

51st Annual

GRAND SALINE SALT FESTIVAL

2025

September
25th-27th



51st Annual Grand Saline Salt Festival

Schedule of Events

THURSDAY, SEPTEMBER 25

- 5:00 p.m. **PARADE LINE UP**
6:00 p.m. - 6:30 p.m. **PARADE**
6:00 p.m. - 6:30 p.m. **DESSERT BAKING CONTEST TURN IN @** Main Street Office
6:30 p.m. - End **GOSPEL & PRAISE NIGHT @** Pavilion with LIVE MUSICAL PERFORMANCES - Free

FRIDAY, SEPTEMBER 26

- 11:00 a.m. - 1:00 p.m. **VIRGINIA MILAM OLD FASHIONED SOUTHERN LUNCHEON**
\$10 @ Pavilion Live Music: Cassie Adams Take Out & Delivery Available
11:00 a.m. - 1:00 p.m. **ARTWORK, FLORAL, CANNING & SALSA CONTEST DISPLAYS @** Pavilion
1:30 p.m. - 2:45 p.m. **COMMUNITY BINGO (Free) @** Pavilion
7:00 p.m. - 11:30 p.m. **STREET DANCE** on Frank Street | Tickets: \$10 (age 5 and over) | Cooler Fee: \$20
Gates Open 6:30 p.m. - Early Arrivals Not Permitted
Live Music by:
 - 7:00 p.m. - 9:00 p.m. Monty Tipps
 - 9:30 p.m. - 11:00 p.m. The Wesley Pruitt Band

SATURDAY, SEPTEMBER 27

Pavilion

- 7:30 a.m. - 8:30 a.m. **MORNING YOGA @** Pavilion - BYOM - Bring your Own Mat!
8:00 a.m. - 10:00 a.m. **COMMUNITY PANCAKE BREAKFAST**
Sponsored by: COUNTRY TRAILS WELLNESS & REHAB
\$10 (\$5 under five) @ Pavilion No Delivery
8:00 a.m. - 10:00 a.m. **ARTWORK, FLORAL, CANNING & SALSA CONTEST DISPLAYS @** Pavilion

Downtown

- 9:00 a.m. - 5:00 p.m. **STREET VENDORS**
9:00 a.m. - 2:00 p.m. **CAR SHOW**
9:00 a.m. - 5:00 p.m. **SELFIE STATION** (Bring Your Own Camera)
9:30 a.m. - 5:00 p.m. **CORNHOLE TOURNAMENT** Downtown
9:30 a.m. - 5:00 p.m. **HORSESHOE TOURNAMENT** - Near car wash | Sponsored by Cody Akin
10:00 a.m. - *end* **PHASE 10 TOURNAMENT UNDER THE TENT**
10:00 a.m. - 11:00 a.m. **DECORATED PUMPKIN PAGEANT** TURN-IN at Main Street Stage
Pre-Designed and Pre-Decorated Pumpkins will be displayed all day at Festival -Secretly judged
11:30 a.m. - 1:30 p.m. **FAMILY FOLLIES** in front of Main Street Stage
 - Pet Show
 - Weiner Dog Derby
 - Hairy Leg Contest (M&W)
 - Daisy Duke Contest
 - Best Beard
 - Prettiest Eyes
 - Name That Kid Tune
 - GS's Got Talent (non-singing)
 - Pickled Jalapeno Eating Contest

1:30 p.m. - 3:30 p.m. **KIDDIE KAPERS @** the Street Dance Stage
Sponsored by HOOKER HOME GROUP
In the event Family Follies is not yet completed, Kiddie Kapers will begin immediately following Family Follies activities.
 - Turtle Races
 - Sack Hop Races
 - Balloon Toss
 - Bicycle Races
 - Stick Horse Races
 - Hula Hoop Contest

3:00 p.m. approx. **AWARDS ANNOUNCED**
Pumpkin Decorating, Artwork, Floral, Canning, Salsa & Baking, Phase 10 Tournament, and Cornhole Tournament Contests

6:00 p.m. - Midnight **STREET DANCE** on Frank Street
Tickets: \$35 Pre-Sale, \$50 at Gate; Cooler Fee: \$25
 - 5:30 p.m. - GATES OPEN FOR ALL GENERAL ADMISSION; No Early Set Up
 - 6:30 p.m. - 7:30 p.m. Damon Momon & Matt Fisher
 - 8:00 p.m. - 9:00 p.m. Janie Fricke
 - 9:30 p.m. - 11:00 p.m. Sammie Kershaw

BYOL – Bring your own Lawn Chair! **BYOB** – With Cooler Fee Purchase Only

NO GLASS ALLOWED!

