

RUTHRAUFF & RYAN Inc. **AS BROADCAST**
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RADIO DIVISION

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PALL MALL
PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

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E.W.T.

(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)

BELIEVE IT OR NOT - - ROBERT L. RIPLEY -- MARCH 10, 1944

Greetings everybody and welcome.

You probably heard Gabriel Heatter in his analysis of the news tonight. If you did, you know that he mentioned the city of Hanover in Germany. I visited Hanover on my last trip to Germany before the war.

And there one of the strangest Believe It Or Nots I ever came across was the Castle Church where is Buried King George the First of England, the only King of England who could not speak one word of English.

American and British bombers have struck the castle of Ahlden in Hanover. Now that is a piece of Historical Justice because here in this Castle, Queen Sophie-Dorothea of England was kept imprisoned for thirty-two years, because her husband took a dislike to her.

Now in the World War I, the city of Hanover issued the so-called "Emergency Money". This money came in several denominations. The large denominations bore this inscription.

"HE WHO HAS NEVER BEEN DRUNK, CANNOT BE A
REAL MAN."

And the smaller denominations were inscribed with these words.

"MAY GOD HAVE MERCY ON OUR SOULS."

And this is a very timely saying for the inhabitants of Hanover today.

BELIEVE IT OR NOT!

(PLAY OFF)

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

Smokers, PELL MELL'S Modern Design is something you can see quick as a flash. 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)

BOB: AND HERE HE IS AGAIN - BOB RIPLEY!

BOB: One of the most interesting things about the business of hunting for facts, is that you never know where you'll find them. ~~Sometimes you stumble upon an unusual story right in your own back yard while others come from the remote corners of the earth.~~ For example, the Believe It Or Not I'm going to sketch for you tonight starts ^{right} ~~inconspicuously~~ here in New York ^{City} and reaches its climax ^{in the Abbey of Monte Cassino} ~~in Italy~~ ~~along the road to Rome.~~

(SNEAKS)

The time: 1878. The place: Duane Street in New York - home of the antique shops of that day. As our scene opens, a girl of thirteen years - Catherine Folsom -- stands before a window - and tearfully gazes at the things displayed in it -- The proprietor sees her crying and comes out of the shop...

(TINKLE OF A SHOP BELL OFF)

(ITALIAN) Well, ~~well, well~~ -- come, come my child -- is my shop window something ~~to~~^{for} make a young lady ^{to} cry....

(TEARFULLY) It's not the window, sir - ~~the things in it are lovely....~~

Then why these tears, my child?

(RECOVERING A LITTLE) Sir, it is my birthday...as a present I received thirteen dollars. I was given permission to come here to Duane Street and buy anything I wished from the shops...

Oh, but that is wonderful...

But I have lost the money!

Lost it -- oh, now that is some reason for tears...But wait - ~~don't~~^{no} cry. Come with me into the shop --

(TINKLE OF A SHOP BELL) (DOOR)

Now -- I have just the thing -- ~~for an adventurous and romantic young lady of -- how many years?~~

~~Thirteen, sir -- I received thirteen dollars as a gift -- one dollar for each year...~~

(RUSTLE OF PAPER)

~~of course, of course~~ -- now look - how is this for a gift?

It is a parchment -- a map...with a picture of a monument on it.

~~Si, a monument!~~

(RUSTLE OF PAPER)

Oh, it is wonderful! Is it a treasure map?

Why - ~~yes~~ - yes, you might call it that.

But what do the words say?

Let me see -- ~~si~~ ~~si~~ - they say "On May 1st at six o'clock in the morning I have a golden head..."

What does that mean?

Who knows? That is the mystery for you to solve, my child..now, take the map and go home, ~~and show it to your parents...~~

But you have forgotten, sir - I have no money ~~to pay for it...~~

You need no money, my child. ~~Listen, at home in Rome I have a little girl just like you. You~~ Take this wonderful treasure map as a birthday gift from ~~her~~ ^{me!} - will you?

