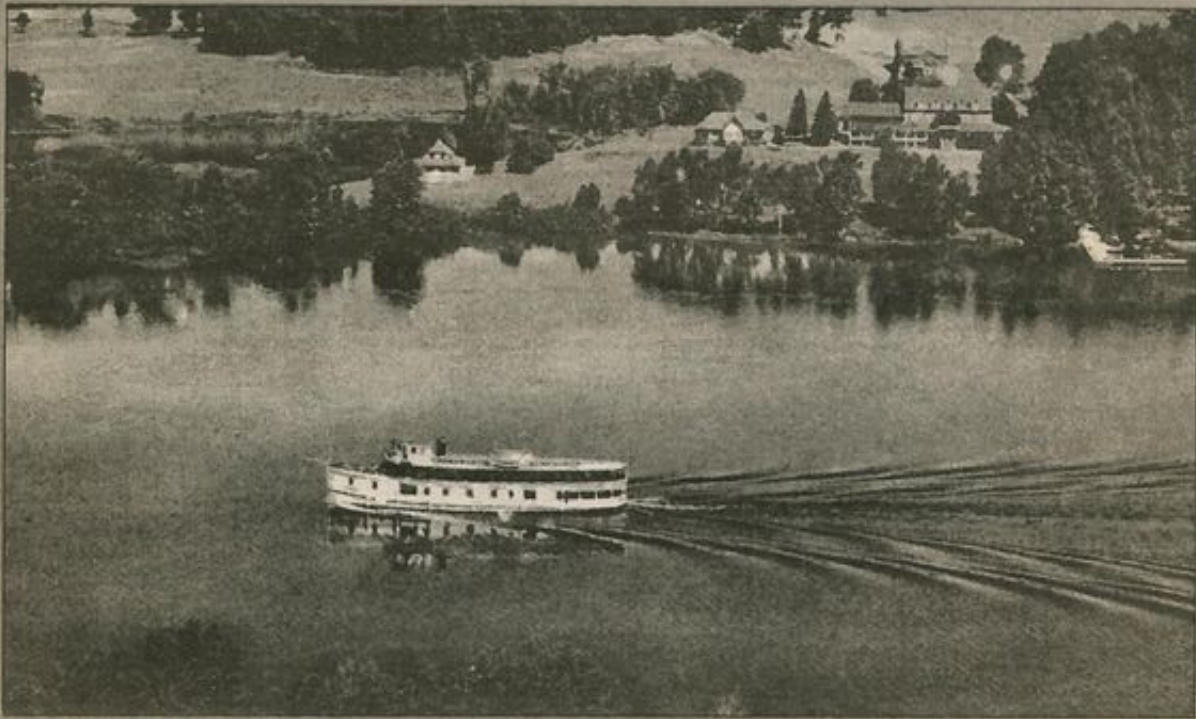


Deerhurst Resort..



*Celebrating 100 years
of hospitality*



Deerhurst celebrates 100 years of Muskoka hospitality



The history of Deerhurst, a resort which has thrived and prospered in north Muskoka for 100 years, actually began in 1861 in Southampton, England with the birth of Charles Wilmot Waterhouse. The man who was to be a pioneer of tourism in

Huntsville began his life in the comforts of an upper-middle-class British family. The enterprising natural entertainer first arrived in Muskoka in 1884 to pursue a farming career and many early accounts of his life at that time describe him as a young man of a congenial

nature with a penchant for entertaining and a warm sociability.

With 30 summer resorts already established in south Muskoka by 1895, Waterhouse was the first to create a tourist resort destination in north



THE FOUNDER: Deerhurst Resort was started by Charles Waterhouse in 1896. Born in Southampton, England, he came to Canada to begin a career in farming. Instead, he began what would become a century of hospitality in north Muskoka. The above photo was taken in 1900.



THE ORIGINAL LODGE: Deerhurst Resort was designed to be a first-class resort from its onset. The Lodge, pictured above, was built specifically to provide luxurious tourist accommodation to a discerning clientele. While the resort itself has had many renovations and additions over the last century, it has continued to provide luxurious tourist accommodation.

