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Maine Chance Farm Advertisement from The Vassar Chronicle

The Vassar Chronicle

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For
College Girls...



your own...
be-beautiful vacation!

MAINE CHANCE

Vacation—made-to-order: For 2, 3, or 4 weeks... presto The Lady Vanishes! Where? Out of this world literally, into the fabulous spot called "Maine Chance". Elizabeth Arden's country estate... that has become legend! Here come those who prize the peace... the poise... the beauty they may claim here. For Elizabeth Arden proves that being lovely is a matter of knowing how.

From June 11 to July 7... Elizabeth Arden dedicates this gracious spot to youth... to college and career girls. A place where you may come and build for a beautiful future. Cut yourself down to size—watch bothersome bulges vanish and pounds and inches melt away. Sports... rhythmic exercises in the sun... delicious slim-away diets make you the lean and lovely girl you ought to be.

Skin care... body care... hair care... poise—are all included in this delightful curricula. It is a culture which includes a gracious way of life with a staff of experts in exercise, sports, massage, diet, cooking instruction, voice and diction. It's a real investment that pays dividends all your life long.

To quote a Bryn Mawr sophomore: "these pared-down hips are worth a dozen fancy trips!"

Here are some of the **EXTRA-SPECIAL CLASSES** that are routine fun in your Maine Chance-for-loveliness course!

SKIN CARE... learn to keep your skin radiant and beautiful.

EXERCISES... for health, beauty and grace.

DIETS... balance your figure so you may wear a perfect size 12, 14 or 16.

HAIR CARE... Learn tricks of the professionals for doing your own hair... and caring for it at home.

SWIMMING, ARCHERY, TENNIS, with expert instruction.

VITAMIN COOKING classes... taught by our famous French Chef.

MODERN BALL-ROOM DANCING by a skilled teacher.

MAKE-UP—a portrait class in make-up applied as an artist does it. Neither theatrical nor timid... just naturally beautiful.

POISE AND DICTION... lessons in living graciously.

MAINE CHANCE offers you a concentrated plan for beauty created by Miss Arden herself. Staffed by experts, it is scaled and suited to the special requirements of young women—similar to the MAINE CHANCE regime women come to enjoy from all over the world... a plan for a beautiful future.

All perfection is here for you in this 1951 Beauty Seminar. *Everything* inclusive, \$150. per week. Only a limited number of applications may be accepted, so act quickly. All reservations are made through the Elizabeth Arden Salon, 691 Fifth Avenue, New York 22. A check for one week in advance must accompany a confirmed reservation.

Elizabeth Arden

691 Fifth Avenue, New York 22, N. Y. • PLaza 9-2940