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RADIO DIVISION

AMERICAN C. & C. COMPANY
PALL MALL

AS BROADCAST

BROADCAST MURS. 3/23/44 #49

BELIEVE IT OR NOT
ROBERT L. RIPLEY

DATE: MUTUAL
NETWORK: 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 23, 1944

Greetings, everyone and welcome!

Tonight, Gabriel Heatter gave us his analysis of the war news, and you know the Japs have fought their way into India. They entered thru the State of Manipur - that romantic province where it's a delight, I assure you, to look down into the valley of thousands of temples and one of which holds no fewer than 446,444 images of Buddah. You know, Manipur has always fascinated me. Here - a wife costs 40 rupees - about two dollars and a half, and it's not a bad bargain for a husband, for he can pawn his wife for the same sum he paid for her when he needs a little money. And the barbers of Manipur have a curious custom in haircuts. They cut your hair with a sword. The sword is placed behind your neck, you know, under the hair and then the hair is tapped with a piece of wood. You lose your hair, maybe your neck, but anyway... Certainly there can be no greater Believe It Or Not than the famous longnecked Burmese women of Padaung. They call them the giraffed women. They wear extraordinary long collars of brass rings which they weld around their necks from time to time, until, well, they look like a giraffe. And many of these women have necks 14 to 15 inches long...BELIEVE IT OR NOT!

Bob Ripley will be back in just a moment! (PAUSE)
Smokers, quick as a flash your eye notices PELL MELL'S
Modern Design. That's because Modern Design is easy
to see. 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, we all know of the valor of the
Chinese Air Force. We have here tonight a man whom I
think is the most notable example of the spirit and
courage of the Chinese Air Force in this war...a man of
unbelievable accomplishments. Ladies and Gentlemen, I'm
proud to present China's air hero, Major Chan Shiu Tien.
Good evening ladies and gentlemen, and thank you, Mr.
Ripley.

And more eloquent than any words of mine is Major Chan himself, as he stands before me now in the olive drab uniform of his country's Air Forces, his face covered with bandages. Major, I know you have just come out of the hospital this morning to appear on this program. How many operations have you had?

I have had 26 operations in the last three years, and I shall have to have more, I'm afraid.

That's a bitter price to pay for your heroism, Major Chan. But in your combat flying for the Chinese Air Force, I understand you have chalked up thousands of combat hours. Yes, more than 3,000 hours of flying-- and most of them are combat hours.

Three thousand actual combat hours?

Well, I have been associated with the earliest days of military flying in China since I was 18. And in China we flew and fought as we learned.

Well then, you must know many of our flyers over there.

Yes, I knew General Chennault. He was most helpful to us young pilots in those early days and he taught us much. He was our chief advisor.

Well, how about Jimmy Doolittle?

A great flyer. And I get a great pride in thinking that he is now the same General Doolittle in charge of the greatest military air operation in this war.

That's right.

To us young pilots he was a god. His skill in acrobatics and his expertness in handling a plane left us breathless. We thought he was the greatest flyer in the world.

I think so too. You know, Major Chan, I know you were in China when the Tokyo flyers came through. Can you tell us something about them.

I met a number of them and we had some good talks. Your American flyers who took a swipe at Tokyo won the envy and admiration of every one in China.

Major Chan, we know that you Chinese flew with the odds greatly against you.

Yes, we had a very slim air force. As a matter of fact, I went up once with 8 fighter planes to oppose 75 Jap planes.

Eight against 75? What happened?

I lost seven of my planes.

Oh, I know -- the odds against you were terrific, Major.

Yes, every time we went up it was an adventure. The Japs thought that they would bomb China out of war fast. So they sent their best bombers over with the best fighter escorts.

And that's when you put up your best fights. Now tell me, how many times were you shot down?

Three times.

Will you tell us about them?

The first time was in Nanking. The Japs sent over 80 planes ...mostly fighters. We went up against them and I challenged my first Jap at about 15,000 feet. I got four Japs out of seven.

Well, four out of seven is good shooting in any man's language, Major.

