



Student Name:
Class Period:
Date:

Meet the Originals

Texas Originals is a radio series about people who made an impact on Texas. You can hear it online and on radio stations around the state. Read or listen to the episode on Mary Kay Ash. Then, answer questions about it.

Mary Kay Ash 1918–2001

In 1963, Mary Kay Ash launched her cosmetics business in Dallas with nine independent beauty consultants. Today, 2.5 million women sell her products in thirty-five countries.

Born near Houston in 1918, Ash watched her mother work long hours to support the family. At a time when few women worked outside the home, Ash, too, pursued a career. She flourished as a saleswoman but quit when a man she had trained was promoted above her.

She set out to write a book of advice for career women but ended up designing a business to develop women's entrepreneurship alongside their beauty.

Each Mary Kay beauty consultant is an independent business owner who educates others in the product line and recruits them into the sales force. Focused on developing women's potential, Ash abided by the golden rule. "If an employer would treat employees and customers as he or she wished to be treated," she said, "all would profit."

Mary Kay, Inc., awards successful saleswomen with the company's signature pink Cadillacs. From a Dallas storefront to a global brand, Ash's dynamic style made her a business icon.

"To me, life is no brief candle," she declared. "It's a splendid torch that I want to burn brightly before I pass it on to future generations." Though Mary Kay Ash died in 2001, the company and its founder's indomitable spirit live on.

Check for Understanding: Answer the questions below based on evidence from the episode on Mary Kay Ash. Refer to the text included above if needed.

1. Why did Mary Kay Ash quit her job as a saleswoman?
2. What was different about the way that Ash set up her new business?

Going Further: Write or discuss your answer to the question below, supporting your answer with evidence from the episode or additional information you have learned in class.

3. **Making Inferences.** According to the episode, Ash created a business "to develop women's entrepreneurship alongside their beauty." What does entrepreneurship mean?