

RUTHRAUFF & RYAN Inc. AS BROADCAST ADVERTISING

RADIO DIVISION
AMERICAN C. & C. COMPANY
FALL MALL

REV. #41

BROADCAST: MON. 3/13/44

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

NETWORK: MUTUAL
E.W.T.

MENT:

BELIEVE IT OR NOT
ROBERT L. RIPLEY

PROGRAM:

(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)

3PTI -- BELIEVE IT OR NOT - ROBERT L. RIPLEY - - MARCH 13, 1944

Greetings everybody and welcome.

I know that most of us listen to Gabriel Heatter in his analysis of the news and if you heard him tonight, you know he mentioned the bombing of the rail center at Florence,

Well the City of Florence is one of the greatest art centers of the world. And Believe It Or Not, in the Uffizi Gallery in Florence, I saw the famous statue that got married. In 1729, an Irish Lord -- the Earl of Cork saw this statue, the Venus de Medici, and fell in love with it. He actually married the statue and the wedding ring he put on her finger was worth more than one hundred thousand dollars and he was faithful to the statue to the end of his days because he never married again and of course - neither did the statue.

And among the other world-famous pieces of art in Florence is Raphael's celebrated painting, the "Madonna of the Chair". This painting could not be bought today for ten million dollars, yet, it was painted on the lid of a barrel by Raphael who gave it to an innkeeper to pay for his dinner which cost only forty cents.

But the most important of all to us who live in the United States, is the fact that Amerigo Vespucci was born in Florence -- and from the name of this man is derived the name of our country - America.

BELIEVE IT OR NOT!

(MUSIC)

Bob Ripley will be back in just a moment. (PAUSE)

Smokers, you can trust your eyes to give you the facts about 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.

IC: (SCENE SETTER - FADE FOR)

CK: AND HERE HE IS AGAIN - BOB RIPLEY!

RY: The years I've spent in ^{hunting} ~~my hunt~~ for facts have ^{shown} ~~revealed~~ to me ~~that the human being can be an astounding combination of both good and bad. Everyone has some good qualities - yes, and some bad ones. But in my~~ ^{the} ~~opinion, consideration of others is one of the most~~ important human qualities, as I will prove in the Believe It Or Not I'm going to sketch for you tonight.

IC: (SNEAKS)

The time - 1832. The place - Lyons ⁱⁿ France. Prince Paul Demidoff and his wife, the Princess Aurora, have just arrived to visit the Lyons Fair and Exposition. They are being shown through the Fair Grounds by Clement Prunelle, the Mayor of Lyons. The crowd is pressing close around the Princess, and as our scene opens, she speaks to the Mayor.

(CROWD NOISE)

Can you tell me, M'sieu Mayor, why I am the subject of such uncomfortable attention on the part of this crowd?

~~Aside from being attracted by your Grace's charm and beauty,~~ I think they are interested in the diamond brooch you are wearing. If I am not mistaken, it is the famous fifty-four karat "Sancy" diamond.

~~Yes, I bought it as a wedding gift for my wife. Napoleon formerly owned it.~~

(CROWD NOISE UP)

Oh These people! ~~They are crowding so close they alarm me.~~
M'sieu Mayor, would you ^{keep} ~~be kind enough to place my~~ brooch ~~in your pocket~~ until we leave the fair grounds?

Oh I shall be glad to, your Grace. Here, I shall put it in the pocket of my vest where it will be safe.

Oh Thank you - I am much relieved. ~~Now I can enjoy myself.~~

(BRIDGE IT. FADE BACK FOR)

(DOOR OPENS AND CLOSES)

Ah, it is nice to be back at the hotel again, Paul. ~~The Fair was most interesting.~~

Yes, By the way, my dear, where is your diamond brooch?

The Mayor didn't return it to me.

Didn't return it! That's one of the most valuable diamonds in the world

Oh, I am sure he just forgot. Naturally, I did not want to offend him by asking for it.

~~Of course not. Still, it is your favorite piece of jewelry and one of the most valuable diamonds in the world. We must find some delicate way to remind the Mayor to return it.~~

We'll

Let us wait a few days. If he does not think to return it, I will arrange a luncheon party for the Mayor and his wife - just the four of us. We can turn the conversation to the subject of diamonds and perhaps that will remind him.

