

"Something New Under the Sun"

The rapid rise to fame, from comparative obscurity by Harry L. Alford, reads more like one of the famous Grimm's Fairy Tales, than an existing fact at the present. Born in Hudson, Mich., in the "eighties," Mr. Alford turned his attention at an early age to composing and arranging. Being a trombone player of no mean ability he did not find it so difficult to "get by."

But Harry, as he is known by everyone in musical circles was not satisfied at merely getting by. He had a vision and a goal set, so he journeyed over to Warren, Ohio, while still a young man, at which place, he took a thorough course at the Dana Musical Institute.

He afterwards went to Chicago, where he "jobbed" with his trombone, while getting his "ducks in a row" with his arranging and composing. It wasn't long before the "Alford arrangements" were in demand, and he was forced to get an office, and give up the playing of his trombone—and then a short while afterwards an "office force" which after the usual changing, weeding out, etc., due to growing business, is now the largest office of its kind in the world. It is located in the State-Lake Building, Chicago.

Now, in regards to that office. He has the only one of its kind devoted to this class of work in a commercial way. He does work for all of the big headliners in vaudeville, also the musical comedies, such as Ziegfeld's Follies, Raymond Hitchcock, Nora Bayes, Blanche Ring, Eva Tanguay, Arthur Pryor, Sousa, Conway, and other such celebrities.

Harry also makes special band and orchestra arrangements for a great many of the industrial plants, also academy and college glee clubs, and singing societies. Employing 15 men, one of the novel features of the office, which has occurred many times, is the transposing of orchestrations in from five to eight minutes (that is an ordinary length song). In doing this, they split up the parts, giving each

man a part to transpose or copy. This has happened a great many times when acts arrived in Chicago and found someone on the same bill singing their song, they would have to make a change immediately. So, you see, this is quite a convenience, indeed.

Another feature is receiving distaphone records from people in various parts of the country who are unable to put their melodies down on paper. They take the music from the record, as it is played, and arrange it for piano, band or orchestra.

By giving just a little better service than his



Harry L. Alford, Chicago, Ill.

competitors Harry Alford has built up a business that any man might well be proud of, and he writes us that business is so heavy at present, that his force is working overtime trying to get it out. "Nothing succeeds like success", and we wish Mr. Alford even greater success than he has already achieved.

DIDN'T THINK SO.

Young Woman (entering music store)--
Have you "Kissed Me in the Moonlight?"

Clerk—I don't think so; I'm new here, Maybe it was the other man.

From Musical ^{Magazine} Dixie Below The Mason-Dixon Line
Vol 2 - No. 4 pub. Wilmington, N. C. May 1921