

RUTHRAUFF & RYAN Inc. ADVERTISING

AS BROADCASTS

AMERICAN C. & RADIO DIVISION
FALL MALL

FINAL REV. #37
TUES, 3/7/44

MENT: BELIEVE IT OR NOT
ROBERT L. RIPLEY

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

PROGRAM:

NETWORK:

C:

(SIGNATURE - ENDING WITH "HUNTING SONG")

OCK:

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)

C:

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

(NEWS SPOT TO FOLLOW)

SPT - BELIEVE IT OR NOT - ROBERT L. RIPLEY - MARCH 7, 1944

Greetings everybody and welcome! If you heard Gabriel Heatter tonight with his colorful reporting of the war news, you know that in the Russian theater, their armies are moving forward. They're nearing the town of Odessa--which has many interesting Believe It Or Nots. Odessa is named after Homer's Odyssey and Ulysses himself, is supposed to have landed here in the days of his famous voyage. In 1921, when the Reds took over Odessa, they found a mysterious collection of large wax candles. There were a million and two hundred thousand of them - weighing forty tons. The Reds were greatly mystified by these wax candles. They didn't know where they had come from. They investigated and found a strange history. In 1792, a French General, the Duke of Richelieu, was a guest in the Governor's palace in Odessa and his pet dog suffered from distemper. Now the remedy in those days for distemper was the burning of a wax candle in the dog house. So the Governor ordered ten wax candles to be delivered each day to the palace..and this order was never rescinded, and so every day for the last one hundred and thirty-one years, ten wax candles have been delivered to the dog-house of the Governor's palace. Now the Coat of Arms of the City of Odessa shows a double cross...and the people of Odessa they are famous for their loyalty. But in Russia you see the word "Double-cross" has the exact opposite meaning of the American "Double cross." To be double-crossed in Russia, is a sign of good faith...

BELIEVE IT OR NOT!

(PLAY OFF - FADE FOR..)

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.

SIC: (SCENE SETTER - FADE FOR)

COCK: AND HERE HE IS AGAIN - BOB RIPLEY!

MEY: In my hunt for facts, I have found many men whose daily occupations are filled with an ^{constant} ~~incredible~~ danger. Among these there is a curious fraternity of men who walk into the very face of death ^{which to them} ~~every time they start what to them~~ is a ^{very} commonplace way of making their living. The "BELIEVE IT OR NOT" I'm going to sketch for you tonight is about one of these men to ^{whose} ~~whom~~ business is a danger... and danger... is ^{his} ~~his~~ business.

SIC: (SNEAKS)

The time: February ^{the} 19, 1916. The place: ^{underground} ~~A~~ tunnel being bored under the East River in New York City's harbor. Thirty-four men were working in this tunnel... Sandhogs!...they are called. These are the men who ~~literally~~ bore their way through the earth to create the tunnels through which ^{railroad trains and} subways and automobiles can travel safely. The most dangerous of all the jobs is that of the ~~miners~~ ^{sandhogs..are these} who work out in front of ~~the~~ ^{those} great steel shields which burrow their way through the ground. And now we find sandhogs, whom the men call Marshy. One of these ~~miners~~ ^{sandhogs} Marshall Mabey, is working with his buddy Frank ~~Driver~~.

(FADE SOUND OF PICKAXE IN HERE)

~~They are~~ working on a particularly stubborn pocket of earth.

FRANK: It's four-forty-five, Frank...when we dig through this, we can go up above.

MARSHY: Yeah...~~and~~ this is a tough one. We've been working in sand but now we've hit rock.

MARSHY: (PICKAXES STRIKING ROCK)

FRANK: The foreman has put the pressure up a bit.....Let's take the two boards out there on top and go in thirty inches more and they can move the shield up.

MARSHY: ^{Yeah} I've been afraid of this one. I don't like having that extra pressure pushed in on us now.

