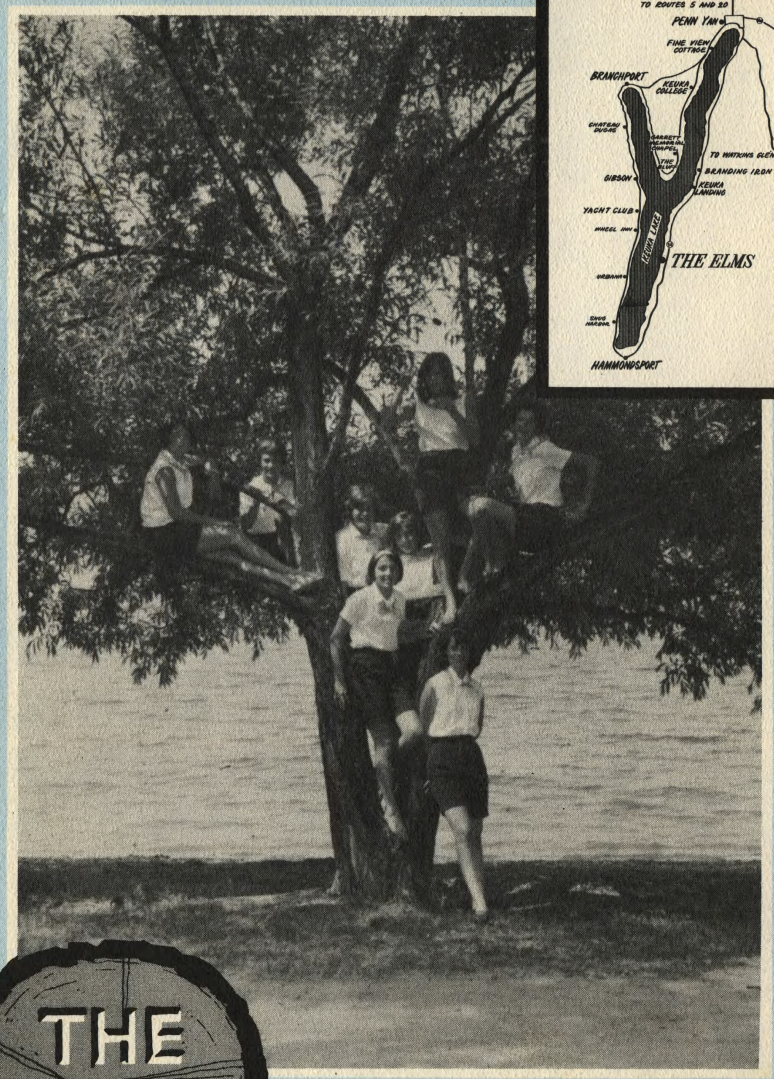


THE ELMS

THE WISHING WILLOW

On the tip of the point extending into the lake is a weather-beaten, scrubby old willow tree, which has defied the storms for years. Legend has it that those who climb its rugged branches make a wish for the coming year and if it is a good wish it will come true.

KEUKA THE LAKE OF THE DEEP BLUE WATER

THE ELMS CAMP FOR GIRLS on LAKE KEUKA, N.Y.

