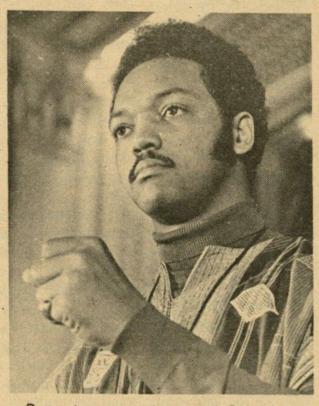
Jesse Jackson Coming to HBS

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

Jackson from page 1

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 Construtive Action." Other speakers this year are Dr. Joseph Fletcher (writer of Situ-