

# National "Guide Right" Week for Negro Youth



A. A. ALEXANDER

Civil engineer, Des Moines, Iowa, builder of Iowa University's \$500,000 heating plant and many government projects; recently finished big project, Cairo, Egypt.



E. E. WRIGHT SR.

Banker, Philadelphia, Pa.; president, Citizens & Southern Bank & Trust Company which has \$750,000 in resources, and remained open thruout depression.



F. S. HANSON

General manager, Mme. C. J. Walker Manufacturing Company, Indianapolis, Ind.; specialty, cosmetic preparation, employs over 1,100 Negroes.



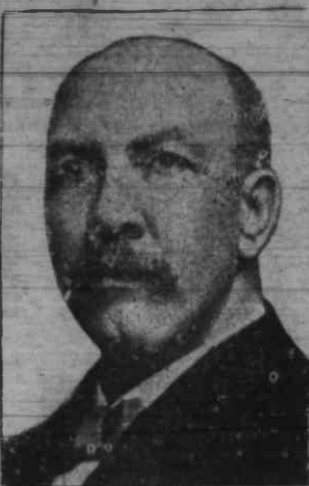
E. C. SPAULDING

Insurance pioneer, Durham, N. C.; president, North Carolina Mutual Life Insurance Company, with over \$40,000,000 insurance in force; operates in eight states.



GASTRE O. WOODSON

Historian, Washington, D. C.; book, "The Negro in Our History," is a text in many schools; editor, The Journal of Negro History.



JOHN M. WRIGHT

Bookkeeper-accountant, Topeka, Kan.; former city treasurer, county treasurer, county clerk, present first deputy county treasurer; auditor for big corporations.



SAMUEL PLATO

General contractor, Louisville, Ky. As competitive bidder has erected United States post offices in eight states since 1931 costing several million dollars.



JOSEPH L. JONES

Oil magnate, Shreveport, La.; president, Universal Oil, Gas & Mining Corporation; capital stock \$200,000; employs all Negro mechanical crew; holdings extensive in Texas.



E. SIMMS CAMPBELL

Caricaturist, New York City; won \$1,000 Hearst prize on tax graft cartoon; illustrator for newspapers, Esquire, Saturday Evening Post, London Spectator, other magazines.



PAUL E. WILLIAMS

Architect, Los Angeles, Calif.; associate architect on \$1,600,000 Federal housing project; designer of over 450 homes; employs fifteen draftsmen.



ARTHUR W. MITCHELL

Congressman, Washington, D. C.; represents First Congressional District of Illinois; only Negro Democrat ever to achieve such distinction; serving second term.



DR. AMBROSE CALIVER

Specialist, Negro education, United States Office of Education, Interior Department, Washington, D. C.; civil service appointee; noted authority in his field.



O. A. SCOTT

Journalist, Atlanta, Ga.; general manager, Scott Newspaper Syndicate, publisher of many weeklies and Atlanta Daily World, "The nation's only colored daily newspaper."



THOMAS E. GENTRY

Real estate developer, Tulsa, Okla.; played major role in developing for Tulsa Negroes beautiful residential districts and thriving business centers.



A. PHILIP RANDOLPH

Labor leader, New York City; organizer and international president, Brotherhood of Sleeping Car Porters; recently achieved \$1,500,000 wage increase.



BENJAMIN O. DAVIS

Colonel, cavalry, United States Regular Army, Wilberforce, Ohio; began as private, served in Spain; and World war; now commanding U. S. Army, Wilberforce University.

This newspaper is happy to cooperate with Kappa Alpha Psi National Negro College fraternity in presenting the above men for the vocational inspiration of Negro youth during its fifteenth annual "Guide Right" Concentration Week, April 24-30.

The movement, which has as its purpose the vocational guidance of Negro youth, especially high school seniors, along suitable lines, has been endorsed by Commissioner John W. Studebaker of the United States Office of Education as being of "special pertinence at present."

