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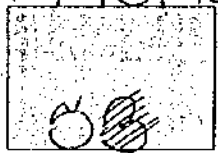
PAUL HALL
BELIEVE IT
OR NOT
ROBERT L.
RIPLEY

JAN. - FEB,
1944

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Project CP15 Folder sheet

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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: 2ND REV. #1
MON. 1/17/44
MUTUAL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: 9:15-9:30 P.M.
NETWORK: E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design presents...

BELIEVE IT OR NOT.....BOB RIPLEY!

Here's the man whose whole life is a constant, world-wide
hunt for facts. The man who makes his living by telling
the truth. The man who knows the places making news
today...knows them because he's been there. Yes Bob
Ripley has been there...been in more than two hundred
countries, traveled over a half million miles...always
seeking, always hunting for facts. Facts that put you
right with him in a front row seat of world events.

BELIEVE IT OR NOT....IT'S TRUE....SAYS BOB RIPLEY!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR...)

(APPLAUSE)

RIPLEY: Greetings, everybody, and welcome. ^{I know} Most of you listen
regularly to Gabriel Heatter and his keen analysis of the
news. You ^{probably heard} ~~may~~ have heard him last night. If you did,
you know that-----

(NEWS SPOT TO FOLLOW)

RIPIEY NEWS SPCT: PROGRAM NUMBER ONE: JANUARY 17, 1944. REV.

RIPIEY: Greetings everybody and welcome. I know most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that tonight the Treasury is launching its Fourth War Bond Drive and we're all going to put it over the top. In these days of war - billions have become the commonplace in our thought, but in my hunt for facts I have found a true incident that tops all estimates of wealth in the history of the world. He was Ashurbanipal of Assyria, the richest man who ever lived. He was worth a trillion and a half dollars - 75 times as much gold as is held by the U. S. Treasury. Yet neither he nor his son had the caution or the sense to use this wealth for their protection. So it was easy for the Medes and the Persians to invade Assyria and enslave it, and when defeat stared him in the face - Ashurbanipal in utter terror built a tremendous platform of polished wood. On it he heaped all of his wealth - 2,500,000 bricks of solid gold, each one valued at \$50,000. It formed a pyramid 100 feet high. And in it he placed all his jewels and his personal belongings - his 485 wives on golden beds - his many children, even his pet dog. And then - oil was poured on the pyramid, and it was set on fire and Ashurbanipal threw himself into the flaming pyre. And so ended the Empire of Assyria. Now surely there is no better example of the uselessness of wealth - when not employed for the universal good... Believe It Or Not!

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MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)

Smokers, you can trust your eyes to give you the facts about PELL MELL'S Modern Design. The evidence is clear. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further, over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste that means PELL MELL.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER....FADE FOR...)

RIPLEY: There is nothing in the world more exciting than constantly hunting for facts. I have travelled all over the world in this hunt ~~and~~ I have had many thrills. But there's no thrill like ^{seeing} ~~steaming~~ into New York harbour and seeing the statue of Liberty. Yes, it's great to be an American...and the greatest privilege of being an American is being able to - Vote!

(MORE)

RIPLEY;
(CONTD)

You may be indifferent about your right to vote - you may think, "Oh, what difference does my one vote make." Well, it may be your one vote that wins an election. The importance of just one vote can't be over-estimated. But listen! My Believe It Or Not for tonight is one of the most amazing stories I have found in my search for truth! Now - on with the Hunt.

The time, the year 1830. The place, the town of Vevay, in the county of Switzerland, Indiana. In the courthouse yard, a scaffold has been erected. A man is about to be hanged. His name is Thomas Evans. He is walking up crude pine steps to the platform.

SOUND: (SUBDUED HUBBUB OF CROWD AND FOOTSTEPS IN SLIGHT ECHO)

BANTA: Thomas Evans, do you wish to say anything before I do my painful duty?

EVANS: (FORTHRIGHT) All I can say is that I am innocent!

SOUND: (HUBBUB UP...FADE FOR...)

EVANS: I am weary of repeating it to people who won't believe me.

BANTA: As sheriff of this county, I can but do my duty. Now - the blindfold.

SOUND: (FADE IN HOOFEATS OF TWO HORSES)

EVANS: (LOUDLY) I am innocent!

BANTA: Now, ~~Thomas Evans~~...

RAY: (OFF SHOUTING) Stop! Stop the hanging!

CROWD: (HUBBUB UP) ("IT'S THE GOVERNOR...ETC.") (FADES FOR..)

RAY: We're just in time, Sheriff! Thomas Evans?

EVANS: Yes!

CROWD: (EXCIAMATIONS OF SURPRISE AND THEN...DEAD SILENCE)

RAY: Thomas Evans, do you know in whose presence you stand?

EVANS: You're Governor Ray, aren't you?

RAY: Yes. There are only two powers in the whole world who could save you from hanging by the neck until you were dead. One is the Great God of the Universe and the other, myself, Governor Brown Ray, Chief Magistrate of the State of Indiana...

EVANS: Praise be, sir.

RAY: Thomas Evans - you are pardoned! And for this you have to thank the man who came here with me - Daniel Kelso, newly elected District Attorney. Remember that name, Daniel Kelso!

EVANS: ~~Daniel Kelso!~~ Yes, Governor, I will remember.

KELSO: ~~I went over your case, Thomas Evans. I believed you innocent, as you swore you were. At my request the Governor has pardoned you.~~

EVANS: I shall never forget you, Daniel Kelso!

KELSO: I wanted to see justice done, ~~that is all.~~

RAY: ~~Evans, you owe your life to this one man, Daniel Kelso.~~

EVANS: I shall always remember, sir. This is a miracle!

CROWD: (~~ENTHUSIASTIC ACCLAIM~~)

MUSIC: (PUNCTUATION)

RIPLEY: Twelve years after this amazing deliverance from death, Daniel Kelso ran for the State Senate. In his home, Thomas Evans, once condemned to hang, ~~was~~ on his sickbed. He called his wife.

EVANS: (WEAKLY) Martha! Martha!

MARTHA: Land's sakes, Tom, what do you want now?

EVANS: Today's election day, Martha. ~~Hitch the team to the carriage.~~

MARTHA: Now Tom, you're not going to set foot out of this house--

EVANS: (~~WEAK BUT QUERULOUS~~) Martha---I've got to go to town and vote!

MARTHA: What's so important about voting today?

EVANS: Daniel Kelso. The pollin' place is just two miles away. Get me there, Martha, get me there!

MARTHA: Now Tom, you can't --

EVANS: (GASPING) If it's the last thing I do, I'll vote for Daniel Kelso. He saved my life. Hitch the team, Martha, hitch the team.

MUSIC: (PUNCTUATION)

RIPLEY: ~~In my constant hunt for facts, I found that Thomas Evans did cast his vote, and Daniel Kelso won the election for State Senator by one vote. Thus Thomas Evans repaid his debt of gratitude to Daniel Kelso. That year United States Senators were elected by the State Senate. Later, Kelso backed a man for the Senate. That man was Edward Aiken Halligan, and Halligan was elected to the United States Senate by one vote - Daniel Kelso's vote! Then - on February 28, 1845 the United States Senate faced a momentous decision!~~

SOUND: (GAVEL)

CHAIRMAN: Gentlemen, we have before us today the question of whether or not the State of Texas shall be admitted to the Union!

VOICES: (AD LIB:)

CHAIRMAN: ORDER - Gentlemen, ~~order~~. You've heard the arguments. We've had a vote before - resulting in a tie, a deadlock. Now we will take another vote. Gentlemen - the roll call.

VOICE: The Senator from Alabama...

SHERIDAN: Aye.

VOICE: The Senator from Georgia.

MEREDITH: Nay.
(BOARD FADE)

VOICE: The Senator from Virginia...

CULPEPPER: Aye.

VOICE: The Senator from Maryland.

GRADY: Nay.

CHAIRMAN: The vote is complete. The total...

VOICE: The result Mr. Chairman...is twenty-six to twenty-six..

VOICES: (HUBBUB)

HANNEGAN: Mr. Chairman!
(A HUSH)

CHAIRMAN: The chair recognizes - Senator Hannegan of Indiana...

HANNEGAN: (DECLAMATORY) Mr. Chairman, I herewith change my vote from - nay to aye...

SOUND: (HUBBUB)

CHAIRMAN: By changing his vote from - nay to aye...Senator Hannegan has broken the tie. The United States Senate has voted twenty-seven to twenty-five to admit to the union - the State of Texas!

MUSIC: (PLAY-OFF)

RIPLEY: That cavalcade of coincidence certainly shows us the importance of one vote. First - Thomas Evans was saved from hanging by Daniel Kelso. Twelve years later - that same Thomas Evans rose from his deathbed to vote for Daniel Kelso for the State Senate of Indiana. Kelso was elected by one vote. Then by virtue of Kelso's vote - again - one vote, Edward ~~Allen~~ Hannegan was elected to the United States Senate. Then, when the Senate voted on whether or not Texas should be admitted to the union - the one vote of Edward ~~Allen~~ Hannegan brought into this nation the great and glorious state of Texas...Believe It Or Not!

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)
(APPLAUSE)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, the next time you see a PELL MELL smoker try to light an old-fashioned, short cigarette - watch what he does. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. (MORE)

HANCOCK:
(CONTD)

PELL MELL filters the smoke - gives it that cooler,
smoother taste that means PELL MELL.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. I am sure we all wonder what our boys on the fighting fronts from Italy to the South Pacific do in such little spare time as they have. Well, one thing they do is write Bob Ripley V-MAIL letters about the things they talk about and argue about. Bob gets a ~~great many of these V-MAIL letters and he thought you might like to know what our boys are thinking and saying.~~

And so - for those boys over there - here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY:

Thank you, Don. We'll answer our V-MAIL in just a moment. But first, ^{now} may I remind you to write to our boys and girls in the Armed Forces. Don't put it off; do it now! Send a good, newsy V-MAIL letter to the boys and girls in uniform who are out there doing their best to bring us a final Victory, the Victory symbolized by the letter "V" - the same ~~letter~~ "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK:

Right you are, Bob. And now, here's our V-MAIL letter for tonight. It comes from Corporal Dan Palumbo of Fort Sam Houston, Texas who writes in to ask why a sailor is called a "gob". Well, Bob, in your hunt for Facts have you found the answer to that one?

RIPLEY: Well, Don, when the American Coast Guard was first founded, it was given a French name, "Garde de l'eau" - which means Water Guard. Not being able to pronounce the French language very well, the enlisted men soon began to call it Gobby Loo. Naturally, this was soon shortened to Gobby - and then to "Gob", ~~and the term "Gob" - later adopted by all the naval services - originally applied only to the members of the Coast Guard...~~ Believe It Or Not!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filter: the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now, Bob, I think we'd all like to have a BELIEVE IT OR NOT that we can take a crack at. ~~You know something that wouldn't be too hard to answer. How about it?~~ Have you got a BELIEVE IT OR NOT question like that in your pocket tonight?

RIPLEY: Yes, Don, I have. ~~And it's a fairly simple one, too, so let's see what you can do with it.~~ ^{Just} Here it is. We've all heard of the Seven Seas, ^{but} Can you name them?

HANCOCK: Name the Seven Seas? Why that's a cinch! Let me see now. There's one -- two -- three...

RIPLEY: Keep trying, Don, but I want to warn you that the question isn't as easy as it sounds because I've never met a sailor who could name the Seven Seas - BELIEVE IT OR NOT...

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT...BOB RIPLEY!

MUSIC: (THEME - " A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

Master

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: FINAL REV. #2
TUES. 1/18/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK: 9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PEEL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)

HANCOCK: Yes, here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today -- knows them because he's been there. Yes -- Bob Ripley has been there - been in more than two hundred countries, travelled over a half million miles -- always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events. *And here he is.*

BELIEVE IT OR NOT..IT'S TRUE.....SAYS BOB RIPLEY!

MUSIC: (THEME.... "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

RIPLEY: Greetings ~~everyone~~ and welcome. ~~Most of you listen~~ regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that.....

(NEWS SPOT TO FOLLOW)

NEWS SPOT:

RIPLEY PROGRAM

NUMBER TWO: JANUARY 18, 1944.

RIPLEY:

Greetings everybody and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did - you know that he spoke about - Dictators and the Argentine Republic. Well, in my hunt for facts I found that ~~the~~ Argentina gave us the first of the modern dictators..the infamous Ramirez, in 1814, and later Manuel Rosas ~~in 1829~~. Rosas never went to school so he mistrusted ^{and} hated educated people. He established Storm Troopers and like Hitler abolished freedom of the press and dissolved parliament. ~~He called himself~~ "Lord of Life, of the fortunes and the honor of the Argentines.". He organized his own Gestapo, the Mazorcas, with orders to kill seven thousand people a year, for no reason at all. Rosas placed his picture in all the churches of the Argentine for the people to worship on pain of death. Master of cruelty and mass murder, Rosas was the most bitterly hated and the first of ~~the~~ modern dictators...Believe It Or Not!

(APPLAUSE)

MUSIC:

(PLAY OFF: "HUNTING SONG" - CUE C)

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MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, even with one eye shut, you can see PELL MELL'S
Modern Design. The minute you look at a PELL MELL you
see PELL MELL'S greater length. That's Modern Design.
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further --
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
filters the smoke naturally - diminishes heat and bite
on the way - gives you a cooler, smoother, better-tasting
smoke. Ladies and gentlemen, believe the evidence of
your own eyes. PELL MELL gives you visible proof of its
advantage to smokers. Your eye tells why. PELL MELL'S
Modern Design filters the smoke - gives it that cooler,
smoother taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his
living by hunting for facts!

MUSIC: (SCENE CHANGER -- FADE FOR)

RIPLEY: There is nothing in the world more exciting than
constantly hunting for facts. I ~~have~~ travelled all over
the world in this hunt, I have had many thrills, but
there's no thrill like sailing into New York harbour
and seeing the Statue of Liberty. Yes, it's great to be
an American...and the greatest privilege of being an
American is being able to - Vote!

(MORE)

RIPLEY:
(CONTD)

You may be indifferent about your right to vote - you may think, "Oh, ^{5/1} what difference does my one vote make. Well, it may be that your one vote will win an election. And the importance of just one vote can't be over-estimated. My Believe It Or Not for tonight is one of the most amazing stories I ~~have~~ found in my search for truth!

~~Now on with the Hunt.~~

The time, the year 1830. The place, the town of Vevay in Indiana. In the courthouse yard, a scaffold has been erected. A man is about to be hanged. His name is Thomas Evans. He is walking up crude pine steps to the platform.

SOUND: (SUBDUED HUBBUB OF CROWD AND FOOTSTEPS IN SLIGHT ECHO)

BANTA: Thomas Evans, do you wish to say anything before I do my painful duty?

EVANS: (FORTHRIGHT) All I can say is that I am innocent!

SOUND: (HUBBUB UP...FADE FOR..)

EVANS: I am weary of repeating it to people who won't believe me.

BANTA: As sheriff of this county, I can but do my duty. Now - the blindfold.

SOUND: (FADE IN HOOB BEATS OF TWO HORSES)

EVANS: (LOUDLY) I am innocent!

RAY: (OFF SHOUTING) Stop! Stop the hanging!

CROWD: (HUBBUB UP) ("IT'S THE GOVERNOR...ETC.") (FADES FOR..)

RAY: Looks like we're just in time, Sheriff! Thomas Evans?

EVANS: Yes!

RAY: Thomas Evens, do you know in whose presence you stand?

EVANS: You're Governor Ray, aren't you?

RAY: Yes. There are only two powers in the whole world who could save you from hanging by the neck until you were dead. One is the Great God of the Universe and the other, myself, Governor Brown Ray, Chief Magistrate of the State of Indiana...

EVANS: Praise be, sir.

RAY: Thomas Evans - you are pardoned! And for this you have to thank the man who came here with me - Daniel Kelso, newly elected District Attorney. Remember that name, Daniel Kelso!

EVANS: Yes, Governor, I will remember. I shall never forget you, Daniel Kelso!

KELSO: I only wanted to see justice done.

EVANS: I shall always remember, sir. I owe my life to you. This is a miracle!

~~EVANS:~~ (~~PUNCTUATION~~)

MUSIC: (PUNCTUATION)

RIPLEY: Twelve years after this amazing escape from death, Daniel Kelso ran for the State Senate. In his home, Thomas Evens, once condemned to hang, is on his deathbed. He called his wife.

EVANS: (WEAKLY) Martha! Martha!

MARTHA: Lord's sakes, Tom, what do you want now?

EVANS: Today's election day, Martha.
MARTHA: What's so important about voting today?
EVANS: Daniel Kelso. The pollin' place is just two miles away.
Get me there, Martha, get me there!
MARTHA: Now Tom, you can't --
EVANS: (GASPING) If it's the last thing I do, I'll vote for
Daniel Kelso. He saved my life. Hitch the team,
Martha, hitch the team.
MUSIC: (PUNCTUATION)
RIPLEY: In my constant hunt for facts, I found that Thomas
Evans did cast his vote, and Daniel Kelso won the
election for State Senator by one vote. Later, Kelso
backed a man for the Senate. That man was Edward
Hannegan, who was elected to the United States Senate
by Daniel Kelso's one vote. Then - on February 28,
1845 the United States Senate faces a momentous
decision!
SOUND: (GAVEL)
CHAIRMAN: Gentlemen, we have before us today the question of
whether or not the State of Texas shall be admitted
to the Union!
VOICES: (AD LIB)

CHAIRMAN: You've heard the arguments. We've had a vote before -
resulting in a tie, a deadlock. Now we will take another
vote. Gentlemen - the roll call.

VOICE: The Senator from Alabama...

SHERIDAN: Aye.

VOICE: The Senator from Georgia.

MEREDITH: Nay.
The Senator from North Carolina;
(BOARD FADE)

VOICE: The Senator from Virginia...

CULPEPPER: Aye.

VOICE: The Senator from Maryland.

GRADY: Nay.

CHAIRMAN: The vote is complete. The total...

VOICE: The result, Mr. Chairman...is twenty-six to twenty-six..

VOICES: (HUBBUB)

HANNEGAN: Mr. Chairman! *Mr. Chairman!*
(A HUSH)

CHAIRMAN: The chair recognizes - Senator Hannegan of Indiana...

HANNEGAN: (DECLAMATORY) Mr. Chairman, I herewith change my vote
from - nay to aye...

SOUND: (HUBBUB)

CHAIRMAN: By changing his vote from - nay to aye..Senator Hannegan
has broken the tie. The United States Senate has voted
~~twenty-seven to twenty-five~~ to admit to the union - the
State of Texas!

MUSIC: (PLAY-OFF)

RIPLEY: Surely that series of events certainly shows us the importance of one vote. First - Thomas Evans was saved from hanging by Daniel Kelso. Twelve years later - that same Thomas Evans rose from his deathbed to vote for Daniel Kelso for the State Senate of Indiana. Kelso was elected by one vote. Then by virtue of Kelso's vote - again - one vote, Edward Hannegan was elected to the United States Senate. Then, when the Senate voted on whether or not Texas should be admitted to the union - the one vote of Edward Hannegan brought into this nation the great and glorious state of Texas. So you see the importance of just one vote can't be over-estimated. ^{well} ~~It~~ *remember that the next time you see a privileged to cast a vote, for* ~~fact~~, your one vote might change the whole course of human events.....Believe It Or Not!

MUSIC. (MUSIC BEGINS) "HANNAGAN COME" (MUSIC ENDS)
(APPLAUSE)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, here is an interesting thing to do. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL -- see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels -- the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste that means PELL MELL.

HANCOCK:
(CONTD)

That's Modern Design -- PELL MELL'S Modern Design.
PELL MELL filters the smoke - gives it that cooler,
smoother taste that means PELL MELL.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. I am sure we all wonder what our boys on the fighting fronts from Italy to the South Pacific do in such little spare time as they have. Well, one thing they do is write Bob Ripley V-MAIL letters about the things they talk about and argue about. Bob gets a great many of these V-MAIL letters and he thought you might like to know what our boys are thinking and saying. And so - for those boys over there - here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY:

Thank you, Don. We'll answer our V-MAIL in just a moment. But first ladies and gentlemen, may I remind you to write to our boys and girls in the Armed Forces. Don't put it off, do it now! Send a good, newsy V-MAIL letter to the boys and girls in uniform who are out there doing their best to bring us a final Victory, the Victory symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are Bob. And now for the V-Mail Department. Tonight we have a letter from Seaman First Class A.P. Bourdette, U. S. Coast Guard, who writes: "Dear Mr. Ripley, As a result of a little argument among the boys, we would like an answer to this question: What family in the United States has the largest number of ^{children} ~~sons~~ in the Armed Forces?" Well, Bob, in your hunt for Facts, have you found the answer to that one?

RIPLEY: Yes, Don, I have. The honor of being the ~~only~~ person to give more ~~sons~~ ^{children} to the service of ~~their~~ ^{his} country than anyone else belongs to ~~a widow...~~

HANCOCK: ~~Oh yes, I saw her picture in the paper - Mrs. Van Coutren who she has twelve children in the service.~~

RIPLEY: ~~I saw that, too, Don, and Mrs. Van Coutren is a mother of whom we can all be proud. She has nine sons and three daughters in the war. But our question was who has the largest number of sons in the service. That honor belongs to Mrs. Rose Radzinski of Los Angeles whose eleven sons joined the armed forces of the United States - Believe It Or Not!~~

She certainly
three of her daughters are WAC's
one is a nurse - one is in the Army and one
is the merchant marine - and one in the Navy.

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL.

(MORE)

HANCOCK: That's why, wherever particular people congregate, you
(CONTD) see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now, Bob, I think we'd all like to have a BELIEVE
IT OR NOT that we can take a crack at. Have you got a
BELIEVE IT OR NOT question like that in your pocket
tonight?

RIPLEY: Yes, Don, I have. And here it is. We've all heard of
the Seven Seas, but can you name them?

HANCOCK: Name the Seven Seas? Why that's a cinch! Let me see
now. There's the Atlantic, the Pacific...

RIPLEY: *all right* Keep trying, Don. *and* I'll give you the answers tomorrow
night, but I warn you the question isn't easy because
I've never met a sailor who could name the Seven Seas -
BELIEVE IT OR NOT..

MUSIC: (THEME - "A HUNTING" - CUE J - RIDE FOR)
(APPLAUSE)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose whole
life is a constant hunt for facts -
BELIEVE IT OR NOT..BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 FALL MALL

BROADCAST: FINAL REV. #3

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

DATE: WED. 1/19/44

NETWORK: 9:15-9:30 P.M.
 MUTUAL
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents.....

BELIEVE IT OR NOT ----- BOB RIPLEY!

(APPLAUSE)

HANCOCK: ~~Here's~~ ^{Yes, Bob Ripley} the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today--knows them because he's been there. Yes, Bob Ripley has been there - been in more than two hundred countries, travelled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT -- IT'S TRUE -- SAYS BOB RIPLEY.

~~And here he is!~~

MUSIC: (THEME - "A HUNTING" -- CUE B -- FADE FOR)

(APPLAUSE)

~~RIPLEY~~
KRAMER

* ~~Greetings everybody and welcome~~ Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that...

(NEWS SPOT TO FOLLOW)

Ladies and gentlemen, we're sorry to tell you that Mr. Ripley is at home ill - but he has sent us all his Believe It Or Nots for tonight's broadcast and he has requested that we go on with the show, so here is Mandel Kramer who will read Mr. Ripley's part.

*Hansen ch **

NEWS SPOT for Wednesday, January 19, 1944 BELIEVE IT OR NOT Program

RIPLEY: Greetings everybody and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that he mentioned Leningrad. In my endless hunt for facts, I visited Leningrad several years ago. While there, I was taken to the summer palace which had been the residence of the Empress - Catherine the second of Russia. My guide took me into the Empress's flower garden, now a public park. There he showed me a monument in the flower garden which had engraved on it these words: "On this spot grew - the famous spring violet." Sensing a story, I naturally hunted for the facts. Here is what I found. The Russian Revolution started in Leningrad in 1917 and when Lenin was installed as master of the country a soldier was noticed standing on sentry duty at the very spot of the famous violet. Asked why he was there the sentry replied he didn't know. So the Soviet authorities investigated and discovered that 152 years before, in 1755, to be exact - Empress Catherine had stationed a sentry at that spot to guard that first violet of the Spring. The order was never rescinded for a full 152 years, and a sentry patrolled that spot for 55,480 days - in fact every day from 1755 until 1917.

BELIEVE IT OR NOT!

(APPLAUSE)

ATX01 0231306

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C) you will hear Bob Rip-
 HANCOCK: ~~Bob Ripley will be back~~ In just a moment! ~~ley's Believe It Or~~ (PAUSE) Not drama
 Smckers, PELL MELL'S Modern Design is about the easiest
 thing in the world to see. The minute you look at a
 PELL MELL you see PELL MELL'S greater length. That's
Modern Design. And when you light your cigarette,
 you can see that PELL MELL'S greater length travels
 the smoke further -- over a twenty per cent longer
 route of PELL MELL'S traditionally fine tobaccos.
 PELL MELL'S greater length filters the smoke naturally -
 diminishes heat and bite on the way -- gives you a
 cooler, smoother, better-tasting smoke. Ladies and
 gentlemen, believe the evidence of your own eyes.
 PELL MELL gives you visible proof of its advantage to
 smokers. Your eye tells why. PELL MELL'S Modern Design
 filters the smoke - gives it that cooler, smoother
taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)
 HANCOCK: ~~And here again is Bob Ripley's~~ Believe It Or Not drama for to-
~~living by hunting for facts!~~ ~~the man who makes his night!~~

MUSIC: (SCENE SETTER - FADE FOR)

~~RIPLEY:~~
 KRAMER
 In my constant search for facts, I've unearthed many
 amazing Believe It Or Nots that stem from the present
 war. But in all my experionce I've never found one any
 more amazing than the one I'm going to sketch for you
 now. For it tells how the hand of fate reached
 across two centuries of time.
 NOW - ON WITH THE HUNT!

KRAMER

~~RIPLEY~~
(CONTD)

It was during the Battle of Britain -- when Nazi bombings were at their height--that Stephen Harris, a professor of English history employed by the British Museum, volunteered for extra duty and was given the job of placing sandbags around the historic monuments in Westminster Abbey. One pitch black night during a heavy air-raid Harris ^{is} ~~was~~ hard at his work in the King Henry the Eighth chapel of the Abbey. With him is his assistant - a cockney named Satterlee.

SOUND: (BOMBS FALLING--ACK-ACK ETC. SLIGHTLY OFF. CONTINUE THROUGH SCENE)

HARRIS: (TO HIMSELF) Let's see, now. One more bag of sand right here ought to fix things nice and snug. Up you come, now.

SOUND: (IMPACT OF ONE BAG ON ANOTHER)

HARRIS: ~~There,~~ ^{AHH!} that does it.

SOUND: (FOOTSTEPS OVER FLAGSTONES. OFF..COMING FAST...THEY STOP SUDDENLY)

SATTERLEE: (OFF) ^{OH} ~~Hi there,~~ Guv'nor! Guv'nor, ~~where are you?~~
Yes

HARRIS: ~~Over here,~~ Satterlee. What is it?

SATTERLEE: (COMING INTO MIKE) Look what I just found behind that stone that marks the grave of Charles the Second. ~~Humme,~~ ~~old Charley must have left this letter for you hisself.~~

HARRIS: You found a letter behind the grave?

SATTERLEE: That I did, Guv'nor.

HARRIS: Hmm - that's strange. ~~Here, come away from the window~~
~~so I can use my torch and we'll have a look at it.~~
Here let's

SATTERLEE: ~~Righto.~~

SOUND: ~~(FOOTSTEPS OVER FLAGSTONES. SUDDEN BOMB CRASH
QUITE CLOSE)~~

SATTERLEE: ~~Now, I thought that one was coming right through the
blinking roof.~~

HARRIS: ~~It was too close for comfort, right enough. Well,
never mind it. Now let's see what you've got.~~

SATTERLEE: ~~Here you are. What's it say?~~

HARRIS: Well, ~~I~~ It's addressed to a Jeremy Whately at Vine Street
next door to the Golden Lion.

SATTERLEE: Vine Street? ~~I've lived in this neighborhood all my
life and~~ I never heard of no such place.

HARRIS: That's understandable. You see, they changed the name
of it long before your time. They call it Romney
Street now.

SATTERLEE: Oh.

HARRIS: Look, ~~this is more of a message than a letter because
there's no envelope or postage. It's just a folded
piece of paper with the address written on the outside.~~
But, by George, come close here! Do you see these
seals on it?

SATTERLEE: What about them?

HARRIS: Those seals show that this message is at least two
hundred years old!

SATTERLEE: ~~Aw, come off it, Guv'nor!~~

HARRIS: ~~I'm quite serious.~~

SATTERLEE: How do you know?

HARRIS: Because I've seen dozens like them at the Museum where
I work. And here's another strange coincidence.

(MORE)

WHATELY: Please do.

HARRIS: (READING) St. James Street, February 12th, 1734.

Dear Whately,

He that is for wine shall have wine. An oportune consignment of Malmsay has just reached me from foreign shores. A hunting congress including drinking, garrulity and joviality will be held at the above address. Harrington, Waldengrave, Newcastle and Harvey have promised to attend at seven, night the coming Saturday. Will you offer me the honor to be of the merry company? With all manner of wishes and with utmost sincerity,

Walpole.

HARRIS: Well, Whately, there can be no doubt about this message now. Walpole is the Sir Robert Walpole who was Prime Minister of England in 1734, and the others mentioned were members of his cabinet. The original Jeremy Whately must have been an ancestor of yours.

WHATELY: Yes. As a matter of fact I'm named after him. But what is this about Malmsay?

HARRIS: Malmsay is a sweet, heavy Spanish wine that was very popular with tipplers in Old England. Which, of course, reminds me there's a winery just around the corner. Would you care to join me in a spot of port?

WHATELY: That's a most appropriate suggestion, old man. My ancestor missed his invitation two hundred years ago, and it wouldn't be right to have that sort of thing happen twice.

HARRIS: (LAUGHS) Good! Come along, then.

SOUND: (DOOR CLOSES...FEET WALK ALONG UNDER DIALOGUE)

WHATELY: I say, how do you imagine that message found its way behind King Charles's grave?

HARRIS: I can't be sure, of course, but it's my guess that the messenger who was sent to deliver it pocketed his fee and then disposed of the message. ~~Westminster Abbey used to be a sanctuary for shady characters, you know.~~

WHATELY: ~~So I've heard.~~ I guess you've hit on the logical explanation, all right. ~~But what beats me is~~

SOUND: (TERRIFIC EXPLOSION SLIGHTLY OFF)

WHATELY: Great heavens, ^{what is that?} ~~that was really a near one!~~

HARRIS: Come on -- we'll see!

SOUND: (RUNNING FEET....THEY STOP SUDDENLY)

HARRIS: Look, Whately! Your house! It's gone!

WHATELY: ~~And those on either side, too. Nothing but rubble.~~

HARRIS: Good lord, do you realize what would have happened to us if we'd been still standing there?

WHATELY: (AWE-STRUCK) Yes, ^{that delayed action bomb would have} ~~we'd have been blown into bits!~~ blown us to bits!

MUSIC: (PLAY OFF.....FADE BACK FOR)

~~HIPLER~~
KRAMER Yes, Ladies and Gentlemen, in all the years I've spent hunting for facts that surpass the imagination, this is one of the most astounding true experiences ~~I've~~ have ever encountered. For a Nazi time bomb had actually exploded at the very spot where Stephen Harris and Jeremy Whately had been standing just a moment before. And if they had not read the letter - and then decided to have a bit of wine - something Whately's ancestor missed - they would have been blown to pieces.

(MORE)

RIPLEY:
(CONTD)
KRAMER:

So, a letter which had been written by the Prime Minister of England to Jeremy Whately's ancestor more than two hundred years ago, reached across the centuries to save the present day Jeremy Whately and his friend, Stephen Harris, from certain death, BELIEVE IT OR NOT!
(APPLAUSE)

MUSIC:

(FULL PLAY OFF - "HUNTING SONG"- CUE E)

~~RIPLEY:~~
KRAMER:

Now here's Don Hancock with a message from our government.

HANCOCK:

The great, DECISIVE battles still lie ahead. And, Friends..your dollars must help win them! Buying Bonds now with every dollar not needed for necessities will help SAVE LIVES in the huge offensives at hand! Because Bonds build stockpiles. And the higher the stockpiles, the more overwhelming the power our armies will have to CRUSH the enemy. So let's match the stepped-up tempo of invasion by speeding up your Bond purchases. Let's match in some measure the sacrifices of our men by sacrificing everything but essentials ourselves! Let's buy at least one EXTRA HUNDRED-DOLLAR WAR BOND during the Fourth War Loan Drive..more if humanly possible! Remember..Bonds are a safe, profitable investment to help secure your post-war future. Let's ALL back the Attack! Let's all LET 'EM HAVE IT!

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here, all together, working for Victory. Over there, all together, fighting for Victory! And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

~~RIPLEY:~~
KRAMER: Well, Don, before we get into the V-Mail department, I want to remind our listeners that those boys out on the far-flung fighting fronts need all the cheer and inspiration they can get. You, on the home front, can give it. Yes, just sit down and write a letter - tonight - to the fighting man you know. They're fighting to bring you Victory -- the Victory symbolized by the letter V - the same letter V you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. Now, here's a letter from Corporal Mike Hvizis, ~~Co., A.P.O. 449, Camp Maxey, Texas.~~
~~It~~
~~He~~ says, "Dear Mr. Ripley: In your 'Believe It Or Nots' I've heard you say 'the shortest distance between two points is not a straight line.' Well, when I studied geometry they taught us that a straight line is the shortest distance between two points. Can you straighten me out on this?" -- Well, ~~Bob~~, ^{his} in your hunt for Facts ~~has Bob~~ ~~have you~~ found the answer to that one?

~~RIPLEY:~~
KRAMER: Yes, ~~I have~~, Don. The answer is that the straighter a line is - the more crooked it is, really. The ideal straight line is an illusion because it is based on the apparent levelness of the earth's surface. But the surface of the earth is not level at all, it's curved and the shortest distance between any two points on the earth is a curve. Believe It Or Not!

MUSIC: ("HUNTING SONG" - CUE G)
In just a moment we'll be back with the
HANCOCK: ~~Bob will be back in just a moment with the~~ answer to
last night's Believe It Or Not. (PAUSE)
Smokers, whenever you buy cigarettes, remember --
PELL MELL'S Modern Design gives you two important
benefits. First PELL MELL'S greater length travels
the smoke further, diminishes heat and bite on the way.
Second, PELL MELL'S greater length filters the smoke,
gives it that cooler, smoother taste that means PELL
MELL. That's why, wherever particular people
congregate, you see PELL MELL - in the smart red package.
MUSIC: ("HUNTING SONG" - CUE #2)
HANCOCK: And now for the answer to last night's BELIEVE IT OR
NOT. Remember, Bob, ~~you~~ said: "There are Seven Seas."
Can you name them?"
~~RIPLEY:~~ Right, Don, that was the question. And here they are.
KRAMER: The Seven Seas are the North Atlantic, South Atlantic,
North Pacific, South Pacific, Indian, Arctic and
Antarctic.
HANCOCK: Yes, But - Bob, what about the Mediterranean Sea, the
Caribbean Sea and the Bering Sea.
~~RIPLEY:~~ Well, Don, those so-called seas are marginal or
KRAMER: inter-land seas. Properly speaking, the word "sea"
applies only to the seven oceans. Believe It Or Not -
It's True!
HANCOCK: Did ^{give} ~~have~~ you another one for us to struggle
with tonight?
KRAMER: Well, Don, let's see if you can name the seven senses.
~~RIPLEY:~~

HANCOCK: Name the seven senses? Hey - when I went to school,
I was taught there were only five. ~~you're wrong, Bob~~ ^{He must be wrong.}

~~RIPLY~~
KRAMER: (LAUGHS) Well, Don, you have till tomorrow night to
think of the other two - because there really are seven
senses. I don't want to discourage you, ^{but Bob said he never} ~~but I've never~~
met a doctor who could name the seven senses -
BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)
(APPLAUSE)

HANCOCK: This is Don Hancock reminding you to listen in
tomorrow night, when FELL MELL Famous Cigarettes,
the cigarette of Modern Design, will again present
the man whose whole life is a constant hunt for facts -
BELIEVE IT OR NOT.....BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

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CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: 2ND FINAL REV. #4
THURS. 1/20/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK 9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

HANCOCK: Yes - Bob Ripley is the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today--knows them because he's been there. Yes, Bob Ripley has been there..been in more than two hundred countries, travelled over a half million miles..always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR:)

(APPLAUSE)

HANCOCK: Ladies and gentlemen, we regret that Bob Ripley can not appear in person tonight because of illness. He has requested that we go on with the show and he has sent us all of his Believe It Or Nots for tonight's broadcast. So here's Mandell Cramer who will take Mr. Ripley's part.

SPEAKER: Thank you Don. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that...Berlin has admitted losing Novogorod, mighty bastion of Hitler's Russian line. You heard Gabriel Heatter point out that American and British courage in delivering the goods through Murmansk and Archangel were decisive in this great victory. In his hunt for facts, Bob Ripley traveled the entire length of the Murman Coast from the Norwegian border to Cape Sweetnose, and he knows Murmansk and Archangel very well. Bob Ripley visited Murmansk during the winter months of perpetual night - when the sun never rises. But in the sky, there was the blazing beauty of the aurora borealis, and Bob remembered that the ancients worshipped the northern lights as the Goddesses of Spring. Their name for it was "Eostra" - and from that name we get the title of our most important Christian festival - Easter. But of all strange and unbelievable things between Murmansk and Archangel is Hypnotic Lake. Bob tells us if you keep watching this lake it will lull you to sleep. The waters of Hypnotic Lake are fresh and drinkable, but the fish living in it are saltwater fish. You may drink its waters. But if you apply a match to it, it will blaze with a bright flame. Light objects thrown into it will sink to the bottom, but heavy objects will float on the surface and the water of this lake will melt all salts and metal. If you bathe in it you will emerge from it completely dry. The lake never freezes, even when the temperature reaches fifty-five degrees below zero but the temperature of the water increases the deeper you go, and as Bob Ripley says, "BELIEVE IT OR NOT."

REILLY:

Thank you, Don. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that...

(NEWS SPOT TO FOLLOW)

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: In just a moment you will hear Bob Ripley's Believe It Or Not drama. (PAUSE) Smokers, you can't fool your eyes. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further -- over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way -- gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: Here is Bob Ripley's Believe It Or Not drama for tonight.

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: Many times in his never-ending hunt for facts, Bob Ripley has tried to imagine the most agonizing ordeal a human being could experience. ~~Such a one is that of a man denied food and water, cast away on a friendless ocean, the merciless sun beating down on him, every force of nature relentlessly striving to kill him.~~ Probably many of you think that a man could do without food or water for five, ~~or~~ maybe ten days. Well, listen to this true story of a man whose experience dwarfs all records of human endurance.

RIPLEY:
(CONTD)

Now - on with the Hunt!

The time - eleven o'clock in the morning, November 23,
1942. The place, the tossing, turbulent South Atlantic
- aboard the gallant little freighter - the Ben Lohmond,
en route from Capetown South Africa, to Dutch Guinea!

SOUND: (SEA SOUNDS: UP FULL AND FADE BEHIND)

MATE: Poon Lim...Poon Lim...

LIM: (OFF) Yessir!

MATE: You're wanted in the captain's quarters.

LIM: ~~Just a minute, etc.~~

SOUND: ~~(BOAT WHISTLE)~~

VOICE: ~~Torpedo to starboard!~~

MATE: ~~Torpedo to starboard!~~

LIM: ~~I'm going by boat station now?~~

MATE: ~~No, Poon Lim you stand by here now!~~

SOUND: (TORPEDO HITS: TREMENDOUS EXPLOSION)

MATE: (VOICE AS IF STAGGERING) Right amidships!

VOICE: (OFF) Torpedo struck amidships...engine room! Sinking
fast!

2ND VOICE: (OFF) All hands abandon ship. All hands abandon ship.

SOUND: (UP TO SHIP'S CRACKING UP)

MUSIC: (WIPES IT OUT)

RIPLEY: In less than three minutes, the Ben Lohmond broke in
two and sank. ~~When the last remnant of the broken~~
~~vessel slipped beneath the waves, there was,~~ ^{and there is} but one
lone head bobbing on the surface of the sea. Nearby
was a life raft - a small raft, seven feet square.

SOUND: (SURGE OF SEA IN SWELL IT UP SUSTAIN BEHIND: SOUND OF
SWIMMING)

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LIM: ~~Raft...I go raft...maybe on float can live....~~

(STROKES OF SWIMMING)

LIM: Ah..I pull myself aboard...Ah..(BREATHY, EXHAUSTED)
float got food...water...flashlight...

MUSIC: (SNEAK IN AND ESTABLISH MONTAGE THEME: AGAINST
DIALOGUE AND OUT ON CUE)

LIM: ~~Have only tinned beef...very little water... (GASPS)
need drink...but can't drink at all...must be very
careful... (GASPS) Poon Lim...see ship? Is ship on
horizon...cannot be...have flare in life-boat
locker...shoot flare...ship see...Will be saved...saved!~~

SOUND: (TAKING ROCKET FROM BOX)

LIM: ~~Have dry match...light flare...~~

SOUND: (ROCKET)

LIM: ~~(EXCITEDLY) Ship see...ship see... (PAUSE) No...ship no
see... (INTO BLUBBERING ORY...HYSTERIA) ship no see...
ship go away.~~

MUSIC: (SWELL UP AND FADE FOR)

RIPLEY: The days passed by...ten days...twenty days, ^{... 30 days} ~~on the South
Atlantic's broad wastes...Hunger...thirst...the broiling
sun...and space...endless...watery space.~~

MUSIC: (SWELL AND FADE TO UNDERSCORE)

LIM: Has been thirty days...water going...food gone...Poon Lim
got to get...food...drink...(GASPS) drink...drink... *drink*

MUSIC: (SWELL UP AND FADE FOR)

RIPLEY: Poon Lim made a fishhook and with a small rope aboard
the raft - he made a line. He caught a fish. But he
was thirsty...thirsty...and seventy days passed.

MUSIC: (SWELL AND FADE AND UNDERSCORE)

LIM: Need...drink...need drink, drink...

SOUND: (SWEEP IN TROPICAL RAINSTORM...SUDDEN AND HEAVY)

LIM: (ALMOST WHIMPERING) Rain...oh rain...sweet rain..I catch rain in canvas...rain...(BABBLES IN HYSTERICAL HAPPINESS) Rain...to drink...rain to drink.

MUSIC: (SWELL AND FADE)

LIM: One hundred and ten days, ~~have passed.~~

MUSIC: (SWELL BRIEFLY: TO PUNCTUATE)

LIM: One hundred and twenty days...~~I can't stand it I can't stand it.~~

MUSIC: (SWELL AND FADE AND UNDERSCORE)

LIM: One hundred and thirty-three days - what's that - *is boat* - ~~what's...is land...is mountains...is land...Poon Lim saved...is boat there~~ *is boat...* Boat see Poon Lim. (HYSTERICAL BATTLE) Poon Lim is saved...saved..saved.. (INTO SOBS)

MUSIC: (TAKES IT AWAY IN PLAY-OFF)

RIPLEY: ~~On that one hundred and thirty-third day after his ship was torpedoed in the South Atlantic, Poon Lim, the second steward of the Ben Bohmond was rescued by a Brazilian fishing boat, off the coast of Brazil. I've~~ *have* never heard of a more astounding record of endurance.

And Tonight, standing here beside me is that very man... Poon Lim...heroic survivor of the most gruelling ordeal ever experienced by a seaman in the history of the sea. Ladies and gentlemen. Poon Lim.

(APPLAUSE)

LIM: Thank you ^{very much} and good evening, everybody.

RIPLEY: Poon Lim has not mastered enough of our language to be interviewed. However, his very good friend -- Professor Chan of the Chinese Seamen's Institute has graciously volunteered to represent Poon Lim. Professor Chan.

CHAN: Good evening.

RIPLEY: Professor Chan. In the history of the sea - there have been other notable true stories of endurance of shipwrecked seamen. But Poon Lim, in his one man survival on a life raft alone for one hundred and thirty-three days is the longest known to maritime history.

CHAN: Right, and certainly the most heroic. ~~Poon Lim is just twenty five years old. He has been a member of the British Merchant Navy as a second steward for seven years.~~

RIPLEY: And for the record, we must remind our listeners that Poon Lim's food gave out after the first fifty-five days.

CHAN: Yes. Then he improvised fishing tackle out of a spring in a flashlight and a piece of rope - ~~and caught fish that kept him alive.~~

RIPLEY: ~~Recalling the story of Captain Eddie Rickenbecker and the seagull that saved him, did Poon find any birds?~~

CHAN: ~~He caught several small seabirds, although no seagulls. He ate the birds and saved some of the meat for bait.~~

RIPLEY: *Yes,* Poon Lim showed an amazing capacity for survival, Professor Chan. ~~Was that the will to live?~~

CHAN: Yes. The Chinese will never give up, as witness our stand against the Japanese aggressors for the last ten years.

(APPLAUSE)

RIPLEY: Professor Chan - I see Poon Lim is wearing ^{the medal of the British Empire} ~~two ribbons and two medals. Will you tell us what they are?~~

CHAN: ~~One is the Medal of the British Empire.~~ It was bestowed on Poon Lim personally by King George himself in London recently.

RIPLEY: Bravo!

(APPLAUSE)

CHAN: ^{I understand Poon here also received} ~~The other is - the United States Merchant Marine Combat bar with one star - a rare honor indeed, and one that Lim wears proudly!~~

RIPLEY: ^{And} I think the citation that goes with it would certainly bear repeating:

~~CHAN:~~ The citation reads: "Poon Lim, a native of China, survived one hundred and thirty-three days on a raft after his ship was torpedoed in the Atlantic. His courage and fortitude will be an enduring inspiration to merchant seamen of all the United Nations!"

RIPLEY: ^{And that is certainly} ^A A fitting tribute to the greatest feat of human endurance ever recorded. And to you - Poon Lim...our salute for gallantry - ~~a great hero....~~

LIM: Thank you, very much!

(APPLAUSE)

MUSIC: (BRIDGE)

RIPLEY: Tonight as a high-point in Bob Ripley's endless and exciting hunt for facts, it was our honor to present the gallant merchant seaman, Poon Lin, ~~a native son of our Ally, China, in the true story of the most amazing endurance record in the history of the sea. Poon~~ ^{who} ~~Lin,~~ was able to be here tonight in person because after one hundred and thirty-three days alone on the turbulent sun scorched South Atlantic..he lived! Believe It Or Not!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: *Good* Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes you'll be amazed by this simple test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design --something a short cigarette can't possibly give you. Now smoke that PELL MELL--see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels -- the smoke further--diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobacco. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke--gives it that cooler, smoother taste that means PELL MELL.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here ^{all} working together for Victory. Over there all together fighting for Victory! And for those boys over there ... here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. Before we answer the V-Mail letters tonight, I want to remind our listeners there's a big lift they can give the boys on all the land, sea, and air-fighting fronts. Just write them a letter - tonight! They're fighting to make our Victory certain - the Victory symbolized by the letter V that you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are. ^{Good} Now, our first V-Mail letter tonight is from Corporal Harry L. Marshall, ~~care of the Alaskan Communications System, Anchorage, Alaska,~~ ^{who} Harry asks ~~you~~ ... "Which is the fastest running animal in the world? Also can you list the ten fastest running animals in order. We've got a bet on it, Bob, so give me an assist, if possible." Well, in his hunt for facts did Bob Ripley find the answer to that one?

RIPLEY: Yes, he did Don ~~and the list may surprise you, too!~~ ~~First, the cottontail rabbit and the pig can run - eleven miles an hour. Yes, the pig can run as fast as the cottontail rabbit. Next come the jackrabbit and the bear which can run twenty-five miles an hour. I'll bet that surprises you, Don - the bear can run as fast as the jackrabbit. Then comes the elk - twenty-eight miles an hour. The coyote lopes along easily at thirty miles and hours.~~

(MORE)

RIPLEY:
(CONTD)

~~The moose and the whippet can run thirty five miles an hour - and then in second place - the second fastest animal, the horse, which can run thirty eight miles an hour. Now, the fastest four-footed animals are the cheetah and the Virginia deer - or the flagtail. They can run forty-five miles an hour, and they've actually been clocked at that speed...Believe It Or Not!~~

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: In just a moment we'll be back with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H2)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. Remember, Bob laid this one in our laps. His question was: "What are the Seven Senses?" Well - I have to admit I could think of only five.

RIPLEY: Well, Don, that's a pretty good average, because it's generally believed that there are only five senses. But there are actually seven and here they are - count 'em. Sight, Hearing, Taste, Smell, Touch, Temperature and Muscular.

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts --
BELIEVE IT OR NOT ... BOB RIPLEY!

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

2ND FINAL REV.

