

Jesse Jackson

Coming to HBS

The Reverend Jesse L. Jackson, National Director of the Southern Christian Leadership Conference's "Operation Breadbasket," will speak at 4 p.m. next Wednesday, April 15, in Baker Auditorium at the Harvard Business School.

Operation Breadbasket is a well-run drive to increase black employment and economic power in Chicago, Cleveland, Los Angeles, Brooklyn and four other U.S. cities. In Chicago Jackson has led



*Rev. Jesse Jackson, of Chicago's
Operation Breadbasket*

successful boycotts against A & P and other employees to increase black employment at all levels and to obtain retail distribution for ghetto-manufactured products including Grove Fresh

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Oranfe juice, Staff of Life Bread, Mumbo Barbecue Sauce, and King Solomon toiletries, among others.

Jackson's influence has also attracted sizeable deposits from Chicago businesses to ghetto-area commercial banks in Breadbasket's effort to attract development capital to black neighborhoods. Recently Jackson has been a principle in widely publicized negotiations with Mayor Daley and Chicago trade unions to increase black employment in the construction industry.

In Time Magazine's April 6 cover story Jackson was described as a pragmatist, in that he recognizes the reality of racial separation but seeks to make the black community economically independent rather than subservient to whites.

His visit is sponsored by the Musser Seminar, a group of twenty graduate students at HBS, the Divinity School and the Episcopal Theological Seminary. The Seminar has been concerned this year with "American Business and the Black Liberation Movement. . . Opportunities and Imperatives for Constructive Action." Other speakers this year are Dr. Joseph Fletcher (writer of Situ-