Archie Coll, Sr., was the 5th of 10 children born to Zoel and Fedora Coll who had both emigrated earlier from Canada. He was born on August 7, 1911, in the former Ensign Wilder house in Ballou City in the western part of Jaffrey. He graduated from Conant High School in 1930 with a diploma and two certificates in poultry raising. Three months after graduating he and his father bought the Clark Pierce Farm on Nutting Road. Archie converted the former dairy farm to a poultry operation, building large laying houses and other facilities. Starting with 130 chickens, in time the Colls developed the largest poultry business ever seen in Jaffrey with an ultimate capacity of 30,000 hens. Later the production of hatching eggs was added. In 1944 a new hatchery was built with a capacity of 24,000 baby chicks a week which were shipped throughout the country.

Archie married Eva Sirois, the “girl next door”—actually across the road, at Overview Farm—in 1935, and they had three children: Philip (who married Catherine Saville), Archie, Jr. (who married Helen Van Blarcom) and Betty (who married Kent Royce).

Archie Coll, Jr. was described in Vol III of the Town History as “one of the enterprising young farmers of Jaffrey.” Indeed, he was and remains so today. The poultry business started by his father continued under his leadership and later was supplemented by the farm stand. He has been active with the Farm Bureau Federation, New Hampshire Poultry Growers, New Hampshire Vegetable Growers and the United Church of Jaffrey.