Not all of the above men are members of Kappa Alpha Psi but all of them are Negroes of distinction in their respective fields. Most of them are in vocations other than those of "the beaten path," and in that the fraternity expresses this hope: "That Negro

youths will study these and other frontiers of opportunity and be inspired to think courageously, broadly, deeply, and unlimitedly, in choosing their careers according to their best aptitudes and interests; and that the public at large considering their difficulties

will resolve to play a part in making it easier for them to eliminate color and prejudice as factors, influencing their decisions." No part of the United States will go unreached by the eighty-five chapters of the fraternity

promoting the "Guide Right" idea. Activities will include mass meetings, self-discovery blanks and expert counselor services for the boys, radio addresses, forum discussions, and various other special features. The movement is under the di-

rection of the fraternity's Guide Right Commission of which R. J. Reynolds, Topeka, Kan., is director. Other members are H. Stratton Hopson, Columbus, Ohio, first assistant; L. Virgil Williams, Dallas, Texas; Ray B. Ware, Atlanta, Ga.; John D. Silvers, New

York City; and Dr. R. K. Singleton, Chicago, Ill., assistants; Thomas E. Bataan, Washington, D. C., statistician and G. James Fleming, Philadelphia, Pa., public relations associate. This commission was appointed by Theophilus M. Mann, Chicago grand pole-

## COUNT BASIE HERE MONDAY

Out of the welter of colored bands, has risen one that stands out like a house afire. It is Count Basie's, who will play at the Armory on Monday May 9, through arrangements with the Music Corporation of America.

Hardly an issue of Metronome, Down Beat, Tempo, or any other music magazine goes to press without some tribute to the style and rhythm of this aggregation of colored musicians. The orchestra comprises the following instrumentation: piano, played by Count Basie, four saxophones, three trumpets, two trombones, two guitars, bass and drums.

The history of Count Basie's band starts in 1934 in Kansas City, just after the death of Bennie Moten, the great Negro bandleader. Basie had been Moten's pianist and assistant conductor, so that it was logical that he assumed command of the band after Moten's death. For nearly two years, he directed the band at the Reno Club in Kansas City.

One of his broadcasts from this spot attracted the attention of Benny Goodman who was at that time playing at the Congress Hotel in Chicago. Goodman seldom missed the band's

broadcasts from that time on and became Basie's staunchest booster. Through his recommendation, the band was signed by the Music Corporation of America, which immediately brought the band into the big time.

Basie played a sensational engagement at the Terrace Gardens in Chicago and from there catapulted to the Roseland in New York, where he was accepted with hurrahs by Gotham's swing fans. More recently Count Basie and his orchestra were featured in the Chatterbox of the Hotel William Penn in Pittsburgh, the first colored aggregation ever to play at this famous hostelry, and the Ritz-Carlton in Boston where he recently followed Kay Kyser's band.

Basie, himself, attained fame as a piano virtuoso long before he became a bandleader; in the Moten days, his many Victor recordings attracted attention both in America and Europe. Hugues Panassie, in his famous publication, Jazz Hot, declared that Basie is not only one of the most versatile pianist alive but that his swing is without equal in the world today. The old Moten records which feature



COUNT BASIE

Basie to special advantage are Moten Swing, Toby and Lafayette.

### FIRST DELTA SIGMA—

Continued from page seven

and Marie Moss, teachers of Fayetteville, N. C. RALEIGH, May 3.—The Omicron Zeta Graduate Chapter of the Zeta Phi Beta Sorority honored the newly set up Alpha Zeta Sigma Chapter of the Delta Sigma Theta Sorority with a Coffee Hour at midnight following its organization.

The Delta Sorority was invited The Coffee Hour was held at that was read at their meeting, which also expressed wholehearted congratulations and goodwill. The Coffee Hour was held at the spacious home of Miss Mae E. Ligon on East Lenoir Street, who was assisted by the Zetas in acting as Hostess for the even-

ing. The home was gorgeously decorated with flowers of both sororities and the centerpiece on the formal lace tablecloth in the dining room was made up of a confusion of these flowers.

The menu consisted of coffee, doughnuts, sandwiches, and Easter candy served in crimson and yellow Delta Baskets and blue and white Zeta Baskets.

The basileus, Mrs. L. F. Perrin, delivered a welcome address to the Delta Sorority, expressing wholehearted welcome of another sisterhood to the city and the hope for success as she believed must come because of the fine personalities of this sorority and expressed willingness of the Zetas to cooperate with the Deltas in establishing the higher goals of community life.

### DeSHAZOR BEAUTY SCHOOL

Continued from page seven

Those who will receive diplomas on May 13 are: Jesse Wilkins, Gilmer W. Thompson, Misses Piccola Mae Flintall, Annie Mable Gilmore, Genevieve Brandon, Annie Belle Jones, Fidelity McAdams, Thelma Patterson, Connie Springfield, Melba O. Sherrod, Irene Watts, Thelma Williams, Rebecca Woodson, Virginia Williamson, Mrs. Isabel Sampson, and Mrs. Eulie Grandy.

