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George Avery Bunting:

THE INVENTION OF NOXZEMA

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CSCE 301: Community Studies

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In my Community Studies class we had to do a block project of the four corners on North Avenue and Charles Street and I choose the Bunting Pharmacy and the guy who invented Noxzema. North Avenue and Charles Street has a unique and interesting history that includes businesses, churches, street lights, traffic, transportation, and entertainment, just to name a few, however, for this project I focused on George Bunting, the man who invented Noxzema in a pharmacy near the intersection of North and Charles. So I choose the Bunting Pharmacy because I wanted to learn, not only about Bunting himself, but about how he came to invent such a huge factor into today's history. I also wanted to know how his company got started. What was it original name, if any besides "Noxzema"? How did he come up with the name Noxzema? Where were his factories located and much more?

George Avery Bunting was born in Eastern Shore town of Bishopville in 1870, however, it is not known if he had any siblings or if he was the only child¹. He went graduated from Washington College in 1891, and found a job as a school teacher. He later decided to try his hands at pharmaceuticals, due to the advice of a friend².

George Bunting had to choose between going to a school in Philadelphia or Baltimore to take up pharmaceuticals. Surprisingly, if it wasn't for the Baltimore Orioles having a "special reduced fare" to bring people to the games, the Noxzema industry would have been debuted in Philadelphia. So, [he] got the money for his tuition and headed to Baltimore to attended school at the University of Maryland School of

¹ Brennen Jensen, "Charmed Life: Getting Creamed," Baltimore City Paper, November 3, 1999, <http://www.citypaper.com/news/printready.asp?=2511>.

² Jensen: <http://www.citypaper.com/news/printready.asp?=2511>.

Pharmacy³. According Brennen Jensen of the Baltimore's City paper, Bunting made \$4 a week as a soda jerk⁴ at the North Avenue Pharmacy and he soon brought the Pharmacy in 1899 after he graduated from University of Maryland School of Pharmacy.

The history of Noxzema is an interesting and compelling story. In 1914, the first factory was established in a Baltimore Row house at 102 E. Lafayette Avenue that crosses St. Paul Street, where he made his first batch of ingredients to make a skin cream out of a coffee pot and is now occupied by the "Trippe Supply Company,"⁵. Bunting's skin cream became widely know, people used to call it "Miracle Cream of Baltimore," but it was originally called "Dr. Buntings Sunburn Remedy." As it would turn out he would later change it to "Noxzema" because "...a satisfied customer came to him and [told] him, 'You Knocked my eczema,'" and from here on out Noxzema was born⁶ (look on page 7 and 8 of a picture of George Bunting and the Bunting Pharmacy).

However, because of such a small space and him mixing of the ingredients himself, and due to the demands of his customers, Bunting struggled a bit, but still he kept up with his payments that resulted in him paying "\$27 a month for rent with \$10 stock certificates"⁷ so that he could maintain and keep his business. So, in 1917, the Noxzema Company was established and was given the address 1817 N. Charles Street that is currently owned by the famous adult nightspot club called "Club Choices." It isn't known exactly where he live, but he and his wife Nellie and there two children, daughter

³ Jensen: <http://www.citypaper.com/news/printready.asp?=2511>.

⁴ Jensen: <http://www.citypaper.com/news/printready.asp?=2511>.

⁵ Jensen: <http://www.citypaper.com/news/printready.asp?=2511>.

⁶ Noxzema: <http://www.cosmeticentry.com/fito.php?do=brand&op=m&id=28>.

⁷ Procter & Gamble, "The History of Noxzema," http://www.noxzema.com/hstry_1914.shtml

Dorothy and son George L, lived somewhere on West North Avenue. It wasn't until 1923 the company really begin to pick up profits. In 1925, profit was good selling at 900,000 products a year another company was built according to Jensen "in Hampden at the corner of 32nd Street and Falls Cliff Road in 1926"⁸.

To get his business booming, George Bunting promoted his business through advertisements', such as ads and billboards. Noxzema was sold in small blue cobalt glass jars, in the early 1940s. These jars came in different sizes [2in, 4in and 5in jars] and designs were far more different then what we see today⁹ (see pages 9-15 of the cobalt jars and the historical ads).

In 1960, George Bunting established another well-known multimillion dollar industry, "Cover Girl Cosmetics" and the rest of the Cover Girl industry as they say in history. However, in 1966, the Noxzema Company was facing some hard times, just like many other Baltimore's businesses even though it was financially stable, but due to what most Baltimorean businesses "suburbanization and conglomeration," the well-known Noxzema Company changed its name to "Noxell Corporation and moved its company from Hampden to Cockeysville¹⁰.

Furthermore it is not known as to when Bunting died or retired, but the Noxell Company was led by his son George L. Bunting, Sr, then later on his grandson G.L.B, Jr.

⁸ Jensen: <http://www.citypaper.com/news/printready.asp?=2511> .

⁹ Jensen: <http://www.citypaper.com/news/printready.asp?=2511> .

¹⁰ Jensen: <http://www.citypaper.com/news/printready.asp?=2511> .

