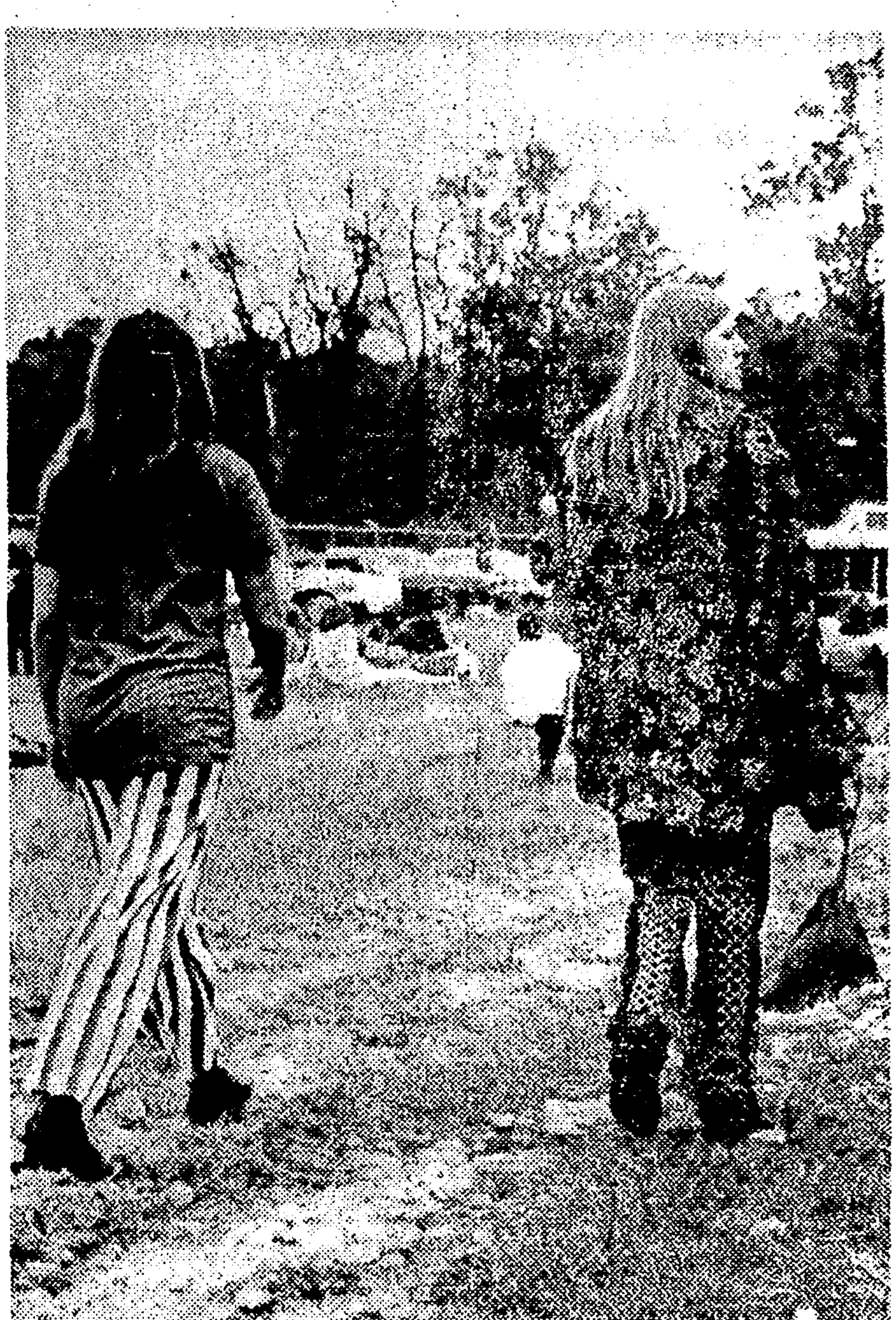


Pop Music Festival Is a Financial Loss

Promoters Say Only 5,000 Young Persons Attended 2-Day Rock Event at Kansas City Raceway



THESE TWO YOUNG WOMEN, walking to a vantage point near the stage, were typical of most of the young persons who gathered this weekend to listen to the sounds of the Kansas City Pop festival at 8200 Noland road. The Crowd was not large either Saturday or yesterday.

The first annual Kansas City Pop festival, held this weekend may also be the last, the promoters of the rock music event said last night as they counted their losses

A 2-night total of 5,000 long-haired, college-age, pop-rock fans sat on blankets in the cold and rain to hear their favorite bands blast out eight hours of continuous rock. Some of the bands had traveled from as far away as Canada, Florida and California to perform. Gary Morgan, one of the promoters, said that even at \$7 a ticket the crowd was not large enough to cover the expenses of putting together the show. The promoters set the cost at more than \$60,000.

The promoters, a group of area college-supply store owners and managers, had hoped for crowds of more than 10,000 persons each day, they said and arrangements had been made to handle that many.

It was held at Kansas City International raceway, 8200 Noland road, where parking would have been no problem if the anticipated droves of young persons had arrived. But hours after the start of the music at 2 o'clock yesterday, more than two-thirds of the parking lot stood empty.

A stage was built at one end of a 10-acre field beside the race strip, but the fans were huddled in small groups in less than an acre in front of the stage. Concession stands might have done more than the moderate business they did if they had sold umbrellas or blankets.

Rows of portable rest rooms stood at the far end of the field, and few persons made the eighth-mile trek to use the facilities.

If the size of the crowd left something to be desired by the promoters, the mood and conduct of those present did not. By request of the city, no liquor or dancing was allowed, and no violations were reported.

About 35 off-duty policemen were employed to prevent any disturbances, but several of the officers said they could have done as good a job if they had stayed home.

"The crowd has just been beautiful," an officer said. "We've had absolutely no trouble of any kind either night. These kids simply are not here for trouble. They just want to listen to their music and do their thing."

Lenexa

Mavor Fires Humane