## Cobourg, Ontario: Canada's Mason-Dixon Community

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#### **Abstract**

In the years following the Civil War, Cobourg Ontario, a community nestled on the shores of Lake Ontario, emerged as one of the most popular resort communities in North America. Families from the southern United States found a summer respite in a cool and hospitable climate without needing to spend their vacation money in the northern United States. Somewhat surprisingly, at the same time, wealthy families from the northern United States--including Pennsylvania--also began making summer pilgrimages to Cobourg. The northerners initially came to Cobourg for business-related reasons but returned to partake of the area's reputedly high quality ozone. A number of the seasonal Cobourg residents later constructed large mansions throughout the town and its environs. Cobourg remained a popular destination for both southern and northern U.S. families alike until the early years of the 20th century.

"Nearly half a century ago Cobourg began to be the Mecca of American aristocrats and financiers in search of a place to spend the summer and some of their wealth. Palatial homes were erected on elaborate estates in the suburbs, and Civil War generals and Pittsburgh steel magnates hobnobbed with such Canadian visitors as could keep up the pace."

### Introduction

In the years following the Civil War, Cobourg Ontario, a community nestled on the shores of Lake Ontario, emerged as one of the most popular resort communities in North America. Individuals from the northern United States, first attracted to Cobourg for various business-related reasons, soon brought along their families to enjoy the area's reputedly high quality ozone. At the same time, families from the southern United States also began making summer pilgrimages to Cobourg. For the southerners, Cobourg offered a summer respite in a cool and hospitable climate without the requisite need to spend their vacation dollars in Yankee territory (i.e., the northern United States). A number of Cobourg's seasonal residents later constructed large homes throughout the town and its environs. The town remained a popular destination for both southern and northern U.S. families until the early decades of the 20th century.

Drawing upon primary and secondary sources, this presentation provides a brief historical overview of the growth and development of Cobourg's summer colony and its populace from the late 1860's through the Depression years of the 1930's. Specifically, the presentation addresses the following questions: 1) What were the origins of Cobourg's summer colony? 2) What specific factors contributed to Cobourg's popularity with both southern and northern U.S. families? 2) What types of economic and social relationships existed between Cobourg's seasonal U.S. residents and the town's permanent Canadian residents? and finally, 3) What factors contributed to Cobourg's loss of favor as a summer destination for Americans?

The Establishment of the American Summer Colony

Cobourg was naturally endowed with the attributes of a virtual summer paradise: moderate temperatures, a picturesque lake with an extensive beach, fresh air, and ample fishing opportunities. Nonetheless, individuals living beyond Cobourg remained largely unaware of the community's myriad natural assets until the decades following the U.S. Civil War. Indeed, early settlers to Upper Canada initially considered the area to be nothing more than a "cedar swamp" and therefore, largely avoided settling in the region. When a permanent settlement was finally established some years later, the area's pioneer families were predominantly American in origin. Between 1815 and 1820, "... they were joined by emigrants from England and Scotland, most of them discharged half-pay army and navy officers whose services were no longer required after Waterloo." These new arrivals from the British Isles helped instill a strong military tradition in Cobourg.

In 1830, the Cobourg Harbor Company was formed and the town's harbor was improved to allow handling of passengers, freight as well as exports of lumber and grain. During the 1840's, George Daintry, the son of a wealthy British family arrived in Cobourg. Among his various enterprises, Daintry operated ferries on Lake Ontario, with one of the ferries plying the Lake between Cobourg and Rochester, New York. Daintry, who would later become Cobourg's mayor in the mid-1860's also would play a key role in the eventual establishment of Cobourg's summer colony through his ferry enterprise and other activities.

By the 1850's, Cobourg's burgeoning population reached 6,000 inhabitants, making it the fifth largest center in the province and the "... most important central Lake Ontario port." The opening of the Grand Trunk Railway in 1856 also further added to Cobourg's already good fortunes.<sup>5</sup>

By the 1860's, however, Cobourg's economic prosperity quickly turned to despair as the community teetered on bankruptcy. Cobourg's dire financial straits were largely due to the town's substantial investment in the failed Cobourg and Peterborough Railroad combined with the escalating construction costs of the new town hall. Despite the Civil War raging in the United States, many of Cobourg's residents opted to relocate to the U.S. where economic conditions were somewhat better.<sup>6</sup>

While many individuals in Canada and the United States endured financial and personal hardship during the early to mid-1860's, others became extremely wealthy thanks to the Industrial Revolution and the Civil War. Among this group of nouveau riche were western Pennsylvania's iron and steel manufacturers.

