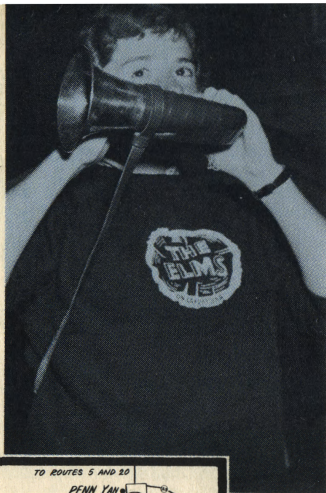
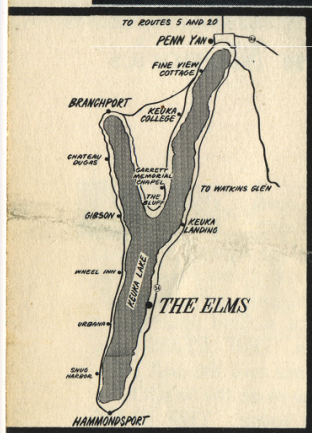




Calling All Elms Campers

THE ELMS BUGLER OFFICIALLY OPENS THE SEASON. Seventy-five girls dressed in blue shorts, white shirts and blue kerchiefs stand at attention as the Stars and Stripes are raised to the masthead.

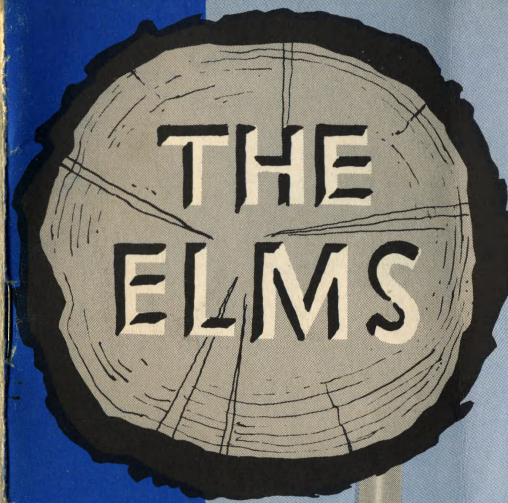
They are on the shores of Keuka, the sparkling gem of the famed Finger Lakes, amidst the rolling hills, the vineyards and meadows of central New York State.



It's Keuka Calling.
"Let's go canoeing."



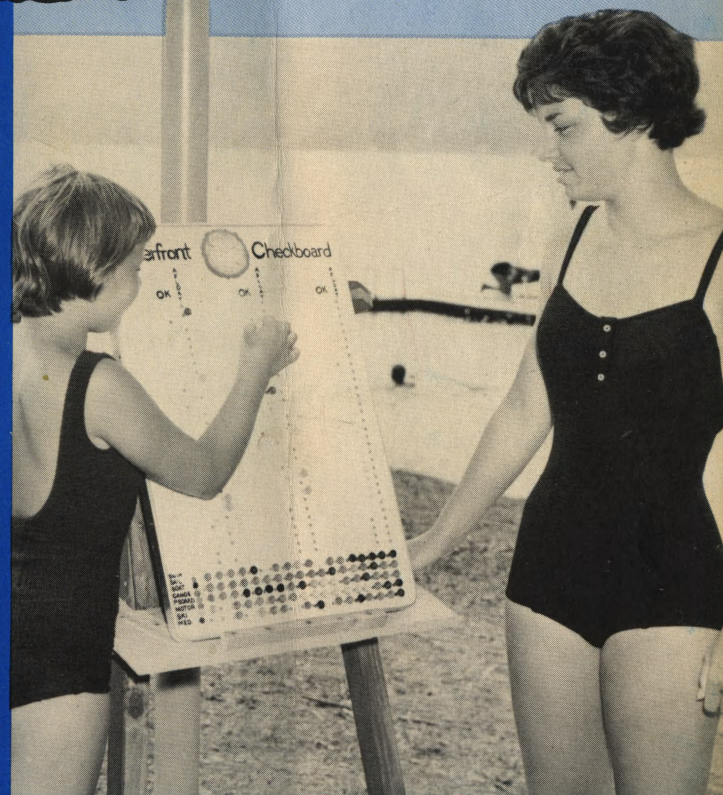
Keuka The Lake of the Deep Blue Water



CAMP FOR GIRLS
On Lake Keuka, N. Y.

