

CAVALIER CIGARETTES

AS BROADCAST

PRESENTS

Master
REVISED

MY FRIEND IRMA

STUDIO B

TAPE: FEBRUARY 17, 1953 --- AIR: FEBRUARY 24, 1953 ---

CAST

IRMA	MARIE WILSON
JANE	CATHY LEWIS
O'REILLY	GLORIA GORDON
KROPOTKIN	HANS CONRIED
AL	SID TOMACK
CLYDE	ALAN REED
BUREAUMAN	PETER LEEDS
POLICEMAN	DBL
SEBASTIAN	PAUL DU BOV

PRODUCER: CY HOWARD

LUD GLUSKIN
AND HIS ORCHESTRA

DIRECTOR: PARKE LEVY

WRITERS: PARKE LEVY
STANLEY ADAMS

REHEARSALS:

CAST: 6:00 - 7:00

ASSISTANT: KENNY McMANUS

TAPE: 8:30 - 9:00
Studio B

SOUND: TOM HANLEY

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND
JOHN JACOBS

RU

51453 9507

- 1 1ST ANNCR: CAVALIER Cigarettes
- 2 2ND ANNCR: CAVALIER Cigarettes
- 3 1ST ANNCR: America's great, new King-size Cigarettes
- 4 2ND ANNCR: Bring you - MY FRIEND IRMA
- 5 1ST ANNCR: Created by Cy Howard, transcribed from Hollywood, and
6 starring Marie Wilson as Irma and Cathy Lewis as Jane. 11/
- 7 (APPLAUSE)
- 8 MUSIC: JANE THEME

EM

51453 9508

AL'S YOUTH RESTORER

1 JANE: One of these days I am going to the market, walk over to the 30
2 vegetable department and pick me out a nice plump, solid
3 head of cabbage .. then I'll take it home, put it on top of
4 a broom stick, dress the whole thing up and then have a nice
5 intelligent conversation with it. and I guarantee you that
6 head of cabbage will make more sense than my room-mate 45
7 Irma Peterson! ~~No, I'm not kidding~~.. You should hear what
8 goes on with this girl ... The other day I said, Irma,
9 listen to this ... Soon many cars will be made out of fiber
10 glass. 100
11 IRMA: CARS MADE OUT OF GLASS?
12 JANE: That's right.
13 IRMA: GEE, THAT SHOULD SAVE BATTERIES.
14 JANE: Batteries?
15 IRMA: YES, THE POLICE WON'T HAVE TO USE FLASH LIGHT TO SEE WHAT'S
16 GOING ON. 112

COMMERCIAL

EM

51453 9509

OPENING COMMERCIAL

IRMA -1A-
2-24-53

1st ANNCR: Say, have you tried king-size Cavalier cigarettes? / 12
Thousands of smokers can tell you...you don't know
what you're missing, if you haven't! Yes, thousands
of smokers have switched to king-size Cavaliers
lately!

2nd ANNCR: You know, when thousands of smokers from coast to
coast compared king-size Cavaliers with the brands
they had been smoking, at least 8 out of 10
interviewed said Cavaliers are milder!

1st ANNCR: So do try Cavaliers -- America's great, new king-size / 145
cigarette!

MUSIC:

51453 9510

RU

1 SOUND: DOOR OPEN

2 IRMA: OH, JANE, JANE? / 155

3 JANE: What's all the excitement?

4 IRMA: I'M GOING TO GET MARRIED.

5 JANE: Married?

6 IRMA: YES, AL IS GOING TO MAKE A MILLION DOLLARS.

7 JANE: Oh Irma, Al has made a million dollars before but he

8 always got Washington's picture on upside down.

9 IRMA: NO JANE, HE'S IN BUSINESS. THIS IS WHAT HE'S MAKING.

10 JANE: Let me see that bottle. (READS) Drink ~~"Babyface"~~ Mother 155
11 Nature's Wonder Youth Restorer.

12 IRMA: AND YOU SEE WHAT IT SAYS, "ONE SIP AND YOU HOP AND SKIP".

13 JANE: I got a feeling it should be "One swallow and you're here

14 today and gone tomollow". / 230

15 IRMA: NO JANE, AL MADE THIS FROM A SECRET FORMULA. LOOK AT THE

16 INGREDIENTS. 51453 9511

17 JANE: Let me see...(READS) "Baby Face youth restorer contains

18 "Gloppo", the vitamin extract of watermelon rinds, and 245
19 since you never saw a wrinkled watermelon, imagine what

