

# The Hedley Informer

VOL. 50

HEDLEY, DONLEY COUNTY, TEXAS, OCT. 14, 1960

NO. 51

## Hedley Ready For 9th Annual Cotton Festival

### Cotton Festival

The Hedley Cotton Festival was started by joint operations of the Hedley Lions Club and Hedley Booster Club in the fall of 1952. It was designed as a celebration whereby the farmers and towns people of Hedley could show their thanks for the wonderful crops gathered here each year, by inviting the whole Panhandle into their town for two days of visitation, and fun. One of the interesting points of the affair is the town's desire to make everything at the festival free, as far as is possible. Barbecue, all you can eat for one dollar, and all merchants have co-operated in selling at lowest possible prices during these two days.

Continuous entertainment is offered for two days and nights at no charge. Bands, Parades, Choral Groups, Horse Shows, Magicians, and many other entertainers perform. The spectacular each year is the two hour long coronation of the Queen of Cotton. Our festival events have been covered by Television, Radio and many newspapers.

In the eight previous Cotton Festivals, an average of 7,000 people per year have enjoyed the hospitality of Hedley, a town of 500 population. It is today the Hedley Lions Club's principal activity each year. They plan months ahead, and try to have the speakers and entertainment that they think would like to attend, and that the people would like to have.

This festival, the only one of its kind, is sanctioned by the National Cotton Council, who sends a representative for the two day event. The festival committees promote the improvement of soil, and the growing of better grades of cotton. All types of agricultural products grown in the area are placed on exhibit.

This is not a profit making, commercial activity. It is Hedley's way of saying thanks for its good crops and good fortune.

Mr. and Mrs. Doug Lowe of Muleshoe announce the arrival on Oct. 5 of a fine little son, who has been named David Richard. Mrs. Alfred Spalding went to Muleshoe to visit the new grandson.

### Color Guard

The Amarillo U. S. Army Recruiting Station will furnish the Color Guard for the Grand Parade Saturday afternoon and will have a guided missile mounted on a car in the parade. The Navy Recruiting Station will have a float in the parade. The Air Force band will be here for the parade and a concert. Looks as if the Armed Forces are doing their best to make our Festival a success.

### To Speak at Festival

Congressman Walter Rogers will be here at the Festival and will speak at 11:45 a. m. Friday. Willis Hawkins Jr., 18th District Commander of the American Legion, will speak at 1:00 p. m. Saturday. State Senator George Moffitt of Chillicothe will be here, as will Rep. Will Ehrle of Childress. State Senator Andy Rogers of Childress will be here for the Festival. He is slated to speak Friday afternoon.

### Show Mobil

The General Telephone Co. are sending their Show Mobil here for both days of the Festival. This is not only a very entertaining exhibit but educational as well. Don't fail to see it.

### Methodist Church

A program encouraging Stewardship in the church is now in progress at the First Methodist Church here. The Chairman of the activity, Ray Altman, has arranged for the congregation to hear a layman speak each Sunday until the program ends November 13th.

Signs will be placed in some of the stores in town, promoting this movement. It is hoped that all interested in this type of work will take part.

Mrs. John Hodges of Kansas City visited in the home of her parents, Mr. and Mrs. John Tate, the past week and attended funeral services for her cousin, Tommie Dean Tate.

Read the Classified Ads.

### Carnival

S. L. Shrater Jr., of Broadback and Shrater Greater Shows will furnish the Midway for the Festival. Carnival chairman Jack Hoggard says they will have two big rides, some smaller rides and several concessions. They will be set up and operating Thursday night before the Festival. The Bingo, Miniature Golf and probably some others will also begin operating Thursday night.

### On Television Show

Locals who appeared on Cotton John's Television show last Saturday included Cotton Festival Queen Kathy Burns, Queen contestants Beverly Leathers, Cecilia Hoggard, Mary Finchum, Mollie Floyd, Susan Cox, Judy Saunders, Beverly McCollum, Janie Patton and Carol McCollum. Dolores Messer and Cheryl Stegall were unable to attend. In the style show were Mrs. Bob Roland, president of the Sodalitas Club, Mrs. Harold White, Mrs. Aubrey Cherry, Mrs. Wayne Latimer, Mrs. Glyndon Cherry and Mrs. Earl Wheatly. Vee Latimer did two musical numbers. She was accompanied by Loveta Houdashell. Mayor Clifford Johnson and Festival Chairman Aubrey Cherry were interviewed.

### Old Fiddlers Contest

All old fiddlers of this area are invited to enter the Old Fiddlers contest at the Cotton Festival, which will begin at 7:30 Friday. Prizes will be \$20, \$15, and \$10 and all fiddlers entering are promised free barbecue. M. W. Mosley is chairman of this event.

### WTU Officials To Attend Festival

Cal Young of Abilene, president of the West Texas Utilities Co., writes that either he or Jim Longley, Vice President of the firm, or both will attend the Cotton Festival. Also that Allen Shaban of Childress, District Manager, will be here.

### Bands Coming

The McLean High School Band, under the direction of Jimmy D. Boyd, will be here for the Festival. This is a 60 piece marching band and will add much to the Grand Parade. This makes the sixth big band we will have in the parade.

The Khiva Temple Drum and Bugle Corps will be here for the Festival. They will perform Saturday morning and be in the Grand Parade at 2 p. m. that day. This will make the seventh band for the parade.

The Wellington High School band will be here for the Festival parade at 2 p. m. Saturday. This is one of the better bands of the area. We are certainly glad to have them again.

The Memphis High School band, 60 strong, will be here for the Festival. This makes their ninth trip to the Festival and they will be trying for their ninth win.

The very colorful Lefors High School band will be here again. They plan to perform on the streets before the parade. Don't miss this event.

The Clarendon High School band and the Amarillo Air Force band were the first two to accept invitations. We are certainly glad to have them with us.

The West Texas State R.O.T.C. drill team will be here again, probably doubly strong. They are a very fine organization and will add much to our parade.

The Maverick Club with their tumbling team and trampoline artists will be here again. They will perform at 3:30 Saturday of the Festival. Ralph Dykeman and his boys have always been one of the feature attractions of our celebration.

### Shurfine Sam

Surefine Sam of the A. G. stores will be here for Saturday of the Festival all dressed up in his tuxedo and everything. He will have presents for all the kiddoes. While here he will be the guest of Moreman Grocery and Locker.

C. M. Bailey has been quite ill since suffering a stroke last Thursday.

# Fall CLEARANCE Sale

## - BIG DISCOUNTS -

### GENTS WATCHES

**30 Percent Trade-In**

Elgin, Bulova, Wittnauer, Longines, Le Coultre, Hamilton and Croton; all in serviceable shock-resistant and water-resistant models.

### Costume Jewelry

**30% Off**

Necklace sets, bracelet sets! We're making space for new merchandise.

### Ladies and Gents Billfolds

**25% Off**

Made of top grain leather.

### Ladies Pearl Necklaces

Deltah; one strand to four strand.

On sale at—

**30% Off**

### Rainbow Art Gift Ware

Vases, decanters, bottles, compots and bon-bons.

