

Martin

CAVALIER CIGARETTES

PRESENTS

"MY FRIEND IRMA"

STUDIO B

TAPE: MARCH 17, 1953

AIR: APRIL 14, 1953

CAST

IRMA.....MARIE WILSON
JANE.....CATHY LEWIS
O'REILLY.....GLORIA GORDON
WANDERKIN.....KENNY DELMAR
AL.....SID TOMACK
CLYDE.....ALAN REED

PRODUCER: CY HOWARD

LUD GLUSKIN AND HIS ORCHESTRA

DIRECTOR: PARKE LEVY

WRITERS: STANLEY ADAMS

REHEARSALS:

PARKE LEVY

CAST: 4:15-5:00

ASSISTANT: KENNY MCMANUS

TAPE: 8:30-9:00

SOUND: TOM HANLEY

STUDIO B

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND

JOHN JACOBS

51453 9788

IRMA -A-
4-14-53

1ST ANNCR: CAVALIER Cigarettes....

2ND ANNCR: CAVALIER Cigarettes....

1ST ANNCR: America's great, new King-Size Cigarettes...

2ND ANNCR: Bring you - MY FRIEND IRMA...

1ST ANNCR: Created by Cy Howard, transcribed in Hollywood, and
starring Marie Wilson as Irma and Cathy Lewis as Jane.

(APPLAUSE)

MUSIC: JANE THEME

14

51453 9789

1 JANE: You know they say that the brain is somewhat like a
2 camera which records everything...I don't know how this
3 applies to my roommate Irma Peterson, but if her brain
4 is a camera, believe me, somebody forgot to put in the
5 film because nothing develops in there! Honestly, the
6 things that go on with that girl...For instance, 45
7 yesterday I was reading the newspaper and I said, Irma,
8 listen to this...

9 IRMA: WHAT?

10 JANE: They're planning to use life-size dummies in the new
11 Atom Bomb tests.

12 IRMA: YOU SEE...AND YOU SAID I COULDN'T GET ANOTHER JOB. 100

13

14 (COMMERCIAL)

OPENING COMMERCIAL

IRMA #27
4-14-53

1st ANNCR: Friends, 8 out of 10 smokers interviewed say Cavalier cigarettes are milder! That's mighty important to your smoking enjoyment! Now here's another fact -- that's important to your pocket-book. Cavaliers -- the king-size brand made by the makers of Camels -- are priced no higher than leading regular-size brands! You pay no premium for Cavaliers' extra length. 119

2nd ANNCR: Yes, you get extra enjoyment at no extra price when you smoke mild, flavorful, king-size Cavaliers! So try Cavaliers now! 130

MUSIC:

51453 9791

1 JANE: Irma, put down the paper and finish your breakfast. / 145

2 IRMA: I'M JUST GLANCING AT THE FRONT PAGE..OH, LISTEN TO THIS,

3 JANE.

4 JANE: What?



5 IRMA: (READS) JULIUS FARFEL, A MERCHANT MARINE MAN DISCOVERED

6 HIS FIANCE HILDA BROWN WITH ANOTHER MAN...INFURIATED,

7 FARFEL WAITED UNTIL MISS BROWN WAS ALONE, STRUCK HER WITH 200

8 A BASEBALL BAT, THREW HER OUT OF THE SECOND STORY WINDOW

9 AND QUICKLY RAN DOWNSTAIRS WHERE HE RAN OVER HER WITH HIS

10 1929 ESSEX...MISS BROWN IN A FIT OF PIQUE BROKE OFF THE 200

11 ENGAGEMENT. WHEN INTERVIEWED BY REPORTERS, MISS BROWN

12 SAID SHE WOULD RETURN THE RING BUT WILL KEEP THE

13 WRISTWATCH. 200

14 JANE: Oh Irma, don't read that tripe.

15 IRMA: IT'S NOT TRIPE...AND I THINK ANY GIRL WHO TWO TIMES HER

16 FELLOW DESERVES TO BE PUNISHED.

17 JANE: You do?

18 IRMA: YES. 200

1 JANE: Well Irma I got news for you. You know the dance our
2 Secretarial Club is giving Friday night?

3 IRMA: YES?

4 JANE: Well you're not going with Al. You're going with Paul
5 Haines, one of the men who works in Richard's office.

6 IRMA: I'LL DO NO SUCH THING..JANE, HAVEN'T I MADE IT PLAIN TO ^{3⁰⁰}
7 YOU THAT AL AND I ARE TWO LITTLE RUN-ABOUTS ON THE
8 HIGHWAY OF LIFE WHO MUST GO HAND AND HAND AROUND
9 DANGEROUS CURVES, EVER AWARE OF THE TREACHEROUS CROSSINGS
10 UNTIL HAPPILY TOGETHER WE SPEED ALONG THE STRAIGHTAWAY ^{3¹⁵}
11 OVER HILL AND DALE THAT LEADS TO LIFE'S DEAD END.

