiful.
Noxzema makes it clean.

Cover Girl® Clean Make-up by Noxzema

ANOTHER FINE PRODUCT OF NOXZEMA CORPORATION

Created by SSC&B, Inc.

Ad No. 2916

8 1/4 x 11 1/2 inches (4-color bleed 3C)

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

Co-Ed - October, 1974



"I want him to look at me...not my make-up!"

"I want people to look at me...not my make-up.
That's why I use Cover Girl SuperSheer.
It looks and feels like no make-up at all.
Just gives me a little fresh color.
A healthy looking glow. That's all I want.
I get it with Cover Girl SuperSheer.



Cover Girl SuperSheer[®] by Noxzema.
It looks and feels like no make-up at all.

ANOTHER FINE PRODUCT OF NOXZEMA CORPORATION

Created by SSC&B Inc.
Ad No. 1900

4-color Bleed Page

This advertisement appears in:
Cosmopolitan—October, 1973

Glamour—October, 1973
Mademoiselle—October, 1973

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

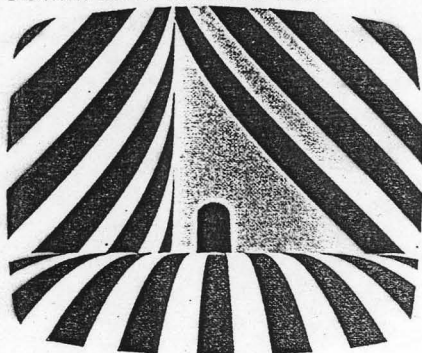
NOXELL CORPORATION

COVER GIRL PROFESSIONAL MASCARA

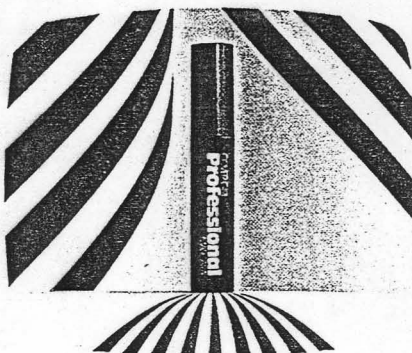
"BLUE"

COMM'L NO.: NXEM 1023

LENGTH: 30 SECONDS



ANNCR: (VO) This is the mascara a
Cover Girl demands.



Cover Girl Professional Mascara.



CHERYL: There's no mascara like it.



ANNCR: (VO) Look. The brush.



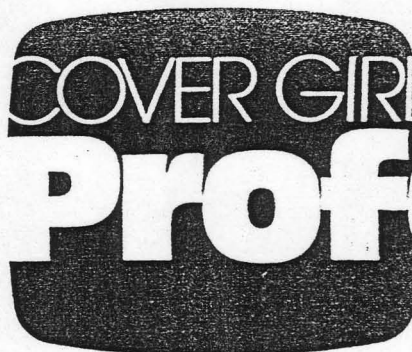
Professional.



CHERYL: Curved like your lash line.



Curved to curl and define perfectly.



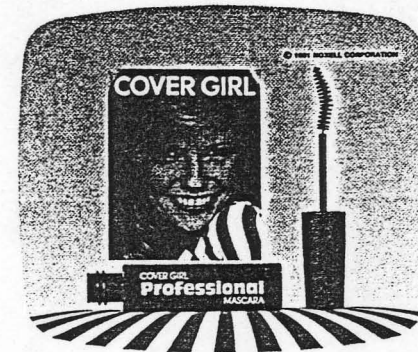
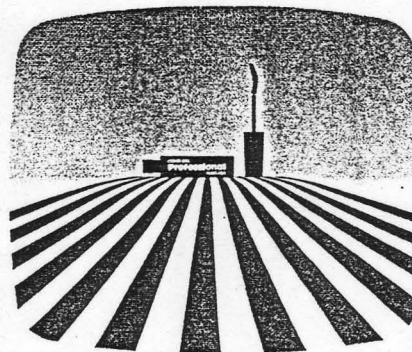
ANNCR: (VO) The formula. Professional.



