

AS BROADCAST
RUTHRAUFF & RYAN Inc. ADVERTISING

AMERICAN C. & C. COMPANY
PALL MALL

BELIEVE IT OR NOT
ROBERT L. RIPLEY

REV. #51

MON. 3/27/44

BROADCAST:

DATE: 9:15-9:30 P.M.

NETWORK:

MUTUAL

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")

(NEWS SPOT TO FOLLOW)

BELIEVE IT OR NOT-ROBERT L. RIPLEY

MARCH 27, 1944

Greetings everyone and welcome. Most of you, I know, listen to Gabriel Heatter and his analysis of the news which immediately precedes this program. If you heard him, you know that he spoke of the American bombings of the Nazi North Sea U-Boat Base, Eimoiden in Holland. Well, no country in the world is so closely connected with American history as Holland. In Holland is the town of Broekelen from which we get our own famous Brooklyn. In North Holland is Harlem from which we get our Harlem in New York City. And from Holland we get Flushing, Yonkers, Hoboken, and even New York's famous Bowery. And near the town of Delph, famous for its porcelains, I saw a field of fragrant roses called Roosevelt. These roses have been growing there since 1651, when Claus Martinson Vanti Roosevelt, the common ancestor of both Theordore and Franklin Roosevelt sailed to America to establish the family from which came two presidents of the United States. The name Roosevelt means a field of roses and it was taken from this very same field in Holland. Our Pilgrims came from Lyden, not from Plymouth as most people believe. They brought with them Thanksgiving which is a Dutch custom, not an English one. And on the prow of their boat was a figure of Santa Claus, and it was this figure-head that gave the children in America their first glimpse of that jolly old Saint who brings Christmas presents to all the good little children on Christmas day

BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment. (PAUSE)
Smokers, just looking at PELL MELL'S Modern Design
tells you its story. 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!

~~The dictionary tells us that sentiment is "a mental-~~
~~attitude or thought prompted by feeling".~~ I know
All of us
have some sentiment in our make-up. But in my hunt
for facts, I have found two people to whom sentiment
was the most important thing in the world - as you
will see in the Believe It Or Not I'm going to sketch
for you tonight.

(SNEAK)

The time - 1862. The place - Yalta - a summer resort
in the Crimea ^{on the Black Sea,} where Prince Peter Urossoff ^{one of the richest men} of Russia
is spending his honeymoon with his bride, the Princess
Natalia. As our scene opens they are having luncheon
on the spacious veranda of their villa.

(LUNCHEON TABLE SOUNDS..CUP PLACED ON SAUCER, ETC.)

Is anything wrong, Natalia? You look so sad. I thought
a bride always looked gay and happy. ←

I am not happy, Peter.

Oh,
Oh, Not happy! (LIGHTLY) ^{Oh,} Don't tell me you are tired of
me already.

Of course I'm not, dear. It isn't that. ~~But~~ - but
haven't you noticed?

Noticed what?

My wedding ring. It's gone!

Gone?

Yes - I went bathing in the Black Sea this morning -
and all of a sudden it slipped from my finger and went
to the bottom of the ocean. (BEGINNING TO CRY) Oh,
Peter, I am so unhappy - so unhappy!

Now, now, dear, please! ^{Oh,} It isn't as bad as all that.

(SNIFFLING) Yes, it is. You know what they say. "If
you lose your wedding ring, it will wreck your marriage."

It
~~That~~ mustn't happen to us.

(COMFORTINGLY) Of course it won't happen to us. ^{Oh} Now,
don't you worry. I'll get your ring back for you.

How will you get it back?

Well, when the divers told me I could never get physical possession of the ring, I did the next best thing. I bought the sea in which it lies.

You must be joking. No one can buy an ocean.

Oh, yes they can. According to Russian law a man who owns the sea also owns everything in it within a radius of three miles.

And you purchased three miles of sea coast here at Yalta? More than that, my love. I thought your ring might be carried away by the sands and tide. So I bought the entire Crimean coast from the Gulf of Perrekop to the Strait of Kerch - including the beaches of Savastopol, Balaklava, Yalta, Livadia and Feodosia - one hundred and sixty miles in all.

Oh, my goodness! Then the man who was here was really serious! Oh, my goodness!

So you see, although you may never wear your ring again, we own it just as though it were on your finger.

Oh, my goodness!

Oh, my goodness? Is that all you can say? ^{But} ~~And~~ what about a man who....

(BREAKING IN) How - how much did you pay for this property?

I paid one million, six hundred thousand rubles in gold.

^{But}

~~And~~ it's not a ruble too much since our happiness is at

^{But}

stake. Now - what about this man?

