

RUTHRAUFF & RYAN *Inc.* ADVERTISING  
RADIO DIVISION

**BROADCAST**

AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:**

**DATE:**

TUES. 4/4/44

MUTUAL

**NETWORK:** 9:15-9:30 P.M.

E.W.T.

BELIEVE IT OR NOT  
ROBERT L. RIPLEY

(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    APRIL 4, 1944

Greetings everyone and welcome! People who want the last word on what is going on in the world, listen to Gabriel Heatter and his analysis of the news. And in the news tonight, we learned that the Jap columns are moving into India through the states of Manipur and Assam, to cut our lifeline to China. Well here's hoping that they will be rained out because this part of India is the rainiest spot in the entire world and the rainy season comes between March and May, in other words, it comes right now. The town of Cherrepunji in Assam, holds the world's record for rainfall. The annual rainfall averages four hundred and twenty-four inches or over thirty-five feet--nearly four times the amount of the rainiest spot in the United States which is Glenore in Oregon. Now I have been in India several times. I know they have many unusual customs, but in Manipur, let me tell you this, the men are called "Kukis", and the name for a pretty young girl is appropriately enough, "Yum Yum", and when these girls become old women, they are called "Chiks" or young chickens. And in Assam, when a young man proposes to a girl, he gives her a silken pillow as a gift. The girl sleeps on the pillow and she dreams. If she dreams of the young man who gave her the pillow, it's a sign that she will marry him. But if she dreams of another fellow, or a thief or a dead snake, let us say, it's a sign that the engagement must be broken.

(MORE)

April 4, 1944

Now the marriage ceremony consists of a girl sprinkling salt on the bridegroom. You see, in Assam, a girl catches a husband in much the same way that we catch a bird. After the marriage, if the husband wants to divorce his wife, he returns the compliment, he sprinkles a pinch of salt on her back and says three times, "I am Divorced". And that's all there is to it. BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment. (PAUSE)  
Smokers, the whole story of PELL MELL'S Modern  
Design is right in front of your eyes. 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!

~~Most of us lead normal routine lives.~~ To most of us,  
danger is just a word in the dictionary. Yet, in my  
hunt for facts, I have met men to whom danger is a  
business; men who risk their lives every day - men  
who laugh in the face of <sup>DEATH</sup>~~fate~~. And you will meet  
one of these men in the Believe It Or Not I'm going  
to sketch for you right now.

(SNEAK)

The time 1931. The place - <sup>the</sup> Curtiss Airport in Chicago.  
The ~~two~~ world famous flyers, Harold Gatty and Wiley Post  
have just set their plane <sup>the Winnie Mae</sup> down on the field, As our  
scene opens, Jack Cope, an old friend of <sup>the flyers</sup> theirs, runs  
over to greet them.

(PLANES TAKE OFF AND LAND IN B.G.)

(FEET)

(COMING) Hello Wiley! Hyah, Harold - welcome to Chicago.

Hello, Jack. Long time no see. How's tricks?

Couldn't be better.

Well

What are you doing these days, Jack? Still testing  
parachutes?

Yeah.

~~Yep.~~ Once a parachute jumper - always a parachute  
jumper.

Well - you're looking swell. ~~It~~ must be a healthy  
business.

Sure. Keeps me out in the air.

If one of those chutes doesn't open, it won't be such  
a healthy business.

Yeah - but there's one thing about it. Any time that  
happens to my act - I won't have to come back for an  
encore.

(LAUGH - WILEY JOINS IN LAUGHTER) <sup>You know,</sup> I guess you've got  
something there, Jack.

What kind of chute are you using?

Well,

I've been using the umbrella type. You know - they're  
practically flat on top - and just curve down a few  
inches on the sides like an umbrella. <sup>Say, d'ja</sup> Ever see one  
work?

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No, but I'd like to.

Hey,  
So would I... How about ~~you~~ making a jump for us

while we're here. ~~We'll take you up.~~

Okay, <sup>but</sup> ~~I wish~~ you fellows <sup>haven't got the kind of</sup> ~~had~~ a ship I ~~could~~ <sup>can</sup> bail out of. ~~But~~ the Winnie Mae is a cabin type and I need an open ~~cockpit~~ job.

Well  
There must be plenty of those around here.

Sure. Ray Ackers has got one. I'll get him to take me up. What time do you want to make it?

How about three o'clock this afternoon?

~~That~~ suits me. I'll rent a chute and meet you here at three o'clock.

(BRIDGE IT. FADE BACK FOR)

(PLANE FLYING. ON MIKE)

(OVER) What's your altitude, Ray?

(OVER) Three thousand feet, Jack.

Take her down to fifteen hundred and level off.  
<sup>Jack,</sup>

No, ~~I'll take her down to twenty-eight hundred,~~ is as low as I go.

Hey, That's too high.

Ah, Don't be a sissy. There's a big crowd down there watching. Let's give 'em a good jump.

Okay, ~~but I don't like it.~~

(PLANE ENGINE SPEEDS UP - THEN SLOWS AGAIN AS PLANE LEVELS OFF)

That does it, Jack. We're flying at twenty-eight hundred now. You all set?

Yep, here I go. See you downstairs.

(PLANE NOISE FADES QUICKLY AS PLANE FLIES OFF. BRING UP SOUND OF WIND AS IT WHISTLES BY FALLING BODY)

(TO SELF) Fell clear of the plane all right. Now then, pull the rip cord. There!

