THE /EN/ATIONAL /TAMMERING /ONG /UCCE//
/UNG BY THE /OLDIER/ AND /AILOR/

K-K-K-Katv

By Geoffrey OHara Army Song Leade

LEO. FEIST NEW YORK

K-K-K-Katy

L.C.B. 7/24/18.

GEOFFREY O'HARA Army Song Leader Composer of 'Aw, Sammy"



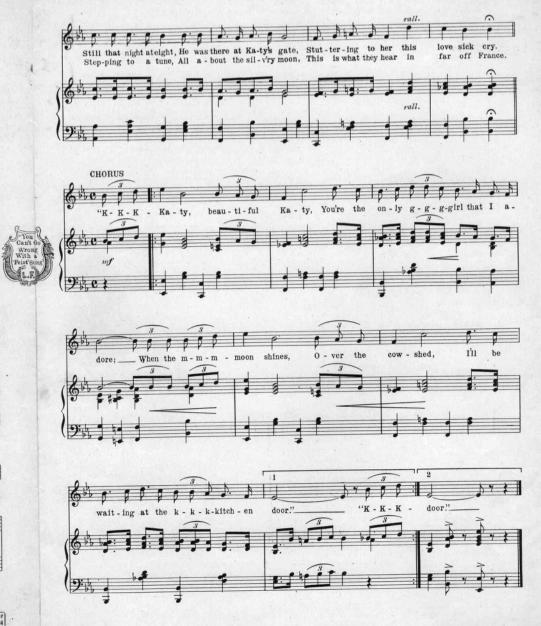
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3815-2

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 nation's spirit what ammunitionistoa nation's army. The producer of songs is an "ammunnation calls upon him for "ammunition" to fight off fatigue and worry. The response has been magnificant. America's war songs to the world-hailed by our allies as the omen



them possible. It was he who confectived "Where Do We Go From Here?" It was a Long Way to Berlin, but Well Get There into a great recruiting song, It was he who hought "Hail, Hail, the Gang's All Here!" to the status of a fall twashewhodug "Katy" out of an army camp, and gave it to the pools. It was he who paid George M. Coban based on the control of the control o

history has no finer page than that of the boys on the Tuscanin, who went down singing "Where Do We Go From Here."

"Where do we go from here, toys, But aside from their effect as stimulants of the national spirit, these war songs, simply as developments, are interesting.

المراطوروا والموادفة

When the boys march down the Avenue, it's the martial crash of "Over There" that puts the victory swing in their stride. When the subscription squad "sets to" before a Liberty Bell, "It's a Long Way to Berlin, but Well Get There" starts the signatures to the blanks. When the troop trains speed through, "Good-bye Broadway, Hello Prance" swells every heart with confidence.

Even into the jaws of death! American

Whence did they come? What brought them? How did they happen?

The list is already a familiar one. Heading it is "Over There." Pressing close for Epidemic Pressing close for Epidemic Pressing Close for Epidemic Pressing Library of the Control of the

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When we examine into the source and nature of these songs, we find that practically every one issues from a single publishing house,—the house of Leo Feist, Inc.

Practically every one gives voice to a tremendous eagerness for "Getting over and at 'em." And the music has a certain buoyant urge that stirs the very corpuscles of the blood.

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

But this is only the external fact. Music is not to be judged as other things made, bought, and sold. It comes not from without, but from within. It is the language of innermost feeling. That a hundred million sing Leo Feist's war-songs means that he has succeeded in truly reaching a hundred million hearts.

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

G bong way to Ber-Da, but we'll get there.

Mr. Feist is also responsible for one of the 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 favorites with words and music of the newest copyrighted songs. He gave the book its appropriate title, "Songs the Soldiers and Sailors Sing," and marketed it at a price within reach of all, 15c.

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

Just like Wash-ing-ten_crossed the Del . a . ware,

Zwingli said, "Nothing makes a man more of a man than music," Leo Feist is not only building national-spirit—he is building man-power. He is a genius that serves subtly—but none the less powerfully.

Like all men with a purpose, Leo Feist has a whole-hearted slogan—"You Can't Go Wrong With a Feist Song." With it he has confidently led the campaign for singing cheerfulness—with a success that is evidenced in every city, town and hamlet of the United States, for the great Feist songa are heard everywhere. Today they are our inspiration—tomorrow our memories.

"It be can flight. His be can love." Why, then its good night Ger-man ye."

They are the songs that will commemorate the victory of Liberty in the great big future—when young faces have been marked by the hand of time—when guns are aged by rust—when great monuments mark the year of the property of

A Tribute to "Feist" Songs

REPRINTED FROM

THE SATURDAY EVENING POST

*** A Nation that sings can never be beaten—each 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."

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

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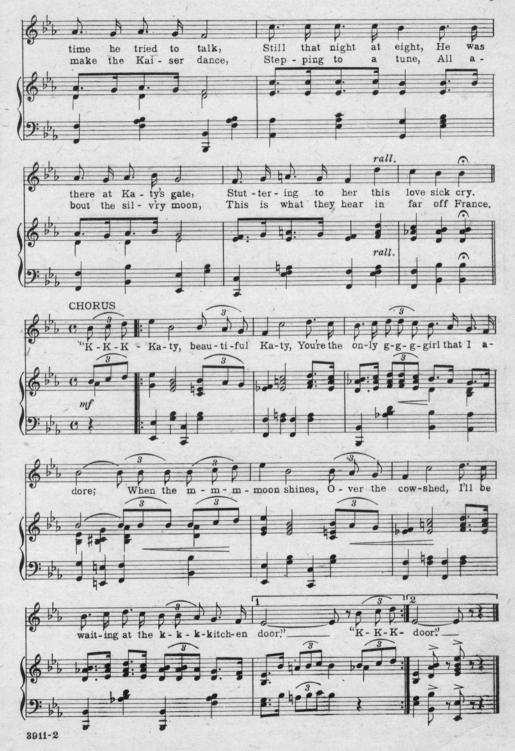
WAR EDITION

To Co-operate with the Government and to conserve paper during the War, this song is issued in a smaller size than usual. Save! Save! Save is the watchword to-day. This is the spirit in which we are working and your co-operation will be very much appreciated.

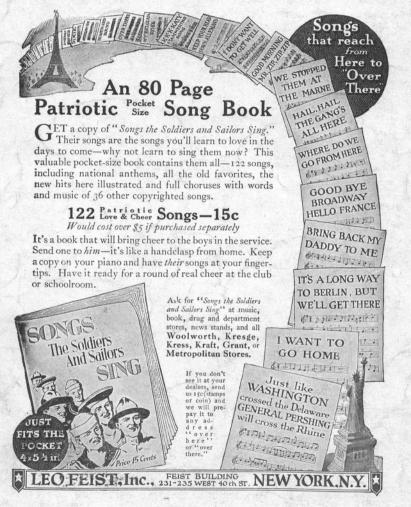
LEO. FEIST, Inc.

LEO. FEISTING NEW YORK





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Sendacopy to your boy "Over Here" or "Over There"

If you don't see it at your dealers, send us 15c. (stamp or coin)