

"You can't go wrong with any Feist Song"



Paul Whiteman's Orchestra in Action

"PAUL WHITEMAN'S SENSATIONAL HIT! At the 'Palace Theatre' and the 'Palais Royal' Sweetheart"



Henry Busse
Composer of the famous "Wang Wang Blues"

ANY song Paul Whiteman's Orchestra plays is food for hungry song and dance lovers.

But when they played "Sweetheart" at the Palace Theatre in New York and at the famous Palais Royal, it was more than "food"—it was a feast done to the queen's taste!

At the Palace for five consecutive weeks the audience cheered. At the Palais Royal the dancers insisted on encore after encore!

Sweetheart was a sensation! And no wonder. The most wonderful song hit in the world and the most wonderful dance orchestra in the world are a

combination nobody with an ounce of life and pep can resist.

"Sweetheart" is the season's most popular fox-trot melody.

Featured by all orchestras and vaudeville headliners

—and by all record and player-roll makers. That means you can play it and dance it and sing it right in your own home—on your piano, phonograph or player-piano.

Get "Sweetheart"—it will be the sweetheart of your good nature. Sold wherever music is sold.

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"SWEETHEART"
by Benny Davis and Arnold Johnson

Sweet - - heart, I'm long-ing for you

Noth-ings been right since we

part ed, Sweet - heart, for

Whenever you go where there is music, ask the orchestra leader to play "Sweetheart."



Paul Whiteman