Muskoka.

He did so at a time when Huntsville was rebuilding after a disastrous fire the year before and while the country was emerging from a severe recession.

Waterhouse decided to locate his tourist house on four acres of prime waterfront land on Peninsula Lake, purchased from the original deed holder, Richard Thornton, for \$100.

He spent the winter and

spring of 1886 building his resort with a partner, Charles Simcox. Simcox eventually sold his 50 per cent share back to Waterhouse in 1907.

By August 1896, "C. W. Waterhouse & Co.'s English Tourist House" aka Deerhurst Resort, received its first guests, a couple from Rochester, New York.

Transportation to his mecca in Muskoka was not an easy task.

Cont. on page 3

Deerhurst's colorful history

Cont. from page 2

Guests began their journey by train from Union Station in Toronto aboard the Muskoka Express.

The train would stop at the Muskoka Wharf in Gravenhurst before coming to rest at the Huntsville Station on Hunter's Bay.

Awaiting the train's arrival was a majestic white steamboat, which during Deerhurst's first decade was the Empress Victoria. The boat would be replaced with the Algonquin and then the Algonquin II.

The boat would travel along the river to Fairy Lake, then squeeze through the narrow canal en route to

Peninsula Lake and the resort.

The trip would take an hour and guests would enjoy a light snack and a cup of tea.

Deerhurst's opening season rates were \$3.50 per person, per week, which included three meals a day. The total revenue for Deerhurst's first season was \$7.

The resort's reputation grew and by 1898 Deerhurst was filled with tourists, some even erecting tents when all the rooms were taken.

The original building was a grand three-story house with 18 guest rooms, a dining room, living room

and smoking lounge.

By 1900, Waterhouse began expanding and built the first cottages.

Expansions and improvements at Deerhurst would become an on-going occurrence as the popular resort continued to grow and be regarded as an ideal destination.

The resort continued to be Charles Waterhouse's domain until the age of 64 when he sold it to his son Maurice for the sum of \$1.

Maurice operated the resort successfully for the next half century.

His era began during the roaring twenties and tourism in Muskoka flourished.

Deerhurst at this time was quite modest, with well-to-do clientele who came to escape the trappings of formality, to relax and be themselves in a casual, low-key environment.

Maurice was as involved in the operation of the resort as his father had been. However, unlike his father he would roll up his sleeves and share in the manual work.

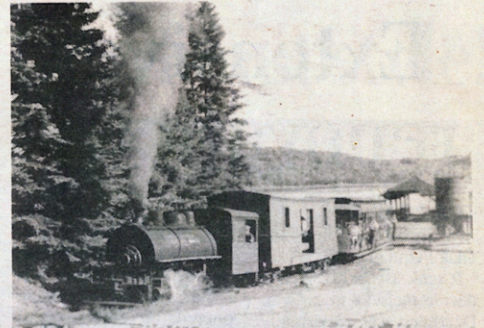
The depression in 1929 was a blow to tourism and it was a struggle to stay in business. The birth of the Dionne quintuplets in Callandar in 1934 brought some relief to Muskoka tourist operators as quint-bound tourists made side trips to Muskoka.

Highway 60 was built in 1934 opening up more car travel to Deerhurst.

It was not until between the late 1930's and the early 1940's that hot and cold running water was installed. Prior to that time water was pumped from the lake to a large tank behind the kitchen and delivered to guest rooms and cottages by staff.

The 1930's also brought refrigerators into the main kitchen and ice-boxes on the cottage verandahs.

In 1972 the third generation of Waterhouse men took over the operation of Deerhurst when Bill Waterhouse took the reins.



TRAIN TRAVEL The next step for travellers to Muskoka was to board The Muskoka Express at Union Station in Toronto and head to Huntsville. The train pictured above is The Portage Flyer which connected Pen Lake and Lake of Bays.



