

AUDITION  
OF  
CARL HOFF'S ORCHESTRA  
FOR  
THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"YOUR HIT PARADE"

N.B.C.  
DECEMBER 30, 1935

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carl hoff

December 4th, 1935.

Mr. Jesse Welch  
Lord & Thomas  
247 Park Avenue  
New York City.

Dear Sir:

I am more than pleased at having been given an opportunity to read the Lucky Strike Hit-Parade formula, and, having read it, I am most happy to find that someone else besides myself believes in playing music that the American public can understand.

To give you a slight idea of what I have done in the past, in 1932 I was chief arranger with the Warner Brothers Studios in Hollywood, and after that made the musical arrangements for such bands as Paul Ash, Vincent Lopez, Paul Whiteman, and the Boswell Sisters.

As an arranger working for such bands as I have mentioned, one is forced to throw many of one's ideas away and conform to those of the orchestra leader. Therefore, I feel very sure that I will have no difficulty whatever in following your formula, both in musical arrangement and performance.

For the past eighteen months I have been conducting the Folies Bergeres and Folies Parisienne at the French Casinos, both in Chicago and New York City. My contract with them expires the early part of January, so therefore I would be able, if acceptable, to conduct the Lucky Strike Hit Parade on an exclusive basis.

Again permit me to tell you how happy I am to have been given an opportunity to read the Hit Parade formula, and to write this letter.

Yours truly,

*Carl Hoff.*

CH:eaf



CARL HOFF

ANNOUNCERS

Ben Grauer . . . . . M.C.

Basil Ruysdale . . . . . Commercials

VOCALISTS

Loretta Lee

Gogo Delys

Robert Simmons

Geirsdorf Sisters (Trio)

Three Colonels (Trio)

YOUR HIT PARADE

WDAF

AUDITION.....

( ) ( )  
8:00 - 9:00 P.M.

DECEMBER 30th 1935

MONDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, featuring the fifteen most popular songs of this week played tonight by Carl Hoff, and his Lucky Strike Orchestra.

The whole country is in a holiday mood -- wherever you go, wherever you turn there's music in the air, and Americans from Coast to Coast are whistling, playing and dancing to the melodies that are the rage of the moment. Tonight, the manufacturers of Lucky Strike cigarettes, take pleasure in bringing you the fifteen biggest song hits all over the nation from New York to Los Angeles -- from Chicago to New Orleans..

Sheet music and record sales tell us what numbers you like to take home -- orchestra leaders, the songs you request at places you dance - radio reports, the tunes you prefer over the air. That's how we learn what songs belong in your all star line-up for the week -- the ranks to which many are called but only fifteen are chosen. And here's Carl Hoff and the Lucky Strike Orchestra in the number all of you have told us ranks eleventh in your favor this week: "Eeny Meeny Miney Mo"

(EENY MEENY MINEY MO.....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("WHERE AM I".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

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ANNOUNCER "WHERE AM I?" from the picture "Stars Over Broadway" proves to be a winner again this week, because all America has picked it for the fourteenth position in popularity.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO -

("TWENTY FOUR HOURS A DAY.....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER Tonight if you could cover the many miles between Augusta, Maine and Atlanta, Georgia, you'd find the tang of the wintry north quite different from the balmy southland - but here's something you would find the same - this song: "Twenty Four Hours A Day".... is the hit of the week in both cities - the country over it's in Number Five place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER There's a grinding of wheels...The great locomotive shivers to a stop. Up in the cab the engineer lights a Lucky and leans out to watch the people he has brought safely to their destination. Luckies are with him in this leisure moment because Luckies please his taste, and are easy on his throat. They are A LIGHT SMOKE of rich, full-bodied tobacco.

ANNOUNCER:

Park Avenue, New York! A society woman stands at her window, watching the stream of traffic below. Slowly she takes a cigarette from a silver box and strikes a match. That cigarette is a Lucky. For her throat is sensitive...yet she enjoys smoking. And experience has taught her that Luckies give her exactly the kind of smoke she wants...the taste of genuinely fine tobacco and protection against throat irritation. That is because Luckies are A LIGHT SMOKE of rich, full bodied tobacco. Yes, Luckies please most smokers. They're made of center leaf tobacco, the finest, most expensive grown. And the private Lucky Strike process...IT'S TOASTED, which removes certain harsh irritants naturally present in all tobacco, is your protection against irritation, against cough.

("CHINATOWN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER Carl Hoff and the Lucky Strike Orchestra swing into that gay and tuneful number: "Chinatown"....

