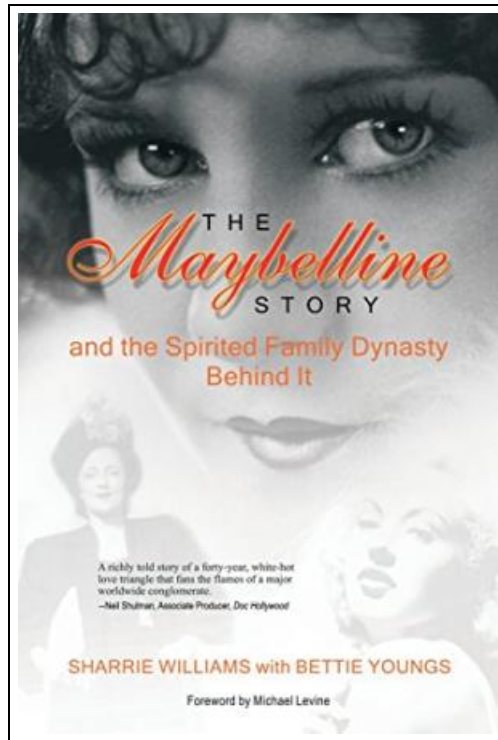


## The Maybelline Story And the Spirited Family Dynasty Behind It



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### **Reviews**

*This published publication is wonderful. Of course, it is actually engage in, still an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.*  
*(Vickie Wolff)*

## THE MAYBELLINE STORY AND THE SPIRITED FAMILY DYNASTY BEHIND IT



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Bettie Youngs Book Publishers. Paperback. Condition: New. 416 pages. Dimensions: 9.0in. x 6.0in. x 1.0in. In 1915, when a kitchen stove fire singed his sister Mabels lashes and brows, Tom Lyle Williams watched in fascination as she performed what she called a secret of the harem mixing petroleum jelly with coal dust and ash from a burnt cork and applying it to her lashes and brows. Mabels simple beauty trick ignited Tom Lyles imagination and he started what would become a billion-dollar business, one that remains a viable American icon after nearly a century. He named it Maybelline in her honor. Throughout the twentieth century, the Maybelline company inflated, collapsed, endured, and thrived in tandem with the nations upheavals as did the family that nurtured it. Tom Lyle Williams to avoid unwanted scrutiny of his private life cloistered himself behind the gates of his Rudolph Valentino Villa and ran his empire from the shadows. Now, after nearly a century of silence, this true story celebrates the life of an American entrepreneur, a man forced to remain behind a mask using his sister-in-law Evelyn Boechert to be his front. Stories of the great man and how he did it serve as a traditional mainstay of biographies, but with the strong womens book-buying market, a resurgence of interest in memoirs that focus on relationships more than a single man and his accomplishments are more likely to be discussed in womens book groups. The Maybelline Story combines the best of both approaches: a man whose vision rocketed him to success along with the woman held in his orbit. In the way that Rhett Butler ignored the criticism of his peers to carve his own destiny, Tom Lyle Williams shares similar grit and daring. But Rhett without Scarlet wouldnt be much of a story. Evelyn Williams provides the energy of an antagonist. Like Scarlet, we sometimes hate her and...



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