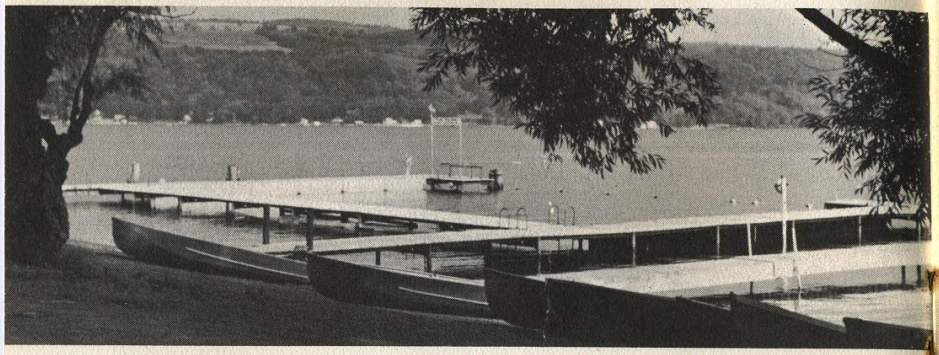


THE ELMS

SEASON OF SIX WEEKS

KEUKA THE LAKE OF THE DEEP BLUE WATER

Lake Keuka — Gem of the Finger Lakes

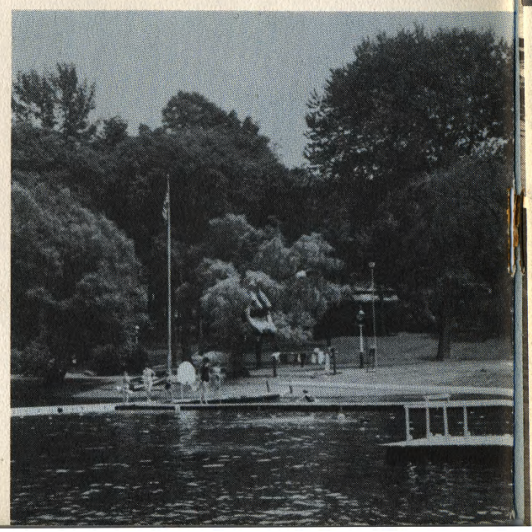


The Finger Lakes in central New York State are noted for their beauty and their crystal clear water. Amidst the rolling hills with their vineyards and woodland they have remained unspoiled since the days of the Indians.

Lake Keuka for over a century has attracted those who love nature. At the southern end is Hammondsport where Glenn Curtiss, famous aviation pioneer first flew his plane. At the northern end of the 22 mile long lake is Penn Yan, a thriving town. The lake is roughly a Y in shape and at the end of the smaller branch is the historic town of Branchport.

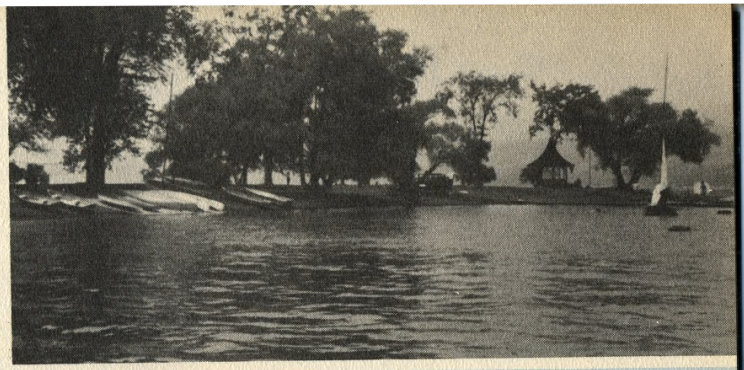
On the eastern shore, a little over six miles north of Hammondsport, a point of land reaches out into the lake which because of its mammoth elm trees has for many years been known as The Elms. It is one of the most beautiful locations on the lake.

Looking into the swimming area



Formerly a magnificent estate it is now The Elms Camp for Girls. Each year since the camp was opened in 1961 it has been filled to the capacity of its reservations.

There are many buildings — the "Main Lodge" in the center, an Arts and Crafts Building, a Camp Craft and Nature Building, Infirmary, modern housing for the campers, quarters for the staff, boat houses and garages.

