

RUTHRAUFF & RYAN Inc. ADVERTISING

AMERICAN C. & C. COMPANY
PALL MALL RADIO DIVISION

FINAL REV. #44

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PROGRAM:
BELIEVE IT OR NOT
ROBERT L. RIPLEY

BROADCAST: 9:15-9:30 P.M.
DATE: MUTUAL
E.W.T.

NETWORK:

AS BROADCAST

(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. RIPLTY - MARCH 16, 1944

Greetings everybody and welcome. Tonight you probably heard Gabriel Heatter and his exciting analysis of the news. In the news is the fact that the fourteenth American Air Force just bombed the Island of Hinan in China. Now this island is where Robinson Crusoe, our old friend Robinson Crusoe -- where he landed on his homeward journey. And it's also the birthplace of the father of Mme. Chiang Kai Chek. Hinan is the largest island of China. Among its landmarks is the Five-Finger Mountain. This is believed to be the outstretched hand of the great spirit of Kouleen, or the Hand of God. And the five fingers stand for prosperity, happiness, fertility, long life, and self respect. There are many Believe It Or Nots on Hinan. The natives of Hinan use cats for clocks. I mean, instead of looking at a clock they look into the cat's eyes. As the eyes of the cat contract or expand they can tell the time of day. And in Hinan, when a girl reaches a marriageable age, she has two lines tattooed on her cheeks. The wedding ceremony consists of the husband tatooing his mark between these two lines. That constitutes marriage, and a woman who has had many husbands, well, she looks like a cancelled check that had many endorsements, and after all, all you have to do there to know the full marriage record of a Hinan girl is to read between the lines.

BELIEVE IT OR NOT.

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, you can't fool 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!

visited the Orient many times
In my endless hunt for facts I ~~have uncovered nothing~~
and I am well aware of the brutal fanaticism of the Japanese!
~~to equal the sheer barbarity of the Japanese toward~~
During my last visit there, I met an American who had been there
~~their prisoners. I was, as I know you were, deeply~~
thirteen years. But what happened to this American is the subject
~~shocked when I heard of the Japanese atrocities to~~
of my BELIEVE IT OR NOT I'm going to sketch for you tonight.
~~our own soldiers captured at Bataan and Corregidor.~~
~~But this is nothing new and existed in peace times as~~
you will hear in the Believe It Or Not I will sketch
~~for you tonight~~

(SNEAKS)

The time - January ^{the} 18, 1940. The place, the Imperial Hotel in Tokyo, where all American newspapermen stayed while on duty in Tokyo. As our scene opens, an American newspaperman - James Young - is having breakfast with his wife, when there is a knock on the door.

~~(BREAKFAST DISHES, ETC.)~~

Oh, boy. What would I give to have good old American ham and eggs, country sausages and real buckwheat cakes.

(KNOCK ON DOOR)

Oh. I'll get it. Probably the boy with the papers. He's early. And when you pass the kitchen - how about bringing in some more of this excuse for coffee...

~~(FADING SLIGHTLY) All right. I'll bring it.~~

(LOUD IMPERIOUS KNOCK ON DOOR)

Heavens. Don't knock the door down....I'm coming...

(DOOR OPENS)

Oh...(GASPS) The police!

Let them in dear, whoever it is.

Well

Jimmy - it's the - police?

A

Well

~~Checking our passports again. bring them in. Will~~

~~they never...~~

(HARSH FOOTSTEPS OVER)

You are James Young, American newspaper correspondent?

Yes, ~~and~~ I have been in and about Japan for ¹³eight years.

~~Dear - will you get our passports from the desk drawer there?~~

~~Yes, Jimmy - just a moment. The visas are all in order - stamped just last week.~~

~~(HARSHLY) Do not look for the passport.~~

(PUZZLED) What's the matter?

Read him the bill of particulars.

James Young, I have here a list of newspaper articles you have written.

Oh, those.. Let me see. ^{Yeah, yeah...} ~~Yes,~~ sure - I wrote those.

~~They are the last six stories I filed to the United States.~~

You are guilty of a very serious charge.

What do you mean?

~~You're kidding.~~ Those stories were cleared through your own news bureau.

Even so. Now - I shall read them for you. Answer "yes" or "no" if you wrote each one. First - a story about

(HISS THIS: MAKE IT VENEMOUS) ~~so-called "Japanese~~

~~Treatment of the Chinese". You assert here that we - the Japanese Government have been feeding opium to the Chinese to wreck their moral fibre.~~

Yes - I wrote that. I got the story firsthand in Shanghai...

