

YEARS IN THE MAKING

WE'RE CELEBRATING 35 YEARS OF COTTAGE LIFE BY REVISITING SOME NOTABLE MOMENTS IN OUR HISTORY

BY CL STAFF & CONTRIBUTORS
ILLUSTRATION KATIE HICKS

35TH ANNIVERSARY

35TH ANNIVERSARY

35
YEARS'
WORTH OF
WISDOM

WE ASKED readers, Cottage Life staffers, and our social media followers: what's the best thing that you've learned from Cottage Life?

1
Embrace it all

I've learned great maintenance tips for each season, and I like the puttering projects that everyone can try. The recipes are good for quick, hearty meals, and I appreciate the local dining and bakery recommendations. Above all, it makes me appreciate that we are all blessed with the beauty that surrounds us.
—ANDY LAMOVSEK

2
It's a family affair

Family cottaging can be a real pain in the butt.
—GIANNI CIRILLI

3
Some jobs are sneaky

I have to get my chimney cleaned!—KATHY THOMSEN

4
Repurpose what you have

I loved the tip on how to fill a bucket with water by using a broom pan.
—CHRIS FOX

5
Let it be

We always wanted to change the shoreline at our cottage, as we worried about erosion. We read in CL it is best to leave it alone!—VICKI ARCHAMBAULT

6
Rack 'em up

I learned how to build a kayak stand.—RHONDA LENNOX

Cont'd on p.67



OLD AND NEW

INTO THE EARLY 2000S, we published a series of “Classics.” The writer would argue for something that you could not live at the lake without—watermelon, beach towels, a beloved web chair. Twenty years on, we’re asking, what are the new cottage classics?

NEW CLASSIC

SPIDER-FAN

A COOL, LATE-SUMMER morning in the early '80s: I was a cottage newbie, recently introduced to lake life by my soon-to-become-spouse, Steve. We had just pushed off on a leisurely paddle—I was a rank beginner at canoeing too—when after only a couple of strokes, Steve headed us straight to a

neighbouring dock. “I don’t want to upset you,” he said (which alone was enough to upset me), “but I think when we got in, a dock spider got in with us.” Right. Me, in a 14-ft.

canoe with the largest spidey species in Canada, and the ones I’d seen on our dock were particularly healthy specimens. The size of salad plates—hairy salad plates, with venom. Steve, who grew up in cottage country, had assured me they weren’t aggressive, but this was no time to take a chance. I leapt onto the neighbours’ dock, peeled off my jeans, tee, and everything else,



and began to shake and shimmy from the shoulders on down. Apparently, it was quite the dance routine. Luckily, the neighbours missed it. Luckily, the spider (if one really had hitched a ride with us) got away.

THINGS THAT DID AGE WELL
IN 2019, WE BROUGHT THE SWEATER BACK AND IT SOLD OUT

Fast forward to the early '90s: I was the editor of *Cottage Life*, and Steve was its art director. We were in a meeting discussing *CL* merchandise. “How about we do a sweatshirt with the logo on it?” someone suggested.

Steve, who clearly hadn’t forgotten that delightful scene on the neighbours’ dock—he still claims it was the fastest he’s ever seen me undress—said, “Boring. Needs attitude. How about a sweatshirt with a dock spider?”

“Beside the logo,” someone else said. “Nah,” Steve replied. “On the back. So it’s climbing up on your shoulder, like you don’t know it’s there.”

The spider wouldn’t merely be printed on the sweatshirt. Verisimilitude required that it be done in fuzzy flocking to achieve

the hairy effect; and it would be life-sized, of course—all the better to horrify someone approaching from behind.

And so a classic was born. On the sidewalks of cottage-country towns and at the annual Cottage Life Shows, I’d exchange knowing smiles with other members of the Spider Sweatshirt Society. The original run eventually sold out, to be replaced by a less, uh, realistic version, with a flat, printed-on spider. But I hear that people are still showing up at the Cottage Life booth today with their classic sweatshirts on. Mine, sadly, was retired to the ragbag years ago, its dock spider bare of fuzz, worn down to a faint shadow that wouldn’t even alarm an arachnophobe. —ANN VANDERHOOF

Cont'd from p. 66

7

Chips are important

While researching potato chip history, I discovered that the inventor of the Pringles can was buried in one. Not all of him, obviously, just a portion of his remains.—JACKIE DAVIS, SENIOR EDITOR

8

Have a sense of humour

I don’t know if it is something I learned, but my favourite story was a family who had ungrateful guests complaining about things they had no control over. The hosts got the dog to lick the plates clean and put them in the cupboard. When the guests suddenly left sooner than planned, they laughed and got the dishes out and washed them.—BETH HAYHOE

9

Industry secrets

I’ve learned where to find the best butter tarts! —MARTIE WHITAKER

10

Sage advice

Don’t let your subscription run out. —GAYLE WOUTERS

11

Be prepared for anything

I had to ask a source for “Game of Thrones” (Mar/Apr '21) whether he stood or sat to pee on his alternative toilet. I learned more than I wanted to that day.—MARIE WAINE, ASSISTANT EDITOR