**30% OFF**

### LADIES WATCHES

**30 Percent Trade-In**

Croton, Bulova, Elgin, Hamilton and Wittnauer; 175, 215, 235.

In white gold and yellow gold.

### Westclox

Alarm clocks, kitchen clocks, wall clocks. Electric and 8-day windup. On sale at

**20% Off**

### Ladies and Gents Rings

**30% Off**

Complete stock of birthstone and emblem rings.

### Men's Jewelry

Cuff links, tie tacs, identification bracelets, cuff link and tie bar sets.

**30% Off**

### Fountain Pen & Pencil

Waterman cartridge pens; variety of colors.

**40% OFF**

### Ladies Watch Bands

One lot on sale at—

**1/2 PRICE**

### Gents Watch Bands

One lot on sale at—

**40% OFF**

### DIAMONDS

Clearance sale on our entire stock

**30% OFF**

**Christmas Is Just Around the Corner . . . Take Advantage of These Prices!**

# BRANIGAN JEWELRY

504 Noel Street

"Where Fine Jewelry Costs Less"

Phone CL9-2023

MEMPHIS, TEXAS

### Kickoff Breakfast

The Seniors' breakfast will be held Friday, Oct 14, at the Lions Den, starting at 7:00 a. m. The price will be 75¢.

Let's help the Seniors. The menu includes sausage or bacon, eggs, pancakes, toast, coffee and milk. The coffee will be ready at 6:30.

Mr. and Mrs. L A Davis and Mr Burr Davis of Roff, Okla., attended funeral services of their nephew, Tommie Dean Tate and visited with Mr. and Mrs John Tate and Mr and Mrs Tom Tate.

The children's pet and novelty parade will be held Friday afternoon of the Festival at 3:00. It is open for all kids from 1 to 100 years old. Ribbons will be awarded the winners.

### CLASSIFIED ADS

First insertion 10c per line, following insertions 5c per line. Cards of Thanks 75c

\$400 MONTHLY SPARE TIME Refilling and collecting money from New Type high quality coin operated dispensers in this area. No selling.

To qualify you must have car, references, \$600 to \$1900. Seven to twelve hours weekly can net up to \$400 monthly. More full time For personal interview write P. O. Box 1055, Boise, Idaho. Include phone number.

### Old Settlers Meeting

Old settlers are reminded that they will start registration at 11 a m. on Friday, Oct. 14, at the Cotton Festival. The Old Settlers program will begin at 1 p. m. and last until 3 p. m.

Everyone who has been a resident of Donley County for 30 years or more is eligible to attend the Old Settlers meeting.

### Cake Walk

The Hedley Junior Class will have the Cake Walk both Friday and Saturday, Oct. 14-15.

Reporter

### Needlework Exhibit

The Needlework exhibit will be held in the Security State Bank committee room. Mrs Elnora Stuckey will be in charge and would like for everyone to bring in their handiwork by Thursday afternoon before the Festival.

### Queens To Be Here

All former queens of the Cotton Festival are expected to be back for the ninth one They are 1952 Queen Wanda Hansard Richards, 1953 Queen Joan Youree Sims, 1954 Queen Sandra Youree Poff, 1955 Queen Peggy Clay 1956 Queen Loveta Houdashell, 1957 Queen Mary Baker 1958 Queen Patti Patton Doherty, and 1959 Queen Kathy McPherson Burns.

### Junior Breakfast

The Hedley Junior Class will serve the Junior breakfast beginning at 6:00 Saturday morning We will appreciate your support of the Junior Class.

Reporter

### News From Our County Agent

Gene Floyd, a Donley County 4-H Club boy from Hedley will exhibit his 1050 pound Angus steer at the State Fair on the week of Oct. 17-22. H. M Breedlove, county agent and Gene will leave on the night of the 16th to be in Dallas on Monday morning of the 17th.

### Last Call For Bumper Strips

The bumper strips advertising the Cotton Festival are now available at the Security State Bank. These strips cost only 25¢ each, so buy one for both front and back bumpers and help to advertise Hedley's big event, the Cotton Festival

### To Attend Festival

Bonnie Gay Black and her Twirling Gayettes from Quanah will be here for the Festival. They will be in the grand parade and will perform at the Queen Coronation

### Talent Show

The Quail High School F. H. A. Chorus girls are sponsoring a talent show at the Quail gym on Oct. 13 at 7:30 p. m. The admission is 25 and 50 cents All school children get in for 25 cents. The entries for the talent show will be contacted and asked personally to perform, and certificates of award will be given.

Also, there will be a bake sale with a wide variety of cakes, pies, candy and cookies that night in the hall by the gym made by F. H. A. Chorus girls.

The proceeds of the talent show will go to help sponsor the trip of the Chorus girls to Kansas City, Mo., next spring where they will sing at the National Federated Music Club convention.


Almeda Tidwell

### Style Show

High style, low cost fashions made from feed bag and flour sack fabrics will be featured in an unusual dress revue sponsored by the Sodalitas Club at the Ninth Annual Cotton Festival at 4 p. m. Saturday, Oct. 15.

The collection of all occasion wear is provided by the National Cotton Council of Memphis, Tenn. to demonstrate the practicality of cotton packaging as a source of home making material. The fashions include play clothes, children's wear, street apparel and party frocks. All garments are made from 1960 McCall patterns.

**ACCEPT  
NO  
SUBSTITUTES**



There's only **ONE** Democratic Party

Only **ONE** Texan in the Race

John Kennedy and Lyndon Johnson are the men who get things done, who believe in strengthening small business, encouraging new ventures and greater industrial growth . . . and who believe a fair share of the national income is the right of every farmer.

Here is Texas' hope for the future . . . to put an end to GOP policies that have brought tight money, HIGH INTEREST rates, growing business failures, and the cost-price squeeze on the farmer.

Best For Our Nation — Best For Texas

**VOTE  
KENNEDY - JOHNSON  
NOV. 8**

(Pd. Pol. Adv.)

Kennedy-Johnson Democratic Campaign, Gerald Mann, Director, Austin, Tex.

**Which Democratic Platform?**

Which do you prefer: the socialistic, anti-Texas platform of Kennedy — or the Nixon Platform that more nearly conforms with Texas principles and ideals as expressed in the State Democratic platform?



The Kennedy platform is against nearly everything Texans are for—it is for nearly everything Texans are against.

What will be your choice? It is between a party label and the best interest of Texas and the Nation.

Allan Shivers says:

"I'LL TAKE TEXAS. I accept the Texas Democratic platform and will work for it. I repudiate the other—the Kennedy platform. I will join with my fellow Democrats to work and vote for men of maturity, experience, responsibility, and a fearless dedication to this country's best interests.

"I will vote for Richard M. Nixon and Henry Cabot Lodge."

**TEXAS DEMOCRATS FOR NIXON - LODGE**

ALLAN SHIVERS, Chairman

308 West 15th Street Austin, Texas

(Pd. Pol. Adv.)

# Welcome To The Cotton Festival

WE ARE PROUD to have a part in ginning  
Donley County's annual cotton crop, so  
important to us all.



