



The Maybelline Story: And the Spirited Family Dynasty Behind It, Sharrie Williams, Bettie B. Youngs, Bettie Youngs Books, 2010, 0984308113, 9780984308118, 377 pages. In 1915, when a kitchen stove fire singed his sister Mabel's 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. Mabel's simple beauty trick ignited Tom Lyle's 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 nation's 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 Boecher—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 women's 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 women's 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 wouldn't be much of a story. Evelyn Williams provides the energy of an antagonist. Like Scarlet, we sometimes hate her and want to shake her, but sometimes, we must admit that we hold a grudging respect; we get a kick out of her and even occasionally, love her for her guts and tenacity, and certainly because she carved out a life for herself and insisted on having a voice, even if she was a fly in the ointment for others. The Maybelline story provides other kinds of classic literary satisfaction. We are especially fascinated to slip vicariously into the lives of the rich and privileged yet cheer for the underdog who overcomes obstacles to astound doubters with his success. We are enthralled with the historical sweep of events whose repercussions live on to the present, all elements of The Maybelline Story—which reads like a juicy novel, but is in fact a family memoir, distilled from nine hundred pages of family accounts from the 1920's to present. An engrossing and captivating saga that spans four generations and reveals the humanity, the glamour, and the seedy underside of a family intoxicated by the quest for power, wealth, and physical perfection. It is a fascinating and inspiring tale of ambition, luck, greed, secrecy—and surprisingly, above all, love and forgiveness, a tale both epic and intimate, alive with the clash, the hustle, the music, and dance of American enterprise. -- Sharrie Williams.

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Trainspotting , Irvine Welsh, 1993, Fiction, 348 pages. Explores the life of a group of rude boys, junkies, and nutters in Edinburgh.

Doc Hollywood , Neil Shulman, May 1, 2007, Fiction, 224 pages. .

Three Steps to Heaven The Eddie Cochran Story, Bobby Cochran, 2003, Biography & Autobiography, 249 pages. (Book). Outrageously talented, remarkably handsome, internationally renowned, and dead at the age of 21. More than 40 years after the tragic car crash that killed him, Eddie

George Henry Thomas As True As Steel, Brian Steel Wills, Mar 14, 2012, , 600 pages. Although often counted among the Union's top five generals, George Henry Thomas has still not received his due. A Virginian who sided with the North in the Civil War, he was a

Superman: Nightwing & Flamebird , Greg Rucka, Jan 11, 2011, , 168 pages. In Superman's absence, two new heroes arrive on Earth from out of Kryptonian lore! Following the startling events of New Krypton, Earth finds itself without Superman! And

The Peanuts Collection Treasures from the World's Most Beloved Comic Strip, Nat Gertler, 2010, , 64 pages. This fully authorized, one-of-a-kind illustrated book celebrates the 60th anniversary of the world's most beloved comic strip characters. A compendium of rare materials from

Business Builders in Cosmetics , Jacqueline C. Kent, Oct 1, 2003, Biography & Autobiography, 160 pages. Describes the history of cosmetics and profiles seven cosmetics entrepreneurs, including Helen Rubinstein, Elizabeth Arden, and Max Factor..

Three Songs for Courage , Maxine Trottier, 2008, Juvenile Fiction, 324 pages. In 1956, sixteen-year-old Gordon Westley finds his summer vacation shattered by tragedy, forcing him to come face-to-face with the darkest--and the sweetest--side of human

The skin game the international beauty business brutally exposed, Gerald McKnight, Jul 3, 1989, Health & Fitness, 194 pages. .

Elizabeth Grant , Elizabeth Grant, Dec 4, 2009, Biography & Autobiography, . Elizabeth Grant has stood at the helm of her beauty empire for more than sixty years, regaling admirers with personal stories, notably one event that nearly killed her. When a

Out of the Transylvania Night , Aura Imbarus, Aug 14, 2012, Biography & Autobiography, 312 pages. In an epic tale of identity and the indomitable human spirit, OUT OF THE TRANSYLVANIA NIGHT explores tyranny, freedom, love, success, and the price paid for misaligned dreams

Fire and ice the story of Charles Revson the man who built the Revlon Empire, Andrew P. Tobias, Aug 1, 1976, Health & Fitness, 282 pages. An account of the life, empire building, market managing, and power brokerage of the giant cosmetic firm's single-minded founder and presiding genius, with interviews with

In 1915, when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams watched in fascination as she performed a 'secret of the harem'-mixing petroleum jelly with coal dust and ash from a burnt cork and apply it to her lashes and brows. Mabel's simple beauty trick ignited Tom Lyle's 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 20th century, the Maybelline Company inflated, collapsed, endured, and thrived in tandem with the nation's upheavals-as did the family that nurtured it. Setting up shop first in Chicago, Williams later, to avoid unwanted scrutiny of his private life, cloistered himself behind the gates of his Rudolph Valentino Villa and ran his empire from a distance. Now after nearly a century of silence, this true story celebrates the life of an American entrepreneur, a man whose vision rocketed him to success along with the woman held in his orbit, Evelyn Boecher-who became his lifelong fascination and muse. Captivated by her 'roaring charisma,' he affectionately called her the 'real Miss Maybelline' and based many of his advertising campaigns on the woman she represented: commandingly beautiful, hard-boiled and daring. Evelyn masterminded a life of vanity, but would fall

prey to fortune hunters and a mysterious murder that even today remains unsolved. A fascinating and inspiring story of ambition, luck, secrecy-and surprisingly, above all, love and forgiveness, a tale both epic and intimate, alive with the clash, the hustle, the music, and dance of American enterprise.