SATURDAY STREET DANCE PRE-SALE TICKETS ARE AVAILABLE FOR PURCHASE IN PERSON AT ANY LOCAL BANK or THE SALT PALACE MUSEUM and ONLINE at STUBWIRE



Iconic entertainer, **Sammy Kershaw**, has amassed three platinum and six gold albums that have scanned and streamed in excess of 5 million records and nearly 100 million combined songs sold. Often referred to as the "heir apparent" to legendary 'voice' George Jones, the GRAMMY nominated performer helped shape and make the '90s a shining decade for country music. His multi-platinum albums were propelled into the record books by hits such as *"She Don't Know She's Beautiful," "Queen of My Doublewide Trailer," "I Can't Reach Her Anymore," "National Working Woman's Holiday,"*

"Love of My Life," "Cadillac Style," "Don't Go Near The Water," "Haunted Heart", "Vidalia" and many other milestones. Growing up in Kaplan, Louisiana, Kershaw was enthralled with the masters at an early age – names like Conway Twitty, Mel Street, and George Jones. In fact, as a teenager, Kershaw had developed such a reputation for his vocals—even then—that he was often called upon to open for those acts, and others like them. Jones was so impressed with Sammy that he frequently invited him to perform on his shows whenever he was playing in the region.

From the time that he released his debut single for Mercury Records, *"Cadillac Style,"* critics and fans all made the comparison to George. Rather than run from them, Kershaw embraced them. After all, that stone Country sound was what Sammy Kershaw was all about—and that's what he was going to give his fans! *"Cadillac Style"* made it up the Billboard charts and from there (to quote Jones), the race was on! Follow-ups such as *"Don't Go Near The Water"* and *"I Can't Reach Her Anymore"* established him as one of the finest traditional artists of his time, while records like *"Yard Sale"* showed that haunting Jones' influence was very much a part of everything he is about. In 1993, Sammy Kershaw topped the singles chart with *"She Don't Know She's Beautiful,"* which has become one of the most-played records at Country Radio over the past three decades. Albums such as *Don't Go Near the Water* and *Haunted Heart* were both certified as million-sellers by the RIAA, and only continued to add to his stature. The hits kept coming on the airwaves, as well. He added to his resume such classics as *"I Can't Reach Her Anymore," "Meant to Be,"* his cover of 'The Amazing Rhythm Aces' *"Third Rate Romance,"* and 1998's *"Love of My Life,"* which cemented his reputation as a balladeer.



Kershaw's chain of major hit records continues to sell-out shows and can be found touring on the road—both on his own as well as part of his successful Roots & Boots Tour with Collin Raye and Aaron Tippin. The three continue to bring their signature sounds to the fans year-after-year all over North America.

In addition to performing to sell-out audiences, Sammy Kershaw continues to record and release new music with three albums currently in the works, along with putting the finishing touches on his long-awaited autobiography—which promises to be as juicy as a bowl of the gumbo he loves to prepare in his Louisiana home!

The past has been a great, long-winding road of highs and lows for the legendary Sammy Kershaw, but to quote one of his past singles, the goal isn't to rest on those accomplishments, but to be *"Better Than I Used to Be."*

JANIE FRICKE



Janie Fricke is a multifaceted talent—an acclaimed country music singer, record producer, and clothing designer. Born on December 19, 1947, in South Whitley, Indiana, she discovered her passion for music early and honed her vocal skills at Indiana University Bloomington.

Her career took off in Nashville as a background vocalist, lending her voice to recordings for artists like Johnny Duncan. When her uncredited vocals on Duncan's song *Stranger* caught listeners' attention, she secured a solo contract with Columbia Records in 1977. Though her early singles faced challenges, her shift toward ballads proved to be the turning point in her career.

Throughout the 1980s, Fricke emerged as one of country music's leading female voices, accumulating seventeen top-ten hits, including eight chart-topping singles like *Don't Worry 'Bout Me Baby*, *Tell Me a Lie*, and *Your Heart's Not in It*. She earned back-to-back CMA Female Vocalist of the Year awards in 1982 and 1983 and received four Grammy nominations.

Beyond music, Fricke showcased her versatility by appearing on *The Dukes of Hazzard* and designing clothing products. Still active in the industry, she continues to perform and record, solidifying her place as a country music icon.