In order to satisfy their companies' rapidly growing needs, Pennsylvania's steel magnates scoured North America for new, easily accessible sources of iron ore. Their expeditions led to the discoveries of a number of promising ore deposits, including one situated in an area known as Mamora, located approximately 50 miles north of Cobourg. In the late 1860's, George K. Shoenberger and his Pittsburgh associates assumed control of the Mamora mines and formed the Cobourg, Peterborough, and Mamora Railway and Mining Company. Preparations for mining and shipping the Mamora ore required frequent visits to the area by the industrialists and their associates, with Cobourg serving as their base of operations.

During their Cobourg sojourns, the Pennsylvania businessmen delighted in the town's clean, fresh air and cool summer climate. Cobourg's environmental conditions stood in sharp contrast to the increasingly smoke and soot-filled conditions back home in Pittsburgh and elsewhere in the rapidly industrializing northern U.S. cities. Encouraged by the glowing reports about "the Cobourg climate," families and friends of the Pittsburgh businessmen began to

accompany them on their northern forays. The Shoenberger family--principal owners of the Mamora mines--were among these early Pennsylvania visitors.

George Shoenberger, son of the late "Iron King" Peter Shoenberger quickly recognized Cobourg's potential as a resort destination. In 1873, Shoenberger in partnership with his brother-in-law William Chambliss--the first managing director of the Cobourg, Peterborough, and Mamora Railway and Mining Company--built the well-appointed Arlington Hotel. This establishment was the first of many hotels in Cobourg constructed to cater to a wealthy American clientele.

The Marketing of Cobourg as a Summer Destination

Shoenberger and Chambliss also launched a marketing campaign offering potential U.S. visitors to Cobourg a plethorea of pleasures in healthful surroundings. Cobourg's myriad attributes, first heralded by Shoenberger and Chambliss, were echoed in the *Souvenir of Cobourg, Ontario, Canada* published some years later:

Cobourg is situated on a broad level valley, having Lake Ontario on its front, with green hills and fruitful orchards in the background. The summer climate of this region is unexcelled for its evenness of temperature and cool, bracing air, and is famous for the ozone, the quantity of sunshine, and freedom from fog, dampness or winds. The Lake affords good boating and bathing, and the surrounding country is unsurpassed for driving, riding and motoring. Maskinoge, bass and trout fishing can be had within easy driving distance. This is the best summer resort, and the healthiest and prettiest spot in Canada. ... Splendid parks, churches and schools. Good train service on the main line of the G.T.R., and a Daily Ferry, winter and summer, between Rochester, N.Y., and Cobourg, makes it very accessible to New York and Pittsburgh. About twelve miles north of Cobourg is the far-famed Rice Lake, the sportsman's paradise, considered the finest fishing ground in Ontario, containing all kinds of fish and lots of duck and wild fowl. 11

Cobourg's excellent ozone was also highlighted in hotel brochures. "There is an abnormal amount of ozone in the air second only to the Alps in Switzerland," proclaimed one Cedarmere hotel brochure. 12

Along with the print marketing campaign, Chambliss and a Cobourg physician embarked on an "Ozone Tour" to New York and other cities throughout the United States. At each stop, the two men touted the 'salubrious atmosphere' of Cobourg and informed audience members that Cobourg boasted the "second highest ozone content in the world." Although the Cobourg men's claims regarding the area's ozone levels do not appear to have been necessarily based upon scientific evidence, the public's interest in the health benefits derived from ozone made the claim an important selling point.

In addition to Chambliss's "Ozone Tour" and other sundry promotional efforts, geography and transportation factors also contributed to the growing popularity of Cobourg as a summer resort during the 1870's and 1880's. Cobourg's relative close proximity to rapidly expanding urban centers in the United States such as Pittsburgh, Cincinnati, Buffalo, and Rochester combined with ready access from the U.S. by rail and/or water routes gave Cobourg strategic advantages over other potential resort competitors. The rail and water transportation infrastructure, originally built to convey coal, coke, lumber, and other goods between Canada and the United States were easily adapted to accommodate passenger traffic. The Buffalo, Rochester, and Pittsburgh Railway Company, the Ontario Car Ferry Company as well as other railway and ferry companies offered dual goods and passenger transport services between Cobourg and the United States.<sup>14</sup>

Cobourg's emergence as a summer resort helped bring the town back to prosperity.

