

The Masses

The Masses, the Socialist magazine, owned, written, illustrated and published by a club of well known writers and artists...

THE MASSES

150 Nassau Street New York STATE OF WISCONSIN MILWAUKEE COUNTY CIRCUIT COURT...

In the history of the progress of mankind, May Day is destined to have a bright and lasting page. It has a significance beyond the ordinary labor days of modern times...

They are with us in needs and desires. They are with us in demands, and in organized efforts for economic emancipation. The workers' interests know no national bounds...

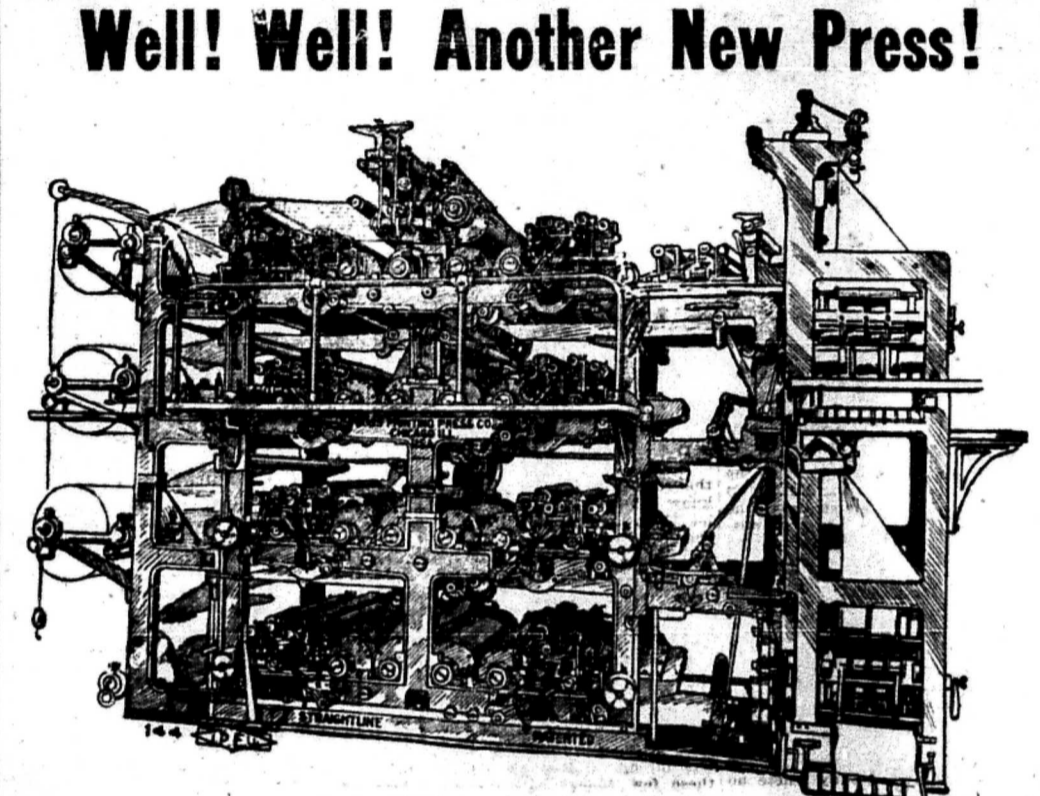
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EVERYBODY MAKES BIG MONEY Up in western Canada there is a great opportunity, which means that every wise investor can at least double or triple his money...

For Sale Comrade has \$2300 stock in the People's Realty Co. which he wants to sell because money is required to develop business. See Mr. H. W. Bistorius



Another New Printing Machine for Brisbane Hall! Milwaukee Socialism Keeps Growing. The Big Four Deck Press Bought Last Year Has Not Been Able to Keep Up With the Demands of Our Three Weeklies and the Daily Milwaukee Leader!

This is the new press which The Leader's remarkable circulation growth from 31,000 in December to over 41,000 in March made necessary. It is now in transit and will probably be running in two weeks...

LABOR That capitalists and big employers are in politics pulling the wires to get laws passed favoring their class is shown again in a letter signed by Robert Wuest...

Then, Boosters, you can run up the circulation as fast as you want. The faster you do it the better we will like it. But, meanwhile, confine all your energies to the sale of the remaining bonds to help pay for this and other machinery...