#5

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: FRI. 1/21/44

DATE: MUTUAL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

NETWORK: 9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

HANCOCK: Yes - Bob Ripley! the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today--knows them because he's been there. Yes, Bob Ripley has been there..been in more than two hundred countries, travelled over a half million miles..always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR:)

(APPLAUSE)

HANCOCK: Ladies and gentlemen, we regret Bob Ripley can not appear in person tonight because of illness. He has requested that we go on with the show and ^{he} has sent us all of his Believe It Or Nots for tonight's broadcast. So here's Mandell Cramer who will take Mr. Ripley's part.

NEWS SPOT:

RIPLEY PROGRAM NUMBER FIVE

JANUARY 21, 1944.

SPEAKER:

Thank you, Don. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you heard him tell you that..the battle of Berlin has left the Germans stunned - their capitol in ruins -- their great city a mass of flames. And so Berlin -- built by war -- is being destroyed by war. Ninety-nine per cent of present-day Berlin was built with the billion dollars Germany exacted from France in the War of 1870. In his hunt for facts, Bob Ripley last visited Berlin in 1933, shortly after Hitler rose to power. While there, he visited the old Monumental Church where all Prussian Kings are buried. In the sub-basement he saw eighty-seven Royal coffins. But Bob found one empty. The fact was Frederick the Great ordered this coffin left empty and a plaque put inside its lid. The plaque read: "This coffin is reserved as a last and voluntary refuge for him who through cussedness or orneriness will have brought the greatest disaster upon unhappy Germany." Now, hearing that Hitler's own chancellory had been smashed, Bob Ripley^{also} recalled an old-fashioned pen stolen from the desk of Emperor Franz Joseph when Hitler took Vienna. This pen always lay on Hitler's desk and unquestionably, he did not know of the strange curse attached to this pen. It was first used by Maximilliam of Mexico, who signed his^{own} death warrant with it. Next, Crown Prince Rudolph used it to write his suicide message.

(MORE)

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SPEAKER:
(CONT'D)

Empress Elizabeth had it in her handbag when she was
killed by an assassin. With ~~his~~ pen, Emperor Franz
Joseph signed his Declaration of War on Serbia,
which started World War Number One. ⁴ Now Hitler
is the owner of this accursed pen...BELIEVE IF CR
NOT!

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: In just a moment you will hear Bob Ripley's Believe It Or Not drama! (PAUSE) Smokers, PELL MELL'S Modern Design is visible to your eyes. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: Here's Bob Ripley's Believe It Or Not drama for tonight.

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: "There is a tide in the affairs of men - which, taken at the flood, leads to fortune; omitted, all the voyage of their life is bound in shallows and in miseries." Shakespeare said that, and it's true! Bob Ripley's hunt for facts proves it and this remarkable BELIEVE IT OR NOT will demonstrate how a seemingly unimportant event in the life of one man changed the course of human progress for centuries to come.

(MORE)

RIPLEY:
(CONTD)

Now - on with the Hunt!

Back in the year 1866 - in Louisville, Kentucky, a bitter, disillusioned nineteen-year-old boy trying to make his way in the world - finally opened a small bookstore. Late one afternoon - he was sitting alone behind the counter --

SOUND: (DOOR OPENS AND CLOSES - OFF)

BILL: (COMING) Hello, Al, are you alone?

AL: Yes, Bill, I'm alone. ^{I'm alone most of the time.} ~~That's just the trouble. I'm alone most of the time. People seem to shun this store as though it had the plague.~~

BILL: Business is bad, huh?

AL: Worse than that. My creditors are going to close me up if I can't pay my bills tomorrow. And I can't.

BILL: (WITH SYMPATHY) Gee!

AL: Bill, what's the matter with me? I've tried gardening, selling newspapers and candy - and now this store. And I just can't seem to make a go of anything I tackle.

BILL: ~~Well, it's not your fault.~~

AL: ~~How do you mean?~~

BILL: ~~You try hard enough, don't you?~~

AL: ~~Sure. For all I'm worth.~~

BILL: ~~So do I, but where does it get us?~~ ^{No, sin,} The trouble isn't with us. It's this country we live in. That's what it is.

AL: America?

BILL: (BITTERLY) Yes. The land of the free and the home of the brave! Well, maybe it was once, but not now. Fellows like you and me haven't a chance here any more! ~~It's only the important people with lots of money who~~
~~get anywhere.~~

AL: (SIGHS) I guess maybe you're right.

BILL: Sure I'm right! And that's what I came to talk to you about. Look ~~here~~ ^{Here's} ~~this is~~ a schedule of boat sailings. And it shows there's a ship called the "Loch Lomond" leaving New Orleans ^{Friday} on April 13th bound for Brazil!

AL: (WITH INTEREST) Brazil? ~~I've read a lot about it.~~

BILL: Yes, Brazil! There's a country for you. Like the United States used to be. Plenty of opportunities for everyone. We could make our fortune there.

AL: Do you really think so?

BILL: I'm sure of it. Look, George Moran and I are going to get on that boat and work our passage. C'mon and join us, ~~Al~~

AL: But New Orleans is seven hundred miles from here. And we'll have to walk. We'd never get there in time.

BILL: Sure we will if we hurry. Come on, what do you say?

AL: Well, ^{I guess} there's not much use in staying here.

BILL: Sure ^{Al} - C'mon - Let's go!

MUSIC: (IN FOR QUICK BRIDGE. FADE BACK FOR:)

SOUND: ~~(FOOTSTEPS OVER GRAVELLY PATH. CONTINUE UNDER)~~

BILL: ~~How far do you figure we've gone, Al?~~

AL: ~~Better than three hundred miles. About half way~~
~~I think.~~

BILL: Gosh, is that all? We've got to move faster or we'll miss the boat. (GOING) Come on, fellows, hurry! Hurry!

MUSIC: (SWELLS BRIEFLY. FADES BACK FOR:)

SOUND: (FEET ON BOARD WALK. CONTINUE UNDER)

AL: We're in the outskirts of New Orleans now, aren't we, Bill?

BILL: Uh-huh. Only got about ten miles more to go. We'll make it just about in time.

GEORGE: Gee, I don't want to hold us up, but I'm so hungry I could eat a horse.

BILL: Me, too, George. Maybe we could get something to eat quick at this house just ahead of us.

AL: There's no harm in asking. Who wants to knock at the door and see?

GEORGE: You go ahead, Al. You look a little more presentable than Bill and me.

AL: All right. You wait here then.

SOUND: (ONE PAIR OF FOOTSTEPS OVER WALK - UP ON PORCH. KNOCK ON DOOR. DOOR OPENS AFTER BRIEF PAUSE)

WOMAN: (SHARPLY) Well?

AL: I beg your pardon, but I wonder if you could give us something to eat.

WOMAN: Those two boys there with you?

AL: Yes, ma'am, they are.

WOMAN: Well, I guess I can fix something for you - but there's a cord of wood around back you'll have to chop first.

AL: A cord of wood! But, ma'am, we have to catch a boat -
and if we take the time to -

WOMAN: (BREAKING IN) So you aren't willing to work, eh?

AL: It isn't that. Honest it isn't. It's just that -

WOMAN: (BREAKING IN) Don't tell me what it is. I know.

You're nothing but young tramps. Now get out of
here, do you hear me? Get out! (WITH RISING

~~INFLECTION) You're no good! No good! No good!~~

MUSIC: (SWELLS WITH SPEECH. THEN FADES BACK FOR:)

SOUND: (BELLBUOY. CONTINUE AT INTERVALS UNDER DIALOGUE)

BILL: There it is, boys. There's the wharf. We're here!
~~at last.~~

AL: ^{But} Where's the "Loch Lomond?" I don't see her.

GEORGE: Don't worry. She's here somewhere.

AL: Let's ask that sailor sitting on the pilings.

~~Maybe he can tell us.~~ (CALLS) Hi, mister,
where can we find the "Loch Lomond?"

SAILOR: (COMING) The "~~Loch Lomond,~~" did you say?
Well, lad, she's somewhere out on the Atlantic
bound for Brazil.

AL: (FRANTIC) But she can't be! She isn't supposed to
sail till today. This is April 13th.

SAILOR: Aye, that's just it. Her captain is superstitious
and thought it would be bad luck to sail on the
thirteenth. ^{Friday the thirteenth too -} So he sailed yesterday, a day ahead
of time.

AL: (IN UTTER DEJECTION) Yesterday; Oh no! What will we do now? What will we do?

BILL AND GEORGE: (AD LIB EXCIAMATIONS OF DISAPPOINTMENT)

Not would

SAILOR: ^ Would you lads mind telling me why you're so all-fired anxious to go to Brazil?

AL: It's the land of opportunity! There's no more opportunity here in the United States.

SAILOR: (SNORTS) No more opportunity, indeed! Now you listen to me, all of you. Thirty years ago I stood on this very spot, feeling just about the way you do now. ~~I looked out across the blue horizon and had eyes only for the pot of gold at the end of the rainbow. I was too blind to see the gold right here under my feet.~~ So I sailed away - and it took me many years to learn that these United States are the most blessed bit of sod ~~the~~ God ever planted on earth. ~~Why, they are a beacon light which has only just begun to show the way to hope for all humanity.~~ Go back where you came from, lads. Some day you'll thank the good Lord you listened to me.

BILL: (SOTTO) Don't listen to him, Al. The old boy is balmy.

GEORGE: ~~Yes, remember what that woman said? You're no good!" That's what everybody thinks of us here.~~

AL: No, fellows, I believe this gentleman's right.
May I ask your name please, sir?

SAILOR: My first name is Peter. My second name doesn't
matter. And who may you be, lad?

AL: Well, my friends call me "Al". That's short for
Alva. But my real name is Tom - Thomas Alva Edison.

MUSIC: (PLAY OFF...FADE BACK FOR)

RIPLEY: Yes. That boy was Thomas Edison who was to do more
for his country and for the entire world than almost
any other man. His two companions sailed on the
next boat, but all humanity can be thankful that
Edison heeded the old sailor's advice and did not
go with them. For neither the "Loch Lomond" nor
the other ship were ever heard from again. Thomas
Alva Edison stayed in America and was saved for the
world. Giving us the many inventions which have been
a boon to all mankind. The phonograph, the electric
light, the motion picture, yes, and the microphone -
which makes possible all radio broadcasting - and over
which my voice comes to you tonight --
Believe It Or Not!
(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK:

Ladies and gentlemen, when a PELL MELL smoker tries to light an old-fashioned, short cigarette a queer thing happens. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further--diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste that means PELL MELL.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR...)

HANCOCK:

All for one - and one for all. Yes, that's the way we're going to win this war. Over here, all together, working for Victory! Over there, all together, fighting for Victory! And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY:

Thank you, Don. Now before we get to the V-Mail answers, here's a special word to everyone listening tonight. Folks, there's not much fun in a foxhole and the boys who are doing our fighting for us need all the help from home they can get. Do your bit - and do it tonight! Sit down and write to the fighting man you know! He's fighting for our Victory - the Victory symbolized by the letter V you see on the back of every package of your PELL MELL CIGARETTES.

HANCOCK: Right you are! Now here's a letter from PFC H. Spinger, APO 510, Postmaster, New York. He says: "Would it be possible for you to tell me which state has the most lakes...Minnesota or Florida? I'd like the answer as soon as possible, please, because I have a little bet here at camp." Well, in his hunt for Facts - did Bob Ripley find an answer to that one?

RIPLEY: Yes, Don. The winner is -- Florida! I hope you win your bet, soldier. Here's the count. Minnesota has approximately ten thousand lakes, while Florida has approximately thirty thousand - or three times as many. Believe It Or Not!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: In just a moment we'll be back with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. As I remember, Bob left us with this knotty little problem.

(MORE)

HANCOCK:
(CONTD)

"What is the only country in the world whose first ruler is truly the father of his country because every one of its five hundred thousand inhabitants are actually descendants of that one man"? And, that one has me completely stymied!

RIPLEY:

Well, then, Don, here's the answer. The country is called "Budkey". It's in Africa, and its first ruler was a man named Mushidi who was actually the father of twelve hundred children!

HANCOCK:

Twelve hundred!

RIPLEY:

That's right, ^{Don} And every inhabitant of that country today is directly descended from those children. Believe It Or Not - It's true!

HANCOCK:

Well, did Bob give you another one for us to work on over the weekend?

RIPLEY:

Yes, George Washington, of course is known as the father of his country. But can you tell me what nation, within the last fifty years, had a king by the name of George Washington?

HANCOCK:

"What nation within the last fifty years had a king named George Washington?" Oh, come now, take it easy!

RIPLEY:

There actually is such a nation, Don, and we'll tell you where it is Monday night, because in his hunt for facts - Bob Ripley has been there many times - BELIEVE IT OR NOT!

MUSIC:

(THEME - "A HUNTING" - CUE J - FADE FOR)

(APPLAUSE)

HANCOCK: This is Don Hancock reminding you to listen in Monday night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts -

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: REV. #6
MON. 1/24/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: 9:15-9:30 P.M.
NETWORK: MUTUAL
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there - been in more than two hundred countries, travelled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY..

AND HERE HE IS!

MUSIC: (THEME "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

RIPLEY: Greetings everyone and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that -----

(NEWS SPOT TO FOLLOW)

NEWS SPOT - MONDAY, JANUARY 24th

RIPILEY:

Greetings everyone...greetings everyone and welcome. I know most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that he gave you thrilling news of the invasion of Italy just South of Rome. Now I know you'll be interested to know that when our soldiers, sailors and marines landed in Atuno, the place named after Neptune, they were greeted by this inscription on the old temple of Neptune now called the Colona Palace. The inscription reads: "This realm is dedicated to you sea-going mariners and to your death defying chariots. And nearby in the region of the invasion is a town of Anzio where the two greatest Hitlers of ancient times, Caligula and Nero were born. In my hunt for facts I found here the church which was formerly the palace of the barbarian, King Adolf the first, after whom Hitler was named. The name means the King of the Wolves. It was great news to hear of our soldiers crossing the Pontine Marshes. In 1935 when I was last there I think I found the solution of that great mystery to all historians, the question of why the Roman Empire perished. When this place became a marsh, swarms of mosquitoes arose from the bottomless bog and these mosquitoes carried malaria into the Roman cities, undermining the health of the Roman population so when the barbarians came, the Romans were so sick with malaria they succumbed easily to the invaders. And I understand that...that now the Germans are now attempting to flood the Pontine Marshes but too late. Even the mosquitoes won't help them now. BELIEVE IT OR NOT.

ATX01 0231344

MUSIC: (PLAY OFF "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is as plain as day to see. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers--your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further--over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally -- diminishes heat and bite on the way -- gives you a cooler, smoother better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke--gives it that cooler, smoother taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley--the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: In my exciting hunt for facts, clocks have always interested me. But of all the clocks I have ever heard about - none was the center of a tale of trickery, death and intrigue any more fascinating than the clock in the story I'm going to sketch for you tonight!

Now on with the Hunt!

The time----just after Czechoslovakia was overrun by the hordes of Nazi Germany. The place - the quaint historic home of Professor Otto Sedlacek, in Brunn, Moravia. The professor and his servant...~~(FADE IN TICK TOCK OF MANY CLOCKS HERE. SUSTAIN B.O...)~~ Rudolf are busy cleaning one of the most ^{unusual} ~~astounding and largest~~ collections of clocks in the world.

SOUND: (CLOCKS: UP AND FADE FOR: HAVE ONE STRIKE THE QUARTER HOUR: WESTMINSTER CHIMES)

RUDOLF: This is indeed a sad day, Master.

PROFESSOR: (RESIGNED) Yes, Rudolph, but it had to come. Ever since the hated Nazis enslaved our country, we knew they would come here.

RUDOLF: Aye, sir. They could hardly overlook the finest collection of historic clocks in the world.

PROFESSOR: (BITTERLY..VEHEMENT) Yes, and then carefully ticket them for their masters in Berlin...Himmler, Hess, that fat pig Goering, and (SPITE) Hitler!

RUDOLF: ~~They have looted all of Czechoslovakia, and now they are here.~~

PROFESSOR: Rudolf - you know the big grandfather's clock?

RUDOLF: ^{The one} ~~^~~ In the corner there?

PROFESSOR: Yes - of all my collection, I prize it most.

RUDOLF: ~~I know the clock is from the household of Czar Alexander the third's old Gatchina Palace.~~

PROFESSOR: Yes - Rudolf, that clock was the center of a little comedy of errors, played out in the Czar's palace...In the Czar's household a generation ago - there was a Prussian General...a German...attached to the Czar's personal guard.

RUDOLF: A German, in the Russian Palace guards?

PROFESSOR: Yes. His name was - General von Richter. This General von Richter made an infernal machine out of that very grandfather's clock you see there...

RUDOLF: ~~That~~...that clock...?

PROFESSOR: Yes...the General set the explosives in the clock... timed it to explode at exactly one o'clock. That was the time for the Czar's family to dine.

RUDOLF: I see. ~~There~~.

PROFESSOR: Then - at five minutes to one - von Richter rushed in - stopped the hands of the clock and showed the Czar how he had saved his life.

RUDOLF: Huh! ^{How} Cunning!

PROFESSOR: Cunning indeed to trap his enemies who were closer to the Czar than he. Fourteen innocent men were hanged. And they died with a curse on their lips for - General von Richter.

RUDOLF: The German swine.

MUSIC: (BRIDGE)
SOUND: (CLOCK STRIKES THREE)
SOUND: (HARSH, AUTOCRATIC KNOCKING ON THE DOOR)
PROFESSOR: Rudolf, our guests. Let them in.
RUDOLF: Yes, master.
SOUND: (DOOR OPEN AND CLOSE: HARSH FOOTSTEPS, ENDING IN HEEL
CLICKS)
RICHTER: (OFF: FADING IN:) Where is your Master.
PROFESSOR: I am here, sir.
RICHTER: Heil Hitler.

PROFESSOR: ~~And~~ what may I do for you?

RICHTER: Silence. By order of der Feuhrer you will crate all these clocks and send them to the Berlin Chamber of Art and Culture.

PROFESSOR: But ^{Herr} Colonel, there are...

RICHTER: Silence!

RUDOLF: (IN FURY) You can't do that to my master.

REITZEN: (STRIKES HIM WITH CANE, ACROSS THE FACE, THREE TIMES)
Quiet! In the presence of the Herrenvolk you will stand with head bowed.

PROFESSOR: (DIGNITY) You cannot whip my servant.

RICHTER: He has! Now - Professor Sedlacek - there is one special clock here that I shall have removed for myself.

RUDOLF: Professor - do ~~not~~ ^{not} let them -

REITZEN: (STRIKES HIM AGAIN) Silence!

RICHTER: The clock I mean to have is the famous clock that belonged to Czar Alexander...Ah..there it is..a Beauty.

PROFESSOR: It is the finest clock in the collection.

RICHTER: Yes.

RUDOLF: No..no..sir..do ~~not~~ ^{not} let him have it.

RICHTER: Lieutenant, throw that idiot - out.

REITZEN: (FOLLOW SCUFFLE OFF AND OUT...BLOWS OF CANE, ETC.)
Out you pig - dog - out you inferior swine.

SOUND: (DOOR OPEN...MAN FALLING DOWN STEPS...DOOR CLOSE)
Let's see if it works..

RICHTER: Now - professor - ^{Let's see if it works..} start the clock. Wind it.

PROFESSOR: A pleasure...sir.

SOUND: (WINDING OF GRANDFATHER'S CLOCK)

RICHTER: ~~Stop!~~

SOUND: (DEEP TICK TOCK)

PROFESSOR: It is - going...

RICHTER: Move the minute hand to the hour. I have not long -
let it strike.

SOUND: (RACHET LIKE MOVEMENT OF HAND BEING PUSHED FORWARD)

SOUND: (TICK TOCK UP...PLAY BEHIND)

SOUND: (CLOCK STRIKES ONE...DEEP MELLOW BOOM INTO)

RICHTER: (OVER) Ah...it strikes. Beautiful!

SOUND: (TREMENDOUS EXPLOSION...INTO)

MUSIC: (PLAY OFF)

RIPLEY: So when the clock struck one, death and destruction
came to the house of Professor Otto Sedlacek.

I doubt
And in my constant hunt for facts, ~~I~~ have ^{I ever} ~~never~~ found
a more beautifully ironic story. Because that
grandfather's clock, ~~made into an infernal machine~~
~~by General von Richter, in the Czar's Gatchina Palace~~
~~in Russia~~, achieved a singular destiny of destruction,
when the very hand of Fate reached through the years
and brought death and retribution. For, the
German officer blown up in the Professor's shop,
by the infernal machine built by General von Richter,
was Colonel von Richter, the General's own son --
Believe It Or Not!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes here is a test that will give you the facts about Modern Design. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to - a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design - something a short cigarette can't possibly give you. Now smoke that PELL MELL--see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further--diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design. PELL MELL'S Modern Design! It filters the smoke -- gives it that cooler, smoother taste that means PELL MELL.

MUSIC: ("ALL FOR ONE" CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there-- here are Bob Ripley's answers to their V-MAIL letters.

RIPLY: Thank you, Don. We'll get to our V-MAIL in just a moment. But first, ^{ladies and gentlemen} I want to urge all of you to write to our boys in the Service. A letter may be a very little thing in your life - but it's a very big thing in the life of every boy who is fighting to win a final Victory - the Victory symbolized by the letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. Well, ^{tonight's V-mail letter is from} ~~it seems that~~ Private First Class A. C. Fuller, A.P.O. 45, New York, ~~needs a little help for his V-MAIL letter says~~ ^{He writes:} "Dear Mr. Ripley - Here's a problem that has me and the rest of our outfit ^{stumped} ~~practically standing on our heads. This is the problem~~ 'A man drives from his home to his office ~~every morning in his car. If he drives~~ at forty miles an hour ~~there~~ gets ~~to his office~~ one minute late. But, if he drives at forty-five miles an hour he gets there one minute early. The question is how far is it from his home to his office?" Well, Bob, in your hunt for ^{Have} ~~facts~~ ^{found} you ~~find~~ ^{found} the answer to that one?

RIPLY: Oh Yes, ^{I have} ~~but~~ but the formula used to compute the answer is too long and complicated to ^{give over the air} ~~explain tonight~~. However, anyone listening may have a copy of this formula by sending a stamped, self-addressed envelope to "Believe It Or Not, ~~Bob~~ Ripley" ~~in~~ care of the Mutual Broadcasting System, New York.

HANCOCK: That's swell, but how about the answer, Bob?

RIPLEY: Oh, THE ANSWER. Well, Don, the answer is that the man drives exactly twelve miles - BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last ~~night's~~ ^{Friday's} Believe It Or Not. (PAUSE)

Smokers, whenever you buy cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits. PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H2)

ANNR: And now for the answer to last Friday's BELIEVE IT OR NOT. Remember, Bob, you baffled us with this: "What nation within the last fifty years had a king by the name of George Washington?" ^{Well} ~~That~~ one really got me, Bob.

RIPLEY: All right, Don, here's the answer. The nation is... Siam, now known as Thailand. ^{It seems} ~~An~~ old ruler of this country was a great admirer of George Washington - so he named his son Prince George Washington. When ^{this} ~~the~~ boy ascended the throne in 1872, he became known as King George Washington, the First. And his wife ^{was called} ~~the~~ ~~name~~ Martha Washington - BELIEVE IT OR NOT, IT'S TRUE!

ANNR: Well, Bob, have you another one we can work on into the wee hours of the morning?

RIPLY: Yes, Don, here's one you can kick around a little.
 Tell me
 ^ "Where in the world do all clocks have the correct time, regardless of whether they are fast or slow - or not running at all?"

ANNR: Now "Where in the world do all clocks have the correct time, regardless of whether they are fast or slow - or not running at all?"
 BOB: Yes
 ^ Say, Bob, it's hard enough to find any two clocks that have the same time. Are you sure you're not kidding about this?

RIPLY: Absolutely ^{Oh no} ~~not~~, Don, ~~and~~ I'll be back again tomorrow night to tell you where it is -- and that there actually is such a place -- BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT.....BOB RIPLY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)
 (APPIAUSE)

ANNR: THIS IS MUTUAL.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Master
FINAL REV. #7

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: TUES. 1/25/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: 9:15-9:30 P.M.

NETWORK: MUTUAL
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there ... been in more than two hundred countries, travelled over a half million miles ... always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY! ^{And here he is!}

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

RIPLEY: Greetings everyone, and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that....

(NEWS SPOT TO FOLLOW)

REV.

NEWS SPOT FOR BELIEVE IT OR NOT

TUES. JANUARY 25, 1944

RIPLEY: Greetings everybody - and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that he mentioned the battle of Cassino in Italy may well be one of History's decisive battles. In my hunt for facts, I visited this town - and there on top of Mt. Cassino is one of the most famous monasteries in the world...and in it our doughboys will find the most favorable omen of the war thus far. They will see the first flag in history which has the letter "V" emblazoned on it - the "V" that has been adopted in this war to symbolize Victory. The flag is marked with the letter "V" in memory of Pope Victor the Third in the eleventh century. But, the most interesting thing in the monastery is a large painting, dating back to the sixteenth century. This painting represents the ancient Biblical struggle between Abraham and Lucifer. The strangest part about it is that the face of Abraham painted four hundred years ago is an absolute replica of one of the greatest champions of the liberties of man - our own martyred President - Abraham Lincoln - BELIEVE IT OR NOT!

ATK01 0231356

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, your eyes give you the true story of PELL MELL'S
Modern Design. The minute you look at a PELL MELL you
see PELL MELL'S greater length. That's Modern Design.
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further -
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
filters the smoke naturally - diminishes heat and bite
on the way - gives you a cooler, smoother, better-tasting
smoke. Ladies and gentlemen, believe the evidence of
your own eyes. PELL MELL gives you visible proof of its
advantage to smokers. Your eye tells why. PELL MELL'S
Modern Design filters the smoke - gives it that cooler,
smoother taste that means PELL MELL.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here ^{again is} Bob Ripley ~~again~~ - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: In my hunt for truth in more than two hundred countries
on this earth, I have found many astounding true life
dramas in which people have faced seemingly certain
disaster. Yes, danger and excitement I've found in
plenty, but I think you'll agree that the "BELIEVE IT OR
NOT" I'm going to sketch for you ~~is~~ ^{tonight} is one of the most
outstanding of all.
Now, On with the Hunt!

(MORE)

RIPLEY:
(CONTD)

The time - January 1918 - during the first World War!
The British are fighting for possession of the Holy Land.
A battalion of six hundred men are engaged in a grim
delaying action as they beat a torturous retreat through
the rocky cliffs of ~~India~~^{Belchne}. Hopelessly outnumbered -
the enemy right on their heels - the column pours through
a narrow ~~gully~~^{gorge} desperately seeking escape.

SOUND: (BATTLE - MACHINE GUNS - RIFLE FIRE - RICHOCHETING
BULLETS - MARCHING MEN (THIS FADES IN UNDER LAST FEW
WORDS OF SPEECH ABOVE)

SERGEANT: (FADING IN FAST) Major Spence, sir! Major Spence!

MAJOR: What is it, Sergeant? Speak up, man!

SERGEANT: The enemy - they're right on top of us, sir!

MAJOR: What about the rear guard we left at the mouth of the
ravine?

SERGEANT: Fighting desperately sir, but they can't hold out much
longer.

MAJOR: We'll have to hurry or they'll cut us to ribbons,
Captain Gates! ~~Captain Gates!~~

CAPTAIN: Yes sir!

MAJOR: Order the men to advance on the double - there's no time
to lose!

CAPTAIN: Right, Sir. (SHOUTING) Company...on the double...~~march!~~
~~(ORDER REPEATED DOWN LINE)~~

SOUND: (MEN RUNNING UP AND FADE OUT THEN IN AGAIN)

CAPTAIN: Look there, Major Spence - straight ahead!

MAJOR: Yes - sheer cliffs. (SHOUTS) Battalion halt!
~~(COMMAND REPEATED DOWN LINE)~~

SOUND: (MEN HALT)

1ST ORDERLY: (FADING IN AND BREATHLESS) There's no outlet to the left, sir!

2ND ORDERLY: (FADING IN AND BREATHLESS) There's none to the right, sir!

3RD ORDERLY: And it's a sheer blank wall ahead, sir!

~~CAPTAIN: We're trapped, Major, those cliffs must be five hundred feet high.~~

~~MAJOR: Yes, Captain, and the enemy's got our range.~~

CAPTAIN: Look - there in that cliff wall - can that be a pass~~age~~?

MAJOR: O'mon! Let's look!

SOUND: (RUNNING FOOTSTEPS)

CAPTAIN: ~~That's~~ our only chance - if we can only --

SOUND: (RUNNING FOOTSTEPS STOP SUDDENLY)

MAJOR: Oh It's no use, Captain - ~~save your breath~~ - it's just a shallow cave. Looks like this is it but we'll hold them off as long as we can and go down fighting. Tell the men to deploy against the rocks.

CAPTAIN: ~~Deploy along rocks~~ - find what cover you can ^{men} make every bullet count!

SOUND: (BATTLE UP)

1ST SOLDIER: GAR! Stymied - that's what we are -

2ND SOLDIER: Not a blinkin' chance - caught just like animals in a trap - ~~and~~ after crossing the desert - through all that heat - no water - (HYSTERICAL)

CHAPLAIN: All right, boys ^{all right} steady on!

1ST SOLDIER: He'll be all right, Chaplain.

CHAPLAIN: I know - it's a bit of a rough go. Oh Major! Major Spence!

MAJOR: Yes, Chaplain?

CHAPLAIN: It looks serious, Major.

MAJOR: More than that, Chaplain. It's hopeless...~~just a matter~~
~~of time and the bullets we have left.~~

CAPTAIN: ~~And prayer!~~

CHAPLAIN: ~~Yes, Captain.~~ ^{Just} Remember these words from the Bible.

For there is no restraint to the Lord to save by many -
or few....(TO HIMSELF) That's it! (SHOUT) Major! Let
me see your map!

MAJOR: Here.

CHAPLAIN: (BREAKS IN FAST) Look Major - right in front of us -
Mount Michmach!

MAJOR: Yes. And to the right Mount Ros.

CAPTAIN: And over there, to the left, Mount Gebel.

CHAPLAIN: (EXCITED) Major...I have an idea!

MAJOR: What is it?

CHAPLAIN: (MORE EXCITED) Here in my Bible...(RIFLES PAGES)
Judges...Ruth...Samuel...

MAJOR: (IN ALARM) ^{There...in} Back....Chaplain....Look out!

SOUND: (MACHINE GUN FIRE IN VERY CLOSE:)

CAPTAIN: Another minute and they'll have point blank range...we've
got to go back further!

CHAPLAIN: ^{Wait} Wait - look - here in Samuel (READS) "AND BETWEEN THE
PASSES BY WHICH JONATHAN SOUGHT TO GO OVER TO THE
PHILLISTINE'S GARRISON, THERE WAS A ROCKY CRAG ON ONE
SIDE AND THE NAME WAS BOSES - AND A ROCKY CRAG ON THE
OTHER - AND THE NAME WAS SENAH."

CAPTAIN: Why we're standing on the very spot!

MAJOR: Of course! There's Boses and there's Senah!

CHAPLAIN: Yes - yes..the very place where the Israelites were trapped. But listen to this, "The pass~~age~~ by which Jonathan sought to go over to the Philistine's garrison..

CAPTAIN: ~~Then~~, that pass should be right here.

MAJOR: Right! There, just ahead of us! How could we have missed it?

CAPTAIN: Never mind how! Let's get going!

CHAPLAIN: Praise be..we're saved.

CAPTAIN: C'mon men - this way - we're saved! Come! Come on!

VOICES: "Let's go boys"... "we're saved!"... "C'mon, this is it!"

SOUND: (BATTLE NOISES UP -RUNNING FEET - JANGLING OF EQUIPMENT)

MUSIC: (TRIUMPHANT CRESCENDO TO BUTTON UP DRAMA)

RIPLEY: In my hunt for facts, ^{ladies and gentlemen} I have found no parallel to that escape! Thirty-two hundred years ago the Israelites were surrounded by the Philistines in exactly the same valley - and in exactly the same manner as those British ^{soldier} were trapped. And the Bible alone led to the escape of that entire battalion of six hundred British soldiers. After hunting continuously I finally found a British Sergeant who was a member of that self-same Battalion. I found him in La Grange, Georgia. ^{here he is} Ladies and gentlemen -
A Mr. T. Stuart Miles - formerly Staff Sergeant with the British Army!

(APPLAUSE)

MILES: Good evening everyone and thank you, Mr. Ripley.

RIPLEY: Sergeant Miles - you were actually a member of that British patrol?

MILES: Yes, Mr. Ripley. I belonged to the King's ^{own} ~~John~~ Scottish Border Regiment. We were ~~first at Gallipoli.~~ From there we fought our way into the Judean Hills ~~we went to Palestine and the Holy Land. We had fought our way up into the mountains when..~~

RIPLEY: ~~These mountains, these are the Judean Hills we mentioned in our dramatization?~~

MILES: ~~That's right! We knew we were trapped by superior enemy forces. They had us up a blind alley and were closing in. There was no hope.~~

RIPLEY: And that's when word came to you about the passage?

MILES: Yes! You see - we merely heard shout that we were saved...that a passage had been found. It was only when we were through the passage that the Chaplain told us the truth of how we had escaped.

RIPLEY: And there probably never was a more dramatic escape!

MILES: ~~Yes, Mr. Ripley. The passage we found was actually just a small ledge.~~

RIPLEY: ~~Then you had to march single file?~~

MILES: ~~Aye, it was a half mile drop to the rocks below. It was a tough march, sir. Four hours over jagged rocks. Our shoes wore out to ribbons and our feet were badly torn. It seemed like years.~~

RIPLEY: You might say then, Sergeant Miles, that you owe your very presence here tonight to the Bible..for it provided the guidance that led to your delivery.

MILES: Yes, Mr. Ripley, that is unquestionably true.

RIPILEY: Thank you, Sergeant Miles, for coming here tonight -
with your true story. Ladies and gentlemen..former
Staff Sergeant Miles, of the British Army, trapped
with six hundred men in the Judean Hills was
delivered unto safety by a verse in the Bible -
the very same verse
that showed the escape route of the Israelites
thirty-two hundred years before..BELIEVE IT OR NOT!

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)
(APPLAUSE)

RIPILEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, here is what happens when a
PELL MELL smoker tries to light an old-fashioned, short
cigarette. Unconsciously, he holds the flame a good
half inch beyond the tip of the short cigarette. He's
looking for something that isn't there. He's looking
for PELL MELL'S Modern Design. Modern Design means
PELL MELL is longer. Modern Design means PELL MELL is
smoother, cooler. From the very first puff, PELL MELL'S
greater length travels the smoke further - diminishes
heat and bite on the way. PELL MELL'S greater length
filters the smoke naturally over a twenty per cent longer
route of PELL MELL'S traditionally fine tobaccos. That's
Modern Design -- PELL MELL'S Modern Design. PELL MELL
filters the smoke - gives it that cooler, smoother taste
that means PELL MELL.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. Now before we get into the V-Mail department tonight, I'd like to pass the word along to all our listeners that our boys cherish above all else the V-Mail letters they get from home. They're fighting to bring you Victory ^{Which is} symbolized by the letter V - the same letter V you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. Now, here's a letter from Private Richard Kratka, Station Hospital, A.P.O. 510 ^{writes} c/o Postmaster, New York. He ~~says~~: "Where did the expression 'Between the devil and the deep blue sea' originate?" Well, Bob, in your hunt for facts, have you found the answer to that one?
^{You know}

RIPLEY: Yes. Yes, I have, Don. [^] On the hull of every ship there's a [^] horizontal wooden strip known as the "devil." In order to paint the hull the sailors are suspended between this ^{which is} strip and the sea. ^{as you might imagine} a very precarious perch. From this came the expression "Between the devil and the deep blue sea"...BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. (MORE)

HANCOCK:
(CONTD)

First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC:

("HUNTING SONG" - CUE H²)

ANNR:

And now for the answer to last night's Believe-It-Or-Not. Remember, Bob, .. you baffled us with this: "Where in the world do all clocks have the correct time regardless of whether they're fast or slow - or not running at all?"

RIPLEY:

Yes, Don, you know that's one spot where the song "My Time Is Your Time" would be very appropriate.

ANNR:

Right you are. Well, what ~~was~~ place is it?

RIPLEY:

~~It isn't just one place, Don.~~

ANNR:

~~You mean there's more than one place? Oh... I give up.~~

RIPLEY:

All right, ^{well} here's the answer. Either at the North Pole or the South Pole. You see, there is no time at the poles because that's where all time originates...BELIEVE IT OR NOT, IT'S TRUE!

ANNR:

Well, Bob, have you another one for us to puzzle over tonight?

RIPLEY:

All right now... ~~Okay, Don.~~ Can you tell me where in the world the sun always sets at twelve ^{o'clock} ~~midnight~~ ^{the} all ^{year} round?

ANNR:

Gee, you think I'd learn not to stick my neck out!
You said:
^ "Where in the world does the sun always set at twelve midnight all year round?"

RIPLEY:

~~That's right~~
~~Well, Don,~~ tomorrow I'll give you the lowdown because there is such a place - Believe It Or Not!

MUSIC: (THEME - "A HUNTING" - CUE J...FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts -- BELIEVE IT OR NOT....BOB RIPLEY!

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

FINAL REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #8
AED. 1/26/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK: 15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents..
BELIEVE IT OR NOT..BOB RIPLEY!
(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today..knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries..travelled over a half million miles..always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY! *And here he is!*

MUSIC: (THEME.. "A HUNTING" - CUE B - FADE FOR:)
(APPLAUSE)

RIPLEY: Greetings everyone and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that...
(NEWS SPOT TO FOLLOW)

BELIEVE IT OR NOT - BOB RIPLEY - NEWS SPOT - JANUARY 26, 1944

RIPLEY: Greetings everybody, and welcome. I know most of you listen to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that the Allied Armies have cut the Appian Way near Rome. In my hunt for facts, I have traveled the Appian Way many times. And I have never ceased to marvel at this most famous of great military roads. Four hundred twenty miles long, it was built by twenty thousand slaves -- and if built today, would cost more than one hundred thirty million dollars. Some of the most famous men in history have passed along this road, St. Paul, St. Peter, Nero, Julius Caesar and many others. The chariots of the ancient Romans rolled over this highway, and it is interesting to note that the width of our modern railroad tracks are identical with the distance between the wheels of these Roman chariots, fifty-six and one-half inches. Stevenson, who invented the locomotive, took the distance between the wheels of the Roman chariot for the modern railroad gage. This Appian Way was so well constructed, that today, after twenty-two thousand years of constant use--sections of it are still so solid that you cannot see the cracks between the paving blocks. It was the first paved road in history. BELIEVE IT OR NOT!

ATX01 0231368

MUSIC: (PLAY OFF "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, you can see how Modern Design makes PELL MELL
different from old-fashioned, short cigarettes. Yes,
your own eyes give you the proof of PELL MELL'S
advantage to smokers--your eye tells why. You can see
PELL MELL'S greater length. That's Modern Design! And
when you light your cigarette, you can see that PELL
MELL'S greater length travels the smoke further--over a
twenty per cent longer route of PELL MELL'S traditionally
fine tobaccos. PELL MELL'S greater length filters the
smoke naturally--diminishes heat and bite on the way--
gives you a cooler, smoother, better-tasting smoke.
Ladies and gentlemen, believe the evidence of your own
eyes. PELL MELL gives you visible proof of its advantage
to smokers. Your eye tells why. PELL MELL'S Modern
Design filters the smoke--gives it that cooler, smoother
taste that means PELL MELL.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here ^{again is} Bob Ripley ~~again~~ - the man who makes his
living by hunting for facts.

MUSIC: (SCENE SETTER ... FADE FOR:)

RIPLEY: In the twenty-five years I have spent hunting for facts,
I have checked and verified many astounding true life
dramas. But when you hear the Believe It Or Not I'm
going to sketch for you now, I think you'll agree with
me that ^{this} ~~is~~ is one that vitally affects every fighting
man in our Armed Forces! (MORE)

RIPLEY
(CONT'D)

Now - on with the hunt.

The year is 1784; the place, Waterford, Ireland.

William Henry Valentine - a wealthy Irish land owner,
has just learned that his daughter, Pernette, has
fallen in love with a foreign adventurer. As our

scene opens, Pernette and her father are engaged in

a ^{bitter} ~~little~~ argument ^{in the great hall of their castle.} ~~They're in the great hall of~~
~~their baronial castle.~~

FATHER: (FADE IN) I will not have it, Pernette, I ~~will~~ not have
it. ~~This~~ young scoundrel you've met cares nothing ^{at all} for
you. It ^{is} your money he wants.

PERNETTE: (DEFIANTLY) That is not so, father. He loves me. I
know it.

FATHER: (SNORTS) ~~Nonsense! What can you know of love? You are~~
~~still a child.~~

PERNETTE: ~~You may call me a child but I have a woman's heart.~~
~~And my heart speaks the truth. He loves me and I~~
~~love him.~~

FATHER: ^{And} Who is this man? Tell me his name. I demand it.

PERNETTE: And I refuse. ~~You are in an ugly mood.~~ I want no harm
to befall him.

FATHER: ~~An ugly mood, is it? Well - it's reason enough I have.~~
~~This~~ young whipper-snapper - I shall never consent to
your marrying him! Do you hear me!

PERNETTE: (ICILY CALM) Yes, father. I hear you.

FATHER: I have already chosen the man who is to be your husband.
You know that.

PERNETTE: A man I have not even met. A man whose very name I do not know.

FATHER: You will know - in good time.

PERNETTE: In good time! You forget, father, these are not the middle ages. ~~We live now in the eighteenth century.~~

FATHER: Enough of your impudence! Go to your room. ~~Go to your room.~~ and stay there until I tell you you may leave.

PERNETTE: Very well. (GOING) But nothing you may say or do will alter my intention to marry the man I love!

FATHER: Ah We'll see about that! We'll see about it. (CALLING) Dennis! Dennis, where are you?

DENNIS: (OFF) Here in the dining hall, sir!

FATHER: Leave what you are doing and come here.

DENNIS: (COMING) Yes, sir, right away, sir!

FATHER: ^{C'mere Dennis} Now, listen to me Dennis. ~~I want you to keep a sharp watch on the mail.~~ If a letter should come for my daughter, you must intercept it and bring it to me. Do you understand?

DENNIS: Yes sir. I understand, ~~now~~.

MUSIC: (BRIDGE IT. FADE BACK FOR:)

SOUND: (CHURCH BELLS OFF CONTINUE UNDER DIALOGUE)

DENNIS: (OFF COMING) Mr. Valentine, sir. Mr. Valentine.

FATHER: Yes, Dennis, what is it!

DENNIS: I have just intercepted this letter addressed to your daughter. I thought you'd want to look at it before you'd left for church.

FATHER: Good ^{me} man! Give it to me. Quickly!

DENNIS: Very well, sir, here it is. (GOING) I shall be
in the dining hall if you need me.

FATHER: (TO HIMSELF) Yes...yes...^{yes. Now...} Now we shall see!

SOUND: (LETTER BEING OPENED)

FATHER: Hmmm! (READS) "My dearest love - since your father
seems intent on remaining hostile to our marriage,
there is but one thing for us to do. We must elope.
I will meet you at the little garden house just inside
the stone wall of your castle at ~~twelve~~, midnight,
tonight. If this plan is agreeable to you, wear a white
rose on your gown when you go to church this morning.
I shall be watching from a window as you pass. With
all my heart - Ben." The blackguard! A white rose, it it?
Very well then... a white rose it shall be!

PERNETTE: (OFF COMING) It's nearly time for church, father. Are
you ready?

FATHER: Yes, ^{me} child, ~~we'll be off in a minute.~~ My what a pretty
gown. ~~Yes you look~~ lovely my ^{child} daughter. But wait,
you need a rose - ~~you~~ a white rose! Go into the garden
and pluck one before we go.

PERNETTE: Thank you, father. A white rose would become this gown.

FATHER: ~~And, Pernette, you haven't seen your Aunt Katherine
in some time. I think it would be very nice if you were
to spend the night with her. I'll have Dennis drive
you over this afternoon.~~

PERNETTE: ~~Very well, father. As you wish~~

MUSIC: (BRIDGE IT. FADE BACK FOR:)

SOUND: (NIGHT SOUNDS. CRICKETS CHIRPING, ETC.)

DENNIS: It's almost midnight - Mr. Valentine!

FATHER: Dennis, you are sure my daughter is safely at her aunt's?

DENNIS: Yes, sir.

FATHER: Good. Hand me my pistol.

DENNIS: Here it is, sir.

FATHER: (BREAKING IN) Now, you may leave me. Hurry - and be quiet - very quiet.

DENNIS: (GOING) Very well, sir. Goodnight.

FATHER: (TO HIMSELF) Now then, if the young scoundrel is on ~~time - hum...ah!~~

SOUND: (FOOTSTEPS STEALTHILY OVER GRAVEL PATH)

BEN: (COMING CALLING SOFTLY) Pernette! Pernette, where are you..it's I - Ben!

FATHER: (ALoud) Stand where you are! Don't move!

BEN: Who are you?

FATHER: ~~When I light this to you will see... Come here.. into the garden house. Now take a good look... I am Pernette's father -- and you, I assume, are the rascal who plans to elope with her.~~

BEN: Yes, sir - I do.

FATHER: ~~Ha!~~ In the first place, you should know that my daughter is promised in marriage to another man.

BEN: But, I love her, sir.

FATHER: *Oh*, Rot! You are an adventurer only after her fortune. *Now* Look here. I will give you ten thousand pounds if you ~~will~~ promise never to see her again.

BEN: I do not want money..her money or your money.

MUSIC: (PLAY OFF "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, you can see how Modern Design makes PELL MELL
different from old-fashioned, short cigarettes. Yes,
your own eyes give you the proof of PELL MELL'S
advantage to smokers--your eye tells why. You can see
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MELL'S greater length travels the smoke further--over a
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living by hunting for facts.

MUSIC: (SCENE SETTER ... FADE FOR:)

RIPLEY: In the twenty-five years I have spent hunting for facts,
I have checked and verified many astounding true life
dramas. But when you hear the Believe It Or Not I'm
going to sketch for you now, I think you'll agree with
me that ^{this} ~~is~~ is one that vitally affects every fighting
man in our Armed Forces! (MORE)

RIPLEY
(CONTD)

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The year is 1784; the place, Waterford, Ireland.
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fallen in love with a foreign adventurer. As our
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a ^{bitter} ~~little~~ argument ^{in the great hall of their castle.} ~~They're in the great hall of
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still a child.~~

PERNETTE: ~~You may call me a child but I have a woman's heart.
And my heart speaks the truth. He loves me and I
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PERNETTE: And I refuse. ~~You are in an ugly mood.~~ I want no harm
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FATHER: ~~An ugly mood, is it? Well - it's reason enough I have.~~
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your marrying him! Do you hear me!

PERNETTE: (ICILY CALM) Yes, father. I hear you.

FATHER I have already chosen the man who is to be your husband.
You know that.

PERNETTE: A man I have not even met. A man whose very name I do not know.

FATHER: You will know - in good time.

PERNETTE: In good time! You forget, father, these are not the middle ages. ~~We live now in the eighteenth century.~~

FATHER: Enough of your impudence! Go to your room. ~~Go to your room.~~ and stay there until I tell you you may leave.

PERNETTE: Very well. (GOING) But nothing you may say or do will alter my intention to marry the man I love!

FATHER: Ah We'll see about that! We'll see about it. (CALLING) Dennis! Dennis, where are you?

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FATHER: Leave what you are doing and come here.

DENNIS: (COMING) Yes, sir, right away, sir!

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DENNIS: Yes sir. I understand, sir.

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FATHER: Good^{me} man! Give it to me. Quickly!

DENNIS: Very well, sir, here it is. (GOING) I shall be in the dining hall if you need me.

FATHER: (TO HIMSELF) Yes...yes...^{yes. Now...} Now we shall see!

SOUND: (LETTER BEING OPENED)

FATHER: Hmmm! (READS) "My dearest love - since your father seems intent on remaining hostile to our marriage, there is but one thing for us to do. We must elope. I will meet you at the little garden house just inside the stone wall of your castle at ~~twelve~~, midnight, tonight. If this plan is agreeable to you, wear a white rose on your gown when you go to church this morning. I shall be watching from a window as you pass. With

PERNETTE: all my heart - Ben." The blackguard! A white rose, it it? Very well then... a white rose it shall be! (OFF COMING) It's nearly time for church, father. Are you ready?

FATHER: Yes, ^{me} child, ~~we'll be off in a minute.~~ My what a pretty gown. ~~Yes you look~~ lovely my ^{child} daughter. But wait, you need a rose - ~~yes~~ a white rose! Go into the garden and pluck one before we go.

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FATHER: ~~And, Pernette, you haven't seen your Aunt Katherine in some time. I think it would be very nice if you were to spend the night with her. I'll have Dennis drive you over this afternoon.~~

PERNETTE: ~~Very well, father. As you wish~~

MUSIC: (BRIDGE IT. FADE BACK FOR:)

SOUND: (NIGHT SOUNDS. CRICKETS CHIRPING, ETC.)

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FATHER: Dennis, you are sure my daughter is safely at her aunt's?

DENNIS: Yes, sir.

FATHER: Good. Hand me my pistol.

DENNIS: Here it is, sir.