DAMON MOMON & MATT FISHER



Damon Momon may have arrived late to the music scene, but he quickly made a name for himself. His journey began on karaoke stages, where his talent and stage presence won over audiences, turning him into a fan favorite at local spots like the Salty Stage of Salt Lickers, Richies, and Craft 64. Though he's only been playing guitar for a few years, Damon's repertoire spans an impressive range of songs. This isn't the first time he and Matt have performed on stage together, blending their skills to create an unforgettable musical experience.

With deep Texas roots and a love for country music, **Matt Fisher** brings a sound that feels right at home on any stage. Hailing from Grand Saline, he's best known for his solo career and his role in the alt-country band WHISKeYFISH. Alongside his brother J.P. Fisher, Matt co-founded the band over two decades ago, merging influences from Merle Haggard, Pearl Jam, and Stevie Ray Vaughan into a signature style they dubbed "MerleJam." Though the band parted ways in 2010, Matt continues to share his music, performing at private events and select club gigs.



Friday Street Dance Musical Performances



For over two decades, **The Wesley Pruitt Band** has been delivering electrifying blues-rock performances that embody the passion and struggles of life and love. Led by Wesley Pruitt Jr., the Texas-based group blends blues, soul, and Southern rock into a powerful, high-energy sound that resonates with audiences statewide.

Raised in Canton, Texas, **Wesley Pruitt Jr.** was immersed in music from an early age and never wavered in his dream of making it his lifelong career. Reflecting on his journey, he says, *"I didn't know how I was going to be able to climb the ladders and complete this journey, but I knew this is something that I wanted to do the rest of my life."*

Deeply influenced by blues greats like B.B. King and Bobby Blue Bland, Pruitt has led his band in sharing the stage with renowned artists such as Bugs Henderson, Stoney LaRue, and Wade Bowen. Their latest album, *Gypsy Soul*, is a heartfelt reflection of personal triumphs, heartbreak, and transformation. Known for their ability to captivate crowds, The Wesley Pruitt Band leaves audiences energized and uplifted after every performance.

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**Monty Tipps** is a Texas-based country artist with a deep appreciation for traditional sounds. Raised in southern Hopkins County, he attended Miller Grove ISD and discovered his passion for music early on. As a child, he would sneak into his older brother's room to play guitar, drawn to the timeless style of Johnny Cash. By the age of 20, he had purchased his own guitar and began learning songs by watching country performers on MTV.

Before dedicating himself fully to music, Monty spent years in law enforcement, serving with the Hopkins County Sheriff's Department and later the Sulphur Springs Police Department, where he retired as an investigator. He continued his service at the SSISD Police force, enjoying the chance to remain connected with the youth in his community.



Monty's musical influences include country legends like Merle Haggard, George Jones, Buck Owens, and Johnny Cash. He surrounds himself with talented musicians who help him bring these classic sounds to life, performing at venues such as the Reilly Springs Jamboree and various country Oprys across Texas.

By popular demand, Monty is making his much-anticipated return to the Salt Festival after captivating audiences with his performance at the 49th annual event. His authentic country sound and heartfelt delivery continue to draw fans back, making him a standout presence at this beloved Texas celebration.



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## Heath Yates Builds a Legacy: The Story of H&M Concrete Services LLC and a Life of Service

In the heart of East Texas, where hard work and community still go hand in hand, Heath Yates has spent a lifetime building more than just concrete foundations—he's built a legacy. As the owner of **H&M Concrete Services, LLC**, Heath has turned a local concrete company into a cornerstone of quality, reliability, and community-minded service. Whether it's a foundation for a new home or the infrastructure for a public park, H&M Concrete has been there—literally laying the groundwork for progress. H&M employs the best in the business, with a high level of experience and expertise in foundations, tilt wall building, commercial and residential slabs, and many other concrete needs. H&M Concrete provides small town trust and values, with big time service and achievements. From concept to creation, you will have assurance in knowing H&M Concrete will provide only the highest quality job.



For owner Heath Yates, success in business is only one part of a bigger picture. He's a proud father and doting grandfather. When he's not managing his business, you'll likely find him cheering on his grandkids at ballgames, spending time with his close-knit family, or staying connected with others. Heath and his partner Tara McBeath also own Salt Lickers' Restaurant in downtown Grand Saline. In their downtime, they enjoy traveling to relax and recharge. Favorite destinations include the rugged coast of Maine, tropical Hawaii, and the sun-soaked beaches of Mexico.