The letter in full reads: Dear Sir—The American Federation's bill, H. R. 21,100, providing for trial by jury in contempt cases...

READ THIS LIST The Road to Power, Kautsky... 25 Socialism Made Plain, Benson... 13 Farmers & City Wage Workers... 05 Constructive Socialism, Nabin... 08 Unemployment, Gaylord... 10 Government Ownership of Railways, Thompson... 10 Dear Bill, Sandburg... 10 Confessions of Capitalism, Benson... 05 County Option, Gaylord... 05 New Emancipation, Politicus... 05 New Zealand's Reply to Federalism, Benson... 05 Eight Letters to An American Farmer, Lamb... 05 What Is Capitalism? What Is Socialism? Dague... 05 Incentive Under Capitalism... 05 Men and Mules, Ries... 10 Monkeys and Monkeyettes, Ries... 10 Lions and Lambs, Ries... 10 Heads and Hands, Ries... 10 Roosevelt Exposes Socialism, Ries... 10

Special Premium Offer! We mail free of charge one copy of UPTON SINCLAIR'S METROPOLIS while they last, or equal value to anybody ordering 10 copies of the Milwaukee Municipal Campaign Book...

Why Socialism Must Conquer. Its Principles

Human life depends upon food, clothing and shelter. Only when these needs are satisfied can man develop his mind and his culture...

Every day the nation grows poorer. The capitalist class, in its mad race for profit, is bound to exploit the workers to the limit of their strength...

The struggle between wage workers and capitalists grows ever fiercer. The capitalist class, in its mad race for profit, is bound to exploit the workers to the limit of their strength...

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A Little Lesson in Patriotism

Men and women of Poland long to see the day when the glorious flag of Poland shall float again as the symbol of its independence and greatness. The Polish landowners and the Polish capitalists alone do not want to see this come to pass...

That Staggering 30,000!

The reported defeat of Socialism in Milwaukee is at least a victory for intelligent politics, and this victory is to be credited to what has been shrewdly branded the "un-American" party. The farsighted individuals in every community do not care a fig for party in comparison with the common good...

On a Common Plan.

"Strange how classes far apart sometimes meet on common ground." "How so?" "Look at a philosopher and a sneak thief, for example. They both take an abstract view of things."

THE REAL TRUTH.

In speaking of the outcome of the recent municipal election in Milwaukee, the Duluth Herald has the following to say: "After two years of a Socialist administration, the first in any large city, Milwaukee returned yesterday to political orthodoxy by electing a ticket on which Democrats and Republicans combined, the vote being 43,177 for the consolidation and 30,300 for the Socialists..."

ACROSS THE POND

DENMARK—At the municipal elections at Copenhagen, our party polled 50,473 votes out of a total of 103,040. (In 1909 our vote was 44,845 out of 93,319.) This gives our party 21 seats instead of 20—the exact half of the whole number. The radicals have four seats, the Anti-Socialists 16 as before, and there is also Miss Blom, of the Home Mission, who has been on the council since 1909, sometimes supporting our comrades, and sometimes taking part with the reactionaries...

Germany.—The German parliament last week voted down a resolution calling upon the government to establish the minimum wage as a principle. The measure was introduced and fought for by the Socialists, but opposed by the government parties. Now the Socialists will force the issue of legalizing an 8-hour day in all industries and place the ruling class, which promised during the recent elections to be liberal with labor legislation, on record...

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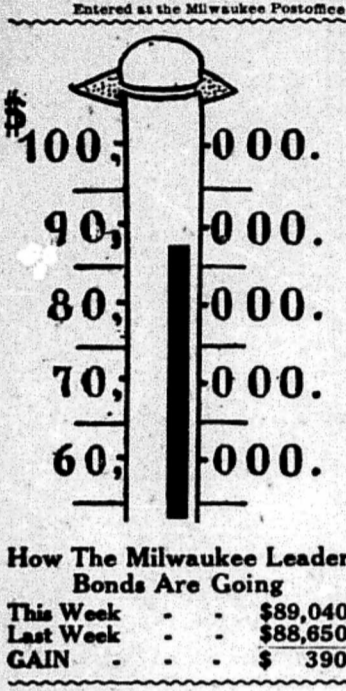
WHY THE TITANIC WENT DOWN



By CHESTER M. WRIGHT.