20 it will do for your skin. "Baby Face" is harmless and

21 may be taken internally or out of doors. / 325

- 1 IRMA: AND THERE IS MORE PROOF... READ THAT ----
- 2 JANE: (READS) "Babyface contains no harmful ingredients, and is
3 approved by the Board of Health...of Tibet???????"
- 4 IRMA: OH JANE, THAT'S NOTHING. HERE ARE SOME TESTIMONIALS AL ³¹²
5 HAD PRINTED - LISTEN TO THIS: "BABYFACE", YOUTH RESTORER,
6 WILL TAKE SO MANY YEARS OFF YOUR LIFE, ONE MOTHER
7 ACCIDENTALLY GAVE SOME TO HER NINE YEAR OLD SON AND HE
8 DISAPPEARED COMPLETELY.
- 9 JANE: Oh no, ~~let~~ me see those. (READS) I have been using ³³⁰
10 "Babyface" for sixty-two years and now wish to sell my
11 razor as I now am too young to shave. Signed: Dimples.
- 12 IRMA: LISTEN TO THIS ONE (READ)"I WAS AN OLD SOLDIER WHO WAS ABOUT ³⁴²
13 TO FADE AWAY AND I DRANK THREE BOTTLES OF "BABYFACE" AND
14 I'M STILL HERE. SIGNED GENERAL GRANT." ~~AREN'T THEY~~ ⁴⁰⁰
15 THRILLING!!
- 16 JANE: Oh, Irma, you're not building your hopes on this, are you?
- 17 IRMA: OF COURSE I AM.
- 18 JANE: Has Al started to produce this stuff?

EM

51453 9512

1 IRMA: YES. HE'S ALREADY SOLD FIFTEEN BOTTLES. AND REALLY,
2 JANE, IT'S WONDERFUL. I THINK I'LL BUY A BOTTLE TOO.

3 JANE: ~~Irma~~, don't you dare use that stuff. This isn't the 4/15
4 first thing your boyfriend has tried to sell. Remember
5 his famous magic dandruff remover?

6 IRMA: WELL, IT REMOVED DANDRUFF.

7 JANE: And all the hair too.

8 IRMA: WELL AL WASN'T MATURE THEN, BUT NOW ~~HE'S~~ BIG BUSINESS. 4/30
9 DO YOU REALIZE HE WILL MAKE NINETY CENTS ON EVERY BOTTLE
10 HE SELLS?

11 JANE: How much is he selling it for?

12 IRMA: EIGHTY-FIVE CENTS.

13 JANE: Eighty-five cents? And he's going to clear ninety?

14 IRMA: YES, IT'S ALL PROFIT AND HE GETS ~~A~~ NICKLE BACK ON THE 4/45
15 BOTTLE.

16 JANE: What?

17 IRMA: WELL IT'S SOMETHING LIKE THAT...ALL I KNOW IS HE'S GOING
18 TO MAKE A FORTUNE AND WE'RE GOING TO GET MARRIED.

19 SOUND: KNOCK ON DOOR

IM

1 JANE: Come in.

2 SOUND: DOOR OPEN

3 KROP: *only me, Professor Krupnik*
Hello Janey and Irma, my two little hockey players, one

4 headed for the net and the other should have a net over

5 her head.

6 JANE: Oh Professor.

7 KROP: So what? After six years ~~could~~ you do better? Girls, *515*

8 do you have a little bicarbonate?

9 IRMA: AREN'T YOU WELL, PROFESSOR?

10 KROP: No. I lost my head and ate the goulash at the Gypsy

11 Tearoom.

12 JANE: What's wrong with the goulash?

13 KROP: It's all goo and no lash. *500*

14 JANE: How is Mrs. O'Reilly, we haven't seen her for a couple of

15 days?

16 KROP: Neither have I. The last time I saw her was Sunday night

17 at the Fireman's Ball..she was very popular.

18 IRMA: YOU MEAN THE MEN FLOCKED AROUND HER?

1 KROP: Yes, she was wearing a red dress and they thought she
2 was a fire hydrant. But truthfully, I felt sorry for her

3 JANE: Why?

4 KROP: Everytime the music started she would drop her
5 handkerchief and hope some gentleman would pick it up
6 and ask her for the dance.

7 JANE: Well?

8 KROP: When the night was over she had no dances and a sore
9 back. So I volunteered to walk her home.

10 ~~IRMA: OH YOU'RE SO SWEET, PROFESSOR.~~

11 KROP: Then suddenly she stopped and said, "Professor, tell me
12 the truth; how old do you think I am?"

13 JANE: Yes?

14 KROP: Well by the time I had finished counting we had walked
15 ~~three blocks past our house.~~ And then she said, "There's
16 no sense in kidding myself, I'm no longer young and
17 attractive".

18 JANE: She's never said that before.

19

1 KROP: I know, and as we stood on the street corner I tried to
2 make her feel good with flattery...I told her she was
3 still young, still healthy, but then I almost ruined
4 things.

5 IRMA: HOW?

6 KROP: A cop heard me say, "Kathleen you are beautiful", and
7 wanted to arrest me for being drunk! 6 30

8 IRMA: WELL GEE I WISH I KNEW WHERE SHE WAS..I WOULD LIKE TO
9 TELL HER ABOUT MY AL'S WONDERFUL YOUTH RESTORER.

10 KROP: Youth restorer?

11 JANE: Don't trouble your head about it, Professor. You look
12 tired.

13 KROP: To tell the truth, I am..I've been reading a book about 6 45
14 Psychiatry, it's called "Are you a Schizophrenic"?

