

RUTHRAUFF & RYAN Inc. ADVERTISING

AMERICAN C. & RADIO DIVISION
FALL MALL

BELIEVE IT OR NOT
ROBERT L. RIPLEY

REV. #50

FRI. 3/24/44

MUTUAL

BROADCAST: 9:30 P.M.

E.W.T.

DATE:

NETWORK:

GRAM:

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 24, 1944

Greetings everybody, and welcome!

If you heard Gabriel Heatter in his analysis of the news tonight, you know that three thousand three hundred and sixty tons of bombs--the largest amount ever dropped on an enemy city during this war--were showered upon Frankfort, Germany by American bombers to date. I have visited Frankfort. It was a beautiful city at one time and we have Frankfort to thank for two of the most popular things in America today--Frankfurters and suspenders. The original frankfurter was only a cold, plain piece sausage until Harry Stevens, an American caterer, first thought of serving it hot, with mustard and rolls during baseball games at the New York Polo Grounds. And it was my friend, "Ted Durgan" the famous cartoonist, who gave it the name we all know it by today - "The Hotdog". It was in Frankfort that suspenders of "Galluses" originated. Galluses comes from the word, "Galluster", which means the gallows on which criminals were hanged during the Middle Ages. So in those days, galluses were used to hang men and now they are used here to hang trousers.

BELIEVE IT OR NOT.

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, take a look. That's all you need do to get
the facts about PELL MELL'S Modern Design. 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!

I guess we've all heard the expression, "It's the little
things that count" - and there's a great deal of truth in
it. For, in my hunt for facts, I've found that events
of historic importance have very often resulted from
some little thing. And I know of no better illustration
than the Believe It Or Not I'm going to sketch for you
tonight.

(SNEAKS)

The time - January in the year 1671. The place -
Moscow, Russia. Artamon Matuyeeff, a minor official
in Russia's Ministry of Foreign Affairs, sits warming
himself before the open fire in his home. As our scene
opens, his servant Sergei, comes to him with a strange
story.

~~(UP AND OUT)~~

Ah..that fire feels good.
(FIRE ON HEARTH IN B.G.)

(OFF) (COMING) Master! Master!

Well, Sergei, speak up. What is it?

There is a stranger outside who wishes to see you at
once,

~~What does he want of me?~~

~~He would not state the purpose of his business, but he...~~
is acting very strangely. He keeps sniffing the air
and muttering to himself.

Hmmm - ~~he is probably some peer~~^a crackpot. Well, bring
the fellow in.

(COMING) That will not be necessary ~~as~~ I [']am already
here.

Your Majesty! A thousand pardons! Sergei, you fool,
this is no stranger. It is Alexis - Emperor of all
the Russias. On your knees, quickly.

Arise. You need not kneel to me. I am here incognito -
as a plain citizen like yourself.

You do me great honor, Your Majesty.

You probably wonder why I am here, ~~so I shall tell you.~~

The air in the street outside your house is filled with
an extremely pleasant aroma. ~~It is as inviting as the~~
~~finest French perfume.~~ At least it is to an empty stomach.

Aroma? ~~Perfume?~~ Oh, I think I understand. It is the borscht we are cooking for dinner that Your Majesty is referring to.

Ah - yes, of course - it is the borscht. (CLEARS THROAT)

Well, are you not going to invite me to stay?

I beg your pardon, but Your Majesty's unexpected arrival has so upset me. ~~It is not every day that one has the honor to see the Emperor in one's humble abode.~~

Yes, yes, yes. Now tell me...
(SNIFFS) Tell me. Who in your household is able to brew so delicious a dish?

It is my adopted daughter, Natalia, ~~who does the cooking.~~

Then I should like to meet her.

You have but to command. (CALLING) Natalia! Natalia!

(OFF) Yes?
~~Come here, please.~~

(COMING) What do you want of me, Father?

My child, you see before you - your Emperor, His Majesty.

NATALIA: Your Majesty.
Alexis Michailovich. Your Majesty, this is my daughter, Natalia.

I must offer my apologies for intruding. I was taking a walk when I inhaled the aroma of the most intriguing borscht I have ever smelled - and I could not resist entering your house.

In that case, Sire, you will do us great honor to share our dinner with us.

I accept with pleasure. But what did you just call me?

I called you 'Sire'. It is the French way of addressing the ruler of the country.

You know French, then?

My adopted father has had the goodness to have me
educated in French, ^{besides} German ~~and~~ Russian.

So you are an accomplished linguist as well as an
accomplished cook. Good. Good! (SNIFFS) And now -
something tells me it is time for us to eat.

(BRIDGE IT. FADE BACK FOR:)

(SIGHS CONTENTEDLY) That was a most delicious dinner,
Artamon. My compliments to your daughter.

Thank you, Your Majesty.

Natalia has great charm and beauty. (CLEARS THROAT)

Er - by the way - what is your position in the Ministry
of Foreign Affairs.

I am a fifth rank official there.

Then fill your glass, ^{Artamon} and drink to your new position as
Chief of a Section.

(DRINK Poured. GLASSES CLINK.)

I thank your Majesty with all my heart. As for Natalia,
you judge her well. ~~We love her for her goodness and
her beauty.~~ But I fear it will be difficult to find her
a suitable husband. She has no dowry.

No dowry, eh? That is a great pity. What was your new
rank, Artamon?

Your Majesty was good enough to appoint me Chief of a
Section.

