

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AS BROADCAST

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #54

DATE: THURS. 3/30/44

PROGRAM: BELIEVE IT OR NOT
ROBERT L. RIPLEY

NETWORK: MUTUAL
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" - UP FULL TO FINISH WITH
APPLAUSE)

(NEWS SPOT TO FOLLOW)

- BELIEVE IT OR NOT - ROBERT L. RIPLEY - MARCH 30, 1944

Greetings, everyone and welcome!

Tonight Gabriel Heatter in his brilliant newscast spoke of the fighting in Italy. Last night and today, our Liberators blasted the railway center of Milan in Italy. Well, this is Spring and it will soon be Easter when a young girl's fancy lightly turns to thoughts of a new Easter Bonnet, "With all the trimmings on it." If she does, she is thinking of this same city of Milan where women's hats originated. The first milliners came from Milan and they were originally called Milaners. Milan is the home of Leonardo Da Vinci, the most versatile of all men. Da Vinci invented the machine gun, parachute, steamshovel, diving suit, and the submarine. He designed the autogyro, he drew the first world map, he invented the life-saving belt, and built ports, canals, and fortifications. He was the father of modern geology and hydrolics. He laid down the principles of motion pictures and the airplane. He was left-handed and wrote backwards, but to me, he will always be regarded as a patron saint..for he was the world's first - Cartoonist.....BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment. (PAUSE)
Smokers, the evidence of PELL MELL'S Modern Design is
right before you. 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!

Ladies and gentlemen,
~~In my endless hunt for facts~~ I have always had a great
admiration for sports and the athletes who participate
in contests of ^{strength} ~~muscles~~ and skill. And from their
number I have found many unbelievable incidents, ~~of~~
~~perseverance and coincidence~~. And I'm going to sketch
for you now ^{most unbelievable of them all.}
~~one of these incidents right now.~~

(SNEAKS)

The time ~~early in the 1900's~~. The place - a ^{modern} modest home in New York City. An anxious mother awaits outside a bedroom door. There is a troubled frown on her forehead. For the doctor is in that bedroom with her two year old son, Paul, who ^{is lying} ~~was~~ stricken with that dread disease, Scarlet Fever!

(UP AND OUT)

~~(TO HERSELF) Oh please make him be all right. Oh please let him be all right. My little boy Paul~~

(DOOR OPEN AND CLOSE)

Oh..doctor.. ^{doctor..} ~~is he~~ ^{be} will he all right?

Easy now. ~~It doesn't do Paul or you any good to get upset like that~~

But Paul...my baby...will he..

He's going to be all right, ~~He's well over his crisis now~~ But - he's got a long way to go yet. ~~He'll need the best of care and constant attention.~~

~~He'll get it - Oh doctor - I'm so happy.~~

However, ~~But there's one thing I must tell you, In some cases of scarlet fever there are later reactions that are bad.~~

~~(ALARMED) Oh Doctor - you think perhaps..?~~

~~I'm afraid that this ^{This disease} may ~~have~~ affected your baby so that - he may never hear again.~~

Never hear again...oh....Doctor...my Paul..never hear.

(BRIDGE)

Yes
~~And~~ that two year old boy Paul did lose his hearing
and his power of speech as well. He became a deaf mute.
One day
~~Then~~ when he was fifteen years old, still unable to talk
or hear, he was playing tag with some of the children
in the neighborhood.

(KIDS YELLING:) Can't catch me. Bert is a sissy.
Can't catch me..

(RUNNING FOOTSTEPS: MIX 'EM UP)
Hey - hey -
Look - there's Bert, going after Paul.

~~Yeah and Paul may not be able to talk or hear
but he's smart. Look - he's going to climb that
electric light pole.~~

Yeah. Lookut him, ^{he's} ~~shimmying up~~ ^{that electric light pole.} ~~like a monkey.~~

Gosh. He must be forty feet up. ~~And look at Bert
waiting there at the feet of the pole like a
hunter who'd treed a peccary~~

Hey
~~And~~ - what's Paul trying to do? Look - he's grabbing
the wires..doesn't he know - they're live!

(YELLS:) Paul - DON'T TOUCH THOSE WIRES...DON'T TOUCH..

