

MASTER
SHOW #73

CAMEL

AS
BROADCAST. The Service Man's Favorite Cigarette...
3/18/44

Presents

BOB HAWK

in

"THANKS TO THE YANKS"

CBS RADIO THEATRE #5

SATURDAY, MARCH 18, 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. PERFDIA
- c. ITS LOVE LOVE LOVE

51457 1231

COLUMBIA BROADCASTING SYSTEM

CAMEL CIGARETTES - BOB HAWK

"THANKS TO THE YANKS" - SHOW #73

SATURDAY, MARCH 18, 1944

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

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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) $\frac{8.}{1:32}$ $\frac{10.}{1:32}$

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

51457 1233

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 from the folks back home.

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

^{E.} ^{W.}
_{1:48} _{1:49}
(AD LIB INTO FIRST CONTESTANT)

End of Quiz

88

E. W.
6:44 5:43

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

HAWK:

You know, a good many smokers have discovered that
freshness in a cigarette is more important than ever
these days. Because Camels are first with men in all
the services, according to actual sales records, Camel
cigarettes have to be fresh - anywhere. Yes, the Camels
that go to Alaska -- or to you -- stay fresh, cool
smoking, and slow burning, because they're packed to go
around the world! Both at home and overseas, more people
want Camels now -- more people want the fresh cigarette,
the cigarette with more flavor. So remember, if your
store was sold out today -- Camel cigarettes are worth
asking for again!

E. W.
7:15 6:11

End of Quiz
E. W.
17:20 17:30

51457 1235

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

COMMERCIAL #2 TO BE GIVEN FOLLOWING A CONTESTANT

HAWK:

If you're one of the many smokers who are suffering from wartime flatness in your cigarette, if you're looking for a cigarette that won't go flat no matter how many you smoke -- try a pack of Camels. Now Camel cigarettes do have more flavor -- and I can tell you why -- because they're blended so expertly from costlier tobaccos. But nobody can tell you about flavor as well as your own taste -- so try Camels in your T-Zone -- prove for yourself that they do have more flavor -- the extra flavor that helps Camels hold up, keep from going flat, no matter how many you smoke! Ask your own throat, too, to give you the last word on Camel cigarettes! smooth extra mildness. And remember -- Camel cigarettes stay fresh, cool smoking, and slow burning, because they're packed to go around the world!

<u>E.</u>	<u>W</u>
17:56	18:11

End of Quiz

<u>E</u>	<u>W</u>
25:48	25:24

gc

51457 1237

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 cigarettes they tried for will be sent not to one of the larger camps you all know about, but to a small and more remote camp -- Yes, "THANKS TO THE YANKS" at the Marine Recruiting Training Center, Parris Island, South Carolina.

REPEAT: Point Reyes Life Boat Station, Point Reyes, California.

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

E.

W

26:11

25:54

MUSIC: (QUICK FANFARE)

VOICE: Thanks to the Yanks of the Week! Tonight we salute Marine First Lieutenant John D. Bradbeer, of Detroit, who led a patrol of seven men in a midnight landing on a Japanese-held section of New Britain. After an hour in enemy territory mapping the beach for an Allied assault, their radio became damaged, and they were forced to signal their ship by lighting matches. Finally back on board, the ship was engaged by three heavily armed Japanese barges, and some of the Navy gunners were wounded. The Marines took their places, manned the guns, and helped make good their escape. In honor of you and your men, Lieutenant John Bradbeer, the makers of Camels are sending to our Marines in the Pacific three hundred thousand Camel cigarettes!

MUSIC: THANKS TO THE YANKS AND FADE UNDER

E. W.
26:56 26:36

↓ Bradbeer
E. W.
27:10 26:52

gc

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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 traveling 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)

E. | *W.*
27:43 | *27:32*
27:52 | *27:45*

MUSIC: THANKS TO THE YANKS -- FADE UNDER

ANNCR:

More pipes smoke Prince Albert than any other tobacco in the whole world! Don't blame your pipe for biting your tongue -- blame the tobacco! And if you want cool, tongue-happy smoking comfort, get Prince Albert -- it's no-bite treated! P.A.'s crimp out, too, for easy packing, slow burning, and smooth drawing. Get a big red two-ounce package of Prince Albert! It holds around fifty rich-tasting, swell-smoking pipefuls, each one of 'em mighty good proof that P. A. stands for Pipe Appeal! 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 now broadcast coast to coast.