Silence. ~~You have admitted guilt!~~

~~I wrote only the facts. In the United States we have a free press...~~

~~You are now in Japan!~~ Secondly...did you write ~~this~~ story? You say here: "Militarily Japan can defeat China - but psychologically - Japan will never conquer China.

Yes...I got the story from...

Silence...

Jimmy...Jimmy...they are serious!

It's all right dear...

And did you write that: The Japanese philosophy states that there is no such thing as a prisoner of war. A soldier is either dead...or he is victorious!

Oh, Your own Col. Hideki in Shanghai gave me -
Silence. ~~You admit you wrote it. Enough.~~

And fourth...You wrote this story quoting Gen. Matsui - saying that Japanese soldiers are like wild mountain beasts. ~~And you quote the Nanking incident as proof. The general himself...~~

~~Silence...~~

~~Oh...Jimmy...Jimmy...they'll...~~

(TRIUMPHANT) And you admit that you wrote about - the attempted assassination of Prime Minister Noie when even we - the police - knew nothing of the plot.

(SNORTS) ^{Oh} Nonsense. All of Tokyo knew.

Silence! You admit guilt!

(STACCATO AND TRIUMPH) You wrote about Peace!

Well
Of course...I...

When all of Japan knows the mention of the word Peace is prohibited, ~~James Young...you have declared yourself guilty of writing all six stories.~~ You will come with me.

~~Jimmy...Jimmy...they can't...~~

~~No. You can't take me to prison. Call the American Ambassador.~~

You will now go to Sugamo Prison with us.

Sugamo..Prison..

(WEEPS) Jimmy..not Sugamo ^{not} Sugamo prison. (BREAKS
DOWN) You can't take him away. You can't..you can't..
he's an American! (~~GRIPS ZIP-RO~~)

(PLAY-OFF)

But that day ^{Jimmy} ~~James~~ Young, an American newspaper
correspondent was taken to Sugamo prison..where
four thousand two hundred other prisoners were crammed
into a three-story building. And now ~~its~~ ^{I would} like you to
meet this man, Jimmy Young..world famed newspaperman
of the International News Service
~~and~~ author of the best-selling book - "Behind the Rising
Sun". I present him to you - Jimmy Young.

(APPLAUSE)

Good evening everyone and thanks, Bob.

Jimmy, you spent sixty-one days in a cell in Sugamo
prison in Tokyo. ^{Did they ever let you out during} ~~Didn't you get out at all during~~ that
time?

Yes, Bob..But only when my jailors would come in and
^{examination} take me to the ~~examining~~ room. That's where most
prisoners first get acquainted with Japanese tortures.
Tortures, Jimmy? What did they do to you?

Well, Bob, if you don't mind I'd rather not talk about
what they did to me. It wasn't much fun I can assure
you - but a lot of others got it much worse. ^{Sometimes} ~~Beating~~
prisoners to the point of death with long bamboo canes
was one of their favorite tricks. But let's skip that,
shall we?

All right, Jimmy, just as you say. But tell me, while you were in that Japanese jail - ^{did they give} ~~what did~~ you anything to eat? ~~they feed you?~~

For a while my wife managed to get food in to me. But soon the jailors started stealing it. Then all I had to eat was the prison fare of rice gruel and seaweed ~~and I lost twenty-eight pounds - and contracted a lot of skin ailments caused by that diet.~~ It was tough going.

~~And we much remember Jimmy, that you were a prisoner in Japan during peacetime, not arrested on a military charge, so you should have been accorded the rights of any other civil prisoner in civilized countries. Did you have a lawyer?~~

~~Not for six weeks - and I knew that according to the Japanese code, they could hold me a year incommunicado. But finally, the YMCA in Tokyo managed to get a Japanese lawyer to defend me.~~

~~How long did your trial last?~~

~~It lasted four days. When I'd leave the prison for the court, they'd put a basket ^{on} ~~over~~ my head - and they wouldn't let me have my shoes.~~

~~make me take my shoes off. Ambassador Grew sent me his fur coat - and if it hadn't been for that - I would have suffered a whole lot more.~~

Why?

Why...to humiliate me. And in the trial the procedure was amazing. They merely sought to prove me guilty. It wasn't a matter of being guilty or innocent...it was merely that I had to be proved guilty. In other words, you couldn't win.