Then let us drink to your new rank. ~~It is~~ Minister of
Foreign Affairs.

Oh, Thank you, Your Majesty, thank you.

(GLASSES CLINK)

Artamon

And now, - we were speaking of your daughter. Let us think about her again.

I am thinking of her.

~~How~~ - a most pleasant thought, is it not? ~~Er~~

what was that new rank I just bestowed on you?

It was Minister of Foreign Affairs.

Fill your glass, Artamon, and drink to your new rank.

~~It is~~ Prime Minister and Confidential Advisor to the Emperor.

Oh, Thank you, Your Majesty, ^{thank you.} from the very bottom of my heart.

(GLASSES CLINK)

It is my pleasure, Artamon. And as for a husband for Natalia, I know a young man, a charming fellow, mind you -- honest as he is brave. And rich enough not to be interested in a dowry. He can marry her, love her and make her completely happy.

Oh, Please, Your Majesty, tell me his name. ~~Perhaps I~~
~~know him.~~

I tell you I vouch for this man. Is that not enough?

Of course, Your Majesty, of course. ~~A thousand pardons.~~

Still - I would like to know his name.

Then, since you insist, I shall tell you. His name is Alexis Michailovitch, Emperor of all the Russias. It is I who am the suitor for Natalia's hand.

(TAG IT. FADE BACK FOR:)

Yes, ladies and gentlemen, little things sometimes make history. The Emperor Alexis of Russia was walking by a ^{house} ~~here~~ in Moscow, when he smelled the aroma of borsch soup. ^{he} ~~he~~ coking. He entered the house and ^{he} met Natalia. He married her, ~~and~~ made her his Empress, They had a son - and this son became the greatest Czar Russia ever had.

For he founded the Russian Army ~~and~~ the Russian Navy. He defeated Russia's enemies. He made Russia a great empire. ^{he} He founded the city now known as Leningrad and ^{he} gave a state church. He gave Russia its Russia ~~her~~ first seaport. ~~He reformed the Russian her first factories, her first law courts, her first calendar, the Russian alphabet and the Russian dress and her first alphabet.~~ That man was the son of that marriage - he was ~~His name was~~ Peter the Great - BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, here is a convincing test for all of you who are still smoking old-fashioned, short cigarettes. 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 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.

OK

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

~~Private Ted Gehrig writes: "We know you got a lot of V-Mail letters. Our outfit would like to know what you think is the most unusual letter you ever got from a man in the service."~~

~~Well, Private Gehrig, that's a hard question to answer - but one of the most unusual letters came from a friend of mine. His name is N. O. Gunnar - he went into the Air Force and - of all things - he became a gunner - so N. O. Gunnar was a gunner! And this is what he wrote me: "Dear Bob: My plane was shot out of the sky over Germany and I was taken prisoner. And now - as you can see, I'm really living up to my name - because N. O. Gunnar is no gunner, now!" BELIEVE IT OR NOT!~~

Well, Sgt. Elmer Schnellenger writes: "We all know that George Washington is considered to be the Father of his country. ^{Now} Can you tell us if there's any other man who has ever been known as the 'Father of his country?'"

isn't quite .. I'm not quite sure if I can pronounce Schnellenger. Yes, yes. Yes, Sergeant, ^{is} Simon Bolivar is known ~~not only~~ as Sgt..

the Father of Bolivia, which ~~was~~ named after him, ^{the father} in addition to Bolivia ~~but~~ also ^{of} five other countries. He is considered the father and the liberator of Panama, Peru, Columbia, Venezuela, and Ecuador - ~~in addition to Bolivia....~~

BELIEVE IT OR NOT!

Private John Ryan writes: "My name is John - and a lot of other boys here have that name, too. ^{Now} I'm betting that John is the most popular man's name in the world? Do I win?"

No, Private Ryan, ^{I'm sorry} you do not. Mohammed is the most popular man's name in the world! This is true, because every Mohammedan boy is given the name of Mohammed, ^{when he's born} and there are ^{at least} one hundred and fifty million ^{boys} people in the world ^{today} who bear ^{the} this name of Mohammed.

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 - who was the leading ^{Confederate} General in the Civil war?

That's right Don. ~~And you toyed with the name of General Robert E. Lee.~~ And ^{strangely} surprisingly enough, that leading General was not Robert E. Lee, as ^{most} popular ~~people believe.~~ ^{General} ~~tradition would have it.~~ Robert E. Lee was ^{out-} ranked by General Samuel Cooper, who was the number one General ^{in seniority} ~~of the confederacy~~ during the entire Civil War...

BELIEVE IT OR NOT - IT'S TRUE !

Well, Bob, give us another question with which to tease the long dull hours till Monday.

Well
All right, Don. How's this? Where is - NOWHERE?

And I thought it was going to be a nice weekend. Where ^{Why} is - NOWHERE. It's...NOWHERE. But you're wrong [^] it is. It's somewhere! ~~That's the question where is NOWHERE!~~

And ~~how high is up. And who is on first base. And what is on second base. And where is NOWHERE.~~

Oh, Now - Bob - please!

No, really, Don - that's ^{It is a definite place and I have been} ~~It's a legitimate question - Don. Where is Nowhere?~~ there, and I'll tell you where NOWHERE is [^] And next Monday [^] if you'll be here, I'll give you ^{right} ~~the answer. And I'll really tell you where NOWHERE IS.~~

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
farther, 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.