12

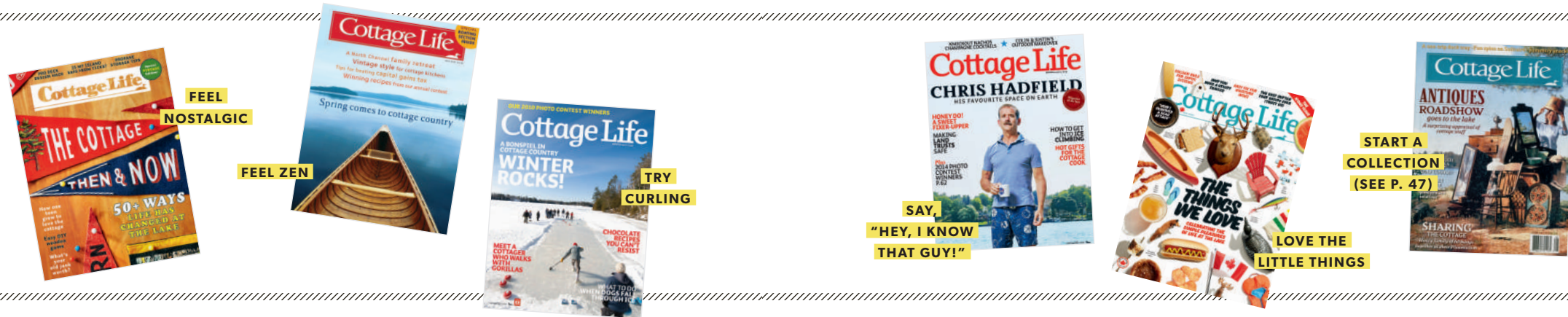
Foodie faves

I collected many keepers from the recipe contest. Please bring it back! —KATIE MALONEY-BUCHANAN

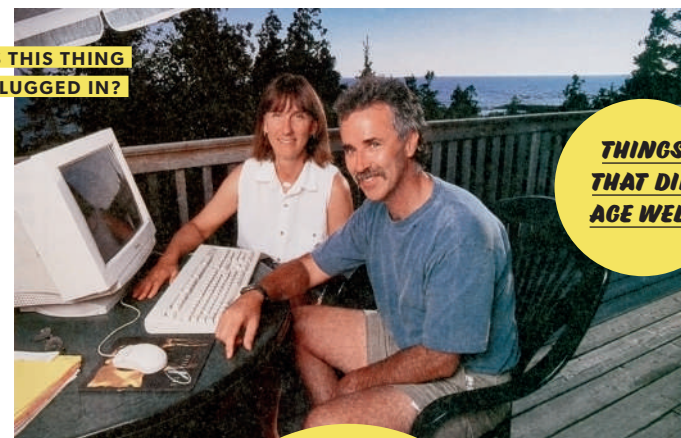
COVER TO COVER

MOST LIKELY TO MAKE YOU...

THROUGHOUT OUR HISTORY, *Cottage Life* covers have transported readers to the lake, no matter where they are. Which one is your favourite?



IS THIS THING PLUGGED IN?



THINGS THAT DID AGE WELL

AHEAD OF ITS TIME

IT WAS RENT TO BE

IN OUR MARCH 2000 ISSUE, we published a story by David Cameron called “Internet Biz Offers New Lease on Life.” This picture of Mike and Jean Campbell using a desktop computer on their deck may be dated, but they were on the cutting edge of a soon-to-be cottage trend: renting out cottages online.

The couple owned a property on Warner Bay on the Bruce Peninsula, not far from the place where Mike’s family had owned a cottage for 30 years.

OPPOSITE, MIKE AND JEAN: MIKE CAMPBELL; THIS PAGE: CAMERA, WIKICOMMONS

But it was the 18 years that Mike spent as Bruce County’s senior planner, followed by a stint as the area’s 911 coordinator, where he became familiar with the many bays and hamlets of the region, not to mention the potential of the peninsula’s often dormant cottages.

In 1995, Mike and Jean did a mail-out (yes, through the mail) and found that 17 cottages in the area were interested in renting. They set up a “Web site” for Bruce Peninsula/Huron Shores Cottage Rentals, including an early take on a rating system that judged a property’s privacy with a score out of five. The site was so successful that, after three years, Mike left his planning job to run the venture

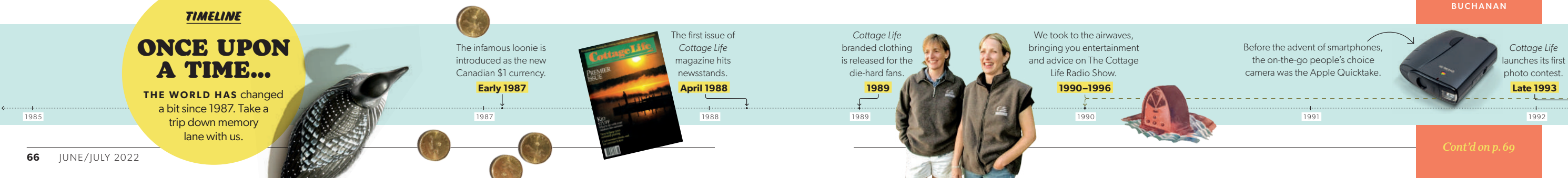
full-time. Soon after, the couple listed their 100th cottage. The Campbells were able to work from home for most of the year, but in the summer, they would move their fax, scanner, two computers, and two kids to the cottage for July and August. Though that sounds pretty great, summer is obviously a busy time for cottage rentals. “One of us has to stay in the office,” said Jean at the time, “while the other goes for a swim.”

