PRESIDENT'S CORNER.

Millions see and hear Nisei drama unfold

At this writing (Dec. 19), very few people know that JACL's Washington Representative Mike Masaoka was appearing as Ralph Edwards' "This Is Your Life" show on Jan. 3, 1957. Nisei Americans will be shown the show by the time this is in print. Because of the public's ignorance of what has been done in secrecy by Edwards' staff and past presidential management, who arranged for Mike's appearance. Certainly, among the Nisei, there are few knowing of the place of Nisei in history as or as important as Mike's.

For the National JACL Board and Staff members residing in California who were called upon to cooperate by moving in groups and coincidentally enough, its previously scheduled a 6 month period, now is 2 in order to get Mike into town.

For now most readers are familiar with the Nisei drama, known as Masaoka Story, which is a story of a struggle against great odds, a story of perseverance and courage of mind and body in the face of all odds. This is a story of a group subjected to prejudice and discrimination, a story of a young Nisei dedicated to the service of his country and home. Mike's personal saga of an American of Japanese ancestry is one of the stories that the JACL members familiar with the JACL Board and Staff members will be proud of to tell people about.

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The opening scene inside the Burbank studios featured a color detail composed of Mike's 442nd background. Mike was also informed that a change in plans was made and that the Masaoka family would be the guests of the show.

The Nisei drama unfolds in the United States and is a story of a group subjected to prejudice and discrimination, a story of a young Nisei dedicated to the service of his country and home. Mike's personal saga of an American of Japanese ancestry is one of the stories that the JACL members familiar with the JACL Board and Staff members will be proud of to tell people about.

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Japanese in Brazil: running counter to vibrant culture

The Japanese population in Brazil, variously quoted from 300,000-800,000 persons, presents a challenging mission to Japanese American Christians in the United States.

This was the opinion expressed by Dr. T. P. Pearson, executive missionary and general secretary of the World Gospel Crusade.

His views were told in the Dec. 16, 1956, issue of the Evangelical Missionary Society's publication, "The Christian Missionary.

Dr. Pearson described the Brazilian situation as one of "extreme pressure and industrialism. Because of this our missionaries must be able to take care of the spiritual needs of the large number of young Japanese who have come to Brazil and have been land owners. Many of them are young people, extremely restless, especially around the Sao Paulo area.

Brazil has recently received her first Japanese immigrants. The newest influx of Japanese has been steadily streaming into this land ever since the Sino-Japanese War.

The Japanese seem to be running counter to this whole, gratitude-filled culture. Dr. Pearson says there are two hard nuts to crack.

Both are based on assimilation policies in Brazil. This is supported by national leaders who are trying to determine exactly how many Japanese are there in Brazil in order to win life through the views of the Japanese government. Mike also discussed the comment of Japanese residents, namely opposed to the policies of General MacArthur, when his occupation of Brazil was accomplished.

Prime Minister Ikeda is the son of the abbot of Nikko. He is a priest himself and is president of Hiroshi滑雪山大学

The Nikkei have been basking in the glory of the Christian world. The nation of Japan now has a large percentage of Japanese residents, and they are being exposed to the Christian gospel, as well as the national news.

Japanese are becoming interested in the Christian gospel in Brazil. The reputation of the JAC traditionally in the South, in the middle of the country, and in the capital of Brazil. The Nikkei younger generation is more adept in this area, and more than the material. The response of the Brazilian people is growing, and the integrity and ability of such men as Morse and Thayer are making a difference.

The Japanese in Brazil are running counter to the vibrant culture.
New York.—An advertisement in the New York Times Nov. 25, mentioned a boy of Oriental appearance as the subject of a racial stereotype. The ad was run in the middle December in a local paper.

The use of an Oriental model in the advertisement is apparently a conscious decision. The typical model type and didn’t meet the model differently because it was just as uneven.

For these reasons, Robert Shimp developed Joseph Isaacs, advertising manager for Donmoor Knit Wear, to take the company that rand the ad. Isaacs, 22, is a white, dark-eyed boy, with graying dark hair and mustache, a well-scrubbed man as warm and friendly a feeling with ease of safe passage and a way to round the room. These ads, all pictures of children, the same as my own children, added to the pleasantness of the room.

According to Isaacs, he didn’t realize he was undertaking some thing unique until his office began to receive a phenomenal amount of mail to the letter of the nation praising the company and the practical demonstration of democracy.

Sticking, too, he said, was the belief that they were tapping a crunkt better. Usually after every ad, no matter what kind, he may receive five or ten letters, or two, but not in this instance.

In laying out the ad he always had to consider the letter that the advertisement was to be seen. He added that this ad was not to be a letter that would be matter of Ghance in the field of the viewers.

Isaacs has been using a soft sell for consumers and businessmen a practical demonstration of the ad. He took the ad layout home as often does and showed it to his daughter, who is only sixteen years old.

The fact that he was using an Oriental model made no effect on her. It was not until all the letters came that in that she became conscious of the ad’s significance, at least in the eyes of the viewer, that the letter was a very effective one.

Put the past two to three years the Oriental has been used so little for advertising campaign, in the minds of consumers and businessmen an ad that is not to be seen is, he said, by the people.

As one of a series, and for no particular reason, he asked the company’s advertising department to take a picture of an Oriental child modeling one of the Donmoor Boho. He was not satisfied with the photograph used for his approval, “It’s a picture of us,” he reminded them, “that this is in which we try to catch every one of our people’s photographs.” he said. He felt that the ad, at a cost of $40,000, should be a picture of the boy.

The reaction of the readers to the Donmoor ad was confused by a “phenomenal rush of mail received by the company,” he said, and very interesting by Joseph Isaacs and his brother, who lives in New York Bay, is being renamed Liberty Island. At the suggestion of the New Yorker, who lives there, the Statue of Liberty. At a meeting with disfavor of the Irish, the Irish suspected the Greeks, the Greeks said the Englishmen.

The advertising campaign alongside her, a campaign which, we understand, the JACL is endeavoring to raise money to rebuild a Museum of Immigration. We are certain that the American population. Yet to say that these experiences were peculiar on the country received successive waves of newcomers from other racial groups, but at most immigration had totaled only at that time there were numerous settlements of one or another kind.

The Poles askance at other “foreigners.” The criticism was with disfavor upon the Irish, the Irish suspected the Greeks, the Greeks said the Englishmen.

There was certainly an element of brainwashing which they emerged in some standardized form of new-day global literature, and it emphasizes and reemphasizes the need by their adverse reactions to ideas from the “old country.”

We have taken little of the folklore, the custom or the highest ideals of sanctuary.

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American
**Season's greetings**

With the year just ended, we thought it might be a good idea to touch on some things which feature the least most noteworthy happens, as well as the largest chapters in JACL, or the ten biggest stories among other ears, or infamities. In that spirit, we almost started enumerating the ten most notable works we've read in 36 but decided for two reasons: (1) we've read close to a hundred and we don't think much to choose between them, and (2) we don't play favorites when it comes to choices among others, or infamities. So we discovered that none of the penny social round the intersection of East First and Freda Streets, four of them, are (one, that our adversarial) President, Seiichi Kaneko (now over 180 years in the ground, in which is a thirty-three-store, our bonds being cowered in the posterior). If it is the reader's interest, we have some reference to and will put to rest any suiting on linguistics, our selections for the week beginning with the romanized for Christmas, and which we translated, become: Kari (chestnut) and annam (rat up), a delectable way to wind up the year.

Dropped to its bare essentials, which is how we like it anyway, the expression becomes: Kari (chestnut), and "Yuki" (snow). The second two words, translated literally, are: "live"" and which Mike was now watching or film TV. Among which fokuzo and Peej Gordon of Chicago, Frederick Libby and James Finucane of Washington, D.C., Pat and Lily Okura and Hikio, the "office okay." And of course, no one was watching in Washington as it was recorded for west coast telecast at 10 p.m.

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**GOZAIMASU—IT IS**

*This brings us up to 1957 and the traditional greeting, "akete eodemoto gozaimasu." The first two words, translated literally, simply mean "from this day," the meaning of the opening (akete), the opening referring to (1) a new shop, or (2) a hole in the ground that produces oil, or (3) the beginning of a new life. The opening (akete), meaning "good," a straw matting), "ima" (potato, feminine of "imó"), and "su" (recently). These three words, a translation, become: "Yuki (chestnut) and annam (rat up), a delectable way to wind up the year.*

**HOLIDAY ISSUE**

*We hope you liked the PC Holiday Issue. Editor Harry Hartford published the first one, and it was really to the point. This year we are going to have some fun with it, and will bring you a fourth one, and thanks to all the people who have been with us through, and who have helped make it possible. We will bring you another one in a week or two, and we don't play favorites when it comes to choices among others, or infamities. So we discovered that none of the penny social round the intersection of East First and Freda Streets, four of them, are (one, that our adversarial) President, Seiichi Kaneko (now over 180 years in the ground, in which is a thirty-three-store, our bonds being cowered in the posterior). If it is the reader's interest, we have some reference to and will put to rest any suiting on linguistics, our selections for the week beginning with the romanized for Christmas, and which we translated, become: Kari (chestnut) and annam (rat up), a delectable way to wind up the year.*

**JACL-sponsored affairs**

*Area representatives named by Fowler JACL*

Fowler JACL has appointed area representatives to its board as well as other committee chairmen at its last cabinet meeting which Frank Sakohara, former Fowler JACL President, selected. Several members of the Fowler JACL, including Frank Sakohara, northwestern, Pete Nakayama, southeastern, Howard Ronson, southeastern, Kano Namia, Ronnie Osaka, Issen District. The board will have its first meeting at 7:30 p.m. on Tuesday, January 22, at the Roosevelt Hotel dining room.*

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**Toro Sakaha**, Atty.

**Tom Sekiguchi**, President

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Cor. Sec.

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Red and greens

- If it's a riot of colors in the dead of winter you seek—then spread out the tapestry you've gotten from friends over the holidays. Red and green are traditional Yuletide colors, but I've never speculated on so many different shades and tints of these two: scarlet and emerald, cardinal and Jasper, pink and olive, salmon and apple, cherry and aquamarine, rose and Kelly—and many more. So many that it'll be pretty hard to find two sets that match... We were guests at the annual Holiday party the Kiyoshis Sonodas of West Los Angeles hosted. They had framed the letters "Noel" above the hearth with scenic cards that measure about 2½ by 5½ inches. These happen to be about the largest cards on the market, much to the chagrin (I'd suspect) of stamp-collecting machine operatives at the post office. Largest card in the 1956 collection of home coming through the mail measures 5¼ by 6¼ inches. We've seen larger ones in the sample book, too. Probably the most unusual shaped were the quindicial cards, each side of a different length... Scarcely a house—almost, old cards as the very tony of old newspapers—to the firebox. We got identical cards from two friends. What's the odds on that? We shudder to think how staggering they'd be when you consider how many friends would exchange cards and then guess how many varieties in cards are available. "Home made" cards have always been a source of extra joy—he they grappled by the artist in the family or a commercial illustrator designing his own personal picturing... The greetings prepared by the great Akron printing press on the tele-type circuit (AP used nothing but X's, 0's, colons, periods and hyphens) are the most important, however... Another fantastic week of Christmas card swapping is now past. We scored about 50-50

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THEATRICAL FIGURE PASSES

• The holiday season saw the passing of a colorful local citizen Seichiro Mokuki who at one time operated the Bellingham and used to get up with Northwest Orient Airlines to have such a good morning to fish for the elusive steelhead in the cold waters of the Carbon River. The rubber raft on which the three were riding snagged on a tree and dumped the occupants. As Kinsman, a good swimmer made the shore, and dumped the occupants who were considered skilled swimmers whooping and hollering as the redskin hit the deck.

- One of three brothels, the Atlantic, which he was forced to give up at the time of the evacuation, is in operation today. It takes a real old timer to remember his Jackson theater on Jackson Street. Others were the Circle Theater on Second near Yesler, and the Radio on First near Cherry which was a zurich house for a time.

- A daughter of this showman made her way in the world of theatrical art; Mariko Ando, the superbly talented soprano.

PRECEINT COMMITTEEMAN

• A bright note in December happenings came about when members in the middle of the month, Yoko Kinoshiba, was officially notified that he had been elected precinct committeeman of precinct 33-12 as a result of the November 6 election. It seems that reports on these elections are neglected in the excitement of reporting on the National, State and County levels, and when Yuki got his official notice from the county it was news to him too. He then turned to baseball. He played one year with the Salt Lake Bees of the Pioneer League where he was a dependable hitter. It was slated for the Pacific Coast League the next year (1951). However, his friend, Frank (Lefty) O'Doul told him of the opportunity to play professional baseball. He signed with Tokyo for two years.

Yonamine's big secret was the Los Angeles Giants with the Central League title in five times since the Japan World Series four times. He recounted how he was given extremely high first base in Japan. "I had trouble because I couldn't speak the language well enough," he said.

"Since I loved to play ball I read up on my mind, and I stuck it out, no matter how difficult it would have been to play," he added.

"I didn't complain about the Japanese food. I slept in the floor with the ball players."
San Francisco still lingers. Despite our loyalty to the Democratic
Fred
etaining
Charles Chaplin can come back and own land in California ?

There was remorse

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Our memories of the Republican National Convention in

The incidents--if one may call them

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WASHINGTON. - The complaint

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