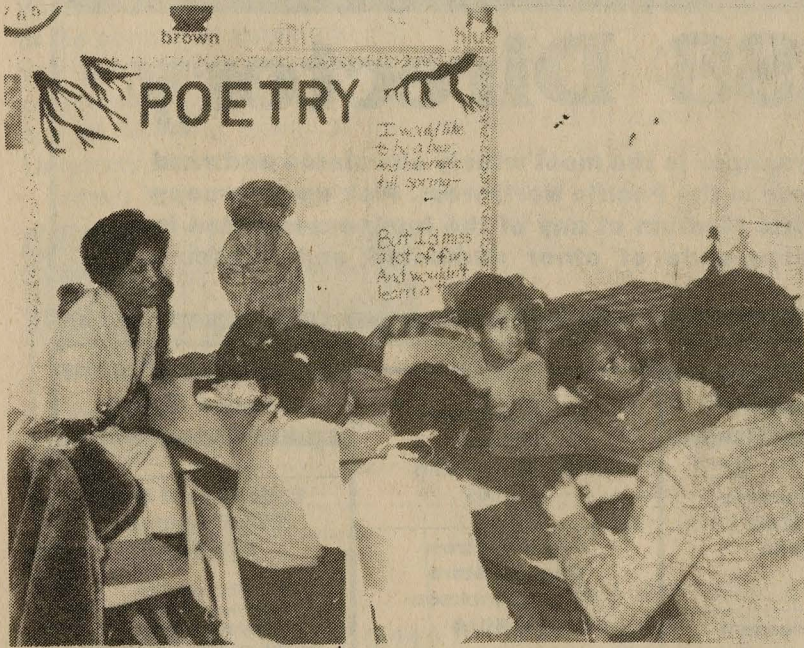


CHILDREN

Winter Quarter Begins For Mt. Zion Ethnic School



The Mt. Zion Ethnic School starts winter quarter on Saturday, Jan. 17, at 9:30 a.m. Ages 4 through 19 are encouraged to take advantage of the Saturday courses in Black History, Computer, First Aid, Spanish, Calligraphy, Broadcast Communications, Drama, Folyan, Genealogy, Creative Movement, Career Explorations, Career Conversations and Basic Tutoring.

The school is open to the community. For additional information, contact LaVerne C. Hall at 322-6500.

Education And Employment Opportunities

The Youth Employment Education Program announces openings for its winter classes in GED preparation, basic skills upgrading, skills training and job placement program.

This unique program offers individualized and group instruction to youth who want to obtain their GED (equivalent to a high school diploma) or to youth who want to obtain the skills and attitudes necessary to acquire a full or part-time job.

Each youth enrolled in the program will be assigned to a teacher and/or job placement counselor who will assist them in planning their educational and career goals. Support service resources are available to youth who may need transportation, financial or childcare referral assistance. New classes start each week.

Eligible youth are 16-21 years of age and may be high school students, graduates or dropouts. Low-income, minority and handicapped youth are encouraged

to apply.

Interested youth or parents may contact Tracy Hart at

625-5484 or Portia Carter at 625-5361 for more information. The Youth Employment Educa-

tion Program is located in downtown Seattle at 105 Union Street, Suite 160.

Help Your Child Eat Right

"A taste for healthy foods and eating is one of the most valuable gifts parents give a child," says Jan Grant, King County extension agent for Washington State University. "It's never too late, or too early, to start." Here are some suggestions she offers:

Always eat as a family. Turn off the T.V. during mealtime, and, if possible, disconnect the phone. Encourage relaxation. Don't battle about food or anything else during meal-time.

Set a good example. Your child is more apt to give unfamiliar foods a try after watching you eat and enjoy a wide variety of foods.

Encourage your child to sample a new food, but don't force foods on a youngster. Don't

ever make a new food the price of dessert.

Keep servings small so children can have the satisfaction of cleaning their plates and asking for "more, please."

Encourage smart snacking by keeping the kitchen stacked with a selection of healthy hunger stoppers: fresh fruit, vegetable sticks with a nutritious dip, raisins and cheese with whole-grain crackers.

Give kids a healthy start each morning by making sure they get up early enough for a nourishing breakfast.

The morning meal does not have to be cereal. Try an unconventional breakfast: a peanut butter and banana sandwich, hot soup, cottage cheese with sliced

fruit, and macaroni and cheese are nutritious and can be appealing.