Twenty-two years later, even we’re in on the cottage rental game—we have a hub on our website at cottage.life.com/rentals. Man, you can’t help but wonder if Mike and Jean had the foresight to buy shares in Amazon too?—ALYSHA VANDERTOFT

TIMELINE

ONCE UPON A TIME...

THE WORLD HAS changed a bit since 1987. Take a trip down memory lane with us.



35TH ANNIVERSARY

35TH ANNIVERSARY



AHEAD OF ITS TIME

DUCKING OUT OF THE OFFICE

"THE ELECTRONIC COTTAGE," was a famous catchphrase coined by American futurist Alvin Toffler 10 years before we published a story by Yvonne Cox in 1989 about working remotely from the cottage ("Taking Care of Business," Aug '89). Can you believe? According to Toffler, this revolution would be made possible by "word processors, computers, facsimile machines, and teleconferencing equipment." Well, considering that's a prediction from more than 30 years go, it's pretty spot on.

But even he couldn't predict the effect that a global pandemic would have on accelerating the trend of remote working. Cox goes on to say, "Futuristic predictions aside, most urbanites still do not grab a home-brewed coffee, close the den door, and fire up the computer for another day's business." We beg to differ.

Extending the weekend isn't a pandemic innovation either: "With his cellular phone," Cox writes, "[Then-CEO of Rogers Broadcasting] Jim Sward gets the jump on Friday evening traffic and occasionally postpones his trip back until Monday morning." And these early-adopters were already starting to grapple with conflating the cottage and the office. "Why?" ask incredulous cottagers for whom the vacation home, however humble or grand, symbolizes an escape from profit margins, demanding bosses, nagging clients, and the shrill summons of the telephone."

The technology, however rudimentary, presented an opportunity that we're still taking advantage of today: without the convenience of such time-saving tools, Jim Sward said he would be hard-pressed to get away at all. Now, surely there was a 1990 article about unplugging we could read? No? I guess we're still trying to figure that out.—ALYSHA VANDERTOFT

ONLY IN CL

THE PERIODIC TABLE OF COTTAGE LIFE

WE'LL SIT FOR HOURS in the car for it, we'll deal with annoying family members to be able to afford it, we'll work tirelessly to keep a building that desperately wants to fall apart standing. Cottaging. It's not just magic, it's science!

DONALD DUCK MAN: ELLEN TOFFLEMIRE; OPPOSITE: BEER, CHIPS, S'MORE, LIAM MCGAN; WINDSWEPT PINE, CHRISTINE EARNSHAW; BUTTER TART STAMP, CANADA POST

H HYDROGEN						Ff FLIP-FLOPIUM	
O OXYGEN	Wb WATER BOILIUUM						Bc BALLCAPIUM
S SULFUR	C COMPOSTIUM	Dw DISH WASHIUUM	Wn WINEIUUM	Ch CHEESIUM	Br BEERIUM		
Al ALUMINIUM	Bl BOAT LAUNCHIUUM	Pw POWER WASHIUUM	T TEAGEN	Cf COFFEEIUUM	Bg BURGERIUUM		
Zn ZINC	Sr SCREEN REPAIRIUUM	Mp MOUSE PROOFIUUM	Ke KETCHUPIUM	Ms MUSTARDIUUM	Bc BACONIUM		

Cp CHIPSIUUM	Ic ICE CREAMIUUM	Mt MAPLE TREEIUUM	Bu BUG SPRAYIUUM	Ky KAYAKIUUM	Cn CORN HOLEGEN	Mo MONOPOLY-IUM	Lj LIFE JACKETIUUM
Hd HOT DOGEN	Mm MARSH-MALLOWIUUM	Be BEARIUM	Rs RED SQUIRRELIUM	Pw PWCIUUM	Bq BARBEQUEGEN	Sc SCRABBLE-GEN	Bs BATHING SUITIUUM
Eg EGGOGEN	Gc GRAHAM CRACKERIUUM	Ci CICADAGEN	Mi MICEIUUM	Ms MOSQUIT-OGEN	Ou OUT-HOUSEIUUM	Je JENGAGEN	Bp BUFFALO PLADIUM

Sp SWEAT PANTOGEN	St SUNSETIUUM	Bt BUTTER TARTIUUM
Mk MUSKOKA CHAIRIUUM	Ca CANOEIUUM	Lc LOON CALLIUUM

Bc + Eg + Cf The best way to start your mornings.	Ke + Cp The most Canadian chip.	Ms + Bp Roughly 20 per cent of people are particularly attractive to mosquitoes. Unfortunately, what determines that is largely based on genetics.	Fi + Gc + Mm We. Want. S'more! Turn to p. 23 for the history of this classic, ooey gooey combo.
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H₂O
The whole reason we do this thing. It's what Dr. Wallace J. Nichols calls "Blue Mind." Water takes us from a front-brain, directed-attention, problem-solving state into a more distributed, creative, default network mode—as psychologists call it—that can result in us growing our capacity for connection, empathy, and compassion.

