



THE COMMUNITY PAGE

Farr's Jewelry—A Community Gem

Farr's Jewelry has a secret weapon. It's one that large box stores wish they could duplicate, but won't likely achieve.

Fifty years ago, Vern Farr opened in Ogden, Utah, a small jewelry, appliance and electronics store. In just four short years, its future was so secure that a friend, Boyd Wecker, brought the business to Idaho Falls to duplicate its success here.

Farr's opened at 369 Shoup Avenue, across the street from what used to be Ada's Café (now the Thai House). It swiftly outgrew the location, and at the beginning of 1976 moved down the street to the corner of Shoup and B Street.

This move held them for only 10 years when they were offered a profitable arrangement to move to the Mall on 17th Street. The store had become a jewelry, electronics and gift store, dropping small appliances, moving from commodities to specialties that they still offer today. The visibility and walk-in traffic of the mall, coming at the peak of mall popularity, were beneficial to the bottom line.

Because of their early entrance into the jewelry business, Farr's has had a long and friendly working



Dirk Farr, Owner-Manager
Farr's Jewelry

relationship with cutters and manufacturers, allowing them to import only high quality stones at competitive prices. Regardless of their location, this customer assurance has remained an attraction.

In 1992, Boyd Wecker retired from the business and Vern's son, Dirk Farr, took his place as owner of the business with the help of long-time employee Tom Stott, a company mainstay for 19 years. In February of 1999, in what some viewed as a big gamble, but with consideration of its customers and employees in mind, Farr's moved out of the mall and into its current location at 2026 East 17th Street. Building ownership, more individualized hours, and easy access help keep prices down while still maintaining the quality their customers have come to expect.

Farr's Jewelry's secret weapon, and their main business tenet, is a distinct and finely honed sense of community. You will find evidence of it when you notice their donations to and support of such things as the Museum of Idaho, the annual Duck Race, and Newspapers in Education, to name only a few. Schools, students, and neighbors find a friend in Farr's Jewelry.

"If Farr's carries it, I don't shop for it anywhere else," says Melaleuca President and CEO Frank VanderSloot. "I know I'll get the best product with the friendliest

service and a great price at Farr's."

This customer appreciation is genuine. In spite of the high stress of managing a privately owned retail establishment, Dirk Farr expresses continued enjoyment in the business. His excitement for growing technology in electronics and photography are met only by his love of interacting with his customers.

Farr's Jewelry is a part of the growing community it serves. Customers travel from Montana, Wyoming, and the entire East Idaho Region to shop with friends they know and trust. Secret weapon indeed.



Farr's reputation for quality and customer care attract many like Holly Gyles.

Service Starts at the Top!

Diamonds, geologists will tell you, are merely pieces of carbon subjected to immense pressure beneath the earth's surface. The hardest-known natural material, diamonds earned their name from a Greek word meaning "invincible."

Symbolically, family businesses like Farr's Jewelry form the invincible foundation of our community—high-quality products being sold by high-quality people who offer high-quality service. While competitors vie for the lowest possible price by slashing service and quality, Dirk Farr knows his strategy aims for a higher end:



"Our effort to provide quality service and to be knowledgeable and friendly represent our desire to have a positive impact on the community where we live and work," he says. "My family believes this community has been good to us, and it's our privilege to give back to it."

That devotion to the community is reciprocal, and the result of their focus on quality is customer loyalty.

While Dirk insists on giving Idaho Falls a fantastic customer experience, local consumers continue supporting them, thus establishing a standard for locally owned businesses.

Knowing his little store on Hoopes and 17th can provide a superior customer experience, Dirk offers customers a myriad of products, ranging from watches and engagement rings to flatscreen televisions and grandfather clocks.



Julie Moon ensures that quality is a reality for Farr's customers

"We try to cater to the needs of the community," says Jewelry Manager Kevin Malcolm. "Years ago, we sold luggage, electric razors and home appliances. As the community's needs change, we try to move with them."

But there are some things Farr's will never change, and they're the same things that make them a diamond in our community: fantastic service, high quality products, and great prices.

Farr's Secret: Quality Products, Good Old Fashion Service and Great Prices

