

AS BROADCAST

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

2ND FINA
REV. #39

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: THURS. 3/9/44
MUTUAL

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

NETWORK: E.W.T.

MENT:

BELIEVE IT OR NOT
ROBERT L. RIPLEY

PROGRAM:

(SIGNATURE - ENDING WITH "HUNTING SONG")

C:

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)

IC:

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

(NEWS SPOT TO FOLLOW)

BELIEVE IT OR NOT -- ROBERT L. RIPLEY - MARCH 9, 1944

Greetings everyone and welcome. Tonight you probably listened to Gabriel Heatter's thoughtful analysis of the news. So you know that the Burma front must be active with Vinegar Joe Stilwell leading the attack. I know Stilwell and he's some man I assure you. Burma is a country alive with oriental romance and interest and filled with Believe It Or Not's. For instance, there is the thunder clock in the town of Walah Bum. At noontime - at midday - always it's announced by a terrific clap of thunder, followed by a great downpour of rain, and so regular is this thunderclock - of nature that you can even set your watch by it. When I was in Burma - I was constantly reminded of that great American - Benjamin Franklin. Burma is dotted with pagodas so typical of the Far East and on top of each pagoda there is an iron rod just like a lightning rod. We all know that Benjamin Franklin discovered lightning, and invented our lightning rod, but I discovered that these Burmese lightning rods have been in service on these pagodas for over a thousand years before Franklin was born.

BELIEVE IT OR NOT:

(PLAY OFF...FADE FOR)

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

Smokers, you can see PELL MELL'S Modern Design at a glance. Yes, your own eyes give you the proof of PELL MELL'S advantage to smokers - your eye tells why.

You can 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.

MC: (SCENE SETTER - FADE FOR)

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

LEY: It ~~is~~ ^{was} Shakespeare who spoke of: "Sleep that knits up the reveled sleeve of care.." I guess we all like to sleep - and certainly we all have to sleep. So, the "BELIEVE IT OR NOT" I'm going to sketch for you tonight should strike a responsive chord in ^{the soul of} everyone.

SIC: (SNEAKS)

The time - July^{the} 31, 1942. The place - the army
 on Prisidio
 reception center ~~at~~ the ~~old Prisia~~, Monterey,
 California. A group of soldiers are getting ready
 for bed in their barracks. Leonard E. Williams, a
 newly inducted private, finds his army cot, ^{and he} yawns ^{he} and says:

LIAMS:

(AGAINST YAWN) Ooh b - o - y! Am I gonna saw that
 wood tonight! What a day!

Yeah

IER:

I'm gonna tear into some of that G.I. sleep myself.

LIAMS:

I never thought it would be like this.

C:

(TAPS ON BUGLE)

LIAMS:

~~Oh... the lullaby! They're gonna put us to sleep.~~

IER:

~~(OFF) Lights out, boys!~~ ^{Let's} Hit the hay! Reveille at
 five-fifteen!

D:

(AD LIBS ..SIGHS.."GOODNIGHTS")

LIAMS:

Oh, Five-fifteen...why do they do that!

IER:

(SINGSONG) This is the army, Mr. Jones!

LIAMS:

Okay! (YAWNS) This is the army. The first night and
 here we are sleeping with two hundred other guys. Fine
 thing!

IER:

All right...let's make it sleeping, ^{will ya?} ...can the chatter.

LIAMS:

Well - goodnight fellas...(YAWNS) ...~~see ya at~~
~~five-fifteen!~~

C:

(BRIEF BRIDGE...FADING INTO)

ND:

(SNORE...DEEP & RHYTHMIC)

IER:

Hey, ^{hey} what is this! That guy snores like a 50 mm
 machine gun.

IER 2:

~~Yeah... what is this... we gotta get some sleep!~~

Well
^ We gotta wake the guy up - that's all!

Hey - Guy! ~~Come on..~~ wake up. (AD LIBS)

(SNORING..BREAK INTO FAST INARTICULATE DIALOGUE...AS SLEEPER WHEN AWAKENED..."AWANNA SLUUP!")

What's the matter?

What's the matter! ~~It's YOU!~~ Did anybody ever tell you that you snore at night?

Yeah...everydoes does. Hey... Look...I'm sleepy..you guys pipe down and let me sleep, will ya?

All right, boys..let's try it again.

(INTO SNORE AGAIN...REPEAT THREE TIMES)

(A IA EDGAR KENNEDY) Here we go again, boys!

(BARKS) Wake him up!

ODIER 2: Wake up, you... (AD LIBS)

LIAMS: Hey, what is this..can't a guy sleep?

