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1921

Moxie

Norman Leigh
Composer

Dennis J Shea
Lyricist

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Leigh, Norman and Shea, Dennis J, "Moxie" (1921). *Vocal Popular Sheet Music Collection*. Score 1156.
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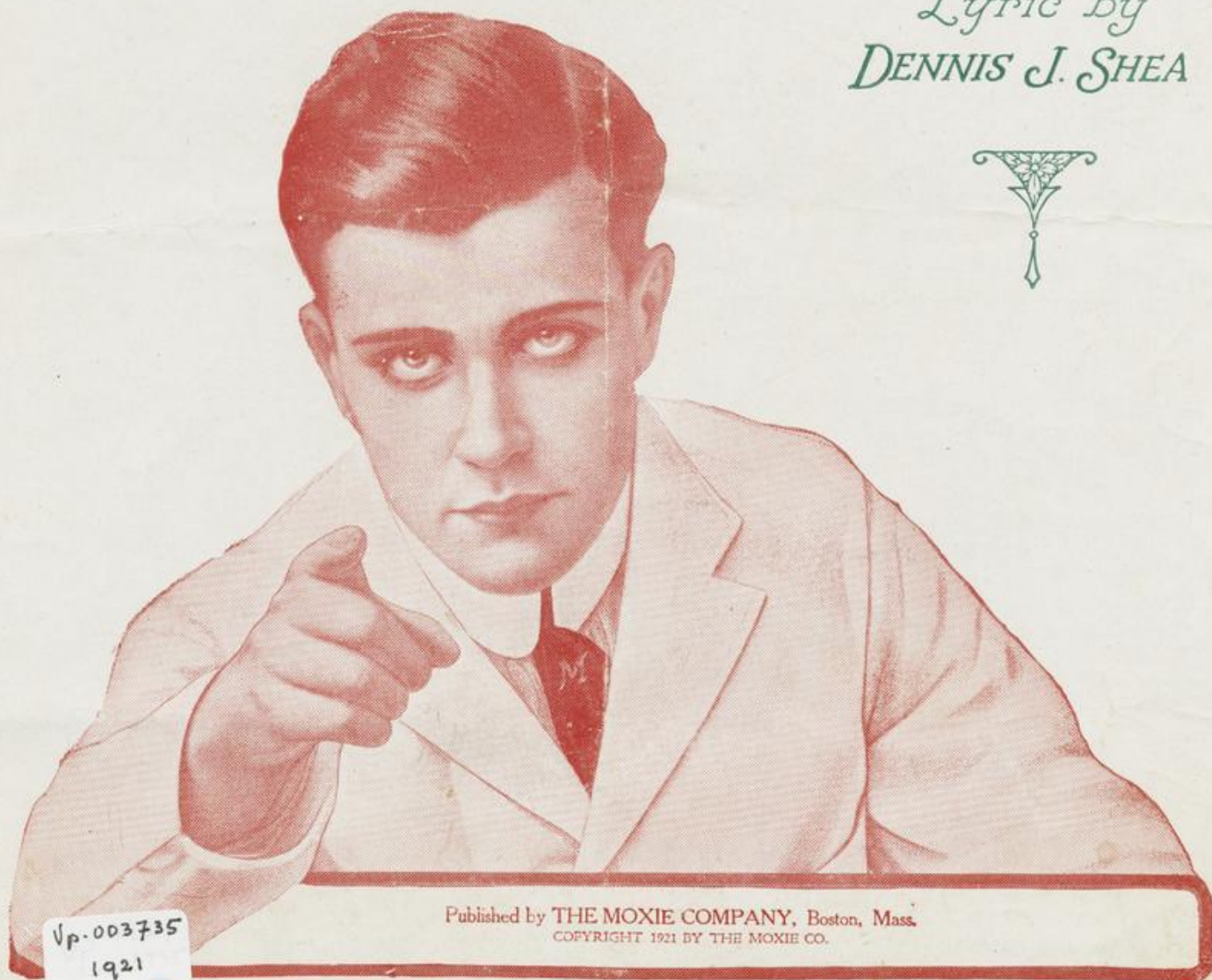
MOXIE

(ONE STEP)

Song

Music by
NORMAN LEIGH

Lyric by
DENNIS J. SHEA



Published by THE MOXIE COMPANY, Boston, Mass.
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Vp-003735

1921

Mox

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 melodic lines in a 2/4 time signature, starting with a forte (f) dynamic. The left hand provides a steady bass line with quarter notes.

