

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AS BROADCAST

AMERICAN C. & C. COMPANY  
FALL MALL

BELIEVE IT OR NOT  
ROBERT L. RIPLEY

BROADCAST: #47  
TUES. 3/21/44  
DATE: MUTUAL  
9:15-9:30 P.M.  
NETWORK: 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 21, 1944

Greetings, everybody and welcome!

If you listened to Gabriel Heatter with his dramatic analysis of the news, you know that Hungary has been occupied by the Nazis. Hungary has one of the strangest governments in all the world. It is a Kingdom without a King - governed by an Admiral who has no Navy - in a country which has no seacoast. Even the ruler is not a ruler - he rules in the name of and by permission of the mummified hand of a dead King, St. Steven. Of course, we're all familiar with Hungarian Goulash, but most people don't know that Goulash really means, "Cowboy", and that "Hungarian Goulash" is nothing more than "Cowboy Stew". But Hungary has three Believe It or Nots that command attention. It had a king, King Layos the second, who was born with a full beard. A national hero, Yan Zapolya, who could swear for four hours steadily without ever repeating himself - and a Gypsy violinist named Raez Pali who had thirty-two sons - and each one of them became a famous Gypsy violinist. In rural Hungary marriages always take place on Wednesdays. The bridegroom wears a wedding apron instead of a ring. After the wedding, the bridegroom takes off his left boot, touches the forehead of the bride, saying all the while, "I am the Master". And this is exactly what Hitler has done to Hungary today.

BELIEVE IT OR NOT...

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

Smokers, your eyes give you the true story of 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!

Everyday on our seventy-seven fighting fronts, American pilots prove their courage and skill in piloting the best combat planes in the world. We all know the score which runs as high as 5 to 1 in Europe, and in the East, well against the Japs it's 13 to 1.

These men live through many unusual experiences, but you will agree with me that none is so amazing as the Believe It Or Not I'm going to sketch for you right now..

(SNEAKS)

The time - 1941. The place - high in the air over St. Louis. A small PT monoplane is cruising along easily: Aviation Cadet Victor Woodrick is seated in the rear cockpit, his instructor is in front with dual controls. Through their earphones they can hear each other.

(PLANE MOTOR)

(FILTER) Easy now, Woodrick. Take her over. I'm giving over the controls to you now.

(FILTER) All right, sir..I've got her. What are we going to do today, sir?

(FILTER) Simple turns, more landings and takeoffs... Left rudder.

(FILTER) Left rudder.

(FILTER) That's good. Now don't freeze her. Remember she can fly herself. There were a lot of guys before you and there'll be a lot after you.

(FILTER) Yes, sir. I'm relaxed. I'm getting the feel of it now, sir...

(FILTER) Right rudder now...WHCA...easier, boy - you want to jam the controls through the floor.

(FILTER) Sorry, sir...not as relaxed as I thought. Ah, these planes certainly do respond to a light touch.

(FILTER) You want to be careful. Makes your flying uncoordinated.

(MOTOR REVS SHARPLY)

Coops...slight turbulence. Woodrick..are you all right?

(CALLS) Woodrick...Woodrick..Now what in the...

(SLIDING BACK OF PLASTICINE HOOD OVER COCKPIT)

(VOICE YELLING AGAINST SLIPSTREAMS: WIND)

Woodrick! Answer back, boy!

(SLIPSTREAM WIND)

(SHOUTING) What the...Where are you, Woodrick? Woodrick!

Woodrick! Holy Mackrel - he's fallen out of the plane.

(ENGINE UP)

(PLAY OFF)

Yes, ladies and gentlemen, he did fall out of that plane, but that same cadet, now a Captain in the Army Air Forces, is standing beside me now. What happened on that occasion is so unbelievable that I have brought him here from Dodge City, Kansas, to tell you all about it.

Ladies and gentlemen, I present, Captain Woodrick!

(APPLAUSE)

Good evening, Mr. Ripley, and thank you.

Now in my sketch, Captain, we showed how you disappeared into thin air from the back seat of that plane. Now won't you take up from there?

Well, the incident occurred July 10, 1941. At the time I had about ten hours of training and I went up with my instructor to practice landings and takeoffs.

Yes, I know. That's the way they teach you to fly.