Br + Cp
Friday night dinner after a long drive to the lake.

The windswept pine
These iconic trees—painted into Canadian lore by the Group of Seven—have been a source of inspiration for artists trying to capture the mythicism of the northern wilderness.

Bq + Bg + Ke + Ms
Did you know you can store ketchup out of the fridge? It may not last as long, but the tomatoes and vinegar help preserve the condiment for up to six months thanks to their natural acidity.

Lather up
The base of any of your off-the-shelf sunscreens.

The absolute of absolutes
Some parts of cottaging are just perfect the way they are.

We love loons
Find out more about cottage country's majestic bird on p. 97.

Just add butter
Butter tarts are so beloved, Canada Post put them on a stamp in 2019!

Mi + Mp
Remember, mice can fit through a pencil eraser-sized gap.

H₂O + Bs
Time to jump into the water and cool off.

Legend

- Elements
- Chores
- Food & Drink
- Nature
- Outdoors
- Games
- Clothing
- Classics



We set our sights on your TVs. Cottage Life Television was one of Canada's longest-running lifestyle series. **1993-2006**

Sometimes, one magazine story isn't enough. We began publishing books, starting with one about water systems. **1993**

Finally, a chance to meet our readers face to face! The first Spring Cottage Life Show takes place. **Spring 1994**

The infamous dock spider sweatshirt (p. 66) is released in limited supply. **Sept/Oct 1995**

Ann Vanderhoof resigns as Editor and passes the torch to David Zimmer. **Sept/Oct 1997**

Our many bestselling books included this one about docks and projects. **1999**

David Zimmer resigns as Editor, and Penny Caldwell takes over. **June/July 2000**

Cont'd from p. 67

13 Stay hydrated
I like the water filtration and winterizing tips. —EVELYN CHISAMORE

14 Maintain your stuff
Deck maintenance is so important. I have always cleaned between the cracks with a fine tool, such as a steak knife, as seeds sprout and compromise the wood's integrity. My decks are 35 years old and only a few boards have been replaced. —NORMA MCNAUGHTON

15 Nature is wild
I loved learning that when grouse make their motorcycle-starting sounds, they do it by moving their wings back and forth so fast that they form a vacuum, which creates mini sonic booms. It's actually breaking the sound barrier. *Whaaat?*—LIANN BOBECHKO, DEPUTY EDITOR

16 Off-grid options
The article on alternative toilets was very informative. ("Game of Thrones," Mar/Apr '21) —SHELLEY FIRE

17 Keep records
Have guests sign a book. Ours is full of memories! —JOLA RUTA

18 Bacon makes it better
Wrap pork tenderloin in bacon. —TOM MARA

19 Try new things
I've appreciated all the info about renting. —ROBERT MANN

Cont'd on p. 71

35TH ANNIVERSARY

35TH ANNIVERSARY

NEW CLASSIC

LOST AND FOUND

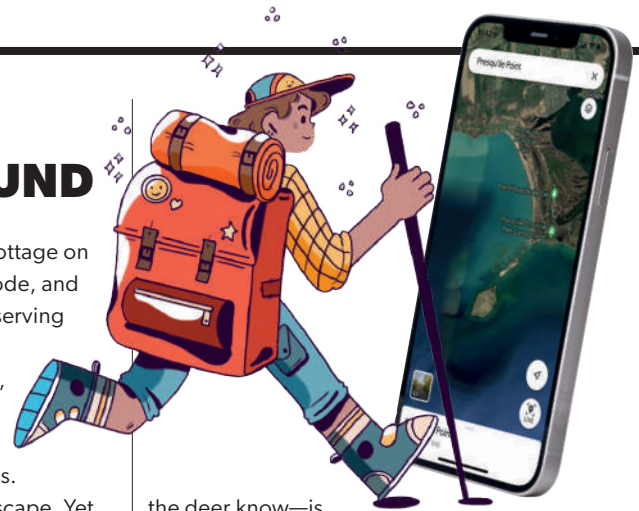
EVERY SO OFTEN, I'll find my cottage on Google Maps, go into satellite mode, and then float around like a ghost, observing things from above.

It's a strange way to visit nature, isn't it? I'm using technology that is literally out of this world—multi-million-dollar orbital cameras.

It's an alien's-eye view of the landscape. Yet this is precisely what makes it so wonderfully revealing: looking down from space, you behold cottage country like a minor god.

My cottage sits near the tip of Presqu'île Point, a peninsula that juts into the northeast corner of Lake Ontario. I grew up hunting for snakes in the woods and watching herons with wings the size of car doors take flight. My older neighbours, one cottage over, would explain to us kids how Presqu'île contained critical and endangered wetlands; it was why nobody was allowed to go deep into the marshes behind the trees, for fear of upsetting the ecological balance. I was a dutifully environmental kid, so I obeyed. Peering down from space now, I can see in a fresh way the beauty and fragility of those wetlands—the tendrils of bullrush-thick marsh reaching out into the lake like graceful fingers, the gothic darkness of the murky water just offshore.

Satellites show you secrets. Looking at your cottage from above, you realize how much of the surrounding land you've never really visited. You couldn't have; it's dense forest, which—as



the deer know—is great for concealing things.

