

## Focus on Chamber Businesses: Hartley Farm & Home Center

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“Always check your hometown first and foremost,” says Harris Brown, new employee as Residential Specialist of Hartley Farm and Home Center. “Sometimes people assume prices are higher (at a hometown business), but that’s not always the case. We don’t buy cheap material, we buy the highest grade.”

Though the lumber store is located in small-town Hartley, they are a “full service” hardware, lumber, and building supply store.

“We’re hometown and number one in service,” said Jim Norton, co-owner of Hartley Farm and Home. “We are a complete farm and home center, electrical and plumbing (store).”

The lumberyard services everyone from first-time do-it-yourself home projects to contractors. They will go on-site to give estimates and advice, and offer free on-site delivery.

“We work on-site customer service,” said Brown. “We will draw up a blueprint or a computer-drafted one for those looking to maybe do an addition, and we will go out and look at it (the work site).”

The hardware store is a three-generation family business that keeps growing.

“Years ago it started out as Ketelsen Hardware when my (Norton’s) grandparents owned the business,” said Norton. “It was located where Create-A-Craft is now located. Then my parents (Earl and Janet Norton) owned the business and it was called Norton Hardware. The UBC lumberyard was going to close the doors in Hartley, and my dad felt it was very important that Hartley have a lumberyard. So we bought the business (UBC), remodeled and reopened for business in our present location.”

In 1990 it became Hartley Farm and Home with Dave Hennings and Jim Norton as owners.

In addition to having the Hartley store, they also own Lake Park Farm and Home. Currently co-owner Hennings is in the process of retiring to pursue his love for fishing.

Quick answers for consumers:

1. **Store hours:** Monday-Friday, 7 a.m. to 5:30 p.m., and Saturdays 8 a.m. to noon.
2. **Location:** 211 South Central Avenue, Hartley, IA 51346 and 12 Market Street, Lake Park, IA 51347
3. **Contact Info:** 712-928-2025 (Hartley), 712-832-3581 (Lake Park).
4. **Owners:** Dave Hennings and Jim Norton

5. **What they offer:** They are a “full service” lumber store. They have everything from electrical, plumbing, building materials, tools, cleaning supplies and Valspar paint products.
6. **What they do:** Assist in building, remodeling or small project jobs.
7. **Something people should know about the business:** You not only get paint, plumbing, and electrical supplies at the store, but you can also order carpet, flooring, countertops and so much more for your building and remodeling needs.