**Booker T. Washington**

--1856-1915, age 59
--former slave in Virginia
--believed equality could be achieved through vocational education
--believed blacks should learn a trade or skill: farming, teaching, mechanics, form of manual labor (carpentry/construction)
  - would lead to equality
--accepted social separation
  --improve position in society through hard work and education
--felt A.A. could advance through hard work than by demanding equal rights
--founded school—Tuskegee Institute: training for trade skill

**W.E.B DuBois**

--1868-1963, age 95
--first African American to earn a Ph.D. from Harvard University (doctoral degree)
--disagreed with B.T.W.
--believed in full political, civil, and social rights for A.A.
  --fight for total racial equality
--A.A. should speak-out against discrimination and segregation
--believed that A.A. should be college-educated (not just training for low paying jobs)
  --urged A.A. to be intellectual (well-educated and scholarly)
--founder of NAACP—organization to protect the equal rights for A.A.
  --National Association for the Advancement of Colored People
--taught at Atlanta University
--believed blacks needed to achieve positions of leadership and influence

**Alonzo Herndon**

--1858-1927, age 69
--started life as a slave (found freedom by age 7) then became a sharecropper
  --helped to take care of family
--became a barber through hard work and dedication
  --owned 3 barber shops in Atlanta by 1907
--founded the Atlanta Life Insurance Company (1922)—one of the leading African American insurance companies in the US today
  --desired to sell affordable policies to low and moderate income blacks
--gave large sums of money to charities and causes
  --helped to improve the black communities
--wealthiest and most influential A.A. in Atlanta by 1927 (year of his death)