**Take off your cotton sack**

**and come to the**

**FESTIVAL!**

# WEST TEXAS GIN

# WELCOME

## To the Ninth Annual HEDLEY COTTON FESTIVAL



# Johnson Dry Goods

WEAR MORE COTTON

WEAR MORE COTTON

### Search On For 1961 Maid of Cotton

The American cotton industry began its search last month for the 1961 Maid of Cotton, who will succeed Sandra Lee Jennings of Riverside, Calif. The first of September was the official opening date of the new contest to choose the young beauty who will promote cotton in the United States and abroad.

To be eligible to enter the contest, a girl must have been born in one of the 18 cotton producing states, must be between 18 and 25 years old, must be at least five feet, five inches tall, and must never have been married.

The 1961 Maid of Cotton will travel coast to coast in the United States and will also visit key Canadian cities and European capitals to be announced later. Wearing the latest cotton fashions, she will pose for newspaper and magazine photographers, and appear on radio and television.

Applications may be obtained from the National Cotton Council, P. O. Box 9905, Memphis 12, Tennessee

See Myrtle Kirkpatrick for flowers or leave order at Wilson Drug.

### Rep. Will Ehrle To Attend Festival

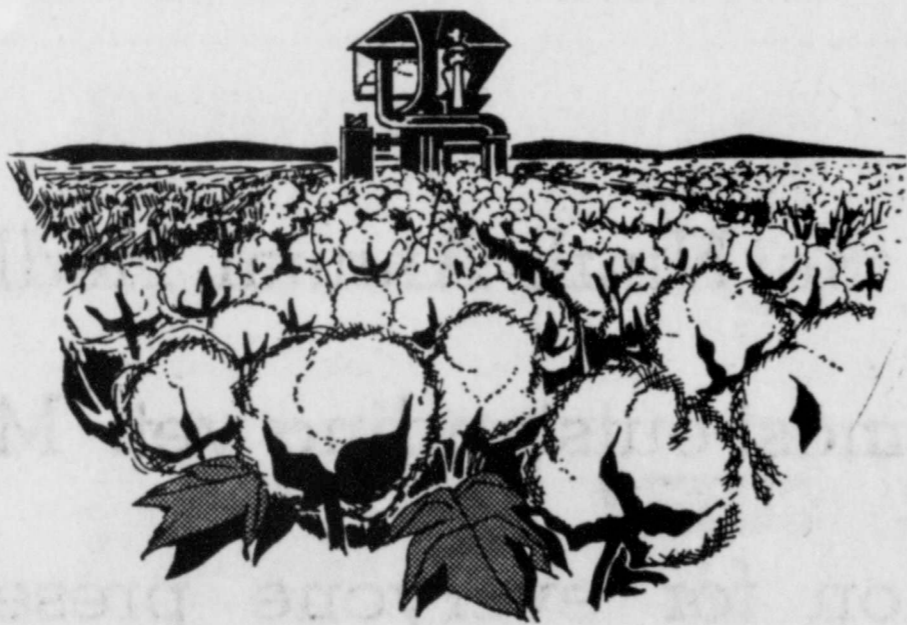


Among the many who are always welcome at the Cotton Festival is our State Representative, Will Ehrle of Childress. Mr. Ehrle is one of the faithful supporters of the Festival, and he is planning to attend this year's event as usual.

### Hedley Lodge No. 991

A.F. and A.M. meets on the first Tuesday night on each month. All members are urged to attend. Visitors welcome.

Carl W. Morris, W. M.  
S. G. Adamson, Sec



# WELCOME VISITORS!

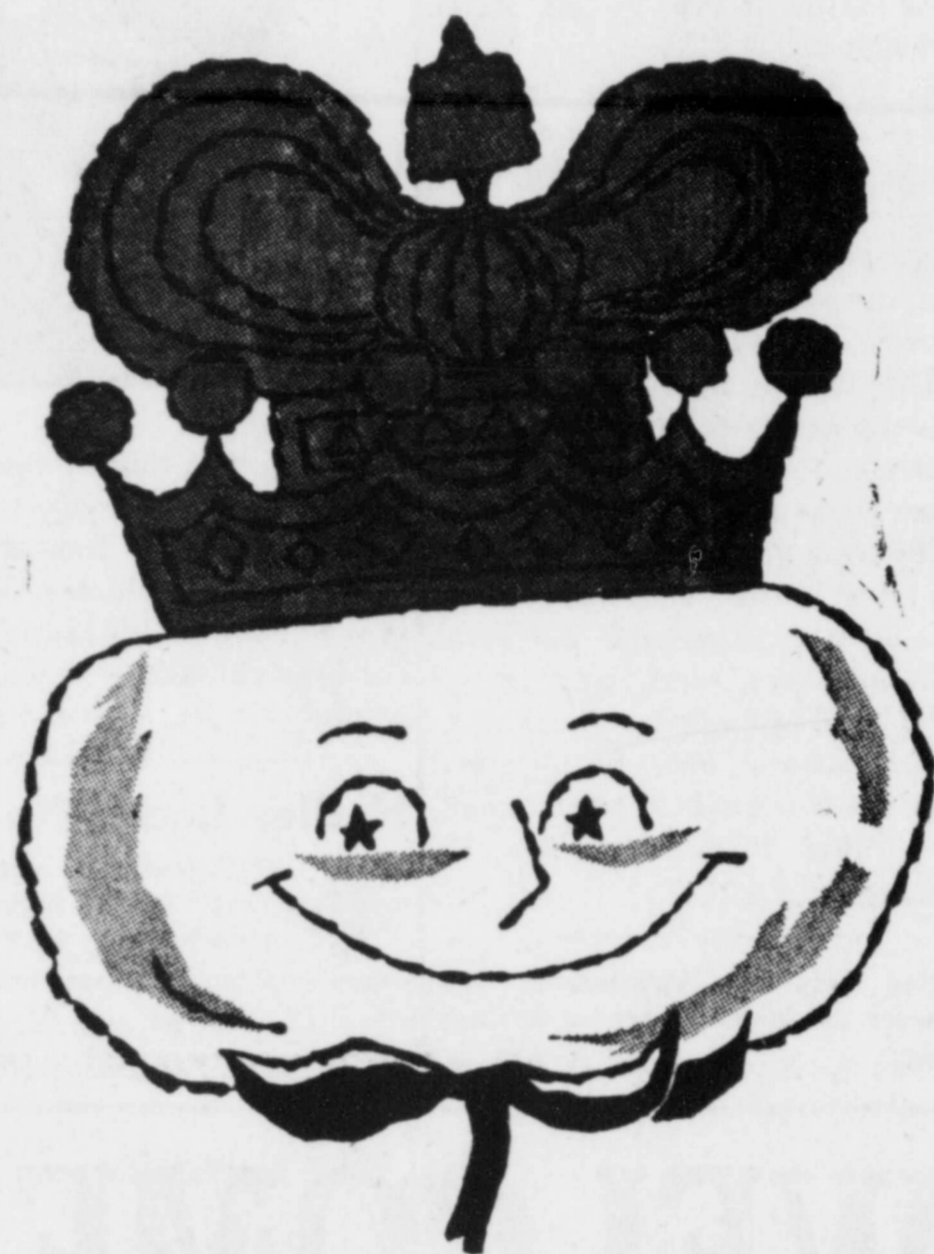
## To the Ninth Annual

# HEDLEY COTTON FESTIVAL

We join with all the community in welcoming every visitor to Hedley. May you find every minute of your stay enjoyable.

