

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST: FINAL REV. #45

DATE: FRI. 3/17/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

NETWORK: MUTUAL
9:15-9:30 P.M.
E.W.T.

AS BROADCAST

(SIGNATURE - ENDING WITH "HUNTING SONG")

FELL 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 17, 1944

Greetings everyone and welcome!

You probably heard Gabriel Heatter's analysis of the news tonight, and if you did, you know that he spoke of the city of Augsburg in Germany. I visited Augsburg myself the last time I was in Germany. At one time Augsburg was the financial center of the world just as New York is today and on one Christmas Eve in the year, 1527, Charles the Fifth, Emperor of Germany came here to pay back one million dollars which he had borrowed from Jacob Fugger who was the richest man of his time. Fugger invited him to dinner, and at this dinner, the Emperor ate the most expensive pie in all history--a million dollar pie. For Jacob Fugger placed in that pie, the Emperor's own bond for one million dollars. And as the Emperor ate the pie, his debt to Fugger was wiped out. And in return, the Emperor gave to Jacob Fugger, as an outright gift the entire country of Venezuela--in South America, a territory of six hundred thousand square miles....Now on the south wall of the city hall are inscribed the words which Charles the Fifth spoke when he said "Goodbye" to the city for the last time in his life. These words were:

"Farewell Augsburg, we shall never see thee again".

The words were a prophecy, which has now been fulfilled today for the American and British bombers have destroyed the city of Augsburg....BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is visible to your eyes. 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!

Well, here it is St. Patrick's day. The day on which the people of Ireland honor their patron Saint. ^{And I'm sure} ~~In my~~ there can be no more timely occasion to present the Believe It Or ~~hunt for facts, I've found many great Believe It~~ ~~Or Nets about the Irish and I'm going to sketch one of~~ ~~them for you tonight is one of the greatest.~~ Not which I'm going to sketch for you now.

(SNEAKS)

The time - the year 1845 - during the reign of Queen Victoria. The place - Ireland. The nine ring leaders of an Irish rebellion have been captured and brought to trial. Our scene opens in the courtroom as the jury returns after considering a verdict.

(MUSIC UP AND OUT)

(BUZZ OF VOICES: BANGING OF GAVEL)

The court will come to order.

(BUZZ TRAILS OFF)

Gentlemen of the Jury, have you reached a verdict?

We have, my lord. On the charges of treason and felony, we find all nine defendants.....guilty.

(BUZZ UP)

Order! Order!
Order! (GAVEL ONCE) The Prisoners will rise!

(BUZZ OUT)

Thomas Meagher, John Mitchell, Thomas McGee, Richard O'Gorman, Michael Ireland, Morris Lyene, Charles Duffy, Terence McManus, Patrick Donahue. You prisoners have jointly and severally been found guilty of treason as charged by the crown. Before sentence is passed, is there anything you wish to say to this court?

(RICH BROGUE..DEFIANT) ^(AD LIBS) Aye, my lord! And I'll say it for myself and for the whole nine of us.. ~~jointly and severally yes, and every other way!~~

~~Is that the wish of the other defendants?~~

~~Aye, it is!~~

~~Tell them for us, Tom Meagher!~~

~~Go to it, Tom!~~

You may proceed, Mr. Meagher.

My lord, this is our first offense but not our last!

If you'll be easy with us this once, we promise our word as gentlemen to try ^{to} ~~and~~ do better next time! And next time.. sure, we won't be fools enough to get caught!

(LAUGHTER.....GAVEL)

Order!

Let there be order here. In the light of these facetious remarks, I see no cause to postpone sentence longer! This court hereby sentences the defendants to be hanged by the neck until pronounced dead. In accordance with the Laws of Her Majesty's Court and may God have mercy on your souls! The court stands adjourned.

(BUZZ UP)

(OFF MIKE) Lieutenant! You will forward these proceedings at once, to her Majesty Queen Victoria in London.

~~(BUZZ OUT)~~

(MUSIC BRIDGE)

RUSSEL: If your Majesty will allow me to say so there can be no doubt about the guilt of these nine Irish rebels. They are to be executed this week.

MA: But what about these petitions, Lord Russel - ~~these articles in the newspapers~~...they ask me to give the rebels clemency.

RUSSEL: I know, your Majesty.

MA: If these men are executed there is a possibility they may become martyrs. After all, the rebellion is over, My Lord, and there have been too many executions already. (PAUSE) They still have their lives, but they must go into exile. They must leave Ireland, forever, Send them to Australia. It is so far away, they can never meddle with affairs of That is my decision! government again.

~~RUSSEL: Yes, Your Majesty. But where shall we send them?~~

~~MA: You shall tell me that, my Lord.~~

Then I would suggest..Australia, Your Majesty. It's so far away that these rebels will never meddle with the affairs of government again. Besides, Australia needs colonists.

Very well. The sentence of death stands commuted.

Bring me the necessary papers. I dare say Australia will give these rebels something to think about, other than politics!

(ON THE STYLE OF "POMP AND CIRCUMSTANCE")

(OFF) Your Majesty...The Prime Minister.

(OFF) Your Majesty.

(DOOR SHUTS)

Mr. Disraeli, I asked you to come here to discuss the Irish situation. It's just twenty-six years since we put down the Young Irish Disorders of 1848.

I remember them well, Your Majesty. I even recall ^{that} the nine ring leaders. ~~They~~ were sentenced to death, ^{for} ~~felony treason?~~

(THINKING BACK) Yes, ^{but} I commuted their sentence so they would not become martyrs. They were sent to Australia where they were forgotten forever. Even I do not remember their names. Why are you smiling, Mr. Disraeli? Is there something I say that amuses you?