From space, the woods cough up their mysteries. I've met cottagers who were startled to discover, on Google Maps, entire dwellings they were previously unaware of, not far from theirs. One found a small gravesite deep in the forest; another, a hidden stream. And satellite vision can be a way to spy on your neighbours, like a low-rent James Bond: Hmmm, those folks across the lake added one heck of a deck.

Peering down from above, you also grasp just how damn huge is the Canadian wilderness, and how tiny, comparatively, are the parts we occupy. I've gone on virtual "hikes," zooming down close on my cottage then slowly scrolling farther and farther north, until—15 minutes later—I've travelled so deep into the Ontario north, I haven't seen even a dirt road for miles and miles. You can feel lost, pleasantly so, in a digital map.

These days, when you visit the cottage, go stargazing. You'll see some of the lights zipping across the sky. Wave at them: those are your eyes now, looking down.—CLIVE THOMPSON

THEN VS. NOW

NUMBER OF BREWERIES IN ONTARIO

1997: 2

2021*: 4

BURGERS SOLD AT WEBERS

1997: 3K

2021: 500K

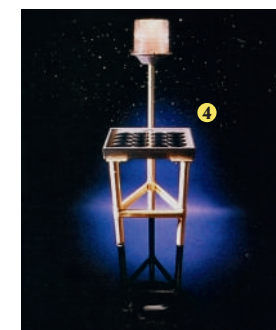
*ACCORDING TO BEER CANADA. (NATIONALLY, THERE ARE 1,340.)

AHEAD OF ITS TIME

BACK TO THE FUTURE

YOU MIGHT NOT think of cottagers as living in the future, but as we've highlighted many times, you've always been innovative.

- In 1993, Gary Scott Breithaupt was trolling the skies above Georgian Bay with a camera he attached to his model helicopter. Gary basically invented drones, apparently. NOV/DEC '93
- Tired of paddling to his water-access cottage, Renton Patterson built his own electric boat. It topped out at a blistering 9 km/h. But hey, no wake. MAY '96
- Echo Lake, Ont., cottager Greg Long was doing VR before it was cool. He created an interactive, digital version of his family cottage logbook in 1995. NOV/DEC '95
- In 1991, David Thompson had the bright idea to create solar-powered buoys for better hazard visibility at night on Kawagama Lake, Ont. MAR '91



Cont'd from p. 69

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Nature finds a way

There's so much hormonal pee involved in animal mating strategies, which I learned while fact checking "Nature Swipes Right," (Early Summer '18). There's only so long you can remain professional asking experts about "copulating" while your co-workers are giggling at the next desk over.—ALYSHA VANDERTOFT, SENIOR ASSOCIATE EDITOR

21

Sharing is caring

I liked reading about how to share the cottage, the tips for entertaining, and discovering why we get lost.—LOUISE KEEVIL

22

Age = experience

I've grown right along with you. Your first decade, you helped me dream about cottage ownership as we rented. The second decade, you taught, informed, and influenced what we did at our cottage. Now, into the third decade, your content is still delightful, but I have learned and failed so much on my own that I can say, "All hell, I could have written that!"—KARYN KLAIRE KOSKI

23

Get outside

I love the recipes about cooking in tinfoil over a campfire.—GAIL H.

24

You can do it yourself

The DIY projects are my favourite! —DARLENE O'NEILL

COVER TO COVER

MOST LIKELY TO MAKE YOU...

WE TRIED A LOT of cover concepts over the years, including two very different variations featuring plaid.

- FEEL CREATIVE
- FEEL LIKE YOU'RE IN A ROMANCE NOVEL
- SMELL LIKE CAMPFIRE SMOKE
- GOING NORTH
- PLAY I SPY
- HUNGRY
- NERVOUS
- TERRIFIED

The world was going digital. cottagelife.com launches on the world wide web. Sept/Oct 2000

Cha-ching! It's the Cottage Life MasterCard. 2002-2006

Adam van Koeverden wins gold at the Athens Olympics. He would later be our cover star in 2012. 2004

Off season? We don't think so. The Fall Cottage Life Show opens its doors at the International Centre in Mississauga, Ont. Fall 2004

Recognizing that pressures were mounting on the environment, we launched the Green Cottager Awards to acknowledge guardians of our precious lakes, lands, and wildlife. 2006-2013

Construction is completed on widening Hwy 69 to four lanes through the Wahta First Nation. 2008

CHECK OUT THE ORIGINAL IN NOV/DEC '96

ANATOMY OF A COTTAGER

MOST COTTAGERS WOULD PROBABLY tell you being fashionable at the lake isn't their chief concern. That didn't stop *The Globe and Mail* from suggesting a \$4,754 ensemble in "15 Ways to Refine Your Away-For-the-Weekend Wardrobe," in 1995. At the time, we countered with our own, much more realistic cottager getup, grand total: \$58.94. But what would the *Globe* recommend today? And what 'fits are we actually rocking? We took a stab at answering both questions.

FANTASY

REALITY

Obey bucket hat

Everything old is new again. If Coachella is any indication, bucket hats are back. \$61

Ray-Bans

You may catch a cottager wearing these, but once they drop a pair in the drink, probably not. \$204

North Face x Gucci vest

Drape just your torso in Gucci's signature print. \$2,200

Monos suitcase

Those 360-degree swivel wheels aren't going to do much when you're rolling over Shield rock. \$281

Apple Watch

Close. Those. Rings. \$529

Valentino sweatpants

Only 45 per cent cotton, but made in Italy! \$1,245.

