

FARR'S *True Value*® Built Into Coquille's History

Just as Coquille has changed since 1916, so has Farr's True Value Hardware. Leaving office of Coos County Agricultural Agent to seek his fortune, Chester C. Farr bought in with Cecil J. Elwood on January 1, 1916 to operate the Collier Warehouse. They operated a feed and seed store as well as sorted way-freight for the Southern Pacific to be transferred onto Coquille river boats for delivery throughout the valley. Once the road to Bandon was completed and the Coquille river bridge was built in 1924, they operated trucks to deliver the freight directly to Bandon, Bear Creek and Parkersburg. Milk from the Bear Creek area was also delivered to the cheese factory near Coquille. It wasn't until 1932 with membership in Northern Wholesale Hardware of Portland that hardware was added to the seed and freight business. The business also moved then to its current location at Second and Central. With the accidental death of Cecil J. Elwood in 1941 and the sale



of the heir's interest in the business, Chester Farr brought his sons, Donald and Leonard, into the business as partners. They operated the business as a hardware store since that time, becoming affiliated with True Value Hardware in 1970. Incorporated in 1975 to allow more family members an opportunity to participate in the business, the fourth generation of Farr's has wet its feet in the local business scene, working summers and after school at the Coquille store. A complete remodeling of both interior and exterior

of the Coquille store in 1991 has brought Farr's racing into the next millennium with the latest technology to match the community's needs. Although customers reminisce about the old store, they appreciate the service capability of the new facility. So, although Farr's True Value Hardware is one of the oldest businesses in the area, it is also one of the best prepared to face the challenges of the next century.

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Farr's through time: Remember the 1950's?

Ads previously published in the Coquille Valley Sentinel

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