Love and tenderness are palpable in this sensitive recount of this amazing historical memoir. This is NOT a one time read. A literary prism, relevant to the board- room as it is to a book club or fireside/poolside read. Truly an inspirational legacy reminding us in the words of Proust that: 'the voyage of discovery lies not in finding new landscapes, but in having new eyes.'—Diane Bruno, CISION MEDIA

We are especially fascinated to slip vicariously into the lives of the rich and privileged yet cheer for the underdog who overcomes obstacles to astound doubters with his success. We are enthralled with the historical sweep of events whose repercussions live on to the present, all elements of this amazing story—which reads like a juicy novel but is a family memoir distilled from nine hundred pages of family accounts from the 1920's to present. —Steven Hudis, producer, IMPACT Motion Pictures

This tale reads like the best fiction but with real characters and plots that take us on an American dream wild ride. From the Midwest through Chicago and Hollywood, we follow a path strewn with scandals, jealousies, triangles and betrayals. Throw in arson, a still-unsolved murder and even the Feds and Mafia and you have an exciting and bumpy journey that leaves more than one casualty in its wake. And Maybelline was along for the ride.

The legacy is in good hands with Ms. Williams. She's a true storyteller and writes with passion and candor while bluntly sharing her own resolve to rise above her family's lifelong mantra of money, beauty and the search for perfection. It's a critical but tender tale of redemption that displays an understanding, compassion and love for her family. She never gave up on her dream to tell this story and literally braved fire and fury to share it with the world. It's a book that you really can't put down, a true page-turner and I couldn't wait to find out what happened next.

Mabel was my Grandmother. This book is junk. Many of the stories are lies. For instance Mabel did not burn her eyebrows. She actually used a product to make her brows thicker and instead they bleached out permanently. The reason she moved to Chicago was to help Tom Lyle in his business, not because she feared being an old maid (she never planned to marry until she met my grandfather Chester). Uncle Lyle often told Mabel that their sister-in-law Evelyn was a pain in the neck and Uncle Lyle did everything he could to avoid her. It is disgraceful showboat Evelyn is on the cover rather than sweet, gentle Mable. Our family always knew about TL's private life which he strove to keep quiet because he was a shy man with a touch of agoraphobia. Save yourself time and money and don't buy this trash.

This book is a wonderful read! There is literally something for everyone. The thing that I enjoyed so much was the way that the story was able to artfully balance the different aspects of family and business. If you like business - you will certainly enjoy reading about the building of a business from the ground up. It is sensational to look at advertising in the early to mid part of the 20th century! If you enjoy a dramatic family story - that's certainly here too. The captivating thing about the story is how the two worlds exist all at once. It's literally a rags to riches story about a man and his family - and it's all true. I highly recommend this book!

I saw a woman reading this book on a recent flight so I took a quick look at it. I spent several hours reading it yesterday and did not want to put it down. It is a real page turner for anyone interested in history, Hollywood glamour, self made men and family drama. It has very little to do with makeup and everything to do with family dynamics and secrets. I'm sure this will be turned into a movie in the future if it is not already in the works.

I met Sharrie Williams 7 years ago at a workshop. Since then, we have grown to be close friends. Though we come from very different backgrounds, and live as different of lives as one can imagine (I am 38 years old, an elementary school principal, and was raised in a blue collar family), I can

attest that Sharrie is as genuine as they come. She has had the inspiration that all great writers have had...an unrelenting calling to share a story that the still small voice inside of her said needed to be told. Being the natural and simple person that I am (I don't even wear make up!), one would think that a story about glamour and beauty would hardly be intriguing to someone such as myself. This could not be further from the truth. Family secrets, betrayal, courage, ambition...these are all words that come to mind when describing *The Maybelline Story*. The story hits on themes that are universal in nature, and the writing is compelling and interesting. These distant relatives cannot possibly know Sharrie, for if they did, they would know about her tireless research, and her relentless fact-checking. If they knew her, they would know her as a person of integrity, authenticity, and honesty. And in truth, if we all are to ask ourselves about our family histories, I imagine that none of us would be able to claim that our families were devoid of scandal, dysfunction, or secrets. One of the greatest challenges an author faces is the decision of what to reveal and what to keep silent. However, speaking one's truth is never wrong, and in fact, it is the only right thing to do. I can imagine that some family members may be feeling raw and wounded, and others may be wishing they had the courage to step forward and bravely share the truth. In any event, sometimes a wound needs to be open before it can heal, and perhaps these family members can collectively celebrate Sharrie's open heart and love for her family history, rather than shaming her in a public forum. If anything, the negative responses will only cause people to be more interested in reading the book, rather than less. (Controversy inspires interest...this is human nature!) I encourage people to disregard the emotionally charged responses, and read the book. Read more ›