Balenciaga x Crocs

Balenciaga has done multiple Croc collaborations. Wear a different pair every day. \$715 per pair

Bait shop ballcap

It's faded, probably has some sweat stains, but it covers your unwashed hair. \$15

Rain jacket

It's way too big, and you covered the rip with duct tape, but you don't have to pack it because you can leave it at the cottage. \$40, when you bought it in 1993.

Drugstore sunglasses

You won't feel bad when one of the arms breaks off or when you sit on them. \$15

Trusty old Swatch

You've never had to replace the battery even once! \$34

Denim cut-offs

Old pair of jeans, meet scissors. Voilà, shorts. \$0

Ikea blue bag

Fits a ton, two sets of straps. \$1

Socks and sandals

Keep your feet warm, but easily slip your shoes on and off? 10/10, no notes. \$60

THINGS THAT DID AGE WELL

AL'S MARTINI



No *Cottage Life* party is complete without a martini made by founder Al Zikovitz—it'll get the party started, if you catch our drift. Make your own, and raise a glass to 35 years with us! (*CL* will not be held responsible for behaviour under the influence of Al's martini.)

POUR

Tanqueray, straight up with a twist, very cold, very dry. No vermouth. Add to a shaker with lots of ice (then double what you added, because that's how Al rolls).

MIX

Shake until your hands freeze. Pour into a martini glass, then squeeze the zest from a fresh lemon peel until you can see the oil floating on the gin. Rub the peel on the rim. ("When you bring the martini up to your mouth, you'll want the enjoy the aroma too," says Al.)

DRINK

"I normally enjoy one down at the dock around sunset."

PARTY

"For over 20 years, we've hosted an annual party. The first year, I made less than 10 martinis for our guests. In 2019, I served up close to four litres."

OPPOSITE PAGE: OLYMPIC CAULDRON, WIKI COMMONS. THIS PAGE: MARTINI, UNSPLASH.COM; COFFEE CUP, PEXELS.COM

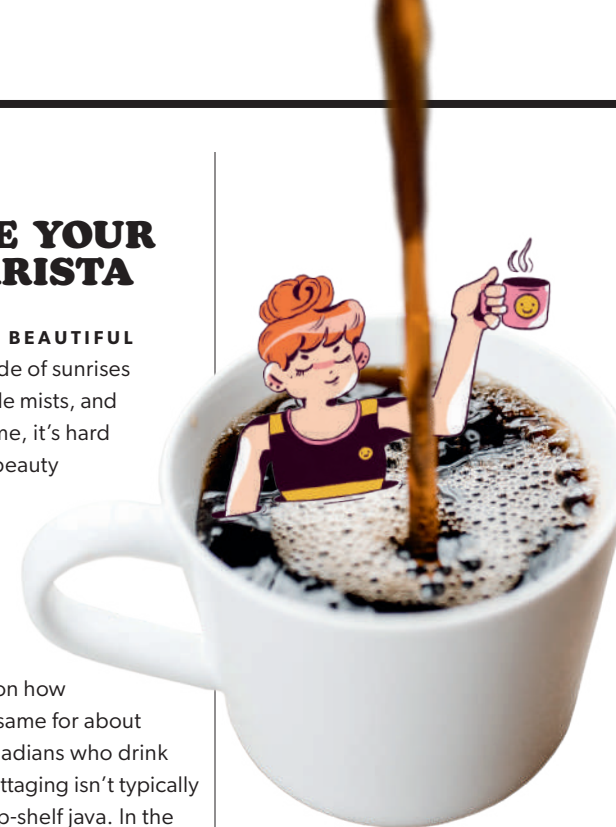
NEW CLASSIC

BYOB: BE YOUR OWN BARISTA

MORNINGS ARE BEAUTIFUL at the cottage, made of sunrises over the lake, gentle mists, and birdsong. But for me, it's hard to truly enjoy this beauty before caffeine kicks in. Coffee is a sacred part of my morning ritual. And my afternoon ritual. (And other rituals depending on how I've slept.) It's the same for about 70 per cent of Canadians who drink coffee daily. But cottaging isn't typically associated with top-shelf java. In the past, cottager coffee meant worn-out percolators or jars of instant crystals. For some, coffee from the decades-old drip machine they use at the lake is the cup they want. Others with more particular tastes are finding ways to embrace their favourite coffee away from home.

One of my dearest friends, who visits her Saskatchewan cabin every summer, says that good coffee is luxurious, but not blasphemous. It's not too fancy a luxury to detract from the feeling of escaping the wider world. It actually enhances it. Well, good coffee enhances it. Luckily, it's never been easier to BYOB: be your own barista, that is.

What this means has as much variety as cottages themselves. Some lake houses may have high-end espresso machines. Other cottager-goers swear by French Presses or pour-overs. (For me, a pod machine devotee, that's too many steps before caffeinating.) Once you establish your preferred brewing method, your favourite roasts, and get a couple of good (i.e. big) mugs, you're mostly there.



