

AS BROADCAST
RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

AGENT:
PROGRAM:
AMERICAN C. & C. COMPANY
PAUL MALL
BELIEVE IT OR NOT
ROBERT L. RIPLEY

3RD. REV. #42
BROADCAST FEES. 3/14/44
DATE: 9:15-9:30 P.M.
NETWORK: MUTUAL 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)

Greetings everyone and welcome. If you listened to Gabriel Heatter and his vivid commentary on the news tonight, you know that the Red Army is moving forward on all fronts. They have taken Kherson. Outstanding in Kherson, is the strange Light Tower of Puratin. In the daytime, this Tower appears to be black, but at night, it has an intense white color visible for miles around -- and it's probably the world's first neon sign. I especially like Kherson because, here twenty-two thousand years ago, lived a man who can be considered to be the first of all popular philosophers - and strangely enough his name is Bion, spelled, B-I-O-N. Incidentally, the name Bion is interesting to me because it is my trademark. For B-I-O-N is made up of the initials of the four words, "Believe It Or Not." Now they tell me that this old philosopher Bion stood in the middle of the market place of Kherson..spoke to all the by-standers and the passers-by in amusing and thoughtful epigrams,.and that his unusual sayings would be passed along and soon everyone would know and chuckle about them. Well I know that one of his oldest sayings has been preserved to this day. Old Bion said: "When in despair, don'ttear your hair! Because sorrow cannot be cured by baldness!" And I am sure that everyone who has made out his income tax can appreciate that! BELIEVE IT OR NOT.

Bob Ripley will be back in just a moment. (PAUSE)
Smokers, even with one eye shut, you can see PELL
MELL'S Modern Design. 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 my world-wide hunt for Facts I have found that fate
plays a powerful and dramatic role in the lives of
every one of us. ⁹ Certainly that invisible hand of fate
never worked in any more wonderful way than it does in
the Believe It Or Not I'm going to sketch for you
tonight.

(SNEAKS)

The time - February ^{the} 21. 1944. The place - Preston,
Idaho. ^{Police} ~~Night~~ officer Verle Fellows is patrolling his
beat...

(FOOTSTEPS: POLICEMAN WHISTLES SOFTLY)

(FADING IN) I beg your pardon, officer.

Oh, hello, sailor.

Say - I just got to Preston from San Diego. And -
I'm in a spot.

Yeah? ^{Well} What's the trouble?

Well - I got my furlough before I expected it.

Well, what's woong with that?

Nothing much, except I had to leave before I got my
dough from home.

Oh, broke, huh? ~~Well, I guess I can let you have~~

^{Yeah.}

~~No. I don't want any money. But~~ maybe you could fix
it so I could stay in the jail house tonight.

Nothing doing, sailor, it wouldn't be right for you
to sleep in jail. ~~You haven't done anything wrong!~~

(LAUGHS) I don't mind if it's of my own accord. Besides
~~it will save me borrowing dough to pay for a room.~~

Well

You got something there! Well, come along. We'll
talk to the sergeant.

(BRIDGE)

(CELL DOOR OPEN)

Well

There y'are, young fellow. Hope you're comfortable.

Thanks. That'll be swell. Goodnight.

Goodnight, sailor.

(CELL DOOR CLOSE - LOCKED)

Hey, wait a minute. What's the idea of lockin' me in?

(CHUCKLES) ^{well, that's} Hmm, just force of habit, I guess. Here,

I'll leave the door open.

(UNLOCKS DOOR)

Thanks....'night.

(BRIDGE)

(CLOCK STRIKES ONE)

(FOOTSTEPS ON JAIL FLOOR. JAIL DOOR SWINGS OPEN)

hey sailor
Hey, sailor - wake up --

(SLEEPILY) What's the idea? It ain't time to hit the deck.

~~You gotta get up!~~

~~Why -- what time is it?~~

~~One o'clock.~~

~~One o'clock! Holy smoke, that's the middle of the night.~~

G: Yeah! But I got to thinkin'!. You know, it isn't right for a United States sailor to sleep in jail.

R: I don't mind.

Well
MS: Maybe not, but as long as my name's Verle ~~Fellows~~, I'm going to

Hey wait a minute
R: Wait a minute - did you say - Verle?

MS: Yep!

R: Say, that's funny. My first name is Verle, too!

MS: Well, I'll be doggoned. You're not going to sleep here in jail. You're coming with me and sleeping in my house tonight. Come on, Verle.

(BRIDGE)

MS: Yes, ladies and gentlemen, that sailor did go and spend the night at the policeman's home. And the sequel to the story is so astounding ~~that~~ I have brought Police Officer Verle Fellows here tonight to tell you the story.

4- Here he is - Officer Verle Fellows of ~~the~~ Preston, Idaho, Police Department.

(APPLAUSE)

Thank you, Mr. Ripley and good evening.

Mr. Fellows, Verle ~~is~~ ^{is an un} certainly ~~not a~~ usual first name.

What did you and that young sailor discover about the similarity of your names?

I took the sailor home and we had a cup of coffee in the kitchen. We got to discussing the name Verle but ~~he wanted to get to Shelly, Idaho, and as I know he was hitchhiking, I called the station house to have a truck stop by and pick him up the next day~~

~~A real good Samaritan.~~

~~When I came back I asked him if he knew a family I know - the Mitchells in Shelley, Idaho.~~

Well ^{You know} That's understandable. ^{and} In small towns, everyone knows each other -

~~But - he said they were his grandparents.~~

His grandparents? ^{mean you} You ^{made} a lucky guess.

Luckier than you know - Mr. Ripley. Because, when he said that - I knew - he was my son!

Your son? Now - Mr. Fellows - how could that be?

Easily. I hadn't seen him for seventeen and a half years. He was just a few months old when I last saw him.

You mean - you had a son - and you hadn't seen him for ~~seventeen years - since he was just a few months old?~~

Yes, we were separated then - and I'd never seen him since.

Well - I ~~could~~ ^{can} guess that was the happiest reunion in your life!

Indeed it was.

Mr. Fellows - we know your son is in the Navy. ^{Do you know where he} ~~what is now?~~

~~Is he doing?~~

He's stationed ~~He's a fireman~~ at the San Diego Air Base.

Mr. Fellows - your appearance on my program is a real

- "Father's Day" - ^{Believe It Or Not.} ~~I'm happy to say.~~

By a strange coincidence, Mr. Ripley, it is a real

Father's Day.

What do you mean?

~~How is that?~~

Well, ^{my son} ~~that boy~~, Verle will be listening to his father on this program in San Diego. Then, today is my father's birthday. And he'll be listening.

~~He'll be listening? How old is your father?~~

~~Seventy-two candles on his cake Mr. Ripley, and he's celebrating at his home in Preston, Idaho - with a party of friends. So I'm really offering him my congratulations on your program - Mr. Ripley.~~

Well

~~And our congratulations to him too, on his birthday - and our congratulations to you, Mr. Fellows on finding your son. What are your plans for your boy after the war?~~

I hope he can come and live with me all the rest of his life.

And we ^{all} ^{with} join you in that hope, Verle Fellows, and thank you so much for coming here tonight.

I'm so happy I found my boy, Mr. Ripley, it's a pleasure to be here and tell you about it.

~~(APPLAUSE)~~

Ladies and gentlemen, I have presented Verle Fellows - a policeman from Preston, Idaho. One night recently a sailor asked him if he might sleep in the jailhouse. Verle Fellows put the sailor up in the jailhouse, then he changed his mind and took him to his home. There he found out that young sailor he had befriended was none other than his own ^{long lost} son. Verle. BELIEVE IT OR NOT!

(APPLAUSE)

(PLAYOFF)

Now here's Don Hancock!

Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, here is an interesting thing to do. 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 farther - 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.

10
-/-
("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!

HANCOCK: And here are Bob Ripley's answers to the (UP FULL AND OUT) V-Mail letters from our boys in the service.

RIPLEY: OK, Don - fire away.

Our first letter is from Terry Joly who writes: "I am from Kansas and when my buddies hear this they always call me "Jayhawk". ~~I know that Kansas is called~~

~~the "Jayhawker State" but can you tell me why?"~~
Well, you know Jayhawker It seemed

Yes, the word was originally "Gay Yorker". A Colonel

Jennison of New York was sent to Kansas for duty and he had such a merry disposition ^{that} he was called the "Gay

Yorker". Later his whole regiment became known by this name. In time ^{Gay Yorker} this became "Jayhawker" and it

was applied to all the men from Kansas! BELIEVE IT OR NOT!

HANCOCK: Sergeant William Morgan ~~has a question I think we've all wondered about.~~ He asks: "When I see pictures in the

paper of Winston Churchill, giving the "thumbs up" signal I wonder how it originated. Can you tell us?"

RY: Yes, Sergeant Morgan. It started in the ancient days ^{You know} in Rome, when gladiators fought each other in cruel and barbaric exhibitions in the Coliseum. If a gladiator was defeated, the Roman spectators gave a sign to show whether his life should be spared, or not.

(MORE)

It was thumbs down if the gladiator was to die. It was thumbs
~~this sign was "thumbs down"~~ Ironically, we use the
 up if the...that was a triumphant signal that he should live. So
~~signals backward. "Thumbs up" used to denote that the~~
 during the darkest days of the London Blitz Churchill adopted this
~~gladiator should NOT live. "Thumbs down" meant that he~~
 signal of thumbs up, meaning England should live!
~~should live. BELIEVE IT OR NOT!~~

Private first class, Peter Hawks writes: "~~Cavalry units~~
 Bob, that
~~are doing a swell job in this war, but~~ since the
 development of mechanized power we don't hear so much
 about ~~them~~ ^{the Cavalry} Yet they used to be one of the most
 important divisions of any army. What in your opinion
 is the most unusual feat ever accomplished by ~~a~~ ^{the}

cavalry ~~unit?~~
 Well, I think

~~one of~~ the most unusual actions in which ~~a~~ cavalry unit
 ever engaged occurred in 1795 ^{during the French Revolution} when the French ~~Hussars~~ Cavalry
 captured the entire Dutch Fleet. ^{Now} The Dutch ships had
 become ice bound in the Zuyder Zee ^{so} ~~and~~ the French
 Cavalry galloped across the ice and ^{captured the entire fleet.} ~~took them prisoner.~~
~~Because of this the Netherlands Government collapsed and~~
~~Holland was forcibly allied to France! BELIEVE IT OR NOT!~~

Now -- on with the Hunt! Here's Bob with the answer to last night's Believe It Or Not! Remember Bob, you asked us - where can an airplane fly lower than a submarine can dive. ~~Why there simply can't be any such place.~~

I'm sorry, Don, but there is and I've been there ^{Yes} ^{The} over the in the Holy Land. The answer is ^A THE DEAD SEA ^A An airplane can fly lower over the Dead Sea than a submarine can dive...because the Dead Sea is six hundred and forty feet below sea level and no submarine can dive that deep -

Believe It Or Not - It's True!

Well, Bob, what is your question tonight...vegetable animal or mineral?

Well tonight It's animal Don, ~~and it's interesting, I think. Can you~~ tell me - what animal can see - with its eyes shut?

WHAT ANIMAL CAN SEE WITH HIS EYES SHUT? Gee - let's see - there's the owl..but no - ~~the owl is a bird and sees at night.~~

No, but ~~Well, Don,~~ there is such an animal--and I'll tell you what it is tomorrow night - ~~and~~ I've ridden one myself, BELIEVE IT NOR 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.