### SOCIAL NOTES—

Continued from page seven

the members of his club. Sandwiches and frozen punch were served.

The Missionary Circle of the First Presbyterian Church of this city was in charge of the program at the Pine St. Presbyterian Church Sunday, May 1st. Mrs. Thomas, president of the Women's Auxiliary of the First Presbyterian Church presided. Mrs. Gates, prominent speaker of this city, delivered the address. Miss T. H. Claggett was in charge of the music. James Patterson and Miss Ruth Buchanan rendered vocal solos for the occasion. Mrs. Annie C. Alston was responsible for the program which was very enlightening.

LINCOLN HOSPITAL—Continued from page one will come from Thomas and Howard wholesale Grocery Co. and G. B. Kinney Co., Brunswick, Ga.

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## DEATHS And FUNERALS

### A CORRECTION!

This is to correct an error made in the Death Column last week concerning the death of Rose Marie Clemmons. The column stated that Rose Mae Smith, infant daughter of John and Ann Smith of 511 South St. died on April 26th at Duke Hospital. It was not Rose Mae Smith. It was Little Rose Marie Clemmons, infant daughter of Mr. and Mrs. Jno. Clemmons of 511 South St. who died at Duke Hospital on April 26th. Little Rose Marie Clemmons was 14 months 26 days old. Interment was held at Beechwood cemetery on April 27th.

### PERCY BASS, JR.

Percy Bass, Jr., 10 months old infant son of Percy and Estella Bass, died at Duke Hospital Friday April 29th. Interment was held in Beechwood cemetery, Sunday May 1st. He is survived by his mother and father who lives at 214 Macon St.

### JOE GLADDEN

Funeral services were held Sunday May 1st for Joe Gladden 52 years old resident of 812 1-2 Pickett Street, who died Friday April 29th. He was buried in Sanford and leaves to mourn his loss, a wife and three children.

### CLAUDE FARRINGTON

Claude Farrington 1214 Pine St. succumbed at Lincoln Hospital Sunday, May 1st. Mr. Farrington is survived by three children and one brother. He was interred May 3rd in the Violet cemetery.

### EXECUTRIX'S NOTICE

HAVING qualified as EXECUTRIX of the estate of I. H. BUCHANAN deceased, late of Durham County, N. C. before W. H. Young, Clerk of the Superior Court of said County, this is to notify all persons holding claims against said estate to present same before the undersigned on or before the 7th day of May 1936 or this notice will be pleaded in bar of their recovery. Those indebted to said estate will please make immediate settlement. This 6th day of May, 1937. Mrs. Lillian A. Buchanan, Executrix C. O. Pearson, Attorney

Dr. F. S. Fellows of the state board of health, will be very instructive and enlightening and the staff of Lincoln Hospital urges everyone to attend.

## For Senate



G. W. MUMFORD CANDIDATE FOR STATE SENATE SERVED IN 1921 LEGISLATURE YOUR SUPPORT WILL BE APPRECIATED

vested in me as Grand Polemarch of the Kappa Alpha Psi fraternity, do hereby issue this proclamation in the spirit of creating public interest in the movement and for the sake of calling upon all parents, teachers, ministers and the public in general to share with us a cooperative attitude during our promotional activities May 8 to 15 inclusive.

Done under the Great Seal of Kappa Alpha Psi in the City of Chicago, State of Illinois Theophilus M. Mann, Grand Polemarch.

ATTEST: J. Ernest Wilkins, Grand keeper of Records and Exchequer.

VOTE FOR A. H. BORLAND JUDGE OF RECORDER'S COURT Democratic Primary June 4th, 1936

**COUNT BASIE**  
"AMERICA'S NEWEST SWING SENSATION"

AND HIS  
**Orchestra**

Featuring  
JAMES-RUSHING

**ARMORY**  
Durham, N. C.  
MONDAY MAY 9, 1936  
DOORS OPEN AT 8:00 P. M.  
ADMISSION \$1.00  
WHITE SPECTATORS 75c

**Regal Theatre**  
PHONE J-9441 DURHAM, N. C.

TUESDAY WEDNESDAY  
**Stellar Dallas**  
BARBARA STANWYCK JOHN BOLES  
ANNE SHIRLEY

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