ODIER 2: (STILL A IA KENNEDY) NO! A guy can't sleep. Two hundred guys can't sleep...the whole dormitory can't sleep! ~~We might as well bring in a flying fortress and rev the engines up to four hundred miles an hour. That's the way you SNORE, guy!!!~~

LIAMS: Well, Gee, fellas..I'm sorry. ~~You know a guy doesn't know what he does when he's asleep...I wuz dreamin'...~~

ODIER: ~~You musta been dreaming of a buzz saw sawing it's way through a pine knot.~~

LIAMS: ~~Look, fellas...I'm sorry...and I'll try not to do it again...What's say we try sleepin'...~~

~~(AD LIB: "THAT'S ALL WE WANT - JUST A LIL SLEEP", ETC.)~~

~~(DEEP BREATHING INTO SNORE..THIS TIME..ALL OUT)~~

~~(GRIETED TEEHH) A G A I N!!! That one-man machine gun nest has gotta be stopped! Is there any law in the army against cackling a guy over the head?~~

~~If there is...I'm gonna break it!
And this went on thru the long, long night and then...
(SNORE UP TO CRESCENDO..CROSS FADE IT TO)~~

(REVEILLE: PLAY THROUGH ONCE)

(SNORE)

Five-fifteen!!! REVEILLE! We gotta get up. (INTO FRENZY) An' all night - not a wink! Two hundred men without a wink!! An' ^{now...now} we gotta get up...

(SNORE BROKEN ABRUPTLY BY SHAKING OF BED)

Wake up, guy! ~~That was Reveille that sounded. That's one way they can stop your snorin'!~~

(GRUNTS SLEEPILY) Time to get up? ^{SOLDIER: Yeah, it's time to get up} There's one thing I'll say about this army life - it certainly makes you sleep.

Look who's talkin' about sleep.... ~~Gnyeah!!!~~

(BRIDGE)

In all my hunts for facts, I have never found a Believe It Or Not like this one...the world's champion snorer!

^{found} I ~~hunted for~~ Leonard E. Williams, ~~found him~~ in Fresno, California, ^{and here he is...} ~~and he has come here tonight to tell you the strange story of his life and times in the army.~~

Ladies and gentlemen ^{I present} ~~Mr.~~ Leonard E. Williams. (APPLAUSE)

Williams: Good evening, Mr. Ripley....

~~Mr. Williams, first of all I'd like you to describe yourself to our audience.~~

~~Forty four years old, five feet nine inches tall and I weigh two hundred and forty four pounds. I am the father of one daughter and two grandchildren. But my family was self supporting, so I was inducted in the Army.~~

~~I see.~~ ^{Yes} Now, Mr. Williams, we know what happened that first night in the dormitory when you kept ^{all} the boys awake.

^{Now} What happened next?

~~They put me in a room all by myself for fifteen days so my snoring wouldn't bother anyone. Then - the ^{next} sixteenth day we were ordered out on a sixteen mile hike. My feet were so sore and my muscles ^I ached so ^{much} that I had to take a sick call. Then it began.~~

~~Then ^{What} it began?~~

~~Yes. They gave me a red hospital robe and put me to bed in the ward. And that night..~~

~~You mean ^A No. one slept?~~

~~Exactly. I kept the whole ward awake. The patients complained so at my snoring that when the Major came in for his ten o'clock morning inspection, they moved me to the isolation ward.~~

~~And what happened then?~~

~~I snored my way out of there, too! Then they moved me to a sleeping porch. No good. I snored my way out of there. Then they put me on another sleeping porch ^{and I snored my way out of that too!} ~~back~~ of the kitchen, right near the garbage cans. Then I couldn't sleep.~~

WILL:

Mr. Williams, you did have a problem. ~~And what happened then?~~

WILL:

Well, the situation was getting desperate. The morale of the whole induction center was just about shot to pieces. Nobody could sleep, and they all hated me, of course.

WILL:

Well, what was the final solution?

WILL:

There was an ~~army sergeant~~ ^{orderly} out there who'd been in the army ^{about} thirty-five years. He had a plan. One night he put my cot in the corridor, ~~right~~ outside the room of the medical Major ~~in charge of the hospital.~~

WILL:

And you went to sleep as usual?

WILL:

For about five minutes. Then the Major came leaping out into the hall. He thought the Japs had landed and ^{bombarding} were ~~barraging~~ the hospital.

WILL:

What did the Major do?

WILL:

He asked the ~~sergeant~~ ^{orderly} to move me, but the ~~sergeant~~ ^{orderly} said there was no other place to put me. So the Major tried to go back to sleep.

WILL:

Did he?