A strong believer in giving back, Heath has consistently dedicated his time and energy to bettering the community. This year marks his 11th year serving the Fruitvale Independent School District Board of Trustees where, as President, he works to ensure local students receive the quality education they deserve. Beyond the boardroom, he's also made an impact courtside—volunteering as the coach for the Ladycats, a 6-7th grade girls basketball team. He first coached this group of girls in their K-1 year and has continued as their coach, mentoring them both in the game and in life.



Heath has the heart of a giver. His philanthropic efforts extend to supporting organizations such as the Van Zandt County Children's Advocacy Center, the Wills Point Educational Foundation, and a number of baseball/softball teams. He also volunteers his talents to the Salt Festival Heritage Association throughout the year and H&M Concrete is a Platinum Sponsor of the 51st Grand Saline Salt Festival! These contributions reflect his dedication to education, child welfare, and the preservation of community.

Whether pouring concrete or pouring into the lives of others, Heath Yates exemplifies what it means to build something that lasts. His story is a reminder that true success is measured not just in what you build, but in how many lives you uplift along the way.

For more information about **H&M Concrete Services, LLC**, you can visit their [Facebook page](#) or contact them directly at (214) 325-4086.



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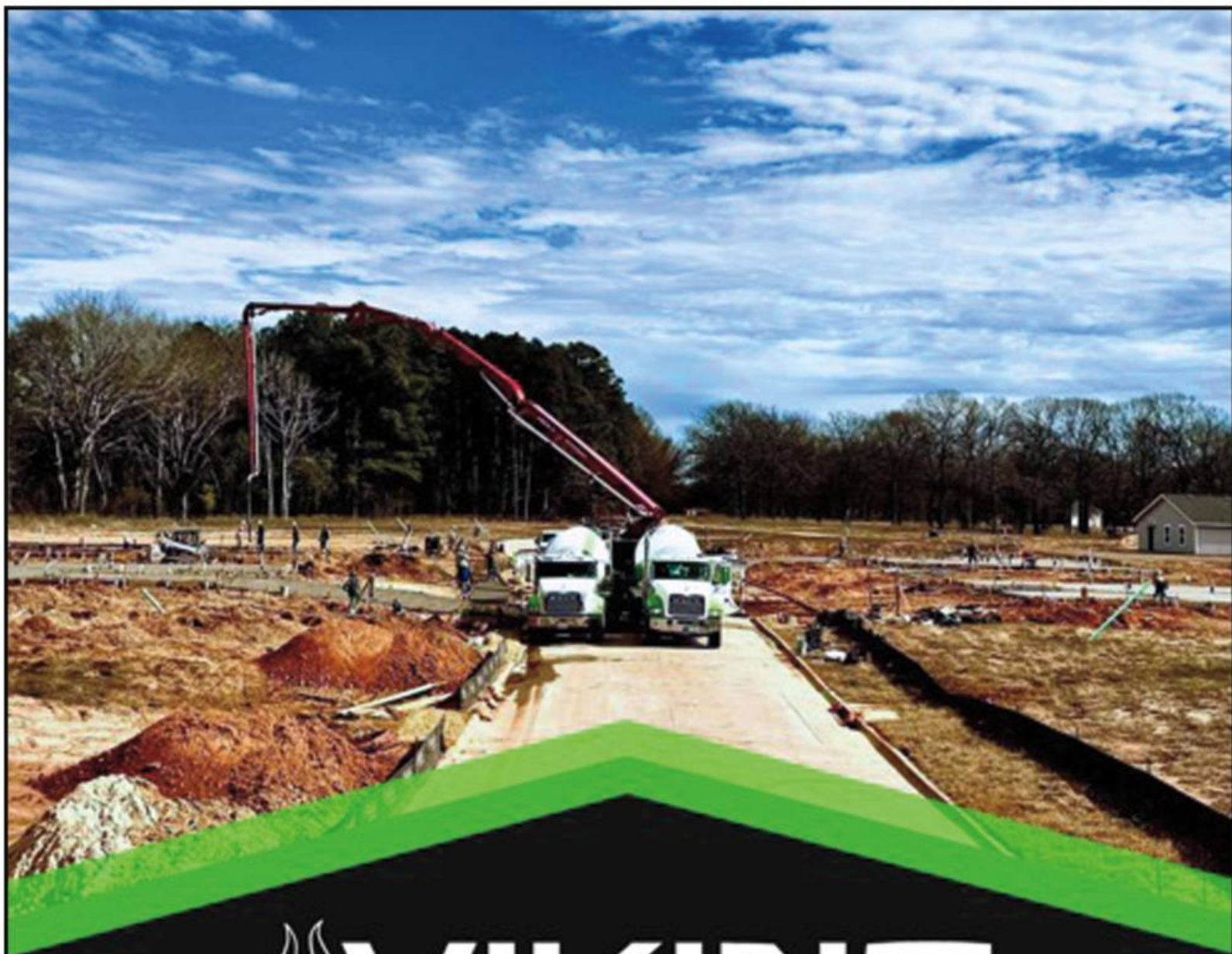