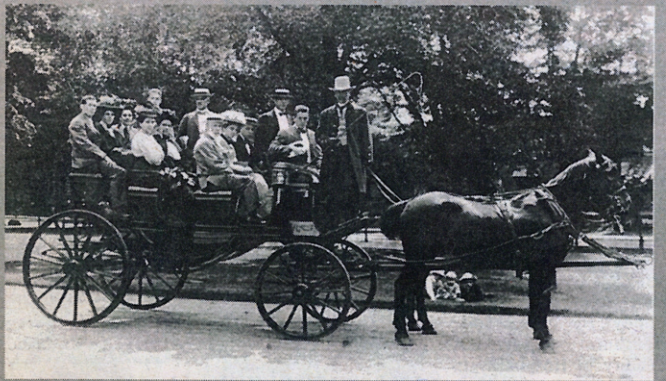
THE FINAL LEG of the journey was by a steamboat which would pick passengers up at the train station and take them to Deerhurst. For the first decade the steamboat Empress Victoria transported guests. Other boats used over the next decades were the Algonquin and Algonquin II.

Already a prominent developer in the area, Bill was responsible for the creation of the Hidden Valley Ski Club in 1959, Bill's era at Deerhurst proved to be the most

ambitious of the three generations.

He took over Deerhurst in 1971 after forming a partnership with Graham Brown and two other

Cont. on page 4



THE JOURNEY to Muskoka began in Toronto when tourists would load their luggage onto a carriage bound for the train station. This photo was taken in 1908.

Extensive renovations

Cont. from page 3

investors Don Little and Dick Summerfelt.

It took a year for Bill to decide the way to go with Deerhurst was to virtually rip it apart and totally winterize it.

The undertaking was the most extensive renovation Deerhurst had ever experienced.

All the walls in the Lodge were torn apart and rewired, insulated and drywalled. The

guest rooms were reconfigured with private baths and air-conditioning was installed. The kitchen was remodelled, a foundation poured, an outdoor pool was built as well as two more tennis courts.

The resort continued to flourish and evolve in the 1970's and Bill began to advertise his year-round establishment aggressively in Toronto.

Gourmet menus were



CHANGES: One of the biggest changes to the resort occurred in 1972 during the Bill Waterhouse era. The resort was winterized changing it from a summer resort to a year-round resort.

introduced and Deerhurst promoted fine dining and banquet facilities in the local community.

Deerhurst was on its way to becoming known as one of Ontario's most luxurious and exclusive resorts.

The 1980's became known as the time of the great expansion. It was a decade of dynamic economic growth.

The expansion took five years and hundreds of thousands of dollars for consultants and development staff to be hired. In 1985 a joint announcement was made by the federal and provincial governments that a \$10 million repayable loan was earmarked for the Deerhurst expansion.

The expansion saw Deerhurst's accommodation jump from 100 rooms to 350 hotel rooms and multi-bedroom timeshare and condominium units with an

occupancy that now exceeds 1200 guests.

Deerhurst's property also expanded from the original four acres to 800 acres.

As the expansion was completed Bill Waterhouse and his partners were approached with an attractive offer of purchase and in 1989, the third generation of Waterhouse's sold his shares of the resort started by his grandfather.

Today, Deerhurst is operated by the hotel chain Canadian Pacific hotels who operate landmark hotels and heritage resorts across Canada.

The information in this article was compiled by Laura Kennedy and Celia Finley for their book Deerhurst Resort, A Century of Hospitality in North Muskoka. The book is available for purchase and provides an in-depth look at Deerhurst over the past 100 years.

Renovations...



ELEGANT SURROUNDINGS: Renovations to the interior of the resort have created rooms of elegance and luxury.



MAURICE and Jean Waterhouse in front of the lodge in the 1960's.



BILL WATERHOUSE and partners pose on one of the new buildings during the 1985 major development. From left, Waterhouse, Graham Brown, Jim Stevens and consultant Michael Peceri.

THAT'S ENTERTAINMENT ... Deerhurst style!

Over the past 100 years there has always been some form of entertainment at Deerhurst.

In the era of founder Charles Waterhouse, being a natural, he provided the entertainment.

In the evenings, the men would gather in the smoking room around Charlie's Bar and then perhaps join the ladies relaxing on the verandah or in the lounge.

