**Key Points**

Anti Jim Crow Advertisement Project

**Maggie Lena Walker**

1. Both parents were slaves. Maggie Lena Walker was born free. She attended college and took accounting classes.

2. Worked as a washwoman with her mother and later became a teacher.

2. Joined and became head of the Independent Order of Saint Luke.

3. Founded the St. Luke Penny Savings Bank

4. First woman president of a bank in America.

5. Philosophy: I promote and believe in the rights of education , employment, and the development of economic resources for black women.

**Ida B. Wells**

1. Dedicated to the cause of stopping senseless violence against Blacks in the South after the Reconstruction Period ended.

2. Exposing the purpose of lynching and stopping lynching was her main “Crusade for Justice”

3. Lifelong fight for injustice began when she was forcibly removed from a railroad car.

4. Had three friends that were lynched in Memphis, Tennessee.

5. Thought Booker. T. Washington made a “great mistake” by thinking Blacks could gain equal rights just by gaining industrial skills.

6. Wrote and distributed anti-lynching pamphlets and lectured against lynching in the Northwest as well as England, Scotland and Wales.

7. Philosophy: I feel that through my writing I can reveal the horrible injustices (lynching) against blacks and hopefully put an end to this senseless violence.

**Isaiah Montgomery**

1. Born as a slave and lived on a plantation in Mississippi.

2. His father purchased the plantation they had been slaves on and farmed cotton.

3. Opened a store in Memphis, Tennessee, took profits, and bought 840 acres of land in Mississippi called Mound Bayou.

4. Philosophy was starting a colony, where Black Americans could live, work the land and become self sufficient community apart from whites.

5. Large part of population were former slaves. Mound Bayou population grew to 4000 and land holdings grew to 30, 000 acres. Colony was very successful. Mound Bayou had its own cotton gins, grocery store, blacksmith, doctor, bank, and oil mill.

6. Philosophy: Not concerned about Blacks being disenfranchised, just equal rights only that they have equal protection under the law. Believed carving out own paths as free men will help whites and blacks have a peaceful relationship.

**Marcus Garvey**

1. Came to America from Jamaica.

2. “Back to Africa Movement”

3. Wanted black Americans to leave America and go back to Africa to redeem it from the Europeans.

4. Did not feel that black Americans would ever have equal rights in America.

5. Created a ship line, called “Black Star Line” for the purpose of transporting Black Americans back to Africa.

6. Believed in segregation , rather than integration.

7. Philosophy: I believe that blacks will never be given complete equal rights here in the United States. I feel that we as Africans should go back to Africa to gain our freedom from the injustices of whites.

**Booker T. Washington**

1. I founded Tuskegee Normal and Industrial Institute in 1881
2. My purpose was to educate them as teachers so they could return to their rural areas and teach black children moral values, personal hygiene, self-discipline, and the virtues of work
3. In order to get white business owners to donate money to my school, I assured them that I would teach nothing at Tuskegee that hinted of blacks working to achieve equality or challenging the standing of blacks in the South.
4. I also started the National Negro Business League in 1900 hoping it would encourage blacks to start their own businesses, thus proving that they were as capable as whites of economic success. This would eventually lead whites to allow blacks—or at least certain blacks—their right to vote and equal treatment in the legal system.
5. Philosophy: I accept our status as “second class citizens” as a necessary evil for now.  I believe that if we accept our position and work to make the best of it by becoming skilled mechanics, farmers, janitors, cooks, teachers, and domestic servants, we will eventually win the respect of whites

**W.E.B. Du Bois**

1. I hoped that social science could help eliminate segregation, but eventually came to the conclusion that the only effective strategy against racism was agitation.

2.  I verbally attacked President Woodrow Wilson for allowing his cabinet members to segregate the federal government.

3.  I continued to fight against the demand by many whites that black education be primarily industrial and that black students in the South learn to accept white supremacy.

4.  I emphasized the necessity for higher education in order to develop the leadership capacity among the most able 10 percent of black Americans, whom he dubbed "The Talented Tenth."

5. Philosophy: I believe that the most talented 10 percent of blacks should push forward and gain a higher education to become lawyers and doctors. Once that 10 percent is educated and established they can then work on helping other blacks to gain an education.