

Master

CAMEL

SHOW #74

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

Presents

BOB HAWK

in

"THANKS TO THE YANKS"

CBS RADIO THEATRE #5

SATURDAY, MARCH 25, 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. PERFIDIA
- c. NO LOVE NO NUTHIN'

AS
BROADCAST

3/25/44

COLUMBIA BROADCASTING SYSTEM

CAMEL CIGARETTES-- BOB HAWK

"THANKS TO THE YANKS"--- SHOW #74

SATURDAY, MARCH 25, 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

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

"THANKS TO THE YANKS!"

MUSIC: FANFARE

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

MUSIC: FANFARE

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

MUSIC: FANFARE

ANNOUNCER: 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)

ANNOUNCER: 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)

E 2
1:35 1:32
MUSIC: THEME (THANKS TO THE YANKS) ORCHESTRA ONLY AS A SHORT PLAY-ON FOR HAWK (FADE FOR)

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 personnel 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.
1:51 1:50

(AS LIB INTO FIRST CONTESTANT)

End of Quiz
E. W.
5:45 6:38

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

HAWK:

You know, Camel cigarettes are packed to go
around the world because they're first with
men in all the services, according to actual
sales records. That's important to you
because the ~~Camel~~ ^{Brand} that's fresh in the
Marshall Islands is fresh around your corner,
too -- cool smoking and slow burning, the way
you like it! Freshness, and more flavor are
two big reasons why more people want Camel
cigarettes today, both at home and overseas.
So remember, if your store was sold out today --
Camel cigarettes are worth asking for again!

E W
6:11 7:04

End of Quiz
E W
16:59 17:42

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: You know, if wartime flatness is spoiling your smoking -- get Camels for more flavor! Camel cigarettes do have more flavor because of the costlier tobaccos that go into them, and because of the expert way in which those costlier tobaccos are blended. More flavor helps Camels hold up, keep from going flat, no matter how many you smoke! Let your own taste and throat, your T-Zone, show you that I'm right about Camel's flavor, and about Camel's mildness, too! Your taste will tell you that Camel cigarettes do have more flavor -- your throat will 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 round the world!

E. W.
17:36 18:18

End of Quiz

E. W.
24:54 25:38

e1

51457 1251

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 U.S. Naval Air Station, Cape May, New Jersey.

REPEAT:

Naval Air Auxiliary Station, Hollister, California

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

E.
26/13

W
24/58

MUSIC: (QUICK FANFARE)

VOICE: Thanks to the Yanks of the Week! Tonight we salute Second Lieutenant Mack O. Tyner, of Harperville, Mississippi, a Mustang pilot flying deep into Germany. During an attack by Nazi fighters an explosive shell hit his elevator, and another his fuselage tank, filling the cockpit with gas. However, he followed one of the Messerschmitts down for more than four miles and shot off the plane's tail, then drove off two more German planes, slipped into a cloud, and brought his damaged plane home. In your honor, Lieutenant Mack Tyner, the makers of Camels are sending to our soldiers overseas three hundred thousand Camel cigarettes!

MUSIC: THANKS TO THE YANKS AND FADE UNDER

E. W.
 26:53 26:41

Bumper
E. W.
 27:04 26:59

el

51457 1253

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 a 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".

E. W.
27:38 27:38

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.
27:46 27:47

MUSIC: THANKS TO THE YANKS -- FADE UNDER

el

28:30

51457 1254

ANN CR: More pipes smoke Prince Albert than any other tobacco in the whole world! And mister, I'll bet you make your pipe one more pipe when you find out how easy Prince Albert is on your tongue! Yessir, P.A.'s no-bite treated to give you cool, tongue-happy smoking comfort! Crimp cut too, so it'll pack firmly and burn steadily -- yet still draw smoothly. Get P.A. for Pipe Appeal! There are 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 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

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/25/44

BROADCAST TIME 7:30 - 8:00 EST

NO. OF CIGARETTES 3,000

FROM: Henry Fry

ADDRESS: 1610 New York Avenue

Union City, New Jersey

NO. OF CIGARETTES 2,000

FROM: Mrs. John Hertig

ADDRESS: 32 Hillside Avenue

Kenil, New Jersey

NO. OF CIGARETTES 2,000

FROM: Jeanne Parsons

ADDRESS: 925 Holly St.

Gadsden, Alabama

NO. OF CIGARETTES 2,000

FROM: Cadet James Davidson

ADDRESS: 650 St. Marys Ave.

San Leandro, California

NO. OF CIGARETTES 1,000

FROM: Miss M. Mitchell

ADDRESS: 1005 Lake Foremost Dr.

Orlando, Florida

TO: Sgt. William Fry
(rank) (name)

SERIAL NO. _____

Tank Destroyer - 609 Division
(Company) (Regiment or Battalion)

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

POSTMASTER Camp Shelby, Mississippi

TO: J.L. Hertig A/S, U.S.N.R.
(rank) (name)

SERIAL NO. Navy - V-12 Unit Room 217

M.I.T. Graduate House
(Company) (Regiment or Battalion)

A.P.O.NO. Cambridge 39, Mass.
(UNIT NO.)