# HEDLEY LUMBER CO.

# CONGRATULATIONS



To Hedley's  
Citizens and  
Visitors

It is our sincere wish that the Ninth Annual Hedley Cotton Festival may be the most outstanding yet. May it be a memorable occasion for everyone present.



## Your Texaco Dealer

**M. O. WEATHERLY**

**V. T. McPHERSON**

**We Give S. & H. Green Stamps**

**JIM BEESON, Consignee**

### Tribble Cleaners

Memphis, Texas  
Expert Cleaning At No Extra Cost  
Leave Your Clothes at Wilson Drug  
Picked Up 3 Times Weekly

### Hayes Laundry

SOFT WATER  
PLENTY OF STEAM  
Fluff Drying  
Pick Up and Deliver  
PHONE 47  
We Do Finish Work

### Hedley Owls' Basketball Schedule

Oct. 18, Kelton, there  
Oct. 21, Quitaque, here  
Oct. 25, Kelton, here  
Oct. 28, Quitaque, there  
Nov. 4, Samnorwood, there  
Nov. 11, Quail, there  
Nov. 15, Dodson, here  
Nov. 18, Quail, here  
Nov. 22, Dodson, there  
Dec 1, 2, 3, Sunray Tournament  
Dec. 6, Canyon, there  
Dec. 13, Clarendon, here  
Dec. 15, 16, 17, Artesia boys (3 ball games)  
Dec. 15, 16, 17, Samnorwood girls  
Dec. 20, Clarendon, there  
Dec. 22, Wellington, here  
Dec. 30, Wellington, there  
Jan. 5, 6, 7, Stratford Tournament  
Jan 13, Claude, here (conf.)  
Jan. 14, Canyon, there  
Jan. 17, Groom, there (conf )  
Jan. 20, Groom, here (conf )  
Jan. 27, Claude, there (conf )  
Jan. 31, Samnorwood, here

All games will start at 7:30. We would appreciate your attendance at all ball games.

See Myrtle Kirkpatrick for flowers or leave order at Wilson Drug.

### Flower Show

The Hedley Garden Club will have charge of the show, which will be held in the lobby of the post office. Mrs. S. G. Adamson is president of the club.

The local ladies won several prizes at the Clarendon fair and this exhibit should be well worth seeing.

The ladies are requested to bring their flowers to the post office by Friday morning, Oct. 14.

### Festival Concessions

All Cotton Festival concessions must be ready for operation by Thursday night before the Festival starts on Oct. 14. Main Street will be blocked off by midnight that night. By order of the Cotton Festival Committee.

Carl Reid, in charge of Concessions

No. 953

### Official Statement

Of Financial Condition Of The

### SECURITY STATE BANK

at Hedley, State of Texas, at the close of business on the 3rd day of Oct., 1960, pursuant to call made by the Banking Commissioner of Texas in accordance with the Banking Laws of this State.

#### RESOURCES

Loans and discounts, including overdrafts.....	\$557,879.04
U. S. Government obligations direct and guaranteed ----	50,000.00
Obligations of States and political subdivisions.....	100,593.59
Cash on hand, balances due from other banks, including reserve balances, and cash items in process of collection	161,519.77
Banking house or leasehold improvements.....	1,000.00
Furniture, fixtures and equipment .....	3,500.00
Other real estate owned.....	4.00
Future Banking Site.....	6,100.00
<b>Total Resources.....</b>	<b>\$880,596.40</b>

#### LIABILITIES

Capital stock .....	\$50,000.00
Surplus.....	50,000.00
Undivided profits .....	8,191.17
Demand individual deposits	444,461.06
Time individual deposits.....	297,971.25
Public funds, including U. S. Government deposits.....	27,674.31
Other deposits.....	2,298.61
<b>Total all deposits \$772,405.23</b>	
<b>Total Liabilities.....</b>	<b>\$880,596.40</b>

STATE OF TEXAS )  
County of Donley )

I, C. L. Johnson being V. Pres. & Cashier of the above named bank, do solemnly swear that the foregoing statement of condition is true to the best of my knowledge and belief.

C. L. Johnson, V. P. & Cashier  
Subscribed and sworn to before me, this 7th day of Oct., 1960.

Ansil Adamson, Notary Public,  
Donley County, Texas.

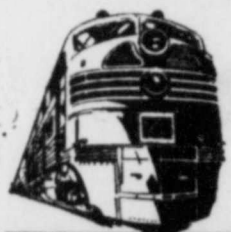
Correct—Attest: (Seal)

L. Petty  
Vera Mae Petty } Directors  
A. L. Cherry }

Enjoy a Train  
to the Dallas  
Fair and Save



Effective October 7 through 23  
the Round Trip Chair Car  
Fare is **REDUCED ONE-THIRD**



The Train is Safe,  
Comfortable, Relaxing  
and LOTS OF FUN!

Phone Your FW&D Ticket Agent Now!



FORT WORTH AND DENVER RY.

67

Hedley

### DR. JOE GOLDSTON

Residence OPTOMETRIST Office  
Phone 155-J Goldston Bldg. Ph. 230-J  
Clarendon, Texas



### CLASSIFIED ADS

First insertion 10c per line, following insertions 5c per line.  
Cards of Thanks 75c

#### BE INDEPENDENT

Sell Rawleigh Products in Donley County. Write Rawleigh's, Dept. TXI-191-5, Memphis, Tenn.

#### FOR SALE

4 room, 2 bedroom, modern house, 3 lots, see S. G. Adamson or phone 48. 48tf

#### FOR RENT

Large 6 room country home 3 miles from town, on pavement, school bus comes to house and picks up children, plenty of closets, free water, piped for butane, butane tank furnished, REA lights, bath, modern. See S. G. Adamson or phone 48. 47tf

#### FOR SALE

New 5 room house, 3 bedrooms, modern in every way, can give terms, possession at once. If you wish to inspect it, I will be glad to show it to you. S. G. Adamson, phone 48 33tf

Representative for Harlans Flowers  
Willie Johnson—Phones 58 - 31 - 75

### Hedley Laundry

You do it or we do it.  
Finish Work at Laundry  
Dried if Desired.  
We Pick Up and Deliver  
Phone 83

### Farm Facts

To become the world's most efficient farmer, the American farmer has had to step up vastly his outlay for production materials. He, thus, is able to supply his fellow countrymen with food and fiber at prices proportionately lower in relation to their incomes than people in other countries are paying.

Farmers' expenditures for labor, farm machinery, feed, fertilizer, insecticides and other items increased from \$6.4 billion a year during 1937-41 to \$25.1 billion in 1958.

Prices of land, machinery, and equipment have continued upward, and farmers in general have increased the over-all sizes of their operations. They are handling more land, machinery, and livestock. As a result of this and inflated prices, the total value of capital per farm has gone up.

