

AS BROADCAST
RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION
AMERICAN C. & C. COMPANY
PALL MALL

FINAL REV. #48

WED. 3/22/44

BROADCAST:

MUTUAL

DATE:

9:15-9:30 P. M.

NETWORK:

E.W.T.

GRAM:

(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 22, 1944

Greetings, everyone and welcome! Tonight you probably heard Gabriel Heatter tell about the eruption of Mount Vesuvius and the destruction it has spread. Mt. Vesuvius is again living up to its terrible name - the Carbuncle of Hell! Seventeen centuries ago as we all know, it broke loose and buried the cities of Pompeii and Herculaneum and the thousands of human beings who lived there. But nearby on Mount Etna, in Sicily, there is a volcano that has killed more people than any other volcano in the world. Yet on its slopes is the most densely populated area in the world - three thousand six hundred and fifty-six people per square mile. Now why do people live on volcanos. I'll tell you why. Lava gives the soil an unbelievable richness and people gladly risk death daily to grow living things even in the shadow of destruction. However, the most terrible volcanic eruption in all history was when the entire island of Krakatoa in Java blew up and killed more than thirty-five thousand people. The noise of this eruption was heard three thousand miles away in China, millions of tons of rock, dirt and lava was blown thirty miles in the air when dust clouds spread around the earth, and they have colored sunsets in all parts of the globe for the last thirty years. Although volcanos cause great destruction, yet without them we couldn't live. Through the magic of nature - many chemicals and salts of the earth so necessary to life - come from volcanos.

BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, you can see how Modern Design makes PELL MELL
different from old-fashioned, short cigarettes. 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 is an old saying that marriages are made in
heaven. ^{Well} In this Believe It Or Not world of mine, I have
found examples of the truth of this. But usually,
marriages result from ^amore tangible circumstances ~~and~~
~~events.~~ I have found none, however, that was the
result of a stranger sequence of events than that
I will sketch for you now.

(SNEAK:)

The time - September ^{the} 2, 1902. The place, Stockholm, Sweden. ^{Our scene opens} In a lawyer's office. The senior partner is talking to his assistant.

(MUSIC UP AND OUT:)

Sven, you have been with me many years now. That is why I am charging you now with your gravest responsibility.

Thank you sir. ~~But what is this new task?~~

First, let me read you the will of Bengt Ledborg.

Bengt Ledborg? ~~He was~~ ^{the} Swedish capitalist who made a fortune in the United States? ~~then returned to Sweden and died.~~

The same. He died today and instructed that his will be read the day of his death. ^{I have it here.} ~~But listen.~~ (CLEARS

THROAT) Since my daughter Laura Ledborg who was born in the United States and refused to return to Sweden with me, to marry and raise a family in accordance with my wishes and God's orders, preferred to remain in the United States where she died..

Ah. The daughter - Laura Ledborg, is dead?
So it says here. But listen. "I leave the sum of one
hundred and fifty thousand dollars in bonds, to my
Godson, Gustof Sandels."

~~Lucky man.~~

~~Wait until you hear the rest of it. "Gustof Sandels
who is now in America, in the middle west, employed as a
lumberjack."~~

~~No longer now will he have to be a lumberjack!~~

~~Not so fast. Listen to the rest of it. ^{But} "This money is
left to him with the proviso that he must marry before
the first anniversary of my death, and he must name his
first child - either boy or girl - Laura Ledborg.~~

~~(CHUCKLES) A windfall, sir. He gets one hundred
fifty thousand dollars, finds himself a wife and ---~~

~~But listen further - please!~~

~~I'm sorry, continue sir.~~

"Should Gustof fail to marry before the first
anniversary of my death - that would be September 2,
1903 - then the money shall revert to a charitable
institution to be named by my lawyer." ^{you see} So, it is quite
a problem, Sven.

I see no problem, sir.

Then soon you shall see it. ~~For that's where you~~
~~come in.~~ You must find Gustof Sandels. ~~And you must~~
~~find him within the year. And he must marry a woman~~
~~of his own choosing before that year is up.~~

I must go to America to find him?

~~Such are my wishes. You will find tickets at the~~
~~steamship company. The Cashier will advance you the~~
~~necessary expense money. Now, be off with you. And~~
~~remember~~ ^{Yes} you've got to find Gustof Sandels, ^{and he must marry} within
the year! Before September 2, 1903.

(BRIDGE)

30 Sven, the lawyer's assistant, came to the United States
in search of Gustof Sandels. Starting in Galveston,
he searched for eleven months in vain. Each clue ~~as to~~
~~Gustof Sandels' whereabouts~~ proved to be a false trail.
Finally in despair, and with just two days of the year
remaining, the lawyer followed his last clue to a
house in St. Louis, Missouri.