Quite often the dining room chairs and tables were cleared away for evening dances where Charles would sing, accompanied by his wife Hylda at the piano.

Both were admired for their musical skills and performed in community concerts.

Sometimes Charles would invite an orchestra from Huntsville to play for evening concerts for resort guests and townsfolk.

Entertainment was primarily self-directed during second generation owner, Maurice Waterhouse's, era.

In the 1970's Bill Waterhouse transformed the entertainment at Deerhurst into a world class production.

During a trip to Florida, Bill saw what he wanted at Deerhurst.

It was a fast, flashy and exciting Vegas-style revue produced by Brian Ayres and Bud Matton.

In the summer of 1981 Hello Vegas was moved to Muskoka and filled the nights with glamour and glitter.

In 1983 the show was produced completely in house and continues to be under the direction of entertainment manager Lynn Foster.

Lynn said the show has changed over the years from

the glitzy, Vegas-style, show to one that reflects the demographics of Deerhurst today and is one the entire family can enjoy.

Another big change is today's 11 versatile entertainers in the show are multi-talented, performing as singers and dancers or musicians.

The show has made Deerhurst unique, Lynn said. "We are one of the few resorts that have a show that runs year-round."

The success of the show is also apparent in the demand for it outside of Deerhurst. They have performed at the National Arts Centre in Ottawa, the Grey Cup gala in Montreal and at Toronto's Roy Thomson Hall and they have been featured in their own television special.

The theme of the show changes every year, so there is a new show for people to

see, Lynn said.

This year, the theme of the show takes viewers through the century one decade at a time.

The evening's entertainment begins in the 1890's with the gold rush and "can-can" dancers. That leads into the "Roaring 20's" and is followed by the big band sounds of the 1930's.

The war years are documented by the swing of the Andrew sisters and the crooning of young Sinatra.

The '50's feature Chuck Berry and Little Richard, while Neil Sedaka highlights the '60's.

Crosby, Stills & Nash represent the '70's which was also the dawn of disco-fever.

The entertainers of the '80's are featured with the hits of Michael Jackson, Neil Diamond and Madonna. When the



EARLY ENTERTAINMENT was simple and founder Charles Waterhouse, above dressed up with a putty nose, could inevitable be found at the centre of attention.

evening reaches the decade of the '90's the music changes to the sounds of Garth Brooks and his "new country."

The final tribute of the show is the award winning songs of this decade's most popular animated movies.

The show is not only open to Deerhurst guests, everyone is welcome to experience the world class

performers. Showtime is 8 p.m. Monday through Saturday plus 10:15 p.m. on Saturday night.

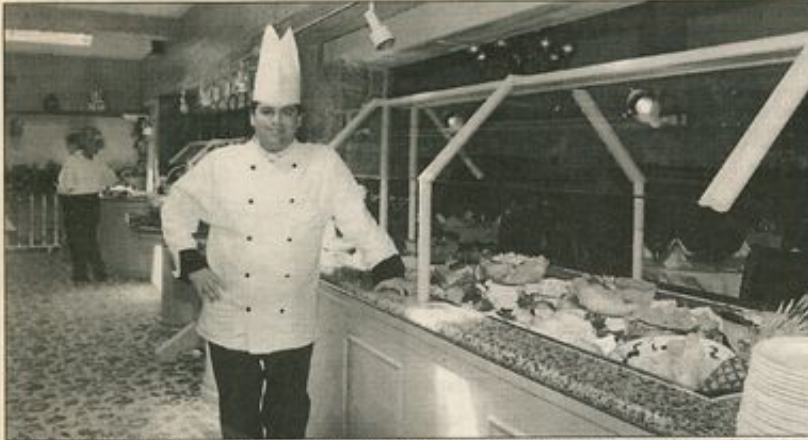


SING 96: The cast of the Sing '96 show perform routines that span the 10 decades of Deerhurst, from the Big Band era to Michael Jackson and Garth Brooks.



THE SECOND CITY comedy troupe had audiences in stitches at Deerhurst in the early eighties.

