



Dale Ratliff

(From New York Times - April 26, 1979)

Born in Hinton, WV on December 16, 1931, he was the son of the late Leslie Hobert and Augusta Alyne Johnson Ratliff.

Mr. Ratliff was a graduate of Hinton High School, Class of 1949 and Duke University. He served in the United States Marine Corps, attaining the rank of captain.

Mr. Ratliff, 47, was the president of Max Factor & Company. He joined Max Factor in January of 1979 following six years as executive vice president of the domestic cosmetics and fragrances division of Revlon Inc. Previously, he had been group vice president with the BVD Company Inc. and had also served as senior vice president and general manager of the apparel division at International Playtex Inc.

Mr. Ratliff died Saturday, April 21, 1979 in Los Angeles of a heart attack.

He is survived by his wife, the former Bettie Messer; three sons, Mitchell, Mark and Matthew; a daughter, Lynn, and his mother, Augusta J. Ratliff. The memorial services will be held at P.M. at the Community Church in Mountain Lake, NJ.

A Memorial services was held Saturday, April 28, 1979 in Mountain Lake, N.J..

Dale Ratliff, We Salute You!

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