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

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

-fade theme 20 seconds-

8:00 P.M. B-U-L-O-V-A BULOVA WATCH TIME

WABC.....NEW YORK

880 ON YOUR DIAL

51457 1241

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/18/44
BROADCAST TIME 7:30 - 8:00 EST

NO. OF CIGARETTES 3,000
FROM: Miss Renee Seidler
ADDRESS: 151 Lincoln Avenue
Bronx, New York

TO: Joseph Seidler Q.M. 3/0
(rank) (name)
SERIAL NO. U.S.S. 224124

(Company) (Regiment or Battalion)
A.P.O.NO.
(UNIT NO.)

Fleet POSTMASTER San Francisco, California

NO. OF CIGARETTES 3,000
FROM: Pvt. Johnnie Weiman
ADDRESS: 606 Outman Avenue
Baltimore, Maryland

TO: Pvt. Frank P. Weiman
(rank) (name)
SERIAL NO. _____
Co. A. 15th Battalion - 5th Regiment I.R.T.O.
(Company) (Regiment or Battalion)
A.P.O.NO.
(UNIT NO.)
Pt. McClellan, Alabama

NO. OF CIGARETTES 1,000
FROM: Pvt. Johnnie Weiman
ADDRESS: Address above
Compliments of R.J. Reynolds

TO: Pvt. Johnnie Weiman
(rank) (name)
SERIAL NO. 606 Outman Avenue

(Company) (Regiment or Battalion)
A.P.O.NO. Baltimore, Maryland
(UNIT NO.)

POSTMASTER _____

NO. OF CIGARETTES _____
FROM: _____
ADDRESS: _____

TO: _____
(rank) (name)
SERIAL NO. _____

(Company) (Regiment or Battalion)
A.P.O.NO. _____
(UNIT NO.) _____

POSTMASTER _____

NO. OF CIGARETTES _____

TO: _____

51457 1242

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/18/44

BROADCAST TIME 11:00 - 11:30 - EDT

NO. OF CIGARETTES 2,000

FROM: Corp. Anderson

ADDRESS: 506 F.B. 404 F.B.C.P.

APO 9680 c/o Post Master

N.Y., N.Y.

TO: Sgt. 2/8 Arthur Farrel
(rank) (name)

SERIAL NO. U.S.S. Cassius

(Company) (Regiment or Battalion)

A.P.O.NO.
(UNIT NO.)

c/o POSTMASTER San Francisco, Calif.

NO. OF CIGARETTES 1,000

FROM: Diana Scharf

ADDRESS: 71 Milford Avenue

Newark, New Jersey

TO: Lt. Gene Fischer
(rank) (name)

SERIAL NO. 140 West 79th St.

New York City
(Company) (Regiment or Battalion)

A.P.O.NO.
(UNIT NO.)

NO. OF CIGARETTES 1,000

FROM: Mrs. Lenora Kaimon

ADDRESS: 649 Foxcroft Rd.

Elkins Park, Pennsylvania

TO: Pvt. Solomon Wanner
(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)

A.P.O.NO.
(UNIT NO.)

POSTMASTER

NO. OF CIGARETTES 1,000

FROM: Lee Aspinwall

ADDRESS: 217 E. 40th St.

New York City

TO: Pvt. Barney Udovits
(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)

A.P.O.NO.
(UNIT NO.)

POSTMASTER

NO. OF CIGARETTES 3,000

FROM: Herbert Combs

ADDRESS: 320 McKidney Ave.

New Martinsville, West Virginia

TO: Thos R. Combs S.C. 1/8
(rank) (name)

SERIAL NO. Comm. Dept. 117th St.

Camp Egan, California
(Company) (Regiment or Battalion)

A.P.O.NO.
(UNIT NO.)

POSTMASTER

51457 1243

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/28/44

BROADCAST TIME 11:00 - 11:30 EST

NO. OF CIGARETTES 2,000

FROM: Cornelius J. McCarthy

ADDRESS: 841 Arnett Bldg

Rochester, New York

NO. OF CIGARETTES 3,000

FROM: Mrs. Barbara Aigner

ADDRESS: 782 Morton St.

Nattapan, Mass.

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

TO: Cadet Ernie Steel
(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)
A.P.O.NO.
(UNIT NO.)

POSTMASTER _____

TO: Pvt. Ellis Aigner
(rank) (name)

SERIAL NO. 3242196

35th I.T.C. Co. B.
(Company) (Regiment or Battalion)
A.P.O.NO. Camp Croft
(UNIT NO.)

South Carolina, (Pls. Forward)

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 1244