Total farm investment in 1959 (\$200 billion) was equivalent to more than two-thirds the value of all stocks of corporations listed on the New York Stock Exchange.

Farmers have twice as



Investment per farm worker in the U.S. is more than twice as great as the investment per worker in industry.

much invested in machinery as does the entire steel industry, and five times as much as the automobile industry.

Investment per farm worker in the United States is more than twice the investment per worker in industry.

# CONGRATULATIONS AND BEST WISHES

## 9th Annual Hedley COTTON FESTIVAL

**When In Memphis We Invite You  
To Visit Our Modern Drug Store**

### SPECIALS!

65c Alka Seltzer	<b>35c</b>	Cigarettes, carton	<b>\$2.49</b>
\$1.25 Hair Spray	<b>62c</b>	Roi Tan Cigars, box	<b>\$4.89</b>
79c Klenzo Mouth Wash	<b>39c</b>	\$1.00 Cara Nome Hand Cream	<b>50c</b>
79c Rubbing Alcohol	<b>39c</b>	\$1.00 Gillette Blue Blades	<b>69c</b>
\$2.00 Cara Nome Permanent	<b>\$1.49</b>	69c Squibb Tooth Paste, 2 for	<b>98c</b>

**WE FILL PRESCRIPTIONS 24 HOURS A DAY**

**Three Registered Pharmacists to Serve You**

**John, Dick and Bob Fowler**

**FOWLERS *Rexall* DRUGS**

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL



# The Hedley Informer

VOL. 50

HEDLEY, DONLEY COUNTY, TEXAS, OCT. 14, 1960

NO. 51

## OFFICIAL PROGRAM OF THE FESTIVAL

### FRIDAY

7:00 to 8:30 Queen Candidates & Sponsors Breakfast in Lions Den  
11:00----- Festival opening, Invocation by Rev. L. A. Miller,  
introductions and announcements  
11:15----- Hedley and Lelia Lake Schools  
11:45----- Congressman Walter Rogers, followed by Barbecue in  
Lions Den  
1:00 to 3:00----- Old Settlers program, featuring Honest Jess and  
his Cavaliers, Quail High School Chorus and others  
3:00----- Kids Pet and Novelty Parade  
3:15----- Reserved for special events and late reported events  
5:00----- Clarendon North Ward High School Chorus  
5:30----- Barbecue served in Lions Den  
6:30----- Reserved for Cotton John's crew, special and late  
reported events  
7:30----- Old Fiddlers Contest  
9:00----- Street Dancing, Mack Graham's Band

### SATURDAY

7:00 to 8:30----- Former Queens Breakfast in Lions Den  
10:00----- Festival opening, Invocation by Rev. S. A. Wolfe,  
introductions and announcements  
10:30----- Foreign Nations Hour  
11:30----- Lefors High School Band  
12:00----- Barbecue in Lions Den, late comers and special events  
1:00----- Willis Hawkins, 18th Dist. Commander American Legion  
1:30----- Lions District Governor, Ralph Thomas  
2:00----- Grand Parade  
2:30----- Amarillo Air Force Band concert  
3:00----- High School Bands  
3:30----- Maverick Club Tumbling and Trampoline Act  
4:00----- National Cotton Council Style Show  
4:30----- Special Events  
5:00----- Awarding of bale of cotton and other prizes  
5:30----- Last Barbecue in Lions Den  
8:00----- Queen Coronation, High School Auditorium  
9:00----- Square dance exhibitions and street dancing

Other Attractions: Carnival Rides and Concessions, P. T. A. Food Booth, Dunking Board, Agricultural, Industrial and Merchants exhibits, Needlework exhibit, Flower Show and Bingo.

# A Hearty Welcome, Festival Visitors!

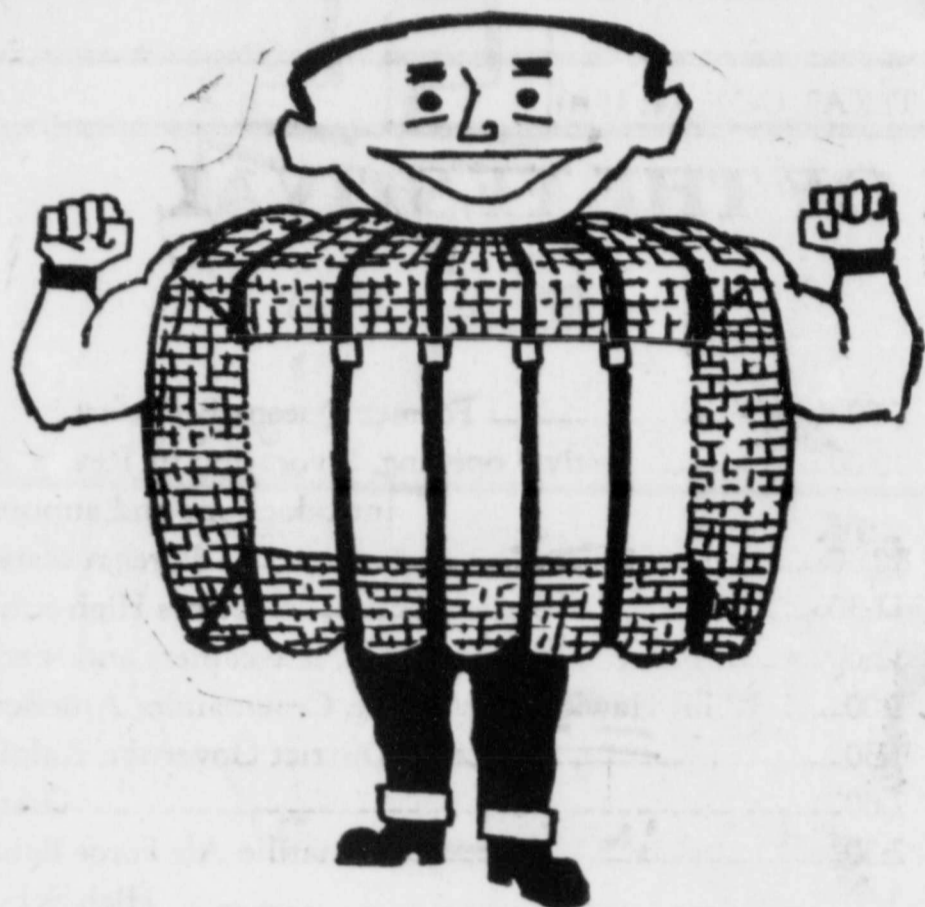


**We join our friendly community in a sincere welcome to every person attending our Ninth Annual Cotton Festival. May it**

**be a most enjoyable occasion for every one present.**

**Come in and let us get acquainted with you.**

## Moffitt Hardware Co.



**A SINCERE  
WELCOME**

**To the Ninth Annual**

**HEDLEY COTTON FESTIVAL**

**To all visitors who have come to enjoy the pleasures and  
benefits of our celebration we extend a sincere welcome.**

Please call at the bank for any information or assistance we can give  
you to make your visit more pleasant.

