

C A M E L

SHOW #13

.....The Service Man's Favorite Cigarette.....

presents

BOB HAWK

in

"THANKS TO THE YANKS"

**AS
BROADCAST**

CBS STUDIO #25

SATURDAY, JANUARY 23, 1943

B'CAST: 7:30 - 8:00 PM, EWT

REPEAT: 11:00 - 11:30 PM, EWT

BOB HAWK

CHARLES STARK

ART GENTRY

NAT BRUSILOFF AND HIS ORCHESTRA

COMMERCIAL CAST

P.A. ANNOUNCER: WARNER ANDERSON

MUSIC

1 - THEMES AND PLAY-OFFS

(ANCHORS AWEIGH
(CAISSONS
(AIR CORPS SONG
(SMILES
(SEMPE R PARATUS
(MARINE HYMN
(PACK UP YOUR TROUBLES
(THANK YOUR FATHER
(SONG OF THE MERCHANT
(MARINE

2 - MUSICAL QUESTIONS

a - I'M GETTING TIRED SO I CAN
SLEEP

b - MY HEART STOOD STILL

COLUMBIA BROADCASTING SYSTEM

CAMEL CIGARETTES - BOB HAWK

"THANKS TO THE YANKS" - SHOW #13

SATURDAY, JANUARY 23, 1943

7:30 - 8:00 PM, EWT
11:00 - 11:30 PM, EWT

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

MUSIC: OPENING....C-A-M-E-L-S (BAND SINGS)

ANNOUNCER: Camels! The Cigarette that's First in the Service
presents Bob Hawk in "THANKS TO THE YANKS".!

MUSIC: FANFARE

ANNOUNCER: Thanks to you Yanks on Uncle Sam's Battleships!

MUSIC: ENTER MUSICAL MONTAGE- ANCHORS AWEIGH

ANNOUNCER: Thanks to you Yanks in our ground forces!

MUSIC: CAISSONS

ANNOUNCER: Thanks to you Yanks in the Merchant Marine!

MUSIC: SONG OF THE MERCHANT MARINE

ANNOUNCER: Thanks to you Yanks in the Air!

MUSIC: AIR CORPS SONG

ANNOUNCER: Thanks to you Yanks guarding our Coast Line!

MUSIC: SEMPER PARATUS

ANNOUNCER: Thanks to you Yanks in the Marine Corps!

MUSIC: MARINE HYMN

ANNOUNCER: Yes, THANKS TO YOU YANKS in the Pacific --
in Europe -- in Africa - and everywhere!
(CHEERING AND APPLAUSE)

MUSIC: UP TO FINISH OF MONTAGE

ANNOUNCER: And now here's the man who is going to tell you how
we're all going to express our thanks -- that faster
quipmaster -- BOB HAWK!

APPLAUSE & MUSIC....THANK YOUR FATHER....FADE FOR..

HAWK: How do you do, Ladies and Gentlemen. Here's how we
play "THANKS TO THE YANKS"...I am going to ask you
people here in the Studio lots of questions and if you
answer your question correctly, you win Camel
Cigarettes. These cigarettes will be sent to the
person you designate who is in the service of Uncle Sam.
We have a couple of announcers here -- Charlie Stark
and Art Gentry....who will select those of you who want
a crack at sending the boys Camels.
Okay, let's thank the Yanks.

(AD LIB TO FIRST CONTESTANT)

COMMERCIAL #1 - TO BE GIVEN AFTER SECOND OR THIRD CONTESTANT

HAWK:

Yes, you can still join us in thanking ^{the} Yanks by sending along a carton of Camels to ^a ~~your own personal~~ Yank. Camels can be mailed to Army personnel in the United States, and to men in the Navy, Marines, or Coast Guard wherever they are. The Post Office rule against mailing packages applies only to those sent ^{the men in} to the overseas Army. And I'd say it's important to make sure you send Camels, too, because that's the brand service men ^{most} buy with their own money, according to actual sales records in Post Exchanges and Canteens. And just in case you think you owe yourself a little "thanks" some time, get a pack of Camels for you. You'll like the way that extra Camel flavor helps 'em to hold up, pack after pack, no matter how many you smoke. Yes, Camels are extra mild, slow-burning, cool-smoking -- better -- because they're expertly blended of costlier tobaccos.