FRANK: It's okay...you run into a tough one occasionally...so what? You dig your way through.

yeah..but every once in a while I get to thinking that we're twenty-seven feet underground - with all of the East River on top of that.

Stop worrying. ^{It's} ~~This is~~ only a day's work....

Look...I told you...that rock is comin' out! There'll be a cave in.

~~Come on~~...you're lettin' your nerves get the best of you..

No....LOOK! That sand's beginnin' to fall! We'll be trapped like rats...the water'll come in....and with this pressure....

~~STOP IT!~~ SHUT UP!

(RUMBLE OF EARTH COLLAPSING)

Back up to the shield and hang on! She's gonna blow!

~~Hurry up!~~

(RUMBLE OF COMPLETE CAVE IN: HISS OF AIR PRESSURE: BUILD UP TO CRESCENDO OF SCOUND)

(BRIDGE)

Those two sandhogs were trapped in a cave-in under the East River with the air pressure boosted to thirty-one pounds to the square inch, There was a frightful explosion. And by some miracle Marshall Mabey survived that deadly ^{blow-out} ~~cave in~~. But the manner in which he survived was so breath-taking that I have asked him to come here tonight and tell you about it.

And now I present Mr. Ladies and gentlemen: Marshall Mabey!

(APPLAUSE)

Good evening...and thank you, Mr. Ripley.

Now, Marshy, will you ~~Marshy~~, tell us exactly what happened when that tunnel ~~caved in~~ blow-out.

The last thing I remember was seeing a hole opening in the earth and rocks. The next thing I knew I was floating in the water on top of the East River.

Do you mean to say that you were working in a tunnel twenty-seven feet underground - with twenty-five feet of the East River above that - fifty-two feet in all - and yet you landed on top of the East River?

That~~s~~^{was} the way it happened, Mr. Ripley. ~~We had very heavy pressure working in the tunnel at the time... thirty one pounds to the square inch.~~ So when the break came that tremendous pressure of air instead of letting the ground cave in, threw me right through twenty-seven feet of the river bottom and twenty-five of water - just as if I had been shot out of a gun.

~~I see.~~ And what happened then?

When I came to - I was floating on the surface of the river - which was filled with big chunks of ice.

Well, ^{were} Isn't it a miracle that you ~~could have been literally~~ shot, from the river bed ~~and the river~~ and not have been even hurt -

Yes, particularly since ^{my buddy} ~~Fred Driver~~, with whom I was working, was instantly killed. Luckily there was a barge near the spot where I came up, and the men on it ~~saw me.~~ They threw me a rope and pulled me aboard.

And you felt absolutely no ill effects from this?

This amazing ordeal?

no pain. Then

For two days I felt ~~nothing.~~

~~I must have been shocked.~~

~~The shock wore off and in two days I got the bends.~~
Well, I know the bends can bend a strong man over double. And I know that ~~I know the bends very well.~~ All of you ~~men~~ who work

under air pressure are subject to it. ~~I know that sandhogs and divers both suffer from it, and the bends are agonizing to anyone who suffers them.~~

Yes..because the bends attack any part of the body. You never know where they ^{'re gonna} ~~will~~ hit you - the side - the back -the arms...head ~~or~~ legs.

~~And as the name indicates the bends can bend a strong man over double.~~ Well

^{has} This is because the body ^a of ¹ man who ~~have~~ been working under high air pressure - ~~such as in your case - thirty-one pounds.~~ must have time to adjust itself to normal pressure. ~~If the pressure changes too rapidly air bubbles form in the blood stream and cause curious constrictions which are very painful.~~

Yes, In my case, Mr. Ripley, I was unable to work for one year and three days.

One year and three days

But since then you have continued your career as a sandhog, haven't you?

Yes, I have. I worked for eighteen months in the ^{three largest} Brooklyn Navy Yard - on the ~~Queens Midtown Tunnel~~ - out of New York. ~~the Holland Tunnel and the Lincoln Tunnel.~~ And for four months I worked on salvaging the Normandie.

