

AS BROADCAST
RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AMERICAN C. & C. COMPANY
PALL MALL

CLIENT:

BELIVE IT OR NOT
ROBERT L. RIPLEY

PROGRAM:

FINAL REV. #36

BROADCAST: MON. 3/6/44
MUTUAL
DATE: 9:15-9:30 P. M.
E.W.T.
NETWORK:

(SIGNATURE - ENDING WITH "HUNTING SONG")

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)

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

(NEWS SPOT TO FOLLOW)

SPOT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - MARCH 6, 1944

Greetings, everyone, and welcome!

If you heard Gabriel Heatter and his expert analysis of the news tonight, you know that the Eighth Air Force has been all out over the continent for the last forty-eight hours. American flown Liberators have bombed Berlin and Hitler's air bases at Cognac and Bergerac in southwest France. Well, there are many Believe It or Nots in both Bergerec and Cognac. In the City Hall of Cognac, that's where Brandy comes from, I saw a strange relic. It is the shaved-off beard of King Louis the seventh of France, the famous king who married Queen Eleanor. King Louis sported a fine looking beard, but one of the Ladies-in-Waiting suggested to the King that he might look younger without the beard, so the King shaved it off. When Queen Eleanor saw her beardless husband, she exclaimed, "I thought I married a man, not a boy!" So the Queen divorced him. She married Henry the second of England, and Eleanor took back nearly all of Southwestern France from Louis the seventh and gave it to her new husband, Henry II, who did have whiskers. And that caused the three hundred years war between England and France..and all because of a King's Beard. Our fliers also bombed the town of Bergerac, that's where Cyrano, you know the man with the "long nose", comes from. Now here in this place is the "Petrifying Fountain" of St. Astier. Anything thrown into the Fountain becomes as hard as stone within a few hours. Young women bring their bridal bouquets and throw them into the Fountain where the flowers turn to stone and last forever.

FACT - CONTINUED

And nearby is the famous stone "Bridge of the Crooked Elbow". It was built in the time of Cyrano de Bergerac to commemorate his greatest feat of strength and endurance. He once held a beaker full of wine to his lips and he held it there, with his elbow crooked for a full twelve hours without once tasting the wine. BELIEVE IT OR NOT!

COCK:

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.

IC:

(SCENE SETTER - FADE FOR)

COCK:

AND HERE HE IS AGAIN -- BOB RIPLEY!

All right
 Just a few years ago, Africa was a land as remote as Mars
 to most Americans. But today, ^{hundreds of thousands} ~~millions~~ of American boys
 know Africa as intimately as the home towns they left
 behind. Africa - ~~once half a world away~~ - is now just
~~little more than~~ an overnight hop by airplane from the
 United States. Yes - Africa is no longer the dark
 continent - but when I visited Africa for the first time, ^{some twenty years ago}
 it was a land of mystery - as strange as the Believe It
 Or Not I'm going to sketch for you tonight...

(SNEAKS)

IC:

LEY:

the sailing ship
 The time - October 31st, 1899. The ~~whaler~~ "Matthew" is
 operating off the coast of ~~North~~ Africa. As our scene
 opens, the "Matthew's" first mate, Mr. Collins, comes
 to the bridge. He reports to the skipper.

LLINS:

Captain Richardson, sir...

PTAIN:

~~Th?~~ Oh, yes, Mr. Collins..

LLINS:

Captain, the lookout reports a strange substance floating
just ahead of us..

PTAIN:

Hmm...let me put the glass on it...

LLINS:

Can you make it out, sir?

PTAIN:

No..not exactly...looks like a lot of barrels floating
in the water...

LLINS:

Barrels, sir?

PTAIN:

No, wait. ~~It might be~~ - By George, Mr. Collins - I
think it's - beeswax - the African beeswax that brings
a good price in New England...

LLINS:

Shall we take it aboard and have a look, sir?

Right, Mr. Collins - have it gathered up - we'll have a look at it!

(BRIDGE)

(CREAK OF PULLEYS - ROPE ETC.)