12 JANE: You know this is enough to make me cancel my membership
13 in the auto club...But you're still not going with Al. ^{3⁴⁵}

14 IRMA: JANE HOW COULD YOU HAVE THE NERVE TO MEDDLE IN MY
15 BUSINESS LIKE THIS.

16 JANE: Well since you ask I'll tell you. Last week I got a
17 letter from your mother. A very sweet letter, in which ^{4⁰⁰}
18 she said that all her other children had married unwisely..
19 that you were her only chance for happiness.

1 IRMA: MY MOTHER WROTE THAT?

2 JANE: Yes. Is your mother right when she says that your
3 brothers and sisters didn't marry too well? 415

4 IRMA: WELL I GUESS YOU MIGHT SAY SO...MY YOUNGEST SISTER AGNES
5 FOR INSTANCE...SHE MARRIED A PEARL DIVER, BUT HE HASN'T
6 DONE TOO WELL. YOU SEE HE DOESN'T LIKE TO TRAVEL.

7 JANE: Well where does he do his pearl diving? 4/30

8 IRMA: AT THE POOL AT THE YMCA. THEN THERE'S MY BROTHER GOMBERG.

9 JANE: Isn't he the one who left school in the fourth grade?

10 IRMA: YES THE BRIGHT ONE. HE MARRIED A VERY HOMELY GIRL... 445

11 JANE: I see.

12 IRMA: HE WAS TOLD IF HE MARRIED HER HE COULD STOP WORKING.

13 JANE: Oh, wealthy?

14 IRMA: NO...THEY FIGURED AFTER HE LOOKED AT HER IN THE MORNING
15 HE'D KILL HIMSELF. THEN THERE'S MY SISTER PHOEBE...SHE'S
16 A WIDOW. 590

17 JANE: A widow...that's too bad.

18 IRMA: YES...HER HUSBAND WAS A SKYWRITER AND ONE DAY HE LEANED
19 OUT TO DOT THE I.

- 1 JANE: The curse of an education!
- 2 IRMA: MY OLDEST SISTER PHILYS...NOW THE MAN SHE MARRIED WAS A
3 BIG SHOT IN THE REPUBLICAN PARTY FOR THE LAST TWENTY YEARS.
- 4 JANE: Well now he must be doing all right.
- 5 IRMA: NO, IN THE LAST ELECTION HE SWITCHED. I GUESS MOTHER IS
6 RIGHT...I'M HER ONLY HOPE.
- 7 JANE: Exectly...and that's why I think it's about time you ⁵³⁰
8 started going out with other fellows.
- 9 IRMA: BUT JANE.
- 10 JANE: No Irma...I think giving a man six years to make up his
11 mind is enough time.
- 12 IRMA: BUT YOU AND RICHARD HAVE BEEN GOING TOGETHER FOR THE SAME
13 LENGTH OF TIME.
- 14 JANE: Well Irma, er, you see, it's uh...it's different. You are ⁵⁴⁵
15 being deceived by a phoney...I am being ~~deceived~~ misled by a
16 gentleman.
- 17 SOUND: KNOCK ON DOOR
- 18 JANE: Come in.
- 19 SOUND: DOOR OPENS.

1 WAND: If you don't mind, it's me, Maestro Wanderkin...Hello 600
2 Janie and Irma.

3 IRMA: OH MAESTRO...WHAT A LOVELY HAT.

4 WAND: Hat nothing. The chandelier in my room fell on me and I
5 want Mrs. O'Reilly to see the evidence!

6 JANE: By the way, when I was up in your room the other day I
7 noticed some strange writings on the wall...it looked 65
8 like Egyptian hieroglyphics.

9 WAND: No Janie, this isn't Egyptian...it's a message my cousin,
10 Professor Kropotkin left for me when he gave me his
11 apartment. It's Gypsy writing.

12 JANE: Oh? What does it say?

13 WAND: Dear Cousin: Do not lean on the wall..your hand will go 630
14 through it.

15 JANE: You don't believe that?

16 WAND: I didn't. But last night, did you hear Mrs. Rapsport in
17 the next apartment scream that somebody had her by the
18 throat?

19 JANE: Yes. 645

1 WAND: I leaned! It only goes to prove one thing.

2 JANE: What's that?

3 WAND: A gypsy never forgets.

4 JANE: What do you mean?

5 WAND: Thirty years ago, when I was a young man, Kropotkin said
6 to me. "Cousin, someday we will travel. I will show you
7 the sights of the world... 'The Black Hole of Calcutta',
8 'The Wreck of the Hesperus,' 'The Ruins of Pompeii'!..and
9 now, thirty years later, he fulfilled his promise and
10 it's all in one room. Irma darling, you look worried..
11 is something wrong? 700

12 IRMA: JANE MADE A DATE FOR ME TO GO DANCING WITH ANOTHER FELLOW. 715

13 WAND: Oh I see.

14 JANE: Now, let me explain. Ordinarily I wouldn't meddle but I
15 received a letter from Irma's mother asking me to sort of
16 supervise things. 730

17 IRMA: YES. MOTHER WANTS ME TO HAVE A HAPPY MARRIAGE.

1 WAND: Well to me, the words "Marriage" and "Happy" don't go
2 together. This is like saying a man has a wonderful
3 disease!

