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RUTHRAUFF & RYAN, INC. ADVERTISING

RADIO DIVISION

*Us Broadcast*  
**UNFORMED MASTER**

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: REV. 4/3  
WED. 3/1/44

DATE: MUTUAL

PROGRAM: BELIEVE IT OR NOT  
ROBERT L. RIPLEY

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

MUSIC: (SIGNATURE - ENDING WITH "HUNTING SONG")

COCK: -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)

(NEWS SPOT TO FOLLOW)

SPOT

BELIEVE IT OR NOT - ROBERT L. RIPLEY MARCH 1, 1944

LEY:

Greetings, everybody and welcome. Tonight, you probably heard Gabriel Heatter tell about the dramatic American invasion of the Admiralty Islands which cut off Raboul and isolated more than fifty thousand Japanese troops. I have found many Believe It Or Nots about the Admiralty Islands. There, a man's most prized possession is a comb which he carries proudly in his hair. It's the highest insult for anyone to even touch this comb. The King, in theory, owns all the women on the Island. He's the best man at all weddings. He gives the bride away after collecting a head-tax consisting of shell money. The wedding ceremony consists of the bride and bridegroom winking at each other three times and blinking at each other three times, then three smacks on the lips makes it perfectly legal. You see the man buys the girl from her mother with forty strings of shells. If he hasn't got the money or the shells, he can buy his wife on the installment plan. But woe to him if he falls down on any part of the monthly payment. Every day that he falls behind he has to take his mother-in-law for a canoe ride until he pays up. In the Admiralty Islands it's the height of fashion for a woman to paint her nose crimson red so that she looks at all times..well, like a traffice stop-light. Every married man has a drum made in the shape like his wife because on these Islands the men are not allowed to beat their wives. But in case the wife gets fresh or answers back, the man goes outside and beats this drum. Then the whole village knows that his wife has misbehaved, and the women on this Island are more afraid of a drum beating than an actual beating.

MUSIC: (FLAY OFF---FADE FOR---)

COCK: 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: (SCENE SETTER - FADE FOR)

COCK: AND HERE HE IS AGAIN -- BOB RIPLEY!

RIPLEY: I've spent most of my life hunting for facts in the far  
corners of the world. It's an exciting way to make a  
living because you continually find true life experiences  
that are more startling than ~~many~~ <sup>those</sup> that come out of books.  
In tonight's Believe It Or Not, I'm going to sketch one  
of these experiences that I have just checked and  
verified.

MUSIC: (SNEAKS)

SY:

The time - 1870. The ~~Bank~~ <sup>sailing ship</sup> "Juno" is bound from Shanghai to Calcutta. In the Smoking Salon, a wealthy Hindu named Nayaran is playing a game of poker with Captain Caborne, a British officer who is en route to his post in India. Captain Caborne's luck has been <sup>very</sup> bad and he's losing heavily.

ND: (SMOKING SALON BACKGROUND..BUZZ OF CONVERSATION.)

YARAN: I advise you not to raise my bet, Captain Caborne.

BORNE: Thank you, Mr. Nayaran, but for the first time tonight I have a good hand - and I intend to play it for what I think it's worth.

YARAN: I have a good hand, too - a very good one.

BORNE: Nevertheless, I am going to raise. Here, I have five hundred pounds left. It's all the money I have.

YARAN: You wish to bet all of it?

BORNE: All of it.

YARAN: Very well. I will call your bet.

ND: (CHIPS PLACED ON TABLE)

BORNE: I have a full house - three kings and a pair of tens.

YARAN: Sorry, Captain, it is not good enough. I have four sixes.

ND: (CARDS SLAPPED ON TABLE)

BORNE: By George, I've never seen such luck. You've cleaned me out. (PAUSE) Look here, will you give me a chance to win my money back?

YARAN: I will do so, gladly.

BORNE: I haven't any more money, but here's a deed to a ruby mine I own at Mogok, Burma. It's worth ten thousand pounds. Will you play me for it - ten thousand pounds against the mine?

Well.  
NAYARAN: That's a reckless bet, Captain.

BORNE: I'm in a reckless mood, sir. Will you play?