FATHER: (BREAKING IN) Now, you may leave me. Hurry - and be quiet - very quiet.

DENNIS: (GOING) Very well, sir. Goodnight.

FATHER: (TO HIMSELF) Now then, if the young scoundrel is on time - ~~hum...ah!~~

SOUND: (FOOTSTEPS STEALTHILY OVER GRAVEL PATH)

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FATHER: (ALoud) Stand where you are! Don't move!

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FATHER: ~~When I light this lamp you will see... Come here... into the garden house. Now take a good look... I am Pernette's father -- and you, I assume, are the rascal who plans to elope with her.~~

BEN: Yes, sir - I do.

FATHER: ~~Heard!~~ In the first place, you should know that my daughter is promised in marriage to another man.

BEN: But, I love her, sir.

FATHER: *Oh*, Rot! You are an adventurer only after her fortune. *Now*, Look here. I will give you ten thousand pounds if you ~~will~~ promise never to see her again.

BEN: I do not want money..her money or your money.

FATHER: Very well then.

SOUND: (GUN COCKED)

BEN: No..No! Don't shoot. Please, don't shoot!

FATHER: Then You ~~will~~ take the money?

BEN: At the moment it seems I have no choice. Where is ~~the money?~~

FATHER: In that desk there

BEN: But the desk is locked.

FATHER: Use ~~that~~ ^{the} heavy stick ~~there~~ and break it open.

BEN: I am no thief, sir!

FATHER: You will be - in the eyes of the world. Have you a wallet with your personal papers in it?

BEN: Yes.

FATHER: Then place it on the floor by the desk.

BEN: ~~What for?~~ What for?

FATHER: So that when the police and Fernette come, I can prove you're a thief. Now, smash that desk and be quick about it!

BEN: (RESIGNEDLY) Very well.

SOUND: (DESK SMASHED, SCATTERING OF COINS)

FATHER: You fool! You've scattered everything all about. Pick up these... ^{Well} What's the matter! ^{with you} What are you staring at?

BEN: The - the medal! That half of a silver medal lying there....

FATHER: Well What about it?

BEN: I have the other half of that medal. My father gave it to me. See, here it is.

FATHER: Your father gave it to you! Who is your father?

BEN: His name is Stephen Dufour.

FATHER: Stephen Dufour who served in the Swiss Guard Regiments of the King of France twenty years ago?

BEN: The very same.

FATHER: And you are his son. Why have ⁺you ~~not~~ mentioned his name... ~~or yours?~~

BEN: You gave me no opportunity, sir.

FATHER: Listen, ^{me lad} twenty years ago your father saved my life. And we agreed that if we ever had children, they should wed. In sign of our compact, we shared the silver medal your father received for saving my life. So, you are the very man my daughter is promised to.

MUSIC: (TAG IT. FADDP PACE FOR:)

RIPLY: Yes, ladies and gentlemen, that is true. ~~In my constant hunt for facts, I have never found a more phenomenal one.~~

Benedict Dufour and Pernette Valentine were married -- They had a son and that son became ~~and from that marriage came~~ the greatest Swiss of modern times -- General William Henry Dufour, father of Swiss Neutrality and founder of its Army. But what made General Dufour truly immortal is the fact that he gave the world ~~one of~~ its most ^{respected} ~~revered~~ symbols. ^{He designed the Swiss flag} ~~he~~ gave to ^{and then 30 years later, he reversed the colors and} all humanity the flag known wherever mercy has not been barred from the human heart -- the flag of the ~~International~~ Red Cross -- BELIEVE IT OR NOT!

MUSIC: (FULL PLAY OFF -- "HUNTING SONG" -- CUE E)

RIPLEY: Now, here's Don Hancock!

HANCOCK: Ladies and gentlemen, are you still smoking old-fashioned, short cigarettes? If so, you will want to make this convincing test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to---a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design --, something a short cigarette can't possibly give you. Now smoke that PELL MELL -- see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke -- gives it that cooler, smoother taste that means PELL MELL.

MUSIC: ("ALL FOR ONE" - CUT F - FADE FOR:)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together fighting for Victory. And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don - before we read the V-Mail letters let me remind everyone listening ⁱⁿ that all of our boys will welcome V-Mail letters ^{from you} more than anything else in the world. They're fighting to bring you Victory-- symbolized by the letter V, the same letter V you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. Now here's a letter from Corporal Kain N. Connalley, ~~in the North African theater of operations~~. He asks: "Where is the fastest trolley in the world?" Well, Bob, in your hunt for Facts, have you found the answer to that one?

RIPLEY: Yes, Don, ~~It's a~~ ^{I have. It's a} street car between Fairmont and Clarksburg, ~~in~~ ^{It's} West Virginia. ~~It's~~ the fastest street car in the world. The timetables ~~before the war provided~~ for an average ~~operational~~ ^{at} speed of forty miles an hour. And ~~the~~ ^{at} top speed ~~was~~ sixty miles an hour. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT!
Bob, last night you left us with the item, "Where does
the sun always set at twelve midnight all the year round?"

RIPLEY: ~~Maybe that was a "puffin" ...well, the answer is not one
country but many.~~

HANCOCK: What countries, Bob?

RIPLEY: ~~In Arabia and other countries where Mohammedans reside~~
in Arabia all Mohammedan
~~in great numbers.~~ When the sun sets, ~~the~~ clocks are
put forward to ~~twelve~~ midnight thus beginning a new day.
The clocks run on until the next sunset at which time
they are again set for twelve midnight. Believe It Or
Not - It's true.

HANCOCK: Well, Bob, have you another one. I'm going to get one of
these pretty soon.

RIPLEY: All right, ^{you keep trying now. I know} you read the papers a lot, Don, so you can
probably tell me - ^{the American armed forces} how many war fronts are ~~in~~ fighting?

HANCOCK: Ah, at last! ~~There's~~ ~~let me see.~~ (COUNTING ON FINGERS)
~~one, two, three, four, five, six, seven.~~ Say, wait a
~~minute!~~ I'll bet I can name them all.

RIPLEY: I'll take that, Don, and I'll also bet you that you ~~can't~~ won't
even come within ten of naming them correctly. BELIEVE
IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR:)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when FELL MELL Mause Cigarettes, the cigarette
of Modern Design, will again present the man whose whole
life is a constant hunt for facts -

MUSIC: (THEME - "A HUNTING" - UP TO CUE)
THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST: FINAL REV. #2
THURS. 1/27/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK: 9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today...knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries, traveled over a half million miles... always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT....IT'S TRUE...SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR....)

(APPLAUSE)

RIPLEY: ~~Greetings, everybody, and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You may have heard him last night. If you did, you know that..~~

~~(NEWS SPOT TO FOLLOW)~~

BELIEVE IT OR NOT - ROBERT L. RIPLEY - NEWS SPOT - JANUARY 27, 1944 -

RIPLEY: Greetings everybody, and welcome. Most of you know that Liberia has declared war on the Axis. Now, in my hunt for facts, I have visited Liberia, which is the only nation in the world named after Liberty. Its capitol is called Monrovia, named after our President James Monroe. The first president of Monrovia was Washington, a nephew of General George Washington, and a professor of Harvard wrote its constitution and Liberia's proud flag bears like our flag...the stars and stripes. Liberia fascinated me by its beauty - and the endless number of its "Believe It Or Nots". Notable among these are its trees, the strangest of which is the talking tree. When the wind rustles the leaves of this tree, you would think that you could hear human voices in conversation. And in Liberia, they even live in anthills, not like the ones we know, those little ones, but anthills forty feet high and these can easily be converted into three-room apartments, with walls of such thickness that they are cool in the hot season and warm in the rainy season. BELIEVE IT OR NOT.

ATX01 0231385

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)

Smokers, quick as a flash your eye notices PELL MELL'S Modern Design. That's because Modern Design is easy to see. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way--gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke -- gives it that cooler, smoother taste

MUSIC: (PLAY - OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER. FADE FOR:)

RIPLEY: Yes I ~~have~~ spent most of my life hunting for facts, and it's a fascinating business. ♣ When you hear the Believe It Or Not I'm going to sketch for you tonight, I'm sure you'll agree with me when I say it's one of the most thrilling true-life stories I ~~have~~ ever found.

Now - on with the hunt!

The time - 1934. ~~French born~~ Doree Viau, a young and talented ^{Paris born} tap dancer, has ^{come to Gloversville, N. Y. to appear} just finished her feature number ~~as a featured dancer at the Elms night club. Hurrying to her dressing room, her booking agent, Hal Hoskins, calls to her~~

SOUND: (APPLAUSE DYING OUT. NIGHTCLUB BACKGROUND. BEGIN TO SNEAK THIS IN ON WORDS "IT WAS IN 1931 THAT FRENCH BORN, ETC.")

HAL: (OVER..COMING) Doree! Hi, Doree, can I see you a minute?

DOREE: Sure, Hal, what's on your mind?

HAL: I've booked another spot for you

DOREE: Where are you sending me?

HAL: To the Elms in Gloversville. You open there Monday.

DOREE: Gloversville?

HAL: Uh-huh. It's a great town. You're set at the Elms for a two weeks run. Okay by you?

DOREE: Okay be my, Hal; you're the doctor.

MUSIC: (~~BRIDGE IT WITH DANCE NUMBER. (VINTAGE 1931) FADE BACK FOR~~)

RIPLEY: ~~So Doree Vicou went to Gloversville for a two week engagement. While she was dancing at the Elms she met Leon Regal - a popular young business man whom everyone in Gloversville called "Dutch". They fell in love and were married. Two days before Christmas in 1934 they were walking home from a shopping trip - their arms full of bundles.~~

SOUND: (FEET ON PAVEMENT)

DUTCH: (CHUCKLING) Doree, you look just like a Christmas tree. All you need now is a little tinsel and a silver star on your hat.

DOREE: (LAUGHS) You've got quite an armful yourself, Dutch. ~~You know, if we'd bought just one more present.....oh!~~
Oh!

SOUND: (BODY FALLS...BUNDLES SCATTER)

Honey!

-5-

#9

DUTCH: ~~Doree! Are you all right?~~ What made you fall?

DOREE: (RUEFULLY) The same old thing that's been bothering me for the last six months. ^{near} My legs just give out all of a sudden and down I go. I'm all right, now. ~~Help me pick up the bundles.~~

DUTCH: ~~You know what we're going to do, don't you?~~ ^{I'm} ~~We're~~ going to take you to the doctor's in the morning.

DOREE: Nonsense, Dutch. We've been to dozens of them and you know what they all say. Nervous reaction from my dancing!

DUTCH: Yes, I wish you'd stop for awhile and take a rest.

DOREE: Stop dancing? I couldn't. It's in my blood.

DUTCH: ~~I know how much it means to you. But please promise you won't go on tonight. Let me call the Sims and tell them you're ill.~~

DOREE: ~~(LIGHTLY) Gave my feet just because I fall down and go home once in awhile? Not me, Dutch.~~ [✓] I'm going on tonight and give them the best show of my life!

MUSIC: (BRIDGE IT, FADE BACK FOR)

SOUND: ~~(APPLAUSE, NIGHTCLUB BACKGROUND)~~

MUSIC: (FANFARE)

SOUND: ~~(APPLAUSE DIES DOWN)~~

M.C: (OVER) And now, ladies and gentlemen, we present our lovely little dancing star, Doree Visau in her sensational ~~military~~ tap dance.

(APPLAUSE)

MUSIC: ("SWEET SUE")

SOUND: (MILITARY TAP EFFECT TO "SWEET SUE"..TAPPING SUDDENLY FALTERS AND STOPS)

ATX01 0231388

WOMAN: Look! She's fallen to the floor! What's the matter with her?

CAST: (AD LIBS "SHE'S FAINTED"... "CALL A DOCTOR"... ETC.)

M.C: (OVER) Is there a doctor here? Is there a doctor in the house, ~~please~~ a doctor...

CAST: (AD LIBS UP)

MUSIC: (SWELLS AND SEGUES TO DRAMATIC THEME. SEGUE SHOULD START UNDER ABOVE DIALOGUE ON WORDS "LOOK! SHE'S FALLEN TO THE FLOOR". FADE FOR BACKING AND CONTINUE UNDER DIALOGUE.)

RIPLEY: Unable to move her legs, paralyzed from the waist down, Doree Viau was taken to a hospital. There her condition grew rapidly worse.

MUSIC: ~~(SWELLS BRIEFLY; FADES FOR BACKING)~~

DORÉE: ~~Dutch! Help us! Help me! I can't move my arms. I'm paralyzed! Completely paralyzed!~~

DUTCH: ~~Take it easy, Doree. Take it easy, honey. I'm getting a specialist for you. We are going to see Doctor Finch tomorrow.~~

MUSIC: (SWELLS BRIEFLY..FADES FOR BACKING)

DORÉE: Well, Doctor Finch?

FINCH: I have bad news for you, Mrs. Regal. You are suffering from infantile paralysis.

DORÉE: No. No! I don't believe it.

FINCH: I'm sorry, but it's true.

DORÉE: (HYSTERICALY) It isn't true. It isn't true! It isn't true!

MUSIC: (SWELLS BRIEFLY AND FADES BACK FOR)

RIPLY: But it was true. ~~and~~ for nearly four years Doree Regal was hopelessly paralyzed. Then came the night of June 11th, 1938. At seven-thirty in the evening Doree ^{is} ~~was~~ lying on the couch in the living room of her home. Her nurse, ^{Miss} Bobbie Messica is with her. Dutch is in another room.

SOUND: (HEAVY THUNDER STORM + INCREASING IN VIOLENCE)

DOREE: Are all the windows closed, Bobbie?

BOBBIE: Now don't worry. The storm will soon pass over.

DOREE: I'm not worried. It's just that the lightning and the -

SOUND: (TERRIFIC CLAP OF THUNDER. CRASH AS LIGHTNING STRIKES)

DOREE: (SCREAMS OVER SOUND OF CRASH)

DUTCH: (COMING) Doree! ^{Doree} ~~Bobbie!~~ ~~What was that?~~ What happened?

BOBBIE: (GASPING) A bolt of lightning. It - struck Doree.

DUTCH: Struck Doree! God lord, ^{nurse} ~~Bobbie!~~ Look! She's moving! She's getting up!

DOREE: (UNCERTAINLY) Dutch - look! I can walk. (JOYOUSLY) Dutch, I can walk! I can walk! I can walk!!

MUSIC: (SWELLS TO TAG AND FADES BACK FOR)

RIPLY: Yes, ^{y.e.s...} ladies and gentlemen, that is true. ~~and~~ It is one of the most astounding Believe It Or Nots I've found in the many years I've spent hunting for facts. For that bolt of lightning which struck Doree Regal actually cured her of paralysis. ^{ladies and gentlemen} She's right here beside me now. ~~and~~ I want you to meet her. Here she is - Mrs. Doree Regal of Gloversville, New York.

(APPLAUSE)

RIPLY: Mrs. Regal, I'm sure our audience would like to know how it feels to be struck by lightning. Would you mind telling us?

DOREE : Well, Mr. Ripley! I didn't feel anything at all. It just seemed as though a big sheet of flame came up out of the floor. It stunned me for a minute, and when I came to, I knew I could walk. I just knew it.

and you
 RIPLEY: [^] Have you been able to walk in a normal manner ever since?

DOREE: Absolutely! In fact, I have never been sick a day in my life since the lightning struck.

RIPLEY: Then I suppose you resumed your career as a dancer.

DOREE: No, Mr. Ripley, I did not because I have everything in life I really want. My husband -- my home and my friends.

ladies and gentlemen
 RIPLEY: Tell, who could wish for more, Mrs. Regal. ~~Mrs. Regal~~, in all my experience, I have never known of such a remarkable recovery as ~~you~~. ^{this Now tell me} What do the doctors say about it?

DOREE: There is no explanation for it in medical history. They say it's a miracle.

RIPLEY: ~~It~~ It truly is a miracle, Mrs. Regal. ~~Thank~~ Thank you for coming here from Gloversville to tell us your true story. Ladies and gentlemen you have just heard Mrs. Doree Regal who was hopelessly paralyzed for almost four years. Then she was struck by a bolt of lightning which completely and permanently cured her -- BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (PLAY OFF "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, it's interesting to notice what happens when a PELL MELL smoker tries to light an old-fashioned, short cigarette. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste

MUSIC: ("ALL FOR ONE" -- CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. ^{But} Before we open our V-Mail for tonight, I want to stress this fact ^{to those listening in} Your V-Mail letters mean more to our boys than almost any ~~other~~ ^{that} thing you can send them. So make it a point to write every day to the boys who are out there giving everything they've got to win a final Victory - symbolized by the letter "V" - the same letter "v" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. ~~Well~~, and here's a question from Private First Class Joseph Potter. ~~His V-Mail letter~~ He writes: ~~some~~ "Dear Mr. Ripley - Will you please answer this question - 'If an office boy got one cent the first day he went to work, and his salary was doubled every day for thirty days, how much would it amount to at the end of the month?' ~~I know the amount is something staggering, but none of us guys have been able to figure it out exactly. At least we've tried it twice and gotten different answers both times. Can you tell us exactly how much he'd earn? Well, Bob, Private Potter's got me pretty interested. Tell Bob, Tell me,~~ in your hunt for facts, did you dig up the answer to that one?

RIPLEY: Well Yes, Don - I did. If the office boy's salary starts at one cent and doubles every day, at the end of the month his total pay would amount to ten million, seven hundred fifty-seven thousand, four hundred eighteen dollars and twenty-three cents - BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment! ^{with the answer to last night's Bel..} (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package

MUSIC: ("HUNTING SONG" - CUE H²)

ANNR: And now for the answer to last night's BELIEVE IT OR NOT. Bob, you bet me ~~that I couldn't list all of the war fronts we're fighting on. In fact, you bet I couldn't~~ come within ten of the correct ^{we Americans are fighting on} number of ~~fighting~~ fronts.

RIPLEY: That's Right, Don. ~~Well~~ - what's your score?

ANNR: (ELABORATELY CASUAL) Oh, I figured out fifteen!

RIPLEY: Fifteen, Don? ~~Well, you lose both bets.~~ You didn't even come within fifty of the correct ~~number~~. Because the latest count is seventy-four! Yes, we're fighting on seventy-four actual fronts...BELIEVE IT OR NOT --- IT'S TRUE!

ANNR: (WHISTLES) Where are they, Bob?

RIPLEY: Well, Don, maybe our listeners might like to know that, ~~too~~, so I've had a list printed up. Anyone who wants it may have it by writing me care of the Mutual Network, New York City, and enclosing a self-addressed, stamped envelope.

ANNR: That's a great idea, Bob. ^{Now} Remember, folks, if you want a list of the seventy-four actual fronts where our boys are fighting for Victory, just write Bob Ripley - care of Mutual. And now, Bob, have you another one to keep us awake tonight?

RIPLEY: ~~Well~~ ^{Well} ~~Don~~ Can you tell me what is conceded to be the original source of all musical instruments?

ANNR: ~~Oh! "What is conceded to be the original source of~~
~~all musical instruments?" Well, I'd say the animal~~
~~kingdom.~~ ^{BOB} The cow had a horn you know, and --

RIPLEY: You're not even close, Don. But think it over and I'll
tell you the answer tomorrow night because there is one
definite original source of all musical instruments --
BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose
whole life is a constant hunt for facts -
BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

2ND FINAL REVISE
#10

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: FRI. 1/28/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: 9:15-9:30 P.M.
NETWORK: MUTUAL
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant,
world-wide hunt for facts. The man who makes his living
by telling the truth. The man who knows the places
making news today..knows them because he's been there.
Yes, Bob Ripley has been there..been in more than two
hundred countries, traveled over a half-million miles..
always seeking, always hunting for facts. Facts that
put you right with him in a front row seat of world
events.

BELIEVE IT OR NOT..IT'S TRUE..SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME....."A HUNTING" - CUE B - FADE FOR...)
(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - BOB RIPLEY JANUARY 28, 1944

RIPLEY: Greetings everybody, and welcome. I know most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that he referred to the Marshall Islands. Well the Marshall Islands before the war were inhabited by the most unusual and interesting people on earth. For instance, the women of the Marshall Islands are endowed with something that no other women in the world possess - a swivel elbow. I mean - they can turn their elbows completely around - in a circle inward as well as outward. And in the Marshall Islands the women wear huge earrings. They pierce the earlobes, then they hang heavy weights on them until the holes are very large and a Marshall Island woman is not considered stylish until she can put her head through these enlarged lobes of her ears. But the greatest mystery of the Marshalls is the Nan Matai - the ruins of a city as large as New York which were built by a race long since the mists of antiquity. This was a race endowed with ^{great} intelligence, but its fate remains one of the great mysteries of all time. There is no record as to why or by whom this great city of Nan Matai was built - BELIEVE IT OR NOT!

ATX01 0231397

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, take a look. That's all you need do to get the facts about PELL MELL'S Modern Design. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers - your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER.....FADE FOR..)

RIPLEY: There is a latin quotation that says: "It is ~~certain~~ ^{TRUE} because it is impossible". And the years I have spent in my hunt for facts have proved to me how very true that statement is...for I have found and verified thousands of facts ~~which literally stagger the imagination~~ and of them all, not one ^{I'm sure} surpasses the ~~fantastic~~ Believe It Or Not I am going to sketch for you tonight. (MORE)

RIIPLEY:
(CONTD)

Now, on with the Hunt!

In the year 1837, William J. McGratt sailed from London on the schooner "Harriet Cowper" bound for Hong Kong, China. A month out they ran into a terrific storm.

SOUND: (BRING UP AND ESTABLISH STORM)

MATE: (COMING) Captain Shanick, sir! Captain Shanick!

SHANICK: Yes, Mr. Gordon.

MATE: Some of the cargo has broken loose and punched a hole in our side just above the water line.

SHANICK: Have you started the pumps?

MATE: Yes sir! We're doing all we can, sir, but we can't hold out much longer.

SHANICK: Very well! Break out the lifeboats and see that Mrs. Black is in my boat over the side.

MATE: Aye, aye, sir.

SHANICK: (CALLING) Man the lifeboats and prepare to abandon ship. (FADE VOICE) Man the lifeboats and prepare to abandon ship.

SOUND: (STORM SWELLS TO FULL FURY. FADES ON CUE)

MUSIC: (SWELLS WITH SOUND. FADES BACK FOR)

SOUND: (OARS CREAKING IN LOCKS)

WOMAN: How far are we from land, Captain?
Mrs. Black

SHANICK: Well, ~~we are~~, as I figure it, the nearest land is about a thousand miles to the southeast.

CAST: (AD LIB EXCLAMATIONS)

SHANICK: We might make it in a month - if we're lucky!

WOMAN: And our provisions? Food? ~~Water?~~ What are we going to do?

SHANICK: Enough for three weeks if we ration carefully. Two biscuits - three ounces of water a day for everyone.

MCGRAITT: Captain, what are our chances of being picked up by another ship?

SHANICK: Ships are few and far between in these waters. All we can do is hope for the best.

SOUND: ~~(TERRIFIC EXPLOSION; OFF)~~

CAST: (AD LIB EXCLAMATIONS AND HUBBUB. CONTINUES UNDER DIALOGUE)

WOMAN: Look! There to our right. A great column of fire and smoke!

MCGRAITT: The sea! Look at the sea! It's raging and boiling!

CAST: (AD LIBS UP)

SHANICK: (OVER) Come on men, pull on those oars.

MUSIC: (BRIDGE IT. FADE BACK FOR)

RIPLEY: When the lifeboat reached the spot where the huge column of fire and smoke had shot up out of the ocean everyone rubbed their eyes in amazement. For there, rising up fifty feet out of the sea - now strangely becalmed - after the great tidal wave - was an island. They beached their boat and went ashore.

SOUND: (FOOTSTEPS SCRAMBLING OVER ROCKY TERRAIN)

SOUND: TITANIC EXPLOSION. OFF

CAST: AD LIES EXCLAMATIONS AND HUMPHREY. CONTINUES UNDER DIALOGUE.

WOMAN: Look! Off there to our right. The column of fire and smoke.

MCCRAITT: The sea! Look at the sea! It's raging and boiling. It's as though it were on fire!

CAST: AD LIES UP.

SHANICK: (OVER) Let's get over there quickly. Come on, men, pull on those oars! Pull on those oars!

MUSIC: BRIDGE IT. FADE BACK FOR:

RIPLEY: When the lifeboat reached the spot where the huge column of fire and smoke had shot up out of the ocean, they all rubbed their eyes in amazement. For there, rising fifty feet out of the sea - now strangely becalmed after a great tidal wave was an island. (BROAD FADE) They beached the boat and went ashore.

SOUND: FOOTSTEPS OVER ROCKY GROUND.

SHANICK: Now, careful, Mrs. Black. Let me help you. These rocks are still very hot.

WOMAN: What makes them so, Captain Shanick?

SHANICK: They are lava rocks. This is the work of a submarine volcano that exploded on the ocean bed and threw this island up out of the sea.

MCCRAITT: Yes - it is one of the world's rarest phenomena and never was an island more opportunely formed, so I suggest we name it "Timely Island".

CAST: AD LIES. "SIGHTO, MR. MCCRAITT" "THAT'S THE NAME FOR IT, RIGHT ENOUGH"

SHANICK: All right, then - "Timely Island" it is.

MUSIC: BRIDGE IT. FADE BACK FOR:

SHANICK: This is the work of a volcano which exploded in the ocean bed and threw this island up out of the sea.

MCGRAITT: Yes, it is one of the world's rarest phenomena and never was an island more opportunely formed. So I suggest we name it "Timely Island".

CAST: (AD LIBS. "RIGHTO" "THAT'S THE NAME FOR IT" ETC)

SHANICK: All right then, "TIMELY ISLAND" it is!

MUSIC: (BRIDGE IT. FADE BACK FOR)

RIPLEY: The castaways had been on the Island less than two days, when ^{an} ~~the~~ English ^{boat} ~~sloop~~ "Spry" having seen the column of flame and smoke, came to investigate. They ^{rescued} ~~"Spry" took the~~ survivors ^{and took them} off the island and sailed ^{and now we find} away. Captain Shanick and McGratt ~~were~~ standing ^{along} ~~at the rail,~~ watching "Timely Island" fade into the horizon.

SOUND: (GREAT RUMBLING ROAR AND EXPLOSION. OFF)

MCGRAITT: Look, Captain, look.

SHANICK: The island! It's gone. Disappeared!

MCGRAITT: (SOLEMNLY) Yes, Captain, it has gone ^{gave it birth!} back to the sea which

MUSIC: (PLAY OFF. FADE BACK FOR)

RIPLEY: Yes, ladies and gentlemen, that is true! And for a full report on this amazing occurrence you may ^{of London.} I have certainly never consult Lloyd's Registry. ~~In my hunt for facts I found a more timely rescue for the lovers of nature in my endless have never found anything that tops this~~ hunt for facts.

(MORE)

RIPLEY:
(CCNTD)

A submarine volcano erupted on the ocean bed - thrust up an island from beneath the sea just in time to save the survivors of the "Harriet Cowper". And at the same time, the smoke and flame created by this rare geological ^{event} ~~phenomenon~~ had formed a gigantic S.O.S. signal which brought the rescue ship, "~~Spy~~" to the scene. Then, when all had been taken safely aboard, "Timely Island" disappeared beneath the waves whence it had come - BELIEVE IT OR NOT!

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)
(APPLAUSE)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, here is a convincing test for all of you who are still smoking old-fashioned, short cigarettes. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to - a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. (MORE)

HANCOCK:
(CONTD)

PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. That's Modern Design --
PELL MELL'S Modern Design. It filters the smoke - gives
it that cooler, smoother taste.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one - and one for all. Yes, that's the way we re
going to win the war. Over here, all together, working
for Victory! Over there, all together fighting for
Victory! And for those boys over there..here are Bob
Ripley's answers to their v-Mail letters.

RIPLEY:

^{Yes}
~~Thank you,~~ Don - before we read the V-Mail tonight,
^{I'd like to}
~~let me~~ remind everyone listening that all of our boys
will welcome a V-Mail letter from you more than anything
else in the world, ^{because} They're fighting to bring you
Victory - symbolized by the letter "V" - the same letter
"V" you see on the back of every package of your PELL
MELL Cigarettes.

HANCOCK:

Right you are, Bob. When our boys are fighting the war,
they apparently indulge in that strictly American
privilege - the right to beef - and to argue. It's a
swell American custom, and this first letter - from PFC
Al Milus..APO #79, says: "Dear Mr. Ripley: Would you
be kind enough to settle an argument - ~~or rather a~~
couple of arguments that ^{has} ~~have~~ been keeping all of B
Company ...and most of the three hundred and fourth
Engineers awake nights? ~~Is the water used to fill the~~
~~locks of the Panama Canal fresh or salt?~~

(MORE)

HANCOCK:
(CONTD)

And ^I is it possible that one ocean is higher than the other?" Well, Bob - in your hunt for Facts have you found the answer to ^{this?} ~~these?~~

RIPLEY:

Yes, Don, and here ~~they are~~. ~~First~~ ~~the water filling the locks of the Panama Canal is fresh water, supplied by the Chagres River.~~ Gatun Lake is also filled with fresh water and that's a good thing, for it kills the barnacles on ships as they pass through the fresh water. ~~Now then, the answer to the second question~~ ^{Yes, The} Pacific ocean at high tide is actually ~~from four to six~~ ¹² feet higher than the Atlantic ^{Ocean.} ~~end of the canal.~~ ^{You see really} There ^{is} ~~really~~ no such thing as sea level - there are parts of the ocean where the surface is one hundred ^{feet} ~~miles~~ above sea level. BELIEVE IT OR NOT.

MUSIC:

("HUNTING SONG" - CUE G)

HANCOCK:

In just a moment we'll be back with the answer to last night's Believe It Or not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC:

("HUNTING SONG" - CUE H2)

HANCOCK:

And now for the answer to last night's BELIEVE IT OR NOT! Bob, you asked - what is conceded to be the original source of all musical instruments?

(MORE)

A Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT:	AMERICAN C. & C. COMPANY PALL MALL	BROADCAST:	#11 MON. 1/31/44
PROGRAM:	BELIEVE IT OR NOT ROBERT L. RIPLEY	DATE:	MUTUAL
		NETWORK:	9:15-9:30 P.M. E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE...FADE FOR)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today..knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries, traveled over a half million miles..always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT...IT'S TRUE...SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR...)

(APPLAUSE)

RIPLEY: Greetings, everybody, and welcome. Most of you listen regularly to Gabriel Heatter and his keen analysis of the news. You may have heard him last night. If you did, you know that....

(NEWS SPOT TO FOLLOW)

ATX01 0231406

NEWS SPOT

BELIEVE IT OR NOT - BOB RIPLEY

JANUARY 31, 1944

RIPLEY:

Greetings, everybody, and welcome. Most of you listen to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that more than fifteen hundred U. S. planes heavily bombed Brunswick, Germany...the home of the Nazi Messerschmitt plants. In my hunt for facts, I found that Brunswick is a very unusual town. The town of Brunswick gave us the pretzel. Yes, I said the PRETZEL. For, it was the Emperor Charlemagne himself who originated the pretzel. When he captured the town in the year 780, he forced the heathen inhabitants to adopt Christianity. He made them bake all their bread in the form of a cross. But when they did, they looped the ends of the cross together and from that came the pretzel. Now, six years ago when Hitler visited Brunswick he promised the citizens that he would wipe out all of Charlemagne's customs. But all he has accomplished so far is the wiping out of the town itself. When this war broke out, Hitler hoped to defeat the Allies with a secret weapon, the Magnetic Mine. But what Hitler did not know was that one hundred years before, another German, also from Brunswick, found a way to render the magnetic mine harmless. It was the DeGaussing device...invented by a German named Gauss who lived in Brunswick. Now this device is ^{new} used by all Allied ships. It has been a most important factor in winning the sea war....BELIEVE IT OR NOT!

ATX01 0231407

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, just looking at PELL MELL'S Modern Design tells you its story. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers -- your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further -- over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally--diminishes heat and bite on the way -- gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke -- gives it that cooler, smoother taste that means PELL MELL.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR...)

RIPLEY: We all know that "what's one man's ^{meat} ~~poison~~ is another ~~man's poison~~ ~~most or drink~~". And I've found, in my hunt for facts that what seems funny to you or me, can be quite tragic to someone else. Just how true that is, is pointed out in a most amazing way by the BELIEVE IT OR NOT I'm going to sketch for you tonight.

Now - on with the Hunt!

(MORE)

RIPLEY:
(CONTD)

It's the Spring of 1855, ⁻⁴⁻ Phillip Clarke, importer #11
~~The year is 1855. The time Spring and Phillips Clarke,~~
~~and the beautiful Catalina Bucarely of Havana, Cuba were married~~
~~A young Philadelphia merchant engaged in the import and~~
~~in Philadelphia.~~
~~export business with the Far East, has achieved his~~
~~heart's desire by marrying his sweetheart, the beautiful~~

~~Catalina Bucarely of Havana, Cuba. They are happy as~~
~~only lovers can be when suddenly, just two months~~
~~after their marriage, the shadow of tragedy darkened~~
~~their lives. Catalina's pet monkey, which she had~~
~~brought from Cuba, falls ill and dies. As our scene~~
~~opens, we find Phillips and Catalina in the parlor of~~
~~their Philadelphia home.~~

CATALINA:

(CRYING QUIETLY)

PHILLIPS:

Catalina, darling please! ~~You mustn't cry. After all, he~~
~~was only a monkey.~~

CATALINA:

(SNIFFLING) ~~Oh, Phillips,~~ My little Figaro was much
~~more than a monkey. He he was almost human. We used~~
~~to talk to each other. He understood me. I know he did.~~

PHILLIPS:

I'll get you another one, dear, right away.

CATALINA:

There can never be another monkey like Figaro - never!
He was so sweet, so darling, so (WAILING) Oh, I am
so unhappy!

PHILLIPS:

I know, dear, I know. ~~But~~ you mustn't carry on so.
(BRIGHTLY) ~~Look here's what I'm going to do. I'll~~
~~sit down this very minute and write a letter to~~
~~factor, Peter von Sonsbeck in Batavia. I'll ask him~~
~~to buy one or two monkeys for my account and ship them~~
~~to us on the first freighter. There now - how's that?~~

CATALINA: (SNIFFLING) It's very thoughtful ~~of you~~, Phillips. But - but my poor little Figaro. Ohhhhh! (STARTS CRYING AGAIN)

PHILLIPS: (OVER) Now, darling! ~~Now~~, darling! ~~Now~~, darling!

MUSIC: (SWELLS FADES BACK FOR)

SOUND: (DOOR OPENS AND CLOSES OFF)

CATALINA: ~~(ON CALLING) Is that you Phillips?~~

PHILLIPS: (OFF) Yes, dear, where are you?

CATALINA: Here in the parlor. I'm so glad you're home, dear. A letter came for you just after you left for the office this morning. It's from Batavia.

PHILLIPS: (COMING) From Batavia? Good! It's probably from Von Sonsbeck in answer to my letter about the monkeys. Where is it, dear?

CATALINA: (COOPLY) Don't I get a kiss first?

PHILLIPS: Of course you do!

SOUND: (KISS)

CATALINA: ~~Um... that's better.~~ Here's ~~the~~ letter ^a for you - it's ^{Do open} from Batavia. ~~Use - open it quickly!~~ ^{at quickly!}

PHILLIPS: ~~From Batavia - it must be from Von Sonsbeck.~~
SOUND: (LETTER OPENED) ^{Yes it is -}

PHILLIPS: (WITH ENTHUSIASM) ~~It's from von Sonsbeck, all right.~~
He says - (GROANS) Oh. Oh, my! ~~Oh my goodness!~~

CATALINA: (ALARMED) What is it, Phillips? ~~What's the matter?~~

PHILLIPS: ~~(WEAKLY) Here - you read it. I - I don't feel very well.~~

~~CATALINA:~~ (READING) ^{listen to this} Dear Mr. Clarke - I wish to thank you for the order to purchase for your account one thousand and two monkeys. Oh, Phillips!

PHILLIPS: (GLUM) ~~Yes - that's what I thought it said. Go on.~~

PHILIPPE
~~CATALINA:~~

(READING) Unfortunately I could ~~not~~ find ^{only} more than
nine hundred and eighty-nine. Two hundred and thirteen
~~of them are macaques, three hundred and forty are~~
~~gibbons, four hundred and one are langurs, and~~
~~thirty-five are orang-utangs.~~

PHILLIPS: (GROANS)

CATALINA: In accordance with ~~your~~ instructions, I ~~have~~ ^{just} indemnified
myself ^{with} a letter of draft ~~on the~~ Honorable August
Belmont, United States Minister Resident ~~at the Hague~~
~~for~~ the sum of fourteen thousand, six hundred and
eighty-one dollars and twelve cents.

~~PHILLIPS:~~ Oh! Oh!

CATALINA: (READING) "I ~~have~~ shipped all the monkeys on the
freighter "Seven Provinces" which left Batavia
November eighteenth.

~~PHILLIPS:~~ Good grief, they're already on the way!

CATALINA: (READING) "I ~~had to agree to an exceptionally high~~
PHIL: ~~freight rate because the ship was fully loaded and had~~
~~to unload some of her cargo to take the monkeys aboard.~~
I hope I have given you full satisfaction and that you
will again soon honor me with your valuable orders.
Yours - Petrus von Sonsbeck." A thousand and two

CATALINA: monkeys! Oh, Phillips, why did you order so many?

PHILLIPS: I didn't! I ordered one or two monkeys. Look - ~~here~~
~~show you~~ ^{here's a} ~~facsimile~~ ^a ~~copy~~ of the letter I wrote. ~~It's~~
~~right here in the desk.~~

SOUND: ~~(DESK DRAWER OPENS)~~

PHILLIPS: ~~You, here it is.~~ See? There's the figure one. There's the "O - R", and there's the figure two.

CATALINA: ~~And~~ ^{only} von Sonsbeck mistook the "R" for a zero. He thought ~~instead~~

^{if 1022} CATA: ~~it was one - 0 - 0 - two.~~ Oh, what will we do?

PHILLIPS: ~~I wish I knew. Belmont will pay the charges, but~~ ^{well} I have less than five thousand dollars in my account ~~with~~ ^{just Scott} them. It's all I have in the world. We'll be ruined! ~~disgraced~~ ~~laughing~~ ~~stock!~~

CATALINA: ~~Monkeys all over the place. Hundreds of them! Gibbons - orang-utangs - (WAILING) Oh, if only my little Tigar.~~

PHILLIPS: ~~(BREAKING IN) Your little Tigar! That confounded monkey is the cause of all this. I wish I had my hands on him! I just wish I had my hands on him!~~

MUSIC: (BRIDGE IT WITH COMEDY THEME...FADE BACK FOR)

SOUND: (DOORBELL RINGS...OFF)

CATALINA: ~~(OFF) I'll answer it, Phillips!~~

PHILLIPS: ~~(ON) Thank you, my dear.~~

SOUND: (DOOR OPENS OFF)

HENRI: ~~(OFF) Good afternoon. Is Mr. Clarke in?~~

CATALINA: ~~(OFF) Who is calling, please?~~

HENRI: ~~(OFF)~~ Sm Mr. Henry Van Bohlen of the Dutch East India Company. ~~So Mr. Clark in?~~

CATALINA: ~~(OFF) Won't you come in, please. I'll tell Mr. Clarke you are here.~~

HENRI: ~~(OFF) Thank you.~~

SOUND: (DOOR CLOSES OFF)

CATALINA: ~~(COMING IN FAST) It's a Mr. Van Bohlen of the Dutch East India Company, Phillips.~~

PHILLIPS: The Dutch East Ind -. (SOTTO) ~~Helps come about the monkeys. I know it!~~

CATALINA: ~~(SOTTO) Oh, darling, what will we do?~~

~~PHILLIPS: (SOTTO) We'll just have to face it. Be brave, my dear, be brave!~~ (CALLING) ^{Yes} Come in please, Mr. Van Bohlen.

HENRI: (OFF..COMING) Thank you. ^{Oh} You are Mr. Clarke, I assume?

PHILLIPS: Yes - ~~and this is Mrs. Clarke.~~

CATALINA:
HENRI: ~~(AD LIB "HOW DO YOU DO")~~

PHILLIPS: ~~Sit down please, Mr. Van Bohlen.~~ ^{Yes, yes -} You - you wish to speak to me about the monkeys ~~"I understand."~~

HENRI: That is correct. ~~and~~ I'm afraid I have some bad news for you.

PHILLIPS: Bad news?

HENRI: Yes. ~~I am the Netherlands Consul in Philadelphia, and~~ my government has instructed me to inform you that the entire consignment of spes has been lost.

PHILLIPS: Lost!

HENRI: Yes, Mr. Clarke. The freighter "Seven Provinces" ~~on~~ ~~which they were being shipped~~ was attacked ~~one night~~ by Madagascar pirates in the Indian Ocean.

CATALINA: How dreadful!

HENRI: ^{Yes -} In addition to a valuable cargo of tea and silk, there were some fifty women and children ~~"passengers"~~ aboard.

^{Stwas night.} The pirates were just about to swarm ^{aboard} ~~on board~~, when the Captain ~~had~~.

PHILLIPS: ~~Please continue, sir.~~

HENRI: ~~He~~ ordered the crew to release the monkeys, ~~and~~ the combination of darkness and the screams of the scampering apes so terrified the pirates ~~that~~ they fled in confusion.

PHILLIPS: (IN A HUSHED VOICE) What - what happened to the monkeys?

HENRI: Every last one of them jumped overboard and swam for shore - land was only a few miles away.

CATALINA: Isn't it wonderful!

HENRI: What did you say, Mrs. Clarke?

CATALINA: Isn't it wonderful that the monkeys saved the ship.

HENRI: Yes, indeed. It is impossible for us to replace them, of course, and so, Mr. Clarke, my government has instructed me to hand you this check for sixteen thousand one hundred forty-nine dollars and twenty-three cents, which includes the invoice value of the animals plus a ten per cent prospective profit.

PHILLIPS: Sixteen thousand dollars!

HENRI: Unfortunately there is no way to estimate the value of the lives you saved - but in accordance with the laws of my country - you are entitled to an award equal to twenty percent of the value of the cargo and ship. This sum amounts to twenty-one thousand dollars, which has been placed with the Honorable August Belmont for your account. ~~And now, if you will excuse me, I must go!~~

PHILLIPS: ~~(IN A DAZE) Go? Oh! Oh, yes. Do let me show you to the door, sir.~~

HENRI: ~~Thank you. (GOING) Good afternoon, Mrs. Clarke.~~

CATALINA: ~~(WEAKLY) Good afternoon, Mr. Van Bohlen.~~

HENRI: ~~(OFF) Before I leave, may I~~ - on behalf of my government
Mr. Clarke may I
shake you by the hand, ~~Mr. Clarke?~~

PHILLIPS: (OFF) ~~And may I shake you warmly by yours, sir? Good day~~

SOUND: ~~(DOOR OPENS AND CLOSES. OFF)~~

PHILLIPS: ~~(COMING) Celine! Did you hear that? Darling, did you~~
~~hear some thirty-six thousand dollars! Oh, good lord,~~
~~she fainted!~~

MUSIC: (TAG IT. FADE BACK FOR)

RIPLEY: Yes, ladies and gentlemen, that is true. ~~and~~ in my
~~never-ending~~ hunt for facts, I've never found a more
amusing or amazing example of how Fate can turn disaster
into good fortune. For it was Fate that caused Petrus
von Sonsbeck to misread Phillips Clarke's letter and
send him nine hundred and eighty-nine monkeys instead of
The one or two he ordered And it was Fate that ~~caused~~ *caused* the pirates
~~should~~ *that* attack the ship on which the monkeys were en
route. Add it was Fate that decreed the very monkeys
whose arrival meant ruin to Phillips Clarke - should
instead save the lives of fifty women and children and
make him a fortune - BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (PLAY OFF "HUNTING SONG" CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, you'll notice something strange
when a PELL MELL smoker tries to light an old-fashioned,
short cigarette. Unconsciously he holds the flame a
good half inch beyond the tip of the short cigarette.
He's looking for something that isn't there. He's
looking for PELL MELL'S Modern Design. (MORE)

HANCOCK:
(CONTD)

Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste that means PELL MELL.

MUSIC:

(ALL FOR ONE"- CUE F - FADE FOR)

HANCOCK:

All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY:

Thank you, Don. I'm sure we all want to do everything possible to back up our boys on the fighting fronts. And one thing we can do is to keep writing V-Mail letters to the boys who are out there giving everything they've got to win a final Victory, symbolized by the letter "V" - the same ~~letter~~ "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK:

Right you are, Bob. Tonight we have a V-Mail letter from Private First Class H. L. Watson, who writes: "I have a bet that George Washington was not the first President of the United States. I would like to have full proof on this statement and will abide by what you say." Well, Bob, in your hunt for facts have you found the answer to that one?

RIPLEY: ~~Yes, Don,~~ and Private Watson is right. George Washington was not the first President of the United States. ^{John Hanson was the 1st Pres.} For it was not until 1781 that a union of all the original thirteen states became a reality. And ~~it was in 1781 that~~ John Hanson, who signed the articles for the State of Maryland, was elected President of the United States by vote of Congress, ^{and} ~~interesting to note that~~ George Washington, himself, addressed Hanson as President of the United States, ~~his~~ his reply to the latter's message of thanks on the occasion of the victory at Yorktown. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G) ^{with the answer to last night's Believe It Or Not.}

HANCOCK: Bob will be back in just a moment! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste that means PELL MELL. That's why wherever particular people congregate, you see PELL MELL - on the smart red package.

MUSIC: ("HUNTING SONG" - CUE H2)

HANCOCK: And now for the answer to Friday night's BELIEVE IT OR NOT. ~~I feel kinda silly repeating this, 'cause like the~~ ^{Bob} ~~corner, I think there ain't no such animal.~~ You asked us, "Where is there a sea without a shore?" Well... I'm waiting!..

RIPLEY: The sea without a shore, Don, is..the Sargasso Sea.

HANCOCK: ~~Sargasso Sea? Is that I didn't know that.~~

That famous sea of seaweeds so feared by the Ancient
Mariners.

-13-

#11

RIPLEY: ~~The Sargasso Sea is~~ ^{this} located in the middle of the Atlantic
Ocean and it is ~~constituted largely of seaweed,~~ but it
~~is~~ definitely marked ^{on every map in the world} as a sea of ~~seaweed~~. BELIEVE IT
OR NOT! IT'S TRUE!

HANCOCK: It sure sounds simple when you know the answer, ^{Bob} Well,
have you another one to help keep us awake tonight, Bob?

RIPLEY: Yes, Don, let's see if you can track down the answer to
this one. "What American Cabinet Minister got his job

HANCOCK: ^{by answering a Help Wanted Ad in the newspapers?"}
^{Now wait a minute Bob, you're kidding about that aren't you? Let's see}
"What American Cabinet Minister got his job by answering
a Help Wanted Ad in the newspaper?" ~~Now, wait a minute,~~
~~Bob, that's not fair. You're kidding. Oh, you are kidding!~~

RIPLEY: No ~~I'm not~~, Don, ~~and~~ I'll tell you who he was tomorrow
night - for there actually was such a man - BELIEVE IT
OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose
whole life is a constant hunt for facts -
BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

UJ301 0231419

FEBRUARY

Bob Ripley

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 FALL MALL

BROADCAST: REV. #12
DATE: TUES. 2/1/44

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: MUTUAL
 9:15-9:30 P.M.
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)...FADE FOR)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there -- been in more than two hundred countries, traveled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT -- IT'S TRUE -- SAYS BOB RIPLEY..

AND HERE HE IS!

MUSIC: (THEME "A HUNTING"-- CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO COME)

NEWS SPOT

- BELIEVE IT OR NOT - FEBRUARY 1, 1944

RIPLEY:

Greetings everybody and welcome. Most of you listen to Gabriel Heatter and his keen analysis of the news. You probably heard him tonight. If you did, you know that he mentioned the Japanese Naval Base of Truk. Of all of Japan's far-flung islands in the Pacific Zone, nothing has more mystery than the island of Truk. This island has one of the strangest money in the world - rat tails. It's an island overrun by rats, and the government put a price on every rat killed. They paid off on each rat-tail delivered, and in time, the natives began to use rat-tails as money. The Japanese of course have so intimidated the natives of Truk that it is now known as the "whispering island"! No native dares to raise his voice above a whisper or he might be bayoneted. Of all the marriage customs I have witnessed in my hunt for facts in various places, I think that Truk takes the palm. As part of the marriage ceremony the wedding guests lie prone on a path leading from the bridegroom's hut to the church and the bridegroom walks over their bodies in his wedding slippers, passing gently over them as carefully as he can. And, as in Biblical days, a suitor must serve seven years in his future father-in-law's home before he can claim his bride -- BELIEVE IT OR NOT.

ATX01 0231421

MUSIC: (PLAY OFF "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)

Smokers, it's easy to spot PELL MELL'S Modern Design. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers -- your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further -- over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally -- diminishes heat and bite on the way -- gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke -- gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley--the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: The words I so frequently use...hunt for facts..remind me that there probably isn't anyone listening to me who at sometime or other hasn't lost something, and then, started to hunt for it. Well, many curious incidents are unearthed about the things people lose and the way they find them. (MORE)

RIPLEY:
(CONTD)

☛ As you'll hear in the Believe It Or Not I'm going to sketch for you tonight!

