

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

AGENT: AMERICAN C. & C. COMPANY
PALM MALL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

REV. #46
BROADCAST:
DATE: MON. 3/20/44
NETWORK: 15-9:30 P.M.
MUTUAL
E.W.T.

AS BROADCAST

(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, you know he talked about the Russian Armies that are swarming into Bessarabia. Despite its name, Bessarabia has nothing to do with Arabia--it was named after the Besarab dynasty, which were not Arabs but Rumanians, which were not Romans but took their name from Rome!

Bessarabia has given us just one word--the word, "Bogus".

The word "Bogus" was taken from the name of a band of counterfeiters who operated in Ohio years ago. Its leader's name was "Bogos", and he came from Bessarabia.

Three of the strangest races in the world inhabit Bessarabia. First--there are the Sceptzi. When they marry, they are allowed to live with their wives for just two years after the wedding. And at the end of the two years, they must leave and never see their wives again. Because, they say, after two years, well, the

Honeymoon over. Second - there are the Molokany, or the "Milkmen". They are called the "Milkmen" because they believe in the "Milk of Human Kindness" to such an extent that they never drink water, the only liquid

they ever drink in all their lives is milk. And another race who live in Bessarabia are the "Begunys" or the

"Runners". From childhood they never walk--they always run--in fulfillment of the one hundred and nineteenth

Psalm, thirty-second verse, which says: "I will run the way of thy commandments." BELIEVE IT OR NOT.

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, PELL MELL'S Modern Design is as plain as day
to see. 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.

(SCENE SETTER - FADE FOR)

AND HERE HE IS AGAIN - BOB RIPLEY!

There's an old proverb which says, "Those who follow
the sea do not carry the winds in their hands". ^{Well} That
is true, ^{I'm sure} for in my hunt for facts, I've found many
amazing stories which show that the sea ~~often~~ controls
the destinies of those who sail upon it. And I'm
going to sketch one of these stories for you in tonight's
Believe It Or Not.

(SNEAK)

The time - 1875. The sailing ship "Prince Napoleon",
 in charge of Captain David Hueste is bound from New
 Caledonia to Java. The Captain has just given his gun,
 a new American six-shooter, to his eleven-year-old cabin
 boy - Louis Lefranc. ^{He} ~~she~~ has ordered him to oil it and
 load it. As our scene opens, ~~Louis stands by the~~
~~the cabin boy is~~ ~~ships rail,~~ cleaning the gun, ^{by the ship's rail} as he talks to Francois,
 the galley cook.

(ESTABLISH WIND AND WAVES..CREAK OF SHIP'S GEAR - ETC)

Ah, there now. It is all cleaned and loaded. Is this
 not a wonderful pistol, Francois?

LOUIS: It is truly magnificent, Louis. ~~Of that there can be~~
~~no doubt.~~

See? It has six cartridges. So - when you have this
 gun and you meet an enemy - bang, bang, bang, bang,
 bang, bang, bang - and pouff - it is all over.

LOUIS: (CHUCKLES) That is a very good imitation, mon enfant.
 Now, give me the gun and I'll show you how they do it
 in America where this pistol comes from. Now, then,
 you insert your trigger finger in the trigger guard.
 Like this, ^{you} see?

LOUIS: Oui, yes, yes.

FRANCOIS: Then you crook your finger and let the gun dangle at
 arms length. -Voila!

LOUIS: ~~What then, Francois?~~

FRANCOIS: Then
~~when~~ you see your enemy, you twirl the gun on your
 finger, like this. And, quick as a flash, it is in
 position to fire.

~~Oh, that is wonderful, Francois. Here let me try it.~~

Oh, Very well. But be careful; your hands are small and the pistol is heavy.

I'll be careful. Here. Now watch me. You are my enemy. I see you and give the gun a twirl and --

Oh, Look out!

Mon Dieu, Francois, it flew off my finger and into the ocean. ^{Oh,} What will I tell Captain Hueste? What will I ever tell him!

