

THE

JANUARY 1917

15 CTS

MASSES



FRANK
WALTZ

Just 'SPOSE—

that a friend of yours should wake up Christmas morning and find in his mail (or her mail) a nice little card

telling her (or him) that you had entered her name (or his'n) for a year's subscription to that very clever magazine known among men (and women) as

THE MASSES

and if -- well -- this friend of yours should immediately dash to the telephone, ring you up and say, "Oh, thank you ever so much!"

or write you a letter on his (or her) new Christmas stationery saying, "Oh, thank you, ever so much!"

wouldn't you feel that all round it would be indeed

A VERY MERRY CHRISTMAS

Besides, it's a gift that would make you remembered throughout the whole year—and that's worth considering.

MASSES
Publishing
Company

33 West 14th St.
New York

Gentlemen:

Enclosed please find \$1.50. Send The Masses for one year. The Christmas card is to arrive Christmas morning and the first copy immediately thereafter.

My Name

Name

Address

Send Masses to

Name

Address

FEBRUARY 1917

THE

15 CTS

THE MASSES



HUGO
GELLERT

1917

It's a long procession.

Those who understand how the world is swinging to radical democracy are at the head.

Where are you?

The *Masses* is way up among the leaders. A subscription stamps a person definitely as an intelligent progressive thinker.

If you want to join this group—

**we call your attention to the fact
that this is a**

**very inexpensive
membership certificate.**

**MASSES
Publishing
Company**

**33 West 14th St.
New York**

**Enclosed please find
\$1.50. Send the *Masses*
for one year to**

**Name.....
Address.....**

**J. B. Kerfoot, literary editor of *Life*, says
of the *Masses*:**

**"The keenest minded, most definitely alive
and interesting magazine I know"**



MASSSES



Frank
Waltz

The Masses and Quality

Edward J. O'Brien, the critic
in his annual review places
The Masses fifth among
all magazines.

He says:

"I subjoin a list of such magazines as have published over twenty-five short stories during the past year and have attained an average of over 15 per cent. in the number of stories of distinction printed. In order of precedence based on these percentages, the magazines rank as follows:"

1.	Scribner's Magazine	80%
2.	Century	76
3.	Harper's Magazine	68
4.	Hollman	68
5.	MASSES	66
6.	Everybody's Magazine	64
7.	Metropolitan Magazine	58
8.	American Magazine	48
9.	Pictorial Review	39
10.	Collier's Weekly	34
11.	Life	34
12.	Ladies' Home Journal	33
13.	Delineator	33
14.	Southern Woman's Magazine	33
15.	Every Week	29
16.	Sunset Magazine	26
17.	Saturday Evening Post	24
18.	Illustrated Sunday Magazine	22
19.	Woman's Home Companion	21
20.	McClure's Magazine	20
21.	McBride's Magazine	19
22.	American Sunday Magazine	18

Quality in fiction,
Quality in editorials and articles,
Quality in art, verse and humor.

"The cleverest radical magazine in America"

YOU CAN'T AFFORD TO BE WITHOUT IT

MASSES
Publishing
Company

33 West 14th St.
New York

Enclosed please find
\$1.50. Send the Masses
for one year to

Name.....

Address.....



APRIL, 1917

15 cents

the **MASSES**





*HOW do you know
she's wearing your violets?*

"Your Nose Knows"

You sent them because of their fragrance. And how personal the message you expect that fragrance to convey. How perfectly you trust it. Trust likewise your sense of fragrance in choosing your tobacco. Depend upon it. It will never deceive you. A tobacco with a pure fragrance will always satisfy—"Your Nose Knows."

Such a tobacco is

Tuxedo
The Perfect Tobacco for Pipe and Cigarette

Its pure fragrance is the pure fragrance of Nature. The rich, ripe, Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants of Old Kentucky. Their pure fragrance is the soul of tobacco—"Your Nose Knows."

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep its delicious, pure fragrance will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"



5-cent BASS
10-cent TINS
HALF and FULL
POUND CANS
HUMIDORS

The American Tobacco Co.



