

# THE WINDERMERE GAZETTE

## WHAT'S GOING ON IN THE VILLAGE?

- **Windermere House** - Lots of things happening at WH. Stop in for a drink or meal at one of their lovely dining options.
  - **Windermere Pub & Patio** - Lunch & Dinner - patio open weather permitting. Reservations on Open Table
  - 12pm - 11pm weekdays, Weekends 12pm - midnight
  - Live music - Fri. & Sat. 7-10pm
  - **The Rosseau**, upscale dining, beautiful setting 7 days/week - 12-9pm.
  - **High Tea** returns June 28th - a timeless tradition
  - **The Trading Post** - Artisanal goods & produce, charcuterie, souvenirs and more.
  - **Spa at Windermere** - Daily 9am - 6pm
- **Windermere Marina** NEW HOURS! - 7 days a week - 9am - 5pm.
- **Windermere Golf Club** - Open to all for lunch and dinner throughout the season at **Iron and Strings Restaurant**. - "**Wing Night**" - every Thursday with live entertainment. **Tuesday night is Euchre Night!**
- **Windermere Garden Centre** Mon.-Fri. - 8-5, Sat - 9-5, Sun 10-4
- **Taylor Farms** - Mon - Fri, 7am - 6pm. Sat. 9am - 5pm. Closed Sun. Great Cappuccino and Lattes at the cafe!  
More details at [taylorfarms.ca/market](http://taylorfarms.ca/market).  
Or email [strawberries@taylorfarms.ca](mailto:strawberries@taylorfarms.ca)
- **Lagree by the Lake** - Fitness Studio right in Windermere. Check out [lagreebythelake.com](http://lagreebythelake.com) for hours and classes.

### Every Friday all summer long!!

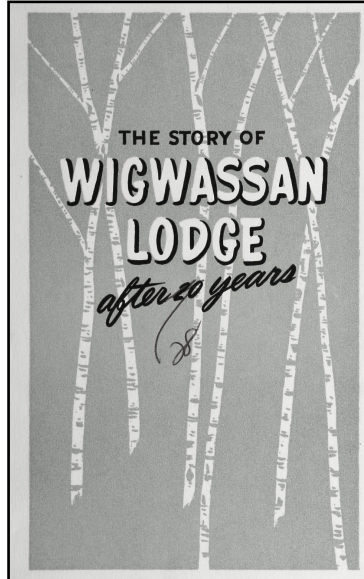
The Windermere and District Lions Club  
will be hosting their fabulous BBQ!  
On the Wharf - 11:30am - 2:00pm

**Windermere Lions Club** is offering a bottle drop off for your recyclables - this is part of their fundraising for all the great things they do for the community and beyond. Drop off at Taylor Farms.

- **Christ Church Windermere** - services Sunday at 10:30am. Welcome all.
- **Windermere United Church** - services Sunday at 10:30am. Check out "Upcoming Events" for Taize & meditation schedule.

## Wigwassan

*The following article is condensed from a short booklet written in the 1950's - a chronicle of Wigwassan Lodge from 1932 - 1952.*



### THE WIGWASSAN CHRONICLE: TWENTY YEARS OF TOBIN'S ISLAND MAGIC - 1932 - 1952

By evolution, not birth, Wigwassan Lodge has transformed from a struggling Depression-era venture into one of the most celebrated resorts in Muskoka. Nestled on the 1,000-acre Tobin's Island on Lake Rosseau, the lodge's journey over the last twenty years is a testament to the vision of Mr. and Mrs. George A. Martin, who took a property everyone expected would fail and turned it into a debt-free success story.

Before it was Wigwassan, the site was home to Hotel Waskada, built in 1906. While it earned a reputation for fine meals, it was plagued by poor steamer service and the financial strain of the First World War. In 1920, it entered a second era as the Canadian Chautauqua Institution, known as "The Epworth Inn". This period was one of high

culture, hosting a "Who's Who" of Canadian arts, including poets like Sir Charles G. D. Roberts and Bliss Carman. However, the founders' idealism couldn't overcome a lack of capital, and by the summer of 1931, the bank demanded its loans be paid in full.

In 1932, the Martins stepped in to save the property, much to the pity of their associates who were convinced they would "lose their shirts". The resort they inherited was badly run down and lacked basic modern conveniences. In those early days, there was neither telephone service nor hydro power. The Martins personally secured telephone service by installing their own submarine cable, and later worked with the Hydro Electric Power Commission to replace failing home-electric systems that provided only "spluttering low candle-power lights".

One of their first brilliant moves was applying their advertising background to market research. They sent a questionnaire to 100 former guests, who suggested the resort needed a new Indigenous name. Using a U.S. Government pamphlet found in the Toronto Reference Library, the Martins selected several options. Friends and associates voted, and 75% chose "Wigwassan," which is Algonquin for "silver birches".

