

Standard Form For Members of the Legislature

Name of Representative Horbach, Lance J. Senator \_\_\_\_\_

Lived at Iowa, Iowa

1. Birthday and place 14. Feb 1952 Grundy County, Iowa

2. Marriage (s) date place

Jody

3. Significant events for example:

A. Business \_\_\_\_\_

B. Civic responsibilities \_\_\_\_\_

C. Profession Owner of Horbach's Furniture in Iowa, Iowa

4. Church membership \_\_\_\_\_

5. Sessions served \_\_\_\_\_

6. Public Offices

A. Local Iowa County Zoning Commissioner

B. State \_\_\_\_\_

C. National \_\_\_\_\_

7. Death \_\_\_\_\_

8. Children Amy; Kendra; Melissa; Nick

9. Names of parents Row and Verlene Horbach

10. Education *He graduated from South Iowa County High School*

11. Degrees *He attended Iowa State University 4 years*

12. Other applicable information



brother, Pvt. Duane Smith was killed in the Korean Conflict. Lois's parents were John and Ethel (Pulber) Smith.

Being a cosmetologist was always a life long dream and Lois credits her mother for the encouragement. Also her family, her husband and daughter played a large part in helping her reach her goal.

by Lois Jordan

## NEW CONCEPTS (HOUSE OF BEAUTY)

B75

Betty Altmeyer first opened a beauty studio in Tama in 1963, after receiving training at the Marshalltown School of Cosmetology. In 1971, she moved the business to Toledo and called it House of Beauty.

In 1986, Altmeyer added exercise beds to the shop and changed its name to New Concepts. The shop still offers complete hair care, as well as manicures, hair removal and a tanning capsule.

A Marshalltown salon is now open at 123 E. Main, called Today's Concept, offering hair care, tanning beds and exercise tables.

Customers at the Toledo Salon come from Tama and Toledo, Traer, Montour, Grinnell, Gilman, Laurel, Grinnell, Marshalltown and Iowa City.

## NEW IMAGE BEAUTY SALON

B76

Debbie Blocker began offering hair care in the Tama-Toledo area in 1973, opening Arrowhead Salon at Arrowhead Mobile Home Park in Toledo, and then moving in 1975 to Woodworth Center on 5th St. in Tama. She moved the business to its present location, 1007 East 7th Street, in Tama in 1979, calling it New Image Beauty Salon.

Blocker was trained at Gerald's in Marshalltown; her shop offers hair care, perms and cuts.

## HARRISON FURNITURE AND FLOWERS/FUNERAL HOME

B77

Harrison's Furniture and Funeral Home was begun by Carl Harrison in 1905. Harrison had owned a similar business in Waterloo; when he came to Tama, he was employed by Pete Schrock at Tama Furniture.

When Schrock opened a funeral parlor, he

home, in 1920.

Harrison's Funeral Parlor was the first to use a motor-driven funeral coach, and the first to make use of cemetery tents during services. Frank Penrose helped Harrison in constructing the tents.

Carl Harrison eventually sold half-interest in the business to his son, Robert C. Harrison; Carl passed away in 1953. Robert C. ran the funeral home, furniture store and flower shop at 226 West 3rd Street, Tama until 1974, when his son Robert took it over.

## HENDERSON FUNERAL HOME

B78

Henderson Funeral Home was begun in 1928, when Clarence and Lucy Henderson of Toledo purchased a funeral parlor and furniture business from N.S. Peterman. It was located at that time in the Toledo American Legion Building.

In 1930, the couple purchased the former Blake house, 302 S. Church in Toledo, for the funeral parlor and ambulance service, discontinuing the furniture store.

Don (Clarence's son) and Margaret Henderson bought out the business in 1957, and have operated it continuously since that time. The Henderson Funeral Home has been operated by one family longer than any other in the county.

In 1972, the home discontinued its ambulance services, along with other funeral homes in the state.

## MASON - HAND FUNERAL HOME

B79

In 1920, Arthur Mason graduated from the Hohenschuh-Carpenter College of Embalming in Des Moines, and opened a funeral parlor on the second floor of the Dolash Building that same year.

He bought the Cordes Furniture Store in 1921 and combined the two businesses. In the summer of 1938, Mason bought a large house at 209 East 7th Street in Tama, the former E.G. Penrose residence, and remodelled it into the Masons Funeral Home. The business still occupies that building.

In 1948 the furniture store was sold, and Mr. Mason continued to operate just the funeral home and ambulance service.

In 1968, Floyd and Dolores Hand bought the business from Mason. At that time, a local ambulance trip cost \$5, and about \$10 or \$15 to Marshalltown.

Since he began operating Mason-Hand Funeral Home, Floyd Hand has also opened the Clutier Funeral Chapel (1973) and the French-Hand Funeral Home in Reinbeck (1980).

Walter Davis worked with the company

## HORBACH FURNITURE

B80

Ron and Verlene Horbach founded Horbach Furniture at 129 East High Street in Toledo in 1965. Five years later, the company was moved across the street to 130 East High Street.

Horbachs had operated a furniture store in Grundy Center with Ron's parents. Now, Ron and Verlene's sons Lance, Lon and Larry own the business, which sells furniture, carpeting and draperies.

Employees over the years have included Sam Geratano, Roger Chamberlin and Donny Dunlop. Customers come mainly from the Tama and Toledo areas, and some from Marshalltown.

## COAST TO COAST

B81

Pete Zmolek of Toledo bought the Coast to Coast store he now operates at 129 E. High Street from Frances Beery in 1970. At that time it was located on north Broadway St. Zmolek had been a farmer prior to his purchase of the store.

In 1973, the store was outgrowing its space on Broadway, and was moved to High Street. Products sold include general hardware, gifts, plumbing and electrical equipment, lawn and garden, housewares, automotives, sporting goods and chainsaws, as well as service on appliances sold.

Betty Phillis has been employed at Coast to Coast since 1975; Zmolek's wife, Gerry, also works in the store.

Customers come mainly from Tama County, but business has tripled since Zmoleks took over the store. They added the sale and service of lawnmowers to their inventory in 1977.

## REINBRECHT HARDWARE AND REINBRECHT'S HOME FURNISHINGS

B82

October 1948 Wayne Reinbrecht, his brother Robert, and his father Lloyd, doing business as L.D. Reinbrecht and Sons in West Branch, Iowa, purchased the hardware store in Tama from Gertrude Darrah. The original idea was for Wayne and his brother to take turns running the store. However, when Wayne came he stayed.