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AS BROADCASTS

AMERICAN C. & C. COMPANY  
PALL MALL RADIO DIVISION

FINAL REV. #34  
THURS. 3/2/44  
MUTUAL  
9:30 P.M.  
E.W.T.

AGENT:

BELIEVE IT OR NOT  
ROBERT L. RIPLEY

BROADCAST:

DATE:

NETWORK:

PROGRAM:

IC:

(SIGNATURE - ENDING WITH "HUNTING SONG")

CCCK:

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)

IC:

(THEME - "A HUNTING" - UP FULL TO FINISH WITH APPLAUSE)

(NEWS SPOT TO FOLLOW)

SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - MARCH 2, 1944

LEY:

Greetings everyone and welcome. Tonight you probably heard Gabriel Heatter and his brilliant analysis of the war news. You heard him tell about the pulverizing air-bombardment of the German city of Stuttgaard, one of the homes of Nazi fighter plane production. Well, I've been in Stuttgaard. It was here that the zeppelin was first invented. Also, the Magnito. And it was here that a German painter painted the famous picture of "Washington Crossing the Delaware". You're all familiar with that, I'm sure. Only Washington did not cross the Delaware in any such boat as you see in the picture. No one could stand up in such a boat. The German painter took his model from the wine boat on the Necker River near Stuttgaard. There are many more Believe It Or Nots in Stuttgaard. Among them, the castle of Solitude, built with 365 doors. No one could enter this building but the owner who used a different door on each day of the year. And in the Royal Castle there is a fat man's table, so-called because it served as a dining table for King Frederick the Second. He was so fat that a half circle, six feet across, had to be cut out of the side of the table to accomodate the King's stomach. And when the Nazi Goering recently visited the Royal Castle, he tried the table for size and he was wedged in so tightly that he had to be separated forcefully from the fat man's table.

(NEWSSPOT CONTINUED)

And in the tower of the church there, there is the bell of the "poor sinner". This bell is supposed to ring of its own accord whenever a doomed man enters the city. Hitler entered Stuttgaard in 1940. The authorities took no chances. They chained the tong of the bell so it could not possibly ring.

BELIEVE IT OR NOT!

BY:  
(TD)

(PLAY OFF)

C:

COCK:

Bob Ripley will be back in just a moment. (FAUSE)  
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.

SIC:

(SCENE SETTER - FADE FOR)

COCK:

AND HERE HE IS AGAIN -- BOB RIPLEY!

RIPLEY:

In my hunt for facts, almost every day I uncover a  
"BELIEVE IT OR NOT" concerned with the armed forces.  
Many of these I will not be able to tell until after  
the war, for reasons of military security. But many  
of them are stories about our soldiers and the pals  
they discover in this war. The "BELIEVE IT OR NOT" I  
am going to sketch for you tonight features an amazing  
and amusing soldier and his strange buddy.

MUSIC:

(SNEAKS)

the  
The time - November, 1942. The place - Kasserine  
Pass in North Africa. Private Floyd Steward and  
the men of his Company are scattering and seeking  
shelter before the savage ~~onslaught~~<sup>attack</sup> of the German  
air force  
 ~~Luftwaffe~~

(AIRPLANE ENGINES SWEEPING IN AND OVER....BOMBS AND  
ARTILLERY OFF...BEHIND)

(RUNNING...BREATHING HARD) Come on, soldier....run  
for it! We gotta find a ditch, quick!

There's a rock ledge...I'm goin' to hide under it.

Oh boy, there's a bomb crater filled with water..  
but that's for me!

(BODY FALLING INTO WATER-FILLED SHELL HOLE)

It ain't Saturday night - but this is one bath  
I'm glad to get.

(THRESHING OF ARMS IN WATER)

This shell hole must be six feet deep - I can  
hardly touch bottom.

(BRING PLANE OVER DIRECTLY....BOMB BURST ON MIKE)

~~Oh boy!~~ <sup>Boy!</sup> I coulda' reached out and touched that  
one!

(THRESHING OF BODY IN WATER)

(CHATTER OF MONKEY - SLIGHTLY OFF - HIGH PITCHED)

Hey, What the heck! Do I hear voices?

D: (CHATTER OF MONKEY....FULL UP ON MIKE)

ARD: Well Howd'ye like that! I gotta roommate -

D: (THRESHING OF BODY IN WATER)

D: (MONKEY CHATTER UP)

ARD: Well, I'll be! ....A MONKEY!