**Security State Bank**

**MEMBER F. D. I. C.**

**HEDLEY, TEXAS**

### WE WILL BUY

Your old junk cars, scrap iron and other metals.  
We pay Top Prices  
We Buy & Sell Used Pipe

**Wrecker Service**  
Day or Night, Phone No. 1

Don't forget Mobilgas and Mobiloil for trouble-free performance.

**JESS BEACH**

**DR. D. H. COX**  
OSTEOPATHIC PHYSICIAN

Hedley, Texas

PHONES: Office 65—2 rings

Res. 65—3 rings

### Taylor Motor Co.

**NEW & USED CARS**  
**SEE US FOR A FAIR DEAL**

**Financing Arranged**  
**Phone 164**

### THE HEDLEY INFORMER

D. E. Boliver, Publisher

Published every Friday at Hedley, Texas

Entered as second class matter October 28, 1910, at the post office at Hedley, Texas, under the Act of March 3, 1879.

In case of error in legal or other advertising the publisher does not hold himself liable for damages in excess of the amount received for such advertising.

All obituaries, resolutions of respect, cards of thanks, advertising of church or society functions, when admission charged, will be treated as advertising and charged for accordingly.

NOTICE—Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Informer will gladly be corrected upon its being brought to the attention of the publisher.



**Who is the man behind the brand . . . in**

## Hedley?

Who uses a grease gun instead of a six gun?

Who cares for the 275 horses powering your car instead of the wild mustang?

Who is always ready to help out when you are in trouble?

Whose friendliness and hospitality is patterned after that of the old West?

. . . why, it's the man behind the brand at

## Harrison Hall Service Station

Phone 34

Hedley

*So today! . . . put your car and your cares in Conoco's hands . . .  
and see why CONOCO is the HOTTEST BRAND GOING.*



Since

1929

We have served Hedley and its surrounding  
trade territory with dependable

**Cotton Compress and Storage Service**

May we join our citizens in welcoming every visitor  
to the ninth annual

**HEDLEY COTTON FESTIVAL**

**Memphis Compress Co.**

**Hedley, Texas, Plant**

## Farm Facts

The U. S. farmer is the world's most efficient farmer. Because of this we are the best fed and best clothed people in the world and the most inexpensively in the proportion of our incomes it takes to obtain these items.

Research and its adaptation to farming have brought about a virtual agricultural revolution in this country in recent years.

A U. S. farmer produces enough to feed himself and 23 others. Only a few years ago he produced only enough to feed himself and seven others.

In Russia a farmer produces only enough to feed himself and one other. It was not by accident that Khrushchev visited an Iowa farm when he came to the United States. He knows that farm productivity is one of America's greatest sources of strength. He realizes, too, that as long as it takes one Russian on the farm to feed one worker in industry, Soviet progress is greatly handicapped.

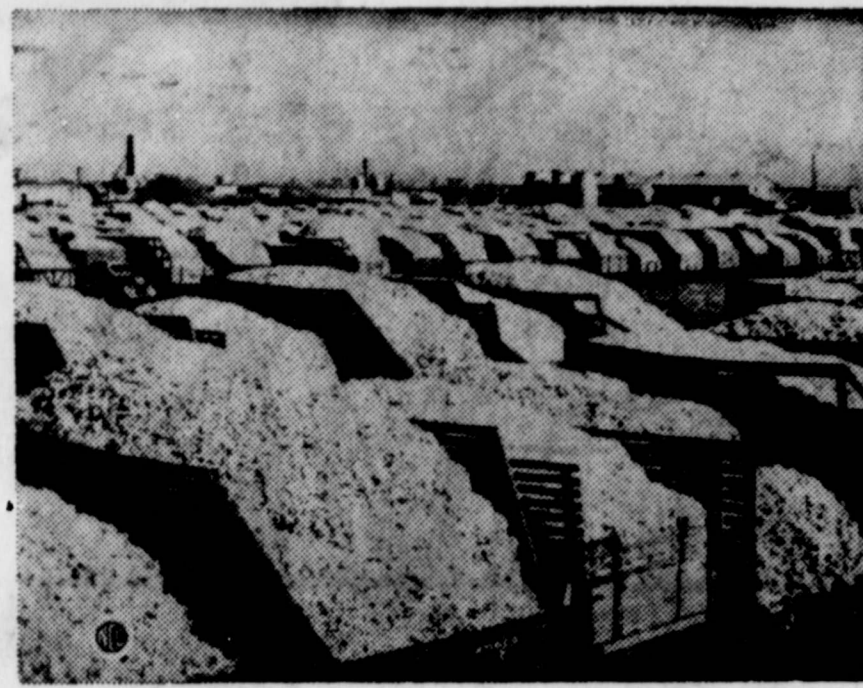
In the past 18 years, U. S. farmers have improved their



A U.S. farmer produces enough to feed himself and 23 others.

In Russia a farmer produces enough to feed himself and one other.

efficiency more than in the preceding 120 years. They have increased their per-acre yield of 18 leading field crops by 71 per cent in less than 20 years. Production per man-hour has almost trebled since the early 30's.



WAITING—Carloads of cotton wait in the yard of a modern gin, where the lint will be separated from the seed and other foreign matter removed. The first cotton gin was invented by Eli Whitney in 1794.

### Hedley Lodge No. 991



A.F. and A.M. meets on the first Tuesday night on each month. All members are urged to attend. Visitors welcome.

Carl W. Morris, W. M.  
S. G. Adamson, Sec

Read the Classified Ads

### Dr. Jack L. Rose

Optometrist

505 Main St. Phone CL9-2216

MEMPHIS, TEXAS

Closed Saturday Afternoons

### Hedley Lions Club



Meets the 2nd and 4th Thursday night of each month. All Lions are

urged to be present.

H. L. White, Pres.  
M. O. Weatherly, Sec.

### Hedley Lodge No. 413



O.E.S., meets the first Friday night of each month. All members are requested

to attend.

Edna Wilson, W. M.  
Pauline Morris, Sec.

### Adamson-Lane Post 287, American Legion



Meets on the 2nd Tuesday of each month. All Legionnaires are urged to attend.

A. L. Cherry, Commander  
Cliford Johnson, Adjutant

### Church of the Nazarene

Sunday School 10:00 A. M.  
Morning Worship 11:00 A. M.  
Evening Service 8 P. M.  
Mid-week Prayer Service 8 P. M.



# WELCOME VISITORS!

To the Ninth Annual

## HEDLEY COTTON FESTIVAL

We are happy to serve you.

# CITY GAS COMPANY

Hedley, Texas

Lelia Lake, Texas

Clarendon, Texas



**WELCOME  
VISITORS!**

**To the Ninth Annual**

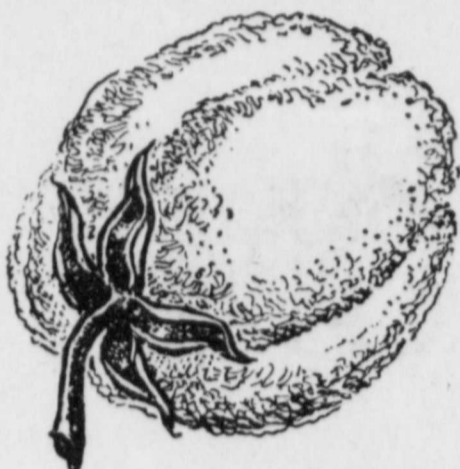
**HEDLEY COTTON FESTIVAL**

And again we are happy to join in a sincere welcome  
to you, our friends, from all over the Panhandle.