But, since we're at the cottage, give yourself permission to play around. You want your set up to help you thrive, not merely survive! On a summer afternoon, a hot cup doesn't hit the same, but ice trays and large, reusable cups with straws make homemade iced coffee an easy fix. Pack a few syrup bottles to add familiar vanilla or caramel flavours, or spoil yourself with exotic ones like Italian eggnog or macadamia nut. For post-dinner coffees around the fire, spill in some whisky, Kahlua, or (my first choice) Bailey's. Do this in the morning too, if you feel like it—you're on cottage time after all. Consider making coffee like crafting a cocktail—let your imagination run wild. Caramel sauce. Whipped cream. Chocolate shavings. Maple syrup. Plant-based "milk." You can have any or all of them. (Or black coffee, if you prefer.)

No matter how you make it, coffee tastes better at the cottage. Peaceful moments sipping it on the deck or the dock go beyond mere refreshment: they're memories to take home with you. —ROB CSERNYIK

Cont'd from p. 71

25

You'll learn stuff

There are ice worms that live many kilometres beneath the frozen tundra. I once spoke for two hours with an expert who spent his whole life studying them. He was very keen to talk, which made me think that ice worms are vastly under-covered by media. It was fascinating. Not the worms necessarily, but realizing how passionately people get into things. The most obscure things!—MICHELLE KELLY, EDITOR

26

Community is important

Cottage Life fans are everywhere, which I learned when I was at a friend's wedding, and two women approached to ask me for a photo. —ADAM HOLMAN, COTTAGE COACH

27

Use vertical space

I loved the suggestion about using wall attachments to hang life jackets and deck cushions. —LINDA MARA

28

Live a rustic life

We appreciated the tips on how to open and close our water system with an old pump. And how to keep mice out—use steel wool!—LYNN BAND

29

Add more storage

I learned how to build a shed.—VIVIAN GENESKI

30

Some truths are...ugly

I found out from Cottage Q&A that red squirrels are cannibals.—MEGAN MCPHADEN, MANAGING EDITOR

35TH ANNIVERSARY

35TH ANNIVERSARY

Canada wins an all-time-high 14 gold medals at the Vancouver Olympics.

Early 2010

It's time to plan ahead. The first-ever Cottage Life calendar debuts for 2012.

Late 2011



The Cottage Life channel premieres, offering 24/7 television for fans of the cottage lifestyle. It's a place where "every day is the weekend."

September 2013

The first issue of *Cottage Life West*, dedicated to Western and coastal cottaging, hits newsstands.

Early 2014



The Edmonton Cottage Life & Cabin Show kicks off for the first time, catering to Western Canadian cabin-goers.

April 2014

The Cottage Life Weekend Collection expanded our merchandise offerings to include furniture, candles, clothing, and food.

Early 2015

ONLY IN CL

WAIT...WHAT IN THE WORLD?

WE MAKE OUR living sharing stories about weird stuff, and we have fun doing it! We can proudly say you wouldn't have seen these in any other magazine.

- 1 In 2004, we published "Junk Science," which is a story about the ins and outs of cottage country dumps. Who doesn't love to look at pictures of trash, right? JULY/AUG '04
- 2 Photography with this amount of kooky whimsy could only be from the '80s. Our personal favourite part of this story was the section entitled, "A User's Guide to Bananas." The water toy, thankfully, not the fruit. AUG '89
- 3 Loon Lake, Ont., sure does have some loon-loving members. Over 200 of them when we published this story, in fact. Have you ever dressed up as your favourite bird and paraded



1

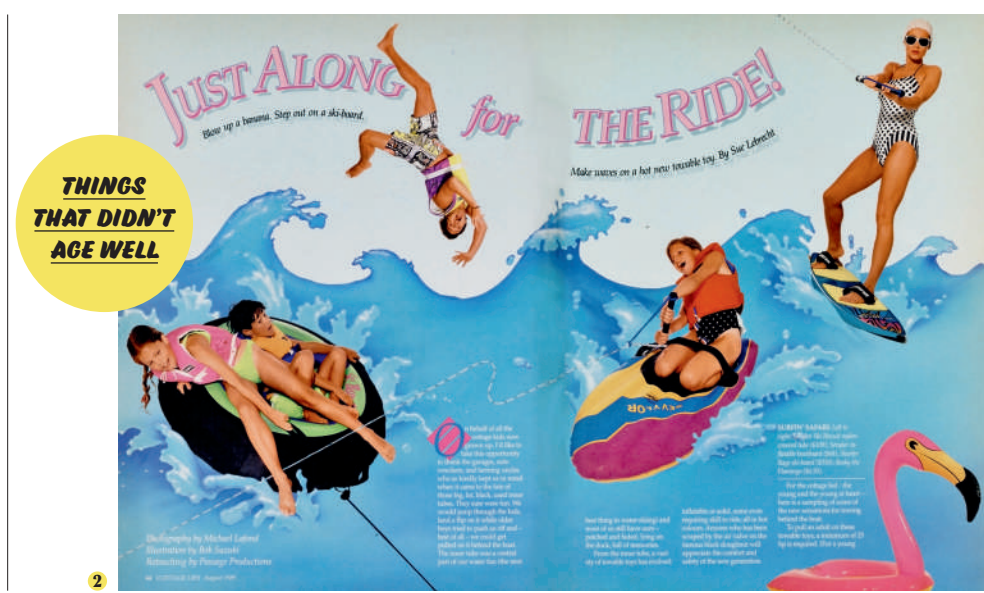


3



BLUE SHIRT GIRL'S FACE SAYS IT ALL

- 4 You wouldn't believe what people have sent us in the mail. After we published a story in our March '96 issue about the World Championship Mosquito Cook-off, Jerry Olfman mailed us lollipops with crunchy insect centres. Apparently the crème-de-menthe-flavoured "Cricket Lick-It" was a hit. JUNE '96
- 5 We almost did a section on large, looming animals in photos, because that's how often it came up in our back issue research. SEPT/OCT '95



