

as Broadcast  
3/11/44

Master

CAMEL

SHOW #72

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

Presents

BOB HAWK

in

"THANKS TO THE YANKS"

CBS RADIO THEATRE #5

SATURDAY, MARCH 11, 1944

BOB HAWK

CHARLES STARK

ART GENTRY

PETER VAN STEEDEN AND HIS ORCHESTRA

LYNN GARDNER

COMMERCIAL CAST

P.A. ANNOUNCER - BILL ADAMS

MUSIC

1... (THEME AND PLAY-OFFS)

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

2... (MUSICAL QUESTION

- a. THANKS TO THE YANKS
- b. PERPIDIA
- c. BESAME MUCHO

51457 1217

rbg

COLUMBIA BROADCASTING SYSTEM

CAMEL CIGARETTES - BOB HAWK

"THANKS TO THE YANKS" - SHOW #72

SATURDAY, MARCH 11, 1944

7:30 - 8:00 P.M. EWT  
11:00 - 11:30 P.M. EWT (REPEAT)

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

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

ANNCR: Camels, the cigarette that's first in the Service  
presents Bob Hawk in the Comedy Quiz....

"THANKS TO THE YANKS!"

MUSIC: FANFARE

ANNCR: Thanks to you Yanks in the Army, the Navy and the  
Marines.

MUSIC: FANFARE

ANNCR: Thanks to you Yanks in the Coast Guard, in the Merchant  
Marine, and in the Air!

MUSIC: FANFARE

rbg

51457 1218

ANNCR: Yes, to all you Yanks in the Pacific, in Europe, in Africa - wherever you may be, we all give --

MUSIC: VOCALIST SINGS

"Thanks to the Yanks.  
To the men in the ranks,  
In the ships, in the tanks, in the planes.  
Hail to the men who'll return only when,  
Man is freed once again from his chains.  
To the corners of the world,  
Where "Old Glory" is unfurled,  
Send the Word, "God Speed You On Your Way!"  
With hearts full of pride,  
And with hopes undenied.  
Give thanks to the Yanks  
From the U.S.A."

(CHEERING AND APPLAUSE AS ORCHESTRA FINISHES ON BIG CHORD)

ANNCR: And now here is the man who is going to tell you how we're all going to express our thanks -- that faster quipmaster -- Bob Hawk!

(APPLAUSE)

MUSIC: THEME (THANKS TO THE YANKS) ORCHESTRA ONLY AS A SHORT PLAY-ON FOR HAWK (FADE FOR)

E. W.  
1:32 1:32

HAWK: How do you do, Ladies and Gentlemen.

THANKS TO THE YANKS, is just what the name implies. It gives every contestant a chance to thank the Yanks by winning CAMEL cigarettes for his favorite Yank. This is a show where the boys in the Service can get a personal message and thousands of smokes *& old jobs* from the folks back home.

All right, Art Gentry, who's going to be the first to Thank the Yanks?

(AD LIB INTO FIRST CONTESTANT)

E.      W.  
1:46      1:46

rbg

E.      W.  
5:26      7:45

51457 1220

(COMMERCIAL #1 TO BE GIVEN AFTER SECOND OR THIRD  
CONTESTANT)

HAWK:

You know we send Camels overseas, by the million,  
by the ton, for Camel cigarettes are first with men  
in all the services, according to actual sales records.  
But you don't have to be in India to appreciate Camel's  
freshness. Around your corner Camels stay fresh longer  
-- stay cool smoking and slow burning -- because they're  
packed to go around the world! Both at home and  
overseas, more people want Camels, the fresh cigarette,  
the cigarette with more flavor. So remember, if your  
store was sold out today, Camel cigarettes are worth  
asking for again!

F.      W.  
57:51      8:10

Quig  
18:59      18:55

rbg

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

CAMELS. STAY FRESH BECAUSE THEY'RE PACKED TO GO AROUND  
THE WORLD

CAMELS -- PACKED TO GO AROUND THE WORLD

rbg

51457 1222

COMMERCIAL #2 TO BE GIVEN FOLLOWING A CONTESTANT

HAWK: You know, I've heard a lot about war-time flatness in cigarettes -- and I can tell you that if you're looking for a cigarette that won't go flat no matter how many you smoke you ought to try Camels. You see, Camel cigarettes are blended of costlier tobaccos, blended to give them more flavor-- and it's more flavor that helps Camels to hold up, keep from going flat, no matter how many you smoke! You've got a good yardstick for flavor -- your own taste. Use it, and prove to yourself that Camel cigarettes do have more flavor. Use the rest of your T-Zone your throat -- to give you the last word on Camel's smooth extra mildness! And remember -- Camel cigarettes stay fresh, cool smoking and slow burning, because they're packed to go around the world!