(WIND WHISTLING UP. KEEP INCREASING WIND NOISE THROUGH END OF SEQUENCE)

Hey  
I'm falling too fast. Something's wrong. Good Lord, some fool packed the chute wrong. It's inside out. It won't open ~~up right!~~ It won't open ~~up right!~~

(IN AND UP WITH DRAMATIC THEME. TAG IT WITH A CRESCENDO CRASH)

Yes, ladies and gentlemen, there are some men who laugh in the face of Fate and live to tell about it. ~~For that~~ parachute did not open ~~properly~~ - and Jack Cope fell twenty-eight hundred feet to the ground. Yet, by ~~some~~<sup>a</sup> miracle, he's here in the studio with me now, ~~and~~ <sup>standing right beside me.</sup> I want you to meet him. Here he is - Chief Parachute Rigger Jack Cope.

(APPLAUSE)

Tell us, Jack, what did you think when you were falling through the air to the ground?

Well,  
~~I didn't have much time to think,~~ Bob. I realized ~~that~~ if I pulled the rip-cord on my emergency chute too soon, it would get fouled up with the other one. So I waited till I got down to about eight hundred feet and then I pulled the <sup>rip</sup> cord.

What happened then?

The emergency chute had been packed inside out, too. It just collapsed.

Do mean it collapsed? Well, how much of the parachute actually did open?

Bob, just about the size of a beach umbrella.

Just the size of an umbrella. Well, I know that dead weight falls at the rate of about 120 miles an hour, and you must have been falling pretty fast when you hit the ground?

I don't know. All I know is I cracked some ribs and broke my left leg in 12 places, and I was unconscious for two days.

Unconscious for two days...well, did you ever make another jump after that?

Yes, just to prove that I hadn't lost my nerve. Then I quit. I made about 2500 in all. I figure that's enough.

Well, Jack, I know that from your experience is caused...is largely responsible for making the umbrella type of parachute obsolete.

Yes, that's right, Bob. The type of chute we use today will open properly even if it is packed inside out. It is as safe and fool-proof as human hands can make it.

Well, Jack, I want to thank you for coming here from Virginia to be with us tonight -- I also want to thank Captain Powell and Lieutenant Wheeler for giving you permission to appear on our broadcast. Ladies and gentlemen, you have just heard Chief Parachute Rigger Jack Cope, who jumped from a plane, and his parachute failed to open. He fell 2800 feet to the ground. You see, his parachute had been packed inside out. Yet, the only injuries he received were some cracked ribs and a broken leg! But this fall was responsible for the old type of parachute being thrown into discard...and the development of the present type of chute which is saving the lives of hundreds of our boys on the fighting fronts every day.....

BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)



Now here's Don Hancock!

Ladies and gentlemen, you'll notice something different is happening 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.

All right, Don--fire away.

Well, Bob,

Our first letter is from Private K. Ballin of the U.S.

Army who writes: ~~"The Germans are talking a lot about a secret rocket weapon.~~ Our Captain tells us <sup>in war</sup> ~~rockets~~ guns

are not new or secret. He quotes the 'Star Spangled

Banner' ~~passage~~ which says: 'The rocket's red glare'.

Were rockets used then? Is he right?

~~Were rockets used by the British at Fort McHenry?"~~ is wrong.

Your captain was partially right, Private Ballin. The rockets used at Fort McHenry and mentioned in the Star Spangled Banner were signal flares - not shells ~~or~~ rocket guns, ~~or weapons of any kind~~. The battle was fought at night - and the flares were used <sup>as</sup> ~~to~~ <sup>to the</sup> ~~different~~ ~~kinds of troops~~. ~~But the original rocket weapon was invented quite a while ago by Sir William Congreve and was used by the English in the battle of Copenhagen in 1805. The bomb weighed thirty-two pounds and had a twelve-foot tail. And while rocket guns have been used since on rare occasions, it is only now that rocket bombs are being used successfully!~~ BELIEVE IT OR NOT!

... from Private Ed. Sherbutt, U. S. Army, comes this one: "How did Buffalo Bill get his name?"

Well, Buffalo Bill — or William E. Cody, to use his real name, was supposed to have been named Buffalo Bill because of the large number of buffalos he killed. Actually, he never killed a buffalo in his life, he never even saw a buffalo, because there were no buffalos in America. The animals Buffalo Bill killed were Bison — an entirely different species of animal. Therefore, Buffalo Bill should actually have been named "Bison Bill".....no Buffalo Bill! BELIEVE IT OR NOT!

Now - on with the Hunt!

Here's Bob with the answer to last night's Believe It Or Not. Remember, Bob, you had us walking in circles with this question. "What was the first thing manufactured in this country after its discovery?" That one got me dizzy.

Well, Don, the answer is - a deck of playing cards. The first thing Columbus' sailors did when they arrived in the New World was to manufacture a pack of cards out of animal skins, because their old deck of cards had been completely worn out during their long voyage from Spain to America - BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob, how about another question for us to take a whirl at tonight?

All right, <sup>now...well, maybe I'd better tell you first that Chaplin was</sup> ~~based on easy one for you. Who is the~~ judged not guilty. I'll tell you that now. But anyway, here's the ~~richest man in the world?~~ question. Who is the richest man in the world? "Who is the richest man in the world?" ~~It ain't me, Not me, Bob, Not me! brother, it ain't me.~~

~~And~~ it's not me either, Don, but I'll be back with the answer tomorrow night! And here's a clue for you. This man is so rich that he could pay for the entire cost of the war for a period of fifteen days - 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.