4 SOUND: KNOCK ON DOOR

5 JANE: ~~Come in.~~ 745

6 SOUND: DOOR OPENS

7 MRS. O: Hello girls...Good morning, Maestro.

8 JANE: Hello Mrs. O'Reilly.

9 WAND: Mrs. O'Reilly, I found your handkerchief on the sidewalk.

10 MRS. O: Oh, did you?

11 WAND: Yes...That's quite an identification you have on it...

12 "To whom it may concern...Mrs. O'Reilly Circle 4967". 800

13 MRS. O: Oh, that was just a gag..I embroidered that when I was
14 in my teens.

15 WAND: They had phones then?

16 MRS. O: Now, now, don't get like your cousin, The Professor. 815

17 Remember, I'm a lady and I don't want to have to hang one
18 one you...you adorable little monster.

1 JANE: Oh, Mrs. O'Reilly, I forgot to thank you for bringing the
2 mail up this morning.

3 MRS. O: Oh, that's all right, dear...I just don't like to leave
4 somebody's mail downstairs for some nosey person to look
5 at. 830

6 WAND: Except yourself.

7 MRS. O: What?

8 WAND: My cousin told me that as soon as the mail comes, you hold
k it up in front of an electric light so you can read
10 through the envelope.

11 MRS. O: Why, that's ridiculous.

12 WAND: Then how come our mailman calls you Fluroscope O'Reilly? 840

13 ~~MRS. O: That's not true! Girls, have I ever snooped through your~~
14 ~~mail?~~

15 IRMA: OF COURSE NOT. SOME OF THE LETTERS WE GET AREN'T SEALED
16 BUT THAT'S BECAUSE THEY COME AIRMAIL AND THE WIND BLOWS
17 THEM OPEN.

1 JANE: Look, let's not get into that. The fact remains that
2 Irma's mother has asked me to find her a man with a
3 decent future...and by the wildest stretch of the
4 imagination, ~~Al~~ doesn't answer that description. 900

5 IRMA: BUT ISN'T IT IMPORTANT THAT I LOVE AL?

6 MRS. O: It's important but a girl must be particular. Now in
7 my case, I turned down my first suitor and I was madly
8 in love with him.

9 WAND: Why did you turn him down? 912

10 MRS. O: He was a lighthouse keeper and he sunk my rowboat...~~so I~~
11 decided to play the field, and I had dozens of young men
12 vying for my favor. Every night when I walked out on the
13 balcony, in back of my house, they would serenade me..
14 ~~"Balcony in the Back O'Reilly", they called me!~~

15 IRMA: BUT DON'T YOU UNDERSTAND, I'VE BEEN GOING WITH AL FOR SO
16 LONG I WON'T KNOW HOW TO ACT WITH ANOTHER FELLOW.

17 JANE: Well I admit things will be a little different. For
18 instance, when you get on the trolley car, he'll insist
19 on paying your fare. 930

1 IRMA: IS THAT LEGAL?

2 JANE: Of course.

3 IRMA: But Al says you can't do that unless you have community
4 property.

5 JANE: That sounds like him. Tell the folks what Al told you
6 about why he doesn't give you gifts on Christmas.

7 IRMA: WELL HE EXPLAINED THAT CHRISTMAS COMES JUST SEVERAL MONTHS
8 BEFORE THE DEATH OF NAPOLEON AND HE'S TOO SAD TO SHOP.

9 WAND: You mean, he's that cheap?

10 JANE: Cheap! Did you ever see him feed the monkeys at the zoo? ⁹⁵⁰
11 He has a peanut on a rubber band.

12 MRS. O: Well, I think Janey's right. You should look around for ¹⁰⁰⁰
13 another fellow.

14 IRMA: BUT I'M AFRAID. DID YOU SEE THIS THING IN THE PAPER WHERE
15 A FELLOW THREW HIS TWO TIMING GIRL FRIEND OFF THE CLIFF?

16 JANE: But it's only for one date. Al will never find out..and
17 besides, this Paul Haines is such a nice guy.

18 IRMA: WELL SINCE YOU'RE ALL MY BEST FRIENDS, I GUESS I HAVE TO ¹⁰²²
19 TAKE YOUR ADVICE. I'LL GO, JANE.

- 1 JANE: That's the spirit. Now, let's go over to the tailors.
2 I want Mr. Schimbocker to take my dress in a little.
- 3 IRMA: AND I WANT MY HEM SHORTENED!
- 4 WAND: Come on, Mrs. O'Reilly. Would you mind coming up to ¹⁰³⁰
5 my room?
- 6 MRS. O: What for?
- 7 WAND: My friend Jablonski just got one of those three
8 dimensional cameras and I want you to explain to him why
9 he can't take a picture of my room.
- 10 MRS. O: Why can't he?
- 11 WAND: Because last night the wind blew out two of the
12 dimensions. ~~See you later, girls.~~ ¹⁰⁴⁵
- 13 SOUND: DOOR CLOSE
- 14 JANE: Let's go Irma..We'll talk about your new date on the way
15 to the tailors.
- 16 SOUND: KNOCK ON DOOR.
- 17 JANE: Just a minute.
- 18 SOUND: FOOTSTEPS, DOOR OPENS.