The

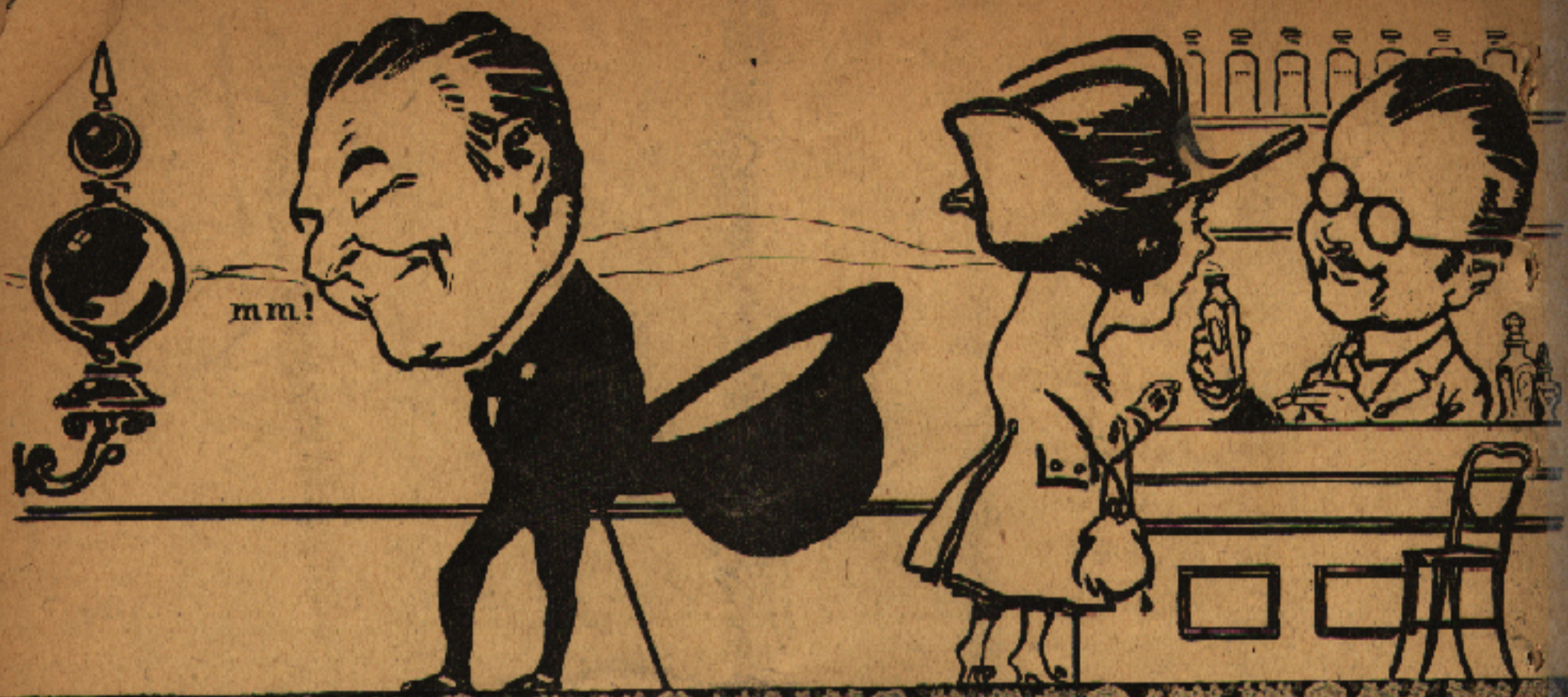
May 1917

15 cents

Masses



Frank
Waltz



HOW do you know
it's \$10⁰⁰ a bottle?

"Your Nose Knows"

No fooling you on that *fragrance!* It's the very essence of fields of foreign roses and Summer sunshine. You sense real value in the first delicious whiff of it—*"Your Nose Knows."* And, thereby, you know, too, that *she* won't be able to resist it. You're proud that *she* should prefer it. It's so like her, so deliciously *fragrant.* Why not judge your tobacco, too, by your unerring sense of *pure fragrance;* for *fragrance* is an indication of quality—*"Your Nose Knows."*

Real quality gives *pure fragrance* to

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

The rich, ripe Burley leaves of which Tuxedo is blended, store the sunshine of the Blue Grass section of Old Kentucky, and bring to you with every smoke a delightful, *pure fragrance* that has no equal—*"Your Nose Knows."*

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.



5 CIGARETTES
10 CIGARETTES
20 CIGARETTES
40 CIGARETTES



The

JUNE, 1917

15 CENTS

masses

HUGO
GELLERT





HOW do you know
it's *Spring* time?

"Your Nose Knows"

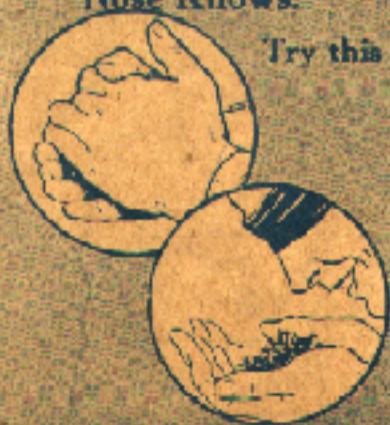
By the fragrance in the air you know Spring is here. Everywhere life is coming back. Nature calls from meadow and hillside, orchard and wood. "Time to wake up." And the answer is that wonderful, soul-awakening fragrance we know as Spring. The fragrance of a pure tobacco likewise comes with just as sure a message of satisfaction. "Your Nose Knows."

Such a message you will find in

Tuxedo

The Perfect Tobacco for Pipe and Cigarette.

