

CAVALIER CIGARETTES

PRESENTS

MY FRIEND IRMA - SHOW #38

STUDIO C  
TAPE: JUNE 4, 1953

AIR: JUNE 23, 1953

CAST

IRMA.....MARIE WILSON  
JANE.....CATHY LEWIS  
O'REILLY.....GLORIA GORDON  
WANDERKIN.....KENNY DELMAR  
AL.....SID TOMACK  
CLYDE.....ALAN REED  
SCARLETT SCULTZ.....HAZEL SHERMET  
SARGEANT.....STANLEY ADAMS  
MAN 1.....JERRY HAUSNER  
MAN 2.....BARNEY PHILLIPS  
MAN 3.....LOU KRUGMAN

PRODUCER: CY HOWARD                   LUD GLUSKIN AND HIS ORCHESTRA  
DIRECTOR: PARKE LEVY                   REHEARSALS:  
WRITERS: STANLEY ADAMS               CAST: 5:30 - 8:00  
          PARKE LEVY                   TAPE: 8:00 - 8:30  
ASSISTANT: KENNY McMANUS             STUDIO C  
SOUND: JACK DICK  
ENGINEER: JIMMY MURPHY  
ANNCR: BOB LEMOND  
          JOHN JACOBS.

51457 0200

BB

IRMA -A-  
6-23-53

- 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,  
6 and starring Marie Wilson as Irma and Cathy Lewis as  
7 Jane. ✓
- 8 (APPLAUSE)
- 9 MUSIC: JANE THEME

51457 0201

BB

JUNE 23, 1953

## "MY FRIEND IRMA"

'30

1 JANE: My name is Jane Stacy and I don't like to brag, but  
2 I have nerves of steel...I could see a pink dragon  
3 on a pogo stick playing hopscotch and it wouldn't  
4 phase me a bit...You see nothing surprises me...Why?  
5 Because, you see, I live with Irma Peterson, the  
6 strangest creature of them all. Honestly the things  
7 this blonde bone head comes up with...take the other  
8 day: I said to Irma, "Sweetie it's Richard's  
9 Birthday and I'm thinking of getting him a silent  
10 butler for his office"...and Irma said:

11 IRMA: WELL I GUESS A SILENT BUTLER'S OKAY, BUT MAYBE HE'D  
12 RATHER HAVE SOMEONE HE CAN TALK TO.

(COMMERCIAL)

BB

51457 0202

OPENING COMMERCIAL

IRMA -2-  
6-23-53

1ST ANNCR: Friends, how can you tell when a cigarette is really mild? Don't confuse cigarette mildness with lack of flavor! When you try new, flavorful, king-size Cavaliers, you know they're mild because their smoke feels so mild when you inhale! Yes, Cavaliers' smoke feels extra mild, and tastes so good!

2ND ANNCR: Try king-size Cavaliers! See why, when thousands of people compared king-size Cavaliers with the cigarette they'd been smoking, 8 out of 10 said Cavaliers are milder!

BB

51457 0203

1 MUSIC: THEME

2 IRMA: NOW LET ME SEE...ELEANOR ROOSEVELT CALLS HER COLUMN  
3 "MY DAY".

4 JANE: What's this?

5 IRMA: SINCE I'M WRITING A GOSSIP COLUMN, I THINK I'LL CALL  
6 MINE "INSIDE THE KEYHOLE LOOKING OUT".

7 JANE: "Inside the Keyhole Looking Out"?? Isn't that rather  
8 drafty? Irma, what are you raving about?

9 IRMA: OH JANE, DIDN'T YOU KNOW? I'M WRITING A COLUMN.

10 JANE: Yes, and I'm fighting Rocky Marciano on Mother's Day.

11 IRMA: NO, I'M SERIOUS. READ THIS LETTER.

12 JANE: Let me see... "Miss Irma Peterson...we have your note in  
13 which you state that our paper, the "West-side Shopper"  
14 lacks appeal for women. We would welcome any  
15 contribution our readers can make...be it a sentence,  
16 a paragraph, a column.

17 IRMA: AND LOOK WHAT IT SAYS HERE. NATURALLY AS FAR AS PAYMENT  
18 IS CONCERNED YOU MUST UNDERSTAND IT WILL BE GREAT.

19

1 JANE: Where? Irma..it says as far as payment is concerned  
2 it will be gratis.

3 IRMA: GRATIS! OH, THAT'S BETTER THAN GREAT. THAT'S THE  
4 GRATIS OF THEM ALL. *3.00*

5 JANE: Gratis means for nothing.

6 IRMA: OH, YOU MEAN THEY WON'T PAY ME FOR MY COLUMN?

7 JANE: Irma, this newspaper is given away for nothing..and with  
8 a column by you in it, they may find it hard to get that  
9 price.