D: (MONKEY CHATTER)

ARD: Okay....Okay, Joe...come on over here....come  
on get on my shoulder....Yes sir - you and  
me're gonna be pals...

D: (MONKEY CHATTER UP)

IC: (BRIDGE)

LEY: Private Floyd Stewart did find a monkey in  
that shell hole - and they became inseparable companions.  
In my hunt for facts, I have never discovered  
a friendship where one member did so much for the  
other - as in this case. I located Private  
Floyd Stewart in San Pedro, California and I  
asked him to come here tonight to give you  
the rest of this amazing story. \*...Ladies  
and gentlemen, <sup>I'd like to present</sup> FLOYD STEWART and his buddy!

(APPLAUSE)

WARD: Good evening, everybody, and thank you, Mr. Ripley!

LEY: Now, Floyd, I know that your outfit was the eight hundred and seventy-first Airborne Engineers, and if <sup>doesn't deceive me</sup> ~~memory serves me~~, that was the first Airborne detachment of engineers in the world.

WARD: That is correct, Mr. Ripley. And we were assigned to ~~city~~ building landing strips in North Africa.

LEY: And at Kasserine Pass, in North Africa, you were first strafed by the Jerries and that's where you found your pal.

WARD: Yes - that's where I found Bougie..my girl friend.

KEY: (CHAPTER ON MIKE)

(APPLAUSE)

LEY: I know our audience would like to know that the word Bougie means "wonderful" in <sup>the</sup> Arabic language <sup>she</sup>

WARD: And Bougie really <sup>is</sup>... "wonderful", Mr. Ripley.

LEY: Now Floyd, when you so narrowly escaped death at Kasserine Pass, what did you do with your monkey?

WARD: First, I fed her. I dug up a ration can, a little milk and heated it over a candle.

LEY: You must have fed her with an eye dropper - she's such a little monkey.

WARD: Yes, I did.

LEY: And then you decided <sup>that you would</sup> ~~to~~ keep the only G. I. monkey <sup>now you</sup> in the world, and <sup>coat</sup> carry her around inside your ~~blouse~~.

WARD: Yes.

Well, Floyd, I know that since you adopted Bougie, she has been more than a loyal friend. She has saved your life!

I understand that ~~That's right? It was~~ during a dry spell in Africa, ~~and you~~ had been without water for three days, ~~we~~ <sup>you</sup> finally located a stream and were just about to fill ~~our~~ <sup>your</sup> canteens when Bougie saved ~~us~~ <sup>you</sup>. STEWARD: Yes, <sup>she</sup> put up an awful howl and started <sup>chattering and</sup> shaking her head.

(CHATTERS)

Y: I presume <sup>that</sup> the monkey <sup>with her instinct for such things, knew</sup> the water was poisoned. <sup>And ladies and gentlemen, that is true. The</sup> ~~And later when the~~ <sup>medicos analyzed</sup> the water, ~~it was found to be~~ <sup>that it was</sup> poisoned. So Bougie did really save your life and the ~~lives~~ <sup>lives</sup> of your buddies. Is that right, Floyd?

ARD: Yeah, and I was so happy I picked her up and hugged her. Well - I don't blame you

Y: Then - the second time, when you were wounded.....

ARD: ~~That was at Pantelleria.....~~

Y: You were there in a foxhole with Bougie in your arms.

ARD: That's right. And then - it hit!

Y: A shell hit nearby and covered you with dirt <sup>and sand</sup>. And then <sup>your little monkey</sup> Bougie dug her way out - and ran for help, chattering <sup>much</sup> so <sup>to</sup> that the other soldiers came ~~and~~ <sup>to</sup> rescued you, <sup>although</sup> They could see only your feet sticking out of the sand.



D: That's right. The shell didn't hit me - but the concussion was so great that I was blinded.

A: And <sup>so</sup> your little guardian angel pulled you through again.

Well, I am sure we can understand why you are so fond of ~~her~~ that little monkey.

D: I've always loved animals..dogs and cats..but there was never anything like Bougie.

Floyd - Bougie is a real Believe It Or Not monkey. She's not only became the only monkey in the world to save a man's life twice..but she <sup>now</sup> is a real Seeing Eye Monkey.

RD: ~~That~~ she is, Mr. Ripley.

Y: Well, I'll be a monkey's uncle!

RD: Oh, no, Mr. Ripley, I'll be a monkey's uncle. Isn't that right, Bougie?