*NOW—
Larger
and even
more
attractive*

At the Waterfront
Checkboard.
Shall it be—
swimming, diving,
sailing, canoeing,
boating or
waterskiing?



A SUMMERTIME SEASON OF SIX WEEKS
IN THE FAMOUS FINGER LAKES COUNTRY

✓
Waiting on the beach to take their lesson in waterskiing



WATERSKIING ✓

Riding the waves on water skis is increasing in popularity each year. At THE ELMS this is one of the featured programs. Lake Keuka has miles of water for waterskiing. THE ELMS has three tow boats with speed to thrill even the most expert. The big Chris Craft boat can easily tow five skiers abreast. (See pictures.) The ski shows at THE ELMS attract many sightseers. And every camper learns to ski.



Here a beginner is taking off from the beach with the instructor.



A beginner is on skis for the first time with the instructor beside her.



Five girls are on skis in fairly rough water



✓ A class of skiers with life jackets on ready for a water pageant. ▼



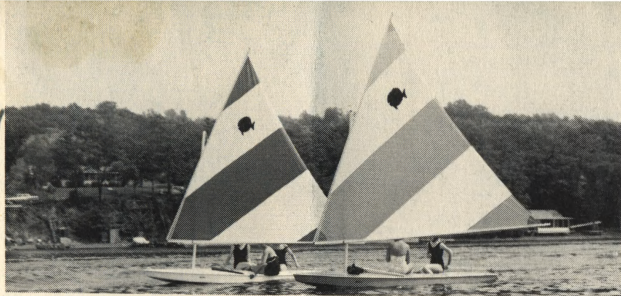
✓
The Elms which give the camp its name

Seventy-Five Campers

With more acreage, a longer beach (nearly 1,000 feet) and increased facilities, THE ELMS now has an enrollment of 75 campers. The additional property adjoins THE ELMS on the north. It includes a large Summer home for Mr. and Mrs. Roland J. George, owners and directors, a log cabin near the beach, sloping lawns and shady roadways.

The swimming docks and the sailboat harbor



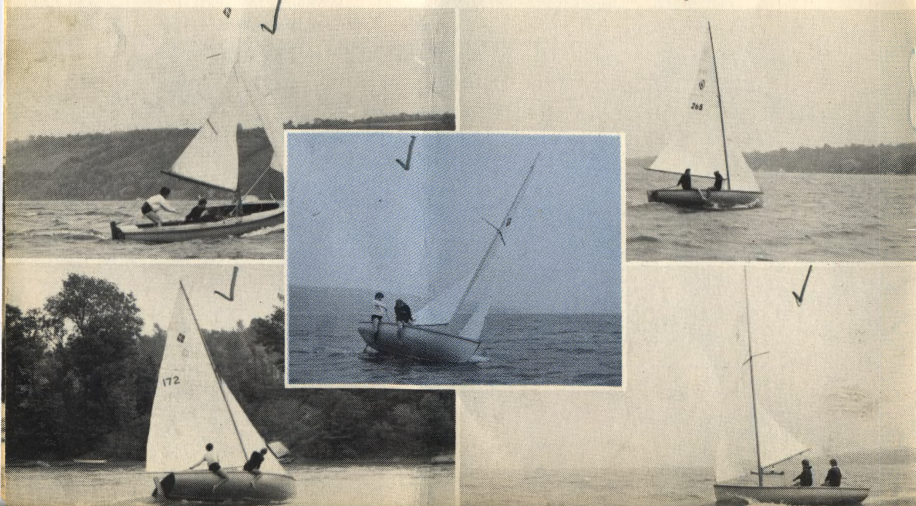


"Striped sails in the sunset"

"Far out on the lake"

Lake Keuka is noted for sailing. The "K" class of boats are popular and competition is keen. Near Gibson, the broadest part of Keuka, is the historic Keuka Yacht Club. Races are held weekly and THE ELMS boats are entered in the various events. Last Summer THE ELMS boats made splendid records.