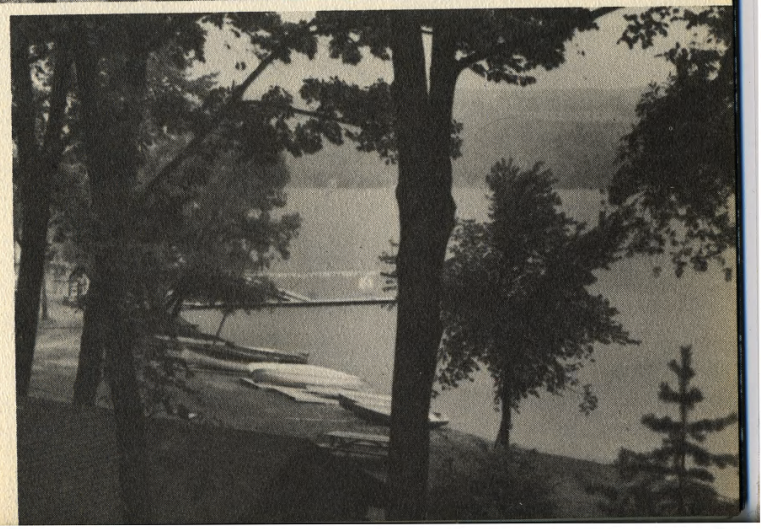


The Famous Elms Point



The checkboard on the waterfront

The beach to the right of the swimming area



Over 1000 Feet of Shore Front

The Elms with its broad expanse of land has over a thousand feet of lake shore front. The enrollment is kept to 85 campers to provide plenty of room and housing space to enjoy the six weeks' program of activities. Their ages range from 8 to 16 years divided into juniors, intermediates, seniors, upper seniors, camper-aides and aides.

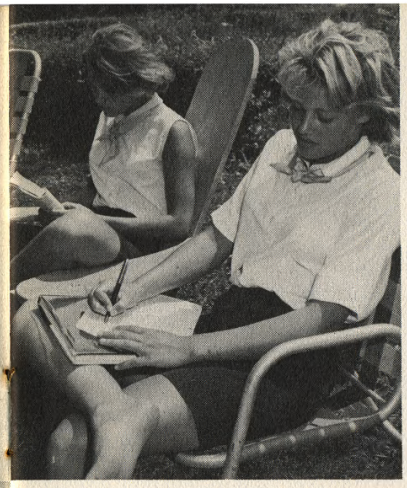
The land slopes gradually from the highway to the eastern lake shore. There are glorious sunsets across the mile wide lake as the sun dips below the vineyard covered hills. Then the twilight casts an eerie spell over the dark blue waters. The lake becomes calm. The lights of the fishermen and the motor boats twinkle in the gathering darkness. It is a time for singing and relaxing before the camp bugle blows "taps."

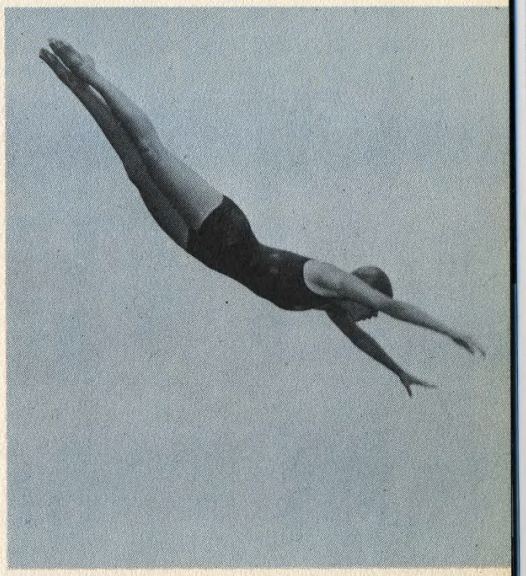


The Dining Room in the Main Lodge

Teaching Self-Reliance

Is a main objective at The Elms. The campers learn how to do many things — swimming, sailing, canoeing, water skiing as well as dramatics, music, arts and crafts, tennis, field hockey and other sports. They learn how to become leaders, how to be outstanding in social or business activities because they are competent. Many of the campers return to rejoin their friends on Lake Keuka's shores.









Sailing is tops on Lake Keuka

Lake Keuka is ideal for sailing because there are miles of open water. The Elms has a fleet of the "K" class boats which are fast and seaworthy. They were specially designed for Lake Keuka because they sail well in light breezes and also stand up under heavy winds and rough water. These boats compete in the regattas of the Keuka Yacht Club and The Elms boats have been first across the finishing line in many races.

For the youngsters and the beginners there is a fleet of small sailboats with gay colored sails.





