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INTERVIEWS

Monday, Aug. 30 — Thursday, Sept. 2

4 p.m.-7 p.m.

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state

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August 31, 1982

Job brings more than two bits

Former cheerleader trains kids

United Press International
DALLAS — Teaching 150,000 of America's perky, clean-cut teenagers how to jump and chant in unison brings Lawrence "Herkie" Herkimer more than \$20 million a year.

This fall, cheerleaders at 40,000 high schools, junior highs and colleges will ignite crowds at sports stadiums with the training they received from one of Herkimer's 320 nationwide week-long camps.

Southern Laboratory High School's Kitten cheerleading squad returns to Baton Rouge, La., with a spirit award won at Northwestern State University of Louisiana.

Sky-View Academy's junior high school cheerleaders of Memphis, Tenn., are especially precocious. The squad defeated the older Massac County High

School Patriots of Metropolis, Ill., for the top award at Southeast Missouri State University in Cape Girardeau, Mo.

Herkimer, whose Dallas-based National Cheerleader Association sponsors these clinics, is responsible for a segment of the American dream which rarely is studied.

"Cheerleading is one of the things that is synonymous with America," Herkimer said. "I don't care what your socioeconomic group is, if your daughter makes cheerleader, you'll sell the boat or whatever to make sure she's not prevented from doing her thing."

Herkimer led cheers at Southern Methodist University in Dallas in the late 1940s, when football stars Doak Walker and Kyle Rote put SMU in the national spotlight. Herkimer re-

ceived attention for his vigorous tumbling and jumps — among them his "Herkie jump" — and was named an all-America cheerleader by a national magazine.

The Herkie jump is so widely known that when Herkimer tried to explain to a group of cheerleaders how to do the jump for a photographer, one immediately responded, "Oh, you mean a 'Herkie?'" — although she didn't recognize the man who invented it.

Herkimer's flagship camp remains at SMU, where from 800 to 1,200 cheerleaders participate in camps each week through the summer.

"I had a real turning point in my life when I got out of school and was offered the opportunity to direct a boy's ranch," Herkimer said. "But I didn't want to

raise my family in that kind of atmosphere, and cheerleaders were so much more fun. I decided to work with them."

Herkimer grosses \$20 million a year by dealing in volume. A four-to-five day camp, usually held at a college or university with an eye on recruiting the cheerleaders as students, costs the participants from \$69 to \$100 each. The price includes room, board, instruction and facilities. About 150,000 teenagers go through the camps each year.

Security problems at the camps are complex because the attractive young women and men attract onlookers. Herkimer said he won't allow fathers to visit with their daughters in practice sessions because he "can't tell a dad from a dirty old man."

In the 34 years Herkimer operated the camps, one sexual assault has occurred, when a year-old girl from Richardson was molested at the SMU camp last July.

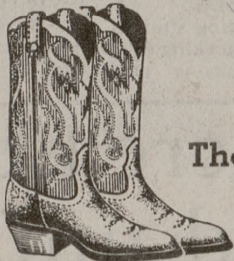
The camps emphasize aspects of cheerleading, including tumbling, choreographed maneuvers, postermaking and leadership.

A camp instructor says the clinics also teach such things as how much makeup to wear (as little as possible) and how to have on the field (no hair curling).

A significant portion of Herkimer's revenues comes from the Cheerleader Supply Co., manufacturer and marketer of skirts and pom poms, bumper stickers and spirit buttons.

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Loan agency reports farm foreclosures up

United Press International
DALLAS — Nearly half the state's farmers who have loans with the Farmers Home Administration are delinquent in their payments, and one official said it's due to bad luck, not bad faith on the part of the borrowers.

Forty-eight percent of the state's 24,861 farm borrowers are delinquent in their payments on a debt of \$412,581,000, FmHA records show.

Texas has the highest number of FmHA borrowers in the nation and only three other

states have higher delinquency rates: Georgia, 55 percent; Florida, 51 percent; and Arizona, 50 percent.

Bob Hopper, chief of Texas' FmHA farm program, attributed the bumper crop of delinquencies to a number of factors.

In 1980, a severe drought and high temperatures damaged crops throughout the state. In 1981, Hopper said, declining crop prices saddled farmers with another hard-luck harvest.

This year's outlook is no better.

Hailstorms and rains have peppered parts of West Texas,

causing millions of dollars crop damage in a region where loan delinquency rates run as high as 83 percent in some counties.

"It's not that Texas farmers are greater risks," said Hopper. "But the farming economy in Texas has suffered some of the most severe difficulties."

The FmHA acquired property from farmers to pay off loans in 1975. In the first 10 months of this year, 882 borrowers either voluntarily or involuntarily surrendered property to pay off their debts.

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