E.    W.  
19:40    19:34

Quig

26:20    25:40

dk

51457 1223

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.....the <sup>Camels</sup> cigarettes they tried for will be sent <sup>not</sup> to one of the larger camps you all know about, but to a small and more remote <sup>camp</sup> -- Yes, "THANKS TO THE YANKS" at Bedford Army Air Field, Bedford, Mass.

U.S. Naval Supply Depot  
Oakland, California

In a few days you boys will receive the Camel Cigarettes in our Duffel Bag.

E.      W.  
26:41      26:01

dk

51457 1224



MUSIC: (QUICK FANFARE)

VOICE: Thanks to the Yank of the Week! Tonight we salute Sergeant Alvin Biggers, of Mountain Home Arkansas, a member of the so-called "lost battalion" on the Anzio beachhead. Sergeant Biggers was leading eight men through a grove, when Germans began dropping down on them from the trees. In a fierce hand-to-hand fight, Sergeant Biggers and his men killed at least eight of them, and took four prisoners. In honor of you and your men, Sergeant Alvin Biggers, the makers of Camels are sending to our soldiers overseas three hundred thousand Camel cigarettes!

MUSIC: (FANFARE)

8.  
27:17

4.  
26:37

MUSIC: THANKS TO THE YANKS AND FADE UNDER

27:20

26:41

dk

ANNCR: Each of the four Camel shows honors a Yank of the Week, sends three hundred thousand Camel cigarettes overseas... a total of more than a million Camels sent free each week. In this country the travelling Camel Caravans have thanked audiences of more than three and a half million Yanks with free shows and free Camels.

Camel broadcasts go out to the United States four times each week, are short-waved to our men overseas and to South America.

Listen Monday to "Blondie"; Thursday to Abbott and Costello; Friday to Jimmy Durante and Garry Moore, and next Saturday laugh with Bob Hawk in "Thanks to the Yanks."

HAWK: This is Bob Hawk, Ladies and Gentlemen. 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.

(APPLAUSE)

27:58 27:21

MUSIC: THANKS TO THE YANKS -- FADE UNDER

E  
28:39

W  
28:02

dk

ANNCR: More pipes smoke Prince Albert than any other tobacco in the whole world! And, Mister, your tongue will tell you one reason why Prince Albert has outsold every other pipe tobacco for years! Yessir, Prince Albert's no-bite treated, to give you cool, tongue-happy smoking comfort. Crimp out, too, to pack and burn and draw just right! Get P.A. for Pipe Appeal! You'll find around fifty rich-tasting, swell-smoking pipefuls in every big red two-ounce package! More pipes smoke Prince Albert! It's the National Joy Smoke!

Later tonight (Every Saturday night) be sure to listen to Prince Albert's Grand Ole Opry -- for eighteen years bringing real American music and fun to Southern audiences--  
and <sup>now</sup> broadcast coast to coast.

Tune in Grand Ole Opry later tonight (every Saturday night) on another network.

29:30

This is CBS....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

dk

51457 1227

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/11/44

BROADCAST TIME 7:30 - 8:00 P.M.

NO. OF CIGARETTES 1,000

FROM: Mrs. Evelyn Jarvis

ADDRESS: 1924 Wayne Avenue

Scranton, Pennsylvania

NO. OF CIGARETTES 2,000

FROM: Pvt. Harry Collins

ADDRESS: 348 Main St.

Mays Landing, New Jersey

NO. OF CIGARETTES 1,000

FROM: Miss Estelle Stolzer

ADDRESS: 721 Walton Avenue

Bronx, New York

NO. OF CIGARETTES 2,000

FROM: Seaman William Willbridge

ADDRESS: 52 Gay St.

Quincy, Mass.