Sailing in strong winds and rough water is thrilling. The staunch K boats are ideal for both light and heavy breezes. They are fast. Smaller sail boats are popular, too, just right for beginners.



The Main Lodge facing the lake well back from the beach.

THE ELMS has everything for a select camp for girls. It extends over a broad point on the east shore of Lake Keuka, a little more than six miles north of Hammondsport. The lawns reach from the highway to the lake shore.

Besides the Main Lodge there are separate buildings to house the campers, an Arts and Crafts building, a Campcraft and Nature building, Infirmary, garages, boat houses, and quarters for the staff. The dining room and the kitchen are modern, with the latest appliances and equipment. There is a Trading Post, a mail room and postoffice, and a central office. It all makes for camping at its best.

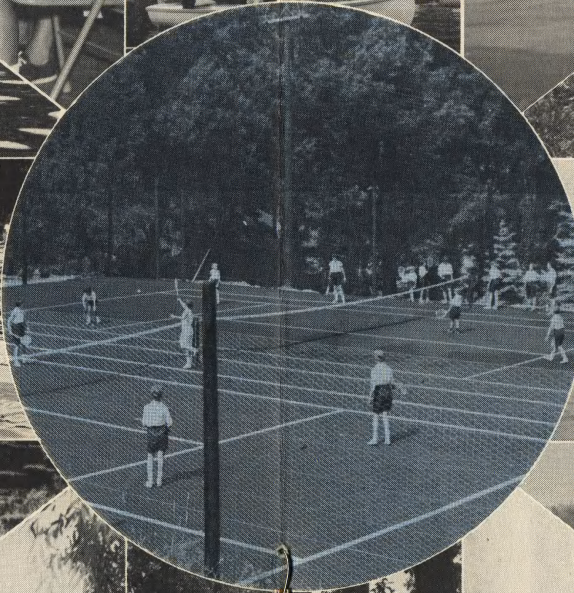
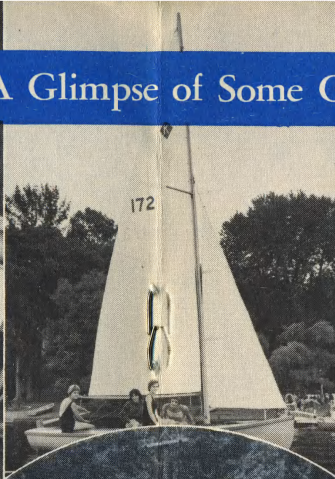
A corner of the dining room.

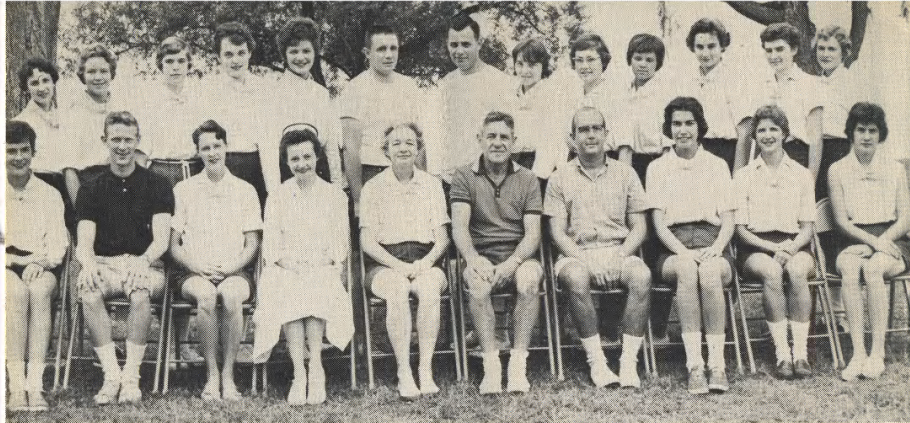


The mail room.