But they got me too! At 20,000 feet a Jap shot off the left wing of my ship, and I had to bail out. I fell into Lake Taihoo, but I got out alive, although wounded.

Well, now what about the second time?

Well, this was over Hangkow. The Jap fighters came in fast. Before we could get altitude twenty of them were on the top of us.

And what happened then?

The Japs were all around and my ship was slower and not so maneuverable. There was a Jap in front of me. I thought it was the end anyway, so I drove my plane right into the Jap and tore off his wing with my propeller. I was so close that I could see the expression on his face as he fell with his plane.

And what happened to you?

My ship was destroyed and I had to bail out.

Now, what about the third time you were shot down.

The third time happened in South China. We were protecting the Burma Road. It was three of us against 20 Japs. A Jap bullet hit my gas tank and it exploded in mid-air, throwing flaming gasoline all over me. My flying suit was on fire and I bailed out --

Then you literally floated down like a flaming torch.

Yes. I was burning as I fell and I landed on a mountainside. I was completely blind. I thought the flames had destroyed my eyes.

Well, being unable to see, how did you find your way out?

I was rescued by some Chinese farmers who carried me for two days before I received medical attention.

Yes, go on.

Then I was sent back to my home town where my wife was. She took care of me.

Well, it must have felt good to be home again.

Well, three days later I was wounded again.

What do you mean, wounded again?

The Japs bombed the hospital. I told my wife to go down to the bomb shelter but she refused to leave me. My face was bandaged, and I couldn't see. She was holding my hand when a bomb hit us. Her hand fell limp. I spoke to her. She didn't answer. She slumped to the floor and then the orderly told me she was dead.

Well, that was the greatest wound of all, Major. But Major Chan -- what you have done is an inspiration to everyone listening to you tonight. Singlehandedly, and fighting with almost nothing but their hands, and with the iron determination to triumph over the savage tyranny of the Japanese, the Chinese people have created an epic of courage that will shine brightly throughout all recorded history, and through all the cavalcade of courage, we can imagine. And so, to you Major, and all your brave fellow countrymen we pay tribute, right now. In behalf of the people of China - Mr. Ripley, I thank you!

(APPLAUSE)