15 IRMA: WELL DON'T LOOK AT ME, I'M SWEDISH.

16 KROP: You know, Janie, it's amazing the number of people who
17 crack up under the tension of modern day living. 7 00

18 JANE: Yes. The book must be fascinating.

51453 9516

1 KROP: It is, and I'll tell you more about it as I read it.

2 Well, goodbye, girls.

3 IRMA: AND PROFESSOR, IF YOU REALLY FEEL TIRED AND YOU NEED A

4 YOUTH RESTORER AL IS MAKING ONE THAT DOES WONDERS...IT 75

5 WILL MAKE A YOUNG MAN OF YOU.

6 KROP: Then I don't want it...I couldn't bear to see a young

7 man spend the rest of his life in my room.

8 SOUND: DOOR CLOSE

9 ORCH: STINGER

10 SOUND: DOOR OPEN

1 MAN: Can I help you, Madame?

732

2 MRS. O: Is this the Better Business Bureau?

3 MAN: Yes.

4 MRS. O: I'd like to register a complaint.

5 MAN: What seems to be the trouble?

6 MRS. O: I bought an item in good faith and it's turned out to be a

7 fake. I want who-ever makes this stuff put in jail where

8 he belongs.

9 MAN: I see...Your name please.

10 MRS. O: Kathleen O'Reilly.

11 MAN: Now what is the trade name of the product you bought, and

12 what proof do you have of it's being fraudulent?

800

13 MRS. O: It's called, "Baby Face Magic Youth Restorer"... ~~Now mind~~

14 ~~you, I don't really need anything to make me young.. I was~~

15 never one to deceive anyone about my age... I'm forty-two

16 and proud of it.

17 MAN: ~~Yes, of course...now about this Youth restorer...~~

18 MRS. O: Well I was just experimenting with it so I bought a little.

19 MAN: A little?

51453 9518

20 WL

1 MRS. O: Fifteen bottles... I wanted to give it a fair trial. And
2 for two days I've locked myself in my room... I've drunk 8 1/2
3 ...I've rubbed it into my pores... I've even inhaled it
4 and you can see for yourself...

5 MAN: Well I don't know how you looked before you tried it, but
6 by the looks of you now I would say you have a good chance
7 of sending this person up for life. 830

8 MRS. O: Well that's what I want. Have you any idea who makes this
9 stuff?

10 MAN: No, but we'll find out and you will be our key witness
11 after we make the arrest.

12 MRS. O: You're darn tootin!

13 MAN: Now if you'll sign this complaint.

14 MRS. O: I'll be very glad to... Kathleen O'Reilly, single. 842

15 MAN: That information isn't necessary.

16 MRS. O: It's not hurting anybody... A girl never knows who's going
17 to read these things. 842

18 ORCH: STINGER

91 SOUND: STREET NOISES FOOTSTEPS

20 WL

51453 9519

- 1 IRMA: COME ON JANE, PLEASE GO SHOPPING WITH ME.
- 2 JANE: But it's ridiculous. Picking out furniture for a home just ^{9/12}
3 because...
- 4 IRMA: PLEASE JANE.. I KNOW THIS TIME IT'S THE REAL THING. AL
5 WILL MAKE A BIG FORTUNE AND MARRY ME.
- 6 ~~JANE: Oh Irma.~~
- 7 IRMA: YOU DON'T KNOW THE GREAT PLANS HE HAS. HE'S BEEN
8 EXPERIMENTING ALL DAY...HE WANTED TO ADD CHLOROPHYL TO
9 HIS YOUTH RESTORER.
- 10 JANE: No good huh?
- 11 IRMA: NO, AL SAYS IT WOULD GIVE YOU A YOUNG FACE BUT A GREEN ONE
12 OH, JANE, ISN'T THAT A BEAUTIFUL BEDROOM SET IN THAT
13 WINDOW?
- 14 JANE: Yes, it's early American.
- 15 IRMA: THEN I BETTER NOT GET IT. AL LIKES TO SLEEP LATE.
- 16 JANE: ~~Hey cookie, look,~~ speaking of Wonder Boy, here he comes
17 down the street.
- 18 IRMA: WHERE? OH, ISN'T IT THRILLING JANE. LOOK AT HIM! HE
19 WALKS LIKE HE'S GOING PLACES!

WL

51453 9520

930

1 JANE: Yes, and that fellow right behind him walks like he's
2 going to take him there.

3 IRMA: (CALLING) AL ... AL IT'S US.

4 AL: H'ya chicken..only got a minute... Am in the midst of a
5 big advertising campaign: I want a new slogan for "Baby
6 Face"

7 IRMA: A NEW SLOGAN?

8 AL: How do you like this? "Baby Face is nature's tonic

945

9 It's sweeping the country

10 Like the plague bubonic!

11 IRMA: OH, THAT'S PRETTY... HOW ABOUT THIS?

1000

12 "BABY FACE WILL KEEP YOU YOUTHFUL..