1 AL: H'ya Jane. Hello Chicken.

2 IRMA: OH HELLO AL HONEY.

3 AL: Can I sit down? I'm shaking all over?

4 JANE: What's ~~wrong~~ with you? Have you been in an accident?

5 AL: Worse...I got a job.

6 IRMA: A JOB?...OH AL, HONEST?

7 AL: ~~For all that it pays me it better be~~ I start today at

8 the Blue Star Garage on East Fortieth Street.

9 JANE: I didn't know you knew anything about cars.

10 AL: Nothing to it...If you want to start a car and you ain't

11 got a key, all you do is reach under the dash, place one //45

12 wire in -- uh-uh, sorry...wrong job on my mind.

13 IRMA: OH, AL I'M SO HAPPY! THIS CHANGES EVERYTHING..

14 AL: What do you mean, Chicken?

15 IRMA: NOTHING AL.. ~~JANE~~, IF YOU DON'T MIND I'D LIKE YOU TO FIX //30

16 MY HAIR IN THE BEDROOM...

17 JANE: Yes, of course.

18 AL: There's nothing wrong with your hair, chicken...It looks

19 great.

1 IRMA: I KNOW...ER, THAT'S JUST ~~THE~~ TROUBLE..IT'S UH, SUPPOSED ¹¹⁴⁵
2 TO BE WINDBLOWN...NEW STYLE.

3 JANE: Yeah...I have to stick her head out the window. Excuse us.

4 SOUND: FOOTSTEPS, DOOR CLOSE

5 IRMA: YOU SEE, JANE...AL ISN'T A BUM AT ALL...HE'S GOT A JOB
6 AND EVERYTHING.

7 JANE: Now wait a minute, will you? ~~Give me a chance...~~I'm still ¹²⁰⁰
8 reeling from the shock.

9 IRMA: BUT JANE, YOU HEARD HIM...HE STARTS WORKING TODAY, AN
10 HONEST LEGITIMATE JOB...I CAN'T GO OUT WITH ANOTHER
11 FELLOW NOW.

12 JANE: I guess that's so. Gee, I can't understand it...
13 suddenly getting a job. ~~Why~~ this is a bigger shock than ¹²⁰⁵
14 if Tommy Manville walked past a marriage chapel alone.

15 IRMA: OH, I'M SO HAPPY THINGS HAVE TURNED OUT THIS WAY. NOW
16 YOU CALL PAUL HAINES AND TELL HIM I CAN'T GO WITH HIM.

17 JANE: Oh all right...You go back to Al...I'll try to think up
18 some excuse to give Paul.

19 SOUND: DOOR OPENS, FOOTSTEPS ¹²³⁰

1 AL: Well chicken, what do you think of your Alsy-walsy now?

2 IRMA: OH DARLING, I THINK YOU'RE WONDERFUL..

3 AL: That's good...Now how about a big kiss?

4 IRMA: SURE SWEETHEART...AND TONIGHT, YOU AND I WILL --

5 AL: Not tonight chicken...I'm working nights this week... 1245

6 come on, I'm all puckered..

7 IRMA: WELL HOLD THE PUCKER, I'LL BE RIGHT BACK.

8 SOUND: FOOTSTEPS

9 AL: (PUCKERED) All right, but don't be long.

10 SOUND: DOOR OPENS AND CLOSES

11 JANE: (INTO PHONE) Hello Paul...This is Jane Stacy..about the

12 dance tonight...I'm afraid Irma can't go...She er, er, 1300

13 just got some bad news...Her sister fell off the roof and--

14 IRMA: OH JANE, WAIT!

15 JANE: Excuse me, Paul. What is it, Irma?

16 IRMA: AL CAN'T TAKE ME TO THE DANCE TONIGHT...HE'S WORKING ON

17 THE NIGHT SHIFT.

1 JANE: What? (INTO PHONE) Paul? Just got another report... 13¹⁵
2 Her sister's okay...Yes, she landed on a haystack...see
3 you at eight....Bye.

4 SOUND: RECEIVER DOWN.

5 IRMA: WAIT!

6 JANE: What's the matter?

7 IRMA: CALL HIM BACK...IF I CAN'T GO WITH AL TO THE DANCE, I'M 13³⁰
8 NOT GOING WITH ANYONE.

9 JANE: Oh, no!

10 IRMA: I'M SORRY, JANE, BUT THAT'S THE WAY IT IS. HE'S A WORKING
11 MAN AND I MUST TREAT HIM HONORABLY.

12 JANE: Well, now I have no case. He's become a human being...

13 SOUND: REC UP, DIAL

14 JANE: I don't know what I'm going to tell Paul, but...Hello... 13⁴⁵
15 Paul? Jane Stacy...About that haystack...There wasn't
16 any hay in it.