NAYARAN: Yes.

BORNE: Good. Shuffle the cards and we'll each draw one.  
High card wins.

NAYARAN: Very well.

SOUND: (CARDS SHUFFLED)

BORNE: You draw first, Mr. Nayaran.

NAYARAN: There it is, Captain - I drew a four.

BORNE: I knew my luck would change.

NAYARAN: Well - Captain?

BORNE: You - win - sir - ~~—~~ - I drew a deuce. Here is  
the deed to the mine. Now, if you'll excuse me -  
I'm going out on deck. ~~—~~ - I don't feel very well.

MUSIC: (SWELLS BRIEFLY)

PLAY: Twenty years passed. Then, in 1890, Mr. Nayaran  
again booked passage from London to Calcutta aboard the  
same ship  
~~Bark~~ "Juno." Suddenly, the "Juno" hit an uncharted  
rock in the Bay of Bengal and quickly sank. Mr.  
Nayaran ~~was~~ <sup>is</sup> injured, <sup>seriously injured</sup> in the wreck, but a young British  
Lieutenant of Dragoons rescued <sup>on</sup> him and help <sup>are</sup> him up  
on the rock ~~to~~ which other survivors ~~were~~ also clinging there.

SOUND: (WIND AND WAVES)

NAYARAN: You have been very kind to an old man, Lieutenant,  
but I fear it is no use. I shall not survive this  
ordeal.

BERT: Nonsense. You will be all right.  
no, no.

YARAN: No, <sup>^</sup>My hours are numbered. I know it. There is a last favor I would ask you.

BERT: I shall be glad to do anything I can.

YARAN: Twenty years ago I played cards with a British officer on the very ship which has just sunk beneath us. I won all his money and a ruby mine. I tried to return the deed to the mine, but he would not take it - and when the ship docked at Calcutta, I lost all trace of him. Later I found out that he had been killed in a battle at the Khyber Pass. He died leaving a wife and child in England. Each year I have gone to London, hoping to find them.

BERT: You have had no luck?

YARAN: No - and this is the favor I ask. Will you continue the search when I am gone?

BERT: I'll do my best, ~~yes~~. Where is the mine located and what is the name of the officer who owned it?

YARAN: The deed to the mine is here, <sup>...here</sup> in my pocket. I've carried it with me all these years. You ~~will~~ see that the mine is situated at Mogok, Burma, and the officer from whom I won it was Captain Caborne.

BERT: Caborne?  
yes

YARAN: Yes, - Captain Albert Caborne of her Majesty's Twelfth Lancers.

BERT: Your search is ended, sir. The man from whom you won the mine was my father! I am Albert Caborne.

MUSIC: (TAG IT)

KEY:

Yes, ladies and gentlemen, Mr. Nayaran's search had ended  
- for he died in the arms of the <sup>son of the</sup> very man <sup>from</sup> whom he had  
<sup>won the mine</sup> ~~been vainly trying to find for~~ twenty years <sup>before.</sup> Four hours  
after he died, the survivors of the "Juno" were rescued  
by the Bark "Pelorous" and were safely put ashore. And  
the Ruby mine which had been returned to Captain Caborne's  
son, Albert, in such a dramatic manner, is still owned by  
the Caborne family to this very day - BELIEVE IT OR NOT!  
(APPLAUSE)

SIC:

(PLAY OFF)

PLEY:

Now here's Don Hancock with an announcement from our  
government.

NCOCK:

Friends - remember the headlines about the Arkansas and  
Oklahoma floods last spring? Remember the newsreels of  
homeless families being fed and sheltered by the Red  
Cross? Yes, catastrophies such as floods, fires, and  
tornadoes occur in war <sup>just</sup> as well as in peace...require  
immediate emergency relief, and rehabilitation for months,  
even years, afterwards. ~~d~~ Though its major job today is  
with our fighting men...the Red Cross stands ready, now  
as always, to give such relief cheerfully. And ready,  
too..in case of bombings or epidemics. Now we are all  
being asked to give, cheerfully, as much as we can to  
insure that these services may continue. The Red Cross  
must raise two hundred million dollars now for its 1944  
War Fund. Remember, friends, all Red Cross services  
are vital. And ALL are financed by voluntary  
contributions. Let's give today to the Red Cross..And  
folks...let's be generous.