A CENTURY OF FINE DINING



EXQUISITE CUISINE: Executive chef Roger Tremblay is head of the Deerhurst kitchen which has 48 cooks on staff. Tremblay created a menu in celebration of Deerhurst's 100th anniversary featuring dishes inspired from the past.

One of the fundamentals requirements for a resort to be able to thrive and prosper is, quite simply, to serve good food.

Deerhurst today and in the past has gone beyond the simple task of serving good food and has created a focal point out of the dining room, for both guests of the resort and for the local community.

In the first two decades of the 1900's Deerhurst employed 12 to 14 staff in the kitchen and dining room to serve 100 guests.

A woodstove in the kitchen was kept stoked, ready for the day's meats and pies.

Most groceries and supplies were delivered by steamer, but dairy products were provided by the nearby Farnsworth farm. Meats were kept on ice cut from Pen Lake in the dead of winter by Mr. Farnsworth and packed in sawdust in the icehouse, in amounts substantial enough to last through the summer.

The dinner hour at Deerhurst began at 7 p.m.

and guests dressed for the occasion. However, the atmosphere in the dining room was relaxed and casual as guests mingled between courses.

During Maurice and Jean Waterhouses era, Jean introduced a lighter lunch at noon featuring cream soup, cold meats, pasta, curry, a light entree and a bountiful garden salad topped with homemade dressing.

Absolutely everything was fresh, including the pastries and desserts baked right at the resort.

The main courses included the resort's famous roast beef, which Maurice made a ritual of carving every Saturday night. Patrons could choose from two other main dishes, such as duck, salmon, Muskoka lamb, veal, ham, chicken, pork or meat pie.

Desserts were also a treat with apple pandowdy, peach cobbler, fruit pies, shortbread and puddings.

Today the kitchen is operated under the expertise of executive chef Roger Tremblay. Under his eye



MAURICE WATERHOUSE, who operated Deerhurst from 1925 until 1971, enjoyed working in the kitchen tending the meats roasting in the woodstove. He taught himself how to cook.

there are 48 cooks working in the kitchen.

Tremblay first began at Deerhurst 10 years ago as the sous-chef.

When he began in 1986, the resort was in the beginning stages of its transition initiated by Bill Waterhouse that transformed Deerhurst into a major conference and tourist destination.

The changes that have occurred for Roger over the last 10 years include revising a menu that was originally focused on a more elite clientele, into a menu that is appealing for everybody from toddlers to grandparents.

"I think we have achieved that because we have many different venues at the resort," he said. Guests, tourist and the local community can all enjoy the meals at Deerhurst in either the Lodge dining room, the pool deck, the Pub or Steamers.

Roger adds when he makes up the menu he takes into consideration the opinions of the maitre d'.

sous chef and serving staff.

"They all help put the menu together," he said. "I need to listen to the people who serve the menu."

Local cuisine is a favorite and is always listed on the menu, Roger said. Entrees such as venison, duck and rabbit are featured, however, they also serve more exotic dishes.

However, Roger said, when guests come to the resort they want to see local produce available. "The flare of the region," he said.

The main dining room at Deerhurst is still housed in the original dining room that first served supper 100 years ago, although it has expanded to added more seating. That fact is kept in the back of Roger's mind as he prepares the menu, which this year includes a "Centennial" table d'hote menu with dishes inspired by the past.

A very popular meal at Deerhurst is the Sunday brunch for guests and the local community.

But, Roger said, people come because of the quality of the food and the service.

Reviving
the flare
and feel of
the early
1900s

A visit to the past

In celebration of Deerhurst's Centennial, the staff has worked to revive the feeling and flare of the 1900's utilizing the Sinclair Cottage which was built in 1901.

The drive behind the transformation of the

cottage into a picture of the past is Celia Finley.

Finley spent two years researching the past of Deerhurst which was used for a book Deerhurst Resort, A Century of Hospitality in North Muskoka written by fellow

co-worker, Laura Kennedy. She also used the information for the display at the cottage.

"We also collected artifacts from the Waterhouse family, former and present staff and many other local people and former guests," Celia said.

The display details all aspects of early tourism including travel, photography and recreation.