17 IRMA: WAIT!

18 JANE: HUH? HOLD IT, PAUL? IRMA, WHAT'S ON YOUR MIND?

IRMA -17-
4-14-53

1 IRMA: MAYBE I BETTER GO...IF AL FINDS OUT I'LL BE ALONE 1420
2 TONIGHT, HE'S LIABLE TO FEEL SORRY FOR ME AND BE TEMPTED
3 TO QUIT WORK AND COME OVER...BUT IF HE THINKS I'LL BE
4 BUSY, HE WON'T FEEL SO BAD...I'LL GO.

5 JANE: Sure? Okay...(INTO PHONE) Paul...everything turned out
6 fine...What?...Yes, I know I said there wasn't 1412
7 any hay in the haystack. Big year for alfalfa though...
8 Bye.

9 SOUND: PHONE DOWN.

10 JANE: Well, that's that and you're going to the dance with Paul
11 Haines if I have to handcuff you to his wrist.

12 IRMA: OH, IT'S ALL RIGHT, JANE. I FEEL IN MY HEART THAT I'M
13 DOING THE RIGHT THING BECAUSE BY GOING OUT WITH PAUL I'LL 1430
14 BE PREVENTING AL FROM QUITTING HIS JOB.

15 JANE: I see.

16 IRMA: SO EVEN IF HE DOES THROW ME OFF A CLIFF LIKE THE FELLOW
17 DID TO THE GIRL IN THE NEWSPAPER, IT WILL BE FOR HIS OWN
18 GOOD! 1445

19 MUSIC: END OF ACT.

51453 9807

MIDDLE COMMERCIAL

IRMA #27
4-14-53

1st ANNCR: Ask any man behind a tobacco counter, and see if he doesn't tell you: 1400

2nd ANNCR: "The big trend is to king-size Cavalier cigarettes! Every day more smokers are asking for Cavaliers!"

1st ANNCR: There are many reasons for the swing to Cavaliers. First, there's Cavalier's great mildness. Among thousands of smokers interviewed, 8 out of 10 said Cavaliers are milder!

2nd ANNCR: Yes, thousands of smokers from coast to coast compared king-size Cavaliers with the brands they'd been smoking, and 8 out of 10 interviewed said Cavaliers are milder. Cavaliers were compared with all the other leading brands, perhaps the brand you now smoke! 1545

1st ANNCR: Among many groups who tested Cavaliers were scores of airplane pilots in New York City. 89% of those interviewed said Cavaliers are milder! As Captain Bill Miller of TWA, Trans-World Airlines, said: "Cavaliers are noticeably milder than the cigarette I've been smoking -- and I go for Cavalier's flavor, too!" 1530

2nd ANNCR: And, listen: You pay no premium for Cavalier's extra length! Cavaliers -- made by the makers of Camels -- are king-size, but priced no higher than leading regular-size brands. So try king-size Cavaliers, for extra enjoyment at no extra price! 1545

MUSIC:

WL

51453 9808

ACT TWO

IRMA -18-
4-14-53

16¹⁹

1 MUSIC: THEME

2 TAILOR: There Miss Stacy..it's all pinned...you can get down now.

3 JANE: Good.

4 TAILOR: I'll run it through the sewing machine as soon as I do

5 Irma's dress. Step up on the stool, Irma.

6 IRMA: OKAY.

7 TAILOR: Now, do you want me to make your hemline the same as

8 Jane's?

9 IRMA: I DON'T THINK SO...I'M TALLER, SO MAYBE YOU BETTER MAKE

10 IT HIGHER SO I CAN BE SHORTER..OR IS IT SHORTER TO MAKE

11 ME SMALLER?

12 TAILOR: What?

13 IRMA: YOU SEE JANE IS AN INCH AND A HALF SHORTER..DO YOU THINK

14 IF YOU MADE IT LONGER I WOULD LOOK HIGHER..OR IS IT THE

15 OTHER WAY AROUND?

16 TAILOR: Please! Now I'm confused.

17 JANE: Irma?

18 IRMA: YES JANE?

16²⁰

16⁴²

51453 9809

1 JANE: Keep your mouth closed...You're giving that dressmaker's
2 dummy over there a superiority complex!

3 IRMA: WELL, YOU MAKE THE HEM ANY LENGTH YOU FEEL LIKE,
4 MR. SCHIMLBOCKER.

5 TAILOR: Well, I'm sure Al will like it.



1700

6 IRMA: AL?

7 TAILOR: Yes. Where are you girls going tonight?

8 JANE: We're going to the Secretarial Club Dance.

9 TAILOR: What a small world! We're going there, too.

10 IRMA: (TERRIFIED) YOU ARE???

11 TAILOR: Yes. Did you know my wife ^{Helen} ~~Deborah~~ used to be a
12 private secretary?

1700

13 JANE: Mr. Schimlbocker, are you sure you want to go to the
14 dance?

15 TAILOR: Why, of course. Why do you ask?

16 IRMA: WELL, ER...ER, YOU KNOW CROWDS SPREAD GERMS AND THERE'S
17 AN EPIDEMIC GOING AROUND.

1730

18 TAILOR: Oh, that's a good one. I'll have to tell that to Al
19 when I see him tonight.

1 IRMA: ER...ER...ER...AL ISN'T GOING TO BE THERE.

2 TAILOR: No? Who's taking you?

3 IRMA: MY FATHER.

4 TAILOR: Your father?

5 IRMA: WHY YES...YOU SEE, HE AND I HAVE KNOWN EACH OTHER FOR 17⁴⁵

6 YEARS.

7 JANE: Irma...you mean your cousin, don't you?

8 IRMA: OH, OF COURSE..HOW STUPID OF ME. I'M GOING WITH MY

9 COUSIN, MY AUNT'S BROTHER.

10 JANE: Irma, let's go. It's getting late. Goodbye, Mr. 18⁰⁰

11 Schimlbocker.

12 SOUND: DOOR CLOSE, BELL TINKLE.

13 IRMA: BOY, THAT WAS FAST THINKING.

14 JANE: Yeah, the kind of fast thinking that caused the Chicago

15 Fire! Now look, Cookie, I don't want any complications! 18¹⁵

16 IRMA: WHAT DO YOU MEAN?

17 JANE: You've taken a long lunch hour so when we go back to work,

18 don't do anything that will antagonize Mr. Clyde and

19 make him keep you at the office too late.

- 1 IRMA: OH DON'T BE SILLY JANE. MR. CLYDE IS CRAZY ABOUT ME.
2 I UNDERSTAND HE'S GIVING ME A GIFT. 18³⁰
- 3 JANE: A gift?
- 4 IRMA: YES, BUT I DON'T KNOW IF I'LL TAKE IT BECAUSE IT'S TOO
5 PERSONAL.
- 6 JANE: What are you talking about?
- 7 IRMA: WELL, ONE OF THE GIRLS IN THE OFFICE SAID MR. CLYDE IS
8 GETTING READY TO GIVE ME A PINK SLIP. 18⁴⁵
- 9 MUSIC: STINGER
- 10 SOUND: DOOR OPENS
- 11 IRMA: / Well, here I am
~~GOOD MORNING~~, MR. CLYDE.

IRMA -21-A
4-14-53

1 CLYDE: You're late, Miss Peterson...did you miss your train, or
2 did you go back for your umbrella because it's such a
3 nice day? 1900

4 IRMA: NO, MY HEM WAS TOO LOW.

5 CLYDE: Your hem was too low! Why are you worried about your
6 hem being too low when it's your collar that's too low.

7 IRMA: WHAT DO YOU MEAN?

8 CLYDE: It allows your head to stick out and the sight frightens
9 me. 1910

10 IRMA: YOU SOUND UPSET, MR. CLYDE...IS SOMETHING WRONG?

11 CLYDE: Last night when I left the office, I asked you to pick
12 something up and drop it off at my house.

13 IRMA: I DID...AND YOUR WIFE WAS VERY INSULTED...I DON'T BLAME
14 HER. AFTER SPENDING ALL DAY PREPARING YOUR SUPPER, YOU
15 HAVE A HAMBURGER SENT OVER. 1930

51453 9813

1 CLYDE: Oh, forget it. They wouldn't do anything about it anyway.

2 IRMA: MR. CLYDE, MAY I ASK YOU A LEGAL QUESTION?

3 CLYDE: A legal question?

4 IRMA: DID ANYONE EVER KILL SOMEBODY FOR THEIR OWN GOOD? 20¹⁹

5 CLYDE: Do me a favor and don't ever let me dwell on that subject

6 with you sitting so close.

7 IRMA: MR. CLYDE THIS IS SERIOUS. YOU SEE MR. CLYDE, MY BOYFRIEND

8 AL GOT A JOB ...

9 CLYDE: AL?

10 IRMA: YES. 20³⁰

11 CLYDE: What's he doing? Engraving 14 Carat on brass doorknobs?

12 IRMA: NO. HE'S WORKING NIGHTS AT THE BLUE STAR GARAGE ON

13 FOURTIETH STREET.

14 CLYDE: Working? This thing is getting more bizerre by the minute.

15 ...go on.