**May you find enjoyment in every minute of the Festival, and  
may you leave with a desire to come back again.**

WE INVITE YOU TO VISIT OUR STORE

**CHERRY DRUG STORE**

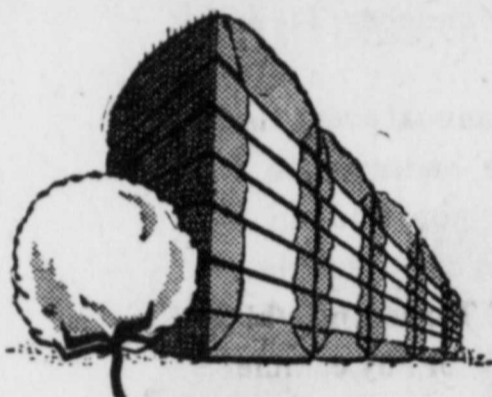


# Welcome Visitors

To the Ninth Annual  
**HEDLEY COTTON FESTIVAL**

Harlan's Flowers

Mrs. C. L. Johnson, Agent

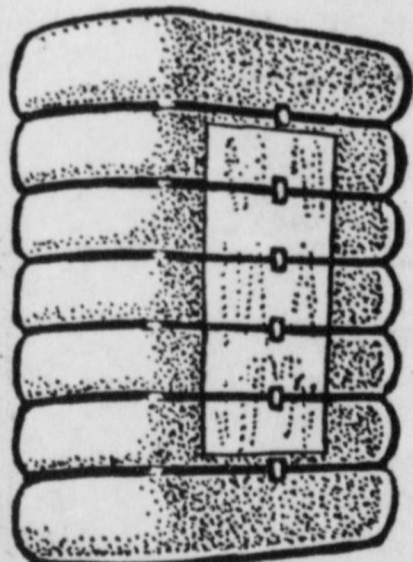


# Welcome Visitors

To the 9th Cotton Festival  
**HEDLEY FEED & SEED**

# Welcome Visitors

To the Ninth Annual



# Cotton Festival

Drop in to see us while you are here.

**WILSON DRUG COMPANY**

Where You Are Always Welcome

Phone 63

## Official Memorandum

By  
**PRICE DANIEL**  
Governor of Texas  
Austin, Texas

### Greetings:

Cotton, which has played so vital a role in the development of Texas, remains one of the agricultural mainstays of its economy. Value of cotton produced in this State exceeds \$20 billion and this crop's service to mankind is beyond measure.

Nine years ago, Hedley Cotton Festival was launched under joint sponsorship of the local Lions Club and Booster Club to celebrate and give thanks for the bountiful cotton crops produced in this area.

Residents of the entire Texas Panhandle are invited to Hedley for the two day Festival, climaxed by the coronation of the Queen of Cotton. Seven thousand persons have attended each of the eight previous Cotton Festivals in Hedley, a town of 500 population.

The Festival is the only one of its kind and is sanctioned by the National Cotton Council. Festival committees promote improvement of the soil and the growing of better grades of cotton.

Therefore, I, as Governor of Texas, do hereby designate October 14-15, 1960, date of the Ninth Annual Hedley Cotton Festival, as  
**COTTON FESTIVAL DAYS**

in Texas, and urge all citizens to join in a tribute to the great cotton industry.

In official recognition whereof, I hereby affix my signature this 6th day of Sept., 1960.

Price Daniel  
Governor of Texas

### CITY GROCERY & MARKET

We Deliver

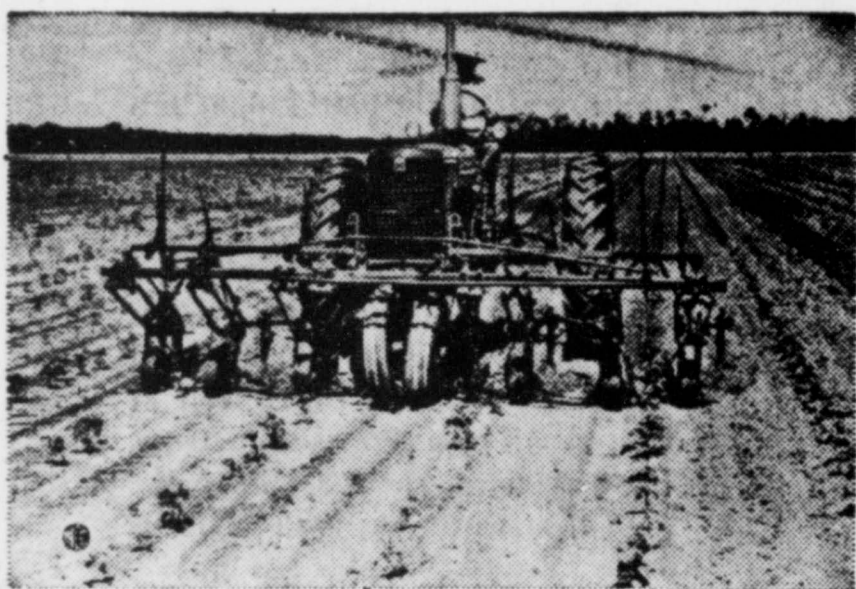
Phone 43



## Welcome Visitors

### To the Ninth Annual HEDLEY COTTON FESTIVAL

You will find a hearty welcome in our store. Come in and visit with us.



**BEGINNING**—Cotton's story begins in the field with the planting of the seed and the cultivating of the young plants each spring. Modern machines, such as this four-row cultivator, mean more efficient production for the farmers who use them.



## Welcome Visitors

### To the Ninth Annual HEDLEY COTTON FESTIVAL

Come in and visit with us while you are in town.

**PICKETT GROCERY**

### A Proclamation

Whereas, the Hedley Cotton Festival is a recognized annual event, eight Festivals having been held in previous years, and the Ninth Annual Cotton Festival being scheduled for October 14 and 15, 1960; and

Whereas, this annual event is a very worthwhile endeavor in its promotion of a crop and an industry which is most valuable to the great state of Texas, and which is undertaken not for any commercial advantage, but in the nature of a celebration to give thanks for Nature's bounty and to encourage every person interested in cotton in any way to meet in friendship with his fellows,

Now, therefore, I, Clifford Johnson, as Mayor of the City of Hedley, Texas, by the authority vested in me do hereby proclaim the 14th and 15th days of October, 1960, as "Cotton Festival Days in Hedley," and call upon every producer, ginner, retailer and consumer of cotton or cotton products to join in promoting and attending the Hedley Cotton Festival, an outstanding observance of a great industry.

