

RUTHRAUFF & RYAN Inc. ADVERTISING
RADIO DIVISION

AMERICAN C. & C. COMPANY
FALL MALL

AS BROADCAST #56

DATE: MON. 4/3/44

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")

(NEWS SPOT TO FOLLOW)

APRIL 3, 1944

And when Hitler captured Rheims in 1940, he gave orders that Charlemagne's jewel be brought to him. But, oh no, the Bishop of Rheims hid it away so securely that it has never been found to this very day...

BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment. (PAUSE)
Smokers, it's easy to identify PELL MELL'S Modern
Design. The evidence is clear. 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)

Q: AND HERE HE IS AGAIN -- BOB RIPLEY!

R: They say that some men are born great, some achieve
greatness, and some have greatness thrust upon them.
But the man I'm going to present to you tonight had all three:
~~In my hunt for facts - I have found many men who were~~
~~he was born great, achieved greatness and had greatness thrust upon~~
~~great not only by birth but by deed as well. And I'm~~
him. Let me sketch it for you.
~~going to tell you about one of those men as I sketch~~
~~a fragment of his life for you now.~~

(SNEAK)

The time - January, 1826. The place - the South
American country ^{which} we now know as Bolivia. The great
patriot and liberator, Simon Bolivar, has just freed
^{this land}
~~Bolivia~~ from Spain and a convention ~~had~~ been called to
form a constitution for the new country which has not
yet been named. Vice President Fernandez and a delegate
~~named Cianota~~ are calling on Bolivar to tell him what the
convention has decided ~~to do~~. As our scene opens - Senor
Fernandez is speaking.

~~(UP AND CUT)~~

WT: Your Excellency, the Congress of our new Republic
has delegated us to convey to you their respectful
decisions.

Proceed then, Senor Fernandez.

WT: First, we have decided our country shall be named the
Republic of Bolivar in honor of you - our great Liberator.
I am highly complimented, Senor, but that is too great
an honor for any man to accept. ~~You will remember that~~
~~my friend, George Washington did not name the great~~
~~Republic of the North after himself.~~

But, your Excellency,

~~Yes, Senor Cianota.~~

This decision reflects the will of the people - and it
cannot be altered.

Very well, Senors, but if I bow to the people's will it
will be only a compromise. The name of the country must
not be Bolivar. Let it be called Bolivia.

Bolivia!

Si - si - that is very good. It shall be done, your Excellency, etc.

What else has your convention decided, Senors?

A statue of your Excellency on horseback shall be placed in the capital of every department throughout the Republic.

Again I must decline the honor, Senors. ~~A man should be known - not by his name or his face - but by his deeds.~~

But Excellency - once more may I point out this is the will of the people. They would be much disappointed if you refuse.

Very well then, I bow to their will - ~~with the understanding that only Bolivian artists will be assigned to do the work.~~ However - I have always thought there is nothing so forlorn and ridiculous as a statue of a mounted warrior standing in the rain.

The birthday of your Excellency will be a national holiday in Bolivia forever.

So? ~~There comes a time when a man ceases to celebrate his birthdays - he only observes them.~~ (CHUCKLES) But I suppose that will make me popular with the school children. No school on my birthday. Go on, please.

Your excellency...
Your Excellency shall be President of Bolivia for life.

No, amigos, to that I cannot agree. I did not win the last battle of Ayacucho. Jose Antonio Sucre won it - and it is he who should be your President.

But your Excellency - it is the will of -

~~(BREAKING) The will of the people, Amigos?~~

~~Yes, Excellency~~

I am sure that our people wish only to give credit where credit is due. And I do not deserve this honor. It belongs to Don Jose. And he shall have it.

~~You are most generous, Excellency - but can we not prevail upon you to alter your decision?~~

~~No, Amigos, it is final.~~

Very well, your Excellency, it shall be so. And in that case I have been empowered to offer you one million pesos in gold as a token of our national gratitude. ~~It is a meager reward for the great debt Bolivia owes you.~~

Ah - money! That is different. I can always use money for some useful and constructive purpose. And in gold, you say? ^{FERNANDEZ:} Si, Excellency! How soon can I get it?

Oh, it is right here, your Excellency. That man standing over there with those bags has it. The bags are filled with gold.

And what is this man's name?

His name is Manuel.

(CALLING) Bueno, Senor Manuel, Hurry up. Bring the bags over here.

(OFF A LITTLE) Si - your Excellency. I come quickly

as I can.
Hurry, Senor -

(BAG DROPS TO STONE FLOOR. GOLD SCATTERS)

What's the matter, amigo, is the gold too heavy for a vigorous man like you?

It is not the weight. It is the fact you called me Senor that made me drop the bag. No one has ever called me Senor and Amigo. You see, I am a slave.

FERNANDEZ: Si?

A slave? Tell me something, Senor Fernandez, how many slaves are there in all Bolivia?

About three thousand, your Excellency.

What is a good price for a healthy slave like - like my friend, Senor Manuel, for instance?

Three hundred and fifty pesos in gold.

And at three hundred and fifty pesos a head, how much would it take to buy all the slaves in Bolivia?