TO: A/S J.R. Matheson
(rank) (name)

SERIAL NO. Navy - V-12

Barracks 4
(Company) (Regiment or Battalion)

A.P.O.NO. Delaware, Ohio
(UNIT NO.)

POSTMASTER _____

TO: Cadet James Davidson
(rank) (name)

SERIAL NO. Sq. D - Group 10

Pt. 2 A.S.T. P.F.S.
(Company) (Regiment or Battalion)

A.P.O.NO. Class 447
(UNIT NO.)

POSTMASTER Maxwell Field, Alabama

TO: Sgt. William James
(rank) (name)

SERIAL NO. No. 1 Sq. Squadron

Registrar Office
(Company) (Regiment or Battalion)

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

POSTMASTER Orlando, Florida

51457 1256

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/25/44

BROADCAST TIME 7:30 - 8:00 EST

NO. OF CIGARETTES 2,000

FROM: Helen Fitzsimmons

ADDRESS: 70 Beers Place

Stratford, Connecticut

NO. OF CIGARETTES 2,000

FROM: M. J. Olga Ciuffini

ADDRESS: 135 West 238 St.

Marble Hill, New York City, N.Y.

NO. OF CIGARETTES 2,000

FROM: Mr. Lincoln Ross

ADDRESS: 142-16 180th St.

Springfield Gardens, Long Island

New York

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

TO: James Fitzsimmons R.M. 2/O

(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

POSTMASTER

TO: William C. Mueller M.M. 2/O

(rank) (name)

SERIAL NO. U.S.S. General H.W. Butner

(Company) (Regiment or Battalion)

A.P.O.NO.

(UNIT NO.)

c/o Fleet Post Office, New York

TO: Cadet Bertram Broderick

(rank) (name)

SERIAL NO. POSTAL CARD TO FOLLOW.

(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 1257

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/25/44

BROADCAST TIME 11:00 - 11:30 EST

NO. OF CIGARETTES 1,000

FROM: Mrs. Maxine Schmidt

ADDRESS: 360 Central Avenue

East Orange, New Jersey

NO. OF CIGARETTES 2,000

FROM: Mrs. Marian Motley

ADDRESS: 31 West 51 St.

New York City, N.Y.

NO. OF CIGARETTES 3,000

FROM: Mr. Salvatore de Marco

ADDRESS: 204 3rd St.

Jersey City, New Jersey

NO. OF CIGARETTES 2,000

FROM: Mr. Otto Mansari

ADDRESS: 434 Willow Ave.

Hoboken, New Jersey

NO. OF CIGARETTES 1,000

FROM: Otto Mansari

ADDRESS: Address above

Comp. R/V Reynolds

TO: Seaman Edwin Kelly
(rank) (name)

SERIAL NO. Hoffman Island

Section 377
(Company) (Regiment or Battalion)

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

POSTMASTER Long Island, New York

TO: Walter V. Motley
(rank) (name)

SERIAL NO. 39013258

Sgt. 1st Class George Collins
(Company) (Regiment or Battalion)

A.P.O.NO. 306 C.F.D. (Air crew)
(UNIT NO.)

Cedar Rapids, Iowa

TO: Pvt. Ferdie Vignone
(rank) (name)

SERIAL NO. Ward Hospital

(Company) (Regiment or Battalion)

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

POSTMASTER Ft. Benning, Georgia

TO: Sergeant 2nd James Mansari
(rank) (name)

SERIAL NO. U.S.G. Franklin

(Company) (Regiment or Battalion)

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

POSTMASTER Pier Post Office, New York, N.Y.

TO: Otto Mansari
(rank) (name)

SERIAL NO. U.S.S. American Mariner

(Company) (Regiment or Battalion)

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

POSTMASTER Pier 73, East River, New York

51457 1258

PRIZES WON ON

"THANKS TO THE YANKS"

BROADCAST DATE 3/25/44

BROADCAST TIME 11:00 - 11:30 EWT

NO. OF CIGARETTES 2,000

FROM: Miss Nancy Wicker

ADDRESS: 829 Park Avenue

New York City, N.Y.

NO. OF CIGARETTES 2,000

FROM: Miss S. Larson

ADDRESS: 1513 Summit Ave.

Union City, New Jersey

NO. OF CIGARETTES 1,000

FROM: Patrick Oliver

ADDRESS: Wile Villa

Green Lanes

Bilston Staffs - ENGLAND

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

NO. OF CIGARETTES _____

FROM: _____

ADDRESS: _____

TO: P.O. Wm. March

(rank) (name)

SERIAL NO. _____

Hotel Harragansett - 94th & Broadway

(Company) (Regiment or Battalion)

A.P.O.NO. _____

(UNIT NO.)

POSTMASTER New York City, N.Y.

TO: A/S Harold Jack Howard U.S.M.S.T.S.

(rank) (name)

SERIAL NO. B-4 Sheephead Bay

Compartment C-46

(Company) (Regiment or Battalion)

A.P.O.NO. _____

(UNIT NO.)

Brooklyn, New York

TO: Staff Sgt. Gabe Perna

(rank) (name)

SERIAL NO. 2064 S. Federal Highway

Lake Worth

(Company) (Regiment or Battalion)

A.P.O.NO. _____

(UNIT NO.)

POSTMASTER Florida

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 _____