~~(PLUNK OF A SOBBEN MASS ON DECK)~~

Hmmm..I don't know quite what to make of it, Mr. Collins..

~~It's~~ certainly not beeswax, is it, Captain.

No..

What shall we do with it, sir?

Throw it overboard, ~~Mr. Collins~~...

Very good, sir - (CALLS) All right, men - throw it all back over the side!

Aye, aye, sir!
(OFF MIKE SPLASHES THROUGH FOLLOWING)

Strange looking stuff, sir..

Yes, ~~Mr. Collins~~ - somehow I have the feeling it ought to be good for something.]
COLLINS:
Would it be a good idea to keep just a little of it?

What for, Mr. Collins..

Well, it does have some of the look of beeswax - maybe it could be used for leather work or on the sails and boats...

Hmmm..yes...perhaps you're right, ~~Mr. Collins~~ - pass the word to keep some of the stuff..

Aye, aye, sir - I'll see to it at once..

(BRIDGE)

(FADING IN) All right, men - that will be about enough - we'll keep the rest of the stuff aboard...

U:
LINS:
AS:
LINS:
AEN:
LINS:
TAIN:
LINS:
ND3:
LINS:
ND:
TAIN:
LINS:
TAIN:

(OFF) Mr. Collins, sir, ^{COLLINS: Yes?} ^(COMING ON) Look at this -

there's a bottle here in this batch of stuff - a bottle with a piece of writing in it...

Give it to me, Barker -

Aye, aye, sir...

Look at this, Captain Richardson, ~~that~~

(FADING IN) Yes, ~~Mr. Collins~~ - what is it?

A curious thing, sir - here's a bottle with a message in it - got stuck in some of this beeswax or whatever the stuff is -

Well, let's see what it has to say - break it open,

~~Mr. Collins~~...

Aye, aye, sir...

(CRASH OF A BREAKING BOTTLE)

Here you are, sir...

(RUSTLE OF PAPER)

Let's have a look - hmmm...It's dated January 4, 1868..

1868, sir? Why, that means the bottle's been floating around in the sea for thirty-one years..

Yes, Mr. Collins..well, let's see what it says.

(READING) "Aboard the bark "Desdemona" - bound from Liverpool to Bombay. This is to notify all and sundry that the wife of Captain George Deslandes gave birth to a healthy boy aboard the Desdemona on this voyage. Captain Deslandes is not aboard - having remained home on the Isle of Jersey - if any one finds this message, please communicate with the father."

(LAUGHS) Hah, that's a good one - the baby's thirty-one year's old now...

Yes, Mr. Collins - it's rather late for congratulations..
Hm..queer sort of paper this chap used to write the message on..

Aye, sir - looks almost like a page torn out of a bible..

No, Mr. Collins...it looks more like a dictionary..yes, like a dictionary...

A dictionary, sir?

Yes, I can make out a definition here...it looks like a-m-b-e-r-g-r-i-s....yes, that's it - ambergris...."a fatty substance of ash-grey color...found in lumps weighing from half an ounce to one hundred pounds... usually found floating in the sea. Very valuable."

~~Now, that's right interesting, sir..~~

~~Ambergris...hmmmm..don't believe I've ever seen~~

~~any myself but~~ CAPTAIN: (EXPLODES) Great jumpin' Jupiter, Mr. Collins!

~~Aye, sir - did you spot a whale sir!~~

~~Whale no whale, Mr. Collins,~~ - that stuff we picked up was --that stuff I thought beeswax - that's ambergris!

~~Yes, that's ambergris, Mr. Collins!~~

Ambergris! But, we've thrown most of it overboard...

Pick it up again! Step lively there, Mr. Collins! The stuff's worth a fortune!

Aye, aye, sir (CALLS..ON FADE) All right, men - haul all that stuff back on board - that stuff is ambergris - every bit as good as gold!

(BRIDGE)

Yes, ladies and gentlemen, that ambergris was as good as gold. Ambergris ~~was~~ then - ^{as it} ~~was~~ ^{is} today - used as a base in the manufacture of rare and expensive perfumes. When Captain Richardson and his crew reached port they were paid sixty thousand pounds or three hundred thousand dollars in our money for the ambergris ^{that} they had found.