Let me see, now - three thousand times three hundred and fifty would be ^{tres mil...million...cincuenta y seis....} Ah, I have it. It would take exactly one million and fifty thousand pesos in gold.

Bueno. Then take the million pesos you just offered me. ~~My secretary will~~ Add fifty thousand more from my

FERNANDEZ: Si.

personal funds. With that money I wish all the slaves in Bolivia to be set free within twenty-four

FERNANDEZ: Si, Exceellency.

hours. It is useless to free a country, unless every human being living in it is also given his freedom.

(TAG IT. FADE BACK FOR)

Yes, ladies and gentlemen, Simon Bolivar gave ~~one~~ ^{the} million pesos in gold and an additional fifty thousand pesos of his own money to free all the slaves in Bolivia. ^{And thus became} He ~~was~~ known as the "Great Liberator" and his whole life was devoted to freeing the oppressed peoples of South America. He freed Venezuela, Ecuador, Columbia, Peru and Panama, in addition to Bolivia. ~~And He~~ He is the only man in all history who is ~~known as~~ ^{different} the father of six countries -- BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, are you still smoking old-fashioned short cigarettes? Then here is a test that will surprise you. 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.

All right, Don...fire away.

Well, Bob,

Our first letter is from Private Manny Lubin, of the U.S. Army. ^{writes:} He ~~advances this thought:~~ "In my G. I.

~~travels, I've seen many different kinds of rivers. The boys were talking about the various rivers they've~~

~~seen - the Amazon, the Nile, etc., and one of them~~ ^{I've} ^{there's} ~~come up with the statement that he had~~ ^{heard} ~~of~~ a river

that flows backwards. Now - that's one for you, Mr.

Ripley. Is there a backward Old Man River?"

Yes, Private Lubin, there is. ^{It's} ^{which} ^{not} The river Tadjura, ^{not}

only flows backward, but uphill. This river is on the coast of French Somaliland, flowing inland from the Gulf of Tadjura to the crater of a volcano. The reason for this is that the river bed is very loose and ^{very} porous and the water seeps through the bottom with such force that the ~~vacuum or~~ suction, actually pulls the rest of the water uphill to the top of a ^{four} ~~five~~

hundred foot volcano! BELIEVE IT OR NOT!

Sergeant Clyde Rangor writes: "Can you tell me where people live the longest? By that I mean, is there any one country in the world where people reach the age of one hundred years more often than anywhere else?"

Yes, Sergeant ~~Rangor~~, and that country is Bulgaria.

~~A greater percentage of~~ ^{More} people live to be one hundred years old or more, in Bulgaria than in any other country in the world. ^{Now they} ~~It is claimed~~ that this is due to the fact that ~~from early childhood~~ the people there drink great quantities of ~~a special kind of~~ sour goat's milk!

So, Sgt. Rangor, you can take your choice. If you want to live a short **BELIEVE IT OR NOT!** and sweet life or do you want to drink sour goat milk and live to be a hundred years old. Radioman Harold Stone, U. S. Navy, writes and asks:

"Lots of the boys have been bragging about our submarines, so the subject came up as to who invented the first submarine. Most everyone insists it was invented by Simon Lake about fifty years ago. But one wise guy said it was invented way before that. Could this fellow be right?"

Well, Radioman Stone, there's been a lot of controversy about that. It is true that Simon Lake did a lot of experimentation on the sub and made valuable contributions, but the sub was actually invented by David Bushnell - a Connecticut Yankee. In the year 1776 - he built a one-man submarine and when the British Fleet entered New York harbor to take Manhattan, he went to the bottom of the East River and tried unsuccessfully to attach a bomb to a British Frigate. This became the first active submarine warfare in history! **BELIEVE IT OR NOT!**

Now - on with the Hunt!

Here's Bob with the answer to last Friday's Believe It Or Not. Remember, Bob, you left us with this thought provoking question: "What King of the greatest empire in the world is not allowed to enter the capitol of his own country without permission?"

^{Yes} ~~That's right,~~ Don - and that King is ^{the King} ~~George the Sixth~~ of England. The King is not permitted to enter the city of London without permission from the Lord Mayor.

Whenever King George visits London he must stop at Temple Bar in the Strand and obtain the freedom of the city from the Lord Mayor. ~~You see, Don, the King does not live in London, but in the city of Westminster which is several times larger than the city of London. London is not the largest city in the World - as a matter of fact it is only one square mile and has a population of only twenty thousand people!~~ BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob, how about another brain-buster we can ~~go to~~ work on tonight?

^{OK} ~~All right,~~ Don - ^{now} let's see what you can do with this question. What was the first thing manufactured in this ^{I mean} country after its discovery?

Let's see now. "What was the first thing manufactured in this country after its discovery?" ^{Well Bob,} It couldn't be turkey hash, could it? The Pilgrim Fathers were always shooting turkeys.

Yes I know but -
~~No~~, Don, it wasn't turkey hash. † I'll be back with
the answer tomorrow night. But in the meantime,
here's a hint for you. The thing I refer to was
manufactured in this country long before the Pilgrim
Fathers landed on Plymouth Rock, and it's ^{something} ~~an article~~
that millions of people use every day - 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.