Now, on with the Hunt!

The time - 1935. The place - a house in South Ozone Park, Long Island. Mrs. ^{Richard} Perry ~~is sitting in the~~ lost her very valuable diamond ring and vainly searched for it. ~~kitchen sobbing into her handkerchief when her husband comes in.~~

SOUND:

(DOOR OPEN AND CLOSE)

MRS:

(SOBBING) Oh...whatever will I do...I've lost it.

MR:

(FADING IN) What's the matter?

MRS:

I lost my diamond ring.

MR:

Where'd you lose it?

MRS:

Where'd I lose it? If I knew where I'd lost it, it wouldn't be lost. (SOBS MORE)

MR:

Oh, come now. It isn't that bad. Where'd you see it last?

MRS:

It was broken...the ring part split, so I put it in that saucer, right above the sink. (SOBS) And now it's gone - it's gone! (BOO HOO)

MUSIC:

(BRIDGE)

RIPLEY:

Then One night some time later - Mr. C. Perry decided to indulge that old American custom of raiding the ice box!

MR:

(HUMMING TO HIMSELF) She said there was ham and cheese in the ice box..oh boy - a nice big sandwich - hummmmmmm
- Hey...^{hey...} a mouse...where's the broom?

SOUND:

(HITS FLOOR WITH BROOM)

SOUND:

(DOOR OPEN FAST)

MRS:

What's the matter...?

SOUND: (SMACKS FLOOR AGAIN)

MR: A mouse...

MRS: (SCREAMS) EEEEEEEEEEEKKK...kill it. Kill it.

MR: You don't think - (WHAM AGAIN) I'm trying to do a Viennese waltz with it, do you...(WHAMS AGAIN)

MRS: (SCREAMS) He's coming this way! Eeeekkkk....

SOUND: (THE KILLER DILLER WHAM) (TWO BEATS - SILENCE)

MRS: (SOBS SOFTLY) Oh, the poor thing. You killed him...
~~Oh~~ Look! The mouse! My ring!

MR: Well, I'll be a monkey's uncle. Your diamond ring - around that mouse's stomach just like a western saddle. Well - what do you know about that! (CHUCKLES)

MUSIC: (BRIDGE)

RIPLEY: (WITH CHUCKLE) Yes - the diamond ring was around that mouse's middle. And in my hunt for facts - I found not only this story but the people to whom it happened, and I've asked them to come here tonight. ^{I present} Mr. and Mrs. Richard Perry - (APPLAUSE)

BOTH: How do you do, Mr. Ripley.

RIPLEY: Mrs. Perry, ^{I'm sure the disappointment} ~~your heartbreak~~ at losing your ring was ~~probably~~ ^{only} topped only by your surprise at finding it around that mouse.

MRS: That's true. I was certainly surprised ~~when I saw it.~~

RIPLEY: Was it a valuable ring, Mrs. Perry?

MRS: It was my diamond - I wouldn't have parted with it for anything.

MR: Yeah. And do you know what Mr. Ripley?

RIPLEY: No - what, Mr. Perry?

MR: Now, every time she loses anything - she makes me go hunting for a mouse.

RIPLEY: ~~(CHUCKLES) She makes you hunt for a mouse? Well, maybe she's got something there.~~

MR: But it goes on all the time!

RIPLEY: (LAUGHS) No!

MRS: Now, dear...you know that isn't true...But that reminds me...when we get home tonight...we must look for my retion book.

MR: ~~Oh...I give up!~~

RIPLEY: (CHUCKLES) Well, thank you, Mr. and Mrs. Richard Perry for coming here tonight and telling us your story.

In all my hunt for facts, I have certainly never heard of anyone losing a dismond ring - and then having it returned ^{again} around the middle of a mouse...

BELIEVE IT OR NOT!

MUSIC: (PLAY OFF)

RIPLEY: Now that was certainly an amazing true life experience.

But maybe you'll agree with me that in my constant search for ~~facts~~ - I found another one that ^{well, it's} practically impossible to ~~define~~ ^{be} description.

~~The time way back in the 1860's...In an old-fashioned southern mansion in Charleston, South Carolina, two young southern belles, Clara and Alice Solomon, are talking:~~

CLARA: ~~Honestly, I don't know what we are going to do about the children, Alice.~~

ALICE: ~~"Little pitchers have big ears", Clara. They listen in on all of our conversations, and law me, they just know everything.~~

CLARA: ~~I wish we had a language we could talk in front of them they couldn't understand.~~

ALICE: ~~Honestly, I think even if we talked backward they'd -~~

CLARA: ~~Alice! that's an idea. Talking backwards!~~

ALICE: ~~No, they'd catch on, Clara!~~

CLARA: ~~I have a secret way we can do it. They'd never learn it!~~

MUSIC: ~~(TRANSITION BRIDGE)~~

RIPLEY: ~~I've hunted all over this world for facts - but I've~~ UP TO now
~~never found a~~ ^{family who worked out a language of their own. I mean} ~~more ingenious manner in which a family~~
~~created the most individual language in the universe.~~

~~In my hunt for facts, I found a nephew of these sisters.~~

~~Clara and Alice Solomon.~~ Ladies and gentlemen. Mr.

Stanley Lazarus of Rockville Center, Long Island, who is right here tonight with his wife.

(APPLAUSE)

LAZARUS: (SAYS IT BACKWARDS) Good evening, Mr. Ripley and ladies and gentlemen.

RIPLEY: ~~And~~ ^{Well} that gives you an idea. ~~folks.~~ ^{ladies and gentlemen of this language.}

LAZARUS: Translated forward - Mr. Ripley - that means - Good evening Mr. Ripley and ladies and gentlemen. Just a sample of talking backwards.

RIPLEY: ~~And~~ ^{That's talking backwards -} a completely baffling demonstration, I should say.

Now, Mr. Lazarus - just what ^{is} ~~was~~ the trick ~~your aunts~~ ^{you worked out in} ~~worked out to make their idea of~~ talking backward ~~feel-proof?~~

The is
 LAZARUS: ~~Their~~ trick ~~was~~ to break up words of more than one syllable into their respective syllables..and then pronounce each syllable backwards. For instance, instead of saying "money" backwards..as you normally would....

RIPLEY: Money backwards would be -- YENOM...correct?

LAZARUS: Correct. Now the way we would say it is -- NOMYE..get it? Each syllable backward.

RIPLEY: I see. That does complicate it. In fact, it complicates it so much I don't see how you do it at all. ^{Now} Tell me can you say just anything backwards? For instance - say Guadalcanal?

LAZARUS: Guadalcanal? Certainly. That would be: (SAYS IT BACKWARDS)

RIPLEY: ~~I'll take your word for it. Well, now tell us how you~~
 LAZARUS: ~~have found that talking backwards is useful?~~
 (SAYS IT)

LAZARUS: ~~Well for instance when we're shopping we can talk to each other about the price and quality of things and the salespeople don't know what we're saying.~~

MRS.LAZARUS: And Mr. Ripley -- you once gave us a poser. In your book you printed this line: Madam I'm adam.

RIPLEY: That's right, ^{that reads} it is the same backwards and forwards.

LAZARUS: But the topper of them all, Mr. Ripley...is in your own name...Bob. Anyway you look at it, front, back or sideways - it's just..Bob!- You can't back talk that one.

they call me Rip, you know. and
RIPLEY: (CHUCKLE) Well, thank you very much Mr. and Mrs. Lazarus for coming here tonight and telling us about the strange language your family has created - that of talking backward. In my hunt for facts ^{you are} ~~yourself~~ the only family in the world that has a language all of its own, which no one else in the world can understand...
BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: ✕ Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you are still smoking old-fashioned short cigarettes you owe it to yourself to make this test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL.

(MORE)

HANCOCK:
(CONTD)

That means you've discovered Modern Design -- something s short cigarette can't possibly give you. Now smoke that PELL MELL -- see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greather length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke -- gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPIEY: Thank ~~you~~, Don. And while we're speaking on V-Mail, ~~may~~ I ^{direct} remind you (all) that our boys will appreciate a V-Mail letter more than anything else you can send them. So write early and often to the boys who are out there fighting to bring us ~~a final~~ victory, symbolized by the letter "V" - the same ~~letter~~ "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. Our V-Mail letter tonight is from Private Rutger Haming ~~of Lubbock, Texas~~ who wants to know how come there are so many Chinese engaged in the laundry business in the United States? Well, Bob, in your hunt for facts, have you found the answer to that one?

You know

RIIPLEY:

Oh, Yes, ~~Don~~, I have. [^] When gold was first discovered in California, the miners ~~who didn't have their wives with them~~, found it was actually cheaper to send their laundry all the way to China than to send it ^{back} ~~to the east coast of the United States~~. You must remember ~~that was before the Panama Canal had been built, and ships going east had to sail all the way around the Cape of Good Hope which took three months or more.~~ Well, the Chinese figured that the laundry business must be ^{very} profitable, if the miners could afford to pay freight for a round trip ^{back here with their laundry.} ~~to China~~. So the first Chinese immigrants decided to go into the laundry business - ^{and so have} ~~just as~~ many of their countrymen have done ever since.

BELIEVE IT OR NOT!

MUSIC:

("HUNTING SONG" - CUE G)

HANCOCK:

Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits. PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate you see PELL MELL - in the smart red package.

MUSIC:

("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. Remember, Bob, ~~that was a real toughie you gave us~~. You asked: "What American Cabinet Minister got his job by answering a Help Wanted Ad in the newspapers?"

RIPLEY: Right, Don. The Cabinet Minister was Robert Smith who served as secretary of the Navy under Thomas Jefferson ~~from 1801 to 1805~~. You see, in those days we had a very small Navy and young men were not easily tempted to become head of it. So the Government was compelled to advertise for a man to fill the position. Robert Smith answered the ad - and as he was the only one who applied ^{as Secretary of the United States Navy.} - he got the job. BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: ~~My oh my, how times have changed since then.~~ Tell me, Bob, have you another one we can wrestle with tonight?

RIPLEY: ~~Yes, Don. See if you can take a fall out of this one!~~ Well, can you tell me "In what country must every father spend two weeks in bed when his wife gives birth to a baby?"

HANCOCK: Let's see now. "In what country must every father spend two weeks in bed when his wife gives ~~birth to a baby?~~" ^{Oh... Bob!} ~~Hold on there, BOB, aren't you mixed up?~~ You must mean the wife has to spend two weeks in bed.

RIPLEY: No, Don, I do mean the father. And tomorrow night I'll tell you where the country is for I have actually been there myself - BELIEVE IT OR NOT!

MUSIC: (THEME "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in
tomorrow night, when PELL MELL Famous Cigarettes,
the cigarette of Modern Design, will again present
the men whose whole life is a constant hunt for facts -
BELIEVE IT OR NOT.....BOB RIFLEY!

(APPLAUSE)

MUSIC: (THEME "A HUNTING" UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: FINAL REV. #13

DATE: WED. 2/2/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

NETWORK: MUTUAL
9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE...FADE FOR)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living, by telling the truth. The man who knows the places making news today -- knows them because he's been there. Yes, Bob Ripley has been there -- been in more than two hundred countries, travelled over a half million miles -- always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT -- IT'S TRUE -- SAYS BOB RIPLEY...

AND HERE HE IS!

MUSIC: (THEME "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

RIPLEY:

Greetings everybody, and welcome. I believe that most of you listen as I do, to Gabriel Heatter's interesting news presentation. If you did, you know that he mentioned the Marshall Islands, where our forces have made a number of successful landings in a direct frontal attack on the gateway to Tokyo. In my hunt for facts, I discovered how the Marshall Islands got such a familiar American name. They were named for a Captain Marshall who stopped there en route from England to Australia in the beginning of the nineteenth century when he was taking a load of convicts to the islands. But thirty years later, an Irishman, named O'Keefe was shipwrecked on this same island. And he was evidently a good politician, for in no time at all--he was made King with the title of King OKAY. He gave the natives their national anthem..he taught them to sing, and what do you think, so help me, it was "The Wearing of the Green." And I assure you, it's quite a thrill to be greeted by a group of natives on the Marshalls. For instead of being ferocious cannibals, as you might expect, they sing out a welcome with the "Wearing of the Green." The married men of the Marshalls have an amusing custom. As a badge of distinction, all the married men there wear alarm clocks in their enlarged earlobes. And to tell the time of day they must lift their ears to their eyes!...BELIEVE IT OR NOT.

MUSIC: (PLAY OFF "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE) Smokers,
it's easy to discover for yourself the advantage PELL
MELL'S Modern Design gives you. You see the evidence.
The minute you look at a PELL MELL you see PELL MELL'S
greater length. That's Modern Design. And when you
light your cigarette, you can see that PELL MELL'S
greater length travels the smoke further - over a twenty
per cent longer route of PELL MELL'S traditionally fine
tobaccos. PELL MELL'S greater length filters the smoke
naturally - diminishes heat and bite on the way - gives
you a cooler, smoother, better-tasting smoke. Ladies
and gentlemen, believe the evidence of your own eyes.
PELL MELL gives you visible proof of its advantage to
smokers. Your eye tells why. PELL MELL'S Modern
Design filters the smoke - gives it that cooler,
smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley -- the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: In my hunt for facts, I have found stories of empires
that have risen and fallen on the flip of a coin. There
is an instinct in the human race to gamble, but of all
the gambles I have heard of, none should have more
interest to every man and woman who calls himself an
American than the Believe It Or Not I will sketch ^{for you} tonight.
Now, on with the Hunt!

(MORE)

RIPLEY:
(CONT'D)

The time - during the French Revolution - in 1794.
The place..the Cafe CoraTza, a famed coffee house in
Paris. This is a great rendezvous for those who like a
friendly game of chess, and of all of them, none is
more notable than - Robespierre ^{the} master of all France.

SOUND: (ROOM NOISE UP: CLINK OF CUPS, SILVER, GLASSES, ETC:
HUBBUB:)

ARMAND: (FADING ON) Ah, Citizen Robespierre, you are early
today.

ROBESPIERRE: There is a great commotion here. I see that even my
favorite table is occupied.

ARMAND: I regret, monsieur, but - it is a full hour...

ROBESPIERRE: Never mind. I shall find a place. But - my chess game.
Who will play with me?

ARMAND: Again, Citizen Robespierre, I have but regrets. There
Louis is engaged - and there - Hyacinth is playing - and
- la - even trusty Marcel is busy with a game.

ROBESPIERRE: (TESTILY) I must have my game.

ARMAND: In yon corner, at that table sits a stipling youth. He
looks disconsolate...maybe he...

ROBESPIERRE: Oui. He may be able to give me a practice round until
a competent player is free.

ARMAND: We shall ask him...

ROBESPIERRE: No. I shall command him.

SOUND: (FOOTSTEPS: SWELL ROOM NOISES UP: PROGRESS AD LIBS IN
GREETING TO ROBESPIERRE AS HE CROSSES ROOM)

AD LIBS: Ah, Citizen..Bon jour, Monsieur, etc.

ROBESPIERRE: Citizen, do you ever play chess?

BOY: Oui, Monsieur. With my father I have played many times.

ROBESPIERRE: Good. Then we will have a game.

BOY: Your pleasure, Monsieur.

ROBESPIERRE: You know who I am?

BOY: Who in all France does not? You are the great Robespierre - master of all France...

ROBESPIERRE: Then we shall play a game..Armand - the chessmen..

ARMAND: (FADING IN) Oui, I am bringing them, Citizen. Here.

SOUND: (CHESS BOARD AND MEN ON TABLE)

ROBESPIERRE: ~~(BORED BY IT ALL) Arrange the chessmen.~~

ARMAND: ~~Out~~..Monsieur..they are ~~ready~~ all set up.

ROBESPIERRE: As a courtesy, you open the play..

BOY: Thank you, sir..I'll open, ^{... oh well} ~~extended~~..King's pawn to King Four -

(START CROSSFADE)

ROBESPIERRE: Ah..The lad knows the beginnings..(CHUCKLES) Well - it may not be too bad.

SOUND: (FADE CLOCK UP TO DENOTE PASSING OF TIME)

(COMPLETE CROSSFADE: TO)

RIPLEY: Yes, the lad not only knew the beginnings - he was a master chess player. He took two quick games from Robespierre..and the Master of France demanded revenge.⁴With everyone in the cafe watching, they play a third game.-

AD LIBS
VOICE 1:

The lad is a prodigy..

~~VOICE 2: Never before have I seen the master stopped.~~

Yes, but he

VOICE 2: ^AThe lad had better be careful...Fearful is the wrath of Robespierre...

VOICE 3: ~~Yes,~~ ^Aand the master is angry now. He must win this

time ^{Yes,} _Athere is a wager...

VOICE 2: ~~(IN FAST) Checkmate..Citizen..Robespierre!~~

AD LIB: ~~(HUZZAHS) (FADE THEM TO) The lad wins..magnifique!~~

~~Never have we seen such playing. It is a miracle.~~

ROBESPIERRE: (BREAKS IT WITH) Beh...That is what I think of this game.

SOUND: (CRASH OF CHESSBOARD..GLASSES AS ROBESPIERRE KNOCKS THEM OVER)

BOY: (STOUTLY) But - I won, citizen.

~~AD LIBS: That he did. He is the winner - fair and square.~~

ROBESPIERRE: Then I shall pay.

(JINGLE OF COINS)

Here, monsieur

SOUND: (GOLD COINS ROLLING OUT ON TABLE)

ROBESPIERRE: There is gold..take what you will..

BOY: We did not play for ^{gold} money, Citizen Robespierre..

You said - ~~that~~ whatever we ^{played} paid for, you would pay.

ROBESPIERRE: And what else but money could you want?

BOY: A life..

ROBESPIERRE: A life?

BOY: Yes - the life of my husband!

ROBESPIERRE: Your husband..surely, ~~lad~~, you are crazy.

BOY: Non, citizen. I am not crazy - ~~and I am not a lad~~ see?

~~AD LIBS: It is a woman, look - that golden hair, ah, this is a mystery...~~

BOY: Citizen Robespierre - I am not a beardless boy. I am a woman - thirty-five years old...Married and my husband..

ROBESPIERRE: (COMPLETE CHANGE OF CHARACTER NOW) And your husband - ~~citoyenne~~ - where is he/^{husband}?

BOY: He is in Luxembourg Prison..

~~AD LIBS: Luxembourg, ah, what a fate, poor man.~~

BOY: ~~He is in Luxembourg~~ - awaiting execution at dawn!

~~AD LIBS: (GHS AND AHS FROM CROWD - EXCLAMATIONS OF PITY)~~

BOY: (THE PASSIONATE PLEA) Remember, in the last game -
~~Citizen Robespierre~~ - you said ^{that} whatever we played
for you would pay.

ROBESPIERRE: Oui. And I shall live up to the debt. Armand - a
paper - a quill and de l'encree.

ARMAND: (OFF SLIGHTLY) Oui...monsieur...

ROBESPIERRE: And what, madame, is your husband's name?

BOY: Paine...Citizen Robespierre - His name is - Thomas Paine!

MUSIC: (BRIDGE:PLAYOFF)

RIPLEY: Yes - the husband of that gallant woman was - Thomas
Paine! In all my hunt for facts I have never found an
example of a game of skill paying off ^{at} such a high price.
For the Thomas Paine whose life was at stake in that game
of chess was Thomas Paine - author of The Rights of
Man - one of the founders of our own Republic - the first
American Liberal ~~Father of American Democracy~~ and the
^{our country} very Thomas Paine who gave ~~us~~ the name... 'The United
States of America'... BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: ←Now here is Don Hancock with a message from your
government.

HANCOCK: Women of America! The United States Navy - mightest in
the world - needs your help. The enlistment of Waves
is needed now to release trained men to take new ships
into action. The Waves fill thousands of vitally
important jobs!

HANCOCK:
(CONT'D)

They serve as WAVE Control Tower Operators at Naval Air bases, directing take-offs and landings, or as Radio Operators, or Aerographer's Mates. They share the adventures of their fighting brothers..wear the smart, trim WAVE uniform...and receive excellent pay. Women are eligible from twenty to thirty-five years of age, with two years of business or high school, single or married with no children under eighteen. Applications may be made at the nearest Naval Recruiting Station. Further information may be received by sending for the "Story of You In Navy Blue." to WAVES, Washington, 25, D. C.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY:

Thank you, Don. We'll open our V-Mail in just a moment. But first, may I urge all of you ^{listening in} to write early and often to our boys in the Armed Forces who are fighting to win a final Victory, symbolized by the letter "V" - the same letter ^{by the way} you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. ^{Well} Cur V-Mail letter tonight was written by Apprentice Seaman James V. Colder who asks this question; "We know that the airplane is an American invention. Has America invented any other of the modern war weapons?" Well, Bob, in your hunt for facts, have you found the answer to that one?

RIFLEY: Yes, Don - and the answer is - ^{well} practically all of them. For example, among the many modern war weapons invented in this country are the machine gun, the tank, the battleship, the automatic, the ^{bombsight, submarine} ~~steamship~~ - yes - and even the telephone and ~~the~~ telegraph without which no modern war could be carried on. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG"- CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits. ^{First} PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. Well, Bob, last night you left us spinning with this question: "In what country must every father spend two weeks in bed when his wife gives birth to a baby?"

RIPLEY: That's right, Don, and the answer is ^{the island of} ~~is~~ Corsica. You see, in Corsica and in many oriental countries..it's supposed to be a secret that the mothers really bear the children. ~~The custom dates from way back and is known~~ ^{Now} ~~as the couvade.~~ ^{in Anazio, Corsi} For instance, when Napoleon was born, his father lay in bed and received the congratulations of all the neighbors - while ~~the~~ ^{his} mother was up and about, attending to her business as though she had never heard of the baby - BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: And we refer to women as the weaker sex! Well, Bob, have you another one we can take a shot at tonight?

RIPLEY: Yes, Don, - and you ought to score a bullseye ~~because it's an easy one.~~ Do you know how to drive a golf ball two miles uphill with only one shot?

HANCOCK: "Drive a golf ball two miles up hill with only one shot." ^{Oh, Bob, there must be a trick to it!} ~~How easy he says.~~

RIPLEY: ^{No} ~~Yes, Don,~~ ^{there's no trick at all. I'll tell you how tomorrow night because} ~~it is.~~ ^{It can be done and you can probably} ~~do it yourself.~~ ^{with a regulation golf ball and club. And any of you listeners can do it} ~~do it yourself.~~ - BELIEVE IT OR NOT! ^{yourself.}

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: FINAL REV. #14

DATE: THURS. 2/3/44

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: 9:15-9:30 P.M.
 MUTUAL
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL, Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there..been in more than two hundred countries, treveled over a half million miles...always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT -- BELIEVE IT OR NOT -- BOB RIPLEY -- FEBRUARY 3, 1944

RIPLEY:

Greetings everybody and welcome. Today's news from the war fronts is full of BELIEVE IT OR NOTS. Many of you heard Gabriel Heatter tonight. If you did, you know that he told about the savage blows which American Fliers, with more than eleven hundred planes rained down on the Naval Base at Wilhelmshaven in Germany. I have visited Wilhelmshaven. I found it a town of great interest. In 1853, a duke sold the whole town to Wilhelm, the First, who proudly named it after himself. In the olden days, the site of Wilhelmshaven was owned by a society of pirates, and the chief of the pirates, Nicholas Stortebecker, left a large sum of money when he died. In his will he directed that six herring be given to the twenty poorest families in the town on every anniversary of his death. These six herring were given to these twenty families every year for four hundred years, until Hitler came and confiscated the old pirates funds, then no more herring. In front of the railroad station in Wilhelmshaven there is a statue of Emperor Wilhelm the First, and strangely, on April 20, 1912, this statue lost its head. It was broken off - no one knew how or why - it just disappeared. But April the 20th is Hitler's birthday - and it was the year 1912 that Hitler first came to GermanyBELIEVE IT OR NOT!

ATX01 0231445

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, the evidence of PELL MELL'S Modern Design is right before you. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here ~~is~~ Bob Ripley again! the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: You know
I wouldn't trade jobs with anybody in the world, ~~for~~ ^{some}
in my constant hunt for facts, I have unearthed ^{some} true
life dramas ^{that sometimes I think} ~~which~~ [^] surpass anything the human
imagination can produce. ~~I~~ ^{dramas} I'm going to sketch one of
these ~~BELIEVE IT OR NOTS~~ for you tonight.

Now - on with the Hunt!

(MORE)

The time is ⁻⁴⁻ we find the

RIPLEY:
(CONTD)

~~In~~ the year 1884, ~~the~~ three masted schooner "Julius" set sail from London for the United States. Abcard her was Victor H. Rapke, who had signed on to get sea experience. In mid-Atlantic, the "Julius" is buffeted mercilessly by a heavy storm.

SOUND: (SNEAK IN STORM EFFECT, HIGH WIND, WAVES, ETC.)

MINSON: (SHOUTING) Keep her headed into the wind!

SAILOR: ^{aye, aye, sir.} (KEEP SHOUTING) Hold on! ^{down there.} Hold on! Don't let her get away from you.

SOUND: (TERRIFIC CRASH. OFF A LITTLE)

SAILOR: There goes the hatch! Blown clean overboard!

2ND SAILOR: It's the worst I've ever seen.

MINSON: It's bad, all right. We'll be lucky if we can ride her out.

SOUND: (LOUD CREAKING AND SPLINTERING OF WOOD)

SAILOR: The foremast! It's coming down! Lookout, Captain! Lookout!

SOUND: (LOUD CRASH OF MAST ON DECK. BRING UP SHRIEKING OF WIND AND FADE BACK FOR)

RIPLEY: The "Julius", blown far off her course, drifted helplessly in the Gulf of Mexico. Without food for three weeks and with very little water her crew is on the verge of madness. ~~Captain Minson stands on deck with his Flax-Mate~~

RAPKE: (OFF) (VERY EXCITED) Land! Land to starboard! We're saved!

MINSON: What's Rapke doin' up there!

MATE: Hey, Rapke, c'mon down outa that riggin! You're daft!

MINSON: Yes daft - and so weak he can hardly hold on! Go on up there after him. Quick. Quick.

SAILOR: Hold on Rapke! Hold on, man!

RAPKE: (SCREAMS OFF)

2ND SAILOR: He can't. He can't hang on. He's falling!

SOUND: (DULL THUD OFF)

SOUND: (RUNNING FEET..AD LIB COMMOTION..CUT TO SILENCE)
(PAUSE)

MINSON: He must have dropped sixty feet. Right through that open hatch down ^{here} into the hold. He must have broken every bone in his body.

MATE: Yes sir! It's tough luck!

MINSON: Uh huh. Get the canvas ~~and~~ prepare his body. We'll bury him at sunrise!

MUSIC: (BRIDGE UP WITH SPIRITUAL THEME. FADE FOR BACKING AND CONTINUE UNDER DIALOGUE)

MINSON: (CROSS FADE HIS VOICE IN AND OVER MUSIC)
"We commit this body to the deep, looking for the...
(FADE HIS VOICE OUT ON CUE AS)

MUSIC: (SWELLS FOR TAG)

RIPLEY: Ladies and gentlemen, in my hunt for facts, I have unearthed and verified many astounding things, but I have met only one man who actually returned from the dead. ^{and he's} Standing ~~here~~ beside me now is the very man over whose body the service for those who die at sea was read.
I present
~~Mr.~~ Victor H. Rapke.
(APPLAUSE)

RIPLEY: Mr. Rapke, you had been pronounced dead and the burial service was read over your body. And just as they were going to slide your body into the sea, a boat appeared. Is that true?

RAPKE: Yes, Mr. Ripley.

RIPLEY: And the boat belonged to a Mr. Runge of Galveston, who came aboard the "Julius" and persuaded Captain Minson to let him take your body ashore for burial. Is that so?

RAPKE: Yes, that's right.

RIPLEY: And then when you reached shore, they started to take you out of the canvas to place you in a coffin, Mr. Runge noticed your body was still warm. He immediately called a doctor - you were rushed to a hospital where you regained consciousness several weeks later. Is that so?

RAPKE: Yes.

RIPLEY: Well, I think that is truly astounding Mr. Rapke. But this happened in 1884 - how old are you now?

RAPKE: I am eighty-one years young.

RIPLEY: And so you've been living on borrowed time for sixty years.

RAPKE: Yes sir.

RIPLEY: Ladies and gentlemen, I know that Mr. Rapke is too modest to tell you this. But when he recovered and left the hospital in Galveston, he came to New York and was associated with Thomas Edison for a period of 45 years, during which time he assisted Mr. Edison in the development of many of his great inventions.

Mr. Rapke, I want to congratulate you and to thank you for being with us tonight. Your story is one of the most thrilling I have encountered in my many years of searching for facts. Ladies and gentlemen, you have just heard Victor H. Rapke, a man who actually returned to life after he had been pronounced dead - BELIEVE IT OR NOT!

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, do you realize how much you are missing if you smoke old-fashioned, short cigarettes? To find out, make this simple test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke -- gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. We'll answer our V-Mail in just a moment. But first, I want to remind all of you ^{listening in} how much our boys on the fighting fronts overseas and in training camps here will appreciate a letter from home. (MORE)

RIPLEY:
(CONTD)

our boys
So let's write often to the boys who are out there
pitching for all they're worth to bring us a final
Victory, symbolized by the letter "V" - the same
letter "V" you see on the back of every package of
your PELL MELL Cigarettes.

HANCOCK:

Right you are, Bob. Tonight's V-Mail letter comes from
P. C. Louis Tolmach, who writes: "Is it true that
sailors are forbidden to whistle on all United States
Naval vessels?" Well, Bob, in your hunt for facts,
have you found the answer to that one?

RIPLEY:

Yes, Don. You know, no one is permitted to whistle aboard naval vessels
~~Yes, Don, and the answer may surprise you. The only~~
of the United States except, of course, the bosun. The reason is if
~~man permitted to whistle aboard Naval vessels of the~~
other men aboard ship whistled, the sound might be confused with the bosun's
~~United States is the tree-ooek and he may whistle only~~
pipe, which is a whistle used for giving orders. Another reason which is
~~while actually engaged in cooking prunes.~~
quite interesting - in ancient times the Captain used to whistle for wind
~~Here is the reason: While whistling, the oock~~
when his ship was becalmed and it became a superstition among seafaring
~~cannot sample an extra portion of the prunes:~~
men - that if anyone except the Captain whistled, he would bring on violent
~~BELIEVE IT OR NOT!~~
storms and hurricanes - BELIEVE IT OR NOT!

MUSIC:

("HUNTING SONG" - CUE G)

HANCOCK:

Bob will be back in just a moment with the answer to
last night's Believe It Or Not! (PAUSE) Smokers,
whenever you buy cigarettes, remember - PELL MELL'S
Modern Design gives you two important benefits. First
PELL MELL'S greater length travels the smoke further,
diminishes heat and bite on the way. Second, PELL MELL'S
greater length filters the smoke, gives it that cooler,
smoother taste. That's why, wherever particular
people congregate, you see PELL MELL - in the
smart red package.

MUSIC:

("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. Remember, Bob, you asked us to see if we could figure out how it was possible to drive a golf ball uphill two miles with only one shot.

RIPLEY: Tell?
~~RIPLEY: And how did you make out, Don?~~

HANCOCK: I'll have to admit I'm still completely in the dark.
 RIPLEY: How did you make out, Don? HANCOCK: I'm still in the dark.

RIPLEY: Well, Don, you don't have to be a Bobby Jones to do it - the answer is ^{very simple. Simply} Drive it up a frozen river! on the ice. It will skip and slide for a good two miles, and of course upstream is uphill. BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: Well, Bob, have you another one we can tee off with tonight?

RIPLEY: Well, maybe you can tell me this one - ^{has provided an income}
~~Yes, Don. What American set up a permanent fund~~
~~from which an income~~ of twenty-five thousand dollars
^{for every}
 a year for life ~~is paid to each~~ ex-President of the United States or his widow?

HANCOCK: Oh, brother, here I go again!

RIPLEY: ^{Well}
 ^ Keep pitching, Don, ~~and~~ I'll be back with the answer tomorrow night, for there actually was such a man - and he was one of the greatest Americans who ever lived - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts -

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

Do B...

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

BROADCAST: FINAL REVISE
FRI. 2/4/44
DATE: 9:15-9:30 P.M.
NETWORK: MUTUAL
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design presents...

(BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide
hunt for facts. The man who makes his living by telling
the truth. The man who knows the places making news
today...knows them because he's been there. Yes, Bob
Ripley has been there...been in more than two hundred
countries, traveled over a half million miles...always
seeking, always hunting for facts. Facts that put you
right with him in a front row seat of world events.

BELIEVE IT OR NOT...IT'S TRUE...SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR....)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 4, 1944

RIPLEY: Greetings everyone, and welcome. The news the world over is brighter for our side. Tonight many of you probably heard Gabriel Heatter. If you did, you know that he mentioned the invasion coast of northwestern France. In my hunt for facts, I visited the Provinces of Brittany and Normandy in northwestern France many times, and found many Believe It Or Nots. For instance, the town of Alouville, with its eight-hundred year old oak tree. In the branches of this tree, there were two churches, one on top of the other. Yes, the tree was so large that a church and a chapel were built in its branches, and there was a circular stairway around the trunk of the tree, by which the devout entered both the church and chapel, and in the year of 1066 William the Conqueror stopped to pray in this church before he invaded England. All Americans should know the town of Quiberon, for it was here that the Stars and Stripes were first saluted by a European power. John Paul Jones sailed his ship, the Ranger, into the harbor flying the original flag of thirteen stars and stripes; and France became the first nation to salute the proud flag of our country.....

BELIEVE IT OR NOT!

ATX01 0231455

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, PELL MELL'S Modern Design is in plain sight.
Yes, your own eyes give you the proof of PELL MELL'S
advantage to smokers--your eye tells why. You can see
PELL MELL'S greater length. That's Modern Design!
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further -
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
filters the smoke naturally - diminishes heat and bite
on the way - gives you a cooler, smoother, better-tasting
smoke. Ladies and gentlemen, believe the evidence of
your own eyes. PELL MELL gives you visible proof of its
advantage to smokers. Your eye tells why. PELL MELL'S
Modern Design filters the smoke - gives it that cooler,
smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER.....FADE FOR)

RIPLEY: In my world wide hunt for facts - I have found many
fantastic and thrilling stories based on the supernatural
and the Believe It Or Not I am going to sketch for you
tonight is certainly an outstanding example.
Now - on with the Hunt!

2/11/49

RIPLEY: The time - the year 1896. The place - Asuan, Egypt. Edmond de Montadoun - a noted amateur archeologist is sleeping fitfully. He dreams. In his dream he sees an ancient high priest of Egypt. The priest gives him a fearful warning.

VOICE IN ECHO: beware - I shall place upon your path a man bearing a sign of fire on his forehead. Beware - four-fold beware of the man with the flaming scar.

MUSIC BRIDGE: _____

RIPLEY: When de Montadoun awoke he was very frightened by his dream. He rushes to see an Egyptian Priest whom he knew, to ask for an interpretation of his dream.

MUSIC UP - SWELLS AND THEN DOWN

MONTADOUN: My friend, I am very uneasy. Can you explain my dream to me?

PRIEST: It is an omen from the dead! You shall beware of the man with the flaming scar!

ATX01 0231457

MUSIC: (BRIDGE)

RIPLEY: With the words "Beware the man with the flaming scar" firmly impressed on his mind, Montadoun started for home. Arriving at the hotel in Cairo, he walked toward the elevator with his friend Hamilton.

SOUND: (FOOTSTEPS THROUGH LOBBY NOISES)

MAN: ~~Oh, I say, Montadoun, old fellow.~~

MONTADOUN: ~~(PAUSES) Ah, Monsieur Hamilton. And how are you?~~

MAN: ~~Fine, thank you! Do not forget - I expect you for dinner.~~

MONTADOUN: ~~I am enchanted, Monsieur. I am going up to my room. Will you accompany me for an aperitif?~~

MAN: ~~Delighted. Here is the elevator.~~

SOUND: (ELEVATOR DOOR OPEN)

VOICE: ~~Going up.~~
Here, Montadoun, let's get in.

MAN: ~~Here, let's get in.~~

MONTADOUN: (HORRIFIED) Mon Dieu! Non...non...come here - quickly -

MAN: Are you crazy, Montadoun?

MONTADOUN: Mon...the elevator operator! Did you see that flaming scar on his forehead? We can't take that elevator.

SOUND: (ELEVATOR DOOR CLOSE WITH CLANG..WHIRR OF LIFT)

MAN: Yes. He was rather a hideous looking chap. But why are you so excited?

MONTADOUN: It is the omen. I have been warned about the man with the flaming scar!

SOUND: (SCREAMS OF..UP..TO DRAMATIC CRESCENDO)

SOUND: (TREMENDOUS CRASH)

MONTADOUN: Mon Dieu! The elevator...it fell!

VOICE 1: (OFF) ~~The elevator fell...~~ everyone in it has been killed.

SOUND: (FOOTSTEPS CROWD RUNNING..ETC...HUBBUB ABOVE AND FADE)

MAN: Do you realize, Montadoun, if we had taken that elevator,
we -

MONTADOUN: We would have been killed! My dream was right! The omen
saved me!

MUSIC: (PUNCTUATION)

RIPLEY: Right after that elevator in the Cairo hotel fell,
killing everyone in it, Montadoun left Cairo to go to
Paris. Soon after his arrival he was requested to
officiate at the opening of a charity bazaar. Leaving
his house, he hailed a cab but recoiled with horror ~~when~~ when
he saw a man with the flaming scar on the driver's seat.
Instead he dismissed the cab - walked to the bazaar..and
found that for the second time the prophecy in his dream
had come true for fire had completely destroyed the
building and many people had perished in the flames ~~and~~
Montadoun ^{himself} would certainly have been killed had he taken
the cab driven by the man with the flaming scar. In 1903
Edmond de Montadoun came to America. In Chicago one ^{now}
afternoon, he went to the theater with a young lady. ~~He~~
^{we find them} ~~walked~~ up to the ticket window.

SOUND: (FOOTSTEPS)

MONTADOUN: ~~Ah. A beautiful theater.~~

WOMAN: ~~It should seem familiar. It was modeled after your
famed Opera Comique in Paris.~~

MONTADOUN: ~~I do not know this play.~~

WOMAN: ~~"Bluebeard Junior" with Eddie Foy. It is a good
comedy and he is a great performer.~~

MONTADOUN: ~~Here~~ - may I have two tick - Mon Dieu!

VOICE: Two tickets orchestra!

MONTADOUN: Non...Non...Non...~~it is~~ - the scar! The same omen
again!

WOMAN: ~~Edmond!~~ ^{ward} What's the matter?

MONTADOUN: That ticket seller. He has a flaming scar on his
forehead. Three times I have seen it now. ~~There
is danger here~~ Quickly - we must go!

MUSIC: (PUNCTUATE)

RIPLEY: Edmond Montadoun had walked but a very few steps from
that theatre when it burst into flame. For that was
Chicago's Iroquois Theatre, scene of one of the
greatest disasters in American history...in which
~~hundreds of~~ ⁶⁰² people were burned to death. So for the
third time the omen had saved Montadoun from certain
death. The years passed and in April 1912, Montadoun
married a beautiful English girl. They ^{are now} ~~were~~ standing
on the dock at Southampton waiting to board a boat for
their honeymoon trip to the United States.

SOUND: (BOAT WHISTLES: SCURRY OF PASSENGERS,
BON VOYAGES, ETC.)

WIFE: Ah, Edmond ^{ward} ~~Edmond~~. How wonderful! We have been married just
three hours and now we are on our way to New York.

MONTADOUN: Yes, darling - with all the world before us.

WIFE: Look, Edmond ^{ward} ~~Edmond~~, that sailor there - he is beckoning us
to hurry.

MONTADOUN: (STOPS) Where - what sailor? ~~we~~ - No~~!!~~! - No~~!!~~! We can't go on that boat. We can't. Porter, drop the bags....

PORTER: (COCKNEY) Aye, sir.

WIFE: (HYSTERICAL) ~~What do you mean, Edmond?~~ How can you ruin our honeymoon...look, they're raising the gang^{way}~~plank~~ now...we've missed it. Edmond...oh, Edmond...^{ward}
(SOBS)

MONTADOUN: But darling - you saw that sailor - he had the flaming scar!

WIFE: ~~Oh, Edmond... (WEEPS) How could you do this to me?~~

PORTER: ~~She's pulling out, Guv'nor. ^{Oh,} Gor - you are unlucky - Guv'nor~~
missing ~~to miss~~ your honeymoon on the maiden voyage of ...
the Titanic!

MUSIC: (PUNCTUATION - BIG)

RIPLEY: ^{Now}
Edmond de Montadoun and his wife did not sail on the Titanic. They were not on this ship on its tragic maiden voyage when it foundered and sank ~~just twelve minutes~~ after ramming a huge iceberg in mid-Atlantic. For Edmond de Montadoun obeyed the warning of the ancient Egyptian Priest who came to him in a dream with a warning - beware of a man with the flaming scar. ~~In all my experience I have found no more fantastic or thrilling story in the realm of the supernatural than this one. For Edmond de Montadoun was given a warning in a dream.~~ And that warning actually saved him from certain death not once, but four times.
BELIEVE IT OR NOT!

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, when you watch a PELL MELL smoker try to light an old-fashioned, short cigarette you'll make an important discovery. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. PELL MELL filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. [^]Before we step into our V-Mail department, may I ask you ^(all) a question? Have you written that letter to the boys who are serving with our Armed Forces? If you haven't, won't you do it right now - tonight? Those boys will welcome a letter from you - those boys who are fighting to win a final Victory, symbolized by the letter "V" - ~~the~~ same letter "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. ~~^~~ Tonight, our V-Mail letter is from Private Simson Schorr, who asks: "Was there ever a Swiss Navy? ~~Some of the boys here think there was, but I knew that Switzerland has no coast.~~" Well, Bob, in your hunt for facts, have you found the answer to that one?

RIPLEY: ~~On~~ Yes, ~~Don, that I have.~~ The answer is that Switzerland did have a Navy ~~in the fifteenth, sixteenth, and~~ ^{for 300 years} ~~seventeenth centuries~~ when she maintained a fleet of warships on Lake Constance to defend her country ^{in Italy.} against Genoa, ~~Now, although it is true that Switzerland has no sea coast, she does have a fleet of merchant ships with which she carries on her trade with other countries overseas. These ships have no home harbor within their own country, yet they fly the Swiss Naval ensign.~~ So there actually ^{was} ~~is~~ a Swiss Navy--

BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (FAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's BELIEVE IT OR NOT. Remember, Bob, you had us dizzy with this one: "What American set up a permanent fund ~~from which an income~~ ^{to be} of twenty-five thousand dollars a year for life, ~~to be~~ paid to each ex-President of the United States or his widow?"

RIPLEY: Yes, Don, ~~that~~ that American was Andrew Carnegie, ~~who felt that our leaders were underpaid. So he set up the fund to insure our ex-Presidents complete freedom from financial worries.~~ From this fund the ex-Presidents or their widows are paid twenty-five thousand dollars a ^{as long as they live.} year ~~so they can devote all their time and energy to the good of their country.~~

BELIEVE IT OR NOT - IT'S TRUE!

Well
HANCOCK: You struck me out that time, Bob, but I'd like to try
again. So, have you another one for us tonight?
Well, maybe you can tell me
RIPLEY: ~~Yes, Don. See if you can bat out a home run with this~~
~~one.~~ What one American was both the son of a United
States President and the father of a United States
President?
HANCOCK: ~~Let's see if I have your question right, now.~~ "What
one American was both the son of a ~~United States~~
President and the father of a ~~United States~~ President?"
That's a hard one, Bob.
RIPLEY: Not too hard - and you have till Monday night to figure
it out. So, happy week-end - and remember this: there
actually was such a man - BELIEVE IT OR NOT!
MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)
HANCOCK: This is Don Hancock reminding you to listen in Monday
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose
whole life is a constant hunt for facts -
BELIEVE IT OR NOT...BOB RIPLEY!
(APPLAUSE)
MUSIC: (THEME - "A HUNTING" - UP TO CUE)
ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT:	AMERICAN. C. & C. COMPANY PALL MALL	BROADCAST:	#16 MON, 2/7/44
PROGRAM:	BELIEVE IT OR NOT ROBERT L. RIPLEY	DATE:	MUTUAL 9:15-9:30 P.M.
		NETWORK:	E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents....

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE....FADE FOR)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there - been in more than two hundred countries, traveled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT -- IT'S TRUE -- SAYS BOB RIPLEY....
AND HERE HE IS!

MUSIC: (THEME "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO COME)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 7, 1944

RIPLEY: Greetings, everybody, and welcome. The Allied Nations are on the offensive - the news everywhere is "attack, attack, attack". If you listened to Gabriel Heatter tonight you probably heard him talk of the Russian attack on the town of Cherkasy. In my hunt for facts, I have found many interesting Believe It Or Nots about Cherkasy. Cherkasy was the first Russian town to have street lights. This first street lamp was such a novelty that the Governor ordered a soldier to stand guard over it and that sentry stood there for more than sixty years until he died, and then a statue of that soldier was erected in his honor with the statue of the lamp in front of it. This town of Cherkasy lies on the Dnieper River. In the center of this river, there is a famous landmark, a tall pointed rock known as the "bell". This rock rings like a bell, of its own accord, whenever there's a change of government. Why, nobody knows. But it must have rung loud and long when the Nazi soldiers left there only recently. The Soviets have named Cherkasy in honor of the greatest poet of the Ukrain. Born a slave, he liberated himself by learning to paint. He painted a magnificent portrait of Czar Nicholas the First, for which the Czar gave him twenty-thousand rubles and with this money the painter bought his freedom from the man who enslaved him---

BELIEVE IT OR NOT!

ATX01 0231467

MUSIC: (PLAY OFF "HUNTING SONG"- CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE) Smokers, it's easy to identify PELL MELL'S Modern Design. The evidence is clear. The minute you look at a PELL MELL you see PELL MELL'S greater length.. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: ~~Back in the gay nineties one of our favorite slang expressions was: "Don't blow out the gas." I mention~~

~~this because~~ ^The Believe It Or Not I'm going to sketch now proves that even the most commonplace object can be the for you, ~~tonight involves a gas stove. Around this~~ cause of a startling drama. For our unique story tonight revolves around ~~stove revolves a most unique and startling drama~~ of all things - a gas stove!
Now - on with the Hunt!

is the
The time, [^]May [^]9, 1891. The place - the home of Mr. Purbeck Jones, in Lancaster, England. Mr. Jones is being served dinner by his maid, Susanna Ewrie.

SOUND: (TINKLE OF SILVER, CHINA, ETC.)

SUSANNA: (LANCASHIRE ACCENT) Mr. Jones, you haven't eaten enough to keep a flea alive.

JONES: I can't eat, Susanna.
(PUSHES PLATE AWAY)

SUSANNA: My best ^{steak and} kidney pie too.

JONES: It isn't your cooking, Susanna. I'm worried -

SUSANNA: Worried? Sailing for India tomorrow and you're worried, you say? ^{Deed} ~~Now~~ I wisht it were me that was going.

JONES: (PREOCCUPIED) I might as well not go if I can't get these securities out of my safe - I've lost the keys and can't get it open.

SUSANNA: Oh, it's lost the keys you have. Well, bless me, sir, I haven't seen them anywhere.

JONES: ^{You} I know, Susanna. Never mind.

SUSANNA: ~~I~~ won't be minding getting away, sir. Me young gentleman is waiting in the park.

JONES: Go right ahead and meet him.

SUSANNA: Oh...thank you...thank you. (FADING) Goodbye, sir, and I hope you find your keys!

MUSIC: (BRIDGE)

SUSANNA: Oh... 'Arry, am I late?

HARRY: A good arf hour, you're late. I've a mind to....

SUSANNA: Go along with you. Mr. Jones lost keys to his safe..and worrying his blinkin' head off he was.

HARRY: Keeping you late. I don't like it, Susanna, I don't like it!

SOUND: (DULL MUFFLED EXPLOSION)

SUSANNA: 'Arry. What was that?

HARRY: Sounded like an explosion.

SUSANNA: Look...those people running...

SOUND: (RUNNING FEET)

HARRY: It's right over here...come along, Susanna....

(CROSSPADE RUNNING FEET TO..LOW CLANG OF FIRE

APPARATUS..HUBBUB OF VOICES)

SUSANNA: 'Arry... 'Arry...It's our house..Mr. Jones' house...

Oh 'Arry...

HARRY: What now?

SUSANNA: Oh 'Arry....I just remembered - I left the gas lit in
the oven! That's what blew up the house.(BREAKS DOWN INTO

SOBS) Oh...and poor Mr. Jones. He was in there. I
killed him 'Arry - I killed him....

MUSIC: (BRIDGE)

SOUND: (RAP OF GAVEL THREE TIMES)

JUDGE: Susanna Ewrie - the jury has found you guilty of
involuntary manslaughter, unintentional arson, and the
endangering of life and limb. Your failure to turn off
the stove not only resulted in great property damage
but killed Purbeck Jones. Not the slightest trace of
him has been found. You're guilty of the grossest
criminal negligence.