NO. OF CIGARETTES 2,000

FROM: Phyllis Robinson

ADDRESS: 96 West 6th

Bayonne, New Jersey

TO: Seaman Thomas F. Debraker  
(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER

TO: Capt. Victor H. Schneider  
(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

TO: Lt. Elaine Colton  
(rank) (name)

SERIAL NO. Station Hospital

Pt. Jackson  
(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER Columbus, South Carolina

TO: Seaman Wayne Cranshaw  
(rank) (name)

SERIAL NO. Section 262 Compartment P

U.S.M.A. Barracks B-5  
(Company) (Regiment or Battalion)

A.P.O.NO. Sheepshead Bay, New York

(UNIT NO.)

POSTMASTER

TO: Air Cadet Jack Worthington  
(rank) (name)

SERIAL NO. A.S.N. 23113214

Squadron 91  
(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.) Santa Ana Army Air Base

POSTMASTER

Santa Ana, California

51457 1228

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/11/44

BROADCAST TIME 11:00 - 11:30 EST

NO. OF CIGARETTES 2,000

FROM: Bob McCormack

ADDRESS: 1304 Dawson Rd.

Albany, Georgia

NO. OF CIGARETTES 2,000

FROM: Mrs. Dorothy Dassel

ADDRESS: 1310 E. Becke Rd.

Evansville, Indiana

NO. OF CIGARETTES 2,000

FROM: P.F.C. Kenneth H. Dent

ADDRESS: 208 South 8th E.

Salt Lake City, Utah

NO. OF CIGARETTES 1,000

FROM: P.F.C. Kenneth H. Dent

ADDRESS: ADDRESS ABOVE

Compliments R.J. Reynolds

NO. OF CIGARETTES 2,000

FROM: Walter Bachelor

ADDRESS: 345 W. 164th St.

New York City

TO: Lt. Roabe

(rank) (name)

SERIAL NO. Catholic Chaplain

Turner Field

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER Albany, Georgia

TO: Ensign Herschel Bessel

(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

TO: Private Charles D. Martin

(rank) (name)

SERIAL NO. A.S.P. University of Utah

POSTAL CARD TO FOLLOW

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER

TO: P.F.C. Kenneth H. Dent

(rank) (name)

SERIAL NO. 3438 79th St.

Jackson Heights, New York

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER

TO: Corp. Richard Bachelor

(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER

51457 1229

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/21/44

BROADCAST TIME 11:00 - 11:30 EST

NO. OF CIGARETTES 1,000

FROM: Mrs. Alice Flynn

ADDRESS: 242 Washington Ave.

Belleville, New Jersey

NO. OF CIGARETTES 2,000

FROM: John Mateo

ADDRESS: 1355 E. Main St.

Waterbury, Connecticut

NO. OF CIGARETTES \_\_\_\_\_

FROM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NO. OF CIGARETTES \_\_\_\_\_

FROM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NO. OF CIGARETTES \_\_\_\_\_

FROM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TO: William J. Cook - C.M. 2/6

(rank) (name)

SERIAL NO. Navy 300

(Company) (Regiment or Battalion)

A.P.O.NO. \_\_\_\_\_

(UNIT NO.) \_\_\_\_\_

POSTMASTER a/e Fleet Postmaster, New York

TO: A.S.D.E. Petersen

(rank) (name)

SERIAL NO. U.S.N.R. Pre-Midshipman School

Section 810

(Company) (Regiment or Battalion)

A.P.O.NO. Biller, B-452-1

(UNIT NO.) \_\_\_\_\_

Asbury Park, New Jersey

TO: \_\_\_\_\_

(rank) (name)

SERIAL NO. \_\_\_\_\_

(Company) (Regiment or Battalion)

A.P.O.NO. \_\_\_\_\_

(UNIT NO.) \_\_\_\_\_

POSTMASTER \_\_\_\_\_

TO: \_\_\_\_\_

(rank) (name)

SERIAL NO. \_\_\_\_\_

(Company) (Regiment or Battalion)

A.P.O.NO. \_\_\_\_\_

(UNIT NO.) \_\_\_\_\_

POSTMASTER \_\_\_\_\_

TO: \_\_\_\_\_

(rank) (name)

SERIAL NO. \_\_\_\_\_

(Company) (Regiment or Battalion)

A.P.O.NO. \_\_\_\_\_

(UNIT NO.) \_\_\_\_\_

POSTMASTER \_\_\_\_\_

51457 1230