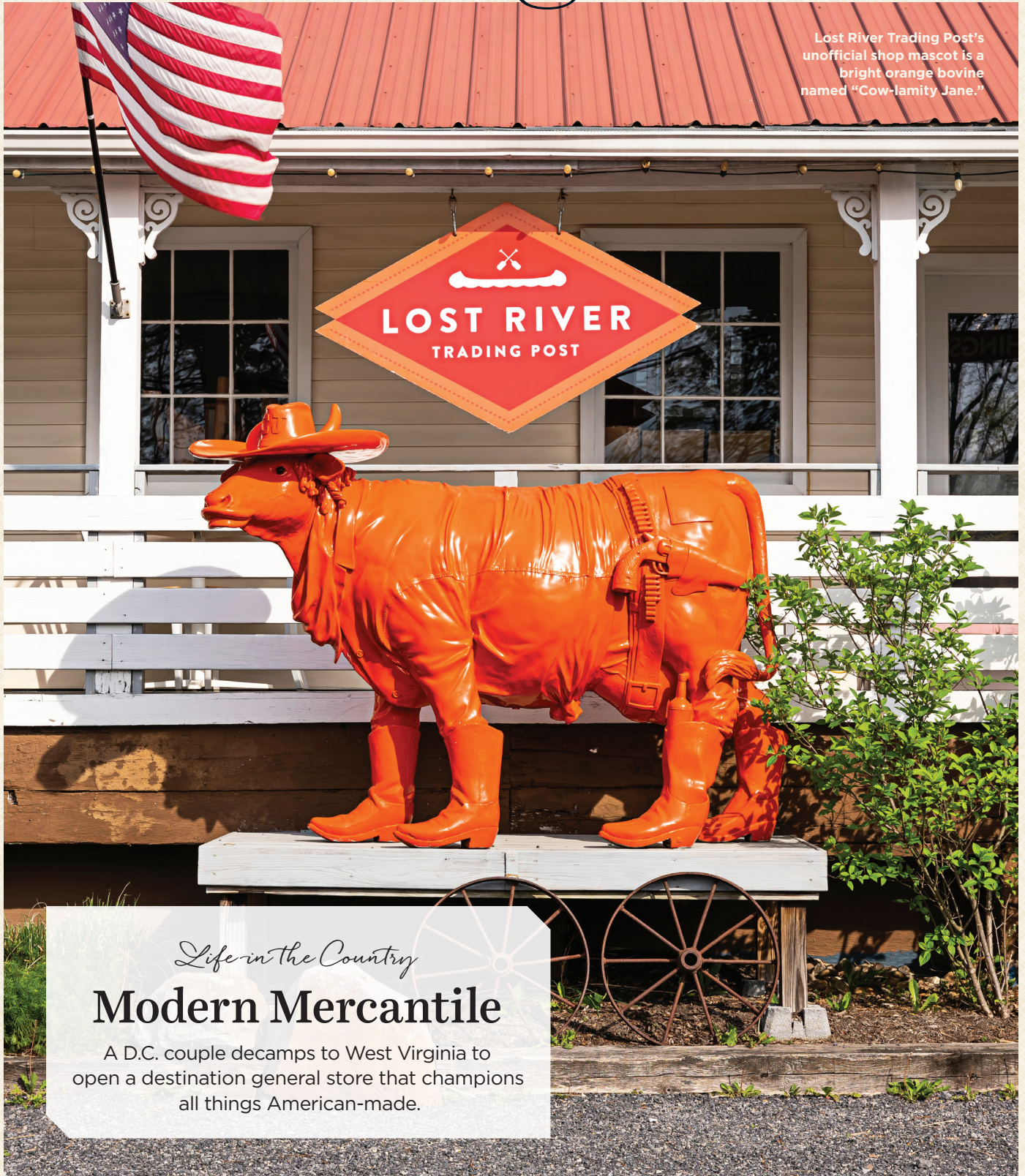


JULY 2022

Linger.

PURSUIITS & PASTIMES
FOR FINDING
JOY IN EVERY DAY

Lost River Trading Post's
unofficial shop mascot is a
bright orange bovine
named "Cow-lamity Jane."



Life in the Country

Modern Mercantile

A D.C. couple decamps to West Virginia to
open a destination general store that champions
all things American-made.

Lost River sells goods from more than 300 American artisans. Shop favorites such as Boot Jack candles and Shenandoah Spice Company seasonings at lostrivetradingpost.com.

The historic Main Street storefront in Wardensville, West Virginia, had been many things over the years—a lumber mill, a feed shop, an antiques mall. To Paul Yandura and Donald Hitchcock, though, it looked like possibility. The couple, who met in Washington, D.C., had been regularly vacationing in nearby Lost River since 2008. Drawn to the verdant mountain scenery, a much-needed respite from their busy careers in politics, they moved to the area full-time in 2013 and got their real estate licenses.

As fate would have it, the Wardensville shop was their first commercial listing that year—and their first in-town purchase. After a few months of light renovations, they opened Lost River Trading Post, a 5,000-square-foot general store stocking exclusively American-made products that has since become a gathering spot for tourists and locals alike. “We also have an art gallery, coffee counter, wine bar, and, new this summer, a beer garden,” says Donald.

These days, Paul also oversees the Jonathan D. Lewis Foundation, which opened the nearby Wardensville Garden Market in 2016. At this nonprofit social enterprise, offering farm-based education and work experience to Appalachian youth, visitors can shop fresh vegetables cultivated by local high school students. “The young people here are amazing,” says Paul. “I’m excited to see how they will keep the community growing.”



ABOVE: A crew member harvests Tokyo Bekana cabbage at Wardensville Garden Market. **RIGHT:** A wooden barn at the market provides a patriotic photo op.



Donald (left) and Paul pose atop a 1950s Chevy they had pulled from the nearby woods and cleaned up for display. Made from old pallets, the flag art was purchased at a petting zoo auction in rural Virginia.