13 AND WHEN YOUR YOUTHFUL YOU'RE YOUNG

14 AND THAT'S QUITE TRUTHFUL.

15 JANE: You said a mouthful
/How's this, "There's an old Expression, 'See Naples And
16 Die'. Baby Face will save you the cost of the trip. "

1045

17

18

19

WL

51453 9521

- 1 AL: Oh, nothing can stop me now, Jane. Pardon me a minute, 1030
- 2 girls... That fellow over there is trying to attract my
- 3 attention... Probably a buyer for a big department store.
- 4 SOUND: FOOTSTEPS OFF
- 5 IRMA: GOSH JANE, I'M SO PROUD OF HIM... HE'S BECOME SO SUCCESSFUL
- 6 ... LOOK AT HIM TALKING TO THAT MAN... NOW HE'S PUTTING
- 7 HIS HAND OUT... PROBABLY SHAKING HANDS ON A BIG DEAL. 1045
- 8 JANE: I don't think so... The other fellow is putting handcuffs
- 9 on it.
- 10 IRMA: OH, HE'S TAKING HIM AWAY... (CALLING) WAIT... WAIT FOR ME
- 11 SOUND: RUNNING FOOTSTEPS
- 12 IRMA: WHERE ARE YOU TAKING MY AL?
- 13 AL: I can't understand this... There must be some mistake, 1100
- 14 Chicken. Don't worry I'll be back.
- 15 IRMA: WHEN?
- 16 MAN: It won't be long... anywhere from six months to five years,
- 17 depending on his good behavior.
- 18 IRMA: (BAWLS)
- 19 ORCH: STINGER
- 20 SOUND: KNOCK ON DOOR.

1 JANE: Come in.

2 SOUND: DOOR OPEN

3 MRS. O: Hello Janie...

4 JANE: Oh, ~~hello~~ Mrs. O'Reilly ... It's good to see you again... // 22

5 We missed you.

6 MRS. O: I been staying pretty close to my room this last week...

7 I've had a terrible experience... Where's Irma, I understand

8 she and Al are getting married?

9 JANE: Well, she thought they were but...

10 SOUND: DOOR OPENS

11 MRS. O: Oh, there she is... How's our little bride-to-be?

12 IRMA: (DOWN) ~~OH~~ MRS. O'REILLY. DID YOU HEAR? (TEARFULLY) SOME // 45

13 HORRIBLE PERSON MADE TROUBLE FOR AL.

14 MRS. O: Oh, that's a shame... anyone who could do a thing like that

15 must be of the lowest type..like the skunk who swindled me

16 IRMA: SOMEONE SWINDLED YOU?

17 MRS. O: Yes, ~~but~~ never mind me, what happened with Al? 1200

18

19

WL

51453 9523

1 IRMA: HE WAS DOING SO WELL IN BUSINESS SELLING HIS "BABY FACE"
2 MAGIC YOUTH RESTORER. AND THEN SOMEONE WENT AHEAD AND HAD
3 HIM PUT IN JAIL...IF I EVER MEET THAT PERSON-- THE PERSON
4 WHO RUINED MY HAPPINESS.... OH, WELL, YOU HAVE YOUR OWN ¹²¹⁵
5 TROUBLES.

6 MRS. O: I sure do.

7 JANE: Yes, Mrs. O'Rielly. Who swindled you?

8 MRS. O: Me? Oh Uh - er, uh --- uh.... I, er I think someone wants
9 to talk to me on my phone.

10 JANE: I didn't hear the bell ring.

11 MRS. O: They want me to keep it a secret. Bye. ¹²³⁰

12 ORCH: STINGER

13 SOUND: REC UP DIAL

14 MRS: O: Hello? Better Business Bureau? This is Kathleen O'Reilly... ¹²⁴⁵
15 I filed a complaint about "Baby Face" Youth Restorer and
16 now I'd like to withdraw it. What do you mean? I can't
17 withdraw it?... I must... I mean the stuff really works. Really
18 It's make me young again
/ What...you'll send a man over to check? What time? Four? ¹³⁰⁰
19 All right I'll be here and don't be late because I want to
20 go to the playground and skip rope.

51453 9524

21 SOUND: JIGGLING OF RECEIVER AND DIALING

1 MRS. O: / Glory be... I just hope this works.... Hello? Higgins 1312
2 costumers... This is Mrs. O'Reilly... Do you have any
3 kiddy costumes? You do? What size do I wear? / I can't 1330
4 give that information over the phone..this is a party
5 line. I'll be right down. 1334

6 ORCH: BRIDGE

7

8

9

WL

51453 9525

MIDDLE COMMERCIAL

IRMA -16A-
2-24-53

1st ANNCR:

Spanish moss festoons the great trees along the lagoons of Florida's famous Cyprus Gardens. Here, recently, Robert Cozzins, one of the stars of the Water Skiing show, jumped a fabulous eighty-seven feet to make a new world's record! Now it happens that Robert Cozzins was one of scores of water-sport enthusiasts at Cyprus Gardens who compared king-size Cavalier cigarettes with the brands they had been smoking. At least 8 out of 10 of those interviewed said Cavaliers are milder! As Robert Cozzins said: 1348

2nd ANNCR:

I compared Cavaliers with the brand I had been smoking...and Cavaliers are milder! Cavaliers' flavor is swell, too! 1465

1st ANNCR:

Thousands of smokers from coast to coast compared king-size Cavalier cigarettes with all the other leading brands -- perhaps the brand you now smoke. And in every one of the groups interviewed, at least 8 out 10 agreed that Cavaliers are milder! 1430

2nd ANNCR:

So, if you want more mildness, along with a new, delightful flavor, try king-size Cavaliers! They're priced no higher than other standard brands. Buy a carton!

