

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

AMERICAN C. & C. COMPANY
FALL MAIL

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

AS BROADCAST
BROADCAST: 7/52
TUES. 7/28/44
DATE: MUTUAL
NETWORK: 9:15-9:30 P.M.
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)

Bob Ripley will be back in just a moment. (PAUSE) Smokers
it's easy to spot 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've devoted my life to the search for unusual facts, as
you know. I've found many that demonstrated the rare
qualities of human courage and the will to overcome all
obstacles and I shall present one of the most
outstanding of them all in the Believe It Or Not I'm
going to sketch for you right now.

(SNEAK)

The time -1934. The place - the Holy Land where the great Syrian Desert stretches for hundreds of miles from the shores of the Mediterranean to Bagdad, the city of the Arabian Nights. With his brother Bill, Ian Ross MacFarlane is on his way across the desert to Bagdad. As our scene opens, they encounter a severe sandstorm.

(WIND -- BLOWING WITH INCREASED FORCE)

Give me canteen, Bill. Want to wet my handkerchief again I...I can't, Ian. All...all my water's gone.

Gone! Then we'd better stay here. Lie down flat...hug the sand till the storm blows over.

(WIND UP. DIES DOWN SLOWLY ON CUE.)

(WITH AN EFFORT) Are you... all right, Bill?

(WITH AN EFFORT) I..I guess so. Give me your canteen. Here.

(CAP OF CANTEEN BEING UNSCREWED)

Easy now. Just a sip.

Oh, Oh!

What?

Water's gone.

Can't be. Didn't drink it.

Look, there's a hole in the canteen...the water has all leaked out.

It's gone, all right.

What will we do?

We have to go on. Must find water.

Look, Look. Just a few yards to your right..A big hole in the sand. It may be an old well.

There may still be water in it. Come on.

(RUNNING)

Water! Water! Yes. Yes. There IS water in it.

Look, the well must be almost a hundred feet deep. The water's too far down. We can't get it.

Yes, yes, we can. We must! I'm going to jump!

No, don't jump! Don't!

Got to have water.

Ian! Ian!

(SPLASH..OFF...ECHO EFFECT)

Ian, are you all right!

(SPLASHING...OFF..ECHO EFFECT)

(OFF) (ECHO) (GASPING) Yes, all right. Water here.

Tie a string to your canteen and lower it to me. I'll fill it for you. Then you go for help. Get me out.

Can...can you keep afloat?

(OFF) (ECHO) Yes. Two-foot ledge here. I can hang onto it with my fingers...tread water..You'll have to hurry, Bill.

I will, Ian. I'll hurry. I'll hurry!

(TAG IT AND FADE BACK FOR:)

Yes, and Bill did hurry, but it was twenty-two hours before he was able to get help and return to rescue his brother. And now I want you to meet this brother, this man who was saved from a horrible death at the bottom of an 85-foot well in the desert. And here he is, ladies and gentlemen...Mr. Ian Ross MacFarlane.

(APPLAUSE)

Ian, I know you're the only man I ever heard of who nearly drowned in the middle of a desert. But tell us, how did you feel when you were left alone at the bottom of that well?

Well, Bob, I never thought I'd come out of it alive. In fact, those twenty-two hours were the longest and worst I've ever experienced in all my life.

Well, how did you keep from drowning?

Well, I only had a two-foot ledge..and my fingers became numb, as it was mighty cold down there.

Well, what did you do then?

Well, I let go, splashed around, treaded water in order to bring circulation back into my limbs. Believe me, I was mighty happy when I heard the voices of my brother and the rest of the rescue party, later on.

Well, did your brother...how was he able to get help?

Well, he stumbled across the desert until he encountered a caravan of Bedouins who took him to a station of the Iraq Petroleum Company, and they all joined forces and went out on the hunt for me.

And when they pulled you out, Ian, it was then that you realized that your eyesight had been affected?

That's right, Bob. In fact, things are still more or less blurry to me, but thank goodness I still manage to get around.

And..tell me please..now that you have become a news commentator, how is that? You know, that job requires very good eyesight.

All credit for that, Bob, must go to my good dear wife.

What do you mean?

Well -- like most people who lose their vision...

I figured that my days of usefulness were over.

And so I retired to my farm in Maryland. However, one day, Mrs. MacFarlane said to me: "You have a good voice. You've had a good foreign education, and you've been a newspaper man, so I'm going to put you on the radio."

And she did?

Yes...she sold the idea to a local station in Frederick. That's where I got my start.

But if you can't see, how do you read your scripts?

Well, I memorize my facts just before I go on the air. In fact, just as I have done this evening.

So I see. And now I know you broadcast coast to coast over a network of eighty-two stations.

Is that right?

That's right. Mrs. MacFarlane is a mighty good salesman.

And I know you're a mighty good news commentator. I'm sure, Ian, your story is an inspiration to everyone who has heard it, because it shows that if you have determination, you can overcome any obstacle. And I want to thank you, Mr. MacFarlane, for coming here from Maryland to be with us tonight. Ladies and gentlemen, you have just heard Ian Ross MacFarlane who nearly drowned in the middle of the desert. Dying of thirst, he found an abandoned well and dived down eighty-five feet deep. And then, twenty-two hours later, he was rescued - only to find that his eyesight had been so affected that he later went blind. Yet this very man has become a news commentator who broadcasts five times a week over a coast to coast network. BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, if you are still smoking old-fashioned short cigarettes you owe it to yourself to make this 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...the same letter symbolized by the letter "V" that 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.

All right, Don - O

Well, Bob, our first letter is from Lieutenant James Fogarty, U.S. Naval Reserve who writes: "One of my buddies bought a diamond ring for his girl. It weighs half a carat. Can you tell us just what a carat is?"

Well, Lieutenant, what we call a "carat" is the seed of the Carob tree. That's an evergreen tree of South Africa. Because the carob seeds are uniform in size and never vary in weight, they were originally used to weigh diamonds. And so in time the word carob came to be called "carat" - BELIEVE IT OR NOT.

And Lieutenant Kay Doran, U.S. Army Nurses Corps, writes: "I've heard a lot of stories in the course of my duties as an Army Nurse, but one boy told me a story about a golden man. Was there really such a man?"

Well yes, Lieutenant Doran, there was a golden man and he was the Chief of the Guatavita Indians in Columbia in South America.

(MORE)

Each day - as a ceremonial tribute to his gods he would anoint himself with gold dust. When he was completely covered with gold, he would jump into the lake and stay there until the gold was washed off. The Indians called this great chief "Eldorado", which means the golden one - BELIEVE IT OR NOT"

Now - on with the hunt! Here's Bob Ripley with the answer to last night's Believe It Or Not. Remember, Bob, you asked - in the sessions of what governmental body are all members privileged to keep their hats on. That's right, Don - and here's the answer. It's the British Parliament. Since the time of King John, eight hundred years ago British members of Parliament have enjoyed the privilege of keepin their hats on during sessions of Parliament.

BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob, how about another one right over the plate for me to take a cut at?

All right - how about his one? Where is there a vase so valuable that it has had a special watchman to watch over it - for the last one hundred years?

Oh me - you got me.

Well Don, tomorrow night I'll tell you where it is, and why it's so valuable. I've seen it myself.

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.