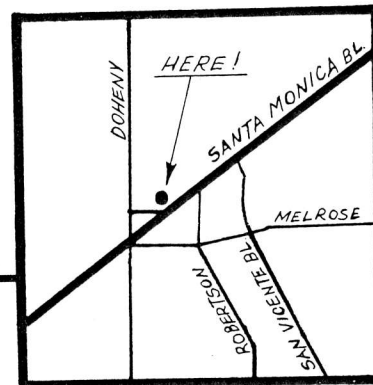


UNITE TO FIGHT AGAINST
THE USE OF THE TERM-----

9041 SANTA MONICA BLVD.
WEST HOLLYWOOD, CALIF.
90069 (213) 271-1653



JAPSS

There are 3 other locations in southern California that use this term for public commercial purposes.

We in the NCRP are gravely concerned about the acronym used as the title of a hair salon in West Hollywood, J.A.P.S.S. It is a highly emotionally charged and derogatory term used to describe Japanese and Japanese Americans, and is the one word that is capable of bringing to the surface all of the repressed and accumulated anger that has collected within us through the generations of our people subjected to racism and injustice in America. In short, it is more than just a racist term, it has become a symbolic term associated with all the degrading experiences Japanese and Japanese Americans (Nikkei) have endured. One only needs to imagine what the Black community, Chicano community, Jewish peoples' response would be if an equally derogatory term describing them were publically displayed.

The fact that two of the five co-owners of J.A.P.S.S. are Japanese (from Japan) further exacerbates the situation. It has the potential of legitimizing the usage of the term especially in the eyes of non Japanese who point to the approval of the term by the Japanese co-owners. This was the response given by an anglo receptionist when contacted by phone by an NCRP member last December.

At a period of time in America when anti-Asian acts of violence continue to increase, media stereo-types and scape-goating of foreign imports (in particular Japanese cars and products) assails us from every angle, the irresponsible title of this establishment is but another match tossed into the oven of racism in which we must struggle.

If the deepest test of how much equality Japanese Americans have attained can be gauged by how others look upon us, and how we see ourselves, we as Japanese Americans and as Asian peoples have some struggle ahead of us.

Lastly, as a organization fighting for redress and reparations for the unjust incarceration of over 120,000 Japanese Americans in U.S. concentration camps during World War 2, our commitment must extend to fight against racist acts which was the context in which the camps was able to come about.

- 1) Sign and/or circulate a petition addressed to JAPSS circulated by NCRP.
- 2) Call or write JAPSS to express your concern.
- 3) Come to the next NCRP meeting to plan and participate in efforts to fight against racism and for full equality and political power. (third Saturday of each month 11:00 am, at 244 South San Pedro St. room 410, Los Angeles, California 90012.



NATIONAL COALITION FOR REDRESS/REPARATIONS

244 South San Pedro Street Room 406
Los Angeles, California 90012 (213) 680-3729

1858 Sutter Street
San Francisco, California 94115 (415) 921-8841