

Zoar, Ohio

# New Promoter and New Look for Zoar Harvest Festival & Antiques Show

by Susan Emerson Nutter

The 43rd annual Zoar Harvest Festival & Antiques Show had a new look and a new show promoter for the August 6 and 7 event. Since 2008, Jan and Dick Wilks had ably brought wonderful dealers and antiques to Zoar, but with their decision to retire from managing the show, someone was needed to take over this role.

## More than 2400 potential buyers attended the Zoar Harvest Festival & Antiques Show.

Cue Steven Sherhag of Canfield, Ohio—antiques dealer (Early American Antiques and Timeless Restorations) and now seasoned show promoter—to step up to the challenge. Sherhag has been at the helm of the Hudson Ohio Antique Show held each January in Hudson, Ohio, for the past few years as well as the Okemo Antique Show in Ludlow, Vermont.

“Steve hustles, is not afraid to get sweaty,” stated a dealer at Zoar who asked to remain anonymous, adding, “He is also very good at marketing his events, which is greatly appreciated.”

Sherhag, who began restoring furniture in 1998 and got into the antiques business in 2010, utilizes any and all social media not only to get the word out but to cater to young collectors and encourage them to attend shows and buy.

And it seemed to work. More than 2400 potential buyers attended the Zoar Harvest Festival & Antiques Show this year. As at most shows today, “Some dealers did very well, some good, and some not the best,” Sherhag stated. “It comes down to trying to decide, as a dealer, what to bring to a show, what will people want.”

Besides utilizing social media, Sherhag also introduced the use of walls at this edition of Zoar. “I received a lot of compliments from people coming through the show about the dealer spaces having walls,” he stated. “And the dealers said they liked having them as well.”

The Zoar Harvest Festival & Antiques Show is held in a huge tent set up in an open farm field. Earlier shows did not offer the use of walls in the dealer spaces. With the walls, booths had a room look, which made the pieces offered for sale easier to see, and the dealers enjoyed having walls from which to hang items.

Another bonus to this show is its location. It is held in conjunction with Zoar’s annual Harvest Festival in historic Zoar Village. People come for the day, shop for antiques, look at the work of curated artisans, eat great food, and walk through Zoar Village. The setting couldn’t be more appropriate for selling antiques.

Sherhag was also happy to welcome 13 dealers new to this year’s show. “The most dealers we can accommodate in the tent is 65,” he stated. “This year we had 57, but I hope to max it out next year.”

And Sherhag’s ability to do so will be boosted by the fact that 2017 will be Zoar’s bicentennial. But most importantly, the Zoar Harvest Festival and subsequently the Zoar Harvest Festival & Antiques Show will no longer take place the first weekend in August.

“Next year’s Harvest Festival and our show will take place the last weekend in July,” Sherhag stated. The Harvest Festival has continually had to compete

with the Pro Football Hall of Fame game, which is always on the first weekend in August in Canton, Ohio. Not only did the event attract people away from the happenings at Zoar, but those from out of town who wished to visit the Harvest Festival had to deal with area hotels being completely booked because of the game.

“This will work great for the antique show as well, since it was always competing with the New Hampshire show, which is also that first weekend in August, both for attracting buyers and dealers,” Sherhag stated.

So mark your calendars that the Zoar Harvest Festival & Antiques Show will be taking place the last weekend in July in 2017. A bicentennial celebration in historic Zoar Village and a fabulous antiques show all in one place? What’s not to love?

For more information, call Steven Sherhag at (330) 207-2196.



Esther Caswell and Valerie Varuska of North Canton, Ohio, offered this large beehive for \$185, while the sweet small Connecticut blanket box with its original red wash was \$390.



The Western Reserve Antique Shop, Canfield, Ohio, featured this early walnut window or tabletop cupboard for \$998. Show promoter Steven Sherhag of Canfield, Ohio, snagged this little beauty for the show’s first ever designer booth. The mid-19th-century jelly cupboard with original finish and great molding could be had for \$1250, and the early pierced-tin decorated coffeepot had an asking price of \$695.



Graphically appealing and colorful penny rugs are always eye-catching. Graybill’s Antiques & Folk Art, East Waterford, Pennsylvania, had two wonderful examples. The smaller rug has a red and gray border and cream center all on a black background. It was priced at \$395. The larger rug with numerous pink tones offset by a central six-pointed star in two hues of blue was \$595. Two signs were also housed here. The “O. Buck. / The / West End / Cobbler” example was priced at \$750. The smaller stacked farm market signs advertising “Broilers / Live Poultry / Sugar Corn / Strawberries” could be had for \$245.