~~Oh, thank you -- thank you, sir!~~

~~(CHUCKLES)~~

(BRIDGE)

Catherine ~~Felson~~ took the wonderful treasure map home with her. She studied it over and over again - trying to figure out ~~what~~ the mysterious words ~~could mean.~~

"On May 1st at six o'clock in the morning, I have a golden head." ^{Well, then} ~~But as~~ she grew older ^{and married} she stored the map away - ~~and when she married Charles Newell at the age of nineteen,~~ she had almost forgotten about it. Then, one day in April 1884 - Catherine and her husband ^{Charles Newell} ~~are on~~ their honeymoon ^{in Algeria, North Africa, they are} ~~about to board a ship~~ ^{to Italy} ~~that would take them from North Africa to Naples.~~

(BLAST OF A BOAT WHISTLE) (BACKGROUND OF VOICES)

HERINE: Charles, ~~dear~~, you haven't paid the guide...

CHARLES: Oh, yes, yes -- here my good man...

HERINE: Thank you, master, thank you. May your shadow never grow less...

CHARLES: ~~(LAUGHS) All right, old man - goodbye -- let's get aboard, darling..~~

HERINE: What did that guide say to you, Charles...

CHARLES: Why, he said, "May your shadow never grow less..."

HERINE: ^{Why} What a strange expression. ~~"May your shadow never grow less."~~

CHARLES: Hurry, dear -- we'll miss the boat...

HERINE: (ON FADE) "May your shadow never grow less..."

(BLAST OF BOAT WHISTLE)

(BRIDGE)

Catherine and ~~Charles Newell~~ ^{her husband} sailed to Naples, then travelled up the road to Rome...the same road on which our soldiers are fighting tonight. Then, on the morning of April ^{the} 29th, 1884, as they were walking up the mountain road that leads to the Abbey of Monte

Cassino...
(GOOTSTEPS)

Charles -- Charles, look!

What is it?

It's

That monument -- ~~that is~~ my monument...

(LAUGHS) Your monument, ~~dear?~~

Yes

[^]The monument on my treasure map....I would know it anywhere -- ~~that is the same monument...~~ my monument!

~~Come, come, dear~~ -- what is this -- treasure maps -- your monument?

I've never told you, Charles -- ~~but~~ when I was a child I was given a ~~wonderful~~ map by ~~an Italian antique dealer~~ -- it had a picture of this very monument on it...

Well, dear, let's start back to the inn. ~~and~~ you can tell me all about it on the way...

(BRIDGE)

(NIGHT SOUNDS)

(WHISPERING TO HERSELF) On May 1st...at six o'clock in the morning...I have a golden head...

(CALLS SLEEPILY) Catherine! Catherine, what are you doing at the window -- it's the middle of the night.

(FADING IN) ^{Oh} [^]I ~~wake up and can't get back to~~ sleep again. I've been thinking about my monument...~~I can't get it off~~ ~~my mind~~. What can it mean, Charles "On May 1st at six o'clock in the morning I have a golden head?"

It's pure gibberish as far as I'm concerned, dear --
forget it --

(SIGHS) All right, Charles -- I'll try to sleep...

(LAUGHS LIGHTLY) ~~Oh~~, that's the girl...as our
African guide says, "May your shadow never grow less!"

(LAUGHS - THEN STOPS SHORT) Charles..CHARLES! That's
it -- the shadow! That's the clue -- the shadow!

And this is the first of May!

(BRIDGE)

(DIGGING)

(BREATHING HEAVILY) You know, Catherine, I feel pretty
foolish, getting up at the crack of dawn to come out
here and dig a hole in the ground. Let's go back to
the inn.

(BREATHING HEAVILY) No, Charles - please keep digging.
Remember what the inscription said: "On May 1st at
six o'clock in the morning I have a golden head." I'm
sure that means where the shadow of the monument is -
the head of the shadow at six o'clock in the morning.

Well, it's six o'clock now - ~~and shadow or no shadow~~
~~I'm going to go back to the inn and get some sleep.~~

(SHOVEL STRIKES METAL)

What was that?

I just hit a rock with my shovel.

(SHOVEL SCRAPES AGAINST METAL)

By George, that isn't a rock.

(SHOVEL SCRAPES AGAINST METAL AGAIN)

Catherine! Catherine - look! You were right!

It's gold!