~~(SWELL UP TO MONTAGE)~~

(KNOCK ON DOOR:)

(OFF: THRU DOOR:) Come In!

(DOOR OPEN AND CLOSE:)

(TREMBLINGLY EAGER NOW:) You are - Gustof Sandels?

Ja, Aye bane Gustof Sandels.

At last.

You ^{are} ~~bane~~ Swede, no?

I am Swedish, yes. ~~I have come all the way from Stockholm to find you.~~ I bring you good news.

Good news, you bring me? ^{Ya, and} What is it.

~~I am Sven Svenson, and I have here~~ (RATTLE OF PAPER:)

an inheritance for you,

~~An inheritance?~~

GUSTOF: \$150,000?

One Hundred Fifty Thousand Dollars. [^] It was left to you by Bengt Ledborg. But - to get it, you must be married by September 2.

~~Yampin Yimminee.~~ September 2? That's just three days - ^{Ya, but}

away. [^] ~~And I~~ - am bashful Swede.

Bashful or not - you must marry by September 2. Now,

get busy. ~~And if you have a child by that marriage - you must name it Laura Ledborg.~~

~~Laura Ledborg? Why?~~

~~Don't ask me why - maybe because it was the name of Bengt Ledborg's daughter, who died in this country.~~

I do not like this.

(PLEADING:) But - One Hundred Fifty Thousand Dollars.

(LAUGHS)

~~Yampin Yimminee,~~ I like that / all right!

~~Then~~ - what will you do now?

I go get married. Quick. First woman I see - I ask her to be my wife.

(TRANSITION:)

~~And Gustof Sandels did just that. Without even putting his hat on he ran into the street.~~

(STREET NOISES: FOOTSTEPS:)

(FADING UP TO:) ~~Good Morning, Miss~~

~~I beg your pardon.~~

~~Miss, I need quick a wife. Will you marry me?~~

~~Well of all the nerve. Will I marry you!~~

~~I know. Me just clumsy Swede - but I yooost have to be married by - September 2.~~

~~I don't care if you have to be married by noon. You go away and leave me alone or I'll...~~

~~I'm sorry, miss.~~

(FOOTSTEPS.)

(FADING OUT:) ~~The very idea. he must be crazy.~~

Oh, I yooost got to find wife. One Hundred Fifty Thousand Dollars. Ja..I yooost gotta find wife. ^{Oh,} Here come pretty girl now..(UP A BIT:) Young lady..

You were speaking to me?

Ja. I ~~know~~ Gustof Sandels.

I don't care if you're Paul Revere. What's bothering you?

I ~~have~~ must get married by September 2. You marry me?

~~Oh boy. I've had propositions but this takes the cake.~~

~~Ja. We have goot wedding cake too.~~

Not me - cookie. And just for the record, I'm married, have three children and if you don't stop annoying me - I'll call a cop.

(FEET IN HIS MOUTH NOW:) Oh. ^{Now} What will I do. ^{Ya, and} There
come another girl. ~~One last chance..~~ Oh.. Miss...

(FADING IN:) ~~Ya?~~

Miss - I am not crazy. I want to get married. I am
very unhappy Swede. Miss, will you marry me?

(LAUGHS:) You are a Swede, you say? So am I.

~~Ja.~~ My name is Gustof Sandels and I must get married
by Sept. 2. Will you marry me?

~~Well, I'm Swedish too. But about marrying you!~~

Please say yes. Oh ^{my goodness,} - look - there is a policeman. He's
coming toward us. He will arrest me and take me to
prison.
~~yail.~~

(FADES IN:) Here-Here. What's going on. Miss - is
this man annoying you?

~~Officer - honestly I just...~~

~~No, officer, he isn't annoying me. In fact, he just
asked me to marry him.~~

~~(EAGERLY:) That's right, officer. I asked her to
marry me.~~

~~There's something fishy about this.~~

No indeed, officer. Gustof, tell him you know that
my name is Laura Ledborg!

(FLAEBERGASTED:) Laura Ledborg.

Then you do know her?

Ja. Laura Ledborg. (IT DAWNS:) Then - you must be the
daughter of my godfather!

I am the daughter of - Bengt Ledborg.

Then - you are not dead?

(LAUGHS) Of course not!

Then you will marry me?

Ja. Gustof. . I will marry you.

