

PANEL 1 (COVER)

Features the site's hero image.

[image + caption]

A community built on conscience.

Zoar became a beacon of religious freedom and a model community for early German settlers.

[Ohio History Connection logo]

PANEL 2 (INSIDE LEFT)

Explore Historic Zoar Village

Meet the early German immigrants who found refuge in this ideal community they built.

A Classic American Story

In 1817, a group of 200 German religious dissenters arrived here from Württemberg—a kingdom whose state-sponsored church at the time forbade them to worship according to their beliefs.

Fleeing this persecution, they immigrated to America, found a life of peace and prosperity here, and built a remarkable settlement in the process.

[image + caption]

PANEL 3 (INSIDE CENTER)

3-4 paragraphs total. Punchy eye-catching section headers. Short, scannable chunks of text.

The Foundation of Zoar

Like so many waves of immigrants to our shores, these German settlers desired to worship God as they saw fit. Helped by Quakers in England and the United States, they crossed the Atlantic in 1817. Acquiring several hundred acres of land, they established a village and named it Zoar, meaning “place of refuge,” after the ancient city to which Abraham’s nephew Lot escaped after the destruction of Sodom.

A Community of Purpose

Organized as the Society of Separatists at Zoar, members had initially planned to pay off the land as private share-owners, each holding individual portions. But early hardships convinced them that a cooperative settlement would work better. Each member pledged to obey the Society—which held all property and wealth—and would receive food, clothing and shelter in return.

Soon, the Separatists contracted with the State to build three miles of the Ohio and Erie Canal. To complete the work, the community instituted celibacy from 1822–1829, so the women could work on the canal and in the fields instead of bearing children.

The Rewards of Hard Work

By 1835, less than 20 years after its establishment, Zoar was virtually self-sustaining. Its farms produced butter, eggs, poultry, meat, hides and flour. Workers in the tinshop and foundries forged farm implements, household utensils and stoves. The Society used the completed canal to export many of its products for profit.

Zoar reached its socio-economic peak before the Civil War. The death of Joseph Bimeler in 1853 left it without a leader—and no-one else could quite fill his shoes. The Society slowly declined until 1898, when trustees voted to dissolve the community, sell and divide the assets. But the Separatists had thrived as a Society for more than 80 years, making Zoar one of the most successful communal settlements in U.S. history.

PANEL 4 (INSIDE RIGHT)

Expertly Arranged

The Separatists laid out their village as Germans did back in the Old Country: centered on a town square with all the dwellings, shops and outbuildings located around the square, and the tillable land surrounding the village.

The Biblically-minded residents made their town square a beautiful three-acre garden, in a geometric pattern, to represent the “New Jerusalem” described in the Book of Revelation. Also in the garden was Ohio’s first greenhouse. The Separatists rented out space in the greenhouse to wealthy Clevelanders looking for space to winter their hothouse plants.

Today

Zoar Village has 11 buildings you can visit, restored by the Zoar Community Association with help from the Ohio History Connection, along with other private individuals. See the blacksmith, wagon and tinshops, as well as the Dairy and Springroom, Town Hall Museum, Number One House museum, dining room, kitchen, laundry, and magazine, garden house, and bakery. The bakery features delicious German breads and cookies for sale.

Start at the Zoar Store and Visitor’s Center, which was built in 1833 as the community’s general store.

[image + caption]

PANEL 5 (FOLDOVER FLAP)

This panel takes a step back from the historical narrative and speaks directly to the audience, building excitement about the site in shorter bursts. Graphic style should change to differentiate it from inside panels. Tone can be more conversational and down-to earth. The section headers below can be consistent across brochures or change to support the text that follows.

Did You Know?

The Zoarites gave numbers to 26 houses in their village. Other buildings, like the Bakery, were known only by name. The numbers ensured correct delivery of goods like milk, flour and butter. The tin pails used to carry milk were also marked with numbers, making it easy to get the right items to the right house.

Don't miss...

- Buildings contain **hundreds of artifacts** including tin, pottery, textiles, books, furniture, woodcraft, iron, leather, and more – nearly all made by the Society of Separatists.
- **The town garden** is restored to its 1850 appearance, at the height of the Society. Enjoy perennial and annual beds, plots of vegetables and berries. (You may also rent the garden for special events — ask us how.)
- Zoar is on the **Ohio and Erie Canal Towpath Trail** – an easy three mile hike to Fort Laurens, Ohio's only Revolutionary War fort.
- On your way to the trail, stop by **Zoar Lake** and view the **ruins of the old Zoar Brewery**. The Separatists weren't fundamentalists: they brewed and drank beer like many good German folks would!
- Savor a traditional German meal at the historic **Canal Tavern**, originally built in 1829 as the Canawler Inn, which served travelers along the canal.
- Aside from the 11 museum buildings, there are at least 40 other historic properties in the area, viewable from the outside. These are mainly private residences and outbuildings, although there are four historic bed and breakfasts where you can stay, and other structures serve as shops featuring antiques, candles, souvenirs and food.

CTA

Learn more at the 'Museums and Historic Sites' page at OhioHistory.org

[image + caption]

PANEL 6 (BACK COVER)

Location:

Physical Address

Phone Number

See XX website for directions.

Hours:

Seasons

Days and Hours

Admission:

Price info

Tours:

Types, scheduling phone number, pertinent details.