

# RUTHRAUFF & RYAN Inc. ADVERTISING

AMERICAN C. & C. COMPANY  
RADIO DIVISION  
FALL MALL

REV. #58

SENT:

BELIEVE IT OR NOT  
ROBERT L. RIPLEY:

BROADCAST:

WED. 3/8/44  
MUTUAL

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

E.W.T.

NETWORK:

PROGRAM:

## AS BROADCAST

(SIGNATURE - ENDING WITH "HUNTING SONG")

C:

CC:

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 TO FINISH WITH APPLAUSE)

(NEWS SPOT TO FOLLOW)

- BELIEVE IT OR NOT - ROBERT L. RIPLEY - MARCH 8, 1944

If you heard Gabriel Heatter tonight, you know he mentioned the fighting on the South Pacific. Our Marines have landed at Talasea on New Britain Island. I know these islands are filled with many Believe It Or Nots and I know our Marines on New Britain won't need alarm clocks, for they have a bird out there called the "Reveille Bird" ..the "Akau". Now this bird is a real-living alarm clock, for exactly at four o'clock every morning, he sounds out the cry of "akau..akau" which in the native language, means, "wake up".. "wake up"...and he repeats it at intervals of every five minutes. A sort of a repeating alarm clock. Now this bird is a member of the Cuckoo family and our soldiers over there think he is really....Cuckoo!

In New Britain, the ideal of womanly beauty would be a fat woman of a circus. The bigger the woman..the more beautiful and valuable she is. They think a fat woman is rich, because she has been able to eat all she wants. So the most important thing to a woman in this island is to fatten up, no dieting. For the local Venus is not regarded as perfect unless she tips the scales at three hundred pounds. Out on this island, metal is used for money. A man can buy a wife by paying one metal doorkey for every two pounds of her weight, so the natives believe that a key actually unlocks the door to their loved one's heart. BELIEVE IT OR NOT!

(PLAY OFF)

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.

(SCENE SETTER -- FADE FOR)

AND HERE HE IS AGAIN -- BOB RIPLEY!

In the carefree days before the present war, <sup>Paris was the gayest</sup> ~~no trip to~~ and most charming capital in Europe -- and the art center of the world. ~~Europe was complete without a visit to Paris the gay~~ I remember the delights of roaming along the Left Bank and among the ~~and charming capital of pre-war France. I have been there~~ artist's studios -- And the last time I saw Paris, I found the Believe ~~many times myself and it was on my last visit to Paris~~ It Or Not I'm going to sketch for you now. ~~that I found the Believe It Or Not I'm going to sketch~~ ~~for you tonight.~~

(SNEAKS)

The time - the year 1899. The place -- the Paris studio of the famous French sculptor, Jules Thomas. As our scene opens, Monsieur Thomas has just received a caller, an Englishman - whose name is Lord Robert Fitzjames.

~~It happens,~~ my dear Thomas, ~~that~~ Lady Fitzjames - my wife  
is a great admirer of your work...

Ah, I am honored, monsieur...

Quite. Now I have been casting about for some unusual  
gift for Lady Fitzjames' birthday -- ~~which she celebrates~~

~~within the fortnight~~ and I have had a genuine

<sup>Now</sup>  
~~inspiration.~~ I propose, my dear sir, to present my wife  
with a marble sculpture of herself - executed by you.

Rather good, eh?

Oh, excellent, Monsieur -- ~~I shall be happy to undertake~~  
~~the commission...~~

Splendid.

And when shall I expect Lady Fitzjames for the first  
sitting?

There won't be any sittings:

No sittings, monsieur -- but how am I to execute a  
likeness if--

(BREAKING IN) Let me explain. -- I don't want my wife  
to know a thing about it until her birthday. This must  
be a complete surprise.

But, monsieur!

(RUSHING ON) Look here, old fellow -- ~~I've heard that you~~  
<sup>with your memory</sup>  
~~have an absolutely phenomenal memory~~ -- I understand that,

you can just glance at a subject and execute an  
<sup>amazing</sup>  
~~incredible~~ likeness..

Thank you,  
(DEPRECATINGLY) I am blessed with an excellent memory --  
but I should require more than one glance at my subject --  
say three glances -- ~~that would be quite enough...~~

Three glances -- <sup>that's</sup> good enough. ~~Look here~~ -- Lady Fitzjames regularly -- three times a week -- travels from her residence to the Place de la Bastille where she visits an old friend. She takes the omnibus. She leaves promptly at ten o'clock in the morning. Now it will be a very simple matter for you to board this same omnibus right in front of my house. Observe my wife and memorize her features.

But wait -- how shall I recognize your wife?

(CHUCKLE)

(WITH PRIDE) Simplest thing in the world, my dear fellow. Lady Fitzjames is a great beauty -- typical English girl -- charming -- poised. Oh, extremely attractive! She'd stand out in any crowd.

Very well, monsieur. You shall have your sculpture in time for your wife's birthday. ~~My fee will be one thousand pounds.~~ (COUGHS) ~~In advance, monsieur...~~

~~Of course, of course!~~

(BRIDGE)

(KNOCK AT THE DOOR)

(A FEW FOOTSTEPS -- OPEN DOOR)

Ah, your lordship...come in, come in...

Thank you, -- I say, Thomas -- I'm as excited as a school girl at her first party -- tell me, is the sculpture done?

Yes it is finished -- wrapped and ready for you, Monsieur...

Splendid! ~~I say, how did it turn out?~~

Ah... I think you will like it, Monsieur -- and may I say that Lady Fitzjames is ~~as~~ exactly as you described her...

~~She? Oh, yes, quite, quite~~ (CHUCKLE) ~~^~~ had no trouble recognizing her eh?