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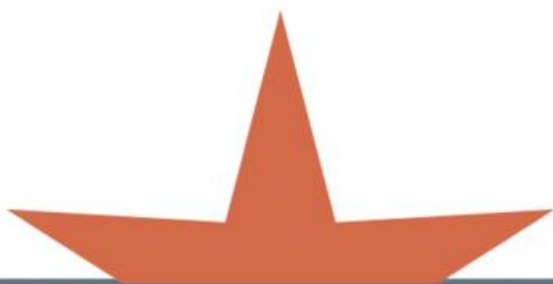


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# 2025 Salt Girls & Boys



1914 Macy Martin & Anderson Cook 1921 Jolie Countryman & Beckham Yarbrough  
1933 Chloe Hamessley & Beckett LaPrade 1941 Hazel Jones & Trevor Bolin  
1956 Camilla Walker & Tanner Bolin 1967 Willow Teague & Dietz Crow  
2014 Ella Hazel & Dallas Fisher



1914



1921



1933



1941



1956



1967



2014

# 51st Annual Grand Saline Salt Festival Pageant Duchesses



*Kylie Adair*  
Athena Club



*Jazzlynn Barrientes*  
Grand Saline Youth Foudation



*Bella Carter*  
Grand Saline  
Sports Boosters



*2025 Queen  
Emma Currey*



*Cadence Carver*  
Grand Saline  
Rodeo Association



*Jamie Kate  
Castleberry*  
Friends of  
the Library



*Emma Currey*  
Grand Saline  
Police Department



*McKennah Davis*  
Grand Saline  
VFW



*Brynleigh Fisher*  
Main Street  
Program

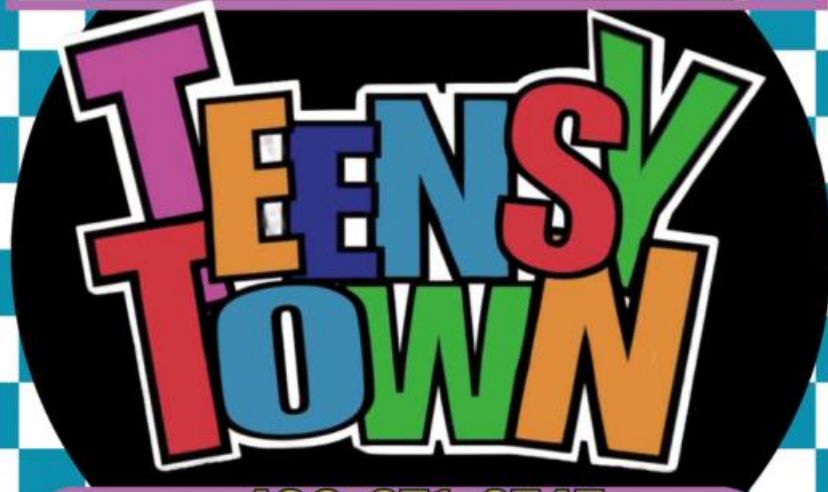


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GS Mighty  
Indian Band



*Khloe Ortiz*  
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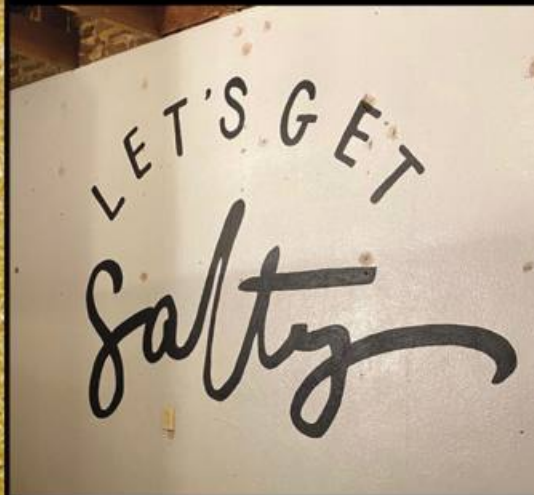
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2003