When things go
For Mox - ie

The first system includes a vocal line and piano accompaniment. The piano part features a repeat sign and a mezzo-forte (mf) dynamic marking.

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

The second system continues the vocal and piano parts. The piano accompaniment includes a handwritten 'p' (piano) dynamic marking.

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 third system continues the vocal and piano parts. The piano accompaniment includes a handwritten '(b)' marking.

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

The fourth system concludes the vocal and piano parts. The piano accompaniment includes a handwritten '=' marking.

Bagaduce Music
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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

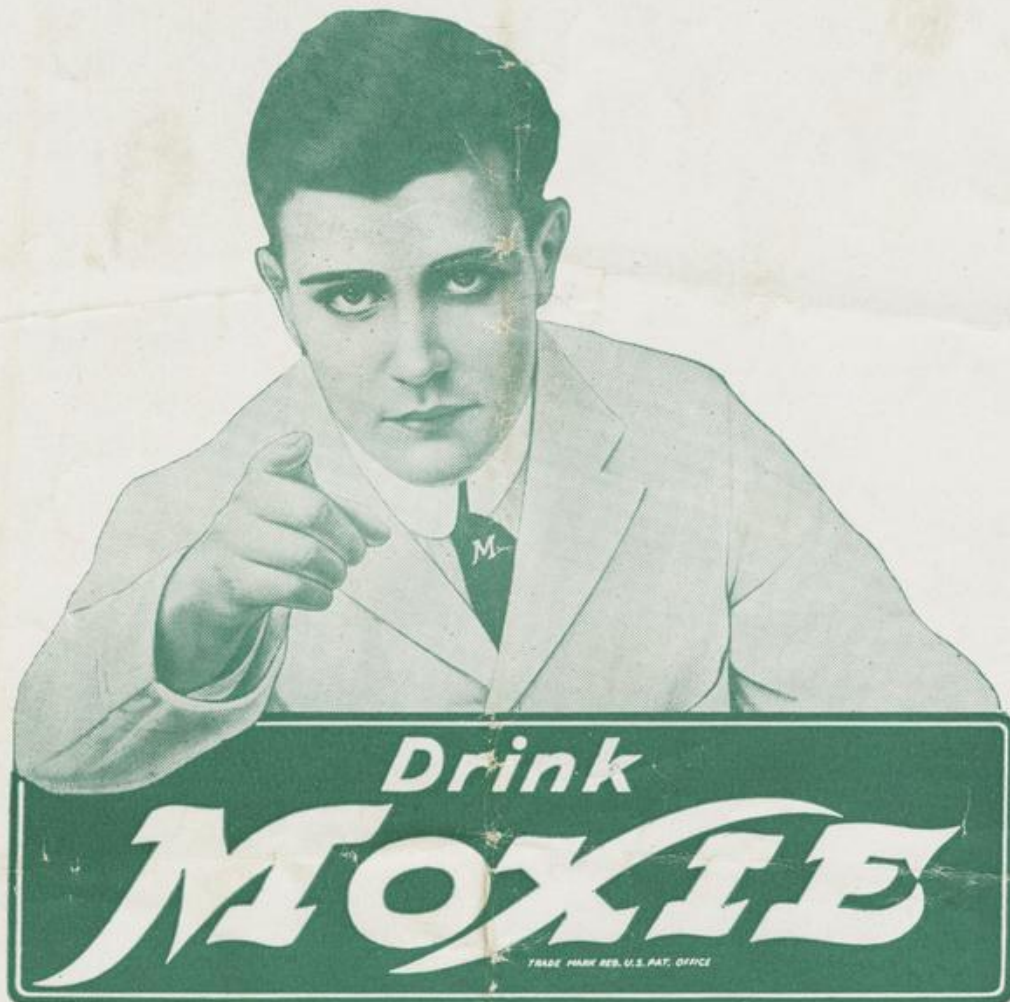
pleas-ant a - bout you. Oh, you stand the test for you are the best. I'll

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. —

1. 2.

1. 2.



Frank Archer says--

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 draughtmanship.

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.