(MUSIC SWELLS AND FINISHES)

(SEGUE TO -

("ON TREASURE ISLAND".....VOCALISTS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER In the early part of this week it looked as though: "On Treasure Island" had slipped in your favor - but during the last few days you've given this tune grand support and it rallies to take third place in 48 states.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO -

("THANKS A MILLION".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER This song: "Thanks A Million" from the picture of the same name appears ninth on this week's list of hits - but here's a tip from Freddie Martin whose orchestra plays for smart New Yorkers at the Waldorf Astoria - he says: "Watch it climb".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO -

("THE CARIOCA".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a dance number that created a sensation. The Carioca.

(MUSIC SWELLS AND FINISHES)



ANNOUNCER

Have you ever visited a tobacco auction? It's a fascinating and mysterious procedure by which those millions of dollars worth of tobacco are bought and sold.....A barely discernible nod of the head, an almost imperceptible motion of the lips, a slightly crooked finger - by such secret signs do tobacco buyers signify their bids for the various crops that are being auctioned off. Unless you are trained in the auctioneers' strange jargon and the sign language of the tobacco auction, it is almost impossible to know exactly what is happening. But even the untrained eye can see that the finest, full-bodied tobaccos, the very "cream of the crop", is what interests the Lucky Strike buyers. The delicate, tender center leaves of the pick of these choice tobaccos are those that go into your Lucky Strike ... because they are the leaves which, by nature, lead to A LIGHT SMOKE. And then this fine tobacco is subjected to Lucky Strike's famous process -- IT'S TOASTED -- which removes certain harsh irritants naturally present in all tobacco. It is your throat protection against irritation, against cough...It gives you, in Luckies, A LIGHT SMOKE of rich, full-bodied tobacco.

("NO OTHER ONE".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a melody that's making steady upward progress -- it started at Number 12. Then it moved to seven, and tonight: "No Other One" becomes the sixth most popular number from the Statue of Liberty to Catalina Island.  
(MUSIC SWELLS AND FINISHES)

SEGUE TO -

("TAKE ME BACK TO MY BOOTS AND SADDLE".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We overheard Amos and Andy trying to guess this week's rating of the melody: "Take Me Back To My Boots and Saddle"....(CHUCKLE) Andy told Amos he'd wait until after our program before he'd guess - but Amos took a stab and said it would be tenth - and all of you certainly agree with him because tenth it is throughout the nation.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WITH ALL MY HEART".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We welcome a newcomer to Your Hit Parade tonight called: "With All My Heart". Its coast to coast standing is fifteenth but at Tuscaloosa, home of the University of Alabama, it's the hit of this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SWEET GEORGIA BROWN".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff has picked a catchy tune of a few seasons ago that is still popular today: "Sweet Georgia Brown".

(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

(INSIDE SIGNATURE...."THIS IS MY LUCKY DAY")

ANNOUNCER: This is Your Hit Parade - the fifteen most popular songs in the United States this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes. The melodies in Your Hit Parade are played by special request of the American people - they're the songs that one hundred and twenty million of you have picked as the fifteen standout tunes of the week - they're the numbers all America favors over the air, on dance floors, in sheet music and on records.

And here is news about the song that makes news this week. Breaking the long winning streak of "Red Sails In the Sunset" - your hit of this week - the song that has forged ahead to become the most popular number in the United States tonight is: "A Little Bit Independent".

("A LITTLE BIT INDEPENDENT".....VOCALISTS AND ORCHESTRA..)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I FOUND A DREAM".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Last week this number: "I Found A Dream" appeared in thirteenth place, but it certainly has caught the popular fancy because our countrywide check-up shows it jumps to take seventh place in your favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: At a dance the other night we asked a young college student, home for the holidays, what cigarette he smoked and why. Here is what he said:

STUDENT

Some of the boys at college told me it's very important to start smoking the right cigarette - so I experimented with several brands to see which one would suit me best. I found Luckies better tasting, easier on my throat, and much better packed. Naturally, I've been smoking Luckies ever since.

ANNOUNCER:

It isn't just by chance that Luckies excel in these qualities. Twenty-five years of research have shown us how to produce A LIGHT SMOKE of rich, full bodied tobacco. To achieve A Light Smoke, we use the choice, center leaves of the finest, full-bodied tobacco that money can buy. Then an exclusive scientific process removes certain harsh irritants naturally present in all tobacco...this process is your throat protection against irritation, against cough. Why not try a pack of Luckies tonight? You'll enjoy them because they are just what we say they are...A LIGHT SMOKE of rich, full-bodied tobacco- and remember...IT'S TOASTED!