A "K" Boat under full sail

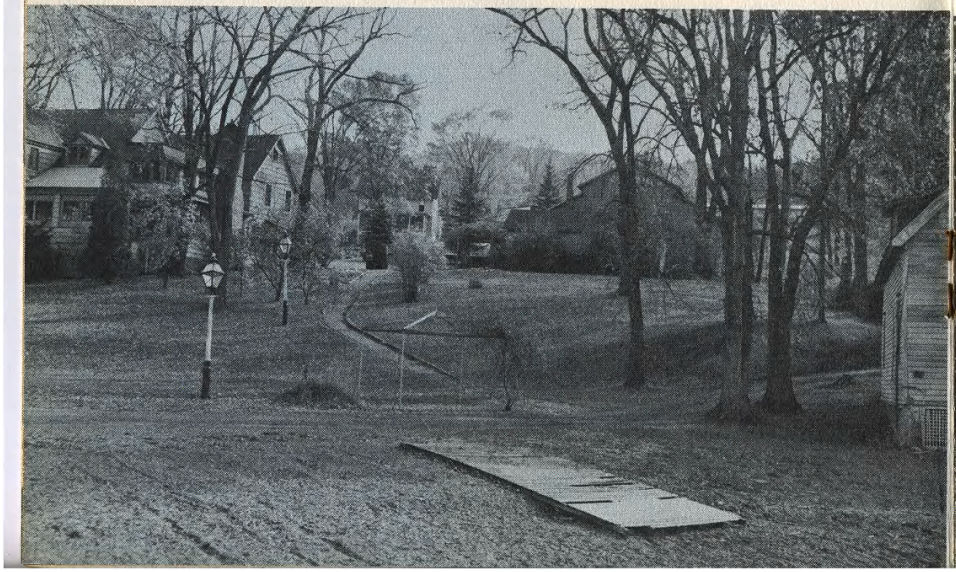


Above — The Main Lodge



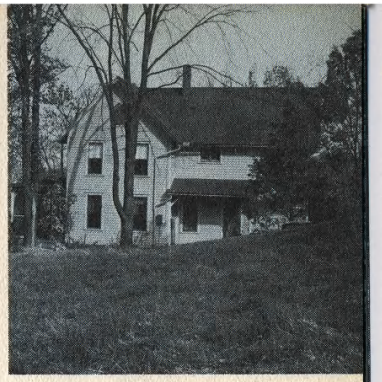
Left — The Boat House

Below — A view from the beach
The Lodge at the left, other
buildings center and right





