The Crisis

Arkansas Kansas New Jersey
Colorado Kentucky New York
Connecticut Louisiana North Carolina
Delaware Maryland Ohio
District of Columbia Massachusetts Pennsylvania
Florida Michigan Rhode Island
Georgia Minnesota Tennessee

Missouri

Virginia

Wisconsin

West Virginia

In addition to the National Officers, Congressman Dyer, Mr. Neval Thomas, of Washington, Mr. Harry E. Davis of Cleveland, Mr. Isadore Martin of Philadelphia, Judge Ira W. Jayne of Detroit and Mr. Charles Edward Russell of Washington, members of the National Board, addressed a number of branches.

As heretofore forums, conferences, schools and other institutions and organizations were addressed during the year by the National Officers.

## Features

Two interesting features were initiated in the conduct of the field work during 1924. First the stressing of entertainments, especially the Popular Baby Contests which were largely directed by Mr. Pickens and second the endeavor to secure from colored people substantial contributions of \$100.00 and under—particularly stressed by Mr. Bagnall. More than \$11,000 was raised by the branches through the Baby Contests, of which nearly \$5,000 has been sent to the National Office. The attempt to secure large contributions from colored people also met with a gratifying response. Both of these plans have large possibilities, and will be used to a fuller measure in the coming year.

## XV. REPORT OF "THE CRISIS" FOR THE YEAR 1924

The net paid circulation of *The Crisis* for the year 1924 has been 34,909 copies per month, or a total of 418,900 copies sold. This is a decrease from the figures of last year when 493,000 copies were sold. The cash income for the year has been \$45,810.52.

The Crisis is feeling somewhat the effects of the industrial depression in the field which it has so long dominated. In the end this will be a good thing and we propose to meet the situation in the most intelligent way. The Crisis is still preeminently the leading Negro magazine, its nearest competitor having about one-fifth of its circulation. Of the policy and contents of The Crisis the readers are still the best judges. We have sought to vary and broaden its appeal and at the same time keep it true to its chief mission. Beginning with the thirtieth volume in May, 1925, The Crisis will change its form and its contents to some extent.

Efforts have been made to secure specific financial aid for a survey of Negro education. As a business venture this would not pay; but if the investigation can be financed, The Crisis will publish a series of statistical articles each year, showing the condition of Negro common school education in the South.

Outside The Crisis the chief activity of the Director has been in the supporting of the Pan-African movement by journeys and lectures. He attended the Third Pan-African Congress in London and Lisbon and then visited the West Coast of Africa, stopping at Liberia, Sierra Leone, Gambia, Konakry and French Senegal, beside touching at the Canary Islands. While in Liberia he was made the special representative of the President of the United States at the second inauguration of the President of Liberia, with the rank of Minister Plenipotentiary and Envoy Extraordinary. He has lectured in the East and South and Middle West on his African experiences.

Beside this, the Director has published one book, "The Gift of Black Folk," and a number of magazine articles. He has also cooperated with the alumni of Fisk University in advocating important and needed reforms of administration in that great school. This movement is, to his mind, the first step toward reforms in many other Negro colleges.