16 IRMA: NOW BEFORE I KNEW THIS, JANE MADE A DATE FOR ME WITH 20⁴⁵

17 ANOTHER FELLOW TO TAKE ME TO THE SECRETARIAL CLUB DANCE.

18 NOW IF I ASKED AL TO TAKE ME TO THE DANCE TONIGHT HE WOULD

19 LOSE HIS JOB. .BUT WITH THIS OTHER FELLOW TAKING ME

20 I MIGHT LOSE AL. NOW HERE'S MY PROBLEM. IF YOU WERE ME

21 WHAT WOULD YOU DO? 21⁰⁰

- 1 CLYDE: Do you want my honest opinion as a lawyer?
- 2 IRMA: YES.
- 3 CLYDE: I'd make everybody happy and kill myself! Now get out
4 of here!
- 5 ORCH: STINGER
- 6 JANE: Sweetie, you look adorable. 2/30
- 7 IRMA: OH, JANE, I HOPE I'M DOING THE RIGHT THING.
- 8 JANE: Now Cookie, I thought we had decided that everything
9 was for the best.
- 10 IRMA: I KNOW..BUT EVERYTIME I CLOSE MY EYES I SEE SOMEONE
11 THROWN OFF A CLIFF AND SHE'S WEARING THIS DRESS. 2/30
- 12 SOUND: KNOCK ON DOOR.
- 13 JANE: That must be Paul now. (CALLS) Come in Paul.
- 14 SOUND: DOOR OPENS
- 15 IRMA: AL!
- 16 AL: H'ya Chicken. Say, who's Paul?
- 17 JANE: Paul? I didn't say Paul...I..uh, said, Come in you-all. 2/45
- 18 Been down south a while you know.

JO

1 AL: Oh...I'm just on my way to work and I thought I'd drop
2 by and - Say, what are you all dressed up for, Chicken?
3 IRMA: ME?
4 AL: Yeah..You are not going out on a date by any chance are ^{22nd}
5 you?
6 IRMA: OH, OF COURSE NOT. I ER, UH...IT'S MY FATHER'S BIRTHDAY..
7 AL: But your father is in Minnesota.
8 IRMA: ER, YES..I KNOW, BUT I'M GOING TO CALL HIM LONG DISTANCE
9 AND WISH HIM A HAPPY BIRTHDAY.
10 AL: How come you're dressed up too, Jane? ^{22nd}
11 JANE: Well, Irma's folks have a television set and they may see
12 me. Aren't you late for work Al? It's getting very close
13 to eight.
14 AL: Yeah, I guess I better get going...long shift tonight..
15 won't get through until six in the morning..darn Blue ^{22³⁰}
16 Star Garage sure has tough hours.
17 JANE: Well run along Al. See you. Bye.
18 AL: Gee, things have sure changed since I'm working. She opens
19 the door for me. Bye Chicken, bye Jane.

2245

- 1 JANE &
IRMA: BYE.
- 2 SOUND: DOOR CLOSES
- 3 JANE: Well, Cookie, everything's under control and Paul will
4 be here any minute...you'll have a wonderful evening. I
5 forgot to tell you but Paul has the most darling coupe.
- 6 IRMA: JANE, I'M NOT GOING OUT WITH A BALD-HEADED MAN.
- 7 MUSIC: STINGER
- 8 SOUND: CAR MOTOR RUNNING.
- 9 IRMA: GEE, PAUL, THIS IS A NICE CAR.
- 10 PAUL: Thank you.
- 11 IRMA: / It was a nice affair,
I LIKE THE WAY YOU DANCE.
- 12 PAUL: Thank you.
- 13 IRMA: YOU DO A NICE WALTZ.
- 14 PAUL: You do a nice samba.
- 15 IRMA: THANK YOU.
- 16 PAUL: Too bad we couldn't do them together.
- 17 SOUND: MOTOR SPUTTERING
- 18 PAUL: Oh shucks!
- 19 IRMA: WHAT'S THE MATTER?

2300

2312

51453 9818

2330

JO

- 1 PAUL: My motor conked out.
- 2 IRMA: JUST AFTER TWO DANCES.
- 3 PAUL: No, my car motor. But it's nothing to be worried about.
- 4 Look, there's a garage across the street...see the sign,
- 5 "The Blue Star Garage". 2342
- 6 IRMA: UH..UH..ER..PAUL, THERE'S A WONDERFUL GARAGE ON BOTH
- 7 STREET...I'LL GET OUT AND PUSH.
- 8 PAUL: What?
- 9 IRMA: WELL, THERE'S NO HURRY TO FIX THE MOTOR, CAN'T WE JUST 2400
- 10 SIT HERE AND TALK?
- 11 PAUL: Talk? How long?
- 12 IRMA: OH, ABOUT UNTIL SIX O'CLOCK IN THE MORNING.
- 13 PAUL: Oh, really, Irma...let me get the garage fellow. 2410
- 14 IRMA: YOU DON'T NEED HIM PAUL. I KNOW WHAT'S WHRONG WITH THE
- 15 CAR... YOUR WIRES ARE WET...YOU SEE, IT WAS FOGGY BEFORE
- 16 AND IF YOU JUST WAIT, I'M SURE THEY WILL DRY OUT.
- 17 PAUL: When do you think they'll be dry?
- 18 IRMA: OH, ABOUT SIX O'CLOCK IN THE MORNING.
- 19 PAUL: Look, I can't wait.....