WILL:

For exactly five minutes. Then he came out, tearing ^{orderly} his hair. He told the ~~sergeant~~ if he couldn't move me, then he, the Major, would move his own bed into the ^{to} ward ~~and~~ sleep there - which he did.

WILL:

And ~~the next day...~~

~~The next day - I got a discharge - a medical discharge~~
You mean you got a medical discharge from the Army for snoring? Well, I can
for snoring. And believe me, Mr. Ripley, certainly understand the

I'm sorry. I like the Army, and I'd like to stay
in it.

I'm sure we know how you feel about that - but if you
snored like that in a foxhole - well... you can imagine what would
happen to you...

I know what you mean, Mr. Ripley. ~~Since I've been~~
~~discharged from the Army, I've had an experience, too.~~
~~I had a friend who came to Fresno and couldn't find a~~
~~room, so I invited him to stay with me.~~
~~And did you snore him out of the house?~~

No, Mr. Ripley - he snored me out of the house. I've
never heard of a man who could snore like that!

Now you know how the other boys felt. Well, ^{And I want to thank you} ~~thank you,~~

Leonard E. Williams, for coming here tonight and
telling us how you gained the unique distinction of
being the only man in the world, who ^{actually} literally snored
himself out of the United States Army....

BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, have you ever watched a PELL MELL smoker try 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 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.

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

OK

All right Don--fire away.
Tell, Bob,

Our first letter is from ~~Cerp. Paul Short, who writes:~~

~~"We would appreciate it greatly if you'd tell us where the word 'honeymoon' came from and what it means"~~

~~The word "honeymoon", Corporal Short, is derived from an ancient Teuton custom, according to which a married couple was obliged to drink Hydromel, (which is a drink made out of honey) every day for thirty days after their wedding. From this custom came the word "honey-month" which soon was changed to "honeymoon"! Believe It Or Not!~~

Pvt. Roger Herzig^{who} writes: We were talking the other night and someone used the term "dark horse". I asked what a dark horse was and no one knew. So - we decided to ask you.

Well, the original "dark horse" was a ^{race} ~~real~~ horse named "Dusky Pete." ~~Pete was owned by a man named Samuel Flynn in Tennessee. This horse was a thoroughbred racer, but so inconspicuous in appearance that he was hard to recognize.~~ On one occasion, an expert on horseflesh pointed to Pete, and ^{he} ~~he~~ said to the crowd: ^{Now} "There is a dark-horse, ~~that is~~ liable to make you sorry before supper." And true enough, "Dusky Pete" came out of nowhere to win the race. And it ~~is~~ ^{is} from this thoroughbred who raced many years ago - that we got the expression "dark horse!" Believe It Or Not!

Q: Sergeant "Sticks" Bannon writes: "One of the boys in my outfit spent two years in South Africa before the war, and he told me about the diamonds they mine down there. He said that more than fifty thousand pounds of diamonds have been mined since the world began, but I think he is exaggerating. Can you give me the dope on this?"

A: Yes, Sergeant, and your friend wasn't exaggerating - as a matter of fact under-estimating. For the total weight of all ^{the} diamonds mined in our history is two hundred and seventy-two million carats - ~~and that is about one hundred and fifty thousand pounds.~~ The total value of these diamonds is twenty-seven billion dollars ~~or enough to pay the entire cost of the war to the United States for a period of three months!~~ Believe It Or Not!

(PLAY OFF)

* Now - on with the Hunt. Here's Bob Ripley with the answer to last night's Believe It Or Not. Remember, Bob, you really gave us something to think about when you asked this question: "What great war was fought because grease was put on cartridges?" ~~That was a real toughie~~

Well, Don - that war was the Indian Mutiny ~~which~~ ^{is} ~~lasted from 1857 to 1858~~. It began because British ammunition, which was supplied to the native regiments in India was greased with cow fat to ^{prevent rust.} ~~keep the bullets from getting rusty~~. Because the cow is sacred in India ~~and there~~ ^{'s} a law against killing one, ^{So} ^{they} [^] The Sepcoys or Indian soldiers [^] rose in rebellion - and soon all of India was at war - one hundred thousand lives were lost and the famine that followed ^{afterward} took the lives of ^{1,500,000} ~~fifteen~~ ~~thousand~~ more. BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob, I suppose you have another question we can burn the midnight oil with tonight?

Yes, Don, I have. ^{Now tell me} What modern army of three hundred thousand men has only one General?

"What ~~modern~~ ^{country has an army} army of three hundred thousand men ^{that} has only one Gereral?" ~~One General for the entire country?~~

That's right, Don. I'll be back with the answer

tomorrow night. ~~You better think twice before you give the answer - because you might easily jump to the wrong~~
~~one~~ ^{for} But there is such a country - 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.