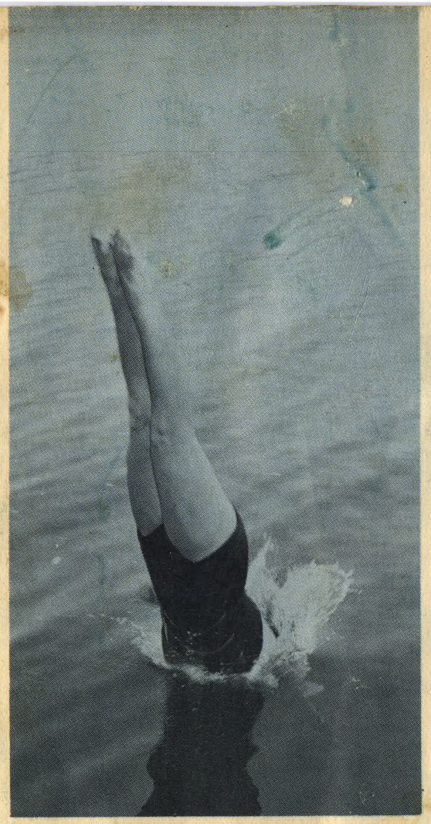


Keuka is Calling

It's clear sparkling waters reach for over 20 miles through a countryside of friendly people, who love their lake, their rolling hills, the vineyards, the fields and woodlands.

"Goodbye for now."

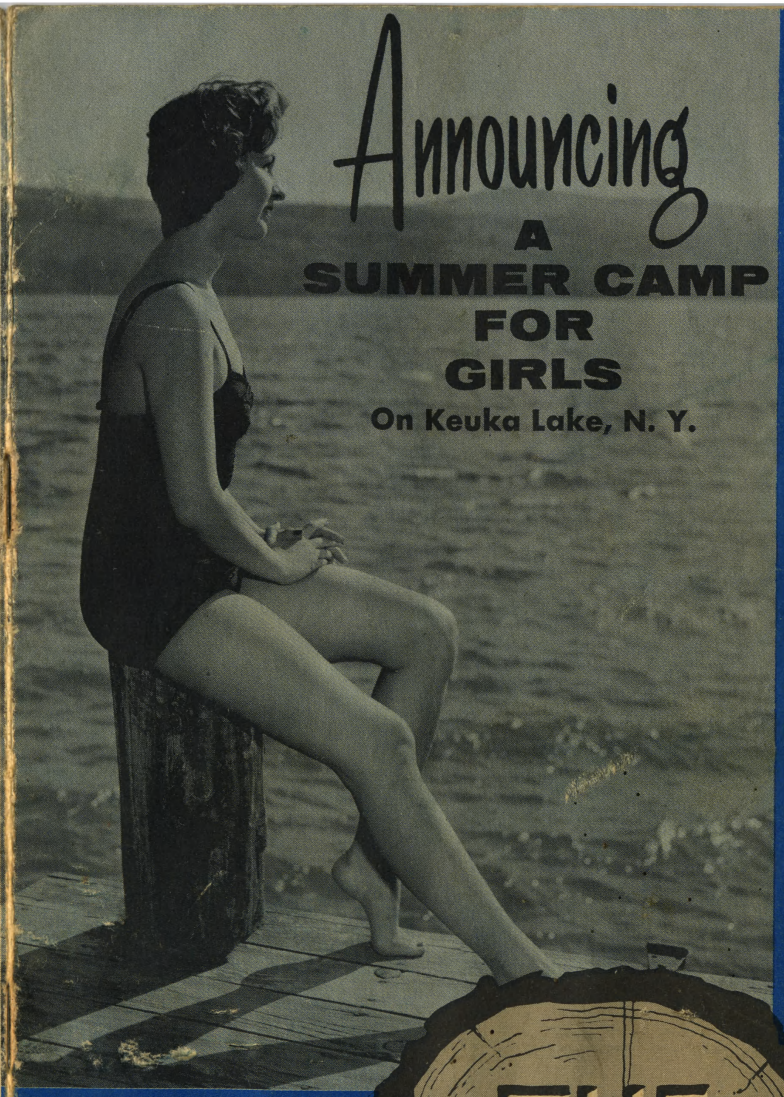
"See you next summer."

Those who come to Keuka remember the sunlight and shadows, the sound of the waves along the shores, the whispering of the breeze in the trees.



It's Keuka Calling

Keuka the lake of the deep blue water



Announcing

A SUMMER CAMP FOR GIRLS

On Keuka Lake, N. Y.

Opening Season
Six Weeks
July 2—August 13
1961

THE ELMS

FOREWORD

A dream came true—a dream of a Summer camp for girls on the shores of Keuka, the gem of New York State's famed Finger Lakes.

Mr. and Mrs. Roland J. George of Elmira, N.Y. owners and directors of The Elms know Keuka well. For several years they had sought a site on the lake for a girls camp but no suitable location was available. Last Fall, however they were successful in acquiring one of the finest estates on Keuka —The Elms.

It has everything for a select girls' camp—ideal location, spacious grounds, ample buildings, and a beautiful beach.