Clifford Johnson, Mayor  
City of Hedley, Texas



# ELECT THE GIRL OF YOUR CHOICE COTTON FESTIVAL QUEEN

**DEADLINE SATURDAY, OCTOBER 15th, AT 5 P. M.**

**Following is the list of Queen Candidates and Sponsors:**

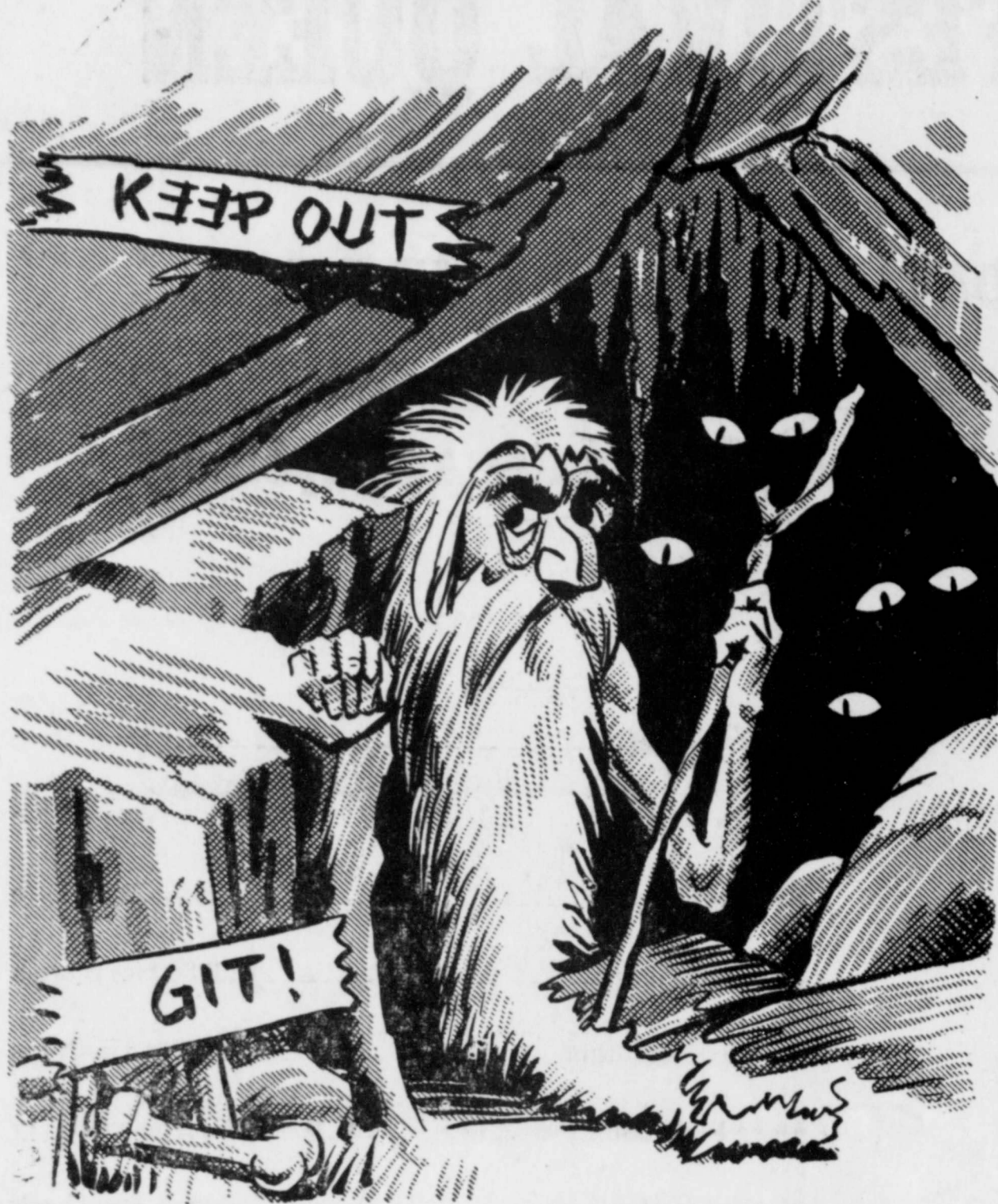


- Delores Messer..... Cherry Drug
- Sandra Saunders..... Wilson Drug
- Beverly Leathers..... Cotton Bowl Cafe
- Cecilia Hoggard..... Hall Service Station
- Beverly McCollum..... Moffitt Hardware
- Mary Finchum..... Moreman Grocery
- Mollie Floyd..... Johnson Dry Goods
- Susan Cox..... Hedley Variety Store
- Judy Saunders..... Dorothy's Beauty Shop
- Carol McCollum..... Security State Bank
- Cheryl Stegall..... Pickett Grocery
- Janie Patton..... Owl Cafe

**Visit Your Merchants and Vote For Your Choice**

Sponsored by the Cotton Festival Committee

# Some People Don't Live ELECTRICALLY\*



\* . . . for those people who do live electrically, it's a real pleasure and economical too — for instance, the average family served by WTU can cook a complete meal the FLAMELESS ELECTRIC way for less than 3c and enjoy all the modern convenience of electricity.

. . . but you don't have to live in the dark ages—enjoy life the electric way!! With the flip of a switch . . . push of a button . . . turn of a dial, the joys of electric living are yours! Reddy Kilowatt welcomes you to this happier way of life and invites you to enjoy the conveniences of today's wonderful Electric Appliances.



. . . The "welcome mat" is always out to all of our friends ---- please come in to visit us. WELCOME TO THE NINTH ANNUAL COTTON FESTIVAL!

**West Texas Utilities  
Company** *an investor  
owned company*

# Firestone FALL SALE!



## 2 for 76<sup>76</sup>

SIZE 10-28  
4-PLY  
Plus tax and two  
recappable tires

other sizes proportionately low

### Firestone CHAMPION GROUND GRIP New Treads

*applied on sound tire bodies or on your own tires*

- ✓ Same Tread Width
- ✓ Same Tread Depth
- ✓ Same Tread Design
- ✓ Same Tread Quality

As New Firestone Tractor Tires

Take a Year to Pay on FIRESTONE FARM TERMS



**CALL US**  
for fast

#### On-The-Farm SERVICE

- Tire and tube repair. We fix flats right On-the-Spot.
- Hydroflation. We are equipped to liquid weight your tires on your tractor.
- Free Loaner Tires. If we can't repair your tires on the spot, we'll loan you new ones while yours are being fixed.

**FREE**

#### FARM NOTEBOOK

Handy for keeping records... full of useful information. Ask for yours today.



## Harrison Hall Service Station

Phone 34

Hedley



# WELCOME VISITORS!

To the Ninth Annual

## HEDLEY COTTON FESTIVAL

We join our entire community in welcoming every friend, old or new, who has come to attend the Festival.

May you fully enjoy every event prepared for you, and may you go home already planning to come back again next year.

WE INVITE YOU TO VISIT OUR MODERN STORE

---

SAVE YOUR MEATS, FRUITS AND VEGETABLES IN OUR LOCKERS

## Moreman Grocery & Locker

We Give S & H Green Stamps

Double Stamps On Wednesday

PAY CASH AND PAY LESS AT THE HOUSE OF SERVICE