2004



2005



2006



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017



2018



2019



2020



2021



2022



2023



2024



2025

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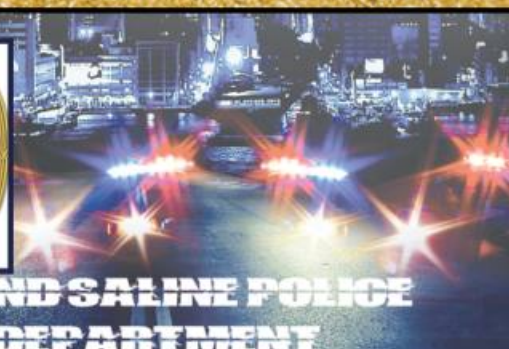


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**NEW: Morning Yoga in the Yard**  
(or in the Pavilion depending on weather)  
Saturday Morning - 7:30 a.m. - 8:30 a.m.

**NEW: Pancake Community Breakfast at Pavilion**  
Saturday Morning - 8:00 a.m. - 10:00 a.m.

**NEW: Phase 10 Tournament**  
Saturday Morning - 8:00 a.m. - 10:00 a.m.  
Main Street 4-Way Stop - Under the Tent

Also, don't events recently added such as –  
Pumpkin Decorating, Arts/Floral/Canning, and Family Follies

Be sure to check the schedule of event for your favorites -  
the traditional Virginia Milam Old Fashion Luncheon,  
Free Community Bingo (250 cards available), Dessert Baking  
Contest, Kiddie Kapers, Cornhole, Street Vendors,  
Street Dances and MORE!!



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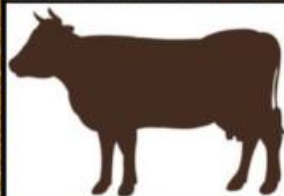
Nuisant Animal Removal



A Texas Main Street City

### City of Grand Saline Contact Numbers

|                   |                       |
|-------------------|-----------------------|
| City Hall         | 903.962.3122          |
| Police Department | 903.962.3146          |
| Fire Department   | 903.962.3145          |
| City Pool         | 903.962.4624          |
| Code Enforcement  | 903.962.3122 Ext. 220 |
| City Court        | 903.962.3122 Ext. 2   |
| Main Street       | 903.962.3122 Ext. 7   |