Yes - we made a takeoff and I could see my instructor talking into his speaking tube. The plane then hit a violent downdraft and I was surprised that I did not go down with it. My safety belt had become unfastened while I was attempting to fix the speaking tube, and, well, the plane just went out from under me.

You mean, leaving you flying through the air with the greatest of ease...

I felt as if I were being pulled out of the cockpit by a magnet..I tried to grab the side of the plane with my hands, but the plane was gone before I could close my fingers on it.

Leaving you with nothing but air between you and the ground.

Yes, and that's a feeling you'll never be able to understand. It felt like I was up there five hours. And the speed with which I was going through the air caused me to assume a position in which I was lying flat on my back - on a bed of air.

So there you were -- high in the air - stretched flat with no plane below you.

It seemed like that and then the next thing I knew was when I hit something. I opened my eyes and saw the most beautiful sight I have ever seen.

What was that?

I was straddled on the tail of that plane.

You mean, you landed on the tail of the plane that you had been thrown out of? Well, you must have been riding it like a bucking broncho.

Bucking broncho is right, Mr. Ripley. Then, the instructor felt the bump as I landed on the tail of the plane and looked around. As you know, a plane has a delicate balance while in the air, and with my weight on the tail, it caused it to act like a see saw.

And you made a successful landing.

Yes, and I was one scared cadet, believe me. I don't think anyone ever had to play bucking broncho on the tail of a plane like I did. And I never want to do it again. Well, Captain Woodrick, you are now an instructor in the P-26 Martin Marauders, aren't you?

Yes, sir. We're training pilots who will serve in the war fronts all over the world. And we're all eager to help slap the Japs and knock the Nazis and get the war over quickly. And air power will do its part.

And I'm sure that we all agree with you on that, Captain Woodrick, and thank you for coming here from Dodge City, Kansas, and the Army Air Field, to tell us your story.

Ladies and gentlemen, I have just presented Captain Victor Woodrick, who fell out of his plane when it hit an air pocket. And by a miracle he landed on the tail of the same plane he had fallen out of, straddling it as though it were a horse. And wonder of wonders, Captain Woodrick landed completely unharmed - BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, here is what happens when a PELL MELL smoker tries to light an old-fashioned, short cigarette. 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 FELL MELL Cigarettes!

(UP FULL AND OUT)

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

All right, Don - fire away.

Well, Bob, our first letter is from Pvt. Stephen Carr, who writes: "We've had quite an argument here and this is it. We have two soldiers here who married two sisters. Now what we would like to know is, are they brothers-in-law?"

Well, Private Carr, you will probably give those soldiers quite a surprise, for two men, unrelated to one another who marry two sisters, are not brothers-in-law. They are not even related. BELIEVE IT OR NOT!

And Private Jimmy Ascansio writes: "Everybody seems to be talking about 'girls and wolves,' and one of the older boys in our outfit remembers a time when wolves were called 'mashers.' Now what is a masher?"

Well, you know, a 'masher' is a wolf and ... well, a wolf is a masher... You know the word masher comes from the French expression, "ma chère" which means "my darling". And so the French wolves, if you want to call them, on the boulevards, when they used to speak to the girls, they'd

(cont'd) say "ma chère" .... which we adopted as masher.  
BELIEVE IT OR NOT!

Well, Seaman Franklin Tiernan wants to know why there are three stripes on the collar of every sailor's uniform. Well, you know the three stripes on the collar of every American sailor's uniform commemorate the three great victories of Admiral Nelson of the British Navy...the victories of the Nile, Copenhagen, and Trafalgar. Now this uniform of the British sailors was copied by the United States Navy and every other country in the world, including the very countries Nelson defeated, even the Germans and the Japanese have copied it. 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 floored me when you implied that the Declaration of Independence was not signed on the Fourth of July. No, that's true, Don. The Declaration of Independence was not signed on July the 4th. It was not until July the 19th that the Declaration of Independence was issued as unanimous declaration. BELIEVE IT OR NOT -IT'S TRUE!

Well, Bob, how about giving us another question for our nightly little catch as catch can department. I've gotten so I can't do without them.

Well, tell me, Don. What is the highest inhabited city on earth?

The highest inhabited city on earth?

Yes...all right, and I'll tell you then tomorrow night, because I've been there. Now it's very high, and I'll tell you where it is tomorrow night...the highest inhabited city in the world. 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.