Above — Siesta on the beach

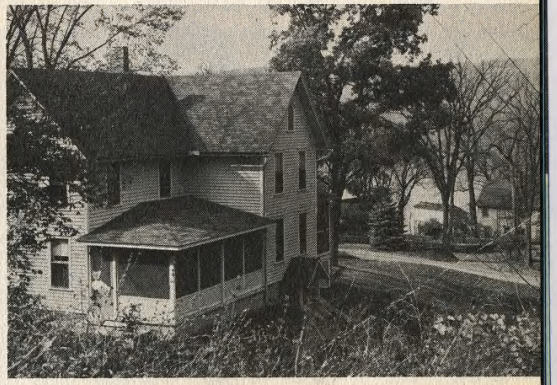


Above — Side view of a dormitory

Below — The Lawn and the Elms

Below — Another Dormitory view





Looking over the Rose Garden toward the beach







Just Pictures

But calling your attention to the center picture

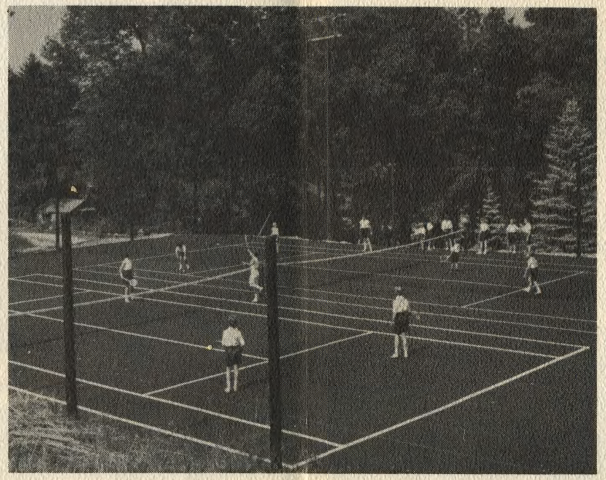
The Tennis Courts

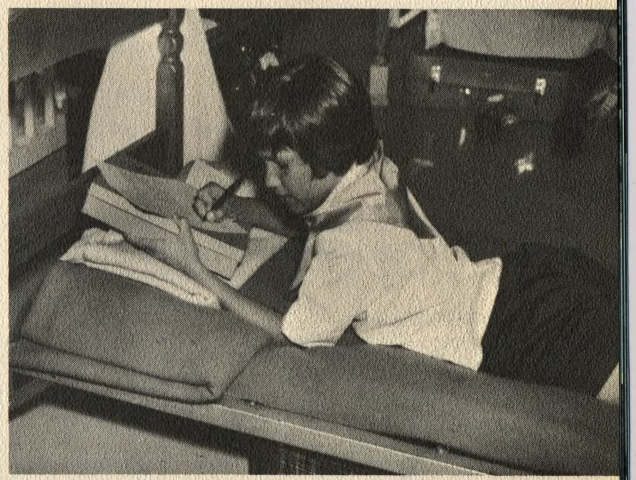
Lower left — Sailing Trophies

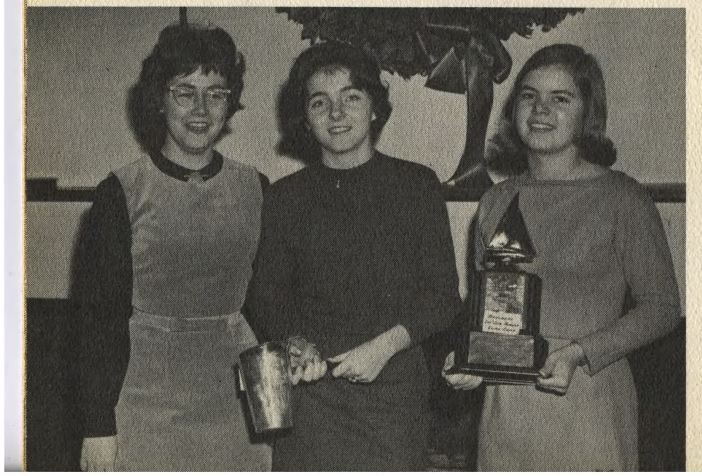
Lower right — The Chef



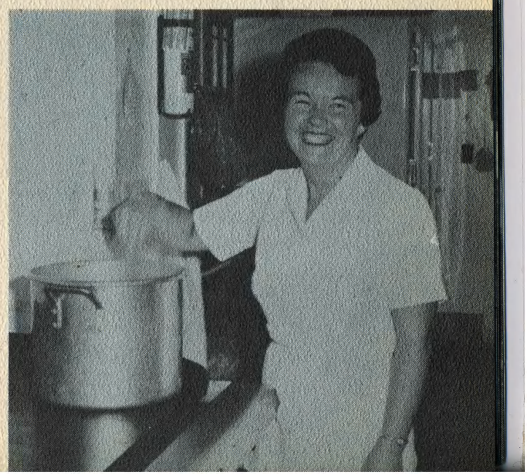














Five Skiers on one tow

Skiing at its best

Riding the sparkling blue waters of Lake Keuka on skis is the thrill of the girl camper. Of course she must first pass the swimming tests. Then she begins the lessons and finally becomes an expert in skiing behind the towboats at high speed.

The Elms has three towboats with power to pull four or five skiers at one time. Skiing exhibitions at The Elms attract many people.