MUSIC:

RU

51453 9526

ACT TWO

1 CLYDE: You heard what I said, Miss Peterson, I'll have nothing ¹⁵⁰⁰
2 to do with it.

3 IRMA: BUT MR. CLYDE I'VE WORKED FOR YOU FOR SIX YEARS, DON'T
4 YOU THINK I DESERVE SOMETHING?

5 CLYDE: Yes, but the law won't allow me to do it.

6 IRMA: BUT YOU DON'T EVEN KNOW THE FACTS...YOU SEE AL IS
7 MANUFACTURING ^{a product} / CALLED BABY FACE / YOUTH RESTORER...AND - ¹⁵¹⁵

8 CLYDE: That's all I want to hear....Three years ago your
9 boyfriend manufactured Professor Al's Strength capsules
10 and you sold me a bottle.

11 IRMA: WELL DIDN'T THEY GIVE YOU STRENGTH?

12 CLYDE: Oh I never used them...I tried one out on our Great Dane.

13 IRMA: YES?

14 CLYDE: We had to / keep him in the house because the rabbit next ¹⁵³⁰
15 door would beat him up every morning. So don't mention
16 your boyfriend to me.

17 IRMA: BUT WHAT I'M ASKING YOU TO DO IS VERY SIMPLE...YOU SEE,
18 SOME WOMAN TRIED AL'S BABY FACE YOUTH RESTORER AND ¹⁵⁴⁵
19 REPORTED HIM TO THE ~~SECRET~~ HONEST BUSINESS BUREAU.

AK

51453 9527

1 CLYDE: Yes?

2 IRMA: IF YOU CAN FIND OUT WHO THE WOMAN IS I WOULD BEG HER TO
3 DROP THE CHARGES.

4 ~~CLYDE: Nothing doing.~~

5 IRMA: I'M TRYING TO APPEAL TO YOUR INTELLIGENCE WITH WORDS THAT
6 WOULD MELT THE THOUGHTS OF MOST PEOPLE, BUT YOU REFUSE TO
7 LET YOUR HEAD SOFTEN.

8 CLYDE: Oh, please...now don't start another one of those dramatic
9 segas of yours. I don't care what happens between Al and
10 you.

11 IRMA: THAT'S BECAUSE YOU'RE CRUEL AND DON'T KNOW THE MEANING OF
12 THE WORD, "LOVE"...L-U-V... TWO HEARTS BEATING IN THREE
13 QUARTER TIME AND CALLING TO EACH OTHER, "CHLOE"!

14 CLYDE: What?

15 IRMA: CAN'T YOU GET THE PICTURE? I'M HERE AND HE'S THERE...I
16 CAN SEE HIM SITTING IN SOME COLD DARK CELL, HIS TEN BABY
17 FINGERS OUTSTRETCHED TO ME.

18 CLYDE: Baby fingers?

19 AK

1 IRMA: YES...HIS FEET ARE BIG BUT HIS HANDS ARE SMALL. OH, MR.
2 CLYDE, THINK OF ME AS YOUR OWN DAUGHTER.

3 CLYDE: I will not! It would only make me go home and kill my
4 wife!

5 ~~IRMA: PLEASE...PLEASE CALL THE BETTER BUSINESS BUREAU.~~

6 CLYDE: Oh, alright, if only to shut you up.

7 SOUND: REC. UP DIAL

8 CLYDE: Personally I doubt if there's anything I can do, but... ¹⁶⁰⁰
9 Hello? ^{Honest} Better Business Bureau? This is Milton J. Clyde,
10 an Attorney. Can you give me the name of the party who
11 filed a complaint against Baby Face Youth Restorer? Oh,
12 it's against your policy...well, then can you give me a ¹⁶¹⁵
13 general discription...Uh, huh..uh huh...I see...She sound:
14 like nothing would help her...Well thank you....Good-bye.

15 SOUND: REC. DOWN

16 CLYDE: Well I tried...nothing doing. ¹⁶³⁰

17 IRMA: WELL THANKS FOR TRYING ANYHOW...AND AS THEY SAY IN THE
18 NAVY, I'D LIKE TO GIVE YOU AN "F" FOR "EFFORT". NOW SHALL
19 WE GET DOWN TO WORK.