SUSANNA: (SOBBING) I know, your worship..I know...Oh, poor
Mr. Jones.

JUDGE: Susanna Ewrie - I sentence you to...

SOUND: (DOOR OPEN AND CLOSE: RUNNING FEET)

SUSANNA: 'Arry. What was that?
HARRY: Sounded like an explosion.
SUSANNA: Look...those people running...
SOUND: (RUNNING FEET)
HARRY: It's right over here...come along, Susanna....
(CROSSFADE RUNNING FEET TO..LOW CLANG OF FIRE APPARATUS..HUBBUB OF VOICES)
SUSANNA: 'Arry... 'Arry:...It's our house..Mr. Jones' house...
Oh 'Arry...
HARRY: What now?
SUSANNA: Oh 'Arry....I just remembered - I left the gas lit in the oven! That's what blew up the house.(BREAKS DOWN INTO SOBS) Oh...and poor Mr. Jones. He was in there. I killed him 'Arry - I killed him....
MUSIC: (BRIDGE)
SOUND: (RAP OF GAVEL THREE TIMES)
JUDGE: Susanna Ewrie - the jury has found you guilty of involuntary manslaughter, unintentional arson, and the endangering of life and limb. Your failure to turn off the stove not only resulted in great property damage but killed Purbeck Jones. Not the slightest trace of him has been found. You're guilty of the grossest criminal negligence.
SUSANNA: (SOBBING) I know, your worship..I know...Oh, poor Mr. Jones.
JUDGE: Susanna Ewrie - I sentence you to...
SOUND: (DOOR OPEN AND CLOSE; RUNNING FEET)

JONES: (BREATHLESS) Your worship...your worship! Stop this trial! I am - Purbeck Jones!

SOUND: (AD LIBS OF AUDIENCE)

DEFENSE: ~~Your worship - in view of this new circumstance - I -
move that the verdict of the jury be set aside and
the case reopened.~~

JUDGE: (RAPS GAVEL) Order! Order! You are Mr. Purbeck Jones?

JONES: Yes, your worship. There has been a horrible miscarriage of Justice...

SUSANNA: (WEEPING) Oh..Mr. Jones...alive..alive..oh!

JUDGE: Mr. Jones - take the witness stand. The council for the defence - proceed

DEFENSE: Mr. Jones- will you tell the court what happened the night of May 9, 1891?

JONES: Yes, ^{sir} I had lost the key to my safe. There was two million pounds in that safe. For the last two years [had been engaged in the construction of the Newar-Central India Railroad.

JUDGE: ~~Just what has this to do with the case in hand?...~~

JONES: Your worship, I assure you my testimony has direct bearing on Susanna Ewrie..

SUSANNA: (~~OFF, STILL SOBBING SLIGHTLY~~) Oh, bless you, sir.

JUDGE: ~~Proceed, Mr. Jones.~~

JONES: My contract stipulated that my syndicate deposit two million pounds with the Indian Government by August 1st. That two million pounds in securities was in my safe the night of May 9th. But I couldn't open it..I had lost my keys. I was desperate.

JUDGE: Please be brief, Mr. Jones.

JONES: I left the house..walked aimlessly, trying to remember where I could have left the key. Suddenly I heard an explosion - it was close - I ran. My own house had been completely destroyed. That was the final blow. Dazed, I walked into the garden - and there - I found the safe.

SOUND: (HUBBUB)

JUDGE: Proceed, Mr. Jones.

JONES: The door of the safe had been blown open, but the securities were all there. I grabbed them and ran to the station. I caught the last train - and just made my boat for India.

JUDGE: Extraordinary! ~~Extraordinary!~~

JONES: I just got back from India today and learned that Susanna was on trial - I came here as quickly as I could.

JUDGE: Mr. Jones, you were just barely in time. Your testimony has saved this girl ^{from a prison sentence.} ~~from a prison sentence.~~ The case against Susanna Ewrie is dismissed.

SOUND: (HUBBUB)

SUSANNA: Oh, bless you sir.

JONES: Susanna, I ^{have} ~~have~~ got some more good news for you. For saving our contract you're going to get a reward..two per cent of the value of the securities that were in the safe. (PAUSE) That's forty thousand pounds!

SUSANNA: Oh, Mr. Jones! (SOBS)

MUSIC: (PLAYOFF)

RIPLEY: Susanna Ewrie was a very lucky girl! As lucky a girl as I've ever found in all my hunt for facts. Instead of being sentenced by the court for her criminal negligence in forgetting to turn off the gas stove which blew up her employer's house, she actually received a reward of forty thousand pounds ~~---or---~~ in our money - two hundred thousand dollars - BELIEVE IT OR NOT!

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, are you still smoking old-fashioned, short cigarettes? Then here is a test that will surprise you. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL -- see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Ladies and gentlemen, you know our boys on the fighting fronts always rush to get our V-Mail letters from home and ~~should remind us that the boys love to read V-Mail~~ the finest things you can do is to send a friendly letter to some boy ~~from us. Probably, the biggest gift you can give is~~ on some war front somewhere. And please write tonight! ~~a friendly letter to some boy on some war front. Write tonight.~~ They're fighting to bring you Victory - symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. From Private Homer E. Delk c/o Postmaster, San Francisco, comes this question: "Does a horse pull or push a wagon?" Well, Bob - in your hunt for facts have you found the answer to that one?

RIPLEY: Yes, ~~Don.~~ ^{to Pvt. Delk I say} and horses do not pull - they push! When a horse is in its harness it stands on a line with the center of the load and pushes against its collar, ^{and Pvt. Delk,} ~~watch~~ the next time you see a horse and wagon you'll see that ~~the next horse and wagon you see, and you'll find out~~ it's true. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G2)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember-- ^{PELL MELL'S} ^{First} Modern Design gives you two important benefits. ^{PELL} MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke gives it that cooler, smoother taste. That's why, wherever particular people congregate you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last Friday's Believe It Or Not. Remember, Bob, you left us this one to puzzle over. "What one man was both the father of a United States President and the son of a United States President?"

RIPLEY: ^{Well} That was the question all right, Don, ~~and I'm afraid it~~ ^{Did you find it?} ~~was~~ a tough one.

HANCOCK: Oh, ^{not so very} ~~I don't know about that.~~

RIPLEY: Oh You mean you know the answer?

HANCOCK: Why sure. It was John Scott Harrison who was the father of President Ben Harrison and the son of President William Henry Harrison.

RIPLEY: Well, nice going, Don. ^{You're right} John Scott Harrison is the right answer and Believe It Or Not - IT'S TRUE!

HANCOCK: I told you I'd get one of these after a while. Well, ~~now Bob~~, have you another one we can go to work on tonight?

Well, now let me see

RIPLEY: ~~Yes, Don. Let's see~~ if you can ring the bell again with the answer to this question. What American founded the first League of Nations?"

HANCOCK: "What American founded the first League of Nations?" Are you kidding? Why Bob, everybody knows that after the last war...

RIPLEY: ~~Hold on~~ a minute, ^{Just} ~~hold~~ on a minute, ^{just a minute} Don. I think I know what you're going to say; and ^{you might} ~~you~~ be wrong. ^{Tomorrow night I'll give you the an} So let me give you a hint ^{now}. The first League of Nations was founded long before the last war.

BELIEVE IT OR NOT!-

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME "A HUNTING" UP TO CUE)

ANNR: THIS IS MUTUAL.

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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

FINAL REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #17
TUES. 2/8/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
9:15-9:30 P.M.
NETWORK: E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today...knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries...travelled over a half million miles...always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FCR:)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 8, 1944

RIPLEY: Greetings everybody, and welcome. From all the four corners of the world, the news continues to be dynamic and dramatic. You may have heard Gabriel Heatter and his comments on the news tonight. If you did, you know that he mentioned the town of Riga, Capitol of Latvia and I've been in Riga, and there are many interesting Believe It Or Not's about Riga, which well was long known as the Reno of Europe because of its liberal divorce laws. But in Riga lived the father of our American Navy - our own John Paul Jones, who served Catherine the Great of Russia as an Admiral of the Russian Navy. And on the house in which John Paul Jones lived in Riga above the door is this motto which I have seen - I think is most appropriate - "Either Victory or Death". But most interesting of all is the weeping rock on the Daugava River near Riga. This rock has the face of a human being. From its eyes, tears stream constantly and roll down the old stone face - and the legend tells us that this is a traitor turned to stone, because he opened his country to the Germans - and now he must forever weep, contemplating what he has done - BELIEVE IT OR NOT!

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MUSIC: (PLAY OFF "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, the whole story of PELL MELL'S Modern Design is right in front of your eyes. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here's Bob Ripley again - the man who makes his living by hunting for facts.

MUSIC: (SCENE SETTER...FADE FOR:)

RIPLEY: ^{You all}
~~Do~~-you remember that old saying, "Music hath charms to soothe the savage beast?" Well, it may or may not be true. But as I have found in my hunt for facts, music does have a powerful effect upon men. And the Believe It Or Not I'm going to sketch for you tonight will, I think, demonstrate this singular power of music.

Now - On with the hunt!

(MORE)

RIPLEY:
(CONTD)

The time - 1927. The place, a hospital in Chicago. One of the patients, a veteran of World War One, is suffering from amnesia, ^{or loss of memory.} For six years he has been unable to remember his own name or anything about his past.

SOUND: (DOOR OPEN AND CLOSE)

NURSE: Doctor - ~~we have~~ ^{here's} the complete report on the patient.

DOCTOR: ~~Let me see it.~~ (READS) Hmm...gassed - shell shocked--
Complications resulting in amnesia.

NURSE: Amnesia?

DOCTOR: Yes. He has no idea who he is. Doesn't remember a

thing! I'll be back in a few minutes. Call me if you need me.
Yes, Doctor.

NURSE: (BRIDGE)

MUSIC:
BURNETT: Nurse...nurse!

~~RIPLEY: One night this amnesia victim called his nurse and asked--
NURSE: Shhh...now just relax. Here...I'll turn on the radio. There's some
for the headphones so he could listen to the radio. This
good music on now. Just listen...
is what he heard.~~

MUSIC: (RHAPSODY IN BLUE TO FINISH)

(APPLAUSE)

WHITEMAN: (HIMSELF) Ladies and gentlemen. This is Paul Whiteman.

Tonight we'd like to open our program with a great tune by a great song writer. His name was Ernie Burnett.

He was killed in the last war. He was a real friend of mine and a great song writer. And I'd like to play for you his greatest song.

ORCHESTRA: (REPRODUCE EXACTLY ORIGINAL WHITEMAN ARRANGEMENT OF:

MELANCHOLY BABY; PLAY IT TWELVE BARS AND....)

BURNETT: Nurse...Nurse - turn it off. Turn it off!

MUSIC: (OUT)

NURSE: But it's Melancholy Baby - I love that song.

BURNETT: It's re..it's me! I wrote that song. I remember who I am. I'm Ernie Burnett..Now I remember.

MUSIC: (PLAY OFF)

RIPLEY: Yes - after six years of amnesia - living in a world of darkness - Ernie Burnett's memory was restored when he heard his own song, Melancholy Baby played by Paul Whitemen. And, ladies and gentlemen, here he is -

Ernie Burnett!

APPLAUSE

BURNETT: Thank you, Bob.

RIPLEY: Ernie ^{I think} you're a very lucky man and ^{since} ~~so~~ part of your luck was due to Paul Whiteman - I thought we should have him with us tonight ^{and here he is..} ladies and gentlemen, Paul Whiteman!

(APPLAUSE)

WHITEMAN: Thank you Bob, and thank you Ernie. This is like old home week.

BURNETT: That it is.

RIPLEY: Ernie, in my sketch, we told how your life was saved - and your identity ^{was} re-established and your career ^{restored} ~~resumed~~ by the very song that you wrote, Melancholy Baby.

BURNETT: That's the truth of it, Bob. I spent many years in the veterans hospital. I owe Paul Whiteman a great deal. But I was so sick that I guess I'd lost all desire to live.

WHITEMAN: And you know - Ernie - we all thought you were dead. All the theatrical publications in the country printed the notice of your death in the last war. It was never denied.

RIPLEY: And that makes it all the more ^{unbelievable} ~~extraordinary~~ that you, Ernie, could be brought back to yourself so amazingly by your own tune, Ernie.

WHITEMAN: Yes, Bob. ~~it was a real lifesaver for Ernie~~ - and
you'll never know how happy we were to find ^{that} he was
alive.
Well, how you must have felt, Paul,
RIPLEY: I know ~~you were~~, and tell me gentlemen, isn't Melancholy
Baby one of the biggest hit songs in history?
WHITEMAN: Yes - Bob. Aside from being a lifesaver to Ernie - the
record says Melancholy Baby sold more than three and a
half million copies. And now I've just heard it's going
to be the title of a new motion picture.
Fine and
RIPLEY: ~~Yes~~ this song has lived for thirty-five years and
that's quite a record ^{itself, but}. And of all the times
Melancholy Baby was played, it was never played
to better service than it was that night back in
1927 when you played it, Paul, and dedicated it to
Ernie Burnett. Because it brought him back from the
depths of amnesia.
BURNETT: And that's something I'll never forget. Thank you
again, Paul, and thank you Bob. And continued luck in
your hunt for the unbelievable facts of life.
RIPLEY: Thank you both, Ernie Burnett and Paul Whiteman for
being my guests tonight. Ladies and gentlemen, you have
just heard the story of Ernie Burnett, composer of
Melancholy Baby, one of the greatest popular songs ever
written. Ernie Burnett spent six years in a veterans
hospital in Chicago in a state of complete amnesia -
unable to remember his own name or anything about his
past. (MORE)

RIPLEY:
(CONTD)

Then when over the radio he heard Paul Whiteman playing the song he had written - Melancholy Baby and dedicating it to him - his amnesia was dispelled ~~and~~ His memory was completely restored..

BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: ~~+~~ Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, you'll notice something different is happening when a PELL MELL smoker tries to light an old-fashioned, short cigarette. Unconsciously, he holds the flame a good half-inch beyond the tip of the short cigarette, he's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. (MORE)

HANCOCK:
(CONTD)

Modern Design means PELL MELL is smoother, cooler.
From the very first puff, PELL MELL'S greater length
travels the smoke further - diminishes heat and bite
on the way. PELL MELL'S greater length filters the
smoke naturally over a twenty per cent longer route of
PELL MELL'S traditionally fine tobaccos. That's
Modern Design - PELL MELL'S Modern Design. PELL MELL
filters the smoke - gives it that cooler, smoother
taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR:)

HANCOCK: All for one - and one for all. Yes, that's the way
we're going to win the war. Over here all together
working for Victory. Over there, all together fighting
for Victory. And for those boys over there...here are
Bob Ripley's answers to their V-Mail letters.

RIPLEY: ^{All right}~~Thank you~~, Don. Friends of mine who have just returned
from our air bases in England tell me that the one thing
our fliers look forward to most is ^{the} mail call to get their
V-Mail letters. Surely, all of us listening ⁱⁿ can write a
few more V-Mail letters ~~each~~ ^{every} week. So do it ^{now, won't you,} for ^{They're}
fighting to bring you Victory - symbolized by the letter
"y" - the same letter V you see on the back of every
package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. And now, C. B. LeMaster of the
USS Vincennes, writes: ^{Dear Mr. Ripley:} "Once you ran a piece in your
Believe It Or Not about a Scotsman named ^{giant} ~~Angus~~ McCaskell
~~or "Giant" McCaskell~~. He was supposed to be a real
superman. How big was he?" Well, Bob, in your hunt
for facts - have you ~~found~~ the answer to that ~~one?~~

RIPLEY: Oh Yes, Don, ^{giant} Angus McCaskell was ^{a big man. He was born in Scotland} ~~born in the Hebrides, 1825,~~
 about 120 years ago. ^{Canada}
 He came to ~~Cape Breton,~~ Nova Scotia at the age of six
~~He attained a~~ height of seven feet, nine inches. ~~And he~~
 was three feet, eight inches across the shoulders, with
 a chest measurement of six feet ~~and~~ eight inches. He
 weighed five hundred pounds and his hand was a foot long.
~~and this Scot~~
~~The Cape Breton~~ giant once ~~caught,~~ lifted and carried on
^{a ship's}
 his shoulders ~~an~~ anchor, weighing two thousand and two
 hundred pounds. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to
 last night's Believe It Or Not! (PAUSE) Smokers,
 whenever you buy cigarettes, remember - PELL MELL'S
 Modern Design gives you two important benefits. First,
 PELL MELL'S greater length travels the smoke further,
 diminishes heat and bite on the way. Second, PELL MELL'S
 greater length filters the smoke, gives it that cooler
smoother taste. That's why, wherever particular
people congregate, you see PELL MELL in the smart
red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or
 Not. Remember, Bob, you asked: "What American founded
 the first League of Nations?" ~~I couldn't get to first~~
~~base with that one.~~

RIPLEY:

Yes
 Well, the answer is Hiawatha, ^{poem. Well, it was Hiawatha who} ~~He~~ founded the first
 League of Nations, composed of the six great Indian
 nations which, incidentally, occupied a larger area than
 the ^{great} Roman Empire ^{of old history}. Their territory extended from ^{the} Hudson
 Bay to North Carolina and from Connecticut to ^{the} Mississippi.
 And this great Indian confederacy was an actual League
 of Nations - formed to end all war and to unite these
 six nations under one lasting bond of Peace -
 BELIEVE IT OR NOT - ~~THIS TRUTH!~~

HANCOCK:

Well, Bob, have you another one we can go to the mat with
 tonight?

RIPLEY:

~~Yes, Don~~, if you really want to wrestle, ~~let's see if~~
^{Well} ~~Maybe~~ you can take a fall out of this one. ^{Tell me,} What President of
 the United States memorized the Bible?

HANCOCK:

You mean he memorized it word for word, Bob?

RIPLEY:

Yes, ^{yes} ~~Don~~ I'll tell you who he was tomorrow night. For
 there actually was a United States President who
 memorized the entire Bible word for word -
 BELIEVE IT OR NOT!

MUSIC:

(THEME - "A HUNTING" - CUE J - FADE FOR:)

HANCOCK:

This is Don Hancock reminding you to listen in tomorrow
 night, when FEEL MELI Famous Cigarettes, the cigarette
 of Modern Design, will again present the man whose whole
 life is a constant hunt for facts -

MUSIC:

(THEME - "A HUNTING" - UP TO CUE)

ANNR:

THIS IS MUTUAL.

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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #18
WED. 2/9/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK: 9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: BELL MELL Famous Cigarettes, the cigarette of Modern Design, presents....

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)....FADE FOR)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there - - been in more than two hundred countries, traveled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT -- IT'S TRUE -- SAYS BOB RIPLEY.....

AND HERE HE IS!

MUSIC: (THEME "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO COME)

RIPLEY:

Greetings, everybody, and welcome.

Tonight you probably heard Gabriel Heatter mention Bulgaria in his keen analysis of the news. Bulgaria being the powder-keg of the Balkans is especially interesting to us now. Of all the countries in Europe, Bulgaria is the unluckiest, and, as they say in Europe, if you want to bet on a sure winner in any war, always bet against Bulgaria.

When King Boris of Bulgaria was just one and a half years old, the Czar of Russia made him an honorary colonel of the Minsk Guard Regiment. The Czar ordered a uniform for a boy one and a half years old, but Boris was large for his age. When the uniform arrived, it was too small for him and Boris' father swore to avenge the insult. So, in two world wars Bulgaria got even with Russia by waging war against her. But, to turn to a pleasant side, Bulgaria is the most fragrant country in Europe -- at least it has the largest rose garden in the world -- a single garden of roses eighty miles long. In this rose garden is manufactured the costliest of all perfumes -- Attar of Roses. Four thousand pounds of roses are required to manufacture a single ounce of Attar and the fragrance of these rose gardens fills the air one hundred miles before you even reach Bulgaria...

BELIEVE IT OR NOT!

MUSIC: (PLAY OFF "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, when it comes to PELL MELL'S Modern Design you can be your own judge and jury. The evidence is clear. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley -- the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: Many people are firm believers in the super-natural. Whether they are right or not, it is not for me to say. But I do know that in my hunt for facts in the far corners of the world, I have found many stories in which the super-natural ^{is a deciding factor} ~~plays a major role~~. The startling effects of one man's supreme belief in the super-natural is clearly illustrated in the baffling Believe It Or Not I'm going to sketch for you ^{now} ~~tonight~~!

(MORE)

RIPLEY:
(CONTD)

So
~~Now~~ - on with the hunt!

The year 1880. A ship with a full cargo aboard -
is bound from London to New York. The weather is
fine, there is a favorable wind. The three mates,
Ross, Whyte and Cull ^{are sitting} ~~sit~~ in a cabin discussing
the skipper - Captain Peter MacMurtin.

SOUND: (ESTABLISH CREAKING OF BOAT...WAVES...WIND, ETC.)

ROSS: I've sailed with a lot of superstitious skippers
in my years at sea, but Captain MacMurtin beats
anything I've ever seen.

WHYTE: Aye, Mr. Ross, the Captain is right belmy, he is.
Picks up pins, won't walk under a ladder, always
knocking on wood.

CULL: (SOTTO) I say, chaps, not so loud. He's right in
the next cabin.

WHYTE: ^{Aye} ~~cripes~~ - I forgot. Say - maybe we could have some
fun with the old boy.

ROSS: How do you mean?

WHYTE: Well, maybe I could raise my voice up. Like I
was a ghost, see? And talk to him through this
here wall.

CULL: Go on, try it. See what happens!

WHYTE: All right, here goes. (RAISING VOICE AND CALLING)
"Captain MacMurtin, steer north northwest. Steer
north northwest."

CAPTAIN: (MUFFLED..THROUGH WALL) Huh? What's that?

ROSS: (SOTTO) He heard you. Do it again.

WHYTE: (EERIE VOICE) Captain MacMurtin, steer north northwest.
We need your help, Captain MacMurtin.

CAPTAIN: (MUFFLED THROUGH WALL) Who's ^{there} ~~that~~? North north west you say?

CULL: (SOTTO) You've got him going, Whyte. (SOUND: DCCR OPENS AND CLOSSES...OFF..FOOTSTEPS ALONG DECK..COMING) Shhhh! Here he comes.

SOUND: (DOOR OPENS ON)

CAPTAIN: (EXCITED) Gentlemen^{gentlemen} I have just had a most unusual experience!

ROSS: (INNOCENTLY) ^{eye} What was it, Captain?

CAPTAIN: I - I was sitting alone in my cabin when I heard a voice calling to me. It said: "Steer north north west. We need your help."

CULL: ~~Are you sure it was a voice, sir? There are times when the wind plays queer tricks on our ears.~~

CAPTAIN: ~~This is no wind, Mr. Cull. It was a voice. I heard it distinctly not once, but twice.~~

WHYTE: ~~Really.~~

CAPTAIN: ~~Yes, gentlemen, I'm sure that I heard the voice of Providence~~ ^{It was} a super-natural call for help from some ship in distress. ~~I'm going to steer~~ ^{Set the course} north north west.

WHYTE: North north west it is sir.
MUSIC: (BRIDGE IT..FADE BACK FOR)

SOUND: (WIND...WAVES AS SHIP PLOWS THROUGH WATER)

VOICE: (OFF) (CALLING) Small craft off the starboard bow^{with one man}....
^{with one man aboard....}

CAPTAIN: small craft off the starboard bow ~~Captain MacMartin!~~
Give me yer glass, Mr. Ross. ROSS: Aye, sir.

CAPTAIN: (ON) Well, Mr. Ross, what do you think of my ghost message now?

ROSS: It's amazing, Captain. I - I can hardly believe my eyes.

CAPTAIN: It was indeed the voice of Providence that called me.
Launch the lifeboat and go to the rescue at once.

ROSS: ~~Aye, aye, sir!~~

MUSIC: ~~(FAST BRIDGE..FADE BACK FOR)~~

SOUND: ~~(OARS CREAKING IN LOCKS - SPLASHING OF WAVES, ETC)~~

ROSS: ~~Easy, now, Whyte. Veer to the left a bit and bring her alongside. By George, this is a queer one, right enough. A small sailboat out in the middle of the Atlantic with only one man in it.~~

WHYTE: ~~Blimey, if it ain't. And look there, Ross, the blighter's sound asleep!~~

ROSS: ~~Yes - and with a seagull sitting on his shoulder!~~

WHYTE: ~~I don't like the look of it, Ross.~~

ROSS: ~~Never mind. We have our orders.~~

SOUND: ~~(BOATS SCRAPING TOGETHER AS THEY COME ALONGSIDE)~~

ROSS: ~~Wake fast, Whyte! (CALLING) Hi there, mister! Wake up! Wake up!~~

KINNITY: ~~Huh? What? Who are you?~~

ROSS: ~~Ross and Whyte of the bark "Seagull" bound for New York. We've come to take you aboard.~~

KINNITY: ~~I don't want to go aboard. Go away and leave me alone.~~

WHYTE: ~~The poor beggar's gone balmy!~~

KINNITY: ~~I'm perfectly sane, you idiots. Go away, I tell you, go away!~~

ROSS: ~~He's crazy, right enough. Come on, Whyte, grab him!~~

SOUND: ~~(SCUFFLE)~~

CAST: ~~(AD LIB CRIES OF "STOP IT!" "YOU TAKE HIS ARMS, ROSS, I'VE GOT HIS LEGS!" ETC. BRING UP TO A PITCH)~~

MUSIC: ~~(SWELLS WITH SOUND OF SCUFFLE AND FADES BACK FOR)~~

ROSS: ~~(BREATHING HEAVILY) Here ~~he~~ is ^{the man who was aboard the boat,} Captain MacMurtin. We had a rough time bringing him aboard.~~

WHYTE: ~~He's gone out of his mind, sir.~~ And so has this blinkin' seagull he's got with him. Followed us right aboard it did. And look at it now - sitting on his shoulder!

KINNITY: I'm perfectly sane, I tell you. This is an outrage.

CAPTAIN: Release him, men. Now then, my poor fellow, calm yourself. You are safe and in good hands.

KINNITY: I was safe where I was. I was bound from Liverpool to New York when these two huskies of yours shanghaied me.

CAPTAIN: (INCREDULOUS) You were bound from Liverpool to New York. In that little boat?

KINNITY: Yes - I am Captain Kinnity - the Lone Navigator. My boat is the smallest in which anyone ever attempted to cross the Atlantic.

CAPTAIN: But why should you want to cross in such a frail craft? You were risking almost certain death.

KINNITY: I was bound for New York to marry my sweetheart. ~~My boat is named the Heavens after her.~~

CAPTAIN: But, there are plenty of passenger ships on which you could have sailed.

KINNITY: Yes, but right on the spot in New York I have a strong rival. If I could have sailed the Atlantic alone in my small boat, the fame might have turned the balance in my favor. But that's all over now - thanks to you.

CAPTAIN: ~~We are bound for New York and you'll get there in plenty of time.~~

WHYTE: Hey, look - there goes your seagull.

~~KINNITY~~

Look - he's flown up and is circling ~~my head.~~ ^{the Captain's head.}

KINNITY: Three times round. That's strange.

WHYTE: And flying off now northwest by north.

KINNITY: ~~Yes, but here he comes back. Look he's circling your head again!~~

CAPTAIN: ~~Three times more! There he goes off in the same direction.~~

WHYTE: ~~Northwest by north again!~~

KINNITY: I don't understand it. He never acted like that before.

CAPTAIN: ^{Well} ~~I~~ understand it, Captain Kinnity. It is another summons from Providence. The voice of Providence which brought me to you. (CALLING) Mr. Ross! Mr. Ross! ^{Aye, sir.} Charge the course! Steer northwest by north! ~~Steer northwest by north!~~

MUSIC: (FAST BRIDGE....FADE BACK FOR:)

VOICE: ~~(OFF) Derelict off the starboard bow, Captain MacMurtin! Derelict off the starboard bow, sir!~~

CAPTAIN: ~~The Voice of Providence spoke truly. It did not fail me. It did not fail.~~

MUSIC: (TAG IT..FADE BACK FCP)

RIPLEY: Yes, ladies and gentlemen, Captain MacMurtin changed his course again and followed the seagull. An hour and a half later, his ship came upon the ~~derelict~~ wreck of ^{another} ~~a~~ ship named "Central India" with forty-four passengers aboard, ^{who} ~~she~~ ^{long ago} had given up all hope of rescue. And among these forty-four survivors was Captain Kinnity's sweetheart - Hermione Rosmallen of New York. She had taken passage for Liverpool with the intention of marrying ^{Captain} Kinnity there. ~~She naturally didn't know of Kinnity's attempt to cross the Atlantic in his small boat to meet her.~~

(MORE)

RIPLEY:
(CONTD)

~~When the young couple finally reached New York they
were married. The Mayor himself gave the bride away.~~

If it had not been for Captain MacMurtin's supreme belief
in the supernatural, he would never have heeded the first
ghost message which led him to Captain Kinnity. Nor
would he have followed the seagull. The forty-four
people on the "Central India" might never have been
rescued and Captain Kinnity and his sweetheart ^{never} ~~would not~~
have met ^{again or have} ~~and~~ been married...BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Smokers, if you're still smoking old-fashioned, short
cigarettes, make this test for yourselves. See what
happens the first time you light a PELL MELL.
Unconsciously, you hold the match a half inch closer to
your face than you have to -- a good half inch inside
the tip of your PELL MELL. That means you've discovered
Modern Design - something a short cigarette can't
possibly give you. Now smoke that PELL MELL - see what
Modern Design does for you. From the very first puff,
PELL MELL'S greater length travels the smoke further -
diminishes heat and bite on the way. PELL MELL'S greater
length filters the smoke naturally over a twenty per
cent longer route of PELL MELL'S traditionally fine
tobaccos. That's Modern Design. -- PELL MELL'S Modern
Design. It filters the smoke - gives it that cooler,
smoother, taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: (STET SPEECHAll for one, etc.)

RIPLEY: Thank you, Don. And before we read the V-Mail tonight, I'd like to pass along what I think is an idea. One of our listeners wrote me that she devotes six hours a week to writing V-Mail letters to all the boys she knows in the service overseas. I am sure you listeners will agree that those hours are well spent - letters are certainly welcome to those boys who are fighting to bring you Victory - symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. Lieutenant Commander H. J. Mock, USNR, writes: "In the ward room some of the boys said that you stated this is the year 1951 instead of 1944. Naturally, there was an argument, so will you please tell us how come!" Well, Bob - in your hunt for facts - have you found the answer to that one?

RIPLEY: Yes, Don. The creator of our calendar, ^{today was} Dionysius, the greatest mathematician of his time, made a mistake in addition of seven years in his original calendar. The correct calculation shows that Christ was born December 25th in the year of 7 B.C. which ^{means} ~~make~~ this is not 1944, but this is the year 1951! BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits.

(MORE)

HANCOCK: (CONTD) ^{First}
 ^ PELL MELL'S greater length travels the smoke further,
 diminishes heat and bite on the way. Second, PELL
 MELL'S greater length filters the smoke, gives it
 that cooler, smoother taste. That's why, wherever
particular people congregate you see PELL MELL -
 in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe
 It Or Not. Remember, Bob, last night you asked:
 "What President of the United States memorized
 the Bible?" ~~Well, I've given up--what's the~~
~~answer, Bob?~~

RIPLEY: ^{President}
 It was ^{who} Abraham Lincoln. ~~As an ambitious young~~
~~lawyer, President Lincoln~~ memorized the Bible in
 order to improve his speech and diction. ~~And that~~
~~is why his speeches were phrased in Biblical style.~~

BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: ^{Well} ^{you}
 ^ Thank ^{you} Bob, ~~I think everybody will be glad to~~
~~know that fact about Abraham LINCOLN.~~ And now -
 have you another one we can go round and round with
 tonight?

RIPLEY: Yes, Don. If you really want to get on a
 merry-go-round, let's see if you can answer this
 one. Where is every day New Years?

HANCOCK: "Where is every day New Years?" No fooling, Bob,
 is there really such a place?

RIPLEY: Yes, Don, there really is - and I'll tell you where
it is tomorrow night - for I've actually been there
myself - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J --FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose
whole life is a constant hunt for facts -
BELIEVE IT OR NOT.....BOB RIPLEY!
(APPLAUSE)

MUSIC: (THEME - "A HUNTING" UP TO CUE)

ANNR: THIS IS MUTUAL.

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AMERICAN C. & RADIO DIVISION
PALL MALL

FINAL REV. #19
THURS. 2/10/44

CLIENT:

BELIEVE IT OR NOT
ROBERT L. RIPLEY

BROADCAST:

MUTUAL

DATE:

9:15-9:30 P.M.
E.W.T.

PROGRAM:

NETWORK:

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there - been in more than two hundred countries, traveled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY..

AND HERE HE IS!

MUSIC: (THEME "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

(NEWS SPOT) BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 10, 1944

RIPLEY: Greetings everybody and welcome. The news tonight on our far flung War Fronts is good. Both our bombers and battleships have bombarded the Kurile Islands near Japan. In my hunt for facts I have flown over Kamchatka, that one hundred thousand square mile island nearest to the Kuriles and Kuriles is the most volcanic part of the world. It looks and sounds the way the earth must have looked one million years ago when it was young. The tallest volcano in the world is (Klyutchevskais) on this island, called the glass volcano. It is seventeen thousand feet high. It constantly erupts, like millions of Roman candles, a fused mixture of sand which hardens in the cold air turns to glass. And falls like a rain of diamonds and on this same Island nearby is a tea spring. The taste of this spring has the flavor of tea. The natives drink it---bathe in it, firmly believing that it will cure all diseases. And strangely, playing cards are of great importance to these natives. They use them for money - and even their marriage ceremony consists of a card game, played by the bride and groom - BELIEVE IT OR NOT!

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MUSIC: (PLAY OFF - "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, you can see PELL MELL'S Modern Design at a glance. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers- your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley -- the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIIPLEY: In the many years I've spent hunting for facts, I've checked and verified true life dramas from the four quarters of the globe. But I've found that some of the most striking and unusual stories of all have been enacted right here in our own United States. And the Believe It Or Not I'm going to sketch for you tonight is an impressive example.

Now - on with the hunt!

The time - March ^{the} 26th, 1922. The Chicago Police have been hunting for William Webb, a convict who has escaped from prison at Joliet, Illinois. Detectives McCarthy, McFadden and Tapscott have just made a routine search of Webb's home ~~but have~~ found no trace of him. As our scene opens they are in their ^{police} ~~private~~ car on the way back to headquarters.

~~MUSIC: (SWELLS BRIEFLY AND FADES BACK FOR.)~~

SOUND: (CAR RUNNING THROUGH TRAFFIC)

TAPSCOTT: You know, McCarthy, this guy Webb is beginning to get my goat. He's slippery as an eel.

MCCARTHY: You're right, Tapscott, but we're bound to catch up with him sooner or later.

TAPSCOTT: Yeah, but until we do he sure is a headache. ^{hey} ~~See~~, look, there's Dan Morrison's ^{place} ~~saloon~~ ahead of us here on the next corner!

MCCARTHY: Uh-huh.
You know

TAPSCOTT: Webb used to hang out there before he was sent up. What do you say we look the joint over?

MCCARTHY: Can't do any harm. Pull up here, McFadden, and we'll have a look-see.

SOUND: ^{MUSIC} ~~(CAR COMES TO STOP. CAR DOOR OPENS AND CLOSES.)~~

TAPSCOTT: Okay..let's go in.
DOOR

SOUND: ~~-(FOOTSTEPS OVER PAVEMENT..CHANGING TO FOOTSTEPS OVER
WOODEN FLOOR. THEY STOP SUDDENLY. BAR ATMOSPHERE)~~

TAPSCOTT: (SOTTO) Hey, you guys,^{LOOK...} take a look at those two men standing there at the end of the bar. One of them is a bird named Scott.

McCARTHY: (SOTTO) By golly, you're right, Tapscott. The Illinois authorities want him for breaking out of Pontiac Reformatory. Oh-ch, look..he sees us.

SOUND: (FOOTSTEPS START TO RUN OFF..GONE)

TAPSCOTT: Quick! He's making a run for the side door. Go get ~~him, MacFadden!~~ Go get him! MacFadden, go get him!

SOUND: (FOOTSTEPS RUNNING FROM MIKE AND FADING IN DISTANCE. CROWD NOISE UP)

McCARTHY: Quiet, everybody. Stay where you are! We're police officers.

SOUND: (CROWD NOISE DIES OUT)

McCARTHY: (SOTTO) ~~Look,~~ Tapscott, the other guy is still standing there with his hands in his pockets. Isn't that Willie Webb?

TAPSCOTT: (SOTTO) ^{Well} It's either Willie or his brother Ludwig. They look enough alike to be twins. I can tell for sure as soon as I hear him speak. Come on..we'll ask him a ^{couple of} ~~few~~ questions.

McCARTHY: Okay..you stay right behind me in case he tries to make a break for it. ~~Let's go.~~

SOUND: ~~(FOOTSTEPS OVER WOODEN FLOOR..THEY STOP)~~

TAPSCOTT: Hello, fellow, what's your name?

WEBB: My name is Ludwig Webb.

TAPSCOTT: Ludwig Webb, eh? No, it isn't...you're Willie Webb and you're under arrest.

WEBB: ~~Oh,~~ yeah? Stick 'em up, coppers!

McCARTHY: Look out, Tapscott, he's got a gun.

WEBB: Wise guys, huh? I've a good mind to blast you coppers right where you stand.

TAPSCOTT: (WHISPERING) ~~I've got my gun out, McCarthy, but I~~
You're in the way.
MACCarthy, I can't shoot, ~~with you standing right in front of me.~~
~~When I say "drop" you drop to the floor and I'll let~~
Webb have it. Get ~~ready now.~~ (ALOUD) Drop! OK!

SOUND: (BODY HITS FLOOR. ONE REVOLVER SHOT.. CROWD NOISE UP)

McCARTHY: You knocked the gun out of his hand. Come on...let's get him.

SOUND: (SCUFFLE...BLOWS STRUCK)
(WEBB AND TAPSCOTT AD LIBS DURING STRUGGLE)

TAPSCOTT: (OVER) Get the cuffs on him, McCarthy!

SOUND: (HANDCUFFS CLICK. STRUGGLE CEASES)

TAPSCOTT: There, that's it. Now, you behave yourself or I'll clip you good.

McCARTHY: Hold him, Tapscott, while I get his gun. Where'd it go to?

TAPSCOTT: It's right there on the floor by your feet.

McCARTHY: ^{See?} Oh yeah, I see it. Well I'll be --! Look where your bullet went, Tapscott! It went right into the cartridge cylinder of Webb's pistol!

MUSIC: (TAG IT. FADE BACK FOR:)

RIPLEY: Yes, ladies and gentlemen, that is true. The bullet that Detective Tapscott fired at Willie Webb lodged in the ~~cartridge-cylinder~~ of the convict's gun. ~~It~~ jammed it so that he could not fire it. The gun was knocked out of Webb's hand and therefore ^{was} saved Tapscott's ~~his~~ life. And the man that did it is standing beside me now, ladies and gentlemen. Here he is - Detective ~~Sergeant~~ Fred Tapscott!

(APPLAUSE)

RIPLEY: ^{Dect.} ~~Mr.~~ Tapscott, when you fired that shot at Willie Webb, were you actually aiming at his gun?

TAPSCOTT: No, Mr. Ripley, my only thought was to get Webb before he got McCarthy. It was just a lucky shot.

RIPLEY: Well it's certainly one of the luckiest shots I've ever heard of, Mr. Tapscott. ^{Now tell me} In the thirty-four years you spent with the Chicago Police Department, ^{what} ~~you must~~ ^{was your most} ~~have solved many~~ interesting cases?

TAPSCOTT: ~~Yes, Mr. Ripley. But probably~~ The most outstanding of them all was the mail robbery committed by the Newton brothers and their gang at Roundout, Illinois. They got away with three million dollars.

RIPLEY: Three million dollars! ^{Isn't that} ~~That is~~ the biggest single ~~mail~~ robbery in history, ~~isn't it?~~

TAPSCOTT: Yes, Mr. Ripley, it is. I received sixteen thousand dollars ~~reward~~ money for capturing the gang - and twenty thousand dollars from the gang itself.

RIPLEY: ^{Do you mean} [^] The robbers paid you twenty thousand dollars? How was that?

TAPSCOTT: Well, when I caught up with Willis Newton who was leader of the gang, he offered me ~~^~~ twenty thousand dollar bribe to let him go.

RIPLEY: Bribe, huh? Did you take it?
~~Was that money a part of the Roundout loot?~~

TAPSCOTT: Yes.
~~No, it was money the gang had got in other robberies.~~

RIPLEY: What did you do with the money!

TAPSCOTT: I turned it over to the authorities. But when the gang came to trial before Federal Judge Cliff, they denied under oath that they had given me any money. So Judge Cliff said: "Since the defendants deny ever giving you any money, that twenty thousand dollars belongs to you, Mr. Tapscott."

RIPLEY: Well, I think that's a real Believe It Or Not.
[^] Thank you very much for coming here from Chicago to be ^{Detective} with us tonight, ~~Mr.~~ Tapscott. Ladies and gentle en you have just heard former Detective Sergeant Fred C. Tapscott, who fired one shot at ^e [^] convict Willie Webb. ^{that} ~~The bullet from that one shot~~ actually lodged in the ^{Detective} cartridge cylinder of Webb's pistol and saved ~~Mr.~~ Tapscott's life - Believe It Or Not!

(APPLAUSE)

MUSIC: (PLAY OFF. "HUNTING SONG")

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, have you ever watched a PELL MELL smoker try to light an old-fashioned, short cigarette? Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design. PELL MELL'S Modern Design. PELL MELL filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY: Thank you, Don. Before we go into the V-Mail tonight, I want to ask all of our listeners to take time out ^{to make} ~~for~~ a date with the boys overseas. A letter from you will give that fighting man the biggest kick he can get. He's fighting ^{out there} ~~to~~ bring you Victory - symbolized by the letter "V" - the same letter V you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. ~~Here's~~ a letter from a soldier's wife, who writes: "We've often heard that wars are necessary to cut down the surplus population which would otherwise overcrowd the world. Is this true?" Well, Bob, in your hunt for facts, have you found the answer to that one?

RIPLEY: Yes, ~~Don~~ here it is: The theory that wars are necessary to cut down the world's population is completely false. Take the United States, for example. The population of this country increased nearly seven times within the last ^{one} hundred years, ~~but~~ ~~the~~ supply of food ~~and commodities~~ increased nearly twenty times. Yes, the proud record of our modern civilization is that scientific advancement and an increased standard of living always accompany an increase in population - BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember, Bob, last night you left us with this little ^{gem} ~~jewel~~. "Where is every day New Years?

RIPLEY: Well ^{everyday} The place where ~~it~~ is New Years ~~every-day~~ is an island off the coast of South America. It ^{'s} Called New Years Island, and when you write a letter from there ^{your} ~~you~~ date ~~it~~ New Years, ~~July 4th~~. Now today would be New Years ^{the} February ^{10th}. So you see, in that particular spot every day is New Years no matter what the date actually ^{may be} ~~is~~ - BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: Well, Bob, how about another one we can take a shot at tonight?

RIPLEY: Well, Don, ^{since} you asked for it, so here goes. ^{Now this is a #19 hard one.} Can you tell me where a waterfall falls up instead of down?

HANCOCK: Oh fine! Now it's a waterfall that defies the law of gravity.

RIPLEY: (CHUCKLES) That's ^{what it does exactly} ~~right~~, Don, and I'll tell you where it is tomorrow night. There actually is such a waterfall. ~~I know~~ because I've seen it myself - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT.....BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

(APPLAUSE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: 2ND FINAL REV.
 #20

DATE: FRI. 2/11/42

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: MUTUAL
 9:15-9:30 P.M.
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
 Design presents...

(BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide
 hunt for facts. The man who makes his living by telling
 the truth. The man who knows the places making news
 today...knows them because he's been there. Yes, Bob
 Ripley has been there...been in more than two hundred
 countries, traveled over a half million miles...always
 seeking, always hunting for facts. Facts that put you
 right with him in a front row seat of world events.

BELIEVE IT OR NOT...IT'S TRUE...SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR...)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 11, 1944

RIPLEY:

Greetings everybody and welcome!

Now for Believe It Or Nots behind the news!

There is action in the South Sea Islands. Fourteen thousand Japs have been killed in New Guinea, and in my hunt for facts, I have found many astounding truths in these romantic islands of the South Seas. In New Guinea, for instance, I found that women do all the work. They wear bells around their necks while they're working. In that way the husband always knows where his wife is and whether or not she is on the job. And in Papua, our American soldiers are right now using a hospital made with dog's teeth. It was built by a missionary, Miss Mary Molnar, who had the dog's teeth sent to her from friends in the United States. And this hospital could not have been built without dog's teeth -- for you see, out there they use dog's teeth for money. And certainly, there is no greater example of manpower shortage than the one I found on Rat Island, near New Guinea. For here, on Rat Island, which obviously was occupied by the Japs, there were only two hundred and fifty inhabitants. Of these - two hundred and thirty were women...while just twenty were men. And these twenty men were at such a premium, that they were raffled off to the highest bidders.....BELIEVE IT OR NOT!

ATK01 0231513

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)

Smokers, PELL MELL'S Modern Design is something you can see quick as a flash. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further-- over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: In the years I have spent hunting for facts, I've found and verified many which were based upon coincidence -- ~~coincidence so startling that if you put it in a story, no publisher would buy it!~~ As an example of what I mean, I'm going to present ^{to you now} a truly fantastic series of coincidences in the Believe It Or Not ~~I'm going to sketch for you tonight.~~

Now - on with the ^{truth} ~~hunt!~~

(MORE)

RIPLEY:
(CONTD)

The time 1883. The place, Broughton, England. As our scene opens, John Pattinson, a prosperous farmer, is working in his fields when he is approached by a stranger.

TIM: (COMING) Top o' the mornin' to you, sir. I'm lookin' for work - and hopin' you'll have some you can give me.

JOHN: It could be I have. You know farming?

TIM: 'Tis born and bred to the sod, I am.

JOHN: Good. Come back in three days and meet me on June ^{the} 28th at the Green Parrot Inn. But mind you, I forget faces so you had best remember mine.

TIM: I'll not forget it. And you can always know me by this mole here on my left cheek. Thank ye, sir - and goodday to you.

JOHN: Goodday.
MUSIC: (BRIDGE IT...FADE BACK FOR)

RIPLEY: But the Irishman did not keep his appointment at the Green Parrot Inn, and nothing more was heard of him. ^{One night} Several weeks later, John Pattinson, ^{and his wife, Mary, had re-} ^{tired -} ^{and suddenly he} ~~with a start~~ awoke ^{tired -} from a fitful sleep for as he dozed he heard this voice...

VOICE: (OFF..CALLING EERIE ECHO EFFECT) Go to Carlisle at once! Go to Carlisle at once!

JOHN: (MUMBLING SLEEPILY) Huh. Huh! What's that! (SIGHS)

VOICE: (OFF..CALLING..EERIE EFFECT) Go to Carlisle at once!

JOHN: (AWAKE) Mary! Mary, wake up!

MARY: What's the matter, John?

JOHN: I just heard a voice. A voice called and said "Go to Carlisle at once!"

MARY: Nonsense, you were dreaming.

JOHN: I tell you I heard the voice as plain as day. I'm going to rouse David, have him saddle my horse and get to Carlisle as fast as I can!

MUSIC: (BRIDGE IT...FADE BACK FOR)

RIPLEY: When John Pattinson got to Carlisle, ^{and there} he found the only unusual event going on was the trial of a man on charges of robbery and murder. So he began to suspect that the voice had been either a very ^{vivid} ~~realistic~~ dream or his imagination. So, having nothing special to do, he decided to drop in on the murder trial before returning ^{home} to Broughton. ^{and now we find him entering} ~~As he entered~~ the courtroom...

SOUND: (SNEAK IN AD LIB CROWD MURMUR..BRING UP CROWD NOISE..
GAVEL POUNDS THREE TIMES)

JUDGE: Timothy MacInerney, you have heard the evidence accusing you of robbery and murder. Have you anything to say in your defense?

TIM: I am innocent! 'Twas in Broughton, I was, sixty miles from the scene of the crime at the time it was committed. I spoke to a farmer there about some work - and if he could be located he could prove to you the truth of what I'm saying.

JUDGE: I have only your word for that. Therefore, I must charge the jury....

TIM: Wait, your Worship! The Saints be praised! That man who just now entered the courtroom-- he is the very man to whom I spoke in Broughton.

JUDGE: (CLEARS THROAT) Will the gentleman who just entered the courtroom please take the witness stand?

JOHN: But your Worship: ^{Your worship} I have no connection with this case.

JUDGE: The accused claims you can identify him as being sixty miles from the scene of the crime. So I request your testimony.

JOHN: In that case, your Worship, I shall gladly tell what I know.

JUDGE: Thank you. The clerk of the court will now swear the gentleman in.

CLERK: Do you solemnly swear to tell the truth, the whole truth and nothing but the truth, so help you God?

JOHN: I do.

CLERK: What is your name?

JOHN: John Pattinson of Broughton.