### The Secret Sauce: "The Golden Rule"

The Martins' success was built on specific, high-standard operating policies. They chose to cater to the middle-class market—specifically "the better type of young business people"—rather than the luxury trade. Their priorities were simple but effective: top-quality meals and comfortable beds. This led to their most famous menu slogan:

### "A second helping is yours for the asking".

To maintain the resort's friendly atmosphere, they were notoriously "hard-boiled" about rowdiness, keeping a long list of people who would never be granted a reservation again. Perhaps their most unique strategy was understating what they offered in their brochures. By telling the truth and avoiding overpromises, they ensured that guests were pleasantly surprised upon arrival, leading to exceptionally high repeat business.

## UPCOMING EVENTS

If you have a community event to announce, let us know!

**Muskoka Arts and Crafts at the Village Hall!**

Open 6 days a week for July and August.

**July 22nd - BBQ** in the garden at Christ Church - 4:30 - 6:30

**July 26th, 10:30am** The churches are holding a community outdoor church service under the tents at 1018 Fife Rd. Come join us!.....Lunch to follow.

**July 31st @ WGCC @ 7:30** - Taryn Rose performing live

**August 12th & Sept 16th @ 7:30pm @ Windermere United Church** *"Peace and Presence in Taizé Tradition"* -

**August 7 - 16**

**The Muskoka Chautauqua Festival** - Great line up of music, art, literary and kids events Stay tuned for additional details here....Evening highlights:

**August 7th** - Rising Stars- Singers Songwriters

**August 8th** - CHOIR! CHOIR! CHOIR!

**August 9th** - Caroline Marie Brooks

**August 10** - Toronto All-Star Big Band

**August 11** - Maggie's Wake

**August 12** - Candlelit Taizé

**August 13** - The Muskoka Philharmonic Orchestra

**August 14** - Beverlie & Friends

**August 15th** - Northern Lights Steel Orchestra

**August 16th** - Family Fun Day

**For more information and tickets.**

<https://www.muskokachautauqua.com/>

Submissions, content, or to subscribe  
[windermeregazette@icloud.com](mailto:windermeregazette@icloud.com)

## IMPORTANT NUMBERS

**Police - Non-Emergency** 705-645-2211

**Fire Department** 705-765-3156

**District of Muskoka Office** 705-645-2100

**By-Law Office Township** 705-765-3156

**Wharf Master** 705-769-3611

**Windermere Golf Club** 705-769-3381

**Windermere Marina** 705-769-3661

**Windermere House** 705-769-3611

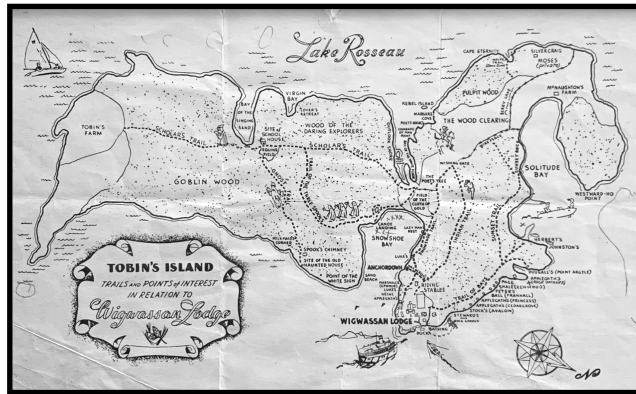
**Taylor Farms** 705-769-2368

**Windermere Garden Centre** 705-769-3238

**Archives** [windermereandareaarchives@gmail.com](mailto:windermereandareaarchives@gmail.com)

**Lions Club** - [windermereclionsclubmuskoka@gmail.com](mailto:windermereclionsclubmuskoka@gmail.com)

## The Wigwassan of 1952.....



Twenty years later, the "run-down" property has grown into a sprawling plant of **ten buildings** on 200 acres. The guest capacity has jumped from a mere 54 people for a holiday dinner in the old days to accommodating **225 guests** with a dedicated staff of 65. The newest addition, the "swish" **Manakiki Lodge** (Algonquin for "in a maple grove"), stands as a symbol of how far the resort has come. Above all, the Martins continue to operate with the same motivating policy: practicing the **Golden Rule** in business.



**Our  
Playground  
Bear has a  
name!!**

**"Windy Bear"**

Drop by to say hi! Have lunch at the golf club or the



**The series continues!!  
"Treasured Islands  
The Next Generation!"**

The stories of Muskoka's Islands and Islanders

Looking for stories, pictures & drawings from  
**"THE NEXT GENERATION"**

Traditions • History • Comedy  
Mystery • Making Memories

**Submit by January, 2027 to  
[boatkathyv@gmail.com](mailto:boatkathyv@gmail.com)**

Publish date - July, 2027

**Chautauqua's "Creative Kids"  
At the Village Hall**

**Monday - Friday until August 5th - Muskoka 10am - 12pm**  
(Arts and crafts for kids ages 4 - 12)

**August 8th...mark your calendar, buy your tickets!  
CHOIR!CHOIR!CHOIR!  
at the Chautauqua Festival!  
An EPIC 80s Sing-Along!**

Belt out the hits with **Choir! Choir! Choir!** A fun, interactive live music experience! All voices welcome, no experience necessary.

**They Teach, You Sing! Everyone Wins!**

**BUYTICKETS Or visit the Chautauqua Festival website**