During the mid-1870's, Cobourg's permanent population grew by a rate of approximately 500 individuals annually. Meanwhile, real estate prices in the town also rose substantially during the period. ".... [N]o good lots can now be had under \$1,000 per acre," noted a May 2, 1874 *Cobourg Sentinel* article. <sup>15</sup> Moreover, the influx of U.S. visitors, the Arlington Hotel began requiring

summer reservations one year in advance while other hotels were built and/or renovated to meet the rising demand.<sup>16</sup>

# Cobourg's Summer Visitors

In addition to the Shoenberger family, a number of other wealthy individuals from the United States also began making Cobourg their summer home. These included Pittsburgh industrialists William L. Abbott, F. G. Kay, James O'Hara Denny, George M. Howe, George Tener Oliver, Wallace Rowe, and Charles Speer, among others. Industrialists, military figures (e.g., General Orlando Metcalf Poe, General Charles Lane Fitzhugh), and politicians from throughout the United States joined the Pittsburghers as well. Feven Nellie Grant, daughter of General, and later President, Ulysses S. Grant established a residence in Cobourg. Table 1 provides a selected list of Cobourg's wealthy summer denizens. The list also includes, where available, the individual's permanent U.S. residence, their occupation, their Cobourg residence, and miscellaneous related notes.

Wealthy Americans and Canadians from cities throughout North America constituted the core component of Cobourg's summer colony. Nonetheless, many working class families from the United States also visited Cobourg on a yearly basis. While wealthy families typically remained in town for months, their working class counterparts' visits usually lasted only a few brief hours. During this time, the working class families could stroll downtown or relax and picnic on the beach. Despite the short duration of their visits, working class families welcomed the opportunity to enjoy a quick, easy, and relatively inexpensive getaway to a foreign country.

Beyond differences in economic status, Cobourg's summer clientele also represented diverse geographic and political backgrounds. As discussed earlier, families from Pennsylvania and other parts of the northern United States first came to Cobourg for business-related reasons

and later brought along their families. On the other hand, for families from the former Confederate states of the southern U.S., Cobourg's allure was related both to climatic conditions and the town's geographic location outside of the northern United States.

Northern and southern U.S. families sharing a foreign vacation destination immediately following the Civil War is worthy of note. However, the fact that an appreciable number of these visitors were also veterans of the Confederate and Union Armies--representing every military rank from private to general--made Cobourg's summer colony truly unique.

The Summer Colony's Social Activities

Between 1867 and the 1880s, the summer colony's social activities largely centered around the Arlington and other hotels in town. Social activities of this period were generally slower paced than the activities of later decades. "Hops," soirces, and other events often took place in the hotels with U.S. and Canadian families hosting and/or attending the festivities. 18

During the 1880's at the height of the Gilded Age, Cobourg's summer colony underwent a significant transformation. Rather than staying in hotels as in years past, the wealthy U.S. summer visitors began renting or buying residences in Cobourg. A number of the Americans also began building stately homes in the town and the surrounding countryside. Among the large residences constructed in and around Cobourg included Sidbrook (William Abbott), Ravensworth (Fitzhugh family), Balmuto (Shoenberger family), and Cottesmore Hall (Wallace Rowe). Not surprisingly, following construction of the new summer residences, the colony's social life shifted its focus from the hotels to the estates.<sup>19</sup>

As Cobourg's summer homes increased in size and grandeur, Cobourg's social events accordingly became more elaborate and extravagant. The increasingly opulent events even taxed Cobourg's newspaper reporters as evidenced by an August 5, 1894 *Cobourg World* account of a

recent book party held at the Arlington which was attended by over 130 guests "each representing the title of some book." In the article, the paper noted apologetically, "We are sorry we could not obtain a complete list of those who attended, this being an entirely new department for Cobourg in the way of entertainment." Although dances and other hotel-centric activities continued to take place throughout the 1890's, these long-standing pastimes were gradually supplemented with regattas, horse races/shows, and lavish outdoor parties. The Cobourg Horse Show, established in 1905, exemplified Cobourg's new high-profile social activities. Considered one of the best equine events in North America, the show drew competitors and spectators from across Canada and the United States. 21

Social and Economic Linkages between Cobourg's Canadian and U.S. Residents

As the years passed, members of northern U.S. families who summered in Cobourg increasingly married colony members hailing from the southern United States. Furthermore, both U.S. contingents of the summer colony also frequently married into prominent Cobourg families. The familial bonds among these groups were furthered strengthened over time as additional marriages took place each summer. Moreover, these nuptials became the social highlights of the colony's summer season as guest lists featured a veritable who's who of North America's rich and powerful. Not surprisingly, the guests frequently bestowed valuable gifts made of silver, gold, and/or diamonds upon the newlyweds.<sup>22</sup> Arguably, the colony's largest and most notable wedding was the 1902 marriage of Vivian May Sartoris, granddaughter of Ulysses S. Grant to Frederick Roosevelt Scovel, a cousin of Teddy Roosevelt.<sup>23</sup>

Together the Canadians and Americans "... established a social elite that was almost Bostonian in its exclusiveness." Beyond intermarriage, Cobourg's elite jointly engaged in business ventures (e.g., railroads, mines) and recreational pastimes (e.g., the Cobourg Golf Club,

yachting, and horse racing). They also worked together to build and improve Cobourg's infrastructure including the town's hospital, roads, and water system.

