

Dallas Festival Promoters Promise Labor Day Safety

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DALLAS, Tex. — The Texas International Pop Festival, to be held in Dallas Saturday through Monday is preaching a cliché.

The cliché is "Labor Day Safety" and although one often hears it from the lips of austere newscasters and worried mothers, one hardly expects to hear it from the managers of a pop festival featuring over 20 big-name celebrities.

But both International Pop Festival Inc., of Atlanta and Showco. Inc. of Dallas, sponsors of the three-day Dallas event, are concerned with Labor Day Safety, and with good reason. Recent festivals in other cities have resulted in less-than-reassuring headlines. The Dallas festival planners are making certain their's won't be the next to face unflattering print.

"Our Atlanta festival was noted for its lack of riots or any incidents of even the most minor sort," said Alex Cooley of International Pop Festival, Inc. "We were commended by both Atlanta newspapers on the way in which it was handled, and we intend to follow

months," Cooley said. "We have more than ample provisions for restrooms, water fountains, concession stands and parking places.

"Moreover, we will be dealing with a location site that is ideal for our purposes. We're located directly off a major highway less than 12 miles from the heart of Dallas. Adjoining the location site are 20,000 acres of free camping ground, provided for by the state," he explained.

"We have parking places for over 40,000 cars and the entire parking area will be carefully supervised. We have 150 restrooms located throughout the area. Everything is being done to insure physical comfort and easy going good nature," he concluded.


No one can accuse the entertainment roster of the Festival, including Canned Heat, Janis Joplin, B.B. King and Herbie Mann, of being cliché-ridden. But as for that "Labor Day Safety" cliché, that's one label the Festival doesn't mind having.

the exact same methods with our Dallas based festival.

"There won't be any reason for anyone's having a chip on his shoulder. We'll have a patrol on horseback, of course, but there won't be any clubs or any bullying of the people. We will have public relations people scattered all throughout the crowd wearing "Friend" armbands. Anyone with a problem, no matter how minute, can go to them," he said.

But the entire crew of International Pop Festival, which moved to Dallas from Atlanta to work with Showco on the festivities, has seen to it that there should be few problems.

"We've been working on plans for the physical facilities of the Festival for over four



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more than 1,000 of the 300,000 present got sick.

"It is unfair to declare us guilty by association," Calmes said.

Lewisville is 20 miles from Dallas and the Dallas Morning News took the festival to task in an editorial entitled "Nausea at Lewisville." The editorial said in part:

"We wish we could voice a sincere welcome. But this newspaper simply cannot get accustomed to or condone youngsters of both sexes living together, smoking pot, defying authorities, refusing to work,

Young people assembling to hear music is one thing. Young people assembling in unspeakable costumes, half-naked, barefooted, defying propriety and scorning morality is another.

"Who and where are their parents? Where do these young people get the money to loaf around the country in their smelly regalia?"