JUDGE: Mr. Pattinson, is it true that the accused came to you in Broughton on June 25th and asked for work?

JOHN: Yes, I remember the date because I asked him to meet
me on June ^{the} 28th, three days later, at the Green Parrot
Inn.

JUDGE: Is the accused the man to whom you spoke?

JOHN: If he has a mole on his left cheek, he is indeed the
man.

JUDGE: Timothy MacInerney, please face the court. Yes -
Why There is a mole on your left cheek. (CLEARS THROAT)
Does the attorney for the Crown wish to question the
witness?

PROSECUTOR: No questions, your worship.

JUDGE: I charge the jury to take into consideration the new
evidence given by Mr. Pattinson. The jury will now
retire.

MUSIC: (BRIDGE IT..FADE BACK FOR)

SOUND: (CROWD MURMUR. GAVEL SOUNDS THREE TIMES. CROWD NOISE
SUBSIDES)

JUDGE: Gentlemen of the jury, have you reached the verdict?

MAN: Yes, your worship. We find the defendant not guilty!

SOUND: (CROWD MURMUR AND HUBBUB)

JOHN: It is most extraordinary, your worship. But I believe
now the voice called me to give evidence in this case
and help to free an innocent man.

JUDGE: What's that Mr. Pattinson! You say a voice called you
here? What voice?

JOHN: A voice called to me in the night - as though it were in a dream, and commanded me to come to Carlisle.

JUDGE: That was no dream voice you heard, but a real one for I am responsible for it.

JOHN: You, sir?

JUDGE: Yes. In my capacity as a private citizen, I am head of the Carlisle Chamber of Commerce. To stimulate business here I engaged a town crier to go about the countryside at night, shouting through a megaphone: "Come to Carlisle at once!" It was his voice you heard!

JOHN: Then - it is to you, sir, that Timothy MacInerney owes his life.

MUSIC: (TAG IT..FADE BACK FOR)

RIPLEY: Yes, ladies and gentlemen, that is true. For the voice of a town crier brought to Carlisle the only man in the world who could establish Timothy MacInerney's innocence. So this town crier engaged by the Judge ^{helped} ~~served~~ to save the life of an innocent man on trial in the Judge's own courtroom - BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock.

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned short cigarettes, a surprising thing occurs when you make this test.

(MORE)

HANCOCK:
(CONTD)

See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design. PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters..

RIPLEY:

~~Thank you,~~ ^{yes} Don, ^{and...but} Before we read the V-Mail tonight, I want to make a suggestion to ^{those who are in} ~~our~~ listeners. ^{all you please} Sit down and write a V-Mail letter to the boys you know ^{these boys} who are out there on the fighting fronts. They're fighting to bring you Victory - symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. Cpl. Daniel Alarcan, writes:
 "Please settle this argument for us. Is it true that
 the musical instrument, the banjo, was named after Joe
 Sweeney, an orchestra leader known as Band-Joe?"
 Well, Bob - in your hunt for facts - have you found
 the answer to that one?

RIPLEY: Yes, Don^{and} Joe Sweeney, or Band-Joe^{He}, was a real
 character. ~~But the banjo was NOT named after him.~~
 He could play all of the instruments in the band and because
 of that they called him - like he was a whole band in himself they called
~~The word banjo was coined by people of the old South.~~
 him - "Band-Joe" and it is from his nickname we get the word Banjo.
~~They called the Bandone, an old Spanish stringed~~
~~instrument - the banjo.~~ BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to
 last night's Believe It Or Not! (PAUSE) Smokers,
 whenever you buy cigarettes, remember - PELL MELL'S
 Modern Design gives you two important benefits. First,
 PELL MELL'S greater length travels the smoke further,
 diminishes heat and bite on the way. Second, PELL MELL'S
 greater length filters the smoke, gives it that cooler,
smoother taste. That's why, wherever particular people
congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or Not.
 Remember, Bob, last night you stood us on our heads with
 this one. "Where does a waterfall fall up instead of
down?"

RIPLEY: Well, Don, here's the answer. The waterfall that ^{valley just back of the city of Honolulu} falls up instead of down, is located at Nuuanu, ^{of course is} ~~in~~ ~~Hawaii~~. The water is, at all times, ^{this river} ready to drop down. But when ~~it~~ reaches the brink of the falls, a strong wind which blows constantly from below, ^{again} tosses the water high into the air. So the waterfall actually falls up instead of down -

and BELIEVE IT OR NOT - ^{That's} ~~IT'S~~ TRUE!

HANCOCK: Well, Bob, have you another one for us tonight?

RIPLEY: Yes, Don, ^{maybe you can tell me} Where has the same song been sung for the last sixteen hundred and forty years without a moment's pause, rest or interruption?

HANCOCK: ^{Wha..... I donno....} ~~"Where has the same song been sung for sixteen hundred and forty years without a moment's pause, rest or interruption?"~~

RIPLEY: ^{Well} ~~That's it~~, Don, ~~and~~ I'll tell you where it is Monday night because I've actually been there myself - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in Monday night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: REV. #21

DATE: MON. 2/14/44

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: 9:15-9:30 P.M.
 MUTUAL
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern

Design, presents...

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant,
 world-wide hunt for facts. The man who makes his
 living by telling the truth. The man who knows the
 places making news today - knows them because he's
 been there. Yes, Bob Ripley has been there - been in
 more than two hundred countries, traveled over a half
 million miles - always seeking, always hunting for
facts. Facts that put you right with him in a front
 row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY..

AND HERE HE IS!

MUSIC: (THEME-- "A HUNTING" - CUE B - FADE FOR)

(NEWS SPOT TO FOLLOW)

NEWS SPOT

BELIEVE IT OR NOT - BOB RIPLEY

2/14/44

Greetings everybody and welcome. Maybe some of you heard Gabriel Heatter mention Finland tonight. If you did, an exciting Believe It Or Not behind tonight's news is that Finland is reported ready to submit a Peace Bid. In my hunt for facts, I have visited Finland two times. It's a delightful country made up of some one hundred thousand islands and sixty-five thousand lakes. And I know everyone will be surprised to learn that the Finns actually settled Philadelphia. Our Quaker City's original name was Sauna which means bath house and this bath house built by the Finns in 1628 was the first house erected on the site of what is now Philadelphia--And near Heisinki in Finland there is that famous Well of the Single Echo. Only the first word of your conversation will come back to you as an echo. And from then on the well remains completely silent. And near-by in the city of the Handful is the fabulous Rolling Stone, a Stone which has been in motion since the Ice Age or about thirty million years. What causes the stone to revolve constantly is unknown. But I do know that in the thirty million years, the stone has worn a hole in the rock bed more than five hundred feet deep, and it's still rolling.

BELIEVE IT OR NOT!

ATX01 0231525

MUSIC: (PLAY OFF - "HUNTING SONG" CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, you can trust your eyes to give you the facts about PELL MELL'S Modern Design. The evidence is clear. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further, over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER - FADE FOR)

RIPLEY: In my hunt for facts I have found many Believe It Or Nots in which books have played a major role in men's lives. ~~And~~ **T**he Believe It Or Not I'm going to sketch for you tonight shows how one book changed the entire course of a man's life - yes, and maybe affected even you and me.

Now - on with the hunt!

(MORE)

RIPLEY:
(CONTD)

The time - the year 1790 - the place, the town of Amiens, France. In a quiet, drowsy little bookshop, the proprietor is humming to himself as he reverently catalogues his fine collection of books.

PROPRIETOR: (HUMMING TO HIMSELF) ..Let me see, I will put this encyclopedia over here.. and then I will....

SOUND: (DOOR OPEN AND CLOSE WITH BANG) (HEAVY MILITARY FOOTSTEPS)

COLONEL: (DEEP, AUTHORITATIVE) You are the proprietor of this shop?

PROPRIETOR: Oui, Mon colonel.

COLONEL: I am Alexandre Davy De La Pailletterie, Lieutenant Colonel of the Hussars.

PROPRIETOR: Oui, Mon Colonel. You wish a book about war perhaps?

COLONEL: Non, non...I do not wish a book about war..in fact I desire no book at all.....

PROPRIETOR: Then, pray - what may I do for you?

COLONEL: It is this book, here..do you see it? (SIAPS BOOK)

PROPRIETOR: Oui, Mon Colonel....It is "The Nine Hundred and Ninety-Nine Sorrows of Marriage."

COLONEL: Zut!.."Nine Hundred and Ninety-Nine Sorrows of Marriage", indeed! Tell me was this book purchased here?

PROPRIETOR: Yes..this is the only shop in Amiens where this book ~~could~~^{can} be bought... you see --

COLONEL: It is imperative, mon vieux, that I see the author of this atrocious book.

PROPRIETOR: Alors..then you have read the book - and you admire it?

COLONEL: Oui...I have read this abominable book - and I detest it. I despise it.

PROPRIETOR: Then why do you wish to see the author?

COLONEL: For a reason. I am a fighting man - a man of quick decisions - I wish to see the author so I can cut off his ears - ~~or~~ smash in his teeth - or tear his body into a thousand bits.

PROPRIETOR: Ah, gently, my dear Colonel...gently..why are you so angry?

COLONEL: What better reason could I have to be angry - I was in love with a highborn young lady - the most beautiful lady in the world.

PROPRIETOR: Ah....I see..

COLONEL: I had every hope in the world to gain her hand. She adored me.

PROPRIETOR: One can understand that. In your uniform you are...

COLONEL: Then along came your blasted book..(SPITS IT OUT)
~~"Nine Hundred and Ninety-Nine Sorrows of Marriage."~~
My beloved read it.

PROPRIETOR: ~~And she changed her mind?~~

COLONEL: ~~Mais oui...she decided that marriage was not a happy possibility~~ so she decided to stay single. See, she returned my ring!

PROPRIETOR: A pity...

COLONEL: Now do you understand why I should like to tear the author limb from limb...Where can I meet this fiend... this homewrecker...

PROPRIETOR: I understand..and I am deeply sympathetic....It is my duty to help you meet the author, but you ^{will not} ~~won't~~ get much satisfaction. A duel - is impossible.

COLONEL: A duel? Vlan! Who said anything about a duel, - I'll strangle him with my hands, I'll pulverize, I'll...

PROPRIETOR: Gently, mon Colonel...the author, you see - is a lady.

COLONEL: The author of that book - A LADY! Ah...I see. One of those old maids - disappointed - bitter - with vinegar in her veins.

PROPRIETOR: (CHUCKLES) On the contrary...she is a very charming young lady.

COLONEL: I don't believe it. No charming young lady could have written that...

PROPRIETOR: Just a moment, my friend - (CALLS) - Elizabeth - Elizabeth - will you come out here a moment?

ELIZABETH: (OFF - THROUGH DOOR:) Just a moment, Uncle...

COLONEL: The author of that book...your - niece?

SOUND: (DOOR OPEN AND CLOSE: WOMAN'S FOOTSTEPS)

ELIZABETH: (FADING IN:) Uncle - you wanted me?

PROPRIETOR: Yes - I want you to meet the Colonel Palleterie. This is my niece, Elizabeth Labouret. She is the author of the book.

(SILENCE - TWO BEATS)

PROPRIETOR: Why don't you speak, Monsieur? ~~You wanted to meet the author of the Nine hundred and ninety nine Sorrows of Marriage - here she is.~~

COLONEL: (DAZED: DREAMILY) She is the loveliest thing I have ever seen...she is beautiful beyond words - it can't be true.

ELIZABETH: Did you have something to say to me about my book, Colonel?

COLONEL: To see you and to speak to you - I can't believe it's true...you must be a dream.

ELIZABETH: ^{Why} Surely the Colonel makes the jest - a Colonel of the Hussars must have seen many pretty faces.

COLONEL: ^{But} None so lovely as yours...and you mean to tell me that you wrote that despicable volume...~~Nine hundred and ninety-nine sorrows of marriage?~~

ELIZABETH: (LAUGHS) Yes. That is quite an indictment against me?

COLONEL: If there were nine hundred and ninety-nine thousand Sorrows of Marriage it still would not be hopeless because one chance would still remain.

ELIZABETH: Colonel...what are you saying...

COLONEL: I am a soldier - a man of quick decisions - I demand that you do as I wish!

ELIZABETH: I still do not know what you mean.

COLONEL: Because of your abominable book, I have lost the woman I loved...but you, I find, are even lovelier. I shall insist ^{upon} ~~on~~ having your autograph.

ELIZABETH: My autograph?

COLONEL: Oui...your autograph on the marriage register!

MUSIC: (PLAY OFF)

RIPLEY: Yes, Colonel Palleterie and Elizabeth were married. And their marriage had a great effect upon the world - as I said - maybe even upon you and me. For their son became one of the world's greatest novelists, ^{His} ~~whose~~ books in turn have stirred the imagination of ~~every child who has~~ ^{can} ever ~~read~~ ^{forget} "The Three Musketeers" or "The Count of Monte Cristo" or ~~any~~ ^{many others} of the more than two hundred other books he wrote. For the son of the marriage of the Colonel and Elizabeth was that great and prolific novelist, Alexander Dumas....BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, the next time you see a PELL MELL smoker try to light an old-fashioned, short cigarette - watch what he does. Unconsciously, he holds the flame a good half-inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY: ^{Yes}~~Thank you,~~ Don. But first let me urge everyone listening to me to let the boys on the fighting fronts know what's happening on the home front. All the fighting men and women on the seventy-four battlefronts of the world regard this link with home as the most important morale booster there can be. Write ^{now and write} ~~right~~ ^{now} right now. (MORP)

RIPLEY:
(CONTE)

For they're going to bring us a final victory symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK:

Right you are, Bob. Here's a letter from Joseph Fiorentino, A.P.O. 776 New York. He asks: "A couple of my buddies and I were batting the breeze the other night, and one of them said that the Irish were great leaders of men - even outside of their own country. Have you any proof of this?" Well, Bob, in your hunt for facts have you found the answer to that one?

RIPLEY:

^{Well} ^{You know}
~~Yes, Don~~ I have. There have been great Irishmen who have won high positions in many countries other than Ireland. Irishmen have been leaders in every part of the globe.

and McKenna are

~~For example, there was O'Higgins, who commanded the army of Chile; Duffy, premier of Australia; Plunkett, O'Leary was Columbia's hero;~~
was Prime Minister
governor of New Zealand; Hennessay, governor of

Hong Kong; O'Donnell, premier of Spain; Taffee, premier of Australia; Lord Russell, Chief Justice of England; Fitzpatrick, Chief Justice of Canada; and ^{Patrick} ^{was} McMahon, president of France - BELIEVE IT OR NOT!

MUSIC:

("HUNTING SONG" - CUE G)

HANCOCK:

Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy Cigarettes, remember -- PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further diminishes heat and bite on the way. (MORE)

HANCOCK:
(CONTD)

Second, PELL MELL'S greater length filters the smoke,
gives it that cooler, smoother taste. That's why,
wherever particular people congregate you see PELL MELL
in the smart red package.

MUSIC:

("HUNTING SONG" - CUE H²)

HANCOCK:

And now for the answer to last Friday's Believe It Or Not.
Remember, Bob you left us with this question: "Where has
the same song been sung for the last sixteen hundred and
forty years without a moment's pause, rest or
interruption?" ^{Well} That one's got me singing "You'll Never
Know".

RIPLEY:

Well, I'll put a stop to that, Don, cause I'm going to tell you right now.
~~Well then, Don, I guess I'd better tell you.~~ The place
is the Temple of the Tooth in Kandy, Ceylon. In that
temple, ^{groups} ~~relays~~ of priests have been singing a sacred song
^{for 26 centuries}
called the Tripitaka ~~since the year 304 A.D.~~ - without
a moment's pause or an interruption. The singers work in
^{relays}
~~shifts~~ ~~four six hour shifts a day,~~ and fifty-five
generations of priests have been constantly singing this
^{song}
~~number~~ - BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK:

Well, Bob, have you another one we can struggle around
with tonight?

RIPLEY:

~~Yes, Don,~~ Did you know there are forty million Americans
named after a tree?

HANCOCK:

^{Why}
Of course not!

RIPLEY:

(CHUCKLES) Well there are - I'll tell you what tree and
where it is tomorrow night, because I have been there
myself - Believe It Or Not!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT...

BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

(APPLAUSE)

ANNR: THIS IS MUTUAL.

*As Broadcast***RUTHRAUFF & RYAN Inc. ADVERTISING****RADIO DIVISION****CLIENT:** AMERICAN C. & C. COMPANY
PALL MALL**BROADCAST:** REV. #22
TUES. 2/15/44
MUTUAL**PROGRAM:** BELIEVE IT OR NOT
ROBERT L. RIPLEY**DATE:** 9:15-9:30 P.M.
NETWORK: E.W.T.**MUSIC:** (SIGNATURE - "HUNTING SONG" - CUE A)**HANCOCK:** PELL MELL Famous Cigarettes, the cigarette of Modern

Design presents...

(BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today...knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries, traveled over a half million miles...always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT...IT'S TRUE...SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME..."A HUNTING" - CUE B - FADE FOR...)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT

BELIEVE IT OR NOT - BOB RIPLEY - FEBRUARY 15, 1944

RIPLEY:

Greetings everybody and welcome! The news, the Believe It Or Not behind the news tonight is from Burma. Burma as you know is one of the seventy-four fighting fronts where our boys have been fighting, and tonight on the Araken front above Akeab in Burma we have won another victory over the Japs. Now the Burma Road, that famous vital lifeline to China, begins in Burma - begins where the Road to Mandalay ends. We're all familiar with the Road to Mandalay. Remember the way Kipling described it?

On the road to Mandalay,
Where the flyin' fishes play,
An' the dawn comes up like thunder
out of
China crost the bay."

Well I have travelled that road - it's all very nice but not exactly as Kipling says because the road is not a road..it's a river...and it ends two hundred miles before any flying fish play..and the old Moulmein Pagoda does not look eastward to the sea, but westward toward the Salween River..and the dawn does not come up like thunder, nor does it come up out of China, because China is not across the bay, but five hundred miles away in the opposite direction!

ATK01 0231536

NEWS SPOT

BELIEVE IT OR NOT - BOB RIPLEY

FEBRUARY 15, 1944

RIPLEY:
(CONTD)

But today, there is a Road to Mandalay, and the famous Burma Road has not been destroyed as you might have heard. It's now an air route, an air road maintained by the American Air Forces and over it is carried more goods and military equipment than was ever transported over the Burma Road on the ground - BELIEVE IT OR NOT!

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, even with one eye shut, you can see PELL MELL'S
Modern Design. The minute you look at a PELL MELL you
see PELL MELL'S greater length. That's Modern Design.
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further -
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
filters the smoke naturally - diminishes heat and bite
on the way - gives you a cooler, smoother, better-tasting
smoke. Ladies and gentlemen, believe the evidence of
your own eyes. PELL MELL gives you visible proof of its
advantage to smokers. Your eye tells why. PELL MELL'S
Modern Design filters the smoke - gives it that
cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: In my world wide hunt for facts, I've found thousands of men whose lives have been distinguished by their achievements. But in the Believe It Or Not I'm going to sketch ~~for~~ tonight you will meet a man whose claim to fame rests on a complete reversal of the order of things as you will see.

Now - on with the hunt!

The time - 1908. The place - Denver, Colorado. A crowd of boys are getting up a ball game.

(SNEAK SOUND OF BASEBALL GAME IN HERE: KIDS YELLING: CRACK OF BAT, ETC:)

BOY 1: Okay - let's go!

BOY 2: We need one more guy - Hey you!

ROY: Me?

BOY 2: Yeah. Wanna play ball?

ROY: Never play ball.

BOY 2: Never play ball?

ROY: Never play any game.

BOY 1: Never play any game?

ROY: ~~No. Never. Never play football, basketball, tennis, hockey, golf, billiards, lacrosse.~~

BOY 2: ~~Geo. Listen to him.~~

BOY 1: ~~What do you do? Swim, run, ride a bicycle, or what?~~

ROY: ~~Never done any of them.~~ ^{Nope} ^{wanna} Never want to.

BOY 2: Aren't you ever going to do anything?

ROY: Never.

MUSIC: (MONTAGE BRIDGE: SWELL UP AND FADE FOR:)

RIPLEY: The years passed. ~~That man continued on his amazing~~
career of never doing anything. One day he was in an
ice cream parlor.

GIRL: Yes, sir. What'll it be? An ice cream soda?

ROY: Never tasted one.

GIRL: Soda pop?

ROY: Never had any, never will.

GIRL: What's the matter - don't you like soft drinks?

ROY: Never had any.

GIRL: Oh - I see, you drink liquor, wines and beer?

ROY: Never tasted them. Never will.

MUSIC: ~~(MONTAGE BRIDGE: SWELL UP AND FADE FOR:)~~

RIPLEY: ~~That boy grew to manhood.~~
And one day in a restaurant, a waiter approaches this
man.

WAITER: Yessir. We've got some very fine roast pork today.

ROY: Never eaten pork.

WAITER: Never eaten pork? Well then how about - veal, a steak,--

ROY: Never tasted veal, steak, hot dogs, hamburgers, tripe or
kidneys.

WAITER: ~~Then~~ - you're a vegetarian?

ROY: Oh - never.

WAITER: Okay..okay..bud. I give up.

MUSIC: (MONTAGE BRIDGE)

RIPLEY: ^{Well}
A Of course this man knew a young lady. And this is what
happened one night.

HELEN: Come sit here on the sofa by me, Roy. Don't be so
bashful.

ROY: I'm bashful because I never go out with girls.

HELEN: Faint heart never won fair lady.

ROY: Never want a fair lady.

HELEN: You mean you've never been engaged?

ROY: Never.

HELEN: You've never even been in love?

ROY: Never.

HELEN: Well, now I've seen everything. You don't know what you've missed. Here let me sit beside you. Now - put your arm around me.

ROY: Never put my arm around a girl.

HELEN: Oh, come on, Roy, just this once.

ROY: No - never.

HELEN: (SOFTLY) Kiss me, Roy, kiss me.

ROY: No - never! Never!

HELEN: Well that does it! You know what they should call you - The Never-Never man.

MUSIC: (PLAY OFF)

RIPLEY: And that is exactly what the leading character in my drama is called. He's the world's one and only Never-Never man. And he's come here tonight from Denver, Colorado to tell you about it. Ladies and gentlemen, ^{I present} Mr. Roy Robert Smith...the Never Never Man.

(APPLAUSE)

ROY: Thank you, Mr. Ripley.

RIPLEY: Listen now
Mr. Smith, you've been saying no for forty-six years and
Are you
~~you're~~ never going to change, are you?

ROY: Never.

RIPLEY: ~~Mr. Smith~~ How did you start never doing anything.

ROY: It just came natural. I'm the quiet type.

RIPLEY: Well
Tell us Mr. Smith - what do you do?

ROY: I've never done anything.

RIPLEY: ^{Now wait. Now} ~~Well~~ what are some of the things you've never done?

ROY: I've never gone fishing, hunting, swimming, hiking, skiing or rowing. Never drove a car, rode a bicycle or a motorcycle. Never drove or rode a horse. Never liked horses.

RIPLEY: ^{Oh you never bet on them?} ~~Speaking of horses, Mr. Smith, did you ever bet on them?~~

ROY: Never bet or gambled, ~~and~~ never played cards.

RIPLEY: ^{Oh I see.} ~~Leading~~ such a quiet life, I don't suppose you ever got involved in a fight?

ROY: Never been in a fight or riot. Never shot a pistol, rifle or cannon. Never been held up.

RIPLEY: ^{You mean you've} Never been held up?

ROY: Never had any money.

RIPLEY: Then you've never made out an income tax blank.

ROY: Never. And I've never used profanity.

RIPLEY: ^{Now I know} ~~When you~~ haven't made out an income tax ^{blank.} ~~form.~~ Now let ~~me~~ see - what else / have you never done?

ROY: Never been bitten by an animal, reptile or insect. Never been in a flood, fire, earthquake or tornado. Never been struck by lightning.

RIPLEY: How'd you manage that?

ROY: Never went out. ~~I've~~ never been on a steamship or yacht, airplane or balloon. Never joined a church, club, lodge or secret society.

RIPLEY: ~~Now~~ Mr. Smith - I understand you're forty-six years old. Is that right? Have you ever been married?

ROY: Never.

RIPLEY: Engaged?

ROY: Never.

RIPLEY: ^{Now I can imagine} ~~We know~~ you've never kissed a girl - ^{tell me} but has ^{a girl} ~~one~~ ever kissed you?

ROY: That's the sixty-four dollar question. Still - never!

RIPLEY: I feel faint.

ROY: I never faint.

RIPLEY: ~~Well~~, Mr. Smith, you ^{certainly} take the cake.

ROY: Never eat cake.

RIPLEY: I give up ^{but I} ~~and~~ thank you, Roy Robert Smith for coming here tonight from Denver, Colorado, to tell us all ^{Ladies and gentlemen, this is} about yourself... ~~the~~ ^{he's} one man who has never done more things than ^{the} anyone else has never done - ^{the} the original, the one and only - ^{the} Never Never Man...BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: ♣ Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, here is an interesting thing to do. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to - a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: ^{Yes}~~Thank you~~, Don. ♣ But before we answer our V-Mail tonight, I'd like to remind our listeners again that the boys and girls wearing our uniforms overseas are really fighting two battles. (MORE)

RIPLEY:
(CONTD)

One against the enemy and one against homesickness. ~~One~~
~~of the best contributions to their morale is a cheerful,~~
~~chatty, newsy letter from home to buck them up.~~ ^{So} Why
don't you sit down and write them a letter tonight?
They're fighting to bring you victory, symbolized by the^{*}
letter "V" - the same letter "V" you see on the back of
every package of your PELL, MELL cigarettes.

HANCOCK:

Right you are, Bob, and here's a V-Mail letter from
Sgt. Robert Johnson, ~~PO 510, San Francisco, California.~~
He writes: "~~The other day a question came up in our~~
~~outfit, and we think you're the man to answer~~" it. How
did the twenty-one gun salute the Navy uses originate?

Q Why twenty-one? ~~And not thirty four or eighteen? Can~~
~~you give us the answer?"~~ Well, Bob, in your hunt for

facts, have you found the answer to that one?

RIPLEY:

^{Well} Yes, ~~Don~~. The twenty-one gun salute ^{began} ~~had its beginnings~~

with no less a hero than our own John Paul Jones. When on
On ^{the} February ¹⁴, 1778, he passed Quibron Bay on the French
Coast, bearing the stars and stripes on his mast head, the
French gave that flag its first formal recognition ^{with} ~~in~~ a
salute. John Paul Jones replied to the courtesy with a
thirteen gun salute, One for each state ^{of our} ~~in the~~ Union at the time
~~As each new state entered the Union, they added another~~
~~salute in honor of each state.~~ But in 1818 the number of
states reached twenty-one, ^{and} ^{thought that was enough} ~~and~~ The Navy Department ^{decided}
to make twenty-one the number of guns heard in our
international salute.

BELIEVE IT OR NOT!

MUSIC:

(HUNTING SONG - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUR H²)

HANCOCK: And now for the answer to last night's Believe It Or Not...the one about forty million Americans being named after a tree. ~~Now I've thought of them all -- elm, pine, oak, mahogany -- even sycamore -- but, I couldn't get it, Bob.~~ Well what's the answer?

RIPLEY: Well, Don, the forty million Americans who are named after a tree are the people of Brazil...our friends, allies, and good neighbors. Brazil takes its name from the Braza tree -- which means firewood.
BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: Well, Bob, have you another one we can try our luck with tonight?

RIPLEY: Yes, Don, ~~I have. And here it is.~~ Where has rain been ^{constantly} falling ~~incessantly~~ for the last million years?

HANCOCK: "Where has rain been falling incessantly for the last million years?" ~~You mean it's never stopped raining in all that time?~~

RIPLEY: That's right, Don.

HANCOCK: ~~Oh brother, I'd hate to be head of the Chamber of
Commerce in that place.~~

RIPLEY: ~~As a matter of fact, Don, it's really quite a beautiful
spot~~ and I'll tell you where it is tomorrow night -
for I have actually been there myself - BELIEVE IT OR
NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night, when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose whole
life is a constant hunt for facts -
BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

FINAL REV. #23
 WED. 2/15/44
 MUTUAL
 9:15-9:30 P.M.
 E.W.T.

CLIENT:

AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST:

PROGRAM:

BELIEVE IT OR NOT
 ROBERT L. RIPLEY

DATE:

NETWORK:

MUSIC:

(SIGNATURE - "HUNTING SONG" - CUE A)

LANCOCK:

PELL MELL Famous Cigarettes, the cigarette of
 Modern Design, presents...

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

LANCOCK:

Here's the man whose whole life is a constant
 world-wide hunt for facts. The man who makes his
 living by telling the truth. The man who knows
 the places making news today - knows them because
 he's been there. Yes, Bob Ripley has been there..
 been in more than two hundred countries, traveled
 over a half million miles...always seeking, always
 hunting for facts. Facts that put you right with
 him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC:

(THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT

BELIEVE IT OR NOT - BOB RIPLEY

FEBRUARY 16, 1944

RIPLEY:

Greetings everybody and welcome. Many of you have heard Gabriel Heatter's broadcast tonight. If you did, you know that our air forces have again given German cities a good pasting. Also in the news tonight is the fact that the allies have blockaded the Bay of Biscay. I have crossed the Bay of Biscay several times and I've found many Believe It Or Nots there. And one of them is a church which is situated on a high cliff near the town of La Caruna. It is made out of mother of pearl, and because of this, it is bright on the darkest night and dark in the brightest sunshine. And it's the only church I've ever heard of that is used as a lighthouse for ships on dark nights. But in the port of La Caruna itself is the headless statue of King Peter the Cruel. This statue has a strange history for King Peter killed a man and was sentenced to death for murder, but because a sentence of death could not be carried out upon a king, the statue's head was cut off instead. It was from this port, La Caruna, that the historical Spanish Armada sailed. The Armada is the most famous fleet in all of history, but its total tonnage was only twenty thousand tons. Our newest battleship, the Missouri, which I recently saw launched in Brooklyn is three times larger in tonnage than the entire Spanish Armada. Believe It Or Not!

ATX01 0231549

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is about the
easiest thing in the world to see. The minute you
look at a PELL MELL you see PELL MELL'S greater
length. That's Modern Design. And when you light
your cigarette, you can see that PELL MELL'S
greater length travels the smoke further -- over
a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length filters the smoke naturally - diminishes
heat and bite on the way - gives you a cooler,
smoother, better-tasting smoke. Ladies and
gentlemen, believe the evidence of your own eyes.
PELL MELL gives you visible proof of its advantage
to smokers. Your eye tells why. PELL MELL'S
Modern Design filters the smoke - gives it that
cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here's Bob Ripley again - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: The twenty-five years I've spent hunting for facts
have convinced me that nothing is impossible. As
a matter of fact, I've found many stories
~~that~~ I could hardly believe myself until I had
checked them and found they were absolutely true.

(MORE)

RIPLEY:
(CONTD)

You ^{re going to} ~~will~~ hear one of ^{these} ~~them~~ in, the Believe It Or
Not I'm going to sketch for you tonight.

Now - On with the Hunt!

In the year 1895, Doctor Robert Borthwick died in London, England. He was a wealthy and eccentric man with no immediate family except a son whom he had not seen in many years. As our scene opens, the Public Administrator is reading Doctor Borthwick's will.

ADMINISTRATOR: Since I have found that great wealth leads to dishonesty and disloyalty, I direct that my property consisting of diamonds, emeralds and sapphires to the estimated value of one hundred and twenty-five thousand pounds, be packed in a water-tight case, attached to an iron ball. This case shall be dumped into the Atlantic Ocean off the Shetland Islands so that it shall forever be lost to the world and to my ungrateful son - John Borthwick. Since my son would not heed my advice to follow me in the practice of medicine, I have neither seen nor written to, nor heard from him in the last fifteen years.

MUSIC: (BRIDGE IT - FADE BACK FOR)

RIPLEY: ~~The British Authorities had no choice but to carry out the terms of the will.~~ ^{So} The jewels were sealed in a water-tight case attached to an iron ball by a chain. Then they were dumped into the ocean off the Shetland Islands in the presence of witnesses. (MORE)

RIPLEY:
(CONTD)

Twenty years pass. In far-off Melbourne, Australia, in 1915, a group of people are bathing at Hobson's Bay Beach - under the watchful supervision of a life-guard who is known only as Kangaroo Jack.

SOUND:

(NOISE OF CROWD IN BATHING)

TOM:

(OVER) I say, Alice, I'll race you out to the life raft. ~~Will you give me a go?~~

ALICE:

Righto, Tom - and this time I'm going to beat you.

TOM:

(LAUGHS) ~~All right, then,~~ come on, let's have at it...

ALICE:

No - no, Tom - wait a moment! (SCREAMS)

TOM:

What is it, Alice? What's the matter?

ALICE:

Look! Out there by the life raft. I see a shark ~~swimming~~

TOM:

By George, you're right. It is a shark!

CAST:

(AD LIB..FRIGHTENED CRIES OF "SHARK, SHARK")

TOM:

(OVER) Kangaroo Jack! Kangaroo Jack! Get your gun. Quickly, there's a shark out here.

JACK:

(COMING) Get out of the water - all of you and be quick about it. Get out of the water!

SOUND:

(SPLASHING AS BATHERS HURRY OUT OF WATER)

TOM:

(OVER) There he is now, swimming toward us.

JACK:

I see him. Watch out now!

SOUND:

(TWO RIFLE SHOTS)

TOM:

Good shooting, Jack, you got him. ~~You got him!~~ ^{Lock} He's turning on his back.

CAST:

(AD LIBS UP)

JACK:

(OVER CROWD) C'mon, let's drag him up on the beach and cut him open.

MUSIC:

(SWELLS TO COVER AD LIBS AND FADES BACK FOR)

1.

SOUND: (AD LIB CROWD MURMUR)

ALICE: (OVER) I 've never seen such a monster, Tom.

TOM: He's a big 'un, right enough. Must be all of eighteen feet long. Look at his teeth.

SOUND: (CROWD MURMUR UP)

CAST: (AD LIBS OF ASTONISHMENT)

TOM: I say, Alice, look there. ~~That's a queer one~~ - they've found a canvas sack in the shark's belly.

ALICE: Yes, with a bit of chain hanging to it and some official-looking seals on it. Oh, they're opening it.

TOM: Yes! Good lord, will you look at that...it's full of jewels.

SOUND: (CROWD MURMUR UP) (ADLIBS MURMUR UP. EXCLAMATIONS OF ASTONISHMENT UP)

ALICE: Diamonds, emeralds, sapphires. I've never seen so many! Why, it's a king's ransom!

MUSIC: (BRIDGE IT - FADE BACK FOR)

RIPLEY: The authorities impounded the jewels while they tried to trace their origin. Three years went by before they were able to establish legal ownership of the fortune. But, when that had finally been done, the Harbor Official of Salvage at (BOARD FADE) Melbourne called Kangerco Jack to his office.

JACK: (COMING) Good day, sir. ~~You wished to speak to me?~~
Good day.

MAN: ~~Yes~~. Do you remember that shark you killed three years ago?

JACK: I'm not likely to forget it. It isn't every day a man shoots a shark that has swallowed a fortune.

MAN: That's why I called you here. The origin of the treasure has been established. It belonged to an eccentric old man who ordered that it be dumped into the ocean. You are entitled to a combined salvage and finders's award amounting to twenty per cent of the value of the jewels.

JACK: Who gets the other eighty per cent?

MAN: ^{Well} Since the original terms of the will have been carried out - the rest of the fortune will be held in trust for Doctor Borthwick's son.

JACK: Doctor Borthwick?

MAN: Yes, he originally owned the jewels.

JACK: Have you any idea where his son John is now?

MAN: No, but - . Did you say John? How did you know his son's name is John? Do you know him?

JACK: I know him very well . You see, I am John Borthwick!

MUSIC: (TAG IT - FADE BACK FOR)

RIPLEY: Yes, ladies and gentlemen, nothing is impossible. As the years went by, the chain which bound the jewels to the bottom of the ocean ^{in the north of England} had broken - and a shark had swallowed them. Then - twenty years after Doctor Borthwick's death, this very shark was shot and killed in far-off Melbourne, Australia, by John Borthwick - the doctor's own long-missing son.

BELIEVE IT OR NOT!

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - . UE E)

RIPLEY: And here is Don Hancock with a message from our Government.

HANCOCK: Friends..it's impossible to over-emphasize the importance of gasoline as a necessary factor in the War we are fighting today. The success of the smashing attacks now underway depend upon gasoline. Mechanized war cannot be waged without it. Continuing success in the offensives to come depends upon our forces getting more gasoline as the going gets tougher. Because gasoline is so vital..we must avoid all unnecessary driving. And, above all, we must remember that buying gasoline in any way other than that prescribed by our government, not only encourages those who maintain the illegal gas traffic..but it also helps sabotage a tremendously important supply line! So, let's all follow these very necessary rules that govern distribution of the precious gasoline -

1. Always endorse our gasoline coupons.
2. Never buy gasoline without giving up coupons.
3. Never buy, or accept gasoline coupons that are not our own.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there..here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Just a moment Ladies and gentlemen,
~~Thank you,~~ Don, The boys on the fighting fronts are under-going hardships every day. You can give them a big lift by sitting down now and writing them a newsy V-Mail letter.

(MORE)

RIPLEY:
(CONTD)

~~But do it now for~~ They are giving everything they have to win a final Victory symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK:

Right you are Bob, and tonight's V-Mail letter comes from Private Charles Carr ~~of the Third Battalion, ninth Marine B.P.O. San Francisco. He has a very interesting question.~~ He asks: "A bunch of the boys were talking the other day and the expression 'cold shoulder' came up. Can you tell us where that expression originated?" Well, Bob, in your hunt for facts have you found the answer to that one?

RIPLEY:

Well, you know ~~Yes, Don,~~ the expression 'cold shoulder' comes to us from the old days in England. When a guest arrived in an English house in those days, he was given ^a hot roast beef ^{..you see..} but if he were a special guest and was welcome by the host, ^{But} On the other hand, if he were a guest not particularly wanted, the host would bring out a cold shoulder of beef. And that's how it originated - BELIEVE IT OR NOT!

MUSIC:

("HUNTING SONG" - CUE G)

HANCOCK:

Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregete, you see PELL MELL - in the smart red package.

MUSIC:

("HUNTING SONG" - CUE H2)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember Bob, you asked: "Where has rain been falling incessantly for the last million years?"

RIPLEY: Right as rain, Don - ~~and~~ the answer is it has been raining for a million years in ~~Guayra, which is in Paraguay. The~~ ^{the center of Africa at the Victoria Falls.} This gigantic waterfall is two times as high and two times as wide as ~~reason for that is that there is a gigantic waterfall~~ Niagare falls. And when the waters of the Zambeze River tumble over the ~~here. And as the water rushes over the precipice, the~~ rim of Victoria Falls, they burst into a thundering spray which rises ~~wind lifts it, converting it to spray which falls~~ thousands of feet into the air and the wind blows this huge cloud of spray ~~consistently for miles around. This spray falls to the~~ many miles over the surrounding countryside where it falls again as rain. ~~ground exactly like a light rain so it has actually been~~ And here is the ever-raining land where it hasn't stopped raining for ~~raining in Guayra for the last million years - BELIEVE~~ millions of years... IT OR NOT - IT'S TRUE!

HANCOCK: Well, Bob have you another one we can keep ourselves awake with tonight?

RIPLEY: ~~Yes~~, Don. See if you can find the answer to this question. What European country is ruled by the mummified hand of a dead man?

HANCOCK: Ah me... [^] "What European country is ruled by the mummified hand of a dead man?" ~~You've really put yourself out on a limb this time, Bob.~~

RIPLEY: ~~Yes, Don.~~ No, Don, you're ~~wrong about that~~ - and I'll tell you what country it is - tomorrow night. As a matter of fact, it ~~is~~ ^{is} an important country that is very much in the news right now - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts -- BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

AMNR: THIS IS MUTUAL.

Continued
RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

BROADCASTERS: 2ND FINAL REV. #24
 2/17/44
 MUTUAL

DATE: 9:15-9:30 P.M.

NETWORK: E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...
 BELIEVE IT OR NOT...BOB RIPLEY!
 (APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there...been in more than two hundred countries, travelled over a half million miles...always seeking, always hunting for facts. Facts that put you right with him in a front row seat or world events.
 BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!
 AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)
 (APPLAUSE)
 (NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - RHPERT L. RIPLEY, FEBRUARY 17, 1944

Greetings everybody and welcome. Tonight you probably heard Gabriel Heatter say that the Russian armies have crossed the Estonian border. They are approaching Lake Peipus, the largest lake in Europe. In my Believe It Or Not's behind the news I know that Lake Peipus is really two lakes: - a lower lake and an upper lake. And between them is a very curious body of water called the "Burning Lake". This lake is so called because for a distance of about six miles, it is boiling hot - but at both ends it is freezingly cold. But when winter comes, the Burning Lake freezes first so that the hot lake is cold and the cold lake is warm!

A few years ago I was in Tallin, the capital of Estonia. Tallin means "The City of the Danes". And here in the year of 1219, during the most important battle of their history suddenly a piece of cloth floated down from the skies. It was a piece of red cloth on which a white cross was painted. It was taken to be a divine omen for victory, and it was, and since then this white cross on the red cloth has become the national flag of Denmark and it still is the oldest national flag in the world.

When I was in Tallin, I visited the old - that curious old church of St. Olaf. It has a very tall tower built in 1267. You've heard that lightning never strikes twice in the same place. But the tower of St. Olaf has been struck regularly every seven years for the last six hundred and seventy-seven years. BELIEVE IT OR NOT!

ATX01 0231560

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, you can't fool your eyes. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally-- diminishes heat and bite on the way -- gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here's Bob Ripley again- the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: In my endless hunt for facts, I have found proof that this world is a very small place indeed. And when you hear the Believe It Or Not I am going to sketch for you tonight, I think you will agree with me.
Now - on with the Hunt.
The time - 1942, ~~when the Japanese Juggernaut reached the limit of its aggressive expansion in the South Pacific and was threatening the north coast of Australia.~~
The place, an outpost of the United States Army near the town of Darwin, Australia. (MORE)

RIPLEY:
(CONT'D)

~~Japanese bombers, escorted by Zero fighters, attacked~~
hundred and
~~daily.~~ Two soldiers of the one, forty-seventh Field
are ing a Jap
Artillery, approach, ~~the~~ anti-aircraft emplacement.

CURTIS:

Boy. This trail isn't like the roads we have back home
in South Dakota.

RED:

Aw, can it. You're always beefing about something..

SOUND:

(AIRPLANE ENGINES OFF..SWEEP THEM IN AND OVER)

CURTIS:

Hey..hey
^ What goes with those squints? You'd think they'd give
us a minute's rest.

RED:

There's a whole Jap squadron..coming low and fast.
Hey, there's

^ No time to argue, Curt. We gotta hit the ditch..pronto.

CURTIS:

(AGAINST RUNNING AND BREATHING) Yeah.

RED:

Ah..manna from heaven..four slit trenches..

CURTIS:

Hit the dirt, boy..they're almost overhead...

RED:

(THUD) You're telling me.

SOUND:

(BRING IN CARRUMPH OF FALLING BOMBS..THIS IS A PATTERN..
THEN SWEEPS THROUGH REST OF SCENE)

CURTIS:

Wham. That was for the airfield. A clean miss.

RED:

Yeah. But pretty close to us!

SOUND:

(BOMBS..IN CLOSER)

CURTIS:

Well, you don't have to worry unless it's got your name
on it.

RED:

He, with those five-hundred-pounders - there's room for
lotsa names.

CURTIS:

Don't yell before you're hit.

RED:

Look out!

SOUND: (SCREAM OF BOMB BEFORE CRASH..THIS IS FULL ON MIKE)

RED: ~~From~~ all right, Curt -

CURTIS: (DAZED, SLIGHTLY) Yeah - just - the - concussion, I guess.

RED: Well ^{Yeah} Work your jaws. ^{That's} it. Better?

CURTIS: Yeah. Hey - holy mackrel...look at that spot where we were standing!

RED: Howda ya like that. We'd have been blown to bits!

CURTIS: Lucky we screamed when we did.

RED: Yesh.

SOUND: (KICKS PIECES OF METAL WITH FOOT)

RED: Hey, looks ^{that's} this pice of shrapnel. I'll swear ~~it's~~ ^{an} American piece of an automobile engine.

CURTIS: Go on. How would the japs be making bombs outa American automobile engines...

RED: Huh.. ~~Oh~~ - it must be some of that scrap ^{the} Japs bought from Uncle Sam before the war. ^{Hey} ~~Say~~, look. (~~uh-huh~~) Boy - are you lucky?

CURTIS: How come?

RED: Remember when the bombs fell you said you didn't have to worry unless it had your ^{first} name on it?

CURTIS: Yeah.

RED: Well, this one has your name on it. Look - stencilled right here.. ~~Boy~~ Ewing! Boy - were you close?

MUSIC: (PLAY OFF)

RIPLEY: And that was close. Curtis Ewing, in Darwin, Australia, narrowly escaped death when Japanese bombers dropped a bomb right on the spot where he'd been standing a moment before. And a piece of shrapnel, from that bomb with the name ~~Ray~~ Ewing stencilled on it, almost killed him. ~~Curtis Ewing.~~ (MORE)

RIPLEY:
(CONTD)

In my hunt for facts - I ^{have} found ^{the} ~~this~~ man - ^{whose name was on that piece of} ~~Ray Ewing~~ - shrapnel.
found him in Bellingham, Washington. ^{Ladies and} ~~Ladies and~~ gentlemen, here he is ^{right Ladies and gentlemen} now. ^{Ray Ewing} who actually is the father of that soldier!

(APPLAUSE)

EWING:

Good evening, Mr. Ripley. ~~The Curtis Ewing in the Believe-It-Or-Not-you-just-drametized is my son.~~

(APPLAUSE)

RIPLEY:

Yes, ladies and gentlemen, that soldier ^a member of the American Expeditionary Forces ~~in Darwin, Australia,~~ was the son of this man who is standing beside me now - ~~Ray Ewing's son.~~ ~~Now~~ Mr. Ewing - ~~tell us~~ about your name being on that piece of shrapnel. will you please explain to

EWING:

Back in the early 1930's I had an old car. At that time I was living in Summit, South Dakota. One day I drove the car into the local garage and started tinkering with the motor.

RIPLEY:

Yes.

EWING:

The owner of the garage had a set of stencils there ~~and~~ I asked him if I could borrow them.

RIPLEY:

^{You mean} You wanted to put your name on the engine?

EWING:

That's right. I was hammering away when ~~my boy Curtis~~ came in.

RIPLEY:

^{You mean} The ~~same~~ boy who later became the soldier?

EWING:

Yes - naturelly, he asked me what I was doing. I told him I was stenciling my name on the motor block.

RIPLEY:

^{You mean} ~~So~~ if the car was stolen, you could identify it. ^{again}

EWING:

That's what I told Curtis. ~~He laughed~~ ^{he} and ^{he} said.. "Who'd ever steal that old jallopy?" Well, I kept the car a few months longer - and then sold it for junk.

RIPLEY:

After it was sold for junk it found its ^{Way} to Japan - and was used by them in one of their bombs. Is that it?

EWING: That's the way it must have been, Mr. Ripley.
 When Curtis wrote us about ~~almost~~ ^{nearly being hit by the} being hit by a piece
 of steel with my name on it - he said... "I guess Pop
 should have ~~hung on to~~ ^{kept} the old wreck a little longer!"

RIPLEY: Well, Mr. Ewing - ~~maybe~~ ^{I think} he's right. But in any event,
 my congratulations to both you and your boy, Curtis
 Ewing, and may he be home with you soon.

EWING: We all hope for that. The last time I heard from him,
~~Curtis~~ ^{he} was going to Officer's Candidate School. ~~He~~
 was a Technical Sergeant at the time, ~~and he~~ ^{has} probably
~~got~~ ^{has} his commission by now. We're mighty proud of him.

RIPLEY: I know you are, Ray Ewing, and thank you so much for
 joining us here tonight. Ladies and gentlemen, certainly
 this war has produced no more astonishing coincidences
 than that involving Mr. Ray Ewing and his son, Curtis.
 For Curtis Ewing, ~~a member of the American Expeditionary~~
~~Forces in Darwin,~~ ^{an American soldier in} Australia, narrowly escaped death from
 a direct hit by a Jap bomb. And incredible though it
 may ~~seem~~ ^{be} - he picked up a piece of that bomb which was
 part of an automobile engine. On that piece of
 shrapnel, his own father's name was stencilled. It
 was the self same stencil which he had watched his father
 place on the motor of the ^{old} family car twelve years
 before!

BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAYOFF - "HUNTING SONG" - CUE E)

RIPEY: ~~+~~ Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, you'll be amazed by this simple test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to - a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design - something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there..here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: ~~Shanley~~ ^{Yes} Don. Before our first V-Mail letter I'd like again to ask all you listeners ⁱⁿ to write your V-Mail letter to ~~members of your family or friends~~ ^{the men} who are overseas fighting this war. The boys who come back tell me there is no thrill in the world like answering mail ~~call and getting a nice fat letter~~. They're fighting to bring us Victory , symbolized by that letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. And tonight's V-Mail letter is from Private John Roberts, ~~one hundred thirty third~~ ~~Battery, Company B, 488~~. He writes: "Could you tell me what is the longest prison sentence any man has ever served? ~~One of the boys in my outfit insists there was a man who served one hundred years in jail...Can that be true?~~" Well, Bob, in your hunt for facts have you found the answer to that one?