Involve kids in menu planning and meal preparation. Children will enjoy helping prepare foods and enjoy eating them.

Grant says, "Children have to be educated to make good food selections. Food habits which build good health are not acquired naturally; they must be learned."

**Happy Birthday
Dr. King**

SPECIAL REPORT

NNPA Tours Japan With The Rev. Jesse Jackson To Discuss Economic 'Reciprocity'

by Nate Clay

"We sustained a \$50 billion deficit in trade with Japan last year and that was intolerable; we face a \$60 billion deficit this year--the Japanese must simply open up their markets."

IN HIS RAPID fire delivery, Mike Mansfield, the U.S. Ambassador to Japan, encouraged the Rev. Jesse Jackson and his 26-member delegation to continue with their threats to boycott Japanese products.

Preaching the gospel of "reciprocity," Rev. Jackson has launched an ambitious program to pressure Japanese companies to "put something back", to return some of the millions they make in profits off the Black community.

Buoyed by statistics showing that Blacks purchase 15 to 18 percent of all Japanese products sold in the U.S., including 14-15 percent of Japanese auto imports, Rev. Jackson, in meetings with the CEOs of Toyota, Panasonic, Sony, Prime Minister Yasuhiro Nakasone and others, gave them a textbook treatise on the successes of the U.S. civil rights movement, particularly the Operation Breadbasket-led program of boycotts and picketing of major corporations which Jackson started under Dr. King.

When Nakasone declared a few months ago that the intellectual climate of Japan was much higher than that of the U.S. because of the presence

of Blacks and Hispanics, his comments set off a round of protests by minorities here and in his own country.

Subsequently, Nakasone issued an apology to the Congressional Black Caucus and representatives of other minority groups.

During his five-day whirlwind tour of Japan recently Jackson, addressing corporate leaders, press conferences and rallies, repeatedly compared Nakasone's belated apology to the response of the Montgomery bus company in 1955. Jackson said the bus company, after Blacks had begun their boycott, issued an apology that was far too little too late. The ante had been upped. Blacks were demanding a public accommodations law, equal voting rights, equal job opportunities, removal of racially demeaning signs, etc. The "can of worms" became a movement and the movement changed the face of not just the American South but the way corporate America does business.

Faced with boycotts and public protests, corporate America soon learned that it was good business to do business with minorities.

Ambassador Mansfield urged Rev. Jackson to teach that lesson to corporate Japan.

"The best thing you can do is continue doing exactly what you're doing--lay it all out on the table. There will be some misunderstandings but out

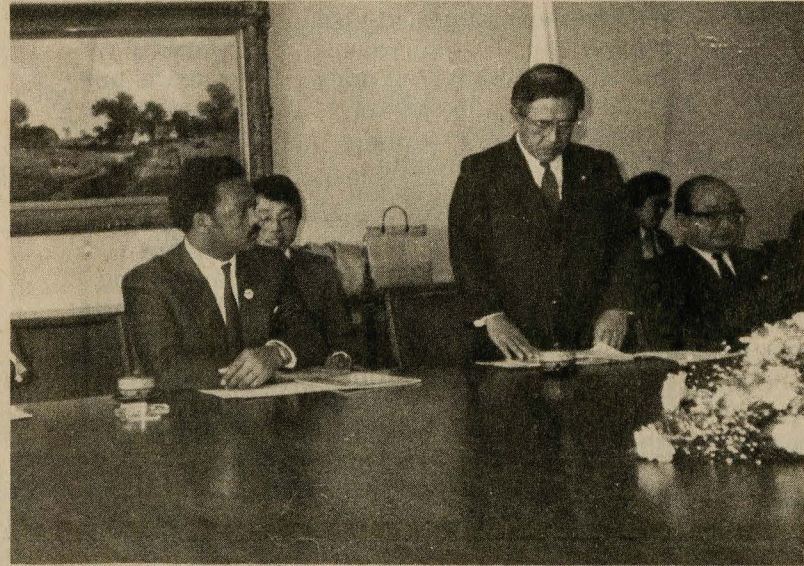
of misunderstanding comes corporation," Mansfield advised.