More than 2,000 of them are out there deep in the Atlantic, cold, lifeless, dead. Scores more are back on land, bodies shattered, minds wrecked, almost dead.

"You and your system did it!" The great tragedy is over, but its memory, the mark of its terrific blow, will remain even unto the third and fourth generation, a staggering indictment of the System that calls for profits instead of human safety.



Will someone please send a cheering wireless to the corpses on board the submerged Titanic to the effect that the London board of trade has now decided to change its rules and to hereafter oblige steamships to carry more life boats?

The Titanic tragedy is directly attributable to capitalism. Whether the captain was winning and dining with plute passengers when he should have been watching the field of icebergs, or not, the fact remains that the company had its mind on dollars and had no time to think of adequately safeguarding human life by providing enough life boats.

DAILY CITY, Cal.—As a result of the municipal election held here last week, Daily City is to have a Socialist administration.

SAN DIEGO, Cal., April 20.—The investigation of the free speech troubles today before Commissioner Weinstein, personal representative of Governor Johnson, assistant superintendent of the water works, as one of the vigilantes.

TO CELEBRATE MAY DAY. LONDON.—May day, this year, is to be declared a general labor holiday, although it falls upon a week day.

The Indianapolis Star says: According to all accounts the Socialist administration in Milwaukee under Mayor Seidel was fairly well conducted.

Rich Riot vs. Poverty Pangs

Croesus was the richest man in Rome. His total wealth was estimated as the equivalent of \$5,000,000 in American money. He would hardly be counted a third-rate millionaire today, where Rockefeller's annual income alone is computed at a dozen times the whole Croesus fortune.

defeated Seidel's re-election made no more serious charge than that he spent too much money and created offices for Socialists, some of whom he brought from other states.

The exact cause of the Socialist overthrow is therefore not clear at this distance from Milwaukee, reports from there as to the merits and demerits of the Seidel administration having been conflicting from the very beginning, even citizens not in sympathy with the Socialist experiment not being in agreement on the subject.

From National Headquarters

State Secretary Bill of Florida reports 13 new locals organized in that state during the month of March.

Table listing names and addresses of members, including Kate Berger, George E. Reeslund, and others.

What's the Answer?

May I have the pleasure of introducing myself to you? though whether you have thought of me or not, you ought to know me well, since I am your constant companion.

And to this Capitalism may point and say, "I DID IT!" The condemnation to be heaped upon Capitalism and the White Star line, through which it claimed its toll, is so great that words cannot convey it.

The thousands of bereaved relatives and friends of the helpless ones who were hurled into the deep raise their voices in terrified accusation and they too cry,

OUR YOUNG FOLKS

all less loving than the wild buffaloes, but are made selfish by custom and teachings which came down to us from a cruel age.

Truthful Words of Carlyle

Many a man thinks that it is goodness that keeps him from crime, when it is only his full stomach.

Puzzles

A cloth bound Socialist story will be given the reader sending in the largest list of words made from letters of the word "SOCIALISM."

SOCIAL-DEMOCRATIC HERALD
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ADDRESS ALL COMMUNICATIONS, MONEY ORDERS, ETC., TO MILWAUKEE SOCIAL-DEMOCRATIC PUBLISHING COMPANY
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NOTICE—To Change Address
First—Always give both old and new address.
Second—Return wrapper in which the paper went to old address.

May Day—Its Significance

es of the working class the Paris proposal for May Day observance was reiterated and made to also include a demonstration of labor solidarity relative to the emancipation of labor from capitalist exploitation, also a protest against war, this latter being added to its purpose by an international congress held in London in 1896.

The Builders' Column

Get the 1912 Milwaukee Socialist Campaign Book

It contains 224 pages of classified, illustrated and indexed facts about the Milwaukee Socialist administration and the Socialist movement of the world that you cannot afford to neglect to have at your command.

Take the subscription blank you find in The Herald and get a club of four new readers at the low club rate of four for \$1.25 and we will send you the 1912 Campaign Book.

Herald Will Deliver the Goods
Wherever The Social-Democratic Herald goes, Socialism and Socialist organization grows.

THE MILWAUKEE 1912 VICTORY.
Now that the smoke of battle has cleared and we have had time to view the late battlefield and analyze the results there is not a Socialist in Milwaukee but who realizes that our victory of 1912 was much greater than that in 1910 when we won the offices.

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