CHERYL: To lengthen and build lavishly
with no fibers, no mess.



ANNCR: (VO) The look... 100% Professional.

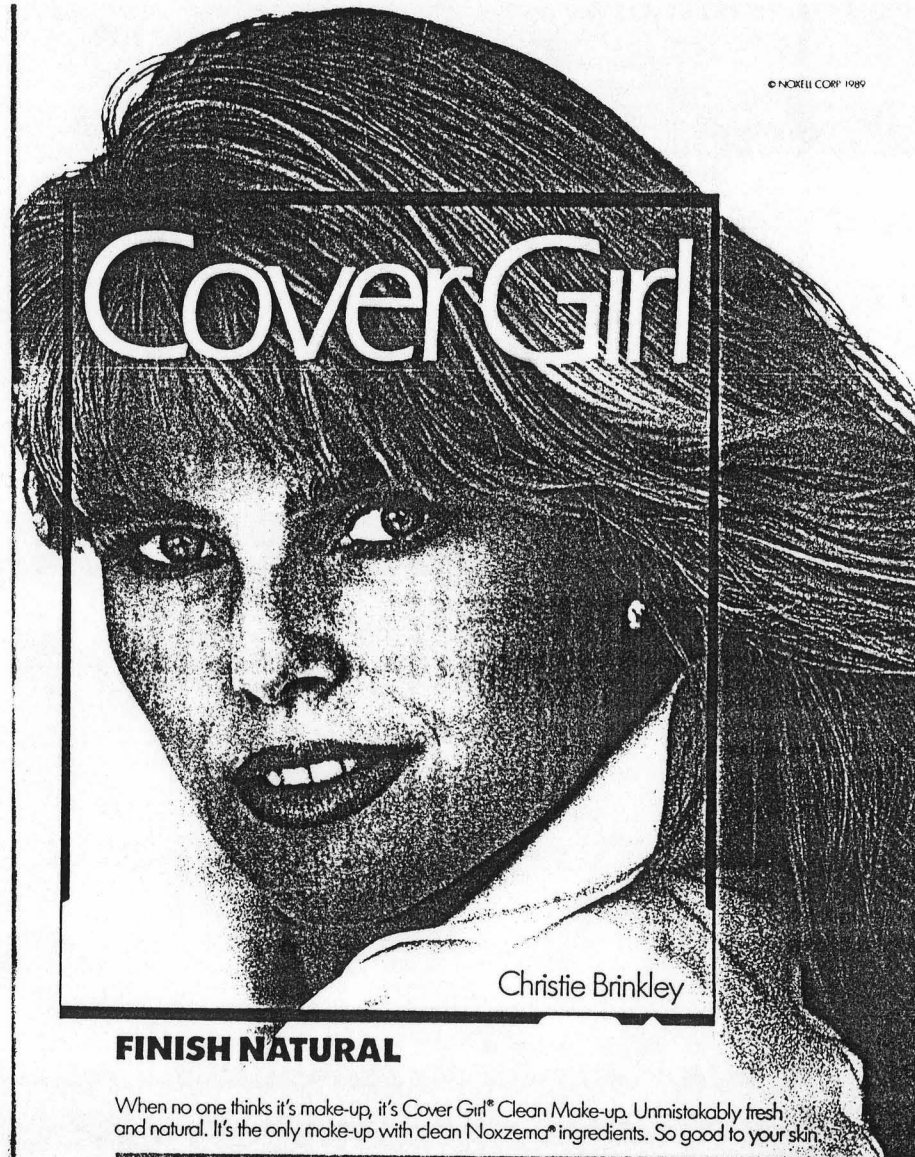


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START CLEAN



Cover Girl



Christie Brinkley

FINISH NATURAL

When no one thinks it's make-up, it's Cover Girl® Clean Make-up. Unmistakably fresh and natural. It's the only make-up with clean Noxzema® ingredients. So good to your skin.

AMERICA'S LOOK IS COVER GIRL

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