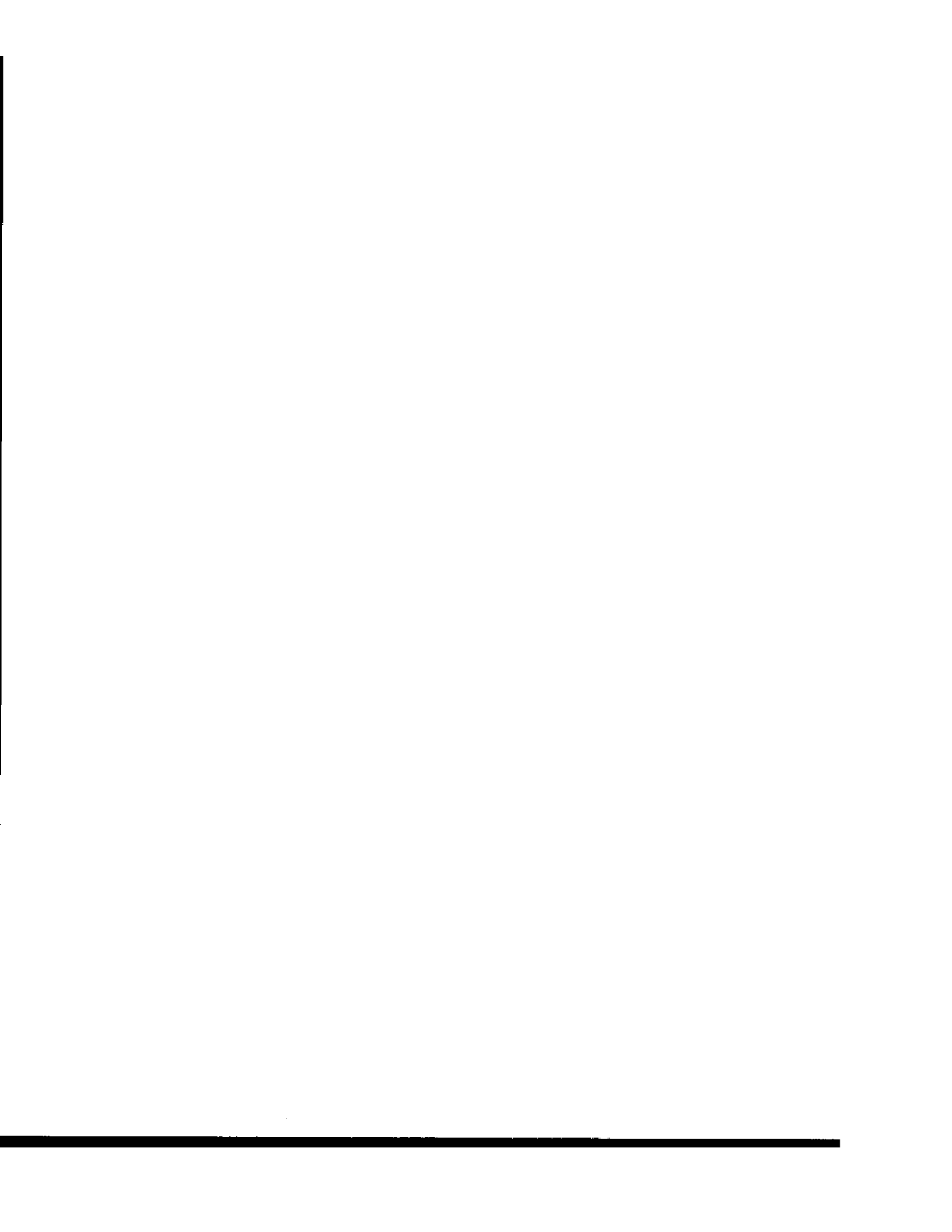
Ladies and gentlemen, I have presented Major Chan - hero of the China Air Force. I know of no hero of this World War II whose record exceeds that of our guest tonight... Major Chan Shiu Tien...BELIEVE IT OR NOT!

(APPLAUSE)

(PLAY OFF)

And now, here's Don Hancock!

Ladies and gentlemen, it's interesting to notice what happens 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 this 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 FELL 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, Docn - fire away.

Our first letter is from Private Fenn Turner who writes:

"Will you please tell me what is the strangest book you've ever seen?"

Why yes, Private Turner. That book is on my finger right now. It's enclosed in the setting of a ring I wear on my little finger. This book is $5/16$ of an inch square, and less than $1/8$ of an inch thick. It contains the complete Rubyat of Omar Kiam by Fitzgerald, 269 verses. It's the smallest book in all the world. Believe It Or Not.

And gunner's Mate Ed Fiske wants to know what was the shortest war in history, Bob.

Well, Gurner Fiske, the shortest war in history was the war between Zanzibar against England in 1895. It lasted forty minutes. It so happened that a British warship had landed a crew in Zanzibar that day to play a football game, and when the players heard that there was a war on, instead of playing football, the British soldiers attacked the enemy and in little less than a half hour you might say, peace was concluded, and so the whole war lasted exactly forty minutes! BELIEVE IT OR NOT!

And now - on with the Hunt! Here's Bob with the answer to last night's Believe It Or Not. Last night, Bob, you asked - what prayer originated the use of hydraulic power?

Yes. Well, in Tibet they have for centuries used these praying wheels, operated by water power like water wheels. These wheels contain thousands of prayers and as the water rushes down, turning them over, each turn creates millions of prayers. Now those praying wheels have been adapted and harnessed for power, and that is how hydraulic power for industry which is used throughout the world today...it originated through the prayers of the Buddhist priests of Tibet. BELIEVE IT OR NOT -- IT'S TRUE.

Well, Bob, give us another question with which to belabor the brains, will you?

Well, all right, Don -- how's this? Who was the top-ranking General of the Confederacy in the Civil War?

Oh, Bob, that's a cinch!

Oh, I don't think so. It was not General Robert E. Lee. Tomorrow night I'll give you the name of the leading general of the Confederacy ... 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. And 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.