That's a splendid idea, Aurora - a splendid idea!

(BRIDGE UP. FADE BACK FOR)

(DINING ROOM NOISE..VOICES IN B.G.)

(WINE BEING Poured. OCCASIONAL SOUND OF DISHES, ETC)

Ah, The wine is most excellent, Your Grace.

And the caviar - it is food for the gods.

Thank you. It comes all the way from Russia. ~~There is no other caviar like it.~~

Strange, is it not, M'sieu Mayor - how each country produces something of note. Russia has her caviar, France her fine wines - and Africa her diamonds.

Oui, it is most extraordinary. I had not thought - oh! Mon Dieu!

Is anything wrong, M'sieu?

No, it - it --. My good wife, Marie, and I must return immediately to our apartment on a most urgent matter. We live just across the street and will be gone but a moment. ~~I beg your forgiveness.~~

But, of course, M'sieu Mayor. We will delay luncheon until you return.

Merci. Thank you. ~~Thank you. Come, Marie, we must hurry.~~

(BRIDGE IT..FADE BACK FOR)

Marie!

Marie! My vest. My vest. ~~It is not in my closet~~

~~Where is it?~~

~~You are wearing it, Clement~~

~~No - not this one.~~ I want the vest I wore at the Fair.

The Princess Demidoff gave me the Sancy diamond to keep for her. ~~I forget to return it.~~ It is ^{still} in the vest,

Mon dieu, ~~why didn't you tell me?~~ I gave that vest to the laundress to wash four days ago.

~~This is terrible. I'm ruined! Disgraced!~~ Where is this laundress? We must find her at once.

She usually delivers her laundry in this neighborhood today. Ah, look there! Out the window! She is crossing the street now with a bundle under her arm.

(GOING) Come quickly, Marie, we must stop her - we must stop her!

(FOOTSTEPS OVER WALK..A CARRIAGE GOES BY)

(OFF) (COMING) Madame! Madame, wait please, wait!!

Oui, M'sieur Mayor, ~~what do you wish of me?~~

My vest - the white ^{vest}~~one~~. Where is it?

I washed it in the Saone River yesterday. It is here in this bundle.

Give me the bundle, woman, give it to me!

(BUNDLE TORN OPEN)

Ah, here it is. Now we shall see..(PAUSE) ^{Oh..oh...} Mon Dieu, ~~it is gone.~~ The diamond is gone! What have you done with it?

~~I do not know what you are talking about.~~ ^{Well,} If there was a diamond in your vest, it must be at the bottom of the Saone River.

~~Wee is mei - I am undone.~~ I have brought disgrace not only on the Mayor's office, but on the whole of France! Please, Clement, ~~please do not make a scene.~~ Look - the Prince and Princess Demidoff are watching us from the hotel window. They will hear you.

What shall we do, Marie - ~~what shall we do?~~

~~There is only one thing we can do.~~ We must go back and tell them the truth.

(FAST BRIDGE..FADE BACK FOR)

~~(DINING ROOM NOISE)~~

(LOW VOICE) Ah - here comethe Mayor and his wife now.

(LOUDLY) It is good to have you back with us so soon, M'sieu and Mademe. Please be seated.

Thank you - but first I have most distressing news I must impart to you.

Can it not wait until after luncheon, M'sieu Mayor?

~~But, Your Grace, it is most important that I~~

~~(BREAKING IN)~~ The fish course is awaiting your
pleasure, M'sieu. It is ^{trout} ~~truite a la lyonnaise.~~

Nothing can be so important as ^{river trout.} ~~truite a la lyonnaise.~~

Come, let us proceed with our luncheon.

(FORKS ON PLATES, ETC.)

Very well, but I fear I have little appetite.

You will when you taste the trout, M'sieu. ~~No one
can resist it.~~

Oui...it is excellent. I only wish I felt more like -

(SOUND OF FORK STRIKING HARD OBJECT)

What is it, M'sieu Mayor. Did you find a large bone
in your trout?

(AWESTRUCK) Non ^{non..non..} - no - it is not a bone. Mon Dieu -
it is the Sancy diamond. How - how could it come to
be inside this fish.