RIPLEY: ^{Well} Yes, ~~Don, and there was such a man~~. He was Jean Baptiste Mouron. When he was sixteen years old he was sentenced to serve one hundred years and a day for attempted arson. ^{as a galley slave and he served} He served ^A that full term including the extra day. He ^{100 years} was released from prison after serving the sentence and settled in Toulon, France, and survived for another two years. ~~He died in 1878 at the ripe old age of one hundred and eighteen.~~ BELIEVE IT OR NOT.

MUSIC: (HUNTING SONG - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother, taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H2)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember, Bob, you handed us this little honey: "What European country is ruled by the mummified hand of a dead man?"

RIPLEY: ~~That's right,~~ ^{Well} Don - and the answer is - Hungary. The hand that rules Hungary belonged to St. Stephen, ^{their first king and patron saint} ~~who died~~ ^{nine hundred years ago.} When he died, his right hand was preserved in the Royal Palace. And all the rulers of Hungary for the last nine centuries have ruled that country in the name of the right hand of St. Stephen - BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: Well, Bob, have you another Believe It Or Not ^{for us tonight} ~~we can sink~~ ~~our teeth into tonight?~~

RIPLEY: ~~Yes, Don, here's one you can chew on.~~ ^{Well, tell me} Where is the possession of a beef steak punished by death?

HANCOCK: "Where is the possession of a beef steak punished by death?" ^{Oh-oh!} ~~Bob, do you mean that if they find you with a--~~ ~~beef steak they actually execute you?~~

RIPLEY: Oh, you have no red coupons?

RIPLEY: ~~That's right, Don. That is one of the laws of the country.~~

HANCOCK: ~~Well, of course, I know some people right here who'd be willing to risk their lives for a good steak.~~

RIPLEY: (CHUCKLES) ^{Don't worry!} ~~So do I, Don,~~ but ^The country I refer to is a long way from here - and I'll tell you where it is tomorrow night. ^{Because} There really is such a place. ~~I know,~~ ~~because~~ I've been there myself -- BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J.....FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the men whose whole life is a constant hunt for facts -- BELIEVE IT OR NOT.....BOB RIPLEY!
(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

Greetings everybody and welcome. If you heard Gabriel Heatter and his analysis of the news tonight, you know he mentioned the American attack on Truk. and also in the news tonight is the fact that the new ruler of Tibet, the Pan-chen Llama, has just been elected. Tibet has the strangest way of electing a ruler. After the death of the Chief Llama, the country must wait seven years for an oracle in the Temple of the Lake of Wisdom to tell them who the next ruler is to be. The new Llama must be a child born the very second the old Llama died so that the dead Llama's last heartbeat is the first heartbeat of the new Llama. But the most important thing is, that the newly elected Llama must come to the Royal Palace in Lhassa. This palace is called the "Phodrang Marpo" which means strangely enough, the "White House." There he is placed before the life-size golden statue of "Chin resi," the first Llama. The Priests watch the golden statue carefully--If the gold begins to glitter then the Llama is elected. If the gold remains dull, he is taken away and executed. But when the Llama is elected, he becomes the master of life and death of a nation of three million people. You know these Tibetan Llamas have developed the power of autosuggestion to a remarkable degree. They can voluntarily increase the temperature of their own bodies. They can sit for two days at a time in the snow, stark naked--with a terrible blizzard raging around them at a temperature of forty-eight degrees below zero and not suffer at all.

Confirmed

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY #25
FALL MAIL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

BROADCAST: FRI. 2/18/44
DATE: 9:15-9:30 P.M.
NETWORK: MUTUAL
E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...
BELIEVE IT OR NOT....BOB RIPLEY!
(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there....been in more than two hundred countries, travelled over a half million miles....always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.
BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)
(APPLAUSE)
(NEWS SPOT TO FOLLOW)

FEBRUARY 18, 1944

RIPLEY;
(CONTD)

And the Women there practice poligamy. A girl marrying into a family of say, several brothers, she marries first the oldest brother and then at intervals of one year, she must marry each younger brother until all the brothers, no matter how many, are her husbands. The most courteous and most respectful greeting that a Tibetan can give is to stick out his tongue at you as far as he can, then to raise his thumbs like a hitchhiker and the longer the tongue he sticks out the more respectful he is....BELIEVE IT OR NOT!

ATX01 0231572

MUSIC:

(PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK:

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is visible to your eyes. The minute you look at a PELL MELL you see PELL MELL'S greater length. That's Modern Design. And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further -- over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally -- diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste.

MUSIC:

(PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK:

And here's Bob Ripley again - the man who makes his living by hunting for facts!

MUSIC:

(SCENE SETTER....FADE FOR)

RIPLEY:

The present war has been the source of hundreds of unusual and fascinating stories. Some of them are tragic, some are funny, ~~and~~ some are so ironical that they might have been written by O'Henry, ^{himself} ♪ Such is the Believe It Or Not I'm going to sketch for you tonight. Now - on with the hunt!

(MORE)

RIPLEY:
(CONTD)

The time - the night of September 15th, 1939. The place - the town of Lerwick in the Shetland Islands ~~off~~ north of Scotland ~~the coast of England~~. Dr. Fanshaw, a veterinary, has been experimenting with rabbits. He has inoculated them with ^a deadly anthrax germs to develop an anti-toxin for this fatal disease. Dr. Fanshaw is terribly worried because, two days before, one of the infected rabbits had escaped from its hutch and had disappeared. As our scene opens, Dr. Fanshaw is in his laboratory. His assistant, a man named Warren, enters the room.

SOUND: (DOOR OPENS AND CLOSES..OFF)

FANSHAW: (EAGERLY) Hello, Warren, any luck? Did you find the rabbit?

WARREN: No, doctor, not a sign of her.

FANSHAW: (SIGHS) I'm at my wit's end. We've got to find that rabbit at once or we'll have the worst epidemic of anthrax the world has ever known.

WARREN: Good heavens, I didn't realize it was that serious.

FANSHAW: It's worse than serious, Warren. Anthrax is one of the most deadly diseases known. It attacks cattle and sheep, yes, and even human beings. The disease spreads rapidly and is so virulent that one rabbit can easily infect and kill every cow and sheep on the British Isles.

WARREN: Good lord, that would reduce our entire supply of beef and mutton!

FANSHAW: Right; it would affect our entire war effort.

WARREN: Whew! That is bad. I say, do you suppose someone else could have found the rabbit and is keeping it?

FANSHAW: I doubt it. She had a tag about her leg with my initials and the number ten thirty-eight on it. Anyone here on the Shetlands^{Islands} who found her would know she belonged to me.

WARREN: Then there's only one thing to do, doctor. We must notify the authorities.

SOUND: (SNEAK IN ROAR OF PLANES AND FALLING BOMBS..OFF)

FANSHAW: I don't dare to, Warren. If this news got out, it would start a nationwide panic. I don't dare to notify the authorities.

SOUND: (PLANES AND BOMBS CLOSER BUT STILL IN DISTANCE)

WARREN: Listen! What is that?

FANSHAW: Just some of our planes flying over.

SOUND: (PLANES AND BOMBS CLOSE)

WARREN: No, those aren't our lads. They are dropping bombs. Those are Nazi planes.

FANSHAW: By George, you're right. This is the first time they've come over. Turn off the lights and get down to the cellar. Quickly, Warren, quickly!

SOUND: (UP WITH PLANES AND BOMBS)

MUSIC: (SWELLS WITH SOUND FOR BRIDGE AND FADES BACK FOR)

SOUND: (DOOR OPENS AND SHUTS..OFF)

MILTON: (COMING) I say, Fanshaw, did you listen to the broadcast about the raid?

FANSHAW: No, Milton. I have troubles enough without listening to more.

MILTON: But there wasn't any trouble. It's positively fantastic- but do you know those Nazi blighters didn't kill a blessed thing ^{except} ~~but~~ a rabbit?

FANSHAW: A rabbit?

MILTON: Yes, and the little beggar had a tag about her leg marked J. F. Ten thirty-eight.

FANSHAW: A tag marked - ! Are you sure?

MILTON: Yes, quite sure, old man. That's what the announcer said - a tag marked J. F. Ten thirty-eight. ^{Say} That's one of your rabbits, isn't it?

FANSHAW: (BEGINS TO LAUGH)

MILTON: I say - what are you laughing at?

FANSHAW: Milton, the Nazis don't know it, but they have done England a great service. They have just killed the deadliest rabbit in the world.

MUSIC: (TAG IT. FADE BACK FOR:)

RIPLEY: Yes, ladies and gentlemen, ~~that is true and in the many years I've been hunting for facts, I've never found any that top this one for sheer irony.~~ ^{For} ~~the~~ ^{the} Nazi planes had come to bomb and destroy the Shetland Islands. ~~But~~ ^{they} killed only one living thing. And that one living thing was an anthrax infected rabbit. If this rabbit had not been killed it would have spread the fatal anthrax germ to all the cattle and sheep on the islands -- and done more damage to England's war effort than hundreds of tons of bombs. Thus, the very Nazi planes which had come to destroy them had actually saved the Shetland Islands - and perhaps all England from a deadly epidemic - BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY:

Now here's Don Hancock!

HANCOCK:

Ladies and gentlemen, when a PELL MELL smoker tries to light an old-fashioned, short cigarette a queer thing happens. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste.

MUSIC:

("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK:

All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY:

Thank ^{But}you, Don. ~~And~~ before our V-Mail answer tonight, I'd like to bring up the thought of writing to our fighting men overseas. Everything our fighting men are doing is grim, exhausting and a challenge to every bit of manhood in them. ^{You know} A poet once said: "that a friendly letter is food for the soul." Well, let's give our boys a ^{great big} banquet. Write a V-Mail letter tonight. ^{Because} They're fighting to bring us Victory, symbolized by the letter "V" - the same letter "V" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob...Tonight's V-Mail letter is from Corporal Robert V. Sagalyn. He writes: "The other day I was talking to my superior officer and the question of religion came up. He said there were two hundred different religions in the world today. That sounded a little fantastic to me so I'm appealing to you to settle the issue." Well, Bob, in your hunt for facts, have you found the answers to ~~those?~~ ^{this one?}

RIPLEY: Yes, Don. ~~The officer was wrong, but not in the direction Corporal Sagalyn thought.~~ ^{I've} I carefully hunted down the facts and found there are approximately one thousand one hundred different religious beliefs in the world today. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H2)

HANCOCK: And now for the answer to last night's Believe It Or Not. ^{Well} Remember, Bob, you asked this question: Where is the possession of beef steak punished by death?

RIPLEY: ^{Yes}
~~Right~~, Don, and the answer is in -

HANCOCK: (INTERRUPTING) Wait a minute, Bob, I know the answer to that one.

RIPLEY: ^{Oh}
You do?

HANCOCK: ^{Why}
^h Sure. When it comes to a question about steaks - well - that's my meat and I really go to town. The place where the possession of a steak is punished by death ^{Bob} is the land of the sacred cow - Kashmir in the Himalyas. I looked it up and found that in Kashmir all cows are considered sacred and must not be killed.

RIPLEY: ^{Don}
~~Nice going, Don, and~~ congratulations. You're absolutely right. ^I I spent about a month in Sonatra in the vale in Kashmir and I know the cows are right. ^h It's a crime punishable by death to possess a ^{sacred} beef steak in Kashmir. BELIEVE IT OR NOT - IT'S TRUE! ^{and you're right.}

HANCOCK: Well, Bob, have you another question we can take home and go to work on OVER the week end?

RIPLEY: ^{Now}
Yes, Don, I have. ^h Let's see if you can come up with the right answer to this one. ~~Where does the beach bark at you?~~ ^{Where is there an ocean beach} ~~In other words,~~ where ~~are~~ the sands ~~that~~ bark like a dog ^{when you walk on them?}

HANCOCK: ^{is there an ocean} ^{where the sands}
Hmmm, let's see now. "Where ^h does the beach bark at you?" ^{when you walk on them?}
In other words, where are the sands that bark like a dog?" Golly, Bob, that's a real toughie.

RIPLEY: It's not really so tough, Don, and I'll tell you where it is Monday night. Meantime, here's a little hint for you. There is actually a place where the sands bark at you and this place is under the governmental jurisdiction of the United States - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J....FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in
Monday night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design, will again present
the man whose whole life is a constant hunt for facts --
BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

Confirmed Master

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT:	AMERICAN C. & C. COMPANY. PALL MALL	FINAL REV. #26 BROADCAST: 2/21/44
PROGRAM:	BELIEVE IT OR NOT ROBERT L. RIPLEY	DATE: MUTUAL 9:15-9:30 P.M. NETWORK: E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: BELL MELL Famous Cigarettes, the cigarette of Modern Design, presents....

BELIEVE IT OR NOT..BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there....been in more than two hundred countries, traveled over a half million miles..always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS FOR RIPLEY!

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 21, 1944

Greetings everybody and welcome.

If you heard Gabriel Heatter and his analysis of the news tonight, you know he mentioned that -

American and British bombers have just blasted Munich, the birthplace of Nazism.

Munich was built by an insane king, King Ludvig, the Second, who was so fond of Wagnerian operas that he used to attend them with only himself as a spectator in the whole vast auditorium. Well, Hitler loves Wagner and he took most of his symbolisms from the Wagnerian Operas, such as the raised hand of the Nazi salute, and the cry, "Heil".

Since it is well known that Ludvig, the Second, died insane, there is a legend which says that Munich, built by a lunatic, will be destroyed by a lunatic.

On a building near Hitler's headquarters, there is an ancient placque on the wall which shows an angel holding scales. In one of the scales is the angelic figure of a cherub, and in the other is a figure of a devil, and strangely enough, the artist gave the devil the exact likeness of Hitler over three hundred years ago--face, moustache, and all.

But the strangest Believe It Or Not in Munich, is a sun dial in the courtyard of the District Court. This dial is looked upon as being prophetic because for the last two hundred years, it has always predicted the exact hour of the death of Germany's rulers. Now, according to this dial, Hitler's death hour will come at two-thirty in the afternoon. And it can't come too soon, BELIEVE IT OR NOT!

ATX01 0231582

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is as plain as day to see. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers--your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further--over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally -- diminishes heat and bite on the way -- gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke--gives it that cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here is Bob Ripley again - the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER..FADE FOR)

RIPLEY: Scientists say the world we live in is millions of years old. Well, Mother Nature may be a very old lady, but she still has a keen sense of humor. In my hunt for facts, I've found that she has played many astonishing and unusual pranks. ^{But} ~~And~~ the Believe It Or Not I'm going to sketch for you tonight ^{I think} is a good illustration of one of them.
Now - on with the hunt.

(MORE)

RIPLEY:
(CONTD)

The time - December 13th, 1901. The place -
Semarang, ⁱⁿ Java. Sakal Mapane, a ^{wealthy} rich Dutch ~~East-Indian-~~
owner of ~~sugar~~ ^{factories} plantations, and a fleet of ~~freight~~ ^{cargo} steamships - has just died. As our scene opens, his
son - Sakal Mapane, Junior, is addressing a meeting
of his father's employees.

SOUND: (BUZZ OF AD LIB CONVERSATION)

MAPANE: (OVER) Gentlemen, Gentlemen!

SOUND: (CROWD MURMUR DIES DOWN)

MAPANE: As you know, we have always had a spotless record for
safety and dependability in the operation of our seven
freighters. My father was very proud of that record.
But being afraid that the successors in his business
might not maintain his high standards he made me
promise to take the seven ships out beyond the three
mile limit and sink them.

SOUND: (CROWD MURMUR UP. BRIEFLY)

CAPTAIN: ~~(OVER) I have worked for your father thirty-five years.~~
~~I know that all of us are as proud of his ships as he~~
~~was. We would protect their good record.~~

MAPANE: ~~I knew you would, Captain Stivichal, but I feel it is my~~
~~duty to carry out my father's last request.~~

CAPTAIN: ~~Myaheer, Myaheer,~~
But what will become of us when you sink the ships.
We will all be out of a job.

SOUND: (CROWD MURMUR UP)

CAST: (AD LIBS: "That's right". "What about us?" ETC.)

MAPANE: (OVER) ^{Captain Stivichal} Until I can build a new fleet of ships, you will all have jobs on my plantations - at the same rate of pay you have been getting.

MUSIC: (BRIDGE IT. FADE BACK FOR:)

RIPLEY: The seven ships were taken out beyond the three-mile limit that very day. Their seacocks were opened and they sank to the bottom of the ocean. Then, on the following morning, a severe earthquake and tidal wave struck the coast of Java. When it was over, Sekai Mapane, stood among the ruins of his factories and plantations - talking to Captain Stivichal.

MAPANE: Alas, Captain Stivichal, I have now lost not only my ships but all my factories and plantations as well. The tidal wave has swept them all to destruction.

CAPTAIN: ~~(SIGHS) Yes. In all the forty years I've followed his~~
~~see I've never seen one like it. It must have been~~
~~a hundred feet high.~~

NATIVE: (COMING) Tuan! Tuan! Mynheer Mapane!

MAPANE: What is it, boy?

NATIVE: A miracle has happened. Tuan. The seven ships are back!

MAPANE: They're back?

NATIVE: Yes, they're on the beach at Dernak Farm.

MAPANE: You must be out of your mind. Dernak Farm is a mile and a half inland!

NATIVE: Come and see for yourself, Tuan. You will find I have spoken the truth.

MUSIC: (BRIDGE UP. FADE BACK FOR:)

RIPLEY: ^{Yes} The native boy had told the truth. For the hundred-foot tidal wave that ~~had~~ destroyed Sakal Mapane's plantations and factories, had swept up his ships from the bottom of the ocean and carried them a mile and a half inland. Then, ^{when} ~~as~~ the tide receded, it left them high and dry on the sand. When Sakal Mapane and ^{the} Captain ~~Stivichel~~ arrived on the scene, they found a crowd already there gazing in wonder at the strange sight.

SOUND: (AD LIB CROWD MURMUR:)

CAPTAIN: The boy was right, Mynheer Mapane. These are your ships and they've hardly been damaged at all.

MAPANE: How soon do you think we'll be able to put them back in operation?

CAPTAIN: ^{Well} I'd say it will take at least a year. We will have to dig a channel to the sea. A channel wide enough and long enough to let the sea water in and float the ships out again.

MAPANE: ~~But that will be a costly operation.~~ I'm afraid I won't be able to raise the money for such an undertaking.

CAPTAIN: I know I speak for all your employees when I say we'll do everything we can to help, sir. The first thing we must do is close the seacocks and make these ships watertight. (LOUDLY) Come on, men, let's get to work!

MUSIC: (SWELLS BRIEFLY. FADES BACK FOR)

RIPLEY: The men went to work and soon made the hulls seaworthy again. When they had finished, they stood about discussing their next step with ~~Mr.~~ Mapane.

SOUND: (CROWD MURMUR:)

CAPTAIN: (OVER) Well, Mynheer Mapane, there they are. All seven of them - just as good as new.

MAPANE: Just as good as new, Captain. But what good are ships on dry land - a mile and a half from water. I wish I knew -

SOUND: (RUMBLING ROAR - EXCITED CROWD NOISE.)

CAPTAIN: Good heavens - another earthquake!

MAPANE: Look out to sea! There's a huge tidal wave coming in. Run for your life, Captain! Run for your life!

SOUND: (RCAR UP. CROWD NOISE UP)

MUSIC: (SWELLS WITH SOUND FOR TAG)

RIPLEY: Yes, ladies and gentlemen, right then and there, Mother nature played one of the most spectacular pranks I've ~~ever~~ found in the many years I've been hunting for facts.

(MORE)

RIPLEY:
(CONTD)

That second tidal wave roared in from the Java Sea and then when it receded, it carried all the seven ships out to sea again, with no more effort than it takes to float a child's toy boat on a pond. And of those seven ships, which were sunk forty-three years ago - four are still afloat and in service today ^{for our allies.} ~~One is a coal barge in Australia, another is a Maritime Training Ship in Chile, and the other two operate as tramp freighters -~~
BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, here is a test that will give you the facts about Modern Design. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design. -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design. PELL MELL'S Modern Design! It filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together, working for Victory. Over there, all together, fighting for Victory. And for those boys over there..here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY: Thank you, Don. ^{But} Before we get to our V-MAIL tonight, I'd like to tell our listeners that a good way to be with our boys ^{and I know everyone of you do,} is to write them. Yes - write a V-MAIL letter tonight to our boys who are fighting to bring you Victory - symbolized by the letter "V" - the same letter "v" you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. ^{letter} This ~~one~~ is from Robert K. Weikel ^{Which has more endurance -} ~~E.M. Second Glass. He writes: "There has been quite~~ ^{a man or a horse?} ~~an argument going on here about the physical endurance of a man compared with that of a horse.~~ Can you settle this for us?" Well, Bob, in your hunt for facts, have you found the answer to that?

RIPLEY: Yes, ~~Don~~, I have. For short distances, a horse ^{can} ~~will~~ beat a man. On the other hand, if the course is a very long one a man ^{can} ~~will~~ outrun a horse. ^{Now} This was proved by Charles ^{in Crystal Gardens in London} W. Hart, ^{who} at the age of sixty-two outran two horses ~~in~~ the same week. ~~He ran for three days each time. The~~ ^{each} horse ~~ran~~ until he ~~was~~ ^{is} exhausted. ^{he can} You see, ~~Naturally he couldn't see~~ ~~any reason for running any longer.~~ But the man urged on by will power and reasoning, ^{he can} outran the horse - BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last Friday's Believe It Or Not. Remember Bob, you ^{told} ~~handed~~ us this little beauty: "Where does the beach bark at you? In other words - where are the sands that bark like a dog?"

RIPLEY: ~~Well, Don, were you able to find the answer?~~

HANCOCK: ~~Shucks, Bob, even my dog didn't know the answer to that one.~~

RIPLEY: ~~I'd hate to have your dog worry about it, so you can tell him that~~ the "barking sands" are at Kauai - which is one of the Hawaiian Islands. The beach barks because the sands are ^{made of coral, lava and seashell, and} ~~of a peculiar consistency~~. When you step on it, ^{and it rubs together} you produce a sound that is almost exactly like the barking of a dog. BELIEVE IT OR NOT ^Y - IT'S TRUE!

HANCOCK: Well, Bob, have you another one we can take a whirl at tonight?
Well

RIPLEY: ~~Yes, Don,~~ see if you have any luck with this question. What famous tomb has been used as a maternity hospital for the last ~~twenty-two~~ hundred years?

HANCOCK: "What famous tomb has been used as a maternity hospital for the last twenty-two hundred years?" You're not trying to put one over on us are you, Bob?

RIPLBY: No, ~~Don~~, I'm not. ^{No, they don't die there, they're born there.} And I'll tell you where the tomb is tomorrow night. There actually is such a place ~~and~~ I've seen it with my own eyes - BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J...FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts -- BELIEVE IT OR NOT...BOB RIPLBY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

Confirmed

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT:	AMERICAN C. & C. COMPANY PALL MALL	FINAL. REV. #27
PROGRAM:	BELIEVE IT OR NOT ROBERT L. RIPLEY	BROADCAST: TUES. 2/22/44
		DATE: MUTUAL 9:15-9:30 P.M.
		NETWORK: E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BCB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there.... been in more than two hundred countries, traveled over a half million miles...always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT _ ROBERT L. RIPLEY FEBRUARY 22, 1944

RIPLEY: Greetings everybody and welcome! Tonight's American Communique says that the fourteenth Army Air Force attacked Tongking, Indo-China, that our planes destroyed the railroad bridge at Phu Ly. Well, I remember Phu Ly and the word Phu Ly means, "Beautiful Bridge." And the name does not refer to the bridge over the water which our flyers destroyed, it refers to a bridge built under the water built more than one thousand years ago. This bridge consists of three caves or grottoes which form a tunnel on the bottom of the river which makes it possible to walk across underneath the river without using any bridge at all. Now, another locality in Indo-China which was attacked by our bombers, was Campha Port. Near Campha Port is the great, "Ink Pot of God." This is a rock more than twenty feet high which has been hollowed out and carved by human hand into the shape of a gigantic ink pot. This rock consists of a strange black coal-like substance, and when it rains, this ink pot is filled with water which soon turns to the blackest ink. They say, that whenever God wishes to write a letter, he comes here to Indo-China to dip his quill into the "Ink Pot" of Campha Port. Nearby, there is a hill called, "Van Ninh, or "The Hill of Ten Thousand Tranquilities." On top of that hill exists the most perfect peace and quiet in the world because no voice or sound either human, animal, or mechanical or political ever carries to the top of the hill. BELIEVE IT OR NOT!

AFX01 0231593

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, your eyes give you the true story of PELL
MELL'S Modern Design. The minute you look at a
PELL MELL you see PELL MELL'S greater length. That's
Modern Design. And when you light your cigarette,
you can see that PELL MELL'S greater length travels
the smoke further - over a twenty per cent longer
route of PELL MELL'S traditionally fine tobaccos.
PELL MELL'S greater length filters the smoke naturally -
diminishes heat and bite on the way -- gives you a
cooler, smoother, better-tasting smoke. Ladies and
gentlemen, believe the evidence of your own eyes.
PELL MELL gives you visible proof of its advantage
to smokers. Your eye tells why. PELL MELL'S Modern
Design filters the smoke - gives it that cooler,
smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here is Bob Ripley again - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: This war is a vast operation. We are fighting, ^{not only on the 2d front but} on
^{seven} ~~seventy-four~~ fronts. ^{Believe it or not.} ~~Not~~ Each sector is filled
^{glory, tragedy and} with drama. [^] In my hunt for facts - I've found many
stories well worth telling - and I'm going to sketch
one of them for you in my Believe It Or Not for tonight.
Now - on with the Hunt.

(MORE)

RIPLEY:
(CONTD)

The time - January ^{the} 19th - 1942. The place - Richmond, Virginia. ~~About~~ ^{At} eleven o'clock in the morning, a husky young man walks up to the sergeant at an Army recruiting station.

SOUND: (FOOTSTEPS OVER BOARD FLOOR...THEY STOP)

TOM: I want to enlist in the Army.

SERGEANT: Yeah? What's your name?

TOM: Tom Kincaid.

SERGEANT: How old are you?

TOM: I'm - twenty-one.

SERGEANT: Any particular branch of the service you want to join?

TOM: Make mine the Air Corps. I think I'd like to fly.

MUSIC: (SWELLS BRIEFLY. FADES BACK FOR)

RIPLEY: So Tom Kincaid joined the Air Force - ~~he went first to~~
~~Keesler Field - and then to Lowery Field in Denver,~~
~~Colorado.~~ Assigned to the 344th Squadron - 98th Bomber
Group he completed his training - and eventually was sent
overseas to the Air Base at Benghazi ^{in north Africa}. There, ~~after~~
~~several more months of training~~, he was assigned as
gunner to the crew of ^a ~~the~~ B-24 Liberator Bomber "Rowdy,
~~the Second~~". He flew on missions over Italy, Greece,
Germany and Rumania. Then, when he'd piled up three
hundred hours of combat flying, he was made a staff
sergeant and ^{was} sent back to the Air Base at Salt Lake City.
↳ Shortly after he arrives there, he goes in to see his
Commanding Officer.

SOUND: (FOOTSTEPS OVER BOARD WALK...COMING)

TOM: Sergeant Kincaid reporting, sir.

OFFICER: Yes, sergeant?

TOM: There's something that's been on my conscience for some time - sir. I didn't tell the truth when I enlisted sir!

OFFICER: No?

TOM: No sir! My name isn't Kincaid - it's Fletcher.

OFFICER: Not Kincaid, eh?

TOM: No, sir - and there's one more thing. I'm not twenty-three years old - I'm only sixteen.

OFFICER: Sixteen! Then you must have enlisted when you were only fifteen years old!

TOM: I did, sir, I was born on December 31st - 1926 - and I can prove it.

MUSIC: (TAG IT...FADE BACK FOR)

RIPLEY: Yes, ladies and gentlemen, ~~and~~ Staff Sergeant Fletcher did prove it. He had enlisted in the Air Force under the name of Kincaid when he was only fifteen years old, ~~had piled up three hundred combat hours to his credit -~~ ^{he} ~~and~~ ^{only 2 months ago} was mustered out of the Army on December 17th, ~~1943~~ when he was still only sixteen years old. He is right here beside me now, and I want you to meet him. Ladies and gentlemen - ^{may I present} former Staff Sergeant Tom Fletcher.

(APPLAUSE)

RIPLEY: Well, Tom, ^{tell me} how does it feel to be back home again?

TOM: Well, Mr. Ripley, to tell the truth, it feels pretty good.

Well

RIPLEY: ^ I can well believe that. What are you doing now, Tom?

TOM: I'm working in the Armament Section of the Curtiss plant at Columbus, Ohio. ~~And incidentally, all the boys are listening in tonight. So here's a "Hello" for you, folks. I'll be seeing you Thursday.~~

RIPLEY: ~~Are you going back in the Air Force, Tom?~~

TOM: ~~I guess I will when I'm eighteen if they'll have me.~~
Now tell us

RIPLEY: ^ How many missions did you fly on when you were overseas?

TOM: I didn't keep count, but I know it was more than thirty-five.

RIPLEY: Are there any that you remember especially?

TOM: Well, I was in the first bombing raid on Rome and also in the raid on Rumanian oil fields at Ploesti.

Ploesti, eh?

RIPLEY: ^ That was one of the most daring raids of the war, I know that.

TOM: I guess so. Thirteen planes from our squadron went over and only seven came back. The ^{my plane} "Rowdy 1" ^ was one of them.

RIPLEY: Tom, I understand that you personally shot down two enemy planes in that raid.

TOM: They gave me credit for two but I didn't claim them. I've never claimed any plane. I'd just rather not.

RIPLEY: ^{Well} I think I understand ^{as you do pretty well.} ^ (PAUSE) Tom, you have the Distinguished Flying Cross, ~~haven't you?~~

TOM: ~~Yes - but so have a lot of other guys.~~

RIPLEY: Do you mind telling us how you won it?

TOM: Well, before the invasion of Sicily, we went on a mission to Messins, ~~Italy~~. There was a very heavy fog that day - ~~and~~ when we came out of it, we'd lost the rest of our flight group - and we were alone. (MORE)

TOM:
(CONTD)

But we went in and bombed our target anyhow. Then, the Nazis jumped us. Our ammunition ran low - but we fought them off and got back to our base okay. And none of us were hurt.

I also notice

RIPLEY:

Tom, ~~you won~~ the Air Medal with one silver and five bronze clusters. How did you get that?

TOM:

I don't exactly remember, Mr. Ripley. I guess I got it for standing in chow lines and fighting mosquitoes.

RIPLEY:

(LAUGHS) ~~All night~~, I see ^{well} ~~you~~ ^{see} ~~you~~ ^{see} don't want to talk about it. But you must have had some very dramatic experiences. Will you tell us about ^{one of them or some of them?} ~~them?~~

TOM:

I don't know exactly what you mean by "dramatic", but I've got a Believe It Or Not for you.

A Believe It Or Not?

RIPLEY:

Good. Let's have it.

TOM:

One day we were over the Straits of Messina. The sock-ack was heavy, and I was in the ^{bomber's} ~~"Dowdy's"~~ waist straddling a box of .50 caliber machine gun bullets. A piece of shrapnel came ~~right~~ through the bottom of the plane - and hit the projectile end ~~of the box of~~ ~~cartridges I was straddling~~. If that shell had ^{struck just} ~~hit~~ a few inches further back and hit the powder end ~~the powder end of those cartridges~~, instead of the projectile end, it would have exploded the whole mess of them - and - well - I wouldn't be here telling you about it.

RIPLEY:

And that is a real Believe It Or Not. Thank you very much for coming here from Columbus, Ohio, to be with us tonight, Sergeant Tom Fletcher.

~~(APPLAUSE)~~

RIPLEY: Ladies and gentlemen, you have just heard Staff Sergeant Tom Fletcher, who enlisted in the Air Force when he was only fifteen years old. He has flown on more than thirty-five combat missions, ^{spent} ~~has~~ three hundred combat flying hours ~~to his credit~~, has won the Distinguished Flying Cross, ~~and~~ the Air Medal with one silver cluster and five bronze clusters - and all of this ^{when} ~~before~~ he was ^{only 16} ~~seventeen~~ years old - BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, here is what happens when a PELL MELL smoker tries to light an old-fashioned, short cigarette. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: Thank you, Don. Before answering our V-Mail, let's consider the thought of writing to our boys overseas. ~~Since I have been on this program, I have received a number of letters from the boys overseas saying that they appreciated my jogging the memories of the folks back home.~~ Well, I know that you all want to write and will, so why not write tonight? Give the boys a big thrill. They're fighting to bring you Victory - symbolized by the letter "V" - the same letter "V"^{by the way} you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are. Bob. Here's a letter from Pvt. Joe Hoffner, ~~301 STATION HOSPITAL, APO 510, N.Y.C.~~ He asks: "IS it true that there's a British Regiment in which the soldiers do not salute their superiors, except by tipping their hats?" Well, Bob in your hunt for facts, have you found the answer to that one?

RIPLEY: Yes, Don. ~~I have. Saluting with the hand, as we know it today, is a modern innovation. Still today, the Regiment of Foot Guards in England is so old that it retains~~ the medieval forms of saluting officers, which at ~~that~~^{the} time_A of Charles the First was the tipping of their hats.

BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember, Bob, ~~you gave us a real toughie when~~ you asked this question: What famous tomb has been used as a maternity hospital for the last twenty-two hundred years?

RIPLEY: ^{Yes} That's right, Don, and the answer is - the tomb of Ezra, the great Hebrew Patriarch, after whom the Book of Ezra in the Bible, is named. His tomb stands not far from the ruins in the ^{in Iraq} where I was just before the war city of Babylon - and for the last twenty-two hundred ^{to this tomb of Ezra} years, expectant mothers have gone ~~there~~ to bear their children - in the hope that their children will become as wise and as celebrated as Ezra.

^{Well Bob} BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK: [^] Have you another one we can have a go at tonight, ~~Bob?~~

RIPLEY: Yes, Don, ^{nor} ~~and~~ here it is. ^{Tell me} [^] What river is Paris situated on?

HANCOCK: "What river is Paris situated on?" Why, Bob, ^{50,000,000 Frenchmen can't} ~~everyone~~ [^] be wrong. It's the river Seine, of course. ~~knows the answer to that!~~

RIPLEY: Now, wait a minute, Don. ^{50,000,000 Frenchmen can be wrong.} ~~Don't be too hasty. I'll~~
tell you ^{the name of} ~~what~~ the river is tomorrow night. ~~And the~~
~~answer may surprise you.~~ - Believe It Or Not!

MUSIC: (THEME - "A HUNTING" - CUE J...FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose
whole life is a constant hunt for facts ---
BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" -- UP TO CUE)

ANNR: THIS IS MUTUAL.

Confirmed

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

FINAL REV. #28

BROADCAST: WED. 2/23/44

DATE: MUTUAL

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: 15-9:30 P.M.
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of
 Modern Design, presents....

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant
 world-wide hunt for facts. The man who makes
 his living by telling the truth. The man who
 knows the places making news today - knows them
 because he's been there. Yes, Bob Ripley has
 been there...been in more than two hundred
 countries, traveled over a half million miles..
 always seeking, always hunting for facts. Facts
 that put you right with him in a front row seat
 of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT -- BELIEVE IT OR NOT - - ROBERT L. RIPLEY - FEBRUARY 23, 1944

RIPLEY: Greetings everyone and welcome. If you heard Gabriel Heatter and his analysis of the news tonight, you know that he told the good news of the Russian recapture of the city Krivoi Rog, which has been held by the Nazis for three years.

In my hunt for facts I found Krivoi Rog, which in productive value compares to our own Pittsburgh, that these words, "Krivoi Rog" mean "The Horn of Plenty" - for here are found the greatest sources of iron, magnesium and coal in all Russia. The story of its discovery is most interesting. Prince Potiomkin, the favorite of Catherine the Great had a dream one night. He dreamt that heaven had poured out its corn of plenty upon a certain place on the ground where three rivers named after the colors are joined.

The dream was so real that Potiomkin searched until he found that spot which is now the city of Krivoi Rog, where the Green, Yellow and Red Rivers come together. And so his dream came true, and Catherine the Great gave him the whole country as a gift but she exacted a price. That was that Potiomkin was to give her a kiss each Easter morning. Do you realize what she did. She actually gave away the greatest mineral treasure of Russia containing four billion tons of iron ore worth thirty-two billion dollars and she gave it for a kiss.....

Believe It Or Not!

ATX01 0231604

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE) Smokers, you can see how Modern Design makes PELL MELL different from old-fashioned, short cigarettes. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers---your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further--over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way--gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke--gives it that cooler, smoother taste.

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here's Bob Ripley again, the man who makes his living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: In the twenty-five years I have spent hunting for facts, I have ^{learned} ~~heard~~ of many physical ^{gifts or} peculiarities that endow people with strange powers. But I think you'll agree that seldom has a rare physical power ever played so dramatic a part in ^a life as it did in the Believe It Or Not I'm going to sketch for you tonight. (MORE)

RIPLEY;
(CONTD)

Now - On with the Hunt!

The time - the year 1927. The place - the famed Cherubini Conservatory in Florence, Italy. In the office of the director of the conservatory, an Italian police official and Giovanni Lanzia, a custodian of the violin exhibit, are talking with the director:

DIRECTOR: As director of the conservatory, I say the affair speaks for itself, as you police should plainly see. Giovanni Lanzia here is custodian of the rare Medici violin. It has disappeared. So I say he stole it.

LANZIA: But signor, I have told you...I know nothing ^{of} ~~about~~ it.

POLICE: And we of the police have found no evidence to prove Giovanni Lanzia stole the violin, ^{signor} ~~she~~.

DIRECTOR: ~~Do~~ you gentlemen know that the Medici violin is worth - one hundred thousand dollars!

POLICE: (WEARILY) Si, Signor. We know. It is a rare Stradivarius. We know that Lanzia often played it and could have stolen it, for he was custodian of it. But, alas, we can prove - nothing!

DIRECTOR: I don't want you to prove anything. I want the Medici violin back and quickly.

LANZIA: I did not steal the violin. I, too, am eager to get it back.

DIRECTOR: I am a busy man, and can waste no more time. As for you Lanzia, you are discharged. But, Officer - I want this man's house watched night and day!

MUSIC: (BRIDGE)

And so
 ^ RIPLEY: For five long years Giovanni Ianzia was watched, and during that
 time he built his own radio and shortwave broadcasts.
 He passed the weary hours listening to his radio. Then
 one night ^{as} he ~~was~~ ^{was} tuning in a broadcast from Sweden..

MUSIC: (VIOLIN SOLO..FADE IT IN AS IF TUNING SET...THE MELODY
 IS "CAPRICE VIENNOIS" SUSTAIN THROUGH)

LANZIA: Maria...Maria...that is it! I have found the Medici!

MARIA: Oh, Giovanni. How do you know?

LANZIA: I know! That is the Medici! And the station is in
 Stockholm, Sweden. I shall go there. I shall find - the
 Medici Stradivarius.

MUSIC: (BRIDGE)

RIPLEY: So sure was Giovanni Ianzia that he had heard the
 Medici Stradivarius that he set off on a ^{journey} ~~pilgrimage~~
 almost without equal. He walked from Florence, Italy,
 to Stockholm, Sweden, determined to vindicate his honor.
 Finally, his clothing in tatters - his shoes cut to
 ribbons, Giovanni ~~Ianzia~~ arrived at the Italian consulate
 in Stockholm.

SOUND: (KNOCK ON DOOR..DOOR OPEN)

LANZIA: You are Signor Thulin, the Italian consul?

CONSUL: Si, signor. Come in.

LANZIA: Gracias. In Florence I heard a radio broadcast - a
 violin solo. The violin being played was the Medici
 Stradivarius, stolen from the conservatory. I have
 been accused of its theft. Hence - I came...

CONSUL: But - how do you know that violin was the Medici?

LANZIA: My ear, signor. My ear.

CONSUL: Now my friend, I too, am a musician. But to identify one violin from another by its tone-no, it is impossible.

LANZIA: It is true, ~~sir~~^{signor}. Let us go to the radio station, and I will prove it.

CONSUL: It's absurd. To identify a violin by tone. But I shall call the ^{radio} station and tell them we ~~are~~ coming.

MUSIC: (BRIDGE)

STATION MAN: ~~Mr~~, come in gentlemen. We've been expecting you. This is the violinist you wanted to question.

THOR: How do you do!

CONSUL: ~~It~~ is a delicate matter, sir, and I beg your indulgence. This is my countryman - Giovanni Lanzia. He wants to speak to you about a violin solo you broadcast over a year and a half ago. It was the "Caprice Viennois",
^{Ya}

THOR: ~~But surely~~: I have played it often.

CONSUL: The violin you played - where did you get it?

THOR: I bought it in Paris, in a pawn shop. ^{Oh} It has a wonderful tone. Here..here it is..

SOUND: (OPENING VIOLIN CASE:)

LANZIA: Signor, it is the same! It is the Medici Stradivarius!

THOR: You must be mad. I paid a mere pittance for it....

LANZIA: Please ~~sir~~^{signor}. ^{Justa} Let me play on it ^{just} a moment.

MUSIC: (ARPEGGIO ON VIOLIN)

LANZIA: ^{Ah, signor} It is the same..the same. It is the Medici.

THOR: How can you be so certain?

LANZIA: I am afflicted with a rare ailment known as -
synesthesia - I smelled the melody!

CONSUL: You smelled the melody?

Si, si, signor.

LANZIA: ~~Yes, You see~~ - when a person with synesthesia hears
certain sounds, he immediately smells a certain odor.

When I hear - the Medici violin - I smell the ^{sweet} fragrance
of blossoms -
~~odor of an acacia forest at high noon.~~

It is astounding!

CONSUL: ~~Amazing.~~

MUSIC: (BRIDGE)

RIPLEY: And that is true. The ailment of synesthesia - rare
indeed, did occur in the case of Giovanni Lanzia.

He was accused of stealing the Medici Stradivarius, a
violin valued at ^{and for five years, day in and day out, he} one hundred thousand dollars. ^{Listening}
to violin concerts ^{all} over the ^{world} ~~radio day in and day out~~ - he

~~+~~ finally heard one from Stockholm, Sweden.

(MCRE)

RIPLEY:
(CONTD)

Then
^ He spent a year and a half walking from Florence,
Italy to Stockholm, ^{Sweden} where he found the violin and
identified it. Because when he heard it played,
there came to him the sweet fragrance of Acacia blossoms.
~~he smelled the fragrant odor of an Acacia forest~~
~~at high noon!~~ Believe It Or Not!

(APPLAUSE)

MUSIC: (FULL PLAY OFF - "HUNTING SONG" - CUE E)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, are you still smoking
old-fashioned, short cigarettes? If so, you will
want to make this convincing test. See what happens
the first time you light a PELL MELL. Unconsciously,
you hold the match a half inch closer to your face
than you have to - a good half inch inside the tip
of your PELL MELL. That means you've discovered
Modern Design - something a short cigarette can't
possibly give you. Now smoke that PELL MELL - see
what Modern Design does for you. From the very
first puff, PELL MELL'S greater length travels the
smoke further - diminishes heat and bite on the
way. PELL MELL'S greater length filters the smoke
naturally over a twenty per cent longer route of
PELL MELL'S traditionally fine tobaccos. That's
Modern Design - PELL MELL'S Modern Design. It
filters the smoke - gives it that cooler, smoother
taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here all together working for Victory. Over there, all together fighting for Victory. And for those boys over there...

here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: ~~Thank you,~~ ^{Yes} Don, ^{but} before we get out the ^{old} letter opener ^{would like} for the V-Mail ~~tonight~~, I ~~want~~ to ask our listeners to write a letter tonight to our boys overseas. They're fighting to bring ^{us} ~~you~~ Victory - symbolized by the letter "V" - the ~~same~~ letter "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: Right you are, Bob. ~~This~~ ^{time} Edward Damacheck writes: "Where did the expression 'to have white elephant on your hands' originate?" Well, Bob, in your hunt for facts, have you found the answer to that one?

RIPLEY: Oh, Yes, Don, ~~and it is~~: The expression "to have a white elephant on one's hands" originated in Siam. Whenever the King of Siam was angry with one of his courtiers ^{care for} he would send him a Royal White Elephant to ~~house~~ ^{feed} and feed. Naturally ~~this was~~ ^{feeding an elephant is a} very expensive ^{thing} and would ruin ~~a rich~~ ^{any} man in a ^{very} short time. BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. (MORE)

HANCOCK: Second, PELL MELL'S greater length filters the smoke,
 (CONTD) gives it that cooler, smoother taste. That's why,
 wherever particular people congregate, you see PELL
 MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or
 Not. Remember, Bob, you asked: What river is Paris
 situated on?

RIPLEY: Yes, Don, I have. I know that everybody thinks that
 Paris is located on the River Seine. But the real name
 of the river is the Yonne.

DON: Well, ^{do} ~~did~~ you figure that out?

RIPLEY: ^{Even the French Universal Geography shows that 50}
~~By maps, they show that about a hundred miles above~~
 Paris, the river Seine flows into the river Yonne -
 and from then on it is actually the river Yonne ^{and not the} ~~the~~
 river Seine that
 flows through Paris, ~~and not the smaller but better~~
~~known river Seine~~. Believe It Or Not. It's true!

HANCOCK: Well, Bob, have you another one we can go to town with
 tonight?

RIPLEY: ^{Well} ~~Yes, Don, and~~ I think you'll find this question a little
^{Tell me,} harder to answer. What ~~reigning~~ Queen of a foreign
 country became a citizen of the United States?

HANCOCK: "What ~~reigning~~ Queen of a foreign country became a
 citizen of the United States?"

RIPLEY: ^{Yes} ~~That's~~ right, Don, and I'll tell you who the Queen was
 tomorrow night. For there actually was such a person -
 BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in
tomorrow night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design, will again
present the man whose whole life is a constant
hunt for facts -

BELIEVE IT OR NOT.....BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SONG" - UP TO CUE)

ANNR: THIS IS MUTUAL.

Confirmed
RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: ^{ONE} FINAL REV. #29

DATE: THURS. 2/24/44

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

NETWORK: MUTUAL
 9:15-9:30 P.M.
 E.W.T.

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of
 Modern Design, presents....

BELIEVE IT OR NOT....BOB RIPLEY!

(APPLAUSE)

HANCOCK: Here's the man whose whole life is a constant
 world-wide hunt for facts. The man who makes his
 living by telling the truth. The man who knows the
 places making news today - knows them because he's
 been there. Yes, Bob Ripley has been there...
 been in more than two hundred countries, traveled
 over a half million miles...always seeking, always
 hunting for facts. Facts that put you right with
 him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY!

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(APPLAUSE)

(NEWS SPOT TO FOLLOW)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 24, 1944

RIPLEY: Greetings everybody, and welcome.

If you listened to Gabriel Heatter and his analysis of the news tonight, you heard him mention the Marianne Islands in the South Pacific.

Well, I have uncovered some interesting Believe It Or Note about the Mariannas, which were discovered by Magellan and were named after Queen Marianna of Spain. Now this was the queen that was so very modest that when she was offered the first pair of silk stockings in history, she became so angry and indignant that she actually refused them and issued an official order stating "The Queen of Spain has no legs."

However, the natives in the Mariannas which are named after - practically wear few clothes except on their wedding day. Then the bride and groom wear leather shoes for the first and last time in their lives. Then after the ceremony, the shoes are taken off and are kept as marriage certificates.

And the women of the Mariannas enjoy the highest position of any women in the world. A married woman is looked upon as the head of the family. She is also considered to be the father of her children. And when a man - when a husband - meets his mother-in-law, he bows low to her, and on bended knee, kisses her hand... and how do you think the mother-in-law responds to this friendly greeting? She slaps him in the face!
BELIEVE IT OR NOT!

ATX01 0231615

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)
Smokers, quick as a flash your eye notices PELL MELL'S
Modern Design. That's because Modern Design is easy
to see. The minute you look at a PELL MELL you see
PELL MELL'S greater length. That's Modern Design.
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further --
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length filters the smoke naturally -- diminishes heat
and bite on the way -- gives you a cooler, smoother,
better-tasting smoke. Ladies and gentlemen, believe the
evidence of your own eyes. PELL MELL gives you
visible proof of its advantage to smokers. Your eye
tells why. PELL MELL'S Modern Design filters the
smoke -- gives it that cooler, smoother taste.

MUSIC: (PLAY-OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here's Bob Ripley again - the man who makes his
living by hunting for facts!

MUSIC: (SCENE SETTER...FADE FOR)

RIPLEY: A few weeks ago, ^{I presented} ~~we brought you the true story~~ of a lady who ^{had} lost a ring - and found it later around the ^{neck} ~~body~~ of a mouse her husband ^{had} killed. Well - one of our listeners heard that story and promptly wrote us a letter revealing another startling story about a ring. And I'm going to sketch this story for you ^{tonight} in my Believe It Or Not, ~~tonight!~~ Now on with the hunt!