The green-painted miniature stepback cupboard with two drawers and a pie shelf was offered by Graybill’s Antiques & Folk Art for \$575. The miniature 19th-century buttocks basket was \$295. The Somerset County blanket chest could be had for \$895.



Barnhill Antiques, Millersburg, Ohio, featured numerous pieces of early furniture including the dovetailed bucket bench at left that wore old white paint and a \$650 price tag.



It would require a specific spot, but this early corner bench was charming in its simplicity. Dressed in green over old blue paint, the bench was priced at \$695 by Marsha's Antiques, Ellwood City, Pennsylvania.



A mud flap for sale at an antiques show? Why not, especially when it is graphically interesting and chock full of history. Offered by Marsha's Antiques, this mud flap was used on Eastern States Cooperative feed, fertilizer, and seed trucks. The company was bought out by Agway.



Sorsio's Antiques, Leechburg, Pennsylvania, had this Lancaster County, Pennsylvania, jelly cupboard in its original mustard-colored sponge decoration priced at \$1695. The child's stepback cupboard was \$895; the child's rocker, \$245; the Ohio field basket, \$295; and the pieced tan and red quilt, \$385.

Tables and cupboards were in abundance at Zoar this year, with this three-board farm table with turned legs and green paint priced at \$1895 by Sorsio's Antiques. The Cumberland County, Pennsylvania, paint-decorated chairs that surround the table sport half-arrow backs, plank bottoms, and old black surfaces. The set of six was available for \$1250. The Pennsylvania two-piece red stepback cupboard with blind doors above and below and four central drawers was tagged \$2995.



Swala's Antiques Warehouse offered two miniature chests. One is a transitional piece with one large upper drawer and three small drawers below, all made of curly cherry. With turned half columns at the front that continue to turned feet, this piece was priced at \$2250. The curly maple and cherry miniature chest with three beaded drawers on slightly splayed legs had come from Pennsylvania and was \$1200. The burl mortar and pestle was priced at \$470, and the small crock, reading "Jas. Hamilton & Co. / Greensboro, PA" in blue, was \$400.



The booth of Comet Lake Antiques, Clinton, Ohio, was an excellent example of how the dealers at Zoar took advantage of having walls to showcase pieces within a tent environment. The use of walls gave the show an entirely new, great look.



Found in a northeastern Ohio flea market and sold through Garth's in 2000, this circa 1830 water cooler with incised decoration of an eagle and wearing an Albany slip was priced at \$85,000 by Swala's Antiques Warehouse, Washington, Pennsylvania. The flag on the 20" tall cooler has 13 stars, and the eagle is clutching arrows in one of its talons.



Francis Crespo of Lancaster, Pennsylvania, offered this whimsical honeybee whirligig for \$450. Found in Reading, Pennsylvania, this circa 1940 folk art bee has fins made of linoleum and bottle caps for eyes.

At the back of Swala's booth was this "C.E. Scott. Lemon Sour Syrup" 25-gallon crock. It had a price tag of \$1400. The bucket bench at front has two shelves and blue paint with the top being natural wood. It was \$750, while the chimney cupboard hailing from Maine with one long blind door over four drawers was \$1950.



Debbie Fisher of Lebanon, Ohio, brought a collection of toy horses to Zoar. The large black mohair steed complete with a saddle (at left) and standing on a red base was \$375; the small mohair example underneath was tagged \$95. The medium-size tan-hide horse on the cutout wheeled platform was priced at \$275, while the medium-size butterscotch-colored horse with a painted-on bridle was \$225. The small mohair and papier-mâché platform example at far right was offered for \$125.



This small hutch table has a two-board top, tongue-and-groove construction, and cutout feet, and the bench has a lift lid with storage underneath. It was \$875. The early 1800s pair of paint-decorated chairs in mustard yellow with a floral design were tagged \$250 each. The circa 1910 Steiff bear on wheels was \$1200; the early 8" rainbow spatterware platter, \$525; and the make-do dough box with small cutouts in original blue, \$575. Inside the dough box were a large wooden bowl in old red paint and an early 1800s New England wooden bowl with a copper wire repair; these were \$385 each; and a mustard paint period trencher was priced at \$485. This was all in the booth of Debbie Fisher.



With the initials "M H" carved on the front in the two hearts, this 1700s carved blanket chest, possibly Virginia, features one-board sides, square nails, a lift top, and one drawer. It was available from Debbie Fisher for \$775.