I beg Your Majesty's pardon, but Your Majesty just said that those men were completely forgotten.

Weren't they?

Not quite, Your Majesty... (CLEARS THROAT) As a matter of fact, ~~I have followed the fate of those men with great interest.~~ One of the ring leaders was Charles Duffy. He is now Sir Charles Duffy and also Prime Minister of Australia!

Prime Minister of Australia!

Yes, your Majesty - and there is more to come. Not all of your exiles cared for the Australian Climate. There was Thomas Francis Meagher for instance who went to the United States, and

(PUZZLED) ~~Meagher?~~

Yes, and Thomas Meagher is now..Governor of the State of Montana!

Truly amazing! And the others?

Terence McManus and Patrick Donahue also went to America. Both are BRIGADIER GENERALS IN THE UNITED STATES ARMY.

Indeed!.....Well, continue..continue.

Number five! Richard O'Gorman..he emigrated to Newfoundland. ^{VICTORIA:} Naturally, he is now Newfoundland's GOVERNOR GENERAL.

Oh, naturally. ^{VICTORIA:} And number six?

Morris Lyene is Attorney General of Australia. And Michael Ireland, another of the rebels, will shortly succeed him in that important office.

My Lord! ~~I confess, I am somewhat faint, but~~ go on, go on!

John Mitchell ~~is doing well in New York. It seems he is~~ rather influential in politics ~~therein~~ New York.

And the ninth Irish rebel?

The ninth rebel, Your Majesty, is Thomas D'arcy McGee, member of Parliament from Montreal, Minister of Agriculture and President of the Council in the cabinet of the Dominion of Canada. ~~(STARTS FADING.)~~ Truly,

Your Majesty, it is an amazing story..

(TAG II) Yes, ladies and gentlemen, ^{each of} those nine Irish Rebels ^{who} were

banished from Ireland forever by Queen Victoria. ~~and~~

~~they wandered to the far corners of the earth and~~

~~each~~ achieved high public office in the country of his

adoption. Two of them became Attorney General of

Australia - two became Brigadier Generals in the United

States Army - one became Governor General of Montana -

one became Governor General of Newfoundland - one became

Prime Minister of Australia - and one ^{Chief Minister of} ~~became President~~

~~of the Council on the cabinet of~~ the Dominion of

Canada. Only one of them - did not hold public office

But his grandson carried on the glorious tradition.

For that grandson was John Purroy Mitchell, who became

Mayor of the City of New York - BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY-OFF)

Now here's Don Hancock.

Ladies and gentlemen, when a PELL MELL smoker tries to light an old-fashioned, short cigarette a queer thing happens. 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" - FADE FOR)

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!

(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.

Tell Bob

Our first letter is from Private First Class Lawrence Striges who writes: Most guys in the army get \$50 a month. We know who asks: "I've got a bet with a character in my outfit. He says the word 'dollar' started in first place.

England. I say it started in America. Who's right?"

Sorry boys, you run a dead heat. You know, our "dollar"

400 years, dates back to the early part of the sixteenth century

it was originally an old Czechoslovakian coin called the at which time the word "thaler", pronounced

phonetically "thaler", was used to describe a coin

that was a unit in currency that since has become our

dollar, and the original word "thaler", which we now

pronounce as "dollar", was a Czechoslovakian word.

BELIEVE IT OR NOT!

Our next letter comes from Sergeant Marty Collins.
 He writes: "We got talking about the Italian front
 the other night and that brought up the saying
 'Nero fiddled while Rome burned'. Is this an actual
 fact?"

No - it isn't a fact - it is just a figure of speech,
 because the fiddle had not even been invented when
 Rome burned. And even if it had been, Nero wouldn't
 have played it because he was at his villa in Antium
 and he did not even see the fire, because he did not
 return to Rome until the city was in ashes.

~~BELIEVE IT OR NOT!~~

Corporal Walter Merrill writes: "I know that Lincoln's
 Gettysburg address is considered to be one of the
 finest speeches ever made. But my Buddy bet me
 Lincoln made a mistake in it. I don't believe he
 did - and we'd like you to settle the bet for us."

Well, Corporal Merrill, Lincoln did make a mistake
 in his Gettysburg address ~~when~~ He said: "The world
 will little note nor long remember what we say here!"

But

He was wrong, because this address of Lincoln's has
 become one of the ^{most} famous and often quoted
 speeches of all time! 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 told us that in 1928 - the President of Cuba travelled from Havana to Washington, D. C. without leaving Cuba. Now just how was it done - ~~with mirrors?~~

~~Nope - No mirrors~~

~~Then - leave me in on the secret~~

Well, The answer is - ^{by law} the President of Cuba is not allowed to leave ^{his country} Cuba during his term of office. So ^{when Pres. Machado wanted to go to Was} the Cuban ^{Congress} in 1928, ~~Parliament~~ passed a law extending the borders of Cuba northward to include ~~to Washington, D. C.~~and when this had been done the ^{our} President made the trip to ~~the~~ nation's capitol ^{without} ~~and~~ leaving ~~still he never left~~ Cuba! BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob give us another question for us to unlimber ^{on over the weekend.}

our mental muscles ~~with tonight~~ here's one for you.

All right Don, For whom was the State of Pennsylvania named?

Oh, (IN FAST, TRIUMPHANT) I gotcha! And I know, because I've visited Philadelphia and I've seen the statue atop the big city hall. ~~And I know about the college -~~

~~Penn State. So Pennsylvania was named~~ here!

Wait a minute..wait a minute ^{Don} ~~I made that same mistake~~ ~~once, Don.~~ I think you've got the wrong answer, And Monday night - I'll tell you for whom the state of Pennsylvania was named and it's not the man you'd think - 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.