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1921

# Moxie

Norman Leigh

Dennis J. Shea

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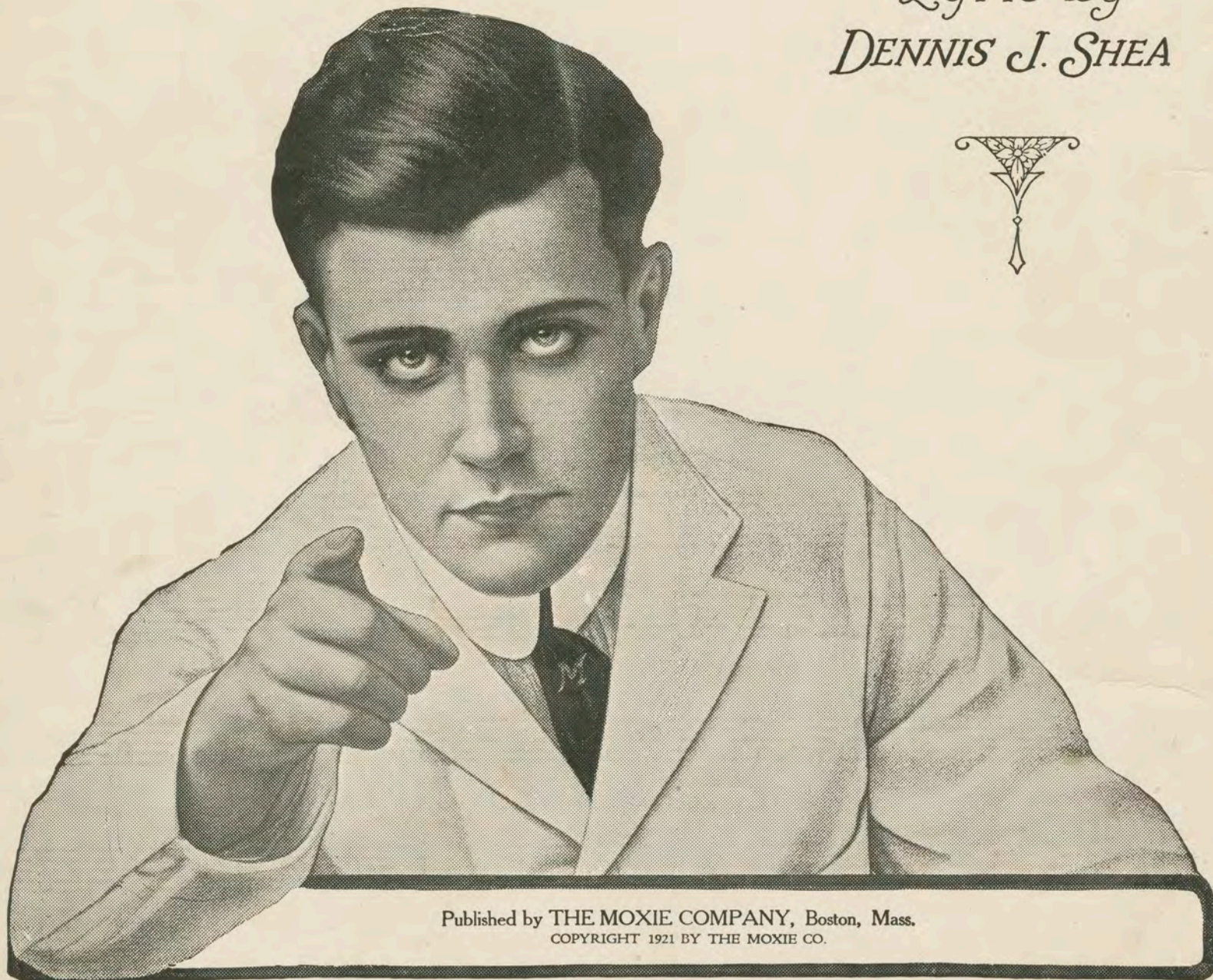
# MOXIE

( ONE STEP )

Song

Music by  
NORMAN LEIGH

Lyric by  
DENNIS J. SHEA



Published by THE MOXIE COMPANY, Boston, Mass.  
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# Moxie

Words by DENNIS J. SHEA

Music by NORMAN LEIGH

INTRO.  
Moderato

PIANO

The piano introduction consists of two staves. The right hand features a series of chords and eighth-note patterns, while the left hand provides a steady bass line with quarter notes. The tempo is marked 'Moderato' and the dynamics start with a forte 'f' marking.

