

RUTHRAUFF & RYAN Inc. **AS BROADCAST** ADVERTISING

RADIO DIVISION

AMERICAN C. & C. COMPANY
FALL MAIL

FINAL REV. #43

WED. 3/15/44

BROADCAST: MUTUAL

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

NETWORK:

ENT:

BELIEVE IT OR NOT
ROBERT L. RIPLEY

GRAM:

(SIGNATURE - ENDING WITH "HUNTING SONG")

ENT:

PELL MELL Famous Cigarettes, the cigarette of
Modern Design, presents the man whose whole life
is a constant hunt for facts.....

ENT:

BELIEVE IT OR NOT -- BOB RIPLEY!

(APPLAUSE)

ENT:

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

(NEWS SPOT TO FOLLOW)

ROBERT L. RIPLEY

BELIEVE IT OR NOT

3/15/44

Greetings everybody and welcome! As you probably know there was fighting on the Dalmatian Coast tonight. The Yugoslav partisans, led by Winston Churchill's son are throwing back the Nazis on still another front. I know the Coast of Dalmatia quite well. I have visited there several times. In fact, my patron saint, that great traveller Marco Polo, was born right on the Dalmatian Coast! The largest city in Dalmatia is Spalato, which means, "The Palace"--It's so called because the entire city of thirty-one thousand people live inside the walls of a single palace which was the original palace of the Roman Emperor Diocletian and it covers an area of more than half a million square feet! I'm sure you all remember Lewis Carroll's famous poem "Alice in Wonderland" about many things of "Shoes and ships and sealing wax And Cabbages and Kings." This poem had its origin right here in Dalmatia--that is, the "Cabbages and Kings part did. For the Emperor Diocletian, after ruling the Roman world for twenty-one years, voluntarily gave up his kingdom to devote himself to the planting of cabbages and I myself, have seen the patch of cabbages for which this man gave up a kingdom and the cabbages have been growing in this very spot where Diocletian planted his cabbages more than sixteen hundred years ago.....

BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment! (FAUSE)
Smokers, PELL MELL'S Modern Design is about the
easiest thing in the world to see. 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 twenty-five years I've been hunting for facts,
I've found several instances where a seemingly
unimportant happening has had a profound effect upon
the entire world. I shall illustrate such a case in
the Believe It Or Not I'm going to sketch for you
tonight.

(SNEAK)-

The time - July 1759. The place - a small island in the Mediterranean. Nine year old Maria Ramolino is watching her baby brother Louis as he sleeps ^{fretfully} ~~in a~~ ~~hammock~~ in the garden. ~~Flies and mosquitoes are~~ ~~battering the baby, so he sleeps fitfully.~~ As our scene opens, Maria is calling to her eight year old cousin Minava, who is sitting on the back steps of the house.

(BABY CRIES IRRITABLY)

(CALLING) Minava! Minava!

(OFF) Yes, Maria - what is it?

The flies and mosquitoes are keeping Louis awake.

Please run in the house and bring me father's plumed

hat. You will find it by the bed, ~~where he is taking~~ ~~his siesta.~~

(OFF) All right, Maria. I'll get it for you.

(CALLING) ^{Oh, Minava,} Be careful not to waken my father. He might be angry if he knew I was using his best plumed hat as a fly swatter.

(BRIDGE IT. FADE BACK FOR)

(COMING) Here I am at last, Maria. I'm sorry I took so long,

~~What did you do, Minava, take a nap on the way?~~

MA: No - but I was afraid I might waken your father if I went into ^{the} ~~his~~ room to get the plumed hat. So - so - I brought you this instead. It should make a wonderful fly swatter.

MA: Oh! This is dreadful! How could you do such a thing, Minava? How could you?