(BRIDGE IT. FADE BACK FOR)

~~Louis reported the loss of the pistol to Captain Hueste; and the kindly captain, realizing it was an accident, did not scold the boy. Nineteen years passed - and LeFranc, the ship's cook his own Louis himself became master of a ship - the "Jules Favre".~~ En route from Bordeaux to New Caledonia, the ship was wrecked by a hurricane in the Indian Ocean and quickly sank. ^{Capt. LeFranc} Louis and eight members of the crew launched a life raft - and after drifting for ten days, they arrived, half starved on an island, ~~in the Cozet group.~~ ^{And now the} We find them ~~now~~ - just pulling ~~their~~ raft up onto the beach.

(BREAKERS..RAIN..BELLOWING OF SEA ELEPHANTS..OFF)

All right, men, pull the raft just a little further up on the beach. ~~All together, now - heave!~~

(AD LIBS: "COME ON".. "PULL NOW, PULL" ETC)

(RAFT SCRAPING OVER SAND)

That's it, ~~There,~~ that does it.

Where do you figure we are, ^{mon} Captain?

Well, Emile, according to my calculations we are on one of the ^RCozet group of islands.

(AD LIBS: "THE ^RCOZET ISLANDS!" "MON DIEU, THAT IS BAD" ETC.)

But they are mostly deserted, are they not?

Yes, ~~and~~ we must find food at once.

(AD LIBS OF ASSENT)

But how can we find anything in this accursed fog?

Do you think it will ever lift?

The Fog is very prevalent in this latitude. We may have

it for days on end. So I suggest ~~that~~ we spread out,

search the island for food, and ^{then} meet back here. [EMILE: Now

then - let us get started.]

(BRIDGE IT. FADE BACK FOR)

(BREAKERS..OFF..RAIN..BELLOWING OF SEA ELEPHANTS..OFF)

Well, men, any luck?

(AD LIBS OF NEGATION)

By the way, Pierre has not returned. Where is he?

I left him poking about in a grotto just a few yards from up the beach.

Well, It is just as I feared, men. This island is completely devoid of vegetation. ~~There isn't even a tree on it.~~

~~Then we shall all starve to death.~~

~~The prospect is not very bright.~~

What is that bellowing noise? ~~I can't see a thing in this fog.~~

Sounds to me like a herd of sea elephants.

See elephants, Mon Dieu, ~~then we are all right.~~ They are good eating.

(AD LIBS "THAT'S RIGHT, EMILE." "WE ARE SAVED," ETC.)

A lot of good it will do us when we have nothing with which to kill them.

Oh - I - I hadn't thought of that.

(OFF) (CALLING) Captain! Captain Lefranc!

That's Pierre! ~~You wait here~~ I'll see what he wants.

(CALLING) Where are you, Pierre. I ~~cannot~~ ^{cannot} see ^{you} for the fog.

(CLOSER) Here at the mouth of the grotto to your left.

I've found a pile of bones.

Bones?

(ON MIKE) Yes, come into the grotto and I'll show you.

(FOOTSTEPS OVER ROCKY TERRAIN..ECHO EFFECT)

(ECHO) See ^{See} There, they are high ^{high under} ~~and dry~~ on the rocks.

Hum - those are shark bones. He must have come in on a very high tide and been stranded when ~~it~~ ^{the tide} went out.

~~Too bad it didn't happen yesterday. We would have had shark meat.~~

~~Here,~~ ^{Here,} ~~It may happen again.~~ ^{Hand me that big piece of bone.}

I can tell from it how long the shark has been lying here.

Very well, sir.

(RATTLE OF BONES)

Captain, look! Lying here under that bone. It's a pistol - a pistol with six bullets in it.

Give it to me, man! Let me see it! Hum - it's in good condition, too. The shark's body preserved it. This is a very --.. ~~Mon Dieu,~~ Pierre!

Sacre...

What is it, sir?

It's a miracle, a miracle, I tell you! I know this gun; ^{I lost this gun} ~~it flew from my hand and was lost~~ in the sea nineteen years ago.

How do you know it is the same, sir?

