

STUDENT ACTIVITIES

Elizabeth Arden

Before reading

1 Guess

How much do you know about Elizabeth Arden and her brand? Circle the correct answer. If you don't know the answer, guess.

1 Where was Elizabeth Arden from?

- a the USA
- b the UK
- c Canada

2 What was her real name?

- a Florence Nightingale Graham
- b Florence Nightingale Arden
- c Elizabeth Nightingale Arden

3 Where did she open her first salon?

- a London
- b Paris
- c New York

4 What was the name of the salon?

- a White Door
- b Red Door
- c Blue Door

5 What products did Elizabeth Arden sell?

- a health products
- b beauty products
- c hair products

While reading

2 Comprehension

Read up to *and she decided to leave the business* on page 36. Complete the sentences with a phrase from the box.

Eleanor Adair	her mother	her father
Elizabeth Hubbard	her brother	her brother

- 1 _____ died when Elizabeth was only 6 years old.
- 2 _____ looked after Elizabeth, but life was difficult.
- 3 She went to live with _____ in New York City in 1907.
- 4 She got a job with _____ in her salon.
- 5 She borrowed \$6,000 from _____.
- 6 She started a partnership with her friend, _____.

3 Comprehension and writing

Read up to *I was very lonely and had few friends* on page 37. Answer these questions in sentences. Use words and phrases from the text to help you.

1 Where does the name 'Arden' come from?

2 Why did she decide to go to Paris?

3 Why were creams and cosmetics popular in Europe?

4 When did she return to New York?

5 What cream did she create with A. Fabian Swanson?

6 What was special about this cream?

7 Why did she work hard on the design of her products?

8 Why was she lonely?

STUDENT ACTIVITIES (CONTINUED)

Elizabeth Arden

4 Comprehension

Read to the end of the story. Also read the timeline. Are the sentences true (T) or false (F)? Correct any that are false.

- | | |
|--|-------|
| 1 Elizabeth Arden got married in 1915. | T/F |
| 2 Her husband, Thomas J. Lewis was a chemist. | T/F |
| 3 Her husband believed that rich women were the best market for Elizabeth Arden. | T/F |
| 4 In 1925, the company earned more than \$2 million around the world. | T/F |
| 5 The company spent less on advertising in the Great Depression. | T/F |
| 6 By 1935, there were 108 different Elizabeth Arden products. | T/F |
| 7 The company stopped making cosmetics during the Second World War. | T / F |
| 8 Elizabeth Arden was the first woman to appear on the cover of <i>Time</i> . | T / F |
| 9 She died in 1966 when she was 81 years old. | T / F |

After reading

5 Comprehension

Go back to activity 1. Can you now answer all five questions?

6 Language

Complete the collocations from the story with the verbs from the box.

become believe create look get pay work get

- 1 _____ after (someone or something)
- 2 _____ a job
- 3 _____ back (money)
- 4 _____ products
- 5 _____ hard on (something)
- 6 _____ married
- 7 _____ fashionable
- 8 _____ in (something)

7 Writing

Write your own sentences using the collocations from activity 6. Remember to put the verbs in an appropriate form. Your sentences can be about the story but you mustn't copy sentences from the story. Or you can choose to write sentences about something or someone else.

8 Research and writing

- 1 Find out more about Elizabeth Arden and write a list of five or six interesting facts about her. You can use the 'Further Research' document to find some more useful information about her.
- 2 Find out some information about one of Elizabeth Arden's competitors. How is this company similar to Elizabeth Arden? How is it different?

ANSWER KEY (STUDENT ACTIVITIES)

Elizabeth Arden

1 Guess

Don't worry if you don't know the answers to these. Read the story to find out!

2 Comprehension

- 1 Her mother
- 2 Her father
- 3 her brother
- 4 Eleanor Adair
- 5 her brother
- 6 Elizabeth Hubbard

3 Comprehension and writing

- 1 It comes from the poem 'Enoch Arden' by the poet, Tennyson.
- 2 She wanted to learn more about the beauty business so that she could create her own products.
- 3 They helped women to look younger and more beautiful.
- 4 She returned to New York when the First World War started in 1914.
- 5 They created 'Amoretta' face cream together.
- 6 It was very light and easy to use.
- 7 She wanted to make her products look elegant.
- 8 She was lonely because she didn't have many friends.

4 Comprehension

- 1 T
- 2 F (he was a banker)
- 3 T
- 4 F (it earned \$2 million in the USA)
- 5 F (it spent more)
- 6 T
- 7 F (it created new products)
- 8 T
- 9 T

5 Comprehension

- 1 c
- 2 a
- 3 c
- 4 b
- 5 b

6 Language

- 1 look
- 2 get
- 3 pay
- 4 create
- 5 work
- 6 get
- 7 become ('look fashionable' is also a possible collocation but it doesn't feature in the story)
- 8 believe

7 Writing

Answers will vary.

8 Research and writing

Answers will vary.