IRMA
4/14/53

2430

1 IRMA: PAUL, I DON'T LIKE TO SEE YOU WASTE MONEY LIKE THIS.
2 I'M SURE I CAN FIX IT.

3 PAUL: You can?

4 IRMA: YES, I READ A BOOK ABOUT MOTORS AND IT'S PROBABLY
5 SOMETHING VERY SIMPLE...LIKE MAYBE, YOUR CARBURATOR HAS
6 TO HAVE ITS BRAKES TIGHTENED...OR YOUR SPARKS AREN'T
7 PLUGGING AND THEY'RE FOULING THE GENERATOR'S RUDDER...OR,
8 OR, YOUR BATTERY NEEDS NEW OIL...OR...

2445

9 PAUL: Look Irma, I've got a job. I've got to get home and I'm
10 sure that the Blue Star Garage....

11 IRMA: PAUL, ^{What is it} WAIT! / YOU MIGHT AS WELL KNOW THE TRUTH. THE MAN I
12 LOVE IS THE NIGHT ATTENDANT AT THE BLUE STAR GARAGE.

2500

13 PAUL: Well, why didn't you say so? I'll explain it was a
14 harmless date and he'll understand. I'll be right back.

2510

15 SOUND: CAR DOOR SLAM... FOOTSTEPS

16 PAUL: Hey you!

17 OLD MAN: Yep!

18 PAUL: The girl you love is in that car.

51453 9820

JO

- 1 OLD MAN: She is? Hot ziggety! 25³⁰
- 2 PAUL: Yes. Say you're lucky to have a girl that young.
- 3 OLD MAN: At my age, I'm lucky to have any girl. But, it's a
- 4 slow night.
- 5 PAUL: Come on with me.
- 6 SOUND: FOOTSTEPS 25⁴⁵
- 7 PAUL: Well Irma, here he is and I'm sure he understands.
- 8 OLD MAN: I don't get it but it's sure fun.
- 9 IRMA: WHO IS THIS MAN?
- 10 PAUL: Your fiancée.
- 11 IRMA: OH AL, HOW THEY HAVE WORKED YOU. YOU LOOK SO OLD. 26⁰⁰
- 12 OLD MAN: Al? I'm not Al. I'm the man who replaced Al.
- 13 IRMA: WELL, WHAT HAPPENED TO MY AL?
- 14 OLD MAN: The first car that came in, he was through.
- 15 IRMA: WHAT DO YOU MEAN?
- 16 OLD MAN: He fixed a flat tire. Accidentally looked in the mirror
- 17 and saw perspiration on his forehead and fainted dead away. 26¹⁵
- 18 IRMA: BAWLS
- 19 MUSIC: TAG FADE FOR 26²⁵
- 20 BOB: Irma and Jane will return in just a moment.
(COMMERCIAL)

CLOSING COMMERCIAL

IRMA #27
4-14-53

1st ANNCR: Here is a question that's mighty important to your smoking enjoyment: Have you tried king-size Cavaliers recently? Because if you have not, you don't know what you're missing!

26³²

2nd ANNCR: First, you're missing Cavalier's great mildness. Among thousands of smokers who compared cigarettes, 8 out of 10 interviewed said Cavaliers are milder.

26⁰⁰

1st ANNCR: Also, you're missing Cavalier's unique combination of great mildness and fine flavor. Cavalier's fine, light, mild tobaccos are specially blended by the makers of Camels...yes, blended to bring out all their mildness and fine flavor.

27⁰⁰

2nd ANNCR: Did you know that 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! Yet you pay no premium for this great, new king-size cigarette.

27¹⁵

1st ANNCR: That's right! Cavaliers give you extra length, extra enjoyment, at no extra price. They're king-size, but priced no higher than leading regular-size brands. For mildness, for flavor, for economy, buy a carton of king-size Cavaliers.

27³⁰

27⁴⁵

MUSIC:

51453 9822

WL

VIGNETTE

IRMA -30-
4/14/53

1 JANE: Well and to think I opened the door for that bum!

2 Irma, are you convinced now that he's no good?

3 IRMA: I CAN'T MAKE UP MY MIND.

4 JANE: Well, tell me, how did you like this fellow, Paul?

5 IRMA: WELL, HE'S CUTE BUT WHEN HE DANCES, HE DOESN'T HOLD

6 ME TIGHT ENOUGH.

7 JANE: Why must a fellow hold you tight?

8 IRMA: WELL IN CASE I LOSE MY TICKET, I WANT THE MANAGER TO

9 KNOW I'M WITH SOMEBODY,

10 JANE: Well, she's with somebody but believe me, I'm

11 completely alone because I'm the one who lives with

12 and loves My Friend Irma.

27²⁵

28¹²

28²²

51453 9823

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. Kenny Delmar was heard as
6 Maestro Wanderkin, Gloria Gordon as Mrs. O'Reilly,
7 Sid Tomack as Al and Alan Reed as Mr. Clyde.

2838

2842

8 Also included were:

10 Music was under the direction of Lud Gluskin.

11 Until next Tuesday, your friend Irma says:

2900

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

13 ANNCR: Bob Lemond speaking, transcribed from Hollywood and

14 saying goodnight from Cavalier Cigarettes.

2902
+ 18

2920