Noxell had sold over 500 million in sales before being taking over my Procter & Gamble and becoming Noxzema and Cover Girl Manufacturer in 1989¹¹.

According to the Johns Hopkins Gazette, the Bunting family, as well as the Blaustein family (A Jewish family who founded of the American Oil company in 1910 and later became the Amoco Oil Company in 1957), recently got a building named in honor of them for their contributions to the Johns Hopkins Oncology Cancer Research Center, hoping to finding ways to cure cancer. It also said that both families donated \$10 million each for the development of the \$59 million dollar center. Both families have donated more money as well. The Blunting Blaustein Building is 10 stories and to be about 246,000-square-feet, resulting in numerous lab, classroom and research facilities. “The Bunting Blaustein building was built in 2000 and is located at the Northwest corner of Broadway and Orleans Street on the JHMI campus in East Baltimore,”¹² (see pages 16-17 for pictures of the Bunting Blaustein Building).

Lastly, Noxzema is still up and running today and is all over the nation. First it started out as a small company in a Baltimore Row house and into to a huge multi-million industry across the nation. Besides having to change its name to Noxell and then Procter & Gamble, Noxzema is still printed on the products, that P&G now manufactures and is sold in small plastic blue jar, with many different types of other products and styles such as the pump that was produced in 1984¹³, and other pumps came along after (see next page of the today’s original Noxzema jar and of the pump).

¹¹ Named Professorships, Deanships, and Directorships, “The Johns Hopkins University,” <http://webapps.jhu/namedprofessorships/professorshipdetail.cfm?professorshipID=192>.

¹² The Gazette Online: “The Newspaper of the Johns Hopkins University,” May 17, 1999, <http://www.jhu.edu/~gazette/1999/may/17twenty.html>

¹³ http://www.noxzema.com/hstry_1984.shtml

This research has been a long, yet enlightening experience. I have learned a lot from reading and doing research on the invention of Noxzema and the man who invented it, George Bunting, but I would have like to know where he lived prior to the establishment of his company, when did he died and/or retired, etc, but I am happy with the information that I have found, it was just a long and amazing journey doing this research, one I will never forget.



George Bunting

*Picture of George Bunting is courtesy of Noxzema.com



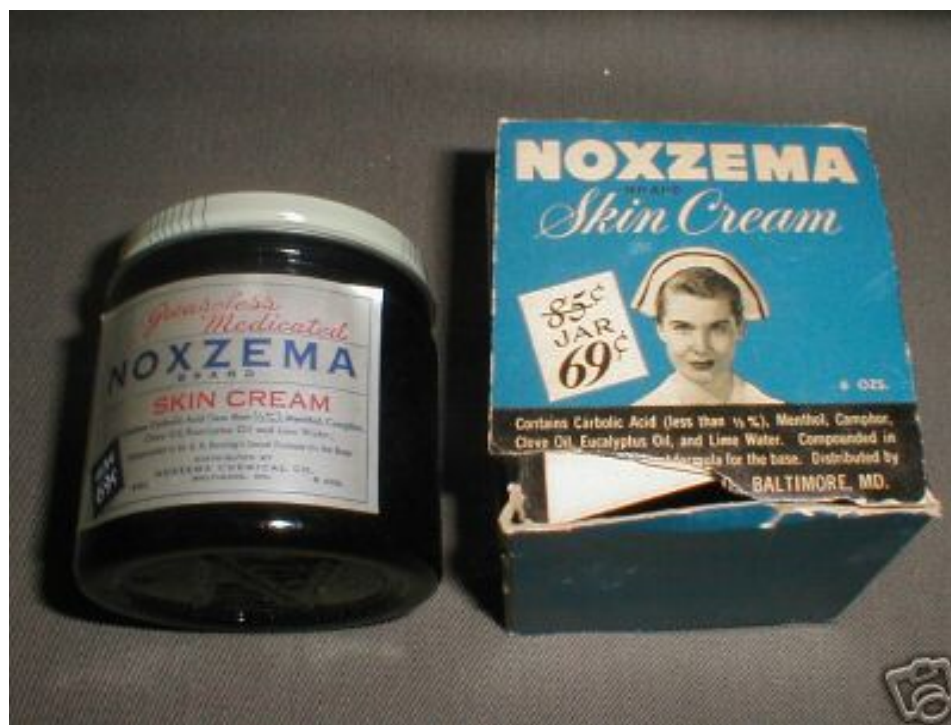
The Bunting Pharmacy

*Courtesy of the Baltimore Museum of Industry









*All cobalt jars are courtesy of Ebay

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*All ads are courtesy of Noxezma.com





*All pictures of the Bunting and Blaustein Building is Courtesy of Robert Lautman Photography and Timothy Hursley and The Online Gazette: The John Hopkins University.

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Cobalt Jars (early 1900s): <http://www.ebay.com> Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).
(be sure to type in cobalt jars).

Original Noxzema and Pump Jars: http://www.noxzema.com/products/creams_original.shtml and http://www.noxzema.com/products/lotions_original.shtml