("ALL FOR ONE")

IC:

LEY:

All for one and one for all. Yes, that's the way we're going to win ~~this~~ 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!

COCK:

And here are Bob Ripley's answers to the V-Mail letters from our boys in the service.

LEY:

All right ~~Don~~ - fire away ✓

COCK: Well

Corporal George Musgrave writes: "I'd like to know if it's true that two Norwegians actually rowed across the Atlantic in a fishing dory?"

LEY:

Yes, Corporal Musgrave. Two Norwegians named ~~G~~ Harbo and ~~S~~ Samuelson, rowed across the Atlantic from New York to Le Havre, France in an eighteen foot ~~rowing~~ boat. This boat had only a five foot beam and an inside depth of only thirty-five inches. They left New York on June <sup>the</sup> 6, 1896 and arrived in Le Havre sixty-two days later. Believe It Or Not.

COCK:

Private Charles Hillman asks - "What is the meaning of 'Dunce' ~~applied to dimwitted~~ scholars. Is it another way of saying ~~dumb~~ <sup>dumbbell</sup>?"

LEY: Well No, "Dunce" originally meant the smartest man in the world. It was taken from the name of the greatest scholar of the fourteenth century. <sup>which means John Duns of Scot</sup> John Duns Scotus, ~~it~~ <sup>la</sup> ~~The word dunce was~~ poor and lazy students ~~was first~~ applied to ~~studies~~ as a form of sarcasm.

Believe it or not!

COCK: Well Howard Spell, writes: "For generations the official uniform of the Navy has been the regulation blue and the regulation white. <sup>Can</sup> ~~Could~~ you tell us how this custom originated?"

PLEY: Well, Yes - in the year 1752 the Lords of The Admiralty in England asked King George the second <sup>was asked</sup> to establish a standard color of uniforms for members of the British Navy. That day the King <sup>happened to be</sup> went riding in the park, and he saw the young Dutchess of Bedfordshire <sup>She was</sup> taking a canter <sup>most</sup> in the park. The Dutchess was wearing a striking blue and white riding costume. <sup>was</sup> King George ~~then~~ <sup>so impressed that he</sup> named ~~these colors~~ as the official colors for the British Navy ~~Uniform~~. ~~Eventually~~, all the other Navies, including our own, adopted the familiar blue and white uniforms suggested by the riding habit of the Dutchess of Bedfordshire, "BELIEVE IT OR NOT"....

MUSIC: (PLAY OFF)

COCK: + Now - on with the Hunt!

Here's Bob with the answer to last night's Believe It or Not. Remember, Bob, you bowled us over with this question - "What sea is named after Cannibals?"

LEY: That's right, Don, and the answer may surprise you. It's the Carribean Sea. The word Carib actually means cannibal - so the Carribean - is really the Cannibal Sea. Believe It Or Not - IT'S TRUE!

COCK: Well, Bob, have you another question for us to keep awake with tonight?

LEY: ~~Yes, Don - let's~~ Well see what you can do with this one. Tell me What State was named after an Indian greeting that means, "we are friends", "~~how do you do?~~".

COCK: Now Let's see now "What State was named after an Indian greeting ~~that means "how do you do?"~~. Well, I don't know, what was it? ~~I'm afraid you've stuck your neck out this time, Bob.~~

LEY: ~~No, Don, I haven't,~~ Well, all right I'll tell you what state it is tomorrow night. It's one of the best known <sup>of our</sup> states ~~of the Union~~ and I've been there myself many times - BELIEVE IT OR NOT.

COCK: 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.

IC: (THEME - "A HUNTING" FADE FOR)

CCCK: cl This is Don Hancock reminding you to listen in tomorrow night when FELL MELL Famous Cigarettes, the cigarette of Modern Design, will again present...BELIEVE IT OR NOT - BOB RIPLEY!

ND: (APPLAUSE FULL)

BIC: (THEME - "A HUNTING" - FULL UP TO CUE)

NR: THIS IS MUTUAL.