None ~~at all~~, monsieur..I boarded the omnibus with her in front of your residence each morning. She descended from the omnibus at the Place de la Bastille. She was clearly the most beautiful woman among the passengers and so there was no mistaking her. Now I'd like you to see the sculpture ~~--- I'll remove the wrappings---~~

(BREAKING IN) ~~No, no, no --- it won't be necessary --- I have the utmost confidence in your work..~~

~~But I should prefer you to see it, monsieur --- here, it will take but a moment.~~

(RIPS OFF PAPER WRAPPINGS)

~~I say, I'm all a twitter..~~

(RIPPING OF PAPER AND THEN:)

~~Ah, monsieur..~~ Voila, Monsieur!

(SPLUTTERS) Why...why confound it man, that's not my wife.

Not your wife! But that is the beautiful young lady who boarded the omnibus each morning.

Wasn't there somebody WITH this young lady!

Yes, a much older woman -- most unattractive, monsieur --

You fool, that was my wife --- this is Anna Granick our governess!

Oh, monsieur -- I am so sorry!

Sorry! ~~This is a fine time to be sorry.~~ How do you think I feel? ~~Surprise, I've even hinted at it to my wife and she expects something unusual. Now what am I going to say to her?~~

Oh and she had such a beautiful face - ~~and a strange~~  
there was  
~~spiritual quality...~~ yet a hint of some deep sorrow. Tell  
me, monsieur, has your governess experienced some sorrow?

~~Er?~~

~~I say has your governess experienced a deep sorrow in her  
life?~~

(ABSENTLY) ~~Sorrow~~ ~~Sorrow?~~ Why yes, come to think of  
it she left her husband in Glasgow a few years ago after a  
quarrel. She repented ~~of it~~ later and went back ~~to him~~ --  
but he had vanished. She searched everywhere ~~for him~~ but  
~~has~~ never found him (UP) But look here man, ~~what am I~~  
~~going to tell my wife?~~

(IGNORING THAT) ~~I have never done better work.~~ Monsieur,  
would you consider taking the sculpture as a gift for  
the governess -- ~~if so, I would gladly refund half the~~  
~~payment you gave me...~~

How can I do that? -- What would my wife think? ~~No, no,~~  
~~you've done damage enough. Give me back the entire amount~~

Very well, monsieur -- ~~here is your check here take it~~

~~Now really, my dear fellow there's no need of getting...~~

(BREAKING IN) As for the sculpture -- well, this for the  
sculpture -- Out the window!

(CRASH OF GLASS)

(BRIDGE INTO:)

(KNOCK AT THE DOOR)

(OPEN DOOR)

Yes?

I was just passing by and  
(HICARSELY:) This statue just fell from your window -- ~~it~~  
and almost hit me!  
~~struck me only a glancing blow -- it might have killed me~~





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.

("ALL FOR ONE")

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 every package of your PELL, MELL cigarettes.

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

OK  
EY: ~~All right~~, Don - fire away.

OK: Our first letter is from Pfc. Reynold Green who writes: "Which is the ~~more~~ abundant metal in the world? Everybody here thinks it is iron, but I think I heard you say that there is another metal more abundant than iron.

EY: You're right, Private Green. The most ~~abundant~~ <sup>plentiful</sup> metal in the world is aluminum. Nearly eight per cent of the crust of the entire earth consists of aluminum.

BELIEVE IT OR NOT!

✦ Pvt. Herbert Moeller writes: "One of the fellows here says that George Washington was not born on Washington's birthday. <sup>Now</sup> What kind of talk is that?" Well, that fellow is right. George Washington was born on February <sup>the</sup> 11, 1731 - not February 22nd. When ~~he~~ <sup>Washington</sup> was twenty years old, the British Parliament changed the calendar by dropping eleven days out of September 1752 and George Washington himself never celebrated his birthday except on February <sup>the</sup> 11th. BELIEVE IT OR NOT!

✦ Now, Corporal Cesar Lokman asks: "Please tell me the source of the word 'idiot'."

Well, Corporal Lokman - The word 'idiot' comes from <sup>old</sup> an Greek word <sup>"Idiodis"</sup> meaning "plain citizen." In ancient Greece, ~~free~~ society was divided into three classes. The soldiers, the professions and the idiots - or <sup>just</sup> plain citizens <sup>like you and me.</sup> BELIEVE IT OR NOT!

(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 floored us with this question: "What war ended thirty years before it began?" <sup>Now</sup> Are you sure you weren't trying to kid us, Bob?

BOB: No, Don, I wasn't kidding. <sup>You know</sup> Back in 1870 the Mzabite tribe in Algeria declared war on France. The French Government sent <sup>down</sup> a commissioner who convinced them that they didn't have a chance to win. <sup>the war</sup> But they said that since they had declared war their honor required them to fight. <sup>So</sup> ~~But~~ the French ~~man~~ figured a way out. <sup>They</sup> ~~He~~ agreed to put it in writing that the war had ended thirty years before.

<sup>Now</sup> That satisfied the honor of the Mzabite tribe - ~~so~~ it is acutally on record that the <sup>Mzabite</sup> war ended thirty yaars before it began -

BELIEVE IT OR NOT- IT'S TRUE!

COCK: Well, Bob, <sup>what is your</sup> ~~have you another~~ <sup>that</sup> question we can go round and round with tonight?

BOB: ~~Yes, Don, that I have~~ <sup>Well,</sup> and here it is. What great war was fought because grease <sup>or animal fat</sup> was put on cartridges?

COCK: "What great war was fought because grease was put on cartridges?"

BOB: That's right - and I'll be back with the answer tomorrow night. <sup>Don</sup> Meantime here's a hint for you. This war shook the British Empire to its very foundations -

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.