From the 1880's until the outbreak of World War I, Cobourg's summer colony remained largely unaffected and/or unconcerned by events beyond its economic, geographic, and social realm. However, World War I and its aftermath shattered the colony's gentile lifestyle and ultimately led to its demise.

During World War I, a significant percentage of Cobourg's male population was called for military service in Europe. Meanwhile, on the homefront, the citizenry contended with labor shortages, rationing, the shifting of industries from domestic to military production, and more. These events drastically altered the day to day lives of Cobourg's permanent and seasonal residents. A subdued and somber atmosphere replaced the fun and frivolity of bygone summers. Even after the cessation of hostilities in 1918, the colony never again regained its pre-War magnificence or popularity.<sup>25</sup>

The years following World War I marked the twilight of Cobourg's summer colony.

Interestingly, both the colony's growth and decline are attributable to a similar set of factors-economics, transportation, and public interests. With respect to economics, the business world was becoming increasingly more competitive. Consequently, company executives could no longer afford to take multiple month vacations. In addition, the imposition of various taxes in the United States and Canada substantially raised the maintenance costs for large homes in both countries. Many individuals were unwilling or unable to should the new tax burdens and therefore opted to sell their summer residences. The second major contributing factor to the colony's decline in involved transportation. Specifically, the rapid development and adoption of new modes of transportation (e.g., automobiles, airplanes) and the corresponding elimination of

older transportation modes (e.g., car ferries, passenger trains). Automobiles and airplanes afforded Americans and Canadians access to new and more distant destinations which could be reached within a relatively short period of time. Moreover, an individual no longer even really needed to leave his/her domicile to escape the summer heat thanks to the invention of the air conditioner. Finally, changes in public tastes and preferences regarding leisure activities also occurred during this period.<sup>26</sup>

In the early 1920's, the Arlington Hotel permanently ceased operations and over the course of the ensuing decade, the colony's size decreased drastically. Many American families who owned summer homes during the colony's heyday continued to spend their summers in Cobourg albeit the large-scale social events of years past no longer took place. However, it was the Great Depression of the 1930's that brought about the colony's final demise. During this period, many of the colony's "old" industrial families lost much or all of their accumulated wealth. Consequently, they were forced to sell or abandon their Cobourg summer homes. In addition, deaths of family members within the remaining summer colony also helped to hasten its demise. American excursionists continued to visit Cobourg for a number of summers following the exodus of wealthy Americans from Cobourg. Nevertheless, the cessation of the Ontario car ferries in the early 1950's and related events marked the end of Cobourg as an excursion destination as well.<sup>27</sup>

Today, relatively few summer homes and other reminders of Cobourg's summer colony remain. Despite this fact, the unique role Cobourg played in the re-establishment of social and economic ties among northern and southern U.S. families in the years following the Civil War cannot be diminished. Moreover, the bonds established between Cobourg's permanent Canadian residents and its seasonal counterparts are also of historical import. Taken together, Cobourg's

summer colony, its populace, and its economic and social activities provide an enduring historical legacy for both Canada and the United States.

### Notes

The author would like to thank the Cobourg & District Historical Society, the Cobourg Public Library, the Archives of Ontario, and the citizens of Cobourg for their assistance with the project.

- 1. Edwin C. Guillet, (1945, June). "The Town of Cobourg, 1798-1945," *Canadian Geographical Journal*, 30 (June 1945): 288.
  - 2. Ibid., 288.
  - 3. Ibid., 289.
- 4. John R. Spilsbury, ed., *Cobourg, Early Days and Modern Times* (Cobourg, ON: The Cobourg Book Committee, 1981), 3.
  - 5. Ibid., 5.
  - 6. Ibid, 6.
  - 7. G. C., "Trip to the Belmont Iron Ore Beds," *Cobourg Sentinel*, July 6, 1867.
- 8. Samuel Zimmerman, the millionaire railway contractor responsible for the failed Cobourg and Peterborough Railroad--including the infamous Rice Lake Bridge--was born in Huntingdon County Pennsylvania and came to Canada in 1842. Zimmerman's birthplace is in the same rural area of central Pennsylvania where the Shoenberger family lived for a number of years. In addition to the Cobourg and Peterborough Railroad, Zimmerman served as the contractor for the Welland Canal; built various other railways; and owned hotels, foundries, mills, utilities, real estate as well as a bank. According to J. K. Johnson, Zimmerman "... was said to have been the richest, or, if not, the second richest man in the province." However, to date, no evidence has been found indicating whether Zimmerman and Shoenberger knew each other either professionally or personally. For more information about Zimmerman and his various enterprises see J. K. Johnson, "'One Bold Operator': Samuel Zimmerman, Niagara Entrepreneur, 1843-1857," *Ontario History* 74, no. 1 (1982): 26-44; John Thompson, "Zimmerman's Fast Moves," *Horizon Canada*, January 2001.

