

Don't Bite The Hand That's Feeding You





MUSIC WILL HELP WIN THE WAR!

A NATION'S SONGS

The Popular Songs of America at War By A Patriot

ANATION that sings can never be beaten—each song is a mile-stone on the road to victory. Songs are to a nafight off fatigue and worry. The response

are spreading through the world—hailed by



them possible. It was he who conceived "Where Do We Go From Here?" It was he who made "It's a ong Way to Berns Way to Berlin, into a great recruiting song. It was he who brought "Hail, Hail, the Gang's All Here to the status of a fullwas bambadaa "Katu out of an army camp, and gave it to the people. It was he who paid George M. Cohan \$25,000 for "Over

It was he who made

our allies as the omen broken of victory. 16 1 0 Ale 18 1 1 1 1

When the boys march down the Avenue, it's the martial crash of "Over Tirce" that puts the victory swing in their stride. When the subscription squad "sets to" before a Liberty Bell, "It's a Long Way to Beelin, but Well Get There" starts the signatures to the Blanks. When the troop trains speed through, "Good-bys Broadway, Helbs Prance" swells every heart with confisions. Even into the laws of death! American history has no finer page than that of the boys on the Tuscania, who went down sing-ing "Where Do We Go From Here."

B' A L L L L L R' B' "Where do we go , from here, beys. But aside from their effect as stimulants of th. national spirit, these war songs, simply as developments, are interesting.

Whence did they come? What brought em? How did they happen? them? How did they happen?
The list is already a familiar one. Heading it is "Over There." Pressing does for
popularity are "Where Do We Go From
Here," "It's a Long Way to Beelin, But
Well Get There," "Hall, Hill, the Gang's
Well Get There," "Hall, Hill, the Gang's
Well Get There," "Hall, Chill, the Gang's
France." And now they're singing a bit of
newer ones like "Were All Gong Calling
On The Kaiser," "H He Can Fight Like Ite
Can Low, Why Then It's Good Night
Germany" and "Just Like Washington
Consort the Delaware, General Forching Will

Magazin i jiya dan 1

When we examine into the source and nature of these songs, we find that prac-tically every one issues from a single publishing house,—the house of Leo Feist, Inc. Practically every one gives voice to a tre-mendous engerness for "Getting over and at 'ens." And the music has a certain basyant urge that stirs the very corpuscies of the

Truly remarkable that one man should give the nation practically all its war songs.

1611 1 11 1 10 1 11 But this is only the external fact. Music But this is only the external lack. Atlaste is not to be judged as other things made, bought, and sold. It comes not from with-out, but from within. It is the language of innermost feeling. That a hundred million sing Leo Feist's war-songs means that he succeeded in truly reaching a hundred million hearts.

That Mr. Felst himself neither wrote words nor music of any of these songs is away from the point. It was he who made

It was he who made a part of America's tradition "Homeward Bound," "We'll Kneck My Boddy to Mellingham," "Bring Back My Daddy to Me," "Il Come Back to You When H's All Over, "Bound "Go Neck She West Neck My Boddy to Mellingham "Bound" (Go Neck She West Neck My Boddy My Bod Over, ""Bound Her Neck She Wears a Veller REISen," "Give Me a Kios by the Numbers," "Loch Stitch is a Thought of You, Dart," "Good Moreing, M. Zip, Zip, You, Dart," "Good Moreing, M. Zip, Zip, Bat Them At the Marse," "Keep Your Head Down, Pittle Boy," "He Like to See the Kaiser With a Liby In His Hand," "Army," "When, We Wall Lip the Watch On the Rhine," "Dort Bite the Hand That's Peeding You."

Barrer Strate Fr

greatest innovations in music since the war began. It was he who conceived the idea of a pocket-sized songbook for the use of Soldiers, Sailors and the folks back home. This eighty-page gloom dispeller contains all the old favorities with words and music of the newest copyrighted sorgs. He gave the book its appropriate title, "Songs the Soldiers and Suiders Sing," and marketed it at a price within reach of all, 15c.

One of Mr. Feist's most valued trea is a letter framed in his office from a soldler in the trenches telling how he and his pals appreciated and enjoyed this book.

16 1 2 2 1 F 2 2 1 2 2 1 7 8 2 1

Zwingli sald, "Nothing makes a man more of a man than music." Loo Feist is not only building national-opini—he is building man-power. He is a genius that serves subtly—but none the less power-fully. Like all men with a purpose, Leo Feist has a whele-hearted slogar—"You Can't Go Wreng With a Feist Song," With it he has considerably led the campaign for singing cheeriness—with a success that is evidenced in every city, town and hambet of the United States, for the great Feist songs are beard everywhere. Today they are our langination—temperor our memeries.

The control like to the long When the good eight Corr. man yo

They are the songs that will commemo-rate the victory of Liberty in the great big future—when young faces have been marked by the hand of time—when guns are aged ive. Get these songs—learn them so you will know them in years to come, just as you know "Disic", "Marching through Georgia" and the songs of the Civil War. A Tribute to "Feist" Songs

REPRINTED FROM

THE SATURDAY EVENING POST

*** A Nation that sings can never be beateneach song is a mile-stone on the road to victory.***

*** America's War Songs are spreading through the world-hailed by our allies as the omen of victory.***

*** Songs are to a Nation's spirit what ammunition is to a Nation's army.***

*** The producer of songs is an "ammunition" maker. The Nation calls upon him for "ammunition" to fight off fatigue and worry.***

Major-General Wood said: "It is just as essential that the soldiers know how to sing as it is that they carry rifles and know how to shoot them. There isn't anything in the world, even letters from home, that will raise a soldier's spirits like a good, catchy marching tune."

Therefore Music Is Essential

and as always

"You Can't Go Wrong With Any 'Feist' Song"

All of the Songs mentioned in this article are on sale wherever music is sold at 15 Cents Each, excepting "We Beat You At The Marne," and "Keep Your Head Down, Fritzie Boy," which are 30 Cents Each. If YOUR Dealer refuses to supply you order direct from the Publisher

PUBLISHED BY

Leo. Feist, Inc. BUILDING New York, U.S.A.