The time - August 1917. The place - Providence, Rhode Island. As our scene opens, sixteen year old Loretta De Angelis and a young man are strolling through ^{the park} ~~one of the~~ (BOARD FADE) ~~city's many beautiful parks.~~

SOUND: (FOOTSTEPS OVER GRAVEL. OCCASIONAL SOUND OF BIRD CALL)

LORETTA: ~~It's quiet in here this afternoon, isn't it, Tony?~~
~~I like it when it's like this.~~

TONY: ~~Ha?~~

LORETTA: ~~I said I like it when it's quiet.~~

TONY: ~~Yeah.~~

LORETTA: ~~What's the matter, Tony? You act so kind of funny today. Is anything wrong?~~

TONY: ~~No, honey, there's nothing wrong, but~~ ^{Honey,} Look, sit here on this bench with me, will you? I want to talk to you.

SOUND: (FOOTSTEPS STOP. OCCASIONAL BIRD CALL CONTINUES THROUGH SEQUENCE)

LORETTA: ~~All right, Tony. There is something wrong! Tell me, Tony.~~

TONY: ~~It's nothing - except I got my call to go~~ ^{Well, I enlisted} in the Army.

LORETTA: When do you leave?

TONY: Tomorrow - I didn't want to tell you about it and spoil our last days together.

LORETTA: Oh - Tony - Tony. I can't let you go.

TONY: Please, honey, don't act like that. I'll be coming back soon - ~~and then - well - we can get married like we planned to.~~

LORETTA: I hope so, Tony - ~~I want that more than anything. More than anything.~~

TONY: ~~Me, too. This won't be for very long and --~~ Lock, honey, I got something for you. It's a ring. I made it for you myself at the jewelry store where I work.

LORETTA: Silver and mother-of-pearl. Oh, Tony, it's beautiful.

TONY: See, I took my knife and scratched your initials there on the inside. ~~You can~~ ^{you} read 'em all right? ~~can't you.~~
L. De A. - Loretta De Angelis.

LORETTA: Oh, Sure, they're as plain as day.

TONY: Here, let me put it on your finger. There!

LORETTA: It's - a little ^{bit} big.

TONY: Yeah - you'll have to be careful or it will slip off and you'll lose it.

LORETTA: I won't lose it, Tony. Honest, I'll never lose it.

MUSIC: (SWELLS BRIEFLY. FADES BACK FOR:)

RIPLEY: So Tony went away to ^{World} war I. Then, on September 28th, 1917, Loretta was walking to work with a friend of hers.

SOUND: (FOOTSTEPS WALKING QUICKLY OVER PAVEMENT)

LORETTA: Come on, Ethel, hurry up, will you?

ETHEL: What's the rush? You going to a fire?

LORETTA: No - but I m late for work. ^{Oh} Come on, let's run.

SOUND: (FOOTSTEPS...START TO RUN. THEY STOP SUDDENLY)

LORETTA: Wait! ^{Oh} My ring. It slipped off my finger! ^{Oh} Look, it's rolled into the ^{drain} sewer!

ETHEL: Gee, kid, that's too bad. That ^{drain}~~sewer~~ leads right down to Narragansett Bay. ^{Well} I'm afraid you'll never find your ring again.

MUSIC: (SWELLS BRIEFLY. FADES BACK FOR:)

RIPLEY: Yes, Loretta gave up all hope of ever finding her ring again. ^{But} She never let Tony know ^{that} she had lost it, for he had gone overseas. She heard from him several times, then his letters stopped. The years went by and eventually she met and married another man. ^{But in} ~~On~~ September ~~21st~~, 1938, a great hurricane ^{roared} ~~swept~~ across Rhode Island. ^{The tides swept in and Providence was flooded under 12 feet of water.} ~~Stores were flooded with water, their merchandise was damaged.~~ A week after the big blow, a friend called Loretta on the telephone.

SOUND: (PHONE RINGS TWICE. RECEIVER OFF HOOK)

LORETTA: Hello?

ANN: (OVER PHONE) Hello, Loretta, this is Ann. ^{LORETTA: Oh, hello.} Say, they're having a big sale of furniture ~~out at the~~ ^{waterfront.} ~~city dumping ground, down by the~~ ~~Bay.~~ Some of the stuff is hardly damaged by the water at all. Maybe you could find that table you want for your living room. Want to go and look?

LORETTA: ^{Fell} Yes, Ann, I'd like to.

ANN: Okay, I'll come by in my car and pick you up in half an hour.

MUSIC: (SWELLS BRIEFLY. FADE BACK FOR:)

SOUND: (LAPPING OF WAVES ON SHORE)

ANN: I guess it's no use after all, Loretta, all the good stuff ~~has~~ been sold.

LORETTA: Well, let's take one more look down here by the water. There's quite a pile of chairs and tables there. I hate to go home without - Ann, look! There in the sand by my feet!

ANN: What is it?

LORETTA: ~~Look~~ - It's my ring! My ring! The ring I lost twenty-one years ago-twenty-one years ago today!

MUSIC: (SWELLS FOR TAG. FADES BACK FOR:)

RIPLEY: Yes, ladies and gentlemen, Loretta De Angelis lost that ring on September ^{the} 28th, 1917 - and found it again on September ^{the} 28th, 1938 - twenty-one years later to the exact day. Loretta De Angelis, whose name is now Mrs. Loretta Gambuto, is standing beside me right now and I want ^{to present her to you.} ~~you to meet~~

~~her.~~

(APPLAUSE)

Loretta - if I may call you that -

RIPLEY: ~~Mrs. Gambuto~~, how did you feel when you found your ring again?

LORETTA: Well, Mr. Ripley, I could hardly believe it was mine until I saw the initials L. De A. carved on it.

RIPLEY: Well How do you account for its being where you found it - ^{So many} miles away from where you lost it?

LORETTA: I think it happened this way. ~~The sewage system in Providence outlets into the Bay at the city dumping ground.~~ When the hurricane hit Providence, the waters backed up and flooded the ^{city} ~~sewers~~.

RIPLEY: I see. And when the waters receded they carried your ring down to the Bay where you found it.

LORETTA: Yes, that's the only way to account for it.

RIPLEY: Do you still wear the ring, Mrs. ~~Gambuto?~~

LORETTA: No, Mr. Ripley. You see when Tony gave me the ring I weighed only ninety pounds, and now - well, I can't even get it on my finger.

RIPLEY: (LAUGHS) Well, I ^{Loretta} Thank you very much, Mrs. ^{Gambuto} Gambuto, for coming here from Providence to be with us tonight. Ladies and gentlemen, you have just heard Mrs. Loretta Gambuto, who lost a ring through the grating of a ^{drain} ~~Providence sewer~~ on ^{the} September 28th, 1917 and found it again thanks ^{the} to a hurricane on September 28th, 1938 - exactly ^A twenty-one years later - to the very day - BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (FULL PLAY-OFF - "HUMMING SONG" - CUE E)

TRIPLE: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, it's interesting to notice what happens when a PELL MELL smoker tries to light an old-fashioned, short cigarette. Unconsciously, he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design -- PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one - and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together, fighting for Victory. And for those boys over there...here are Bob Ripley's answers to their V-Mail letters.

RIPLEY: ~~Thank you,~~ ^{Yes} Don. ^{but} Before we answer our V-Mail tonight I'd like our listening audience to know that this department has created so much interest among the men in our Armed Forces that beginning next Monday night we're going to enlarge it -- ^{we're going to} and ^{answer} several V-Mail letters instead of only one.

HANCOCK: Yes - and you fellows who are in training in this country are going to be included now, too. So send in your questions and Bob will answer them.

RIPLEY: ^{Okay} ~~Right,~~ Don. We want to hear from all the boys who are fighting to win a final Victory - symbolized by the ^{great} letter "V" - the same letter "V" ^{by the way} you see on the back of every package of your FELL MELL Cigarettes!

HANCOCK:

Right you are, Bob. Now here's a letter from
Quartermaster First Class, W. J. Brewer ~~of the~~
~~USS DIXIE, c/o P.O. SAN FRANCISCO.~~ ^{Who} writes:

"We had quite an argument as to which is the older,
the Navy or the Marine Corps. Both a ^{sailor} ~~gob~~ and a
marine are involved in this, so please send our
answer - quick!" Well, Bob, in your hunt for facts
have you found the answer to that one?

RIPLEY:

Yes, Don, and here it is: The Navy is the winner.
The Navy ^{was established} ~~came into being~~ by Congressional vote,
October ^{the} 13, 1775. ^{Corps was created} ~~The Marines were established~~
~~by Congressional authority by~~ the 10th of November,
1775.- so the Navy is twenty-eight days older than
the Marine Corps - BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE C)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not. (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Des gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE M2)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember, Bob your question was: What reigning Queen of a foreign country became a citizen of the United States? Do you mean, ^{Bob} that this Queen was actually the ruler of her country when she became a citizen?

RIPLEY: ~~That's right, Don. Do you know who she was?~~

HANCOCK: ~~Not I, Bob. Not I.~~

RIPLEY: ~~Well, then I'll tell you.~~ ^{That's right} She was Queen Liliuokalani, who was Queen of Hawaii from 1891 to 1893. And she became a citizen ^{of the United States} when Hawaii became a territory of the United States. Believe It Or Not.- IT'S TRUE!

HANCOCK: Well, Bob, have you another question we can exercise our wits with tonight?

RIPLEY: ~~Well here's one. This will fool some people. Yes, Don, let's see how good you are at geography. Can you name the capitol of the United States?~~

HANCOCK: Can I name the capitol of the United States? ~~Say, Bob,~~ ^{Why Bob,} ~~you're slipping.~~ ^{Everybody} knows the answer to that one.

Well, 130,000,000 Americans #29

-12-

RIPLEY: ~~Perhaps they do, Don, but they~~ [↑] can be wrong. ^{YOU KNOW} I'll tell
you what the capitol of the United States is tomorrow
night. And it's not the ~~city~~ of Washington.

BELIEVE IT OR NOT!

MUSIC: (THEME - "A HUNTING" - CUE J...FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night when PELL MELL Famous Cigarettes, the cigarette
of Modern Design, will again present the man whose whole
life is a constant hunt for facts --

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME - "HUNTING SOME -- UP TO CUE)

ANNR: THIS IS MUTUAL.

ATX01 0231626

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 25, 1944

Greetings everybody and welcome!

If you heard Gabriel Heatter in his analysis of the news tonight, you know he told you of the bombing of Steyr in Austria by American and English planes.

Steyr is the site of the oldest Arms Factory in the world! Armor and guns have been made there since the 12th century--and for hundreds of years, no execution was considered legal unless the beheading sword was made in Steyr, and right after the invention of gun powder in the year 1259 the first gun ever made was manufactured there.

Steyr is the beginning of the famous "Iron Road" because, not only was it paved with iron, but it led to the famous "Iron Mountain of 'ERZBERG'" ---a mountain of solid iron which rises to a height of more than a mile, and from it, weapons and guns have been forged for all the wars in Europe for nearly a thousand years.

But there is something else that started there. It was that popular expression, "Bum". The oldest house in Steyr is the "Bummerl Haus" so-called "BumsHouse". People patronizing it were called "Bums". And from it we derive the colorful American expression, "Bum". And those who use it most frequently, Hitler and to Goering...he owns that house now.

BELIEVE IT OR NOT!

ATX01 0231627

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

Contract (As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: 2ND FINAL REV. #30
DATE: FRI. 2/25/44
NETWORK: MUTUAL
 15-9:30 P.M.
 E.W.T.

PROGRAM: BELIEVE IT OR NOT
 ROBERT L. RIPLEY

MUSIC: (SIGNATURE - "HUNTING SONG" - CUE A)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, presents...

BELIEVE IT OR NOT...BOB RIPLEY!

(APPLAUSE)

Here's the man whose whole life is a constant, world-wide hunt for facts. The man who makes his living by telling the truth. The man who knows the places making news today - knows them because he's been there. Yes, Bob Ripley has been there - been in more than two hundred countries, traveled over a half million miles - always seeking, always hunting for facts. Facts that put you right with him in a front row seat of world events.

BELIEVE IT OR NOT - IT'S TRUE - SAYS BOB RIPLEY...

AND HERE HE IS!

MUSIC: (THEME - "A HUNTING" - CUE B - FADE FOR)

(NEWS SPOT TO FOLLOW)

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE C)

HANCOCK: Bob Ripley will be back in just a moment! (PAUSE)

Smokers, take a look. That's all you need do to get the facts about PELL MELL'S Modern Design. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers - your eye tells why. You can see PELL MELL'S greater length. That's Modern Design! And when you light your cigarette, you can see that PELL MELL'S greater length travels the smoke further - over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length filters the smoke naturally - diminishes heat and bite on the way - gives you a cooler, smoother, better-tasting smoke. Ladies and gentlemen, believe the evidence of your own eyes. PELL MELL gives you visible proof of its advantage to smokers. Your eye tells why. PELL MELL'S Modern Design filters the smoke - gives it that cooler, smoother taste!

MUSIC: (PLAY OFF - "HUNTING SONG" - CUE D)

HANCOCK: And here again is Bob Ripley - the man who makes his living by hunting for facts!

MUSIC:
 RIPLFY: (SCENE SETTLER)
 In my hunt for facts, I ^{have} visited two hundred countries --
 I assure you
 but [^] the hottest part of the world I have found is the Persian Gulf -- now the scene of gigantic movements of the Allied Armies. And the Believe It Or Not I am going to sketch for you tonight has significance for every American and particularly for every American soldier who will be quartered in Bahrain.
 Now, on with the Hunt!

RIPLEY:
(CONTD)

The time - the year 1860. The place - the heat-scorched island of Bahrein, in the Persian gulf. The only industry on the island is Pearl fishing - and the pearl boats never stay ^{very} long ^{on this island because} ~~at Bahrein for~~ the only fresh water is brought from the mainland in goat skin jars and is carefully rationed. One day, Shamal - the wealthiest of the pearl shipowners - calls his beautiful daughter - Abriza in to see him.

SHAMAL: Abriza, you have now turned seventeen, and I must fulfill my obligation. I have promised you as a bride to the powerful Shiek Hosien of Bushire.

ABRIZA: But Father, the shiek Hosien is a doddering old idiot. Besides I love another.

SHAMAL: Who has dared woo you without my permission.

ABRIZA: Jaffar.

SHAMAL: Jaffar? I know no Jaffar. Who is he? Some wealthy Shiek/ perhaps?

ABRIZA: No. He is a pearl diver. On one of your own boats.

SHAMAL: A pearl diver? My daughter - in love with a lowly pearl diver...Bah! I shall take care of that!

MUSIC: (BRIDGE)

ABRIZA: Oh - Jaffar, darling....Jaffar.

JAFFAR: Abriza - Abriza, Why are you trembling?

ABRIA: It is father. He knows about us. Oh Jaffar, he has promised my hand to the Shiek Hosien.

JAFFAR: It shall not be. We will find a way!

SOUND: (FOOTSTEPS OFF: FADE THEM IN:)

SHAMAL: (FADING IN: MAD:) So - I have found you in your tryst with your lover. This then is - Jaffar?

Yes.

JAFFAR: ~~Yes~~ I am Jaffar.

SHAMAL: Do you know the custom of our country for young men such as you? To alierate a young daughter from her father's care is an abominable crime. You shall pay for this.

JAFFAR: I have been guilty of nothing but falling in love.

SHAMAL: Bah. You have ^{not} a penny. (CALLS) Boaz..Hafid..Tie this young giant up. Take him to the boat. I shall be there directly!

MUSIC: (BRIDGE)

SOUND: (WATER)

BOAZ: Five days now Jaffar has been chained here in the boiling sun without any water.

SHAMAL: Look at him, ^{Boaz,} He has ^{not} murmered.

BOAZ: After five days in the heat with no water, he must be near madness. So let's give him, water - salt water! Let's throw him overboard.

SHAMAL: An excellent idea! Jaffar. ~~Now,~~ Jaffar will you ^{now} give up all thought of my daughter?

JAFFAR: No, never.

SHAMAL: Boaz - drop him into the gulf! Let him drink his fill--

BOAZ: (SKUFFLES:) Come now - over with you.

SOUND: (SPLASH)

BOAZ: (PAUSE) He is not coming up - he may be too weak even to swim!

SHAMAL: Good riddance.

JFFAR: (OFF...IN WATER) Shamal! Shamal!

BOAZ: He's come up. Look...right next to the boat!

JAFFAR: (OFF, STRONG) Shamal I will trade you a secret worth a king's ransom if you will give me your daughter.

SHAMAL: Bah! Listen to him. The heat and the salt water have affected his mind.

JAFFAR: Would you trade your daughter for a hundred springs of
icy cold water?

SHAMAL: Yes, by Allah - I would!

JAFFAR: I have your oath on that, sir? It is binding on you,
your children and your children's children.

SHAMAL: ~~So what do you say now?~~ Yes...yes...yes...where are they?

JAFFAR: On the bottom of the Persian Gulf - I have found springs
of fresh water.

MUSIC: (BRIDGE)

RIPLY: ^{yes}
^ Jaffar found more than one hundred springs of fresh
water on the bottom of the Persian Gulf! Shamal kept
has bargain ~~and~~ ^{ever since} The young lovers were married. And ~~for~~
~~years~~ the drinking water for Bahrein Island has been
^{underwater} obtained from those ~~submarine~~-springs. This is important
to us here in America too! For the United States is
about to sink gigantic oil wells right there off the
Bahrein Islands in the heart of the Persian Gulf, ~~to~~
~~relieve our own oil supplies and shipping.~~ And the water
our own boys will drink will come from those submarine
wells discovered by that young pearl diver, Jaffar, who
was tortured and thrown off the pearlfishers boat, only
to discover something more valuable than all the pearls
in the sea - fresh water springs at the bottom of the
salt-water Persian Gulf!

Believe It Or Not!

(APPLAUSE)

(FULL PLAY OFF - "HUNTING SONG" - CUE E)

MUSIC:
RIPLY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, here is a convincing test for all of
you who are still smoking old fashioned, short cigarettes.
See what happens the first time you light a PELL MPELL.

(MORF)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 25, 1944

Greetings everybody and welcome!

If you heard Gabriel Heatter in his analysis of the news tonight, you know he told you of the bombing of Steyr in Austria by American and English planes.

Steyr is the site of the oldest Arms Factory in the world! Armor and guns have been made there since the 12th century--and for hundreds of years, no execution was considered legal unless the beheading sword was made in Steyr, and right after the invention of gun powder in the year 1259 the first gun ever made was manufactured there.

Steyr is the beginning of the famous "Iron Road" because, not only was it paved with iron, but it led to the famous "Iron Mountain of 'ERZBERG" ---a mountain of solid iron which rises to a height of more than a mile, and from it, weapons and guns have been forged for all the wars in Europe for nearly a thousand years.

But there is something else that started there. It was that popular expression, "Bum". The oldest house in Steyr is the "Bummerl Haus" so-called "BumsHouse". People patronizing it were called "Bums". And from it we derive the colorful American expression, "Bum". And those who use it most frequently, Hitler and to Goering...he owns that house now.

BELIEVE IT OR NOT!

ATX01 0231633

HANCOCK:
(CONTD)

Unconsciously, you hold the match a half inch closer to your face than you have to - a good half inch inside the tip of your PELL MELL. That means you've discovered Modern Design -- something a short cigarette can't possibly give you. Now smoke that PELL MELL - see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further - diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. It filters the smoke - gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE" - CUE F - FADE FOR)

HANCOCK: All for one and one for all. Yes, that's the way we're going to win the war. Over here, all together working for Victory. Over there, all together fighting for Victory. And for those boys over there - here are Bob Ripley's answers to their V-MAIL letters.

RIPLEY: Thank you, Don. We'll get to the V-mail in just a moment. But first, I want our listening audience to know that - beginning next Monday - we'll answer several V-mail letters instead of only one. And ^{to} you men who are in training over here - ^{will you} send us your questions. We want to answer questions from all the boys who are fighting to win a final victory - symbolized by the ^{by the way} letter "V" - the same letter, ~~you~~ you see on the back of every package of your PELL MELL cigarettes.

HANCOCK: Right you are, Bob. Here's a letter from Corporal John T. Cockrane, who writes: "Could you tell us where the expression 'to talk turkey' originated?" Well, Bob, in your hunt for facts, have you found the answer to that one?

RIPLEY: Well, ^{Believe It Or Not} Yes, Don, ~~and~~ I found the answer ^{in the "Congressional Record"}, page five hundred and two. ^{It reads:} In New Mexico in 1846, an Apache Indian and a white farmer went hunting together. They were to share and share alike. They ^{shot} ~~bagged~~ two crows and one wild turkey that day. (MORE)

Then the farmer said to the Indian:

RIPLEY:
(CONTD)

~~The white hunter then said:~~ "Either you take the crows
and I'll take the turkey, or I'll take the turkey and
you take the crows." ^{Well} The Indian, ^{he} ~~who~~ couldn't figure
out why he was always getting the crows, ^{so he asked:} ~~asked:~~ "Hey,
why you no talk turkey to me?" And that is how the
phrase "To Talk Turkey" originated.

BELIEVE IT OR NOT!

MUSIC: ("HUNTING SONG" - CUE G)

HANCOCK: Bob will be back in just a moment with the answer to last night's Believe It Or Not! (PAUSE) Smokers, whenever you buy cigarettes, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, diminishes heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, gives it that cooler, smoother taste. That's why, wherever particular people congregate, you see PELL MELL - in the smart red package.

MUSIC: ("HUNTING SONG" - CUE H²)

HANCOCK: And now for the answer to last night's Believe It Or Not. Remember, Bob, your question was: "What is the capitol of the United States?"

RIPLEY: Yes, ~~Don~~ the capitol of the United States is not the city of Washington as most people believe. According to our Constitution and by virtue of a law passed by Congress, the capitol of the United States and the seat of our government is the District of Columbia. Believe It Or Not - IT'S TRUE!

HANCOCK: Well, Bob, have you another question we can go to work on over the week-end?

RIPLEY: Well...can you tell me - where is every woman a queen?
~~Yes, Don, see if you can figure this one out. If you are shipping an army across the sea - which would require more space - a modern mechanized division or a non-mechanized division - and why?~~

Where is every woman a queen?

HANCOCK: Let's see, now. ~~Which requires more shipping space - a mechanized or a non-mechanized division? - Oh boy, I've got you this time, Bob.~~

RIPLEY: Yes..you've been in that country and I've been there and I give you two ~~Well, Don, perhaps you have. I'll be back with the answer~~ days to figure it out, so happy weekend. I'll be back with the answer ~~Monday night. Meantime, remember what Sophocles said:~~ next Monday night.

~~One must learn by doing the thing, for though you think you know it, you have no certainty until you try.~~

BELIEVE IT OR NOT.

MUSIC: (THEME - "A HUNTING" - CUE J - FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in ~~tomorrow~~^{Monday} night, when PELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present the man whose whole life is a constant hunt for facts - BELIEVE IT OR NOT ...

BOB RIPLEY!

MUSIC: (THEME - "A HUNTING" - UP TO CUE)

(APPLAUSE)

ANNR: THIS IS MUTUAL.

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #31
DATE: MON. 2/28/44
NETWORK: MUTUAL
9:30 P.M.
E.W.T.

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

MUSIC: (SIGNATURE - ENDING WITH "HUNTING SONG")

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of
Modern Design, presents the man whose whole life
is a constant hunt for facts

BELIEVE IT OR NOT -- BOB RIPLEY!

(APPLAUSE)

MUSIC: (THEME: "A HUNTING" - UP FULL TO FINISH WITH
APPLAUSE)

RIPLEY: (NEWS SPOT TO FOLLOW)

HANCOCK: Bob Ripley will be back in just a moment. (PAUSE)
Smokers, just looking at PELL MELL'S Modern Design
tells you its story. Yes, your own eyes give you
the proof of PELL MELL'S advantage to smokers --
your eye tells why. You can see PELL MELL'S greater
length. That's Modern Design! And when you light
your cigarette, you can see that PELL MELL'S greater
length travels the smoke further -- over a twenty
per cent longer route of PELL MELL'S traditionally
fine tobaccos. PELL MELL'S greater length filters
the smoke naturally -- diminishes heat and bite on
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of your own eyes. PELL MELL gives you visible proof
of its advantage to smokers. Your eye tells why.
PELL MELL'S Modern Design filters the smoke --
gives it that cooler, smoother taste.

MUSIC: (SCENE SETTER)

HANCOCK: AND HERE HE IS AGAIN -- BOB RIPLEY!

RIPLEY: In my hunt for facts, I've found that Life is constantly
playing little jokes on us. Jokes like the one I'm
going to sketch for you in tonight's Believe It or Not.

MUSIC: (SNEAKS IN)

RIPLEY: The time - the summer of 1859. The place - Paris...when
it was a ~~gay~~ romantic city. As our scene opens we find a
well-dressed gentleman strolling along the famous Avenue
des Champs Elyses when he is stopped by a beggar, who
speaks to him.

(MUSIC OUT. STREET NOISES IN)

NEWS SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - FEBRUARY 28, 1944

Greetings everyone and welcome. You probably heard Gabriel Heatter and his analysis of the news tonight. In the news is the republic of San Marino in Italy. San Marino is the smallest and the oldest republic in the world. It was founded in the year 303 by a stone cutter named Marino, and it has been independent for seventeen centuries. This country could not have existed if it were not for the sale of its postage stamps, which are highly prized and sought after by stamp collectors all over the world. Now San Marino has been taken over by the Anti-Fascists, and there is a statement or saying in Italy that "San Marino does today what all Italy will do next week". Let's hope so. Although it's the smallest country in the world, it has two presidents which are elected twice a year. Their salaries are only thirty cents a day, yet they sit side by side in a church. There are two postoffices, although they have no letter-carriers, because everybody carries his own mail in San Marino. San Marino is also the most peaceful country in the world. Until the year 1915 it had fought only one war in seventeen hundred years, and that war lasted only fifteen minutes. And the San Marino Army of eight soldiers covered themselves with glory for all time by badly defeating the enemy which had attacked them. San Marino is still in first World War. She declared war against the central powers in 1915 and no peace treaty has ever been concluded. So - San Marino still considers herself at war with Germany today - BELIEVE IT OR NOT!

ATK01 0231641

BEGGAR: (COMING) I beg pardon, M'sieu, ~~I am hungry~~. Can you spare me a few francs? I am hungry.

OFFENBACH: You are really hungry, eh? When did you eat last?

BEGGAR: Alas, it is so long ago I do not remember. My poor stomach. He growls with emptiness.

OFFENBACH: Tsk, tsk! ^{Ah} That is a great pity. I should like to help you but I have no money with me. Not even a sou.

BEGGAR: If you have no money, perhaps you have some kind of trinket - a watch or ring, M'sieu Offenbach.

OFFENBACH: So! You know who I am, eh?

BEGGAR: Who in ~~all~~ France does not know M'sieu Offenbach, the great composer of music?

OFFENBACH: Ha! You mention music, and it gives me an idea. I have no money, but I have paper and pencil with me.

SOUND: (PAPER RUSTLES)

OFFENBACH: Voila! Turn around, please.

BEGGAR: But why, M'sieu?

OFFENBACH: I wish to use your back as a desk. I shall write a song and give it to you. If you know where to sell it, you may get as much as two hundred francs for it.

BEGGAR: Merci, M'sieu Offenbach. Thank you. Thank you!

MUSIC: (BRIDGE)

RIPLEY: Using the beggar's back as a desk, Offenbach wrote furiously - and - when he had completed his composition he handed it to the beggar who thanked him again and hurried off. The very next afternoon, Offenbach went to see his music publisher. We find him entering the publisher's private office.

SOUND: (DOOR OPENS AND CLOSES...OFF)

OFFENBACH: (COMING) Bon jour, M'sieu. How is the music publishing business today?

PUBLISHER: You are a fine one to ask that after what you have done, M'sieu Offenbach.

OFFENBACH: After what I --? What are you talking about?

PUBLISHER: Have I not always treated you fairly? Have you any complaints to make of my business methods?

OFFENBACH: But of course not. All ^{of} our dealings have been most satisfactory.

PUBLISHER: In that case, ^{Mr. Offenbach} why did I have to bid for this new composition of yours at public auction?
Please

OFFENBACH: ^A Stop talking riddles, what composition?

PUBLISHER: ^{This one.} This one. ^A Here it is. See for yourself. You wrote it, did you not?

SOUND: (PAPER RUSTLES)

PUBLISHER: ~~You wrote it, didn't you?~~

OFFENBACH: Yes, ^{why} I wrote it only yesterday, ^I and gave it to a beggar.

PUBLISHER: So, and do you know what he did with it? He called a meeting of all the music publishers in Paris and made us bid for it - one against the other.

OFFENBACH: (CHUCKLES) And I thought he would not know what to do with the composition. How much did you have to pay for it?

PUBLISHER: I finally raised my bid to one thousand francs, and got it.

OFFENBACH: (LAUGHING) Oho, what a smart fellow that beggar is. I should like to know him better.

PUBLISHER: It is no laughing matter, M'sieu. For that is not the worst of it. All I got for my thousand francs was the right to publish the ^{composition.} ~~piece.~~

OFFENBACH: How is that?

PUBLISHER: This beggar of yours demanded a contract giving him all royalties when the tune is played at concerts. He also kept for himself all the foreign rights, the right to publish a cheap edition of it, the right to sell it in the lobby of any theatre and the right to --

OFFENBACH: (BREAKING IN) Tiens! One moment, my friend. The theatre, you say. Hmmm - oui - that is it. I am just finishing my latest operetta - and this is the very marching song I need for it.

PUBLISHER: Oh, you need it. It is too bad you cannot use it.

OFFENBACH: Why can't I? It is mine, isn't it?

PUBLISHER: No, m'sieu. Unfortunately it belongs to your beggar.

OFFENBACH: Do you mean to tell me I shall have to buy back my own composition from that - that rascally fellow with a stomach that growls?

PUBLISHER: Exactly.

OFFENBACH: Mon dieu, that is ridiculous! It is an outrage! I've been swindled! I shall see my lawyer! I ~~will~~ ^{shall} have that beggar brought into court. I ~~will~~ ^{shall} have him sentenced to prison for life. I'll - I'll send him to the guillotine!

PUBLISHER: (OVER) (BEGINS TO LAUGH ON WORDS "I'VE BEEN SWINDLED")
 So, M'sieu Offenbach, the joke is not so funny now,
 n'est-ce pas?' (LAUGHS)

MUSIC: (SWELLS FOR TAG)

RIPLEY: Yes, ladies and gentlemen, life is always playing jokes
 on us ^{it seems} but Offenbach passed away without knowing ^{just} how
 good a joke this one was destined to become. His
 operetta "Genevieve de Brabant" had its premiere on
 November 19th, 1859 - and included in it was the march
 he had written and given to the beggar. That song is
 now one of the most famous and best loved marching songs
 in all the world. ~~For that very march, written by~~
~~Offenbach and given to the beggar~~ ^{That song} was adapted years
 later by an American. And today, every man, woman and
 child in the United States knows this march - and here
 it is!

MUSIC: (MARINE HYMN)

RIPLEY: ~~That's right~~, ladies and gentlemen. ^{Yes} That march written ^{on the back of a beggar}
 by Offenbach is "The Halls of Montezuma", the Hymn of
 the United States Marine Corps....

Believe it or Not!

(APPLAUSE)

RIPLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, you'll notice something strange when a PELL MELL smoker tries to light an old-fashioned, short cigarette. Unconsciously he holds the flame a good half inch beyond the tip of the short cigarette. He's looking for something that isn't there. He's looking for PELL MELL'S Modern Design. Modern Design means PELL MELL is longer. Modern Design means PELL MELL is smoother, cooler. From the very first puff, PELL MELL'S greater length travels the smoke further -- diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design - PELL MELL'S Modern Design. PELL MELL filters the smoke -- gives it that cooler, smoother taste.

MUSIC: ("ALL FOR ONE")

RIPLEY: All for one and one for all. Yes, that's the way we're going to win the war. Over there, all together fighting for Victory. Over here, all together working for Victory. the Victory symbolized by the letter "V", the same letter "V" you see on the back of every package of your PELL MELL Cigarettes.

HANCOCK: And here are Bob Ripley's answers to the V-Mail letters from our boys in the service.

RIPLEY: All right, Don - fire away.

HANCOCK: Well Sergeant Mike Bassi writes: "Some of the boys here ask in what country spaghetti was originated. Can you tell us?"

RIPLEY: ~~Yes~~. Spaghetti was invented by the Chinese a thousand years before ~~the Roman Empire~~. ^{was ever heard of.} Marco Polo, that ^{great} well-traveled adventurer brought back ^{his famous} a sample of spaghetti, and the recipe, when he made a trip to China in the Fourteenth Century. So spaghetti actually originated in China.

HANCOCK: S.K. 2/c Salvatore Di Giovanni writes: Why do we say "everything is hunky dory"? ^{Now} Who was "hunky" and who was "dory"? Looks like a sister act to me.

RIPLEY: Well you know the words Hunky Dory are taken from the words which means ~~Hunky Dory is a mutilation of Honchu Dore or (Honchu main street. Now Honchu Dore was the Broadway of Yokohama and the American Street) in Yokohama, Japan. It is the Broadway of~~ soldier used to have fun over there before they declared war but ~~Yokohama~~. Now, of course, nothing will be hunky dory until ^{Honchu Dore} Yokohama and Tokyo are wiped off the face of the earth.

HANCOCK: ~~C~~ Corporal Paul Zajac wants to know if it's true that ostriches hide their heads in the sand when they wish to escape capture.

RIPLEY: No, Corporal Zajac. The man responsible for that ^{myth} ~~statement~~ was the Roman naturalist Plinius who lived nineteen hundred years ago and ~~probably~~ never saw an ostrich in ^{all of} his life. It ^{is} not true that ostriches hide their heads in the sand when they wish to avoid detection and capture! - Believe It Or Not!

MUSIC: (PLAY OFF)

HANCOCK: Now - on with the Hunt! Here's Bob with the answer to last Friday's Believe It Or Not. Remember, Bob, your question was: "Where is every woman a queen"?

RIPLEY: ^{Well} ~~Yes, Don,~~ that's right, ^{Don} - and the answer is - that a woman is a queen wherever the English language is spoken. ^{The word queen is derived from the old anglo-saxon word queen and its} ~~Because the literal meaning of the word queen~~ is woman. BELIEVE IT OR NOT - IT'S TRUE.

HANCOCK: Well, Bob, how about another one for us to struggle with tonight?

RIPLEY: ^{Well} ~~All right,~~ Don, see if you can answer this question. Which is the fortieth State of the Union?

HANCOCK: (LAUGHS) I've got you this time, Bob.

RIPLEY: Well - maybe so, ~~Don maybe so.~~ ^{but} I'll tell you the
and get ready for a surprise
answer tomorrow night, And it won't be what you think --
BELIEVE IT OR NOT.

HANCOCK: Smokers, whenever you buy cigarettes, remember - PELL
MELL'S Modern Design, gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, diminishes heat and bite on the way. Second,
PELL MELL'S greater length filters the smoke, gives
it that cooler, smoother taste. That's why, wherever
particular people congregate, you see PELL MELL - in
the smart red package.

MUSIC: (THEME... "A HUNTING" FADE FOR)

HANCOCK: This is Don Hancock reminding you to listen in tomorrow
night when PELL MELL Famous Cigarettes, the cigarette of
Modern Design, will again present...BELIEVE IT OR NOT --
BOB RIPLEY!

SOUND: (APPLAUSE FULL)

MUSIC: (THEME... "A HUNTING" FULL UP TO CUE)

ANNR: THIS IS MUTUAL.

As Broadcast

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST: #32
FINAL REV.

DATE: TUES. 2/29/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

NETWORK: MUTUAL
9:15-9:30 P.M.
E.W.T.

MUSIC: (SIGNATURE - ENDING WITH "HUNTING SONG")

HANCOCK: PELLMELL Famous Cigarettes, the cigarette of
Modern Design, presents the man whose whole life is
a constant hunt for facts....

BELIEVE IT OR NOT -- BOB RIPLEY:

(APPLAUSE)

MUSIC: (THEME - "A HUNTING" - UP FULL TO FINISH WITH APPLAUSE)

RIPLEY: (NEWS SPOT TO FOLLOW)

FEBRUARY 29, 1944

RIPLEY: Greetings everyone and welcome! Tonight you probably heard Gabriel Heatter and his analysis of the news. You heard him tell about the Russian successes in Pskov, which is probably the most vital spot in the news today. It was in Pskov that..which is one of the most historical cities in Russia, that the empire of the Czars began with Ivan the third in 1242 and ended with the last Czar, Nicholas the second who abdicated here in 1917. In Pskov you may see the Diveni Vid which is translated..means the Marvelous Sight, so-called because of the beautiful view of the lake. Strangely, the number of islands in the lake varies. The first half of the week, you can count fifty two islands in the lake, but the rest of the week, you can see only fifty-one. The Kreml fortress dominates this city. In this fortress is the miraculous picture of "Our Lady of Tears." - whenever the town is besieged, the eyes of the Madonna in the picture shed tears for Russian sorrows. And today the Red Army is storming into the gates of Pskov, that very city in which the Red Army was born. It was here that Lenin, the leader of the Russian revolution organized the Russian Red Guard which constitutes the heart of the Russian army today.

BELIEVE IT OR NOT!

ATX01 0231651

HANCOCK:

Bob Ripley will be back in just a moment. (PAUSE)
Smokers, it's easy to spot PELL MELL'S Modern Design.
Yes, your own eyes give you the proof of PELL MELL'S
advantage to smokers -- your eye tells why. You can
see PELL MELL'S greater length. That's Modern Design!
And when you light your cigarette, you can see that
PELL MELL'S greater length travels the smoke further --
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
filters the smoke naturally -- diminishes heat and bite
on the way -- gives you a cooler, smoother, better
better-tasting smoke. Ladies and gentlemen, believe the
evidence of your own eyes. PELL MELL gives you
visible proof of its advantage to smokers. Your eye
tells why. PELL MELL'S Modern Design filters the smoke
-- gives it that cooler, smoother taste.

MUSIC:

(SCENE SETTER - FADE FOR)

HANCOCK:

AND HERE HE IS AGAIN -- BOB RIPLEY!

RIPLEY:

In my endless hunt for facts, I have been fascinated by
the romance of the South Sea Islands. And in travelling
through these islands, ^{ONE time} I met a man whose adventure will
certainly equal the lifelong dream of all who seek the
exciting.

MUSIC:

(SNEAKS)

RIPLEY:

The time..the year 1929. The place, the Island of Holo,
presided over by the romantic figure - the Sultan of
Sulu.

(MORE)

RIPLEY:
(CONTD)

In his royal palace, he greets an American visitor - Aleko E. Lilius...newspaperman, author and world traveller, who has just completed a confidential mission of great importance. As our scene opens, the Sultan greets the American.

SULTAN:

Mr. Lilius - you have done me an immeasurable service, ~~and~~ I am greatly indebted to you.

LILIUS:

I am happy to have been of service, your highness.

SULTAN:

I want to reward you to show my gratitude. I have decided to make you a PANGLIMA or a ^{Rajah}~~Duke~~ in my kingdom.

LILIUS:

I greatly appreciate the honor sir...but...

SULTAN:

Also - I want you to select an island in my kingdom - and take it for your own.

LILIUS:

I couldn't take...

SULTAN:

It is my wish - the Sultan of Sulu always repays his debts! Since there is some element of doubt in your mind - we will play a game of chess.

LILIUS:

Thank you, your highness. But we have played chess before! You are a far better player than I.

SULTAN:

(CLAP OF HANDS) The chess men, please.

LILIUS:

And if I win -- ?

SULTAN:

If you win you become Rajah of Mamanuc!

MUSIC:

(BRIDGE)

RIPLEY:

Aleko E. Lilius and the Sultan of Sulu played that game of chess and Lilius won, although it was obvious the Sultan cheated letting his friend win. So Aleko Lilius won the title of Rajah. All preparations were made and for the bestowal ceremony Lilius appeared again at the Sultan's palace.

SOUND: (GONG)

SULTAN: Aleko E. Lilius, I herewith bestow upon you the title of Rajah!

SOUND: (GONG)

SULTAN: You are now the Rajah Mamanuc, which is the name of the Island you have selected for your home.

LILIUS: I thank your Highness. I am deeply honored.

SULTAN: In token of your rank - here is your staff of office...a malacca cane with a golden knob. By the authority of this staff - you have power over those on your island!

SULTAN: Here is a betel nut box of silver and gold. And ^{here is} a barong. It is our fighting knife, worn only by our ^{...here} royalty and here ^{is} a DATU ring...the Datu ring is symbolic of your title. In it is the eye of the sultan -- watching over all the islands of my kingdom. When I die - this ring will...turn black!

SOUND: (GONG)

LILIUS: I am deeply honored...Your Highness...

SULTAN: Welcome...Rajah Mamanuc...you are now the only American in the world who bears the title...Rajah!

SOUND: (GONG)

(MUSIC BRIDGE)

RIPLEY: Yes - ladies and gentlemen...by that impressive ceremony- Aleko E. Lilius became ~~the only American Rajah in the world~~ ^{a few years ago}. When I was in the Phillipines, I met him. And so interesting is his experience - that I have asked him to come here tonight - ^{to} ~~and~~ tell you about it. Here he is ^{the} ^{of} Aleko E. Lilius...or...Rajah Mamanuc.

(APPLAUSE)

LILIUS: Good evening, Bob and thanks.

RIPLEY: Aleko - that's quite a distinction you own. Being ^athe ~~the~~
~~only American Rajah, in the world.~~
Well

LILIUS: I was highly honored when my friend the Sultan repaid
the small I did to him.
my ~~confidential~~ services by ~~such an honor!~~

RIPLEY: In India, I know - the Rajah is about as high as you
can go.

LILIUS: Oh yes, in India
Topped only by - Maharajah. And in India these titles
carry with them - ^{you know} the power of life and death and ~~of~~ all
property.

RIPLEY: It is a great distinction, Rajah - and ^{and I understand} you also owned
your own island, didn't you?

LILIUS: Oh Yes. The Sultan gave me the island of Mamanuc - ~~which~~
~~was about three hundred acres in size.~~ It was a very
beautiful coral island but it was a white elephant.
What do you mean

RIPLEY: Tell us about that.

LILIUS: The natives thought the island was haunted - there was a
~~an albino~~ or white shark in the lagoon - and the
natives, in their superstitious fear - fed it with
sacrifices of ~~live~~ cows...bullocks and goats.

RIPLEY: And if the shark could be removed, the curse on the
island would no longer exist.

LILIUS: Yes. ^{Yes that's right} So I shot the shark. But still, the natives
wouldn't go to the island with me.

RIPLEY: How'd you get out of that one?

LILIUS: Well I took a Mohammedan priest to the island with me and he
blessed it. Then, what was almost a miracle occurred.
This came in the form of a small earthquake and tidal
wave.

RIPLLEY: ~~An earthquake and tidal wave?~~ Well a lucky break for you. That was extraordinary.

LILIUS: Yes, they thought the earthquake was a sign from Allah!

RIPLLEY: ~~That's astounding.~~ Now, Aleko - I see you are still wearing the ring the Sultan of Salu gave you. The gold ring with the Sultan's eye.

LILIUS: Yes. You know strangely enough - it was made from American gold coins, and incidently I gave him.

RIPLLEY: ^{Oh you gave them to him. Well, that's a break for the Sultan.} Now in our drama, the Sultan told you when he died - ~~that~~ ring would turn black.

LILIUS: Yes, Bob, and of course, I didn't believe that. But some six years afterward~~s~~ - I was in South Africa then standing with my back to a fire. ~~The ring slipped of my finger, fell into the fire and turned black with tarnish.~~ ^{that} I shook my head for I knew ^{very} the old man had died. And he did die that night as I learned later - his strange prophecy came true.

RIPLLEY: Well, thank you, ~~Aleko F. Lilius~~ ^{thank you very much}, for coming here tonight. Ladies and gentlemen..you have just heard Aleko ~~F.~~ ^{who} Lilius ~~the~~ newspaperman and author. He was owner of a South Sea Island. The Sultan of Salu made Aleko Lilius a Rajah, and he is the only living American who is a Rajah!

BELIEVE IT OR NOT!

(APPLAUSE)

MUSIC: (PLAY OFF)

RIPLLEY: Now here's Don Hancock!

HANCOCK: Ladies and gentlemen, if you are still smoking old-fashioned short cigarettes, you owe it to yourself to make this test. See what happens the first time you light a PELL MELL. Unconsciously, you hold the match a half inch closer to your face than you have to -- a good half inch inside the tip of your PELL MELL.

HANCOCK:
(CONTD)

That means you've discovered Modern Design - something a short cigarette can't possibly give you. Now smoke that PELL MELL --see what Modern Design does for you. From the very first puff, PELL MELL'S greater length travels the smoke further--diminishes heat and bite on the way. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. That's Modern Design-- PELL MELL'S Modern Design. It filters the smoke-- gives it that cooler, smoother taste.

MUSIC:

("ALL FOR ONE")

RIPLEY:

All for one and one for all. Yes, that's the way we're going to win ^{this} ~~the~~ war. Over there - all together fighting for Victory! Over here - all together working for Victory! The Victory symbolized by the letter "V" - the same letter "V" you see on ~~the back of~~ every package of your PELL MELL Cigarettes.

HANCOCK:

And here are Bob Ripley's answers to the V-Mail letters from our boys in the service.

RIPLEY:

All right Don - fire away.

HANCOCK:

~~Our first letter is from William H. Howard, Seaman second class, who writes: "There's a fellow in my outfit, who comes from a little town in Texas, called Reklaw. Can you tell us anything about its meaning?"~~

RIPLEY:

Yes, Reklaw...the name of that town in Texas is an English word, Reklaw, is the name Walker..spelled ~~backward.~~

HANCOCK:

Our first letter is from John J. Doerrler, Gunners Mate, third class, ^{and he} asks "If you were on the top of a train going sixty miles an hour and you jumped three feet in the air, would you land in the same spot?"

RIPLEY: No -you would not land in the same place. If you were riding on top of the train, you would encounter air resistance and that resistance would hold you back, so that ^{when} you would land ^{you would land} slightly behind your jumping point.

HANCOCK: Well Private Claude Messer, writes: "I ~~have~~ been wondering for years why a "greyhound" is so called. Most of the greyhounds I've seen are not grey at all. They are brown.

RIPLEY: Yes, you know
 The meaning of the word "Grey" in Greyhound does not refer to the color of the dog ^{at all.} It's an Icelandic word. The word grey is an Islandic word meaning "Dog". When you say "greyhound" you are actually calling it a "Dog" Hound....BELIEVE IT OR NOT!

MUSIC: (PLAY OFF)

HANCOCK: Now - on with the Hunt! Here's ^{Now} Bob with the answer to last night's Believe It Or Not. Remember, Bob, your question was: "Which ^{was} ~~is~~ the fortieth State of the Union?" That was an easy one.

RIPLEY: All right. What is it?
~~So you think you know the answer, do you, Don?~~

HANCOCK: Why, ~~sure.~~ The fortieth State was North Dakota which was admitted to the Union on November 2nd, 1889. That's right isn't it?

RIPLEY: Well not even you or anyone listening in..nobody knows
 The date is right, Don, but nobody knows whether North Dakota or South Dakota is the fortieth state.

HANCOCK: They don't! ^{Well} Why is that?

RIPLEY: Well, North Dakota and South Dakota were admitted to the Union at the same instant. President Harrison didn't want to play any favorites, so he put both admission documents under a pile of papers ^{and covered them} and signed them. No one - not even the President himself - knew which one he signed first. So - whether North Dakota is the thirty-ninth or ^{the} fortieth State to join the Union will always remain a mystery - BELIEVE IT OR NOT - ~~IT'S TRUE!~~

what is the question you have

HANCOCK: Well, Bob, ~~have you another question~~ for us tonight?
Well here it is Don -

RIPLEY: ~~Yes, Don, I have - and here it is.~~ What sea is named
after Cannibals! Now this is a big sea!

HANCOCK: "What sea is named after cannihals?"

RIPLEY: Yes,, ~~Don,~~ there actually is such a sea, & I'll tell
you where it is tomorrow night. I've crossed it
several times myself - BELIEVE IT OR NOT!

~~MUSIC: (HUNTING SONG)~~

HANCOCK: Smokers, whenever you buy cigarettes, remember - PELL
MELL'S Modern Design gives you two important benefits.
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that cooler, smoother taste. That's why wherever
particular people congregate, you see PELL MELL - in the
smart red package.

MUSIC: (THEME - "A HUNTING" - FADE FOR)

HANCOCK: ~~This is Don Hancock reminding you to listen in tomorrow~~
~~night when PELL MELL Famous Cigarettes, the cigarette~~
~~of Modern Design, will again present BELIEVE IT OR NOT~~
~~ROB RIPLEY!~~

~~SOUND: (APPLAUSE FULL)~~

MUSIC: (THEME - "A HUNTING" - FULL UP TO CUE)

ANNR: THIS IS MUTUAL.

(APPLAUSE)