(AD LIB BACK INTO QUIZ)

GIVE AWAY MENTIONS

SLOW BURNING CAMELS

COOL SMOKING CAMELS

THE SERVICE MAN'S FAVORITE CIGARETTE - CAMELS

THE CIGARETTE THAT'S FIRST WITH THE MEN IN THE SERVICE - CAMELS

EXPERTLY BLENDED CAMELS

FULL-FLAVORED CAMELS

RICH TASTING CAMELS

MILD, RICH TASTING CAMELS

INFANTILE PARALYSIS ANNOUNCEMENT - TO BE GIVEN BETWEEN FIRST AND
SECOND COMMERCIAL

HAWK: We all know that great ^{scientific} advancement is being made in the
~~struggle to eliminate Infantile Paralysis.~~ ^{field of medicine.} Scientists
are continually working to find better ways to banish
Infantile Paralysis from the earth. Your contribution,
no matter how small, may help the work of such a
scientist - So don't delay, join the March of Dimes
today.

~~OPTIONAL ANNOUNCEMENT~~

~~HAWK: We all know that scientists have been doing marvelous
things in many diversified fields. One of the ways
this is reflected is in the tremendous advancement
made in the struggle to eliminate Infantile Paralysis.
Your contribution may help such a scientist - So
don't delay, join the March of Dimes today.~~

(AD LIB BACK INTO QUIZ)

COMMERCIAL #2 - TO BE GIVEN FOLLOWING A CONTESTANT ABOUT 2/3 THROUGH
THE SHOW

HAWK: Now I know how good Camels are, and millions of other people do, too -- but if you'd like to be sure before you send your next carton of thanks to that yank you know -- well, just give Camels a test in your T-zone. Yes, sir, that's "T" for taste, and "T" for throat, your own proving ground for flavor and mildness. Your taste will tell you all about Camel's rich, extra flavor, and your throat will give you the last word on Camel's extra mildness. I think after you finish your test pack of Camels you'll want to buy a carton for yourself, too!

(AD LIB BACK INTO QUIZ)

CLOSING

HAWK: Now about that Duffel Bag. In "THANKS TO THE YANKS" ... even the losers are winners because they give their "THANKS TO THE YANKS" too...Every time a contestant has missed an answer, the cigarettes he tried for have been put into the Duffel Bag and that Duffel Bag is being sent not to one of the Service camps you all know about, but to a more remote camp---a camp which a lot of you have probably never even heard of. Yes, "THANKS TO THE YANKS" at Fort Morgan in Alabama.

REPEAT: In the Military Police Escort Guard Company at Denson, Arkansas.

In a few days you boys will have in the mail (_____) CAMEL Cigarettes.

*1st Show - 11,000
Repeat Show - 7,000*

MUSIC: CLOSING THEME...FADE FOR

HAWK: This is our 13th week on the air, ladies and gentlemen. During that time, and including tonight's prizes, "Thanks To The Yanks" has sent out to the Yanks all over the World a grand total of _____ CAMEL Cigarettes. This is Bob Hawk -- To all our Armed Forces in this country and to all those listening overseas...from everyone of us to everyone of you comes --THANKS TO THE YANKS!

*1st Show - 755,000
Repeat Show - 775,000*

(APPLAUSE & MUSIC: UP TO FINISH)

SEGUE:

MUSIC: PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG-- FADE FOR

pw

51457 0453

FROM CBS STUDIO #6

P.A. ANNCR: Mister pipe-smoker, if you've got a mouth lined with fire-brick, you won't care how much your pipe bites. If you haven't, I'd suggest switching to Prince Albert, the pipe tobacco that's no-bite treated for cool, tongue-happy smoking comfort. P.A.'s easy to pack and easy to keep lit, too, because it's crimp out. ^{You get} ~~There are~~ around fifty mild, rich-tasting pipefuls in every handy pocket package of Prince Albert. Try P.A. for Pipe Appeal. It's the National Joy Smoke!

CBS ANNCR: This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

8:00 PM B-U-L-O-V-A Bulova Watch Time

WABC ... NEW YORK

880 ON YOUR DIAL

pw

51457 0454

ANNCR:

and

^ May we remind you, Ladies and Gentlemen, Camel presents four great radio shows each week - on Mondays it's "Blondie." On Thursdays, it's Abbott and Costello, on Fridays, it's "The Camel Comedy Caravan" - and every Saturday night at this same time and over these same stations, CAMEL, the cigarette that's "First in the Service" presents Bob Hawk in "THANKS TO THE YANKS." (PAUSE) Don't forget - listen to "Blondie" next Monday night over these same stations.

(APPLAUSE & MUSIC UP FULL)

NOTE TO CBS STUDIO #6 --- (ON CUE, "THESE SAME STATIONS"

APPLAUSE AND MUSIC CONTINUE UNTIL

APPROXIMATELY 7:58:45 and 11:28:45.

THEN MAKE 5 SECONDS FADE OUT AND BEGIN

PRINCE ALBERT ANNOUNCEMENT)

The Camel Caravans, those great traveling shows, are on their way again to entertain all you fellows in the service of Uncle Sam throughout the country. This week our traveling Camel Caravans will visit eleven service camps. These shows are especially produced for you Yanks, and we hope you enjoy them.