The massive windmill directional "tails" filled one side of the dealer space of Four Friends Antiques, Medina, Ohio. The wooden slat version was priced at \$595, while the tin directional tail was \$495.



Primitive furniture and smalls filled the booth of D & G Oyler Antiques, Grove City, Ohio. At center, the 19th-century multiuse workstand or bench seat in its original blue paint came from Massachusetts and was priced at \$285. The small sawbuck table was \$385. The treen trencher in a half watermelon shape and in original paint was \$1000, and the early treen mortar and pestle, about 11½" high, in its original black and bittersweet paint, was \$650. Possibly once the top to a two-piece example, a small cupboard with a paneled blind door wearing bold, chipped paint was \$685. Atop it was an old shipping crate that when placed on its side became a cupboard and was priced at \$295. The Moravian sampler featuring a basket of flowers, a bowl of fruit, and an urn border could be had for \$635. It was done on linen in shades of greens and reds and white; one verse of the sampler states, "Quickly my days have passed away / How soon alas they are gone / Life's gayest scenes decline in haste / Just like the setting sun." The sampler was the work of M. Matthews of Moravian descent from Moravia, Cayuga County, New York.



The variety of items offered at this edition of the Zoar Harvest Festival & Antiques Show kept shoppers eager and engaged. The booth of Bachman Antiques, Newark, Ohio, had everything from a pie safe with three punched-tin doors on tall legs in mustard paint (\$1150) to a circa 1853 Soap Hollow blanket chest (\$1800) thought to be the work of John Sala or Tobias Livingston.



The glass decanter features a rare pewter bottle stopper and Lutz marble swirled glass as decorative accents. The decanter was \$145 from Western Reserve Mercantile.



Western Reserve Mercantile offered this pair of goblets from the 1872 Grant versus Greeley presidential campaign for \$2000.



Western Reserve Mercantile, with shops in both Medina, Ohio, and Delaware, Ohio, offered a child's settee in tiger maple with a rush seat for \$235. It is dated 1876. The harvest table at center with a three-board top, one drawer, and Hepplewhite-style legs is 6' long and was priced at \$595.



Not only are the antiques wonderful at Zoar, so are the decorative talents of the dealers. Patti and Cid Paden and Tom Varney of Mapleside Antiques, Titusville, Pennsylvania, put together this ingenious way to show off a collection of punched-tin lanterns. Each was available for \$275.

Mapleside Antiques offered the Jefferson County, West Virginia, one-drawer stand for \$335; an Ohio friction toy train for \$235; a 1904 Trolley hill-climber toy for \$335; and a 1900 hill-climber fire truck toy for \$295.



The booth of show manager Steven Sherhag had this stunning circa 1860 folk art box with a central crest on the top and heart carvings around the edges. Found in Lancaster County, Pennsylvania, the box was priced at \$950.



The dry sink offered by Dan and Debbie Schrum of Granville, Ohio, wore a "SOLD" tag within minutes of the show's opening to the public. Still available was a merchant cart with metal wheels and old black paint with stencil decoration (\$850); a three-board-top farm table in old paint featuring tapered legs (\$995); a 12-tin pie safe in walnut and oak in mustard over red paint (\$1295); and a large dough box in old red paint (\$395) that sat atop a Pennsylvania wood box on turned feet that was priced at \$575.



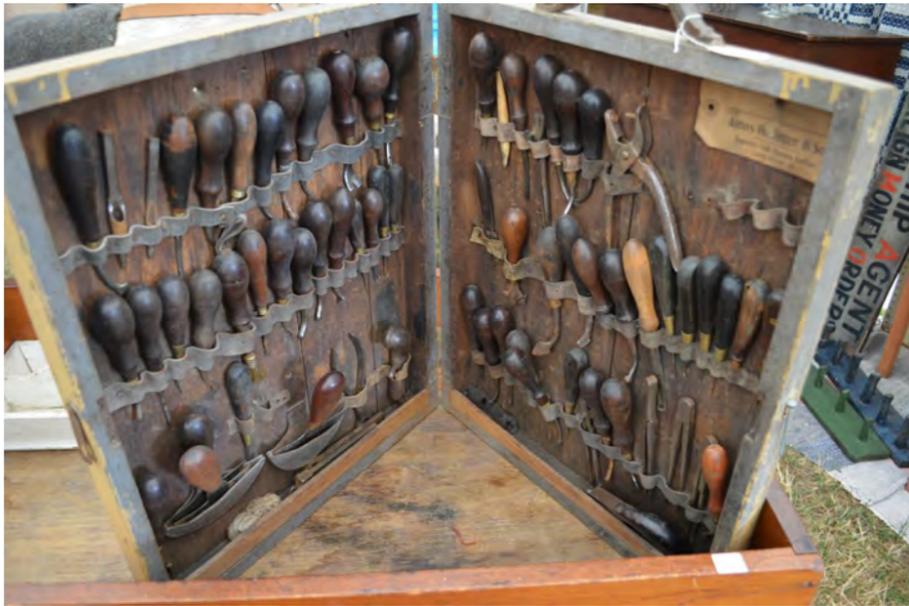
Quite possibly the oldest item in the show, this panel from the side of a coffer is northern European in origin. It features a central bird—maybe a phoenix—in a tree, deer, and a grapevine border and was dated 1480-1520. Bought from a collector in Cincinnati, Ohio, this panel was priced at \$2200 by Mongenas Antiques.