Its *pure fragrance* is the pure fragrance of Nature. The rich, ripe Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants of Old Kentucky. Their *pure fragrance* is the Soul of Tobacco—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Manufactured by
The American Tobacco Co.



5-11 BAGS
10-11 BINS
HAY AND PULP
POUND GLASS
NUMBERS



THE

JULY 1917

15c

MASSSES



CARLO
LEONETTI

We are face to face with war.

Many of us fought against it. Now that it has come the necessity for clear thinking becomes more important than ever.

The press and our organs of public opinion will be largely dominated by military expediency and patriotic emotionalism. There will be little attempt to present the truth fairly and dispassionately. The focus on the whole situation will be unconsciously distorted.

There is terrific need of ridding popular thinking of its sentimentality and digging into the true meaning of current words and catch phrases.

That is our task—in spite of all opposition which may develop.

The people must be made to examine the real basis upon which America has gone into the war. A ruthless searchlight must be turned on all reactionary measures passed under plea of war necessity. An outcome that shall make for true democracy must be relentlessly insisted upon.

America is facing tremendous problems. It is imperative that all points of view be presented in order that intelligent decisions can be made.

MASSES PUBLISHING COMPANY
34 UNION SQUARE, EAST NEW YORK

Enclosed in this issue is a loose subscription blank. The war and war taxes have made publishing problems very acute. Will you read the short notice on page 37?

THE AUGUST 1917 154

MASSES



FRANK
WALTS



51 SWAN ST. ST. LOUIS, MO. THE BOOKS
GIVEN INSIDE

THE MASSES is your magazine.

You are one of the choice spirits who have come to THE MASSES for a point of view you cannot get elsewhere.

In the present period of reaction THE MASSES must fight harder than ever for its right to be heard.

It must have readers—more readers.

It is to you who have become a part of us that we turn.

You are meeting scores of people who are feverishly discussing this war.

They are eager for all points of view. THE MASSES will come to them as a revelation.

Enclosed in this issue is a loose subscription blank.

Put it in the hands of someone who will use it.

MASSES PUBLISHING COMPANY

34 UNION SQUARE, EAST

NEW YORK

THE

SEPTEMBER 1917

15 CENTS

MASSES



CARLO -
LEONETTI

CHALLENGING THE GOVERNMENT

Twelve to fifteen radical publications have been declared unmailable.

THE MASSES is the only one which has challenged the censorship in the courts and put the Government on the defensive.

Each month we have something vitally important to say on the war.

We are going to say it and continue to say it.

We are going to fight any attempt to prevent us from saying it.

THE MASSES has proved in the last few issues that it stands the foremost critic of militarism.

Tell that to your friends. Make them realize how necessary **THE MASSES** is for a true comprehension of the war problems.

Help us to continue our fight for the freedom of speech.

Enclosed in this issue is a loose subscription blank.

Put it in the hands of some one who will use it.

MASSES PUBLISHING COMPANY

34 UNION SQUARE, EAST

NEW YORK

THE

OCTOBER 1917

15 CENTS

MASSSES



"SILVER LININGS"

This is the idea we want to get across this month:

The loss of our second class mailing privileges is, of course, playing havoc with our distribution. Undoubtedly, we shall sustain very material damage because of the Post Office's action.

At the same time, it *is* possible to get some good out of the situation.

We are throwing all our energies into the newsstand sales until we can get back into the mails.

It is essential that **THE MASSES** be placed on the stands of every town in the United States

Most of the small towns we can not reach except through the help of our readers.

If you personally will try to persuade your newsdealer to carry **THE MASSES** we shall have a country wide distribution that will make us impregnable.

If, furthermore, you personally will try each month to persuade some one friend to buy **THE MASSES** our circulation will double in almost no time.

Remember **THE MASSES** is *your* magazine and we are fighting desperately for the right to preserve that freedom of utterance which probably first attracted you.

Help us to win and help us to grow strong.

See page 33 for directions.

MASSES PUBLISHING COMPANY

34 UNION SQUARE, EAST

NEW YORK

Incomplete

THE MASSSES

15 CENTS

NOVEMBER

1917

DECEMBER



Remember that John Reed is in Petrograd.

He is writing the truth about the Russian Revolution.

His articles will be published exclusively in The Masses.

His story of the first Proletarian Revolution will be an event in the world's literature.

His story of the struggle between Maximalists (I. W. W ?) and Minimalists (A. F. of L.?) will answer the questions every Socialist and every Liberal is asking.

If the Censors permit, we will have his first article in the next number.

Order it from your newsdealer now.

Or send us your subscription. *If we do not recover our mailing privilege we will return it to you.* If we do, we will mail you the most vigorous and beautiful magazine you have seen.

MASSES
Publishing
Company

34 Union Sq. E.
New York

Enclosed please find
\$1.50. Send the Masses
for one year to

Name

Address

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