So The Elms was purchased. Its historic name has been retained as the name for the new camp for girls.

The rolling lawns of the Elms extend from the broad beach to the highway. On the left is the Main Lodge; right foreground, the infirmary; right center, the counselor's house and the garage and arts and crafts building. The guest house and dormitory is in the distance. ▼



The Georges have a new concept for a camp for girls 8 to 16 years of age. The Elms has a main Lodge centered in a group of buildings. The Elms will be a camp for comfortable and healthful living, with emphasis on a complete program of outdoor and indoor activities.



Fun on the surfboards will be among the waterfront attractions. ◀

Waterfront Activities Include

SWIMMING—The swimming area has permanent docks divided for junior and senior classes. Two springboards.

Water Skiing—An inboard Chris Craft speed boat, fast and powerful will be used for towing.

Sailing, Canoeing, Boating—Sailboats are of the "K" class, There will be canoe trips along the shores. Rowboats will be used for fishing.

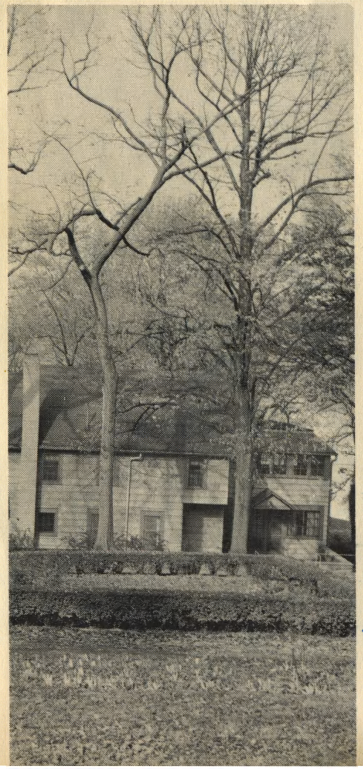
One of the finest points along Keuka extends in front of The Elms. The 700 ft. beach facing South, West and North. The North side beach is for swimming and bathing. The South side is for water skiing, sailing, etc.



Over 700 feet of lakefront gives The Elms one of the finest beaches on Keuka. This shows the point, with the pagoda. ▲



Facing the lake is the Lodge, the main building of the Elms. It has a large living room and dining room, a huge fireplace, even an elevator leading to the second floor.



The rear view of the Lodge gives an idea of its size: lower right is the business office of the camp. In the foreground is a large flower garden. Huge elm trees surround the Lodge.

Outdoor and Indoor Activities

In addition to the waterfront program, The Elms will offer tennis, pitch and putt golf, hiking trips, camp fires. Indoors there will be music and dramatics, games, and, in a special building, arts and crafts. The girls will wear blue shorts, white shirts and blue 'kerchiefs and blue bathing suits. The rate for the entire 1961 season is $400. There are no extras for instruction or activities.

All communications should be addressed to the owners and directors:

Mr. and Mrs. Roland J. George
114 Larchmont Road, Elmira, N.Y.
Telephone—Elmira Re 4-6991

The Elms takes its name from the tall trees, some of which are a century old.

From the lake the tall elm trees are a familiar sight. They have been given good care through the years and are sturdy and strong. Down by the end of the point is an old willow tree, battered and bent by Winter storms but still defying the elements. Around the main Lodge are other trees including pines. There is a flower garden bordered by a hedge.



The outdoor stone fireplace will be a popular center during camping days. The point and the pagoda are in the distance.



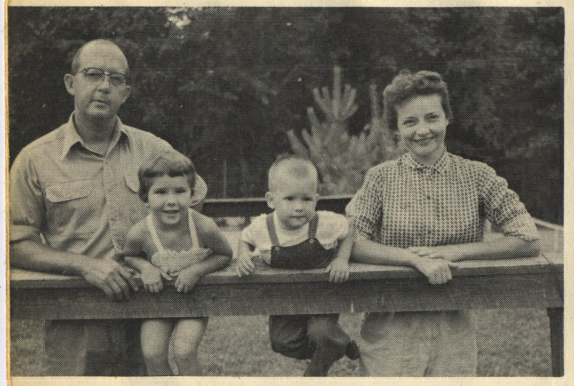


Water skiing will be a prominent sport at The Elms. The skiers are towed by a speedy Chris Craft inboard boat.

Heading The Staff

Mr. and Mrs. Robert A. Latour of Bucknell University Lewisburg, Pa., head the staff at The Elms. Mr. Latour will be the Waterfront Director. Mrs. Latour will be the camp nurse, in charge of the infirmary.

In collegiate and camping circles "Bob" Latour has a high reputation as a swimming instructor and coach. Under his direction the Bucknell U. swimming team won the 1960 Middle Atlantic Conference championship. In the past three years at Bucknell his swimmers have won 19 out of 25 meets.



Mr. and Mrs. Robert A. Latour and children.

He is a 1949 graduate of Ohio Wesleyan and has a master's degree from Springfield College, Mass. At Bucknell he is an assistant professor in addition to coaching both freshman and varsity swimming teams.