AK

- 1 CLYDE: You're not too upset?
- 2 IRMA: I DON'T/KNOW, TRY ME. 1645
- 3 CLYDE: Alright take this letter...To the Blue Star Stove
4 Company...My client had just dismissed her Butler...the
5 same man who has been with her since 1940. Suddenly your
6 little oven in the room exploded, flipped off it's lid 1708
7 which cut across the rug injuring my client...More details
8 to follow, sincerely Milton J. Clyde.
- 9 IRMA: I GUESS I'M ALRIGHT, I GOT IT ALL.
- 10 CLYDE: Good for you. Now read it back.
- 11 IRMA: (READS) TO THE BLUE STAR STOVE COMPANY...MY CLIENT WAS IN
12 THE ROOM GETTING A LITTLE LOVIN' FROM THE BUTLER....
- 13 CLYDE: What? 1715
- 14 IRMA: (READS) THEY STARTED TO CUT A RUG, HE FLIPPED HIS LID AND
15 HE HASN'T BEEN THE SAME SINCE 1940.
- 16 CLYDE: What?
- 17 IRMA: MORE DETAILS WILL FOLLOW.
- 18 CLYDE: Why you idiot, get out of here!
- 19 AK

1 IRMA: IDIOT? MR. CLYDE, DON'T YOU KNOW IT'S NOT NICE TO CALL A
2 LADY NAMES?" 1730

3 CLYDE: Oh, I'm sorry....Mr. Peterson?

4 IRMA: YES?

5 CLYDE: Go home you idiot!

6 ORCH: STINGER

7 KROP: And Janie, the amazing thing is, this book on Schizophrenia

8 / says that some of these people who crack up become other / 1750

9 personalities to escape reality...Some think they are

10 famous people, others think they are little children. / 1800

11 JANE: That's very interesting...Hmm, almost four o'clock...I

12 think I'll go down and have some tea with Mrs. O'Reilly.

13 KROP: I talked to her an hour ago and she seemed so tense...Do

14 you mind if I go down with you?

15 SOUND: DOOR OPEN

16 JANE: Not at all...let's go....

17 SOUND: FOOTSTEPS

18 KROP: Ahh, what / could happen to Mrs. O'Reilly...She's as steady 1814

19 as an old war horse, only she looks like she lost the war.

AK

1 JANE: Well believe me, after what I've been thru today with Al
2 and Irma...Oh, here's Mrs. O'Reilly's door...I'll knock.

3 SOUND: KNOCK ON DOOR 18³⁰

4 MRS. O: (OFF CHILDISH) (SINGS) Here we go round the Mulberry Bush
5 The Mulberry Bush....The Mulberry Bush
6 Here we go round the Mulberry Bush..So early Tuesday
7 morning.

8 JANE: Professor did you hear that?

9 KROP: Yes. I've never heard her go around imitating a child. 18⁴⁰

10 JANE: And the way she sang...it was most unusual.

11 KROP: I think the word is, "Sickening".....

12 JANE: Maybe I ought to knock again.

13 KROP: Go ahead.

14 SOUND: KNOCK ON DOOR 19⁰⁰

15 MRS. O: (OFF CHILDISHLY)

16 Peas Porrage hot...Peas Porrage cold,
17 Peas Porrage in a ^{dish} ~~pot~~..Five days old.

18 KROP: Oh, my goodness what's going on...I'm going to look thru
19 that keyhole....Janie! 19¹⁵

AK

- 1 JANE: What do you see?
- 2 KROP: Two old wrinkled bald heads....
- 3 JANE: She's got company.
- 4 KROP: No, no, my mistake...that's her knees.
- 5 JANE: You can see her knees?
- 6 KROP: Yes...She's wearing a little girls dress!
- 7 JANE: What?
- 88 KROP: Yes...and a curly wig. / 1942
- 9 JANE: Oh, my goodness! What does she look like?
- 10 KROP: Well I can only describe her this way...Centuries ago
- 11 among certain tribes they used to do away with little
- 12 girls and this may revive the custom!
- 13 JANE: Let me look....Oh, no Professor. 2000
- 14 KROP: It all fits doesn't it? Just like the book says...
- 15 Tension...worry...escape from reality.
- 16 JANE: Come to think of it, we hadn't seen her for two days, and
- 17 when we did she seemed...so nervous...(BREAKS TEARFULLY)
- 18 Oh, Professor, do you think it's too late? / 2010
- 19 AK

1 KROP: I don't know...Come away from the door (SOUND: FOOTSTEP)
2 A friend of mine teaches Psychology...Let me see what
3 time it is...I can have him here by four o'clock.
4 SOUND: FOOTSTEPS
5 IRMA: (COMING ON) JANE...JANE...OH, JANE I WAS LOOKING ALL OVER
6 FOR YOU. GUESS WHAT? 2030
7 JANE: Please Irma, not now.
8 IRMA: BUT I JUST CAME FROM THE ~~BETTER~~ BUSINESS BUREAU AND AT
9 FOUR O'CLOCK THEY'RE GOING TO INTERVIEW THE WOMAN WHO MAJ
0 THE COMPLAINT AGAINST AL. Honest
11 KROP: Irma darling, please...be quiet...(BREAKS) Tragedy has
12 struck our lives. 2042
13 IRMA: WHAT HAPPENED?
14 KROP: Mrs. O'Reilly has lost her marbles!
15 IRMA: MRS. O'REILLY? (BREAKS A LITTLE) THE WOMAN WHO HAS BEEN 118
16 LIKE A MOTHER TO ME??
17 JANE: Now Irma...(STARTING TO BREAK) Let's have no crying...
18 Let's all three of us control ourselves. Let's try to
19 remember her as she was.

