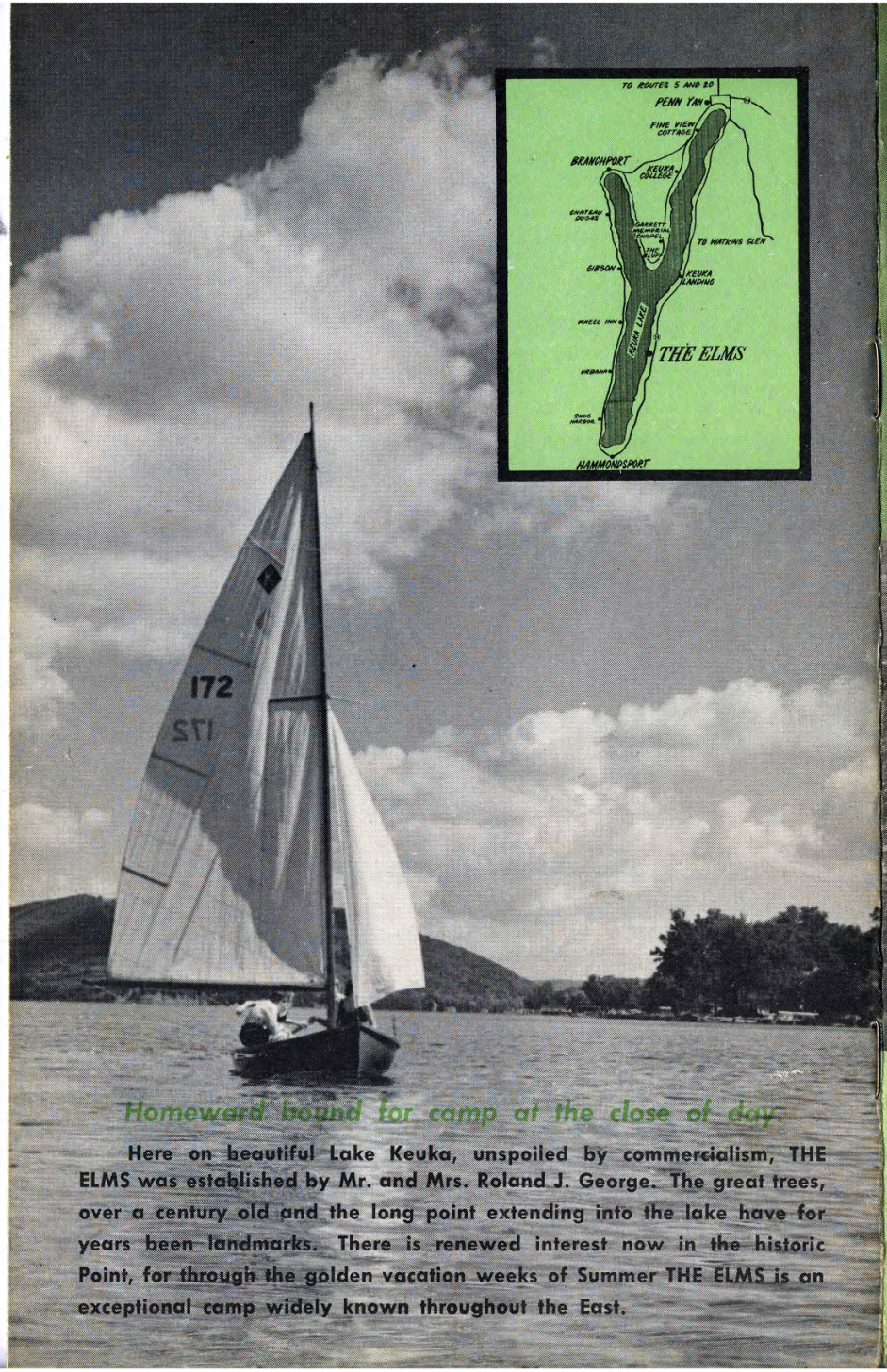


Homeward bound for camp at the close of day.

