

Alaska-California Trade Fair Draws 600,000

Native Oriented Programs Popular

Native dances, whalebone masks, skin masks, Indian totems, ivory jewelry, and fur parkas—all combined to make the Alaska Trade and Travel Fair a popular event with Californians.

It was estimated that on one day about 60,000 visited the fair and about 6,000 attended the night show. One of these persons must now have an interesting conversation piece, for Carl Heinmiller lost a totem pole which at last report had not yet wandered back to its owner. Heinmiller is the director of Alaska Indian Arts, Inc. at Port Chilkoot.

The nine-day promotional event was held at the South Coast Plaza in Costa Mesa, California March 12-21. It was sponsored by the Alaska Business Council under the chairmanship of Anchorage Mayor George Sullivan.

Among those representing Alaskan natives were Laura Bergt and veteran tourism promoters Helen and Chester Seveck of Point Hope.

Mrs. Bergt modeled a musk ox wool mini-skirt, a 60-year old ivory necklace and a 50-year old ivory bracelet.

Helen and Chester Seveck performed Eskimo dances and demonstrated other arts of the Eskimos.

Their picture and a story on them by Lael Morgan appeared in the Los Angeles Times.

As explained in the article, the couple works as tour guides for Wien Consolidated Airlines, Inc. in Kotzebue. There, during the summer months, Seveck, who is over 80, and his wife perform Eskimo dance demonstrations.

"Nowadays I get tired of walking because I'm spoiled by so much riding in cars," Seveck admits. "But we never get tired of

dancing."

He began working for Wien in 1954 after serving as a government reindeer herder for 46 years. After both had lost a spouse, they married in 1958, and now boast a total of 20 children and 159 grandchildren, and great grandchildren.

Although they spend their summers in Kotzebue working as tour guides, winters take them to Fairbanks where they live with their youngest daughter and her four children. And, as Howard Rock in Fairbanks will proudly tell you, Mrs. Seveck is his sister.

The couple seems to have enjoyed their stay in California, which Mrs. Seveck said she likes because there's no snow.

Their first real introduction to life outside Alaska came in 1959 in Hollywood where they played in the movie "Ice Palace," Edna Ferber's Alaska saga. After six weeks there, they returned to the tour business and traveled coast to coast as well as Hawaii and Japan on promotion tours.

They both have come to enjoy television, white man's food, and a spring bed rather than the floor. But they haven't lost skills learned years ago—Seveck trapped the 150 or so skins required for their handsome Alaska parkas and his wife sewed them by hand.

So with 159 youngsters to shop for and worry about, the Alaska trade fair, and promotional work with Wien, the couple has no time to get old. Seveck is due to retire from the airline on his 20th year (three years hence) but he's not making specific plans for it.

As also stated in the Times article, the possibility of slowing down just hasn't occurred to them.



RAPT AUDIENCE—With wonderment in their eyes, the California audience at Costa Mesa are re-

flecting the uniqueness of native performances at the Travel and Trade Fair recently.



TLINGIT DANCERS—Tlingit Indians from south-eastern Alaska are performing their dances before

a California audience.



VETERAN TOUR GUIDE—Helen Seveck has a satisfied expression on her face as she finishes one of her performances with her husband, Chester, and other Eskimos from Nome at the Costa Mesa, California Travel and Trade Fair. —All Photos by LAEL MORGAN

For Jesse Lee Home— Chance Announces Appointment Of Prominent Alaskans to REACH

Genie Chance, state legislator and chairman of development for The Jesse Lee Home, announced the appointment of nineteen prominent Alaskans to the REACH development committee.

REACH, The Jesse Lee Home's five-year development program, is designed to mount a far-ranging fund-raising campaign to finance the extension and improvement of family and child services.

Included in the REACH program are counseling services to

families, group home services, an activity center and an additional living unit for the Home. The total five-year REACH goal is slightly over one million dollars.

Under the joint leadership of Mrs. Chance and co-chairman Paul Robison, well-known Anchorage attorney, the REACH Executive Committee will head up the Alaska division of the campaign. Anchorageites appointed to the committee were:

Mr. Bill Bishop, Mr. Willard Bowman, Mr. B.J. Carr, Mr. Chat-

terton, Mr. William Coger, Mr. Marvin Frankel, Mr. Gene Guess, Mr. Henry Hedberg, Mrs. Pat Hiebert, Gen. Raymond Reeves and Mr. W.H. Sanders.

Southeast Alaska is represented on the committee by Mr. Bill Boardman, Mr. Jack Conway and Mr. Al Anderson, William Hensley, Frank Chapados and Mr. Eugene Miller represent other areas of the state. Also on the committee is Mr. Hugh Gallagher of Washington, D.C.

The Jesse Lee Home is a residential center for forty school age children who have moderate to severe behavior problems. It is a short-term care facility with the goal of eventual return to family life.

Governed by a local board, the Home is a project of the Methodist Church, a member of the Community Chest and accredited by the Child Welfare League of America.

Pollock Praises ACCA for Work with Children, Adults

Congressman Howard W. Pollock commended the Easter Seal Society for Alaska Crippled Children and Adults for their excellent efforts to provide for unmet needs of handicapped children and adults.

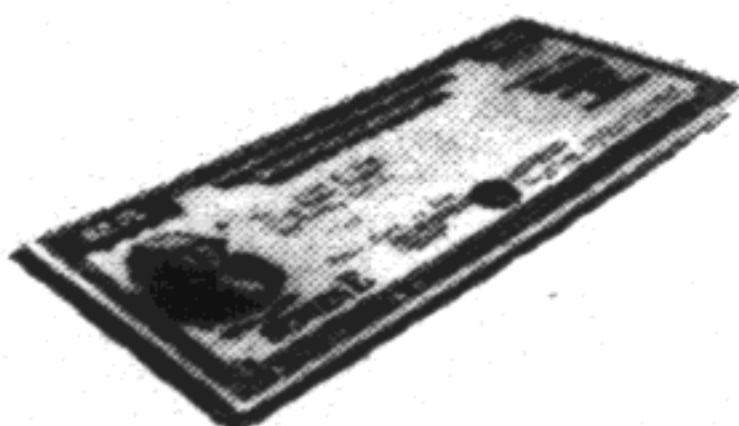
Pollock praised the A.C.C.A. program for early detection of

hearing defects in children. Using simple audiometers which can be operated by trained volunteers, A.C.C.A. can detect hearing difficulties in pre-school children.

Early detection and early referral to professional help can minimize any adjustment diffi-

culty when the child reaches school age.

Congressman Pollock reminded Alaskans of Easter Seal month, and urged his constituents to support the Easter Seal Society for Alaska Crippled Children and Adults.



Take stock in America
Buy U.S. Savings Bonds & Freedom Shares