He can't hear you, Joe. You know that.

(ZZZZZZZZZZT OF ELECTRIC LIGHT WIRE)

(SCREAM: SUSTAIN FOR TIME OF FORTY FOOT FALL)

Good grief. He got that live wire and it knocked him
off...He'll be killed!

(PLAY OFF)

Yes, Paul grabbed that live wire and was thrown forty feet to the ground. But--he got up and ran, screaming to his home. * That was the first time in fifteen years he made a sound with his voice. Soon after he took up athletics to regain his health. * In 1924, he started boxing, and within sixteen months, not only had he become a boxer--but light heavyweight champion of the world! Ladies and gentlemen, that man was none other than - Paul Berlenbach! And here he is!

(APPLAUSE)

Good evening everyone and thank^{you} Bob!

Paul, it was a lucky day for you when a live wire knocked you off an electric light pole! And restored your voice and hearing!

That's right, Bob.

now I know everyone...here's for you.
 Paul, ~~there's~~ a Believe It or Not ~~in your life that I~~
~~am sure very few people know.~~ Now, ^{I know} everyone knows you were a boxer, but very few people know you were also a champion wrestler.

I was a wrestler first, Bob. When I was eighteen years old, I started ^{to} ~~wrestling~~ just for fun. I used to wrestle with Nat Pendleton.

Yes, Nat Pendleton--the movie star. I watched you and Nat wrestle many times in the old New York Athletic Club.

It was Pendleton who suggested ~~that~~ I join the club,
and learn wrestling--~~as~~ I had plenty of strength.

^{When I was}
I did ~~and while on~~ amateur...I won four metropolitan
and three state titles and one national championship.
and in 1920 Paul, ^{of the world}
I saw you win the World's Amateur Wrestling Championship,
^{I was there myself. But up}
in the Olympic Games in Antwerp, ~~1920. And up until~~
that time, you never boxed in your life? Is that it?

That's right, Bob. ~~When I decided to take up boxing,~~
~~Ben Hickey, boxing instructor of the New York A. C.~~
~~became my trainer.~~ Just sixteen months after I

started training, I was lucky enough to win the World's
Light Heavyweight Championship!

^{Well} I remember that fight ^{also} very well, ^{Paul} ~~Paul~~ and ^{Paul} it wasn't
luck! It was on May 30th, 1924, in the Yankee Stadium.

^{and I saw}
You defeated Mike McTigue--the champ--and--"Mom, it
was a great fight!"

I like to box, Bob.

^{have}
Paul, you ^{have} marked up a record that any athlete would
envy. ^{to...for our} I'd like ^{about your} my audience to know ^{that} ~~the~~ record. In
^{this is what happened}
all--you took part in sixty-seven fights, ~~and~~ you won
fifty-four by knockouts. ^{KOs} Twenty-four of those victories
were consecutive ~~knockouts~~ and seventeen of them were
one-round knockouts. ^{Well,} That's a magnificent record, and
our compliments, Paul.

I've been very lucky, ^{Bob} and I ~~we~~ had good friends.

~~And thank you, Bob.~~

* One more thing, Paul. Since you have been a world's champion at both boxing and wrestling - tell me who would win ~~in~~ a contest between a boxer and a wrestler?

RIPLEY: Why? (Well, because a wrestler would dive for the A wrestler, ~~Bob, because once a boxer is~~ off his boxer's feet and upset him, and once the boxer's feet - he's lost!

I'm glad you answered that and Well, Paul, ~~I guess~~ no one should know better than you. Ladies and gentlemen, I have just presented Paul Berlenbach, former light heavyweight champion of the world. When Paul was two years old he was stricken with scarlet fever which left him deaf and unable to talk. Then, when he was fifteen years old, while playing tag ^{one day} he climbed an electric light pole, grabbed a live wire and was thrown forty feet to the ground. The electric shock restored his voice and hearing. ~~Since then~~ - he achieved an unbelievable career in sports...being the only man in history to win world's championships at both wrestling and boxing.

BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, do you realize how much you are missing if you smoke old-fashioned, short cigarettes? To find out, make this simple 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 that 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" ^{by the way} 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 - ~~fire away~~ ^{go ahead.}

Well

ask where

Corporal Stephen D'Aranda writes to ~~say he knows that~~

the motto of the United States ~~is~~ "E Pluribus Unum" ~~and comes from?~~

~~that it's Latin. But he wonders who picked the slogan - or how we happened to adopt it.~~

Well, Corporal, our motto "E Pluribus Unum" was taken from the ancient Roman poet Virgil's description ~~of a~~

~~salad. Virgil described the proper blending of the mixing of a~~

^{You know, Virgil}

~~colors in a vegetable salad. And he~~ concluded his

description with the words "E Pluribus Unum", which

means "from the many, comes one". ~~As applied to the~~

~~United States it means, of course,~~ ^{that means} that from the

forty-eight States comes one ~~single,~~ united country -

BELIEVE IT OR NOT!

Cpl. Paul Short writes: "We would appreciate it greatly if you'd tell us where the word 'honeymoon' came from and what it means."

Well

The word 'honeymoon', Cpl. ~~Shaw~~, is derived from an
 ancient ^{German} ~~Teuton~~ custom. In those days a newly
 couple ~~was~~ ^{were} obliged to drink Hydromel (which ~~is a~~ ^{is a} drink
 made out of honey) ^{and they had to drink it} ~~every day for thirty days after~~ ^{a month}

~~their wedding. From this custom came the word~~
~~'honey-month' which soon was changed to 'honeymoon'!~~

BELIEVE IT OR NOT!

~~Pfc Herman Sack writes: "One of the guys in my outfit~~
~~comes from Cape May, New Jersey, and he claims he lives~~
~~in the South. Does he?"~~

~~Well, Private Sack, the Mason and Dixon Line bisects~~
~~the State of New Jersey, so Cape May actually is south~~
~~of the Mason-Dixon Line even though your friend does~~
~~not live in what we know as the south today. The~~
~~real Mason and Dixon Line was first established to~~
~~separate the properties of the Penn family from the~~
~~properties of the Baltimore family. It runs along~~
~~the parallel of latitude 39.43, which crosses~~
~~New Jersey. The Mason-Dixon Line, supposed to~~
~~separate the South from the North, is a myth!~~

~~BELIEVE IT OR NOT!~~

Now - on with the hunt! Here's Bob Ripley with the answer to last night's Believe It or Not. Bob, you left us with ~~this~~ -- a King, who has married more than two hundred wives. Who is he?

Well, you know

That King, Don, is Ibn Saud, King of Arabia, who has

at least two hundred wives or maybe more -- he ~~has~~ lost count! You see, it's an old Arabian custom for him to take four new wives ^{every} ~~each~~ month. When his harem

becomes too crowded, he gives away a few wives to his friends ^{he gives away the}

~~counties~~ -- but ONLY ^{the} ~~thin~~ ones -- never the fat

ones. ^{You know in Arabia} ~~Te a Mohammedan,~~ the fatter a woman is -- the

more beautiful she is -- ~~there is no dieting in Arabia.~~

Now this king

Saud has given away so many wives that practically all his friends are his "husbands-in-law". ~~Another~~

~~surprising thing is that Saud's hundred or so wives, ex-wives and concubines all live together in perfect harmony -- never a quarrel or a cross word -- just one~~

~~big, happy family --~~ ^{Yet his} family ^{is still} so big that when he made

his annual pilgrimage to the Holy City of Mecca, ^{last year} it required five hundred motor cars to carry them/ all.

BELIEVE IT OR NOT!

Well, Bob, how about another ^{one} of these gay adventures in the unpredictable?

All right, Don, here's one you can wrestle around with. What country of two million people is ruled by a bird?

"What country of two million people is ruled by a

A bird, Bob. You mean..

bird?" ~~That sounds kind'a cuckoo to me, Bob!~~

Yes, I mean a bird and

~~Well, Don, I'm not cuckoo, and the bird that~~

~~rules this country isn't a cuckoo either. I'll~~

all about it, and I'll tell you which country it is, for

~~tell you what the answer is tomorrow night -~~

there really is such a country and such a bird.

~~for there really is such a country, 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 PCR)

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.