10 IRMA: JANE, I DON'T THINK THAT'S VERY COMPLIMENTARY. *3.15*

11 JANE: Irma, don't get carried away by this letter...just  
12 forget the whole thing.

13 IRMA: NO SIR..I'M GOING TO BECOME A COLUMNIST...LOOK WHAT IT  
14 DID FOR WALTER WINCHELL. IT PUT HIM IN RADIO, TELEVISION  
15 AND ALL THE SHIPS AT SEA. IMAGINE ALL THE FREE BOAT *3.30*  
16 RIDES I'LL GET.

17 JANE: How's that again?

18 IRMA: LOOK WHAT IT DID FOR ELEANOR ROOSEVELT...SHE BECAME  
19 SO FAMOUS THAT THEY MADE HER HUSBAND PRESIDENT.

1 JANE: Irma.

2 IRMA: AND WHAT ABOUT LOUELLA PARSONS. DO YOU REALIZE HOW

3 MANY PARTIES SHE GETS INVITED TO.

4 JANE: I have no idea.

5 IRMA: WELL, I'LL GIVE YOU AN EXAMPLE. LAST WEEK I WROTE HER

6 AND INVITED HER TO MRS. O'REILLY'S BIRTHDAY PARTY AND

7 LOUELLA WROTE BACK SAYING SHE WAS TOO BUSY TO MAKE IT.

8 JANE: Please Irma.

9 IRMA: I'M NOT GOING TO LET YOU DISCOURAGE ME...I'VE ALREADY 395

10 WRITTEN MY FIRST COLUMN AND I THINK IT'S PRETTY GOOD.

11 WHY DON'T YOU LOOK AT IT.

12 JANE: All right...I ~~think I went through something like this~~

13 ~~when you write your novels~~...let me see..."Inside the

14 Keyhole Looking Out" by Irma Peterson. (READS) Today 400

15 was a lovely day...the sun was shining...the snap

16 dragons were snapping, the hollyhocks were hocking...

17 and the daffodils were daffy. I felt so at home with 275

18 my flowers.

19 IRMA: I HAVE TALENT, HAVEN'T I, JANE?

1 JANE: Yes and nerve too!

2 IRMA: READ ON.

3 JANE: I'll try. (READS) I woke up early and for breakfast had  
4 juice, toast, eggs, and three friends with coffee...Did you  
5 dunk them?

6 ~~IRMA: YOU DON'T THINK IT'S GOOD SO FAR?~~

7 JANE: Well, let me put it this way, honey. You say this column  
8 is going into the newspaper?

9 IRMA: YES.

10 JANE: Well, as you know newspapers are made from wood-pulp and  
11 wood pulp is made out of trees....so now I know why all the  
12 willows are weeping.

13 IRMA: WHY DON'T YOU READ ON?

14 JANE: All right..maybe there's a trace of oxygen somewhere in  
15 this carbon-monoxide. BEAUTY HINTS. Girls, to have a lovely  
16 figure, do as I do. Bend down and touch your toes ten times.  
17 If you have extra long toes stand back a little as this is  
18 cheating. TO HAVE BEAUTIFUL HAIR, Wash your head with beer.  
19 Keep your mouth closed during this treatment as this may  
30 prove to be habit-forming.

51457 0207

1 IRMA: THE NEXT ITEM IS VERY IMPORTANT AS I WROTE IT FROM  
2 EXPERIENCE.

3 JANE: Let me see. (READS) If you're old enough to wear a chin-  
4 strap, please remember to remove it in the morning as I  
5 once forgot to do so and when I got on the subway that  
6 morning, a man held on to it until I had ridden six stops  
7 beyond my stop. Oh sister!

8 IRMA: I LIKE THIS ONE I WROTE. DO YOU MIND IF I READ IT OVER *5.15*  
9 YOUR SHOULDER.

10 JANE: No, be my guest.

11 IRMA: (READS) LADIES, IF YOU FEEL THAT YOUR EARS ARE TOO LONG,  
12 TRY WEARING YOUR EARRINGS ON TOP OF YOUR EARS. THIS WILL  
13 PULL THEM UP. STOP WHEN IT REACHES THE HEIGHT OF YOUR  
14 HEAD. AND REMEMBER, WRINKLES ARE CAUSED BY THINKING. ALL *5.30*  
15 MY FRIENDS SAY I HAVE A LOVELY SKIN.

16 JANE: Irma, I thought you were writing a gossip column.

17 IRMA: OH CERTAINLY. THAT COMES NEXT.

18 JANE: Honey, before you start reading...how can you write gossip?  
19 You don't know any important people. *5.45*

DW

1 IRMA: I DON'T? I GUESS LOREILIE SCHMERBAUM ISN'T ANYBODY.

2 JANE: Loreilie Schmerbaum?? How did she ever get the name

3 "Loreilie"?????

4 IRMