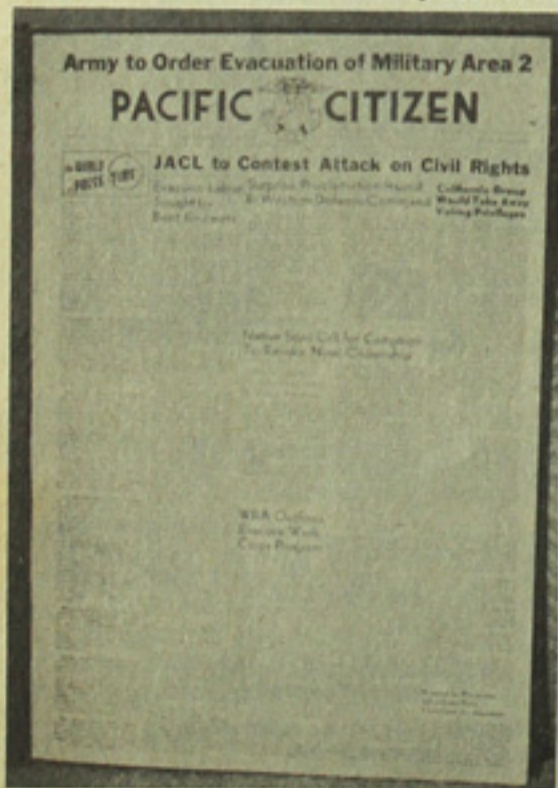




ON HAND as one of new Los Angeles issues of the *Pacific Citizen* rolls off the press: (l. to r.) Editor Harry Honda; Sam Ishikawa,

associate natl. JACL director; Mas Horiuchi, office manager of JACL natl. headquarters, and Saburo Kido, PC's general manager.

Photos by Jack Iwata



JUNE 4, 1942 edition was first put out in Salt Lake City. With Larry Tajiri as editor, the paper had just moved from San Francisco. Tajiri stayed on job for 10 years.

## The Pacific Citizen puts on a new face

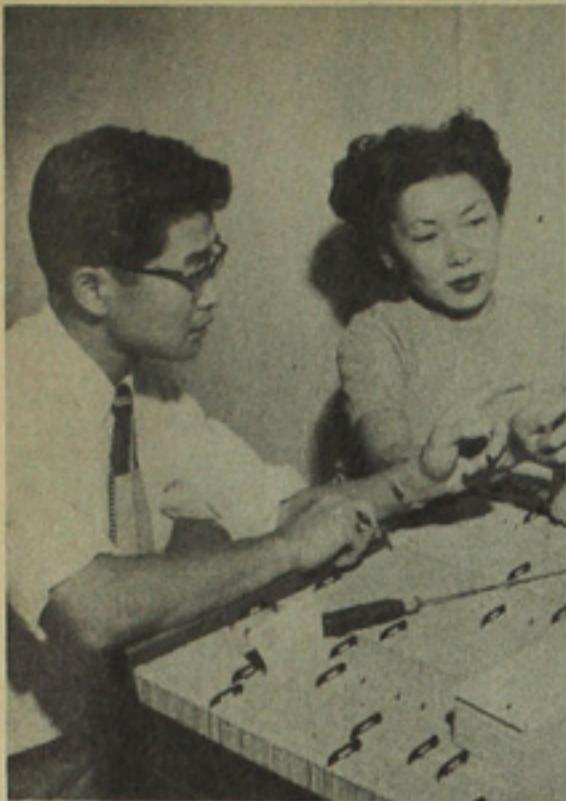
**B**ETWEEN its last September deadline and its first for October, the *Pacific Citizen*, weekly news organ of the Japanese American Citizens League, made news. It also made its thousands of readers think some end-of-an-era thoughts.

The paper moved from Salt Lake City, where it had chronicled the most momentous ten years in the lives of U.S. Isseis and Niseis, to Los Angeles. The crackerjack newsman, Larry Tajiri, and his wife, Marion—the two who

had made the paper one of the most influential of its size—were no longer with it. Without pausing for breath or ceremony, it made its appearance under a new editor and with a new face.

The era's end thinking touched off by all this covered many facts of PC life.

In point of continuous publication, the eight-page tabloid is the oldest all-English Japanese-American newspaper in the U.S. It started in San Francisco, in 1931, as an obscure, unread monthly



**MAS HORIUCHI** and Mary Imon check PC's circulation file. Number of subscriptions once hit 10,000 during World War II.



**MAS IMON**, part-time associate editor, locks up PC front page. Imon also edits English page of a vernacular daily in L.A.



**NEW PC editor Harry Honda**, native of Los Angeles, has far bigger staff than predecessor Larry Tajiri had.

internal organ of a small, ingrown JACL.

Shifted to Salt Lake City in 1942 when 110,000 persons of Japanese lineage were kicked out of their West Coast homes, the paper grew to maturity and made its mark as a vigorous organ of protest against America's "worst war-time mistake." It lived to see its fondest editorial aims realized through federal legislation.

PC's circulation never climbed above 10,000. But it was always read with care, respect and interest — and most importantly, it reached a policy-making audience in government circles during the crucial years of Japanese-American evacuation and relocation.

With a staff that was limited to the Tajiris (except a few months in 1943), the paper achieved a professional excellence that moved the radio commentator, Elmer Davis, when he was head of the Office of War Information, to praise it as "the best edited weekly in the country."

Prime mover of the PC in its new Los Angeles habitat is attorney Saburo Kido, past national president of the JACL, who is the paper's general manager and who is credited with having founded it in San Francisco 20 years ago. Larry Tajiri's replacement as editor is Harry Honda. His editorial aides are part-timers Kats Kunitsugu and Mas Imon.

PC's operating budget in recent years

has run around \$35,000 per annum. It never went "commercial" or attempted to compete with the Japanese vernacular papers. It doggedly kept its sights glued to the job of recording the vicissitudes of Japanese-American life and mobilizing the will and pressure for enactment of remedial legislation. Dollarwise yardsticks for measuring its success are meaningless.

It is reported, however, that the new PC will actively seek greater advertising revenue, increase its pages accordingly and, eventually, go all out to put itself on a profitable, commercial footing while not abandoning its crusading fervor. Even a Japanese language section is said to be in the making.

Attorney Kido, in brief, may find himself a full-time publisher.



**PART OF PC's new "brain trust"** (l. to r.): Ishikawa, Honda, Kido, Roy Nishikawa, Merijane Yokoe, Edison Uno, Imon and Tats Kushida. The board plans putting an expanded paper on commercial footing.