- 9. Dr. Peter Shoenberger was born in Germany in October 1782. In 1785, he arrived in Philadelphia, Pennsylvania with this family. Peter Shoenberger practiced medicine for a short time in Pittsburgh, Pennsylvania but left practice due to health reasons. Upon his father's death, Peter took over his father's Pennsylvania iron business where he accumulated a vast fortune through his ownership of iron furnaces throughout Pennsylvania's Juniata Valley. Peter Shoenberger eventually owned over 100,000 acres in timber, ore and limestone in central Pennsylvania. Peter Shoenberger had two sons, George and John, as well as one daughter, Elizabeth. Calvin W. Hetrick, *The Iron King: The Story of Dr. Peter Shoenberger, Early Ironmaster of Central Pennsylvania--His Industrial Empire, His Family, His Times* (Martinsburg, PA: Morrison's Cove Herald, 1961).
- 10. *The Arlington Hotel*. (S.l.: S.n., n.d.); "The Arlington Hotel," *Cobourg World*, May 5, 1899. The Shoenberger family was also associated with the Bedford Springs hotel and resort in Pennsylvania. Bedford Springs clientele included U.S. presidents and many other notable figures.
- 11. *Souvenir of Cobourg, Ontario, Canada*. Cobourg, ON?: A. J. Gould (issuer). Reprinted with additional text, 1980, by the Cobourg Chamber of Commerce.
  - 12. [Cedarmere Hotel Brochure].(S.l.: S.n., n.d.).
- 13. John R. Spilsbury, ed., *Cobourg, Early Days and Modern Times* (Cobourg, ON: The Cobourg Book Committee, 1981), 110.
- 14. Ted Rafuse, *Coal to Canada: A History of the Ontario Car Ferry Company* (Port Hope, ON: Steampower Publishing, 2000).
- 15. ["Our Population has Increased at the Rate of About 500 a Year"], *Cobourg Sentinel*, May 2, 1874.
- 16. John R. Spilsbury, ed., *Cobourg, Early Days and Modern Times* (Cobourg, ON: The Cobourg Book Committee, 1981), 110-111.
- 17. Edwin C. Guillet, (1945, June). "The Town of Cobourg, 1798-1945," *Canadian Geographical Journal*, 30 (June 1945): 288; "Pittsburg's Millionaires: Fortunes that Have Resulted from the Protective Tariff," *New York Times*, October 20, 1888.
- 18. Edwin C. Guillet, (1945, June). "The Town of Cobourg, 1798-1945," *Canadian Geographical Journal*, 30 (June 1945): 288-.
- 19. "Ravensworth," *Century Home*, March-April 1983; *The Poplars*.(S.l.: S.n., n.d.); Robert Washburn, "Well-known Cobourg Figures Have Owned The Poplars," *Cobourg Daily Star*, June 26, 1996.
  - 20. "The Book Party at the Arlington," Cobourg World, August 3, 1894.

- 21. John R. Spilsbury, ed., *Cobourg, Early Days and Modern Times* (Cobourg, ON: The Cobourg Book Committee, 1981), 114-115; *Souvenir of Cobourg, Ontario, Canada*. Cobourg, ON?: A. J. Gould (issuer). Reprinted with additional text, 1980, by the Cobourg Chamber of Commerce.
  - 22. "Wedding at St. Peter," Cobourg World, July 12, 1901.
- 23. "Grant's Granddaughter Weds Frederick R. Scovel," *New York Times*, August 23, 1902.
  - 24. Gray, 1992?
- 25. Edwin C. Guillet, "The Town of Cobourg, 1798-1945," *Canadian Geographical Journal*, 30 (June 1945).
- 26. Ted Rafuse, *Coal to Canada: A History of the Ontario Car Ferry Company* (Port Hope, ON: Steampower Publishing, 2000).
  - 27. Ibid.

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