~~Certainly, I have heard of no more wondrous way to make a fortune than this.~~ And ^{to think that} Captain Richardson and his crew were about to throw away this fortune - ^{when} ~~but~~ they found a bottle which had drifted on the ocean waves for thirty-one years, entangled with the ambergris. ~~On~~ The note in this bottle was written on the very page of a dictionary which described ambergris and this is the only way they knew they had discovered a fortune!

BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY-OFF)

SIC:

Now here's Don 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.

("ALL FOR ONE" -- FADE FOR)

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 every package of your PELL MELL cigarettes!

(UP FULL AND OUT)

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

LEY: All right, Doc - fire away.

Well

COCK: ^ Our first letter is from Sgt. Philip Beers, who asks,

"Can you tell me and my buddies, which is the largest war memorial in the world?"

Yes

LEY: ^ The largest war memorial in the world is the one

on the field of Flanders where the poppies grow.

~~unveiled at Tulleval, France, in 1952.~~ The monument

bears the names of seventy-three thousand, four hundred and thirteen British soldiers. BELIEVE IT OR NOT!

COCK: Tech. Sgt. Chris Harland writes: "We've been arguing about the Statue of Liberty. Was the statue modeled after a real woman or is it completely out of the sculptor's imagination?"

Well

LEY: ^ The sculptor Bartholdi wanted to portray a woman of the

people to represent France and the United States and the

spirit of Liberty that unites ~~them~~ ^{us all}...so he used as a

model ~~the~~ ^a servant in his household ~~at~~ ⁱⁿ Paris...and the

servant never knew that she had been immortalized in this great statue. Believe It Or Not!

IC: ✦ Corporal Basil Dodd writes: "We all say we're fighting for Uncle Sam. Can you tell me why our country is always referred to as 'Uncle Sam?'"

Y: Yes, Corporal Dodd...The original Uncle Sam was Samuel Wilson, of Troy, New York. He was a lanky, vigorous old Yankee, with characteristic white whiskers. ✦ During the war of 1812, he was inspector of war supplies, and the soldiers ^{fondly} ~~all~~ called him "Uncle Sam". ^{And} When they saw the boxes of military supplies stamped "U.S.", they ^{thought} ~~jokingly said that it~~ stood for "Uncle Sam"...^{Sam Wilson's} ~~and so both his name and his~~ face came to symbolize "Uncle Sam".

BELIEVE IT OR NOT!

IC: (PLAY OFF)

COCK:

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 there a city in which every house, every piece of furniture - even the doors and ceilings are made out of common table salt?"

LEY:

That's right, Don - and the city is Fachi in Nigeria, West Africa. Nearby are the famous salt quarries, out of which the natives carve gigantic blocks of salt which ^{they} are used as building material. ~~It never rains there or all~~ These houses might very well stand for a thousand years because it never rains there. However, the only ~~the houses would melt. Cattle lick at the walls to~~ danger is from cattle, because as you know, cattle like salt and if ~~satisfy a craving for salt, but at the rate the salt~~ they were to lick at the walls to satisfy their craving for salt, that ~~diminishes through licking, the houses will stand for a~~ would be the end of the houses. ~~thousand years.~~ BELIEVE IT OR NOT...IT'S TRUE!

COCK:

Well, Bob - ~~have you another~~ ^{what} question ^{have you for us} ~~we can go to work~~ on tonight?

LEY:

~~Yes,~~ Don - and here it is. Where is a maroon ^{automobile} ~~coupe~~ given divine honors?

COCK:

Let's see now ^{Well, I know} ~~maroon is a deep red color - and a coupe,~~ ~~of course, is an automobile~~ - but that doesn't help me very much.

LEY:

Well, Don. I'll be back with the answer tomorrow night. ^{automobile} There really is a country, where a maroon ~~coupe~~ is given divine honors. And that country is very much in the news these days - BELIEVE IT OR NOT!

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)

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!

(APPLAUSE FULL)

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

THIS IS MUTUAL.