AK

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1 KROP: (CRYING) No, let's go back fifty years. It seems so
2 terrible to ~~read~~ about these things, and then it suddenly ²¹²²
3 happens. Like a bolt from the blue.

4 IRMA: SHE WAS ALWAYS SO KIND...I THINK SHE WOULD DO ANYTHING
5 JUST SO I WOULD BE HAPPY.

6 JANE: (CRYING) Don't cry Irma...she was like a mother to me too

7 KROP: (CRYING) My grief is greater than the two of you...
8 because to me she was like a grandmother. ²¹⁴²

9 IRMA: WHAT ARE WE GOING TO DO?

10 KROP: (CRYS) Four o'clock will tell the story. In the meantime
11 lets try to be cheerful...Come on, everybody laugh.

12 IRMA, JANE AND KROP: ~~SEGUE INTO LAUGHTER AND INTO TEARS~~ ²²⁰⁰

13 ORCH: STINGER

14 KROP: This is her room Sebastiah, and before we go in I can't ²²⁰⁰
15 tell you how grateful we all are that you could come by.

16 SEB: I only hope I can be of some help in diagnosing her
17 condition. I'm ten ~~minutes~~ early because my psychology ²²³²
18 lecture was shorter than usual.

19 AK

- 1 JANE: Shall we go in?
- 2 SEB: Yes, but don't reveal who I am...You see it will help my
3 study if she wasn't aware that I was a world famous
4 psychologist.
- 5 IRMA: GEE IT'S TOO BAD YOU HAVE SUCH A SMALL CAR, IF YOU HAD A ^{22/2}
6 CADILLAC WE COULD TELL HER YOU'RE THE PLUMBER.
- 7 JANE: Irma!
- 8 SEB: Shhhh. I will knock.....
- 9 SOUND: KNOCK ON DOOR
- 10 MRS. O: (OFF). Just a minute...(SINGS) London Bridges falling
11 down, falling down.../ ^{23⁰⁰}
- 12 SOUND: DOOR OPEN
- 13 KROP: (TEARFULLY) Hello Kathleen...This gentleman was in the
14 building --
- 15 MRS. O: Yes, yes I know...I was expecting him....
- 16 JANE: (SOTTO) Expecting him??
- 17 SEB: (SOTTO) Typical manifestation...Dream world syndrome... ^{23/2}
- 18 IRMA: HOW DO YOU FEEL MRS. O'REILLY?
- 19 AK

- 1 MRS. O: Fine...fine. Do you like my pretty dress and matching
2 bonnet?
- 3 JANE: Oh it's lovely.
- 4 MRS. O: Would you and Irma like to play hopscotch with me? *2330*
- 5 JANE & IRMA: (BOTH BAWL AS IF THEIR HEARTS WILL BREAK)
- 6 KROP: Please girls, control yourself.
- 7 SEB: Mrs. O'Reilly....
- 8 MRS. O: Wanna play post-office?
- 9 SEB: Er, uh...No, thanks...What I would like to know, is, er... *2345*
10 uh...Well tell me all about yourself.
- 11 MRS. O: Well three days ago I was a very old and tired woman.
- 12 KROP: That's right...I saw her...and believe me, nobody was ever
13 so old and tired....
- 14 MRS. O: But I've been getting younger and younger every hour since *2410*
15 I started drinking Baby Face, the Magic Youth Restorer.
- 16 JANE: Baby Face?
- 17 MRS. O: Yes, and I want this gentlemen to go back to the ~~Better~~ *Honest*
18 Business Bureau and tell them how wonderful Baby Face
19 really is. *2415*

AK

- 1 SEB: ~~Better~~ ^{Honest} Business Bureau?? What's this all about?
- 2 MRS. O: Aren't you the man from the ~~Better~~ ^{Honest} Business Bureau?
- 3 SEB: No.
- 4 MRS. O: Glory be! You must think I'm nuts.
- 5 KROP: He's only got a quarter interest...we all think you're nut ²⁴³⁰
- 6 JANE: Mrs. O'Reilly, we've been worried sick...Do you mean to
- 7 say you're the one who put in the complaint?
- 8 MRS. O: Yes, but when I found out ~~it~~ ^{the story} was made by Al, and how much ²⁴⁴⁵
- 9 I was hurting Irma I got desperate.
- 10 IRMA: OH MRS. O'REILLY, YOU MEAN YOU'RE DOING ALL THIS FOR ME?
- 11 MRS. O: Yes.
- 12 IRMA: OH I LOVE YOU...AND I KNEW THE MOMENT I WALKED IN HERE
- 13 THERE WASN'T ANYTHING WRONG WITH YOUR MIND...YOU LOOKED
- 14 ~~JUST~~ AS NORMAL AS I DO. ²⁰²⁰
- 15 SEB: I think that's my cue to leave.
- 16 SOUND: DOOR CLOSE
- 17 MRS. O: Oh, my goodness...You better all leave.
- 18 JANE: Why?
- 19 AK