I cannot imagine, M'sieu, the trout was caught only
this morning in the Saone River. I suspect this is a
little joke of yours. And I am most grateful to you
for returning my diamond in such a novel and
entertaining manner.

(TAG IT)

And that, ladies and gentlemen, ended the story as far as the Mayor was concerned. But the true story is even more fascinating. Actually the Princess had not worn the Sancy diamond to the fair at all, but another ^{priceless} diamond which looked ~~almost~~ exactly like it.

In order to save the Mayor's feelings, she placed the Sancy diamond in ^{a fish on his plate} ~~his trout~~ so he would believe it had been miraculously recovered. As the Prince and his wife were people of such infinite tact and consideration

for others, they took their loss without a murmur, and incidently the first woman to own the Sancy diamond was Queen Elizabeth, and she paid Believe It Or Not. 14 million dollars for it. And this very diamond is now owned today by Lady Astor in London...

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, the next time you see a PELL MELL smoker try to light an old-fashioned, short cigarette -- watch what he does. 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.

Well

First, Sergeant Jay Holmes writes: "If Mount Everest, the tallest mountain on earth, were to be plunged into the deepest part of the ocean, how much would still be visible?"

Well, Sergeant Holmes - none of it ~~is~~ ^{would be} visible. If you plunged Mount Everest into the deepest part of the ocean, which is in the South Atlantic between Tristan d'Acunha ^{Rio de Janeiro in Brazil} and ~~the mouth of the Rio de la Plata~~, the top of it would still be eleven thousand feet under ^{the} water.

BELIEVE IT OR NOT!

Corporal William Colay asks ~~something I've always wondered about~~. "A bunch of us were having a discussion the other day about slang expressions. None of us could agree on the meaning of the expression "dead head" as applied to people who travel on trains for nothing or get into theaters free. What's the answer?"

^{Well}
The explanation ~~for that~~ goes back to the Roman days.

In the ^{in Rome} Museum ~~at Naples~~ I ^{saw a} ~~have seen~~ the collection of
the oldest theatre tickets in the world! Paying
spectators ^{used} ~~had~~ tickets made of bone ~~squares~~.

But Non-paying ^{customers} ~~spectators~~ were given passes - in the form
of little ivory skulls, which ^{admitted} ~~got~~ them ~~in~~ free.

From these little ivory skulls, comes the expression:
"dead head"! BELIEVE IT OR NOT!

~~Private Jimmy Ascensio writes: "Everybody seems to be
talking about "girls and wolves." One of the older
boys in our outfit remembers a time when wolves were
called 'mashers'. What is a masher?"~~

~~Well a 'masher' is a wolf and a wolf is a masher.
but the word masher comes from two French words.
The French wolves always addressed their lady
friends as "Ma-chere" which we adopted and
called masher! BELIEVE IT OR NOT!~~

AL:

Now - on with the Hunt! Here's Bob with the answer to last ~~night's~~ ^{Friday's} Believe It Or Not. Remember, Bob, you ~~twisted~~ ^{got} us up with this one: "Who was the first President born in the United States?"

AL:

Yes, Don ~~and~~ the answer is Martin Van Buren.

The first seven Presidents of the United States were born prior to the Declaration of Independence, ~~so~~ ^{in 1776.} They were born before there was a United States.

they were born in a British Colony. Van Buren was born ~~December 5th,~~ ^{after the Declaration of Independence} 1782, and although he was our eighth President, he was the first President ^{of the United States} to be born in the United States. BELIEVE IT OR

NOT - IT'S TRUE!

AL:

Well, Bob, ~~how about keeping up our mental gymnastics,~~ what's the question for tonight?

AL:

Well, Here ^{is} ~~it is,~~ Don! Where in the world can an airplane fly lower than a submarine can dive?

AL:

Oh, now wait a minute: Where can an airplane fly lower than a submarine can dive? ~~How deep is the ocean, how high is the~~

~~sky? Oh, Bob....~~

AL:

~~Yes~~ Well, Don, I'll tell you tomorrow night - ~~But~~ there is such a place..as a matter of fact, I've been there! 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
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 tn
tomorrow night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design, will again present
....BELIEVE IT OR NOT -- BOB RIPLEY!

(APPLAUSE)

(THEME - "A HUNTING" - FULL UP TO CUE)

THIS IS MUTUAL.