Because it belonged to Captain Hueste and it has his initials on it. See, here they are - D.H. - David Hueste.

(TAG IT. FADE BACK FOR)

Yes, ladies and gentlemen, the sea often controls the destinies of the men who sail upon it. ^{Capt.} Louis Lefranc, ^{when a cabin boy,} lost a pistol in the sea and a shark swallowed it. Then, nineteen years later, this shark was stranded by the tide on the very island ^{Capt.} on which Louis Lefranc and his crew were cast away. The gun was still in good working order - and with it the men were able to shoot sea elephants and provide themselves with food until they were rescued six weeks later by ^{the good ship -} ~~a passing~~ De La Boissiere. For verification of this...verification can be found ~~ship~~ - BELIEVE IT OR NOT! in the French Congressional Record of 1894.

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, here is a test that will give you the facts about Modern Design. 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" - FALE 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 FELL 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.

~~Sergeant Clyde Rangor, who writes: "Can you tel me where people live the longest? By that I mean, is there any one country in the world where people reach the age of one hundred years more often than anywhere else"? Yes, Sergeant Rangor, and that country is Bulgaria. A greater percentage of people live to be one hundred years old or more, in Bulgaria than in any other country in the world. It is claimed that this is due to the fact that from early childhood the people there drink daily quantities of a special kind of sour milk...BELIEVE IT OR NOT.~~

PFC. Henry Mollar writes: "We have been discussing the First World War, and one of the soldiers asked: "Can anyone tell me which country sustained the fewest casualties in it? ~~I told them, I'll find out, but I didn't tell them from whom. I had you in mind. Could you tell me?"~~

^{You know}
 The country with the smallest number of casualties in
 World War One was Siam, ~~which was then our Ally.~~ Siam
 lost only one soldier in World War One and a

magnificent monument has been erected to his memory
 for I've seen it myself...
 in Bangkok, Believe It Or Not!

PFC. Peyton Master wants to know why a British soldier
 is called a "Tommy". That can't be because they carry
 Tommy Guns, can it, Bob?

^{No}
 No, ~~Don~~, a British soldier is called a "Tommy"
 because he carries a sample receipt in his paybook

~~that is~~ signed with the fictitious name of "Tommy
 Atkins" - ~~which is~~ just ^{as we use the} like our name of "John Doe" -

~~The name is put on the receipt to show him where he~~
~~could sign his own name when he draws his pay and of~~
~~course,~~ the name "Tommy Atkins" was soon shortened to
 "Tommy" which has now become the general term for all
 British soldiers..

BELIEVE IT OR NOT!

Now - on with the hunt! Here's Bob with the answer to last Friday's Believe It Or Not. Remember, Bob, you tangled me up with this one. You asked: "For whom is the state of Pennsylvania named?"

Well, Don - Pennsylvania was not named after its founder - William Penn as almost everyone thinks.

^{Charles the II}
When ~~the King~~ of England suggested that the territory be named Pennsylvania ^{in honor} William Penn modestly ^{refused the honor}.
^{with a twinkle in his eyes,} "Now Put the King said, "Don't flatter yourself. I'm not naming Pennsylvania after you, but after your father Admiral William Penn, who was a very good friend of mine." So Pennsylvania was not named after the

famous William Penn ~~whose statue you've seen on top of the Philadelphia City Hall~~ -- ^{William Penn's} but after ~~his~~ father.

BELIEVE IT OR NOT - IT'S TRUE!

Q: Well, Bob, give us another question to agitate the little grey cells on tonight.

A: ~~All right, Don.~~ ^{Well then:} What is the date of the signing of the Declaration of Independence?

Q: Why that's a cinch. ~~Everyone knows that it was the~~ fourth of --

A: ~~Not so fast, Don.~~ ^{too} ~~Not so fast.~~ I think I know what you're going to say and you just might be wrong. But

I'll tell you tomorrow night just when the Declaration ^{and it was not signed on July the 4th.} of Independence was signed. 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)

(THEME - "A HUNTING" - FULL UP TO CUE)

THIS IS MUTUAL.