Celia also offers a history walk through the Deerhurst grounds.

On Wednesday's, Saturdays and Sundays, the now renamed Deerhurst Heritage Cottage provides an opportunity to experience a "Proper Victoria Tea." Crumpets, scones, clotted cream pastries and tea are served on the verandah by staff in traditional costumes.

The cottage display is open for viewing and tours from 11 a.m. to 1 p.m., with tea being served from 2 p.m. to 5 p.m.

The display will be set up until next year, Celia said.



TEA IS SERVED: The staff have recreated the setting of an afternoon Victorian tea at the Heritage Cottage. Tea is served between 2 and 5 p.m. on Wednesday, Saturday and Sunday.

the icing

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Congratulations, Deerhurst!
Creating in the Lodge dining room was a pleasure!
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*Happy Birthday
Deerhurst*

Bill & Staff

The activity never stops at Deerhurst

Deerhurst's reputation as an ideal location for all forms of activity began a century ago with founder Charles Waterhouse who was an avid sportsman.

Charles himself had spearheaded a trip to Nipissing for 500 pairs of black bass to stock Peninsula Lake in 1898. Waterhouse even acquired

a parcel of land on Rain Lake in Algonquin Park primarily as a place to take guests on hunting and fishing excursions.

The early days are described as leisurely with walks in the woods, rowing, enjoying a game of tennis or taking a swim in the lake. And by 1912 guests could travel by boat for a nine hole game of golf at the Pen Lake Golf Course.

Fishing remained the resort guests' most popular pastime during the second generation owner Maurice Waterhouse's era. Deerhurst was never promoted as a "fishing lodge," however, and always offered the quality accommodations and activities in a refined, if casual, atmosphere.

A year-round operation offering complete winter sports

Under the ownership of Bill Waterhouse, Deerhurst became a year-round operation offering complete winter sports which include downhill and cross country

skiing, snowmobiling, ice-skating, horse-drawn sleigh rides and even dogsledding. Golfing has become one of the focal points of Deerhurst with two 18-golf courses including one championship layout and the original Deerhurst Lakeside course which was built in 1966 and redesigned in 1988.

In 1990, Deerhurst Highlands Golf Course opened and put Muskoka on the map as one of the finest golf destinations in Canada.

The course, designed by architects Robert E. Cupp and Thomas McBroom, was created to allow nature dictate the flow of the course design. There are four different tees which create four course layouts for every hole.

Deerhurst Highlands' Golf Professional is Paul Kennedy, a two-time national champion and five time player at the Canadian Open.

Deerhurst has also been able to make golf a year-round sport at the resort with the creation of an indoor golf practice range located in the Pavilion. It boasts six practice mats with net targets and a putting surface.

Sports at Deerhurst are not restricted to guests



BATHING ATTIRE FOR HIM CIRCA 1907

alone welcoming the general public to participate.

New stables have been built on the property and provide trail rides on the Deerhurst property.

Lessons are available on a year-round basis under the tutelage of Amanda Watson.

An new and exciting venture at the resort are 4x4 adventures. It is a half day course on the finer points of off road driving.

"It teaches you about your vehicle and how to drive it properly and what four by fouring is all about," said Karen Gibbons, assistant sports and leisure director.

There are indoor and outdoor tennis courts, squash and racketball courts and an indoor and outdoor pool.

"There is a lot to do," said Karen. With up-to-date equipment and instruction available, there is something from everyone.



BATHING ATTIRE FOR HER CIRCA 1907



WATERFRONT activity at Deerhurst towards includes everything from canoes to kayaks and paddleboats and waterskiing.



A SANDY BEACH is a great place for the kids. Deerhurst provides something for everyone to do.



OFF ROAD ADVENTURES: A new way to explore Muskoka is the "4 x 4 Adventures" and off-road driving course. The course provides guests the change to experience first hand the excitement of a challenging off-road trail ride under the supervision of trained instructors.



EARLY GOLF putting practice occurred on the front lawn of the Lodge.



CANOING was a favorite pastime of guests.



TENNIS ANYONE: Tennis was played on the front lawn of the Lodge in the 1950's.