The ambassador's comments reflect a growing sentiment in U.S. business and labor circles. Not only are Blacks complaining about unfair trade practices, so are big labor unions concerned about the loss of jobs and the failure of Japanese companies to use union labor when they build U.S. factories; American farmers who ride around their unprofitable farms on Japanese made Yamaha tractors but can't sell their excess produce on the Japanese agricultural market; American electronic firms which complain that the Japanese are allowed to dump all their gadgets here without American companies having the same access to their market.

In his meeting with Shoichiro Toyoda, president of Toyota, Jackson began with an explanation of his mission: "We've come because we're interested in a mutually respectful economic formula. Mr. Nakasone's statement was a great source of pain to all of us but it just amplified the lack of business relations (between Blacks and Japanese companies)."

Sitting across from each other in the huge Toyota headquarters' boardroom highlighted by a panoramic view of downtown Tokyo, President Shoichiro listened patiently as Jackson laid out his case through an interpreter.

Accompanying Jackson were four Black auto dealers,



The Rev. Jesse Jackson and prominent Japanese businessmen meet to discuss possible trade agreements between Japan and the Black American business community. Jackson and Shoichiro Toyoda, president of Toyota of Japan, discussed the possibility of Japanese business advertising in Black newspapers, advertising in agencies and magazines. They also discussed the establishment of Black-owned Toyota franchises. Pictured (left to right) are Jackson and Toyoda.

one of whom had gross earnings of \$70 million last year; the owner of a Savannah, GA. construction company; three representatives of the Black press, including Citizenspaper Publisher Bill Garth, representing the National Newspaper Publishers Association; Bob Bogle, Co-Publisher of the Philadelphia Tribune and NNPA member and several Asian-American members of Jackson's Rainbow Coalition.

According to William Shack, Jr., spokesman for the Black autodealers and owner of two San Diego dealerships, the Black auto dealers in the U.S. have tried unsuccessfully for years to acquire dealerships from the Japanese. Of the 300 Black auto dealers across the country, only about five have Japanese franchises, Shack says. Yet, according to Rev. Jackson, Blacks bought 750,000 Toyotas last year alone.

Requests for ads by the members of the NNPA have also fallen on deaf ears. Appearing to be surprised by these complaints, Shoichiro initially excused Nakasone's statement as a "slip of the tongue," cited his company's official philosophy of equal opportunity for its U.S. employees, and declared that Toyota's joint ventures with General Motors had helped "revitalize the American economy," benefitting blacks in the process.

With a half smile on his face, Shoichiro contended that he had no control over his company's U.S. operations, claiming that it is an independent entity whose policies he could not dictate.

Unmoved, Rev. Jackson pressed on, steadfastly maintaining that Japanese businessmen could not "look at Black America through the eyes of white America." The economic development of Black America, he explained, is more dependent on fair trade practices than on a company's stated policy of equal opportunity.

Fair trade would mean that Japanese companies who earn huge profits in the Black community would return some of that by consciously seeking out Blacks to handle some of their legal, accounting, insurance and construction needs; by granting more Black franchises and appealing directly to the Black community through its publications.

Realizing that his dodges would not work, Shoichiro promised to discuss Rev. Jackson's complaints with him people in the U.S. and even tentatively agreed to come here to attend a meeting with Black leaders and his U.S. representatives.

Shoichiro, thus, was far more forthcoming and agreeable than any of his counterparts. But the Japanese are nothing if not past masters at the artful game of wearing down suitors and opponents by calculated delays and deceptions.

If he can crack this nut, Rev. Jackson will have succeeded where the American government and corporations have largely failed.

(Nate Clay accompanied Rev. Jackson on part of his tour of Southeast Asia. He is doing a series of articles on the trip.)



A delegation of Black American business representatives, led by the Rev. Jesse Jackson, wait at a Tokyo station for a high speed bullet train to Osaka, Japan. The 400-mile trip took three hours. Pictured above (left to right) is Ben Polote, president of Polote Corp. of Savannah, Ga.; Jackson, president of the National Rainbow Coalition and founder of Operation PUSH; Bill Shack, chairman of the PUSH Trade Bureau and president of Yucca Ford-Lincoln-Mercury in Yucca Valley, Calif.; William Garth, president of Citizen Newspaper Corp. and member of the NNPA Board, and chairman of NNPA's advertising committee and board member PUSH Trade Bureau; Bob Bogle, co-publisher of the Philadelphia Tribune and a member of NNPA's advertising committee; the Rev. Ed Reddick, vice president of Operation PUSH and PUSH research.