(TAG IT)

Yes, ladies and gentlemen, ^{at} six o'clock on ~~that~~ May 1st morning, the shadow did have a golden head. The

parchment map, given to ^{Katarine} ~~a little girl~~ by a New York antique dealer, ~~and a chance remark repeated by her~~

~~husband~~, led to the discovery ~~six years later~~ of a

treasure that had been buried by the Abbot of the Monte

Cassino, ^{This treasure} ~~Abbey, during the Napoleonic wars~~. ~~The find was~~

~~truly priceless, for it consisted of hundreds of golden chalices encrusted with precious gems; church vestments~~

heavy with gold brocade - and dozens of golden crosses

studded with diamonds. The entire treasure ~~which was~~

worth more than a half a million dollars was turned over

to the Abbey by Catherine Newell, ~~who refused a~~

~~bountiful reward.~~ ^{in appreciation} The grateful Abbot, ~~however~~, had

every piece of it inscribed with these words: "Restored

to the Abbey by the loving heart of a magnanimous

American lady." ~~Every one of these sacred objects~~

~~could be seen at the Abbey until they were removed to~~

~~Rome less than a month ago -- Believe It Or Not!~~

(APPLAUSE)

(FULL PLAY OFF)

Now, here's Don Hancock!

Ladies and gentlemen, if you're still smoking old-fashioned short cigarettes, a surprising thing occurs when you make this 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"...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)

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

^{OK}
All right, Don -- fire away.

Our first letter is from ~~Corporal Ed. Classen who asks:~~

~~"Can you tell me if Houdini was the real name of the famous magician and escape artist?"~~

~~No, Corporal Classen, Houdini's real name, was Weiss and he was the son of a Rabbi. He took his name from the French magician, Robert Houdin, who was quite a famous magician too. Whenever the French had trouble with the natives in their African colonies, they would send Robert Houdin out to visit these colonies. Houdin would amaze the natives by tricks of magic and with these tricks he was always able to stop trouble before it started.~~

~~BELIEVE IT OR NOT!~~

Sgt. Sol Lexner ^{who} writes, "A bunch of us were shooting the breeze last night and we got talking about prize fighters. Naturally, there was a big argument as to who was the greatest boxer who ever lived? Can you answer this for us?"

Well, that's ~~probably~~ a matter of opinion. ^{There have been} ~~But you'll~~
~~many~~ boxers, such as young Grippio, Bennie Leonard, Freddy Welsh, Gene
~~certainly be interested to know that James J. Corbett,~~
 Tunney, but in my opinion James J. Corbett was the greatest boxer who
~~who won the heavyweight title from John L. Sullivan,~~
 ever lived.
~~was certainly one of the greatest boxers who ever lived.~~

He fought for eighteen years ^{in the ring} and never even got a
 bloody nose or a black eye!

BELIEVE IT OR NOT!

Private first class, William Austin wants to know if
 fish ever get sea sick!

Yes, strangely enough they do. Research experts have
 created artificial waves in a gold-fish bowl and the
 fish became sea sick, ~~and in the Mediterranean sea,~~

fish weighing as much as seventy pounds have been put
 in tanks aboard a boat, ^{and during a storm} ~~where~~ they got just as sea sick
 as all of the passengers! BELIEVE IT OR NOT!

~~(PLAY OUT)~~

COCK: Now - on with the Hunt. Here's Bob with the answer to
 last night's Believe It Or Not. Remember, Bob, your
 question was: "What modern Army of three hundred
 thousand men has only one General. ~~One General for the~~
~~entire country?"~~

Yes, Don - and the answer is the Swiss Army. In
 peacetime, the highest rank in the Swiss Army is a
 Colonel, but in a state of emergency one General is
~~appointed.~~ ^{created} He holds ~~his higher rank only~~ ^{this} until the end
 of the emergency - and then he becomes a Colonel again -
 BELIEVE IT OR NOT - IT'S TRUE!

COCK: Well, Bob, ^{what's your} ~~have you another~~ question we can take home
 and work on over the weekend?

~~Well~~ Don - here's one for you. ^{Now} Who was the first United States President who was born in the United States?

"Who was the first United States President who was born in the United States?" ~~That doesn't seem too hard, Bob~~

^{Right} ~~No~~ - Don, ~~it doesn't seem hard~~ - I'll be back with the answer Monday night. ~~Meantime~~ - happy weekend - and don't let my question fool you. It's not as easy as it sounds. 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 Monday 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.