Disclaimer: This is a true story, and the characters and events are real. However, in some cases, the names, descriptions, and locations have been changed, and some events have been altered, combined, or condensed for storytelling purposes, but the overall chronology is an accurate depiction of the author's experience.

The writing felt like a high school student's paper that needed tweaking for a better flow. I understand that a person can have several names, but multiple characters with multiple names = unnecessary pauses to the...more Not the inspiring story I was expecting. It plays out like a soap opera, which is not my cup of tea. I love the history and informative aspect, but more than anything it is a deeply sad story. I probably wouldn't have been disappointed so much if I knew what I was getting myself into.

Repeated reminders that Eveline is "grandmother" in the middle of a story plot before the author is born and even becomes a part of the story is a big mistake. The author's relationship was appropriately established early on. Please let me feel the history of that time without jumping into the story to tell me what I already know.(less)

Growing up in the 70s, the time of discos and over the top makeup, teenage girls, myself included, wanted their lashes as dark and full as possible. We all had the pink and green tube of Great Lash mascara in our makeup bags. I'm middle-aged now and still have Maybelline mascara in my makeup bag. The only difference is I am a little more judicious in my application. So naturally when Sharrie Williams, grand-niece of Tom Lyle Williams; founder of Maybelline, asked if I was interested in reviewing...more Growing up in the 70s, the time of discos and over the top makeup, teenage girls, myself included, wanted their lashes as dark and full as possible. We all had the pink and green tube of Great Lash mascara in our makeup bags. I'm middle-aged now and still have Maybelline mascara in my makeup bag. The only difference is I am a little more judicious in my application. So naturally when Sharrie Williams, grand-niece of Tom Lyle Williams; founder of Maybelline, asked if I was interested in reviewing "The Maybelline Story: And the Spirited Family Dynasty Behind it" I readily accepted the offer.

Sharrie Williams takes her readers into the world of the royal family of the cosmetic industry. Picture the Carringtons from the hit 1980s television series "Dynasty", change it from oil moguls to cosmetic moguls and you'll understand what it was like being a Williams. The book is an intimate retelling of triumphs and losses, love and betrayal as Tom Lyle Williams, a teenage boy from small town USA, follows his dream to take the world and make it his oyster on his quest to being a millionaire.

Maybelline was started when Tom Lyle discovered his sister Mabel's beauty secret and wanted to share the product with American women. Little did he know that this would begin the journey into a lifelong love story with his little company that turned into a dynasty and the most widely known cosmetic country in the world.

Through the depression and two world wars Maybelline persevered always managing to keep women feeling beautiful through even the toughest times. Mingling with starlets from Hollywood and iconic movie producers the Williams family lived the life only to be dreamed of by millions of people. Lavish parties and extravagant spending paved the way for duplicitous hangers on hoping for a piece of the pie.

Sharrie Williams was born to tell the story of her family. She does it with grace and humility showing not only the successes but the failures of her heritage. I was captivated from the first paragraph greedily pouring over the pages. I highly recommend "The Maybelline Story: And the Spirited Family Dynasty Behind it" is a must read for enthusiasts of memoirs and biographies.

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Sharrie Williams is Tom Lyle Williams's grandniece and Evelyn Boecher Williams's granddaughter. Growing up in their homes, and steward of the vast Maybelline archives, Williams tells the story of the birth of the Maybelline empire and dishes intimate and never-before-told details about the fascinating family dynasty behind it. Biographer Bettie Youngs is the author of 35 books published in 28 languages.

advertising Alice Faye Andy Andy MacDonald asked baby beautiful began Bennie better Betty Grable Bill's Billy Boecher brother California called Cecil Charlie Chicago cosmetics couldn't Culver City dancing Danie King didn't dinner divorce dollars Donna door Dorothy Lamour dress drink Elna Evelyn eyes face father felt film Gene girl glamour going grandmother hair hand Hollywood Hot Springs husband Joan Crawford knew living look Lyle and Emery Lyle's Mabel MacDonald magazine makeup married mascara Maybelline Company Maybelline's Mildred Davis Miss Maybelline Morganfield mother movie stars Nana Nana's needed never night Noel parents Pauline's Petrouski Preston Ragland Rags Rags Ragland sister smiled story studio sure talk there's things told took turned Villa Valentino Viola Dana walked wanted Warren wasn't What's Williams woman women young

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