(BRIDGE)

Gustof Sandels did marry Laura Ledborg, and the one hundred fifty thousand dollars her father left to Gustof ^{in his will} was shared between them. ~~And~~

~~certainly there could be no stranger way to get married than that.~~ Bengt Ledborg died in Sweden

~~He~~ and left his money to his godson, in the United States with the proviso that he marry within

a year. With only ²~~three~~ days left to get married to

fulfill the terms of the will, that godson, Gustof

Sandels was found in St. Louis. When told about

his heritage, he ran into the street and ^{he} proposed marriage to a woman he had never seen before ~~of~~ she turned

out to be the actual daughter of the man who left

Gustof a fortune and she married him. BELIEVE IT

OR NOT!

(PLAY OFF)

(APPLAUSE)

Now, here's Don Hancock!

Ladies and gentlemen, are you still smoking
old-fashioned, short cigarettes? If so, you will want
to make this convincing test. 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" - 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.

OK
~~All right~~, Don--fire away.

Our first letter is from ~~PFC John E. Cooper who~~ writes: ~~"I thought I heard everything, but a native of Georgia, has just been telling me about a spot between War Springs, Georgia, and Manchester, Georgia called the "Magic Hill." He claims it defies the law of gravity and that a car will ascend this hill without power of any kind. He also says that water will run up this "Magic Hill." Is that true?"~~

Well, Private Cooper, I know about the "Magic Hill" and I'm sorry to disappoint you. It is just an optical illusion created by the type and formation of the country surrounding the road on which the so called hill is located. It looks to the human eye as though the car is running up-hill, but it is actually running down-hill. There are several such "Magic Hills" in various parts of the United States...BELIEVE IT OR NOT!

Private Jack Lewis, ^{who asks} writes: "~~You have travelled everywhere and I guess you have seen almost everything. I am greatly interested in newspapers. Could you tell me which is the most unusual newspaper you have ever seen or come across?~~"

Well, Private Lewis, ~~there are two of them.~~ There ^{was} ~~is~~ a newspaper published in Paris ~~for people sentenced to die by the guillotine.~~ It is called, "~~The Journal of the Abbreviated One.~~" ^{which} The other ^{which was the} began publication in 1850 ^{the} in Brussels, Belgium. It is called, "~~Journal of a Dry Saturday~~" and ^{it} ~~was~~ ^{anybody} printed on rubber, so that ~~a man~~ taking a bath could read it without ruining the print..
 BELIEVE IT OR NOT!

i. PFC. D. C. Minton writes: "I am a Marine somewhere in the South Pacific and ~~there is one thing I'd like to get your opinion on.~~ One of our officers told me that the noon hour is not twelve o'clock. ~~that it is three o'clock in the afternoon.~~ Is this true or is he kidding me?" ^{was not} ~~isn't~~ ^{you at all.} kidding. The word "Noon" is derived from the Latin ^{word} "nones," ^{a word} which means nine. The nine refers to a prayer which was recited nine ^{which} hours after sunrise ~~and~~ at that time ~~sunrise was generally~~ ^{was considered} established as being six o'clock in the morning. ~~The~~ ^{which means 9 would be} literal meaning of "Noon" therefore ~~is~~ ^{is} three P.M. o'clock in the afternoon.

BELIEVE IT OR NOT!

Now - on with the hunt! Here's Bob with the answer to last night's Believe It Or Not. Last night, Bob you asked if we could name ^{the highest} ~~an~~ inhabited city ^{in the world.} ~~where there are no women and in which the men are wider than they are tall.~~

^{Yes} ~~I know~~, Don, and the answer is - the city of ^{Shung Jaiung} ~~Hanic~~ in Tibet. This is the site of a Tibetan monastery high in the Himalyan mountains, inhabited only by men - ^{or} ~~the~~ monks of the order. It is the highest ^{inhabited place} ~~city~~ in the world. ~~for~~ the altitude there is sixteen thousand feet above sea level, an utter wilderness of ice and snow.

~~Sixteen thousand feet above sea level? Goodnight - don't they have to wear oxygen masks there?~~

~~No, Don, the Tibetan's have adapted themselves to the rarefied atmosphere and so great is their lung capacity that these men are wider than they are tall. These monks have the same short life expectancy as the Tibetan's which is thirty eight years - BELIEVE IT OR NOT -- IT'S TRUE!~~

Well, Bob, give us another question to sharpen our wits on tonight.

All right, Don, here's one. ~~Here's an interesting one, Don. And a puzzler, too. What prayer originated the use of hydraulic power?~~

~~What prayer originated the use of hydraulic power? You mean actually that a prayer started the use of hydraulic power?~~

~~That's what I mean.~~

~~Well, I've heard of faith that moves mountains, and
 there's the song about the wing and a prayer but the
 prayer that originated hydraulic power throws me back to
 the one yard line.~~

Yes, and I'll give you the answer
~~Well, pick up the ball and run with it, Don, and tomorrow
 right we'll uncover the answer. For there was a prayer
 that originated hydraulic power, 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.