THINGS THAT DIDN'T AGE WELL

2



MOO-VE OVER

5



NEW CLASSIC

A GUIDING LIGHT

MY HUSBAND CAN run from the dock to the cottage, up our steep, root-encrusted path, in the dark. When it comes to using

lights outside, we prefer to avoid them to better view the stars or enjoy a campfire. One summer, though, even a simple flashlight might have saved the day, or the night, as it happened. DH (Dear Husband)'s ribs would have thanked him had he taken just a moment to slip on the best light in a cottager's arsenal—the hands-free headlamp that's embraced by serious campers and coal miners alike. Anyone who doubts the superiority of a headlamp over the flashlight on our ubiquitous cellphones has only to imagine nighttime visits to the outhouse. Consider the acrobatics that ensue while you clutch a phone in one hand. You could set the phone down, like a regular flashlight, where it will illuminate the ceiling, or wall, or anywhere other than where you

OPPOSITE: HEADLAMP, SHUTTERSTOCK.COM; JUNK SCIENCE, EDEN ROBBINS; THIS PAGE: BUG LOLLIPOP AND BANANA GUIDE, J. MICHAEL LAFOND; COW, TONY FOURSE

need it. But that's risky. Those black holes where light can't get out? They're not just in space. A headlamp is safely attached to your skull, can be set at an angle, and also ensures that, when you get up to pee in the night, you don't get sucked into checking your work email. (Curse those notifications!) Headlamps rule when you crawl under the cottage on your belly to address a plumbing leak, or you indulge in cross-country skiing at night, or you need to gather wood in the dark for the fire. Keep one beside your bed or under your pillow, ready for duty just like any other flashlight. It's true that even headlamps have shortcomings. A blinding flash when your buddy turns toward you is like meeting a car with its high beams on. And don't be surprised when moths fly into your face.

Remember, there's a beacon of light shining out of your forehead. Like other flashlights, headlamps require batteries, a problem when they accidentally get turned on in your bag. A canoe tripper I know solves this potential mishap by stowing the light with one battery installed backwards. Finally, the strap that you find on cheaper lamps can get stretched out over time, becoming as useless as the elastic waistband in worn-out underwear. But straps can be replaced. So can headlamps, for that matter. Thus, there was no excuse for my DH to be racing up the hill in the dark of night, except that after 50-plus years, he knew every rock and root in the path. What he didn't remember was the pine tree that had fallen across it just days before.—PENNY CALDWELL

Cont'd from p. 73

31

Unplug the router

Even if you have good Wi-Fi at the cottage, it doesn't always mean you should use it. Sometimes, it's important to be completely present and enjoying your surroundings device-free.—ROXY KIRSHENBAUM, EDITOR, COTTAGE LIFE DIGITAL

32

Be proactive

I read, "If your cottage is surrounded by trees—look up." We've taken down a few trees that could have fallen on our cottage.—ANN MITTAG

33

Take it easy

You suggested using an eco-toilet grey water system. It's handy and very low maintenance.—VIOLETTE SARKOZY

34

Start small

When my father passed, upkeep of our property fell to me. The three cottages needed repairs, and I didn't know where to start. I picked up an issue with a cartoon of a fellow worrying about the work he needed to do on his property. The Old Man of the Lake came and asked which job was needed most. The owner said his dock. The Old Man shoved a piece of lumber into the cribbing and said, "That will hold for this year." A light went on for me. Do the immediate, and plan for the rest. It was my sanity saver.—KEVIN MCKEE

35

Stick to the basics

How to have fun.—AVERY

Keep these memories coming! Share with us on social, or email letters@cottagelife.com.

2017: Penny Caldwell becomes Publisher; Michelle Kelly begins her tenure as Editor. **Fall 2015**

2018: The first Ottawa Cottage Life & Backyard Show opens its doors for cottagers in eastern Ontario and western Quebec. **Spring 2018**

2019: Our second newsletter, Docksider DIY, launches. **May 2019**

2019: Cottage Coach videos first appear on cottagelife.com. Host Adam Holman entertains viewers with his clever DIYs. **Summer 2019**

2021: Our third newsletter, The Great Outdoors, goes live. **November 2019**

2020: Cottage Life television shows become available on the Apple TV app for people to enjoy on the go. **May 2020**

2022: The Cottage Life Podcast starts streaming. Host Michelle Kelly dives into the topics that matter most to cottagers. **June 2020**

2023: Our newest newsletter launches. The Key is dedicated to all things cottage real estate. **December 2021**



TO MANY MORE YEARS OF COTTAGING!