

5-26-1951

## 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