Mr. Latour has 17 years' experience in the camping field. for nine years he was Waterfront Director at Camp Townsend, Hunter Lake, N.Y. For the past eight years he has been Waterfront Director at Camp Ettowah, Fyreburg, Maine. He has served for six years on the faculty of the Red Cross National Aquatic Schools.

Mrs. Latour is a graduate of the Methodist Hospital School of Nursing, Brooklyn, N.Y. where she was head nurse in Pediatrics for two years. She did graduate work in Nursing Education at Duke University and for two years was head nurse in Pediatrics at the Albany Medical Center. She has had six years of experience as a camp nurse.

The Latours have two children, Carol, 5 and Robert, jr., 3.



On the beach, near an old willow tree, three Keuka College students stop for a picture.



This building will be entirely remodelled for the camp infirmary; living quarters for the nurse will be upstairs.



The swimming docks will provide ample facilities for both junior and senior campers. There are two diving boards.

Separate Building For The Maintenance Staff

Near the Lodge is a good sized building which was the main garage of the Elms. It's a picturesque place with its old sign and a mass of honeysuckle growing around the doors. Now remodeled, it is the quarters for the maintenance staff. Here also is a place for tools and equipment and a workshop for repairs. Lawns and playgrounds, buildings, docks and boats, facilities of all kinds need constant attention.

What was the main garage and storeroom will be converted into quarters for the maintenance staff with a workshop at the left.



Campers and counselors will use The Elms' "guest" house as a dormitory and social center. It has two sleeping porches, four bedrooms, together with a large dining room and living room. Here's a place for social activities, games, and get-togethers.





Extending out into the lake is the main boathouse.



Near the hedge and gardens is the arts and crafts building. The separate building at the rear is the counselors' house. One boathouse can be seen in the background.



Roland J. George



Mrs. Roland J. George



Miss Margo George



Michael George

About the George Family

It can well be said that Mr. and Mrs. Roland J. George have made Keuka Lake their vacation center throughout the years. Fine View Cottage on the west side of the lake near Keuka College was for many years the Summer home of "Peg" George's parents, Mr. and Mrs. L. B. Reynolds of Elmira, N.Y. There Peg learned to swim and there the two George children, Michael and Margo also learned to swim and sail and water ski.

Both Mr. and Mrs. George have had much experience in girls' camps. Mr. George, "Mike" as he is widely known in school and camp athletic circles has 34 years in the camping business, associated with a large New England girls' camp as director of the water front and as assistant director.

He has had 34 years experience in the Elmira City Schools District, the past 15 years as Director of Health, Physical Education and Atheltics.

Since 1946 Mr. George has been associated with the American Red Cross National Aquatic Schools as Section Head of Life Saving. He is now Assistant Director and Section Head of Life Saving at the National Red Cross Aquatic School, Camp Tevya, Brookline, N. H.

Mr. George is a graduate of West High School, Rochester, N. Y. and Springfield College, Springfield, Mass.

Mrs. George has been associated with her husband in girls' camps since 1938. She will direct the business office at The Elms, be in charge of purchasing and also manage the "Trading Post."

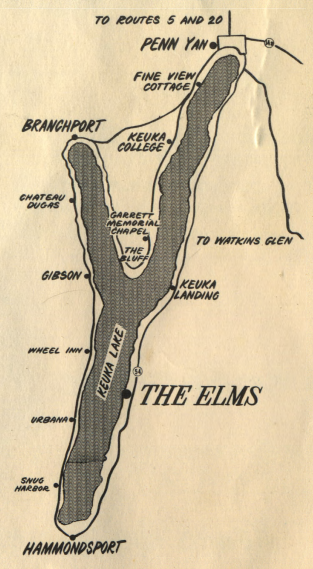
Michael R. George, 20, who entered Bucknell University in 1959 has been a camper and Junior Counselor in New England camps for 12 summers. When 15 he won the Vermont State Swimming Title in his age group for the breast stroke. In his freshman year at Bucknell he was a member of the swimming team which was undefeated. An expert in water skiing, Michael will manage the extensive skiing program at The Elms.

Margo B. George, 17, a student at Penn Hall, Chambersburg, Pa., has had nine summers experience as a camper in New England, is a senior life saver, (Red Cross) and holds her sailing skippers rating. She is an expert in water skiing, sailing and canoeing and will be on the staff at The Elms.

With Peg and Mike and Michael and Margo in The Elms management and with Mr. and Mrs. Robert Latour heading the staff, The Elms is ready for a banner opening season in 1961.

An Ideal Location

As the map shows, The Elms is on the eastern shore of Keuka Lake about six miles from Hammondsport at the southern end. It is on Route 54, a main highway which passes the entrance. The village of Penn Yan is 15 miles to the North. Highways extend from Penn Yan to Geneva, Rochester, Syracuse, Ithaca and other upstate cities. Bath, the county seat of Steuben County is 9 miles south of Hammondsport, on the Erie- Lackawanna Railroad and on Highway 15, connecting with Elmira and Binghamton on the East and Buffalo on the West. Bus lines cover the entire area. The address is 626 East Lake Road, Hammondsport, N. Y.



Map of Keuka Lake.