- 1 MRS. O: The man from the Business Bureau is coming and I must
2 convince him I look younger than I was when I bought the
3 Youth Restorer, then Al will be free. 25¹⁵
- 4 KROP: Oh now I get it. Well Mrs. O'Reilly, you'll never fool
5 anybody in that costume...not as long as they can see your
6 knees and face. You hide in the bedroom and let Irma say
7 she is Mrs. O'Reilly. 25³⁰
- 8 MRS. O: Do you think it'll work?
- 9 IRMA: DON'T WORRY I CAN CONVINCCE ANYBODY.
- 10 JANE: This I can't watch....Bye.
- 11 SOUND: DOOR CLOSES
- 12 MRS. O: Allright Irma...I'll go in the bedroom and I won't come
13 out unless you call me.
- 14 SOUND: KNOCK ON DOOR
- 15 MRS. O: Glory be...that's him...I'll get in the bedroom. 25⁴⁵
- 16 SOUND: DOOR CLOSES OFF
- 17 IRMA: Come in.
- 18 SOUND: DOOR OPENS
- 19 MAN: I'm from the ~~Better~~ ^{Home} Business Bureau.
AK

1 IRMA: YES. I'M EXPECTING YOU.

2 MAN: You're expecting me?

3 IRMA: YES, BABY FACE DOES WONDERS.....

4 MAN: You mean, you're Mrs. O'Reilly? /

26⁰⁰

5 IRMA: AMAZING ISN'T IT? AND IT HAPPENED SO SUDDENLY.

6 MAN: Hrrrrrrrrrr.

7 IRMA: WELL NOW THAT YOU SEE HOW IT WORKS I GUESS YOU'LL HAVE TO

8 LET AL GO.

9 MAN: Hrrrrrrrrrr guess so.

10 IRMA: OH, I'M SO HAPPY! YOU KNOW IT'S WONDERFUL WHEN THINGS

11 TURN OUT RIGHT. /

26¹⁰

12 MAN: Yeah, I guess so...I think I'll leave now.

13 IRMA: OH, WHAT'S YOUR HURRY? WOULD YOU LIKE SOME TEA?

14 MAN: I wouldn't mind.

15 IRMA: (CALLS) MRS. O'REILLY, WHERE DO YOU KEEP THE TEA BAGS?

16 SOUND: DOOR OPENS

17 MRS. O: What Irma? /

26³⁰

18 MAN: She looks worse everytime I see her. That guy will get

19 50 years.

20 ORCH: BRIDGE - END OF ACT

21 ANNCR: Irma and Jane will be back in a moment. /mhc0079

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CLOSING COMMERCIAL

IRMA--30A-
2-24-53

2650

1st ANNCR: When fine, light tobaccos are especially selected for mildness -- and blended in a special way to bring out all their mildness and fine flavor...the result is bound to be an especially enjoyable cigarette. And that cigarette is king-size Cavalier ...the cigarette that has won thousands and thousands of smokers since it was introduced.

2nd ANNCR: When group after group of smokers compared king-size Cavaliers with the brands they had been smoking, at least 8 out of 10 interviewed said Cavaliers are milder!

2715

1st ANNCR: Yes, thousands of smokers from coast to coast compared Cavalier cigarettes with all the other leading brands, perhaps the brand you now smoke! And at least 8 out of 10 interviewed said Cavaliers are milder. Try king-size Cavalier cigarettes. They're priced no higher than other standard brands. Buy a carton!

2730

2nd ANNCR: And, remember, king-size Cavaliers are made by the makers of Camels, America's most popular cigarette. All the know-how gained in producing Camels stands behind king-size Cavaliers.

2750

MUSIC:

RU

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1 JANE: Well Al ~~is~~ not in jail, but he's not in the manufacturin^{28^{al}}
2 business either...Baby Face is no longer available...Well
3 Irma, I hope it's taught Al a lesson.

4 IRMA: OH, HE'S THROUGH WITH PATENT MEDICINES...

5 JANE: That's good.

6 IRMA: I JUST HOPE HE MAKES A SUCCESS OUT OF "FLURGO".

7 JANE: Flurgo? / ^{28¹⁵}

8 IRMA: YES, IT'S A MEMORY COURSE TO TEACH UNHAPPY ELEPHANTS HOW
9 TO FORGET.

10 JANE: I think I'll enroll in that course....I don't know about
11 Elephants, but there's something I'd like to forget...and
12 that's my friend Irma. ^{28³⁰}

AK

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1 MUSIC: THEME

2 ANNCR: "My Friend Irma" is a Cy Howard Production and is
3 directed by Parke Levy who writes the script with
4 Stanley Adams. Marie Wilson is starred as Irma and
5 Cathy Lewis as Jane. Hans Conried was heard as
6 Professor Kropotkin, Gloria Gordon was Mrs. O'Reilly,
7 Sid Tomack as Al and Alan Reed as Mr. Clyde. Also
8 included were Peter Leeds and Paul Du Bov.

9 Music was under the direction of Lud Gluskin.

10 Until next Tuesday, your friend Irma says:

11 IRMA: HOPE YOU'LL ALWAYS HAVE A CAVALIER NEARBY. KING SIZE.

12 ANNCR: Bob LeMond speaking, transcribed from Hollywood, and
13 saying goodnight for Cavalier Cigarettes.

2844

2900

2916
Feb

RU

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