Here on beautiful Lake Keuka, unspoiled by commercialism, THE ELMS was established by Mr. and Mrs. Roland J. George. The great trees, over a century old and the long point extending into the lake have for years been landmarks. There is renewed interest now in the historic Point, for through the golden vacation weeks of Summer THE ELMS is an exceptional camp widely known throughout the East.

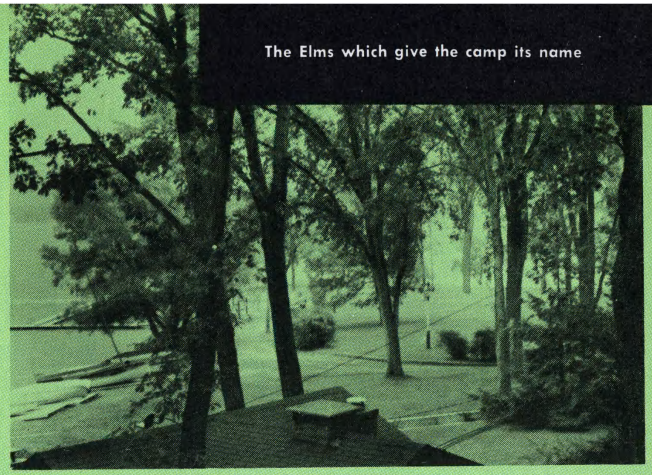
THE ELMS

1963 CAMP FOR GIRLS



HERE THEY COME FOUR ELMS CAMPERS ON SKIS

SEASON OF SIX WEEKS JUNE 30 — AUGUST 11 IN NEW YORK STATE'S FAMED FINGER LAKES COUNTRY ON LAKE KEUKA, N. Y.



The Elms which give the camp its name

SEVENTY-FIVE CAMPERS

THE ELMS enrollment is limited to 75 campers. This enables the campers to fully enjoy the many activities of the six weeks' program. There is no crowding at THE ELMS, with its large acreage, its 1000 feet of superb beach and its many buildings.

On the hillside at the northern part of the property and overlooking the lawns, the Point, the swimming piers and the boat harbor is the residence of Mr. and Mrs. Roland J. George, owners and directors.



The swimming piers and the sailboat harbor

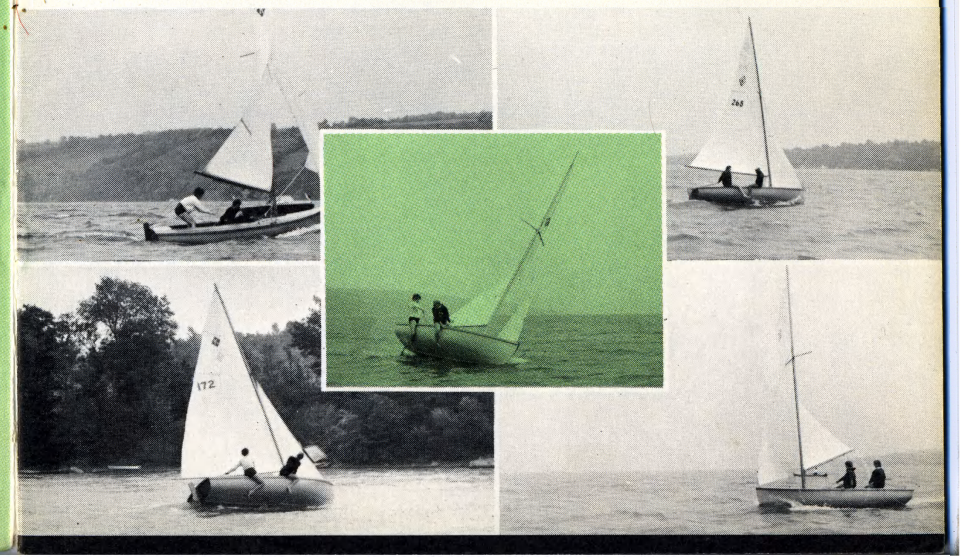


The Elms swimming team of 1962

SWIMMING Special attention is given to swimming. The swimming area is of regulation size. The piers are of permanent construction, with springboard, trampoline and other equipment. There is keen competition to qualify for the swimming team which has a high standing in the Finger Lakes region as a winner.