THE ELMS—A Glimpse of Some Of The Activities





1961—The staff of the Elms. Mr. and Mrs. George are front row center.

1962

The season of six weeks will open July 1 and close August 12. THE ELMS will enroll 75 campers 8 to 16 years of age. The rate is \$400, with no extra charges. All enrollments are for the full season, and are now being made.

For detailed information and application blanks write or phone Mr. and Mrs. Roland J. George, owners and directors, 114 Larchmont Road, Elmira, N. Y., phone Elmira, RE 4-6991; or THE ELMS, 626 East Lake Road, Hammondsport, N. Y., phone Dundee 2181 or 2198.

THE ELMS is an accredited member of the American Camping Association.

The campers, together with the instructors, counselors and staff members.



Owners and Directors of THE ELMS



Roland J. George



Mrs. Roland J. George

✓
The newly acquired beach front.



Another view of the swimming docks.

Throughout the East, Mr. and Mrs. George hold a high rating in Summer camp activities. "Mike," as he is known in Red Cross and school circles, has 35 years in girls' camp experience in New England and New York State. For 34 years he was in Elmira School District athletics, the last 15 years as Director of Health, Physical Education and Athletics. "Peg" George has been associated with "Mike" in camp programs and is in charge of the business office at THE ELMS. Working with them is their son, Michael, a student at Syracuse University, and their daughter, Margo, now attending Penn Hall, Chambersburg, Pa. Both are experts in water sports, sailing and water skiing.

"Three Little Maids
From School Are We,
Counselors at The Elms
You See."

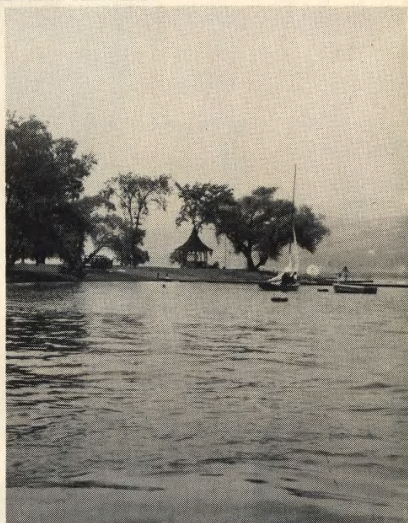
From left to right they are
Joan, Joan, Joan—
the three J's.



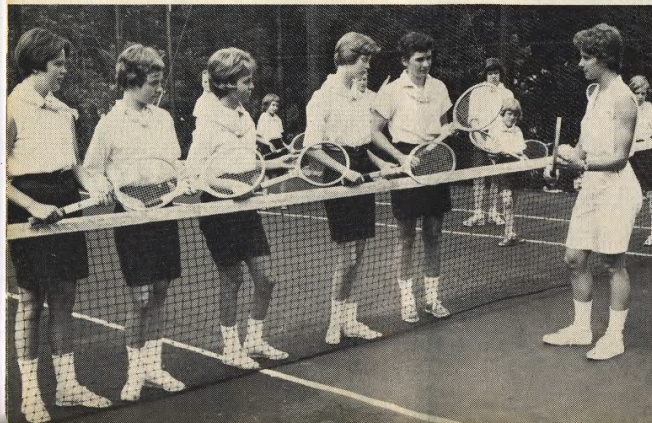
Here are the beginners—
AND EVERY CAMPER
LEARNS TO SWIM.



By means of "checkboards"
the central office of the
camp knows exactly where
every camper is and what she is
doing. The girls check in and out
as they go from one activity to
another. (See checkboard on front
cover.)



This is the point
extending into Lake
Keuka in front of
The Elms.
The finest on the lake.



The Campers receive
expert instruction in tennis.



Now Just Memories

THE ELMS Season closes with a
solemn ceremony. The campers
stand at attention around the flag-
staff and our American Flag comes
down. A camper says farewell,
another writes a final letter to a
friend. Then THE ELMS, the
whispering trees and the soft mur-
mur of the waves on the beach have
no answering sound. THE ELMS
sleeps, to awake in July to the
shouts and laughter of happy girl
campers.