Two girls at high speed



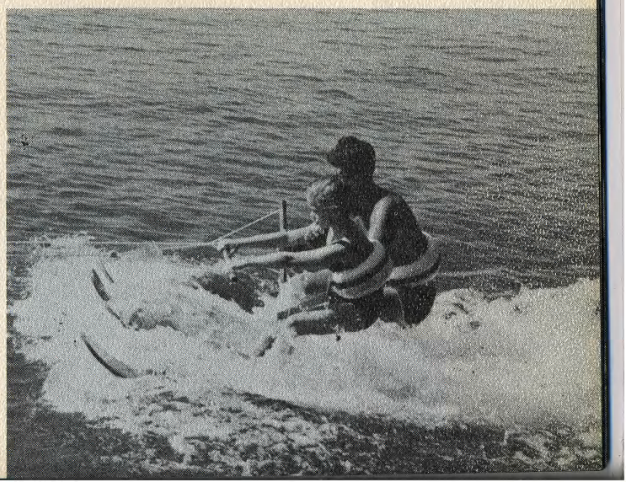


Two skiers on slalom skis

Under skilful instruction learning to ski is not difficult even to young children. In fact the younger campers many times get up on skis with fewer lessons than the older campers.

Instructors at The Elms pay particular attention to the beginners. There is a quiet cove beside the point where the skiers make their starts. In just a few lessons they're up and away they go.

Learning beside an instructor





Music Out-of-doors



Side view of The Lounge

An Outdoor Fireplace



Front of The Lodge



OWNERS AND DIRECTORS OF THE ELMS





Meet Mr. and Mrs. Roland J. George

Widely known throughout the East, Mr. and Mrs. George have a notable record as leaders in girls camp management. Mr. George had 33 years experience in girls camp activities in New England before establishing The Elms.

In Red Cross and school athletic activities he is popularly known as "Mike". For 34 years Mr. George was in Elmira, N. Y. public school district athletics and was Director of Health, Physical Education and Athletics for the final 15 years.

Mrs. George known to her friends as "Peg" is adept in handling girls camp programs. She is in charge of The Elms business office.

Peg and Mike live year round in a beautiful home which overlooks The Elms property. They have two children, Michael, who is married and in the U. S. Navy, and Margo, a student at Elmira College. Margo is a senior counselor at The Elms and is director of sailing activities.

The Elms Camping Season

The camping season at The Elms is for six weeks. Enrollment is limited to 85 campers, 8 to 16 years of age, or through the second year of high school.

The rate for the full six weeks season is $450. or $425. if enrollment is made before February 1. There are no extra charges.

Enrollments are now being made. For application blanks and detailed information write or phone Mr. and Mrs. Roland J. George, owners and directors, The Elms, 626 East Lake Road, Hammondsport, New York. Phone, Dundee, N. Y. 292-3124 or 292-6216.

The National American Red Cross holds a National Small Craft School at The Elms before the opening of the regular season. Following the regular season the National American Red Cross holds a National Aquatic School at The Elms. The Elms meets the rigid requirements of the Red Cross for these schools.

The Elms is an accredited member of The American Camping Association. It also is a member of the New York State Camp Directors Association; the Amateur Athletic Union (A.A.U.); the National Water Ski Association; the American Water Ski Association and the Lake Keuka Yacht Club.

Here are The Elms Campers — always a capacity enrollment



Water Sports

Mark Randall, Varsity and Freshman Swimming Coach at Colgate University, Hamilton, N. Y. is The Elms assistant director and Waterfront Director.

Water sports, naturally are chief attractions for the girls who enroll at The Elms. They join the swimming classes and receive daily instruction. There is boating, canoeing, and sailing, and most popular of all, water skiing.

The swimming area is of regulation size and the piers, of permanent construction, have a springboard, a trampoline and other equipment. Many of the campers are featured in the water festivals. The swimming teams of The Elms have won many honors in competition with other camps and Country Clubs throughout the area.





Waterfront Director Mark Randall and Co-Captains of the Swimming Team









Directors Mr. and Mrs. Roland J. George and the Staff at The Elms



The Swimming Team