("I'VE GOT RHYTHM".....VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the Broadway musical "Girl Crazy", Carl Hoff and the Lucky Strike Orchestra play a number that has been your favorite for many seasons: "I've Got Rhythm".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(ONE NIGHT IN MONTE CARLO VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Twelfth in the favor of everyone everywhere is this newcomer to Your Hit Parade called: "One Night in Monte Carlo".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET" VOCALIST AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Back stage of the Broadway musical success "At Home Abroad" several of the featured stars were guessing this week's ranking of "Red Sails in the Sunset" -- Eleanor Powell said second - Beatrice Lillie fourth - Reginald Gardiner fifth; - but Eleanor Powell wins - it's Number Two song all over the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SITTING HIGH ON A HILLTOP" VOCALISTS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Sitting High on a Hilltop" from "Thanks A Million" has a coast to coast standing of fourth in your list of hits this week, but in Wilmington, Delaware and Kansas City this melody has walked away with all the honors -- it's the most popular song in both towns.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Eight hours a day steady smoking! Five days a week of endless puffing!...No, this is no "Believe-It-Or-Not" story. We're telling you about the robot smoking machine developed in the Research Laboratories of The American Tobacco Company. This friendly fellow, with a mouth and throat of steel, spends his day mechanically puffing away at one cigarette after another just like an ordinary smoker does, while laboratory technicians analyze the smoke that his cigarettes give off. But though this mechanical smoker can't tell one cigarette from another, he does his bit to contribute to the scientific knowledge that has made possible what every smoker wants --- A LIGHT SMOKE of rich, full-bodied tobacco --- a cigarette that gives you real tobacco taste because it is made of the finest tobacco money can buy...and is easy on your throat because certain harsh irritants naturally present in all tobacco have been removed. Choicest tobacco and that exclusive process known as "IT'S TOASTED" are important -- but they are only two of the many reasons why you like Luckies...why they are, in truth, A LIGHT SMOKE of rich, full-bodied tobacco.

("HALLELUJAH"

ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra in that grand rhythm number every one will remember: "Hallelujah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S DANGEROUS TO LOVE LIKE THIS VOCALIST AND ORCHESTRA

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Found a Dream" strayed away for one week, but tonight we welcome this melody back to Your Hit Parade as your eighth ranking song hit -- Jan Garber and his band at the Chez Paree in Chicago sends us this wire: "It's Dangerous to Love Like This" heads our list of request numbers this week - looks like it's here to stay."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DON'T GIVE UP THE SHIP" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the roster of this week's fifteen hits, Carl Hoff plays: "Dont Give Up The Ship" - thirteenth in the favor of all of you all over America.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Join us here next Saturday at this same time for the fifteen most popular songs of next week presented for your pleasure by the manufacturers of Lucky Strike cigarettes. In closing may we suggest that you try Luckies. Remember, Luckies are A LIGHT SMOKE of rich, full-bodied tobacco. You'll enjoy the fine taste of the world's choicest tobacco -- and that famous process.. IT'S TOASTED...is your throat protection against irritation, against cough. We sincerely believe that Luckies will bring you happy smoking in 1936.

(CLOSING SIGNATURE "HAPPY DAYS")

THIS IS THE NATIONAL BROADCASTING COMPANY

# YOUR HIT PARADE

## (FORMULA)

1. Cut out all effort to produce a show in a piece or a number. Play the number or the piece as it made the original hit, without variations, interpolations or new ideas.
2. When we have a star on the program, there's no objection to the star skylarking, doing what he wants to do, adding to the program of his personality. But when that star comes back to Your Hit Parade, when he does the thing that Your Hit Parade gives the public—sings or dances or plays an instrument—the dancing, the singing, the playing of an instrument must be in the rhythm and tempo that made that particular piece popular AND in that style and of that essence that made the star popular.
3. Make the voice fit the music. Do not attempt to fit the music to the voice—always start with the music so that the rhythm can be established. Then if the voice fits in, put it in. If it doesn't fit in, leave it out.
4. On introducing hot numbers, play them in the original style that made them hits, regardless of their age—and be sure and pick hot numbers full of rhythm, full of shoulder shake, full of dance, for these interludes.
5. In principle, there are 20 popular numbers played in one hour's program. 15 of these numbers or 75% are selected by the public. 5 of these numbers or 25% can be put in by the orchestra leader. These 5 numbers are the ones referred to in No. 4. If in the opinion of the orchestra leader the 15 popular numbers selected by the audience are of a tempo that tends to slow up or make less brilliant Your Hit Parade, he can easily reduce the time of these numbers and add that time to the 5 numbers that he has the power to select. Therefore, instead of 25% being his selection and 75% being the public's selection, in time played he can easily have his selection 35 to 40% of the time and the public's selection reduced to 60 to 65%, thereby giving him an opportunity to make the program his own and more brilliant.
6. Comment on use of choruses to liven program—Old Trick.

**Follow the formula—there are NO exceptions**