Y: (CHATTER)

Y: Well, thank you, Floyd Steward, and thank you <sup>little</sup> Bougie, for coming all the way from your home in North Africa to be with us tonight. Ladies and gentlemen, you have just heard Floyd Steward, <sup>owner of the Purple Heart</sup> ~~a former private in the United States Army~~ - and his monkey, Bougie, which he rescued from drowning in a water-filled North African shell hole.

Later <sup>on,</sup> on the battlefronts of Africa and Pantelleria, this monkey, Bougie, repaid Floyd Steward by saving Steward's life on two separate occasions!

BELIEVE IT OR NOT!

Y: (CHATTER)

(APPLAUSE)

C: (PLAY-OFF)

C:

(PLAY OFF)

(APPLAUSE)

EY:

Now here's Don Hancock!

CK:

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.

("ALL FOR ONE")

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.

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

Y: All right Don - fire away.

CK: Well, Private Louis Corbett asks: "What is the actual meaning of the rank of sergeant? We'd all like to know and so does our sergeant himself whom I just asked."

Y: Well, Private Corbett, the word "sergeant" comes from the latin word "serviens", which means a <sup>- a servant</sup> servant of a prince or of a nobleman. <sup>Now you boys make the most of that.</sup> Believe It Or Not!

CK: T/4 C.E. Simon wants to know if all nationalities and races in the world use black as the color of mourning.

Y: Oh, No - ~~they do not~~. <sup>No -</sup> As a matter of fact, almost every color is used as the color of mourning by one nation or another. For instance, the Chinese color of mourning is white, the Polynesians <sup>they</sup> use red, Central Africans - yellow; Turkey - brown; Egypt - grey; and so on.  
Believe It Or Not!

CK: Here's a letter from Private First Class James Courteney <sup>In</sup> who writes: "~~There's one thing about~~ this army, we travel around a lot. <sup>But</sup> We haven't yet been in a place where the word "tip" isn't known, understood, and expected. Can you tell us how that word "tip" came into being?"

Now  
~~Yes~~, Private Courteney, I can - And brace yourself for  
this one..the "tip" originated - of all places...in  
Scotland. <sup>Yes, it did.</sup> In <sup>the</sup> the eighteenth century, in <sup>the</sup> Scottish Inns and  
Public places, <sup>there was always a coin</sup> ~~a tin~~ box with a label that read: "Please  
drop here what you please - TO INSURE PROMPTITUDE."

Now The initials of the last three words <sup>To insure promptitude,</sup> T-I-P became the  
word "tip"..so that ancient and honorable custom of  
tipping originated in Scotland....

"BELIEVE IT OR NOT"

(PLAY OFF)

CK: ~~Now~~ - on with the Hunt! Here's Bob with the answer to last night's Believe It Or Not. Remember, Bob, you handed us this little gem. "What State is named after an Indian greeting that means <sup>we are friends</sup> ~~'how do you do'?~~" You remember? ~~That's right, Don - and how do you do?~~

Y: ~~Frankly, I'm in a state of confusion.~~  
Just a minute.

CK: ~~Well, then I guess, I'd better tell you the answer. It~~

Y: You know that's ~~is~~ the State of Texas. ~~The word T-E-I-X-A-S in the~~ It's named after the Indian greeting. ~~The word T-E-X-A-S as a matter of fact means~~ ~~Hosinai Indian language means: "How do you do, we are~~ friends" <sup>in the Indian language.</sup> When the Spaniards came into what is now the State of Texas, they mistook the word for the name of the country. So, it's from this Indian greeting that the great State of Texas gets its name..BELIEVE IT OR NOT - IT'S TRUE!

CK: Well, Bob, have you another question we can chin our minds on tonight?

Y: ~~Yes, Don~~ - and here's <sup>one</sup> ~~it is~~. Which would you rather have, a ton of five dollar gold pieces or a ton of ten dollar gold pieces?

CK: "Which would I rather have - a ton of five dollar or ten dollar gold pieces?" ~~Are you asking me?~~ Why the answer is obvious, Bob.

Y: Well, Don't be too sure about that, Don. I'll be back with the answer tomorrow night - and I've got a hunch it will surprise you - BELIEVE IT OR NOT!

W:

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.

(THEME - "A HUNTING" - FADE FOR)

CK:

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!

O:

(APPLAUSE FULL)

C:

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

THIS IS MUTUAL.