This system includes the first vocal line and piano accompaniment. The vocal line begins with a double bar line and a repeat sign. The piano accompaniment features a series of chords and eighth-note patterns. Dynamics include 'p' (piano) and 'mf' (mezzo-forte).

When things go  
For Mox - ie

This system continues the vocal line and piano accompaniment. The vocal line includes the lyrics: 'wrong don't frown or growl or sigh. — Life's worth while, has a fla - vor all it's own, — Good and pure,'. The piano accompaniment continues with chords and eighth-note patterns.

wrong don't frown or growl or sigh. — Life's worth while,  
has a fla - vor all it's own, — Good and pure,

This system continues the vocal line and piano accompaniment. The vocal line includes the lyrics: 'if you smile. Your way you'll sure - ly win if you will grin — safe and sure. Let ev' - ry one pro - claim it's name and fame —'. The piano accompaniment continues with chords and eighth-note patterns.

if you smile. Your way you'll sure - ly win if you will grin —  
safe and sure. Let ev' - ry one pro - claim it's name and fame —

This system concludes the vocal line and piano accompaniment. The vocal line includes the lyrics: 'With Mox - ie read - y you'll go stead - y In prais - es ring - ing while they're sing - ing'. The piano accompaniment continues with chords and eighth-note patterns.

With Mox - ie read - y you'll go stead - y  
In prais - es ring - ing while they're sing - ing



Chorus

Mox-ie, oh Mox-ie, me for you — I don't know what I could do with-out

Chorus

*mf-f*

you As a drink you're a hum - mer in win-ter or sum - mer, There's some-thing so

pleas-ant a - bout you. Oh, you stand the test for you are the best. I'll

send all the rest down the line. — Let oth-ers keep try-ing, you're so sat-is - fy -

— ing. There's noth-ing like Mox-ie for mine. — mine. —





The Moxie Boy compels attention. It's his eyes. They follow you everywhere.

The clear, friendly eyes of the Moxie Boy have made him the most famous advertising figure in the world.

College professors and scientists have lectured about him. Technical magazines, books of wonder, scientific works in many lands and languages have reproduced pictures of the Moxie Boy. He is famous as a most compelling advertisement because he illustrates a peculiar phenomenon.

Anywhere within sight of the Moxie Boy and from any angle, his eyes gaze directly into yours in a straightforward, honest-and-true manner that is as clean, sincere, and wholesome as the beverage he recommends—Moxie.

Books on modern advertising, business colleges, and schools of advertising use the Moxie Boy to illustrate his eye-compelling power. It is based upon a fundamental principle of optical science and draughtsmanship.

People have used the Moxie Boy cutouts for countless purposes all the way from the questionable practice of advertising some totally different product to putting him near a house window to discourage tramps by acting the part of the man of the family.

In almost every town and city in the United States there is someone who believes they know the original of the Moxie Boy. In view of the many thousands of different opinions on this subject, we may offer a prize to the person who picks the actual boy, furnishing us photographic proofs, etc. As a climax to this contest, if we stage it, there will be millions of surprised people, we are sure, when we publicly introduce to them the Moxie Boy, now a man (and some man at that), who posed for this picture many, many years ago, in fact before some of the readers of this article were born.

The Moxie Boy still goes on, and will go on forever, in his clean, wholesome, sincere way, advising his millions of friends everywhere to drink Moxie, the clean, wholesome, refreshing beverage.

THE MOXIE COMPANY.

By F. M. Archer.