The Normandie?

Well, Marshall Mabe~~y~~. I'm sure that I've never met a man who has led a more dangerous life, and certainly none who has lived through what you have. ~~In behalf of my~~

And I ~~audience~~ thank you for coming here tonight and telling us your dramatic escape from death. Ladies and

gentlemen, I have just presented Marshall Mabe~~y~~, who on the February 19, 1916..was working as a ~~miner~~ sandhog twenty-seven feet below the surface of the riverbed of the East River.

The high air pressure ~~of thirty one pounds per square~~ actually ~~inch laterally~~ blew Marshall Mabe~~y~~ up through 52 feet of sand and water.

~~Twenty seven feet of earth and twenty five feet of~~

~~water~~ - yet he lived to come here tonight and tell you about it....BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

MC:

LEY:

Now, here's Don Hancock!

COCK:

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. 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.

("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 ~~every~~ ^{the} package of your PELL MELL cigarettes!

(UP FULL AND OUT)

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

OK

All right, Don - fire away.

Well Bob,

Our first letter is from Tech. Sgt. Jack Argon who wants to know if the American Indian is a citizen of the United States.

Well

The answer is "Yes". The Indians were given the rights of citizenship by an act of Congress. But amazingly enough the Indians - the first Americans ^{original owners of our country,} ~~did not~~ receive their ^{full} citizenship rights until ~~June 2, 1924~~. Only 20 years ago - ~~Yes I said 1904!~~ Believe It Or Not!

Pfc. Dick Colmar writes that he and his buddies have had a heated discussion on the difference between the daily cost to the United States of the Civil War and World War II.

Well

The Civil War cost the ^{United States} Government an average of three million dollars a day. But the average cost of the present World War II for the United States is ~~two~~ ³ hundred million dollars a day! Believe It Or Not!

Technical Sergeant Simon Lockhart writes: "My name is Lockhart. I've long tried to find the meaning of my name. Can you give me any information about it?"

Yes, I can, Don first
The name Lockhart was given to James, Lord of Douglas, of Scotland
~~known as the "Good", and to all of his descendants.~~

King Robert the Bruce had vowed in life that he would
either fight a crusade or have his heart ~~interred~~ ^{buried} in
the Holy Land. ~~He died before he could reach his~~ Well, Robert the Bruce never reached the Holy Land

~~goal~~ and on his deathbed he asked the Lord of Douglas
to be ~~the messenger of fulfillment~~ ^{his and to} of his vow. ~~So,~~
~~because of the fact that~~ ^{So Lord} Douglas carried the heart of

Robert the Bruce locked in a golden casket to the Holy
Land where it was buried, ^{to this very day} the Lord of Douglas and all
his descendants were given the name Lockhart!

Believe it Or Not!

(PLAY OFF)

IC:

HANCOCK:

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 neat little
package: "Where is a maroon automobile ~~coupe~~ given
divine honors?"

RIPLEY:

~~That was the question, all right, Don~~ ^{Well} and the answer
is - in Japan. The color maroon in Japan is sacred to
the Emperor himself and no one else may use it.
Consequently, when the Emperor's maroon automobile is
driven through the streets - whether the Emperor himself
is in it, or it is just being driven by his chauffeur,
~~people assume that the Emperor is in it.~~ ^{all the Japanese} They bow low
~~to it~~ ^{they} and do not dare look up until it has passed -
BELIEVE IT OR NOT - IT'S TRUE!

HANCOCK:

RIPLEY:

Well, Bob, have you another question for us tonight?
Oh yes, I think I have a good one.
~~Yes, Don.~~ Can you tell me what war ended thirty years
before it started?

HANCOCK:

HANCOCK: Oh, now wait a minute. RIPLEY: Yes, that's right
"What war ended thirty years before it started?"

That's right. I'll be back tomorrow night with the answer. There actually was such a war and the history of how it started and ended is on record - 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" - PULL UP TO CUE)

THIS IS MUTUAL.