SAILING 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.

THE ELMS campers' dining room is on the broad enclosed veranda of the main lodge facing the lake. There is ample space for the campers and the counselors.



Waiting on the beach to take their lesson in waterskiing





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

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.

THE ELMS—A Glimpse of Some Of The Activities





This was the enrollment for 1962. Here are the counsellors and instructors and the 75 campers.

1963 THE ESTABLISHED CAMP SEASON

of six weeks will open June 30 and close August 11.
Enrollment is limited to 75 campers, 8 to 16 years of age, or through the second year of high school. The rate is $425. There are no extra charges. Enrollments are now being made, all for the full six week's season.

For detailed information and application blanks write or phone Mr. and Mrs. Roland J. George, owners and directors, THE ELMS, 626 East Lake Road, Hammondsport, N. Y. Phone—Dundee, N. Y. 2181 or 2198.

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

NOTE—The American Red Cross holds a National Aquatic School at THE ELMS during late August.

Ready for a long canoe cruise along the wooded shores of beautiful Keuka.





Mr. and Mrs. Roland J. George, owners and directors of THE ELMS are in the second row center.

Mr. and Mrs.
Roland J. George
Owners and
Directors of
THE ELMS



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 36 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.

Mr. and Mrs. George have two children. Michael is in the United States Navy. Margo finishes her freshman year at Elmira College in June and will be a senior counselor at The Elms. She is an instructor in sailing.

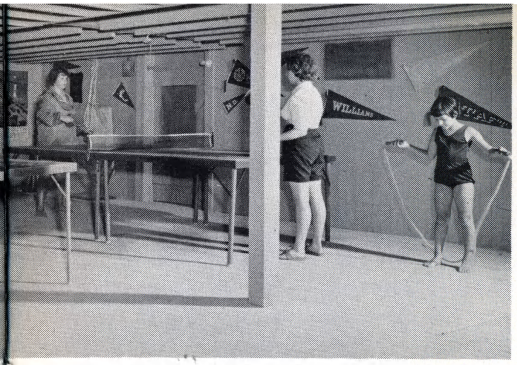


THE ELMS has a large staff of counselors and instructors. In the lower front center is Mark Randall, varsity and freshman swimming coach at Colgate University, Hamilton, N. Y. who is director of The Elms waterfront.



A quartet of snorkle under-water swimmers say the water's fine.





Under the veranda of the Main Lodge is a large room where ping-pong and other indoor games are played.



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



A quartet of singers makes close harmony to the music of a guitar.

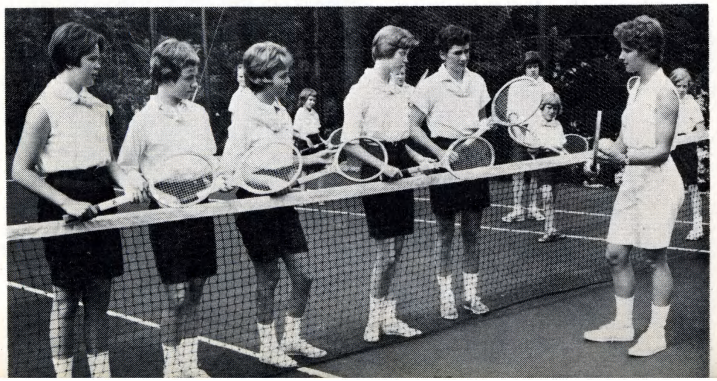


In a corner of the huge main room of the Lounge, a group of campers rehearses the songs which will be sung at one of the musicales or light operas. The Gilbert and Sullivan "H.M.S. Pinafore" was presented in costume, in 1962.

THE ELMS COMPLETE PROGRAM

of camp activities brings out the talent and the ability of every camper. There is always something to do.

The Campers receive expert instruction in tennis.



Lake Keuka with its deep blue water, nestled between the rolling hills, casts a spell on all who come to its beautiful shores. The whispering waves seem to call visitors to come back again. When the time comes to say good-bye at the close of the season, the campers leave with memories which will endure through the years to come. Friendships made at THE ELMS are never forgotten.

