

# Farm Women Find *New Markets* —and *New Crops* to Sell

The Highway Parade Halts to Buy Some Mountain Scenery,  
Good Food and Relaxation

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A representative of the Agricultural Extension Service, West Virginia University, inspects a Mountain State Tourist Home to see that it meets with all requirements of the co-operative organization.

"WE must tell the Porters about this place," remarked the young man at the wheel to his father as the Van Gilder family started back to the national capital after having spent, as all agreed, a most delightful weekend in the country.

This unsolicited endorsement of the tourist resort—a West Virginia farm home high up in the Alleghenies—at which they had been entertained, was amplified by other members of the family.

"The air out here is so clean and fresh and sweet," joined in the mother of the family. "I feel more refreshed than I have for weeks. Those people were certainly thoughtful about our every need. I didn't expect to find such modern conveniences. Everything was so neat and clean. The beds were as comfortable as in a good hotel. The food was the best I've had for ages."

"You can bring me another piece of that fried chicken anytime," 12-year-old Tom asserted, as he stretched himself as if to make room for another bite.

"Rates quite reasonable, too," reflected the head of the family. "For a chance to try out that fishing hole again, I'd be willing to make another trip back here anytime the rest of you feel inclined to return."

Back of this conversation and hundreds of other similar ones lies a unique movement on the part of farm women in West Virginia. Confronted with a need to increase the farm and home income to maintain a satisfying standard of living the women turned their attention to various home industry activities, the latest of which has been the establishment of standardized and supervised tourist homes.

#### Roadside Sign Rented

Under the supervision of the Mountain State Home Industries, Incorporated, a business organization backed by the West Virginia Farm Women's Bureau, in co-operation with the agricultural extension service of West Virginia University, promising homes have been selected at strategic points along the main traveled routes, especially in the far-famed South Branch valley and eastern section of the state. These homes have been carefully inspected to make sure they come up to the standards re-

quired for an approved tourist home.

An attractive roadside sign is rented by the organization to each home that meets requirements adopted by the women for the protection of the interests and welfare of the touring public.

Before being granted the privilege of obtaining and displaying the sign, each home is scored on the basis of the following requirements: In general appearance, the home must have an attractive approach. The grounds must be clean, grass cut, and shrubbery properly cared for. The house must be well painted and have suitable porches shaded by trees and protected by vines or awnings.

The hostess must be neat and clean,

men and tourists is evidenced by its steady growth since its beginning in an experimental way ten years ago. New applications for signs are being made frequently. It is not uncommon for those visiting Washington, Baltimore, Philadelphia, New York, and other cities in this section of the country to encounter others who have patronized one of the homes. All are enthusiastic in their praise of treatment received and in voicing approval of the general plan.

Each home operating under the plan caters to from 200 to 1,000 tourists per season. Most of the guests stop only over night or for a meal, but frequently there are those who remain for several days to a week or more. Rates charged by the homes are generally about 20 per cent less than for similar accommodations at a good hotel. Most of the homes realize from \$400 to \$1,500 during the course of a season with an average of about \$800.

come avenues to market for farm and home products. This new marketing system promises to play an important role in lifting the economic burden from the shoulders of rural life in the mountain state.

In addition to these advantages to the home itself, each home working under supervision serves as a teaching demonstration for the entire community in home sanitation, food preparation, home beautification, and the development of culture, refinement, and courtesy. One properly conducted home does more to teach these lessons in home improvement than many lectures.

Through these farm home supervised tourist resorts many persons are being attracted to the state and tourists are coming in increased numbers to see its beauties. Perhaps the biggest single potential asset in rural West Virginia is its mountain and hill scenery. Delightful drives bordered by inspiring landscapes abound in every part of the state.

To further assist these far-seeing farm women, the co-operative organization has issued an attractive road map and booklet which describes for tourists the location of many of the supervised farm homes. The publication's illustrations picturing many of these attractive places shows that many of the residences are old and historic, while others are of most modern design.

Hiking, bathing, fishing, croquet and other sports are pointed out as awaiting the tourists who stop at these farm homes and have a little time to linger and refresh themselves.

The psalmist of old said: "I will lift up mine eyes unto the hills whence cometh my help." Folks still need to look to the hills, to get their feet on soil, and make contact with nature to keep from growing stale.

"The country invites you, watch for the blue signs," urges the association.

Mrs. A. A. Rogers, Pleasant Dale, Hampshire County, has done a successful business for the past 10 years in this location. The sign which speaks for the calibre of her home is one of the reasons for her success.



Mrs. R. N. Guthrie, Romney, Hampshire County, West Virginia, caters especially to parties wishing a week or more relaxation in the country (with city comforts). Good fishing is nearby.

gracious, and cordial. Strict attention must be given to all matters of sanitation. The water supply must be safe; toilet and sewage disposal satisfactory in all respects. Bath rooms must have hot and cold water, clean fixtures, and an adequate supply of clean towels. All members of the home must be free from contagious or infectious diseases.

Bed rooms must be clean and comfortably furnished, well ventilated, and have good beds, springs, and mattresses, with clean sheets, pillows, and covers. The dining room must be bright, cheerful, free from flies and the odor of cooking foods; table linen clean and silver polished. The kitchen must be well-lighted, ventilated and sanitary in all respects. All persons handling food must be clean and neat in appearance and in good health.

#### Guests Feel at Home

Food must be well-prepared and served in a pleasing manner on time. Home-grown products, as fruit, vegetables, milk and eggs, should be used freely in the kitchen. Guests should be made to feel free to use the porch or living room. Constant supervision of the homes insures these standards will be maintained.

That this plan is meeting with success and the approval of both farm wo-

#### Market for Food Products

Co-operating farm women have found the most profitable market for food products grown on the farm is cooked and served on the table. Thus, the tourist homes are uncovering a potential market heretofore little realized. Not only is a market afforded for food products, but stools, baskets, rugs, quilts, pottery, and other handicraft common in many farm homes are displayed, leading to numerous sales. Tourists, too, often place orders for cured meats, canned foods, fresh eggs, etc., to be shipped later to their homes.

Hard-surfaced roads requiring only an easy day's drive or less, leading in from cities and large industrial centers through unmatched scenery to farm homes and farmers' tables, be-

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