

# Weatherford

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M A G A Z I N E

DECEMBER 2015

# NOW

## Tradition of Togetherness

At Home With Joe and Tonya Matlock

## Improving the Days

Jennifer Williams loves helping the city through her executive admin position

A Life of Song  
Making Merry  
Filling a Niche

In the Kitchen With Hilda Barron

2015  
Holiday  
Shopping  
Guide





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## ON THE COVER



*The Matlock family fills their home with Christmas spirit.*

*Photo by SRC Photography.*

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## Editor's Note

*Season's Greetings, WeatherfordNOW Readers!*

Christmastime always brings a smile to my face and joy to my heart. Peace and good will are on our minds during this season, as we volunteer to serve others, watch giddy children open gifts and share enjoyable conversations with friends and family. I wish you all a comforting and delightful December.

As we begin 2016, you will see a new face in the monthly Editor's Note. I am stepping down as community editor, and Lisa Bell will take on the responsibility. For the past three years, Lisa has done a tremendous job sharing community members' stories in *WeatherfordNOW*, *BurlesonNOW* and *GranburyNOW*. I know she will excel in her new role. Feel free to email your story ideas to her at [lisa.bell@nowmagazines.com](mailto:lisa.bell@nowmagazines.com).

I will continue to share your stories as a freelance writer for *WeatherfordNOW*. My sincerest gratitude goes out to our readers and the NOW Magazines family for three exceptional years as community editor!

Until next time,

*Amber*

Amber D. Browne  
*WeatherfordNOW* Editor

P.S. The publisher and staff of NOW Magazines wish you and your family a very merry Christmas and a happy holiday season!

# Merry Christmas



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# Filling a Niche

*From rustic furniture and decor to traditional sofas, recliners, mattresses and more, Rustic Roundup offers the perfect addition to your home.*

— By Amber D. Browne

Nearly a decade ago, John Peeler drove through Weatherford, looking for a location to open a furniture store. “He had just about given up,” said John’s wife, Linda Peeler. “He happened to see the Frontier Park sign, and he pulled in.” The landlord was on the property, so John took a moment to speak with him about his business plan. “John felt that in Parker County, rustic was the niche we should be in, and it turned out to be true,” she said. In April 2008, John and Linda opened Rustic Roundup on Fort Worth Highway. “It has worked out really well for us.”

Local suppliers provide the rustic furniture, which is built in Mexico. “All of the Mexican furniture, the rustic furniture, is solid wood. There’s no particle board or veneer in any of that. The price point is also very good for what you get,” Linda

explained. The rustic furniture comes in various colors including natural stain, a darker brown finish and distressed white, red or aqua, among others. The rustic furniture may feature crosses, stars, nails, copper or rope accents. Complete bedroom sets are available, along with bunk beds and trundle beds.

Although the majority of Rustic Roundup’s sales are rustic furniture, the business offers customers a variety of styles including traditional and contemporary. Catalogues and the Rustic Roundup website are available for customers to peruse items not showcased in the store. John and Linda work with several wholesale companies in the DFW area. “Chances are, if they have it in stock, we’ll have it within a day or two,” Linda explained.



## Business **NOW**

The showroom is filled with a variety of home decor. Area rugs are available, as well as cow hides. Traditional and contemporary dining sets with bench seating, buffets and unique stools and lamps are also available. Creations from local artisans are featured throughout the store including custom cedar furniture built the Amish way by Sam Yoder, barbed-wire and metal wall art by Jack Wolfsen and framed Parker County arrowhead collections. "We like to support local craftsman when we can," Linda said. Oil paintings by local artist Karon Richardson are available, as well as western and historical framed prints.

Bedding ensembles from HiEnd Accents and other brands are available. Placemats, dishes and bathroom accessories can also be found at Rustic Roundup.

**"Customer service is always our top priority!"**

Across the parking lot, a second Rustic Roundup building showcases mattresses, living room suites and American-made Catnapper sofas and recliners. "I think this year we've enjoyed about a 50-percent increase in business, due in large part to the addition of the Catnapper line," Linda shared.

Delivery is available at a reasonable cost, and no-interest financing is available with approved credit, as well as no-fee layaway. If you want to purchase something for a loved one or friend but don't quite know what item to choose, gift certificates are available. "We try to keep our prices low all the time," Linda said.

Rustic Roundup is a family-owned and -operated business including John, Linda and his son, Chris Peeler. "Tonja Kaiser also joined us last year and is a very valuable part of our team." John and Linda work in the store on Saturdays, so their staff can have a day off of work. "It's a small business, and we work hard," Linda said grinning. "We take care of our customers. If you have a problem, then we have a problem. We're going to make sure it's taken care of. Customer service is always our top priority!" **NOW**

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