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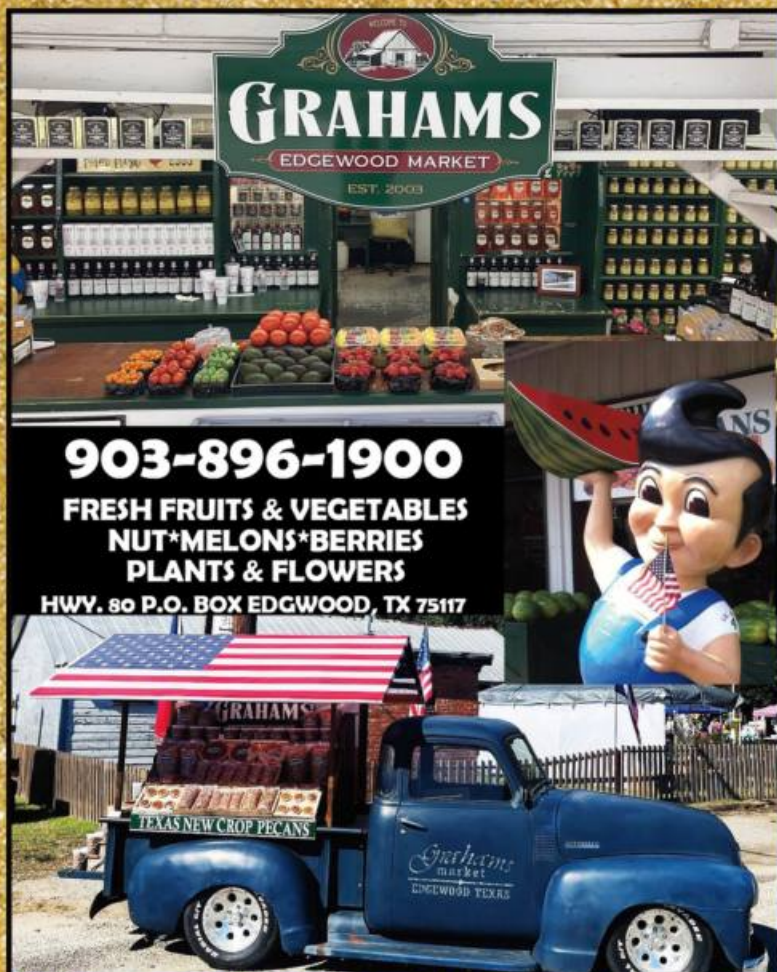
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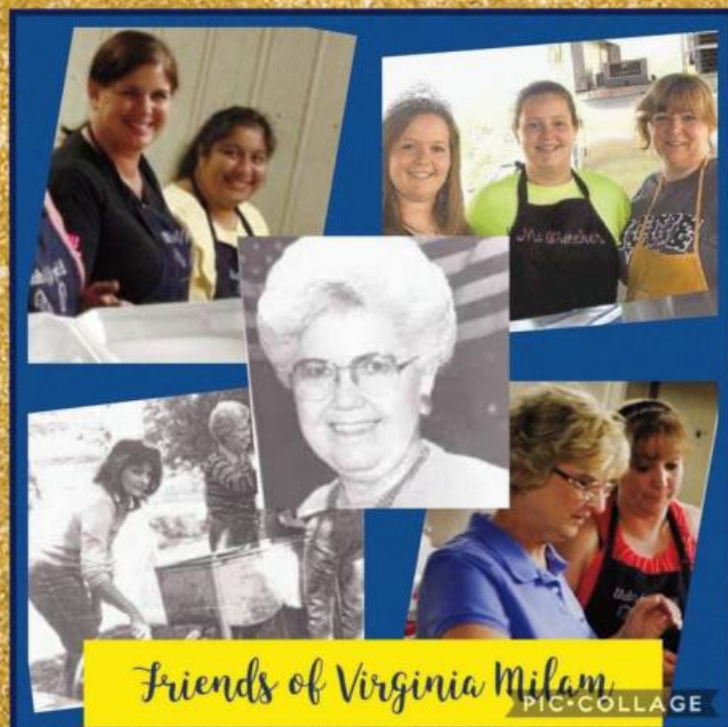
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Beyond the festival activities, the Grand Saline Salt Festival Heritage Association allocated **\$5,000** for scholarships to the Grand Saline High School graduating class of 2025. Recipients of these awards are:

- Jaron Miller
- Virginia Rustler
- Eric Rios
- Chase Rumfield
- Abel Gutierrez
- Alyssa Fugate
- Finley Phillips
- Adyson Hazel
- Aubrey Kindle



The Grand Saline Salt Festival Heritage Association Board of Directors thanks YOU, our community, for celebrating our heritage and helping us create unforgettable memories. It is for you that the festival exists and for you that we strive to make it better each year.

2025 Board members consist of:

- |                           |                                 |                           |
|---------------------------|---------------------------------|---------------------------|
| ➤ Wendy Milam, President  | ➤ Tara McBeath, Vice- President | ➤ Julie Fisher, Treasurer |
| ➤ Angela Jones, Secretary | ➤ Tammy Chitty                  | ➤ Dean Phillips           |
| ➤ Stacy Deatherage        | ➤ Juan Fabian                   | ➤ Lance Mayhugh.          |
| ➤ John Hill               | ➤ Karrie Rodgers                | ➤ Brandi Easley           |

If you are interested in volunteering with the festival events, please contact one of the board members.

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## **Special Appreciation**

As we celebrate the **51st year of the Salt Festival**, the Grand Saline Salt Festival Heritage Association extends its heartfelt gratitude to all our incredible contributors. Your contributions have enriched our community, and we couldn't have done it without your generous sponsorship!

The 2025 Salt Festival Sponsors include:

### **Platinum Sponsors:**

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### **Gold Sponsors:**

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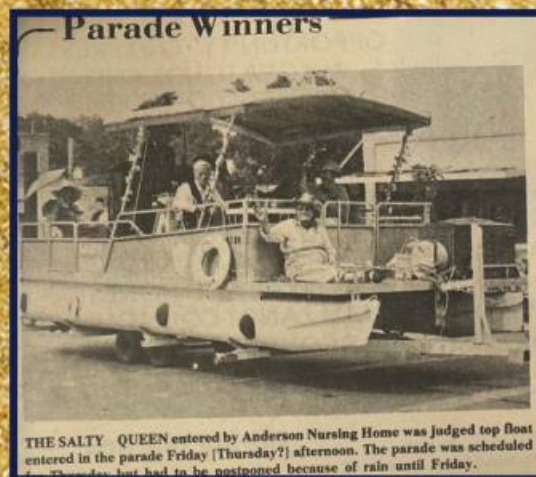
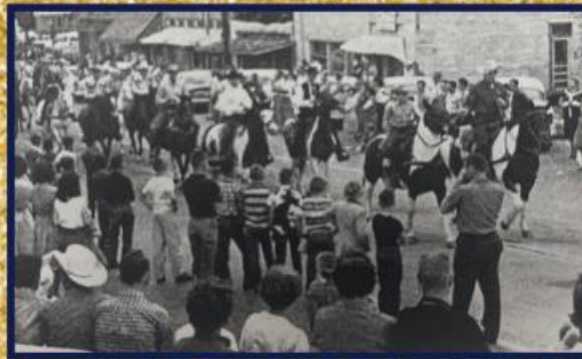
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Appreciation is also extended to every business that purchased an advertisement in this, the annual Salt Festival Magazine. Your generous support and dedication to the festival contributes greatly to its success.



If you are not from Grand Saline, Texas, you are probably acquainted with it indirectly. Most of us have a box of Morton Salt in our pantry today. Those stamped with a GS come from Grand Saline!

Salt has been around since the dawn of time, used by humans for thousands and possibly tens of thousands of years. Morton Salt is proud to take its place in the history of salt. Throughout history, salt has held cultural significance often symbolizing purity, preservation, and hospitality. As early as 800 AD, Indian settlements in Grand Saline traded salt and used it for a variety of reasons. Eventually, American settlers saw the potential for business adventures.



Salt is now plentiful but until the industrial revolution, it was difficult to come by. In the early days, the salt was mined by hand using pickaxes and shovels. Workers would extract the salt and haul it to the surface in wooden carts pulled by mules.

Mining began about a mile north of Grand Saline in the 1800's and by the 1890s the area was producing 17,000 pounds of salt a day. It attracted so much interest that Grand Saline became a stop along the Texas Pacific Railroad. Grand Saline soon grew to become home to several "firsts" in the salt mining industry. It was home to the first salt well and the first steam powered salt plant. The Grand Saline Salt Company quickly grew to be the largest producer of salt. In 1920, the Grand Saline Salt Company became Morton Salt, Inc. Not only did Morton bring modernized operations, it brought the famous Salt Umbrella Girl, who made her appearance six years earlier.

Today, the Morton Salt Mine in Grand Saline is one of the oldest and purest salt mines in the United States and operates at 750 feet below the surface producing more than 350+ thousand tons of salt per year. The current dome is about 1.5 miles in diameter. There is still enough salt underground to supply the entire country for many thousands of years and a portion of it finds its way to our tables. Much of the salt mined from Grand Saline is used for household and industrial purposes, such as laundry detergents, road de-icing, chemical manufacturing, food processing, pharmaceuticals, oil & gas, and agricultural items like animal feed and cowlicks. At one point, if you ate a pretzel with salt, that salt more than likely came from Grand Saline!

Morton Salt once offered public tours of the mine, but those were discontinued in the 1960s as stricter OSHA regulations evolved. So the town of Grand Saline built the Salt Palace, a small, one-story building in downtown Grand Saline that is the only building in the world made of pure rock salt. In 1995, a small museum was created inside the Salt Palace, exhibiting salt mining artifacts and memorabilia. Every Salt Palace visitor takes home a souvenir salt crystal, perhaps to discourage them from licking the building walls (which is reported to be not very uncommon)!

Morton Salt, a subsidiary of Stone Canyon Group, has been a part of the city of Grand Saline's identity for over a century. The mine has played a crucial role in the local economy and employs 175+ people. The Morton Salt Mine in Grand Saline is the town's largest employer and one of three rock-salt mines Morton operates in the U.S.

Morton Salt has contributed greatly to the cultural identity of Grand Saline and has had a lasting historical impact on local traditions and customs. Morton Salt is not only significant to Grand Saline; it is an American way of life. Since 1848, Morton Salt has been improving lives and enhancing everyday moments – at home, at work and virtually everywhere in between. Still today, they are widely recognized for our iconic Morton Salt Girl who has remained the face of our brand for over a century. And, their products remain staples in the hearts and homes of millions of Americans. That's because they're a company with vision, drive and a big heart.



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