I drew one month, that's right, on each of the six counts, but through the influence of friends I was in for only sixty one days. I was very very lucky.

Oh, lucky...

Well, a friend of mine wrote a story about bicycle production in Japan and they killed him. They're tough, Bob, and they'll never soften up. They will fight to the bitter end...a tough, relentless foe...and we must not underestimate them.

I know you know them well/^{Jimmy.} And what would you say that we should do to the Japs?

Well, Bob, I'd like to be an inventor and invent a block buster bomb that I could drop right down the crater of Fujiyama's volcano...then when that exploded I hope that the whole island would sink to the bottom of the Pacific.

A good idea, Jimmy, and thank you for coming here tonight and telling us your story. Ladies and gentlemen, you have just heard James Young, the noted newspaper correspondent who spent 13 years in Tokio, and when there he fought to preserve the freedom of the press, and was arrested for writing articles criticising the Japanese Army, although those articles had been okayed by the Japanese news bureau. He was thrown into Sugamo prison where he was tortured and starved, and spent sixty one days in solitary confinement. Well, he survived, and he was here tonight to tell us about it...BELIEVE IT OR NOT!

(APPL USE)

While there he fought to preserve the freedom of the press - and was arrested for writing six articles criticising the Japanese military clique. Although those articles had been cleared through the Jap news bureau, he was thrown into Sugamo Prison where he was tortured and starved. He spent sixty-one days in solitary confinement in a Japanese prison and was here tonight to tell us about it. Believe It Or Not!

(APPLAUSE)

(PLAY OFF)

Now here's Don Hancock!

Ladies and gentlemen, if you're still smoking old-fashioned, short cigarettes, you'll be amazed by 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 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.

OK

~~All right, Don - fire away.~~

~~Our first letter is from Private First Class Herman Sack, who 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!~~

Sgt. Robert Cairns who asks;
~~I know that tar is used~~ for caulking in a lot of boats
~~afloat today, but why is it~~ ^{are} ~~that~~ sailors ~~are~~ called

tars and have been since long before tar was used?
 all, because raincoats

Sailors used to wear ~~coveralls~~ made of tarpaulin to
 protect them during dirty weather. Because of this
 they were called "Jack Tarps". Later this was
 shortened to the now popular expression "tars"!

BELIEVE IT OR NOT!

Seaman First-Class J. C. Franzetti writes: "You
 told us the other day that the colors of sailors'
 uniforms in all the navies of the world were derived
 from the riding habit of an English duchess, but why
 do we have black
~~the black necktie or neckerchief, that we have to~~
~~wear: Is that something special for the U. S. Navy?"~~

^{all}
 The black neckerchief was first worn at the funeral
 of Lord Nelson in 1805. It was worn during the
 celebrated ^{who was killed in the battle of}
 mourning period for the ~~dead~~ naval hero and ~~then~~ ^{Trafalgar off the}
^{coast of Spain.}

It has become a fixed part of the equipment of every sailor
 in every navy on earth including that rapidly diminishing navy of the Japs.
~~on earth.~~ 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 left me spinning with this one: "Where is the river that keeps the Sabbath?"

That's right, ^{so} Don, ^{on} Did you get it? 22

I'm afraid not, ~~now~~ let us ~~into~~ the secret. All right.

That famed river which rests every Sunday is the Nahr el Kelb, in Syria. This river flows ~~er-~~ ~~merrily~~ for six days of the week - ~~and then~~ - when Sunday arrives, it rests, that is, ^{it} actually stops flowing! ~~From~~ From this it gets its name Nehr el Kelb .. meaning ^{the} Sabbatical River!

BELIEVE IT OR NOT - IT'S TRUE!

Well, Bob, give us another question on which we can sharpen our wits.

All right - Don ^{now} here's ^{this} one. In 1928, the President of Cuba travelled from Havana, ~~the capital city of Cuba,~~ to Washington, D. C.,

without leaving Cuba. ^{Now} How was that possible? You travelled

He travelled from Havana to Washington and never

^{Well} left Cuba? Personally, I'd say he dreamed the trip. No, he didn't ^{it} dream it.

~~Not quite,~~ Don. He actually travelled ^{it} physically by steamer and by railroad

from Havana to Washington, ~~D-C~~, yet he never left

Cuba. ~~and~~ you could have done the ^{very} same thing, ^{Don.} And tomorrow night I'll give you the answer which ^{I think} will

amaze you, 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.