Ray and Kathy Mongenas of Loveland, Ohio, always have a booth that stops shoppers in their tracks.



Mongenas Antiques offered these hand-painted and carved whales priced at \$650 (right) and \$600. Both have blue-painted eyes and a red-pink wash in their open mouths.



Everything one needs to become a leatherworker was found in this kit labeled "C. Shultz of Meadville" on an interior tag that also indicated he worked for or his kit came from "Amos Hollinger & Son, / Manufacturers of / Superior Oak Harness Leather, Lancaster, PA." This tool kit was priced at \$335 by Mapleside Antiques.

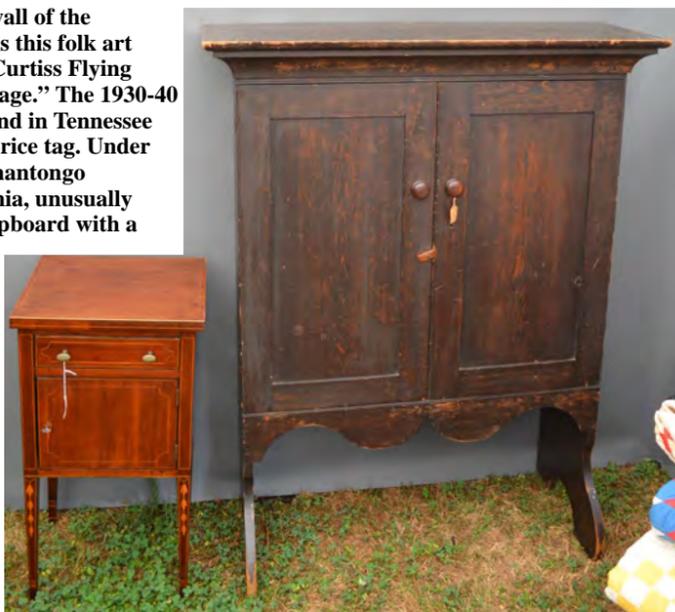


Show manager Steven Sherhag put together a designer booth for the Zoar Harvest Festival & Antiques Show, a first for the event, and several pieces sold from the display early on Saturday. The highly decorated dough box on legs wearing dark green paint was \$1450. Two children's chairs with bootjack splats in original green paint and floral decoration were offered together for \$750. The chairs sat atop a walnut drop-leaf table with turned legs painted red, which was priced at \$725. The circa 1840 walnut tilt-top tea table with a 29" wide top made of one piece of wood was \$475. The lovely tall-case clock with wooden works and sporting its original decoration was from Leavenworth, New York, and wore a \$6500 price tag.

This birth sampler reading "Lizzie Eda Beringer / April 29, 1865 / Born in Allegheny Pa. / June 26, 1855" was displayed in the designer booth. Dated 1865, this sampler was interesting because of its text. It reads "Industry Promotes All Pure Happiness," and then underneath that statement it simply reads "Industry" in white thread. It was priced at \$2400.



Featured on one wall of the designer booth was this folk art rug advertising "Curtiss Flying Service / Air Baggage." The 1930-40 plush rug was found in Tennessee and wore a \$475 price tag. Under the rug was a Mahantongo Valley, Pennsylvania, unusually high decorated cupboard with a pronounced skirt and extended feet. Wearing its untouched surface, this piece shows a German influence and was priced at \$2495. The inlaid stand hailed from Baltimore and was offered for \$1650.



More than 2400 people came through the Zoar Harvest Festival & Antiques Show during the two-day event. Before opening on Saturday, August 6, the line of eager patrons snaked around the outside of the tent and down the street.