Yes. It was Prince Worontozoff. While you were away he came with a message from the Governor of the Crimea. The Governor heard of your purchase and he will pay you one million rubles profit if you will sell the land to him. (PAUSE) Well, Peter, what are you going to do? Look at me, Natalia. When I placed that ring on your finger, I meant it to be yours for all time. It was a symbol of our eternal love. And so long as you live I will never sell one inch of that land. Never!

(TAG IT...FADE BACK FOR)

Yes, ladies and gentlemen - ~~and Prince Peter~~ ^{actually bought} ~~kept his~~ the shores of the Black Sea for his bride who had lost her ring in it. ~~word.~~ He was so sentimental that the wedding ring he

~~gave his bride meant more to him than all the money in the world. His love for her was so deep and so true that he didn't sell one inch of this tremendous territory until she died 50 years later, and for fifty years. And it was not until she died in 1912 then only because the last Czar, Nicholas II, compelled him to sell it. that he sold any of the property he had bought.~~

But when he did sell it, he received ⁸⁰ ~~forty~~ million ^{rubles in gold} ~~dollars~~ more than he had paid for it fifty years before. Never in history has a wedding ring been so precious ~~to those~~ ~~who owned it.~~ And never before in history has sentiment paid such a handsome reward. - BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, you'll notice something strange 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 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.

~~Our first letter is from Private, first class, Elmer Schnellenger who writes: "Some of the boys in my outfit used to be in show business, and they are always talking about 'hoking' something up. Now I know the word 'hoking' comes from 'hokum'. But where does 'hokum' come from and just what does it mean?"~~

~~Our modern word "hokum" is derived from the ancient Arab word "hokuma" which means "wisdom" in the Arabic language. In ancient times, the word was carried to England by Arabian magicians who performed many wonderful tricks. When anyone asked them how they did the tricks, they would reply that they did them by "hokuma" - or wisdom. The English shortened the word to "hokum" and it's present meaning is, the absolute reverse because hokum today means- -nonsense or bunk - BELIEVE IT OR NOT.~~

Well, PFC John E. Cooper writes: "I thought I heard everything, but a native of Georgia has been telling me about a spot ^{near} ~~between~~ Warm Springs, Georgia ~~and~~ ~~Manchester, Georgia,~~ called "The Magic Hill". He claims it defies the law of gravity and that a car will ^{go up} ~~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, ^{Believe It Or Not. It is caused by a} ~~created by the type and formation~~ of the ^{countryside} ~~country~~ surrounding the road on which the so-called hill is located. It appears to the human eye as if the car is ^{really} ~~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 Ed Copping writes: "A bunch of us were shooting the breeze and we ~~got talking about book shops or pawnbrokers.~~ I asked why pawnbrokers always have a cluster of three balls hanging in front of their shops. Nobody knew, so will you please give us the answer?"

Well, Private Copping, ^{that sign of the} ~~the~~ three balls ^{above the} ~~sign of the~~ pawnbrokers shop has a very definite meaning. The balls represent the three purses of gold which Saint Nicholas - or Santa Claus - provided for the three ^{they} maidens of Myra who had pledged their virtue and ^{were} rescued by the generosity of Saint Nicholas. And to this very day, Santa Claus is the patron Saint of pawnbrokers - BELIEVE IT OR NOT.

Now - on with the hunt! Here's Bob Ripley with the answer to last Fiday's Believe It Or Not. Bob, you really had me twisted up with that one. You asked - where is Nowhere?

Well, ~~That's right, Don. I asked where is Nowhere. And here's the answer - where the Greenwich Meridian crosses the gold coast of West Africa. It's the only spot in the world the Equator - there is neither longitude nor latitude which has neither latitude nor longitude. Therefore, it's nowhere, so that is where nowhere is.~~ Nowhere is somewhere. It's where the meridian crosses the equator. It's a spot in the Atlantic ocean 200 miles off the gold coast of West Africa. It's the only spot in the world the Equator - there is neither longitude nor latitude which has neither latitude nor longitude. Therefore, it's nowhere, and I know because I've been there. BELIEVE IT OR NOT - IT'S TRUE!

Well Bob, now how about another question to toss around until tomorrow night?

Well ~~All right, Don - how's this one? The members of what of the government -- of a government -- this is the greatest law-making governmental body - for the past eight hundred years - have been privileged to wear their hats whenever they were in session?~~ about Now tell me this. What branch of the government -- of a government -- this is the greatest law-making body of men in all history -- who are daily making decisions affecting the fate of 400 millions of people -- must keep their hats on when they are in session?

Well, there's an old adage that gentlemen should always take off their hat. But a governmental body where they keep them on? That gets me!

Well, Don, tomorrow night I'll tell you the answer. There is such a governmental body ~~and~~ ^{myself} I've attended sessions of it. 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.