(BRIDGE IT. FADE BACK FOR)

For five years Maria guarded the secret of ^{her flyswatter which} ~~what~~ her little cousin, Minava, had brought to the garden that day. Then, when she was fourteen years old, her conscience prompted her to call on Father Lucian, the Arch Deacon of her church. We find them now -
front of
(BOARD FADE) seated in ~~Father~~ Lucian's study.

(BOARD FADE IN) Father, I cannot stand it any longer. A great sin is weighing heavily upon my conscience. Come, come, my child, it can't be so very serious. Oh, yes it is.

Well
Then perhaps you had better tell me about it.

Thank you, Father. Well, five years ago I sent my little cousin, Minava, to get my father's plumed hat to drive away the flies and mosquitoes. from my baby brother.

Yes / yes, go on.

Minava was so afraid of my father that she didn't bring me his hat. Instead, she brought me a horse's tail!

(CHUCKLES) A horse's tail!

Please do not laugh, Father. When I asked her where she got it she said our neighbor, Carlo, had just received a beautiful horse with a long bushy tail as a present from you.

And Minava cut off his tail?

Yes, I knew that Carlo was going to ride his fine horse to Bastia next day and take ^{the boat} ~~a ship~~ to Pisa, where he was studying law. I didn't know what to do.

Well, What did you do, my child?

I went to my Uncle Saverio to ask his help. He is a hairdresser, so he made a fine false tail and attached it to Carlo's horse with some mucilage and wire. ~~That is the great sin I had to confess to you.~~

(AFTER SLIGHT PAUSE) Father Lucian, have you heard what I told you?

Oh, yes indeed,
Yes, my child, I have listened to you with the greatest concentration. So it was you who did this?

Yes, Father - ~~and~~ now you are going to denounce me for it as I deserve.

Oh no,
Far from it, Maria. It was the will of God.

The will of God? What do you mean, Father?

I don't know whether I should explain or not. No - it is better that other lips tell you. Go to your home, child. I shall send someone there to see you.

(BRIDGE IT. FADE BACK FOR)

(KNOCK ON DOOR. DOOR OPENS)

I am Carlo. Does Maria Ramolino live here, ~~and is she at home?~~

You do not recognize me, Carlo? I am Maria.

You! (CHUCKLES) I had thought of you as a little girl in pigtails - and here I find a charming and beautiful young lady.

But you have been away in Pisa. It is five years since you last saw me.

Yes,
Yes, of course. Ah - I have come to see you about a certain matter, Maria.

Oh! Father Lucian has told you what I did to your horse. Can you ever forgive me?

Forgive you? Why I have come to thank you for saving my life.

Please! Do not make fun of me.

I'm not making fun, ^{Marie. Here,} _{^ ^} Let me explain. The day after you - er - beautified my horse with the handsome false tail, I started riding to Bastia. On the way, I was attacked by bandits.

How dreadful!

I thought surely they would kill me - but I made one desperate flying leap into the saddle of my horse.

The bandit leader grabbed the horse's tail to stop him - and when the false tail came off in his hands, he was so astounded that I was able to escape unharmed. So - you see, Maria, the operation you performed on my horse's tail saved my life.

So that is what Father Lucian meant when he said, "It is the will of God"?

Yes - and it is God's will that we have met each other again. You have grown to be a lovely young lady, Maria. ~~Your beauty touches my heart.~~

And you, Carlo - you are ~~so strong, so tall,~~ so handsome.

I owe you my life, Maria - a life I would like to devote to you. I do not ask your answer now - but someday I hope you will consent to be my wife.

(TAG IT. FADE BACK FOR)

Yes, ladies and gentlemen, the seemingly trivial fact that Maria attached a false tail to ^a Carlo's horse actually saved ~~his~~ Carlo's life. But it had a far greater importance than saving the life of one man.

For Carlo and Maria were married and that marriage ^{changed} ~~was destined to change~~ the course of world history.

Carlo and Maria had ¹³ ~~seven~~ children. ^{One of their daughters became} ~~Their oldest~~ the Princess Bacciochi, another the Duchess of Haiti, another the Princess ~~son was King of Spain, their third son became~~ of Canino, another daughter became Queen of Naples, another Queen of Pasca ~~King of Holland, their fourth son was King of~~ One of their sons became King of Spain, one was King of Westphalia, one was ~~Westphalia, their two daughters were both Queens~~ King of Holland, and King of Belgium. ~~of Naples.~~ But most important of all their

second son became one of the most famous men who every lived. For he was the Emperor Napoleon Bonaparte - BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here is Don Hancock with a message from our Government:

Ladies and Gentlemen...when you think of vital war materials, you think of mines producing huge quantities of iron ore or coal...or you think of oil wells. It probably wouldn't occur to you that the WASTE PAPER we've all been in the habit of throwing away is a vital war material. But it is. Yes, waste paper is used to package food and plasma ...and to make actual weapons, such as incendiary bombs, bomb fins, parachute flares, ammunition containers. One hundred pounds of waste paper makes fifty containers for 75 mm. shells. Or over three thousand dust covers for airplane engines. So, you see, every paper bag, every piece of wrapping paper, old newspaper and magazine has a war job to do. Let us make it a point not to waste "waste paper." Save it instead, and send it off to war!

("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.

All right, Don - fire away.

Our first letter is from ~~P.F.C. Jimmy Graves, who writes: "I come from San Antonio, Texas, and there is a creek in my neighborhood called: 'Salsipoues.' I think the word is Spanish. Can you tell me what it means?"~~

~~You're right, P.F.C. Graves. The name of that creek is a Spanish word which means "Try and get out of here if you can"! BELIEVE IT OR NOT!~~

Corporal Leslie Mitchell wants to know what is the origin of the expression "So long".

Well, "So long", ^{that expression "So Long", Corporal} ~~Don~~ - was taken from the Oriental

expression "Salaam", which means "Peace be with you".

The Crusaders brought this expression "salaam" back from the holy land ~~when they returned to England in the~~ ^{they} twelfth century, and used it so often that it finally became an English ^{expression} ~~idiom in the words~~ - "so long"!

BELIEVE IT OR NOT!

Technical Sergeant Charles Bridges asks: "What is a Baker's Dozen?"

~~Why~~ - a Baker's Dozen is thirteen ^{of course.} In the olden days bakers sold bread and rolls to women who in turn sold them ^{from} door to door. These women received from the baker a baker's dozen - or thirteen ~~rolls~~ or loaves instead of twelve. The thirteenth loaf ~~or roll~~ was ^{their} ~~her~~ profit! 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 gave us this eye-opener. You asked: "What animal can see with its eyes shut." ~~I'm inclined to agree with the farmer who said - 'There ain't no such animal.'~~

Well, ~~Don, there is,~~ and the answer is - the camel! Nature had provided the camel with ^{an extra} ~~a secondary~~ set of eyelids made of a transparent horn-like substance ^{something} like cellophane. During violent sandstorms, which ^{are} frequent in the desert, the camel can shut its eyes against the biting, swirling sand without ^{affecting} ~~impairing~~ its vision, Believe It Or Not - IT'S TRUE!

ME: Well, Bob, what's the question for tonight?

ME: Well, ~~Don,~~ here's one for you to think about. ^{there a} ~~Which~~ ^{which works 6 days and rests on the 7th?} ~~is the river that observes the sabbath?~~

ME: Now wait a minute. You mean there is a river which observes the Sabbath. ~~works six days - and rests on the seventh?~~

ME: Yes, ^{exactly} That's ^{precisely} what I do mean, Don.

BOB: ~~It can't be the Mississippi, I've seen that on a Sunday. It can't be - the Hudson - the Colorado - the Missouri - or -~~

ME: ~~No. It isn't any of those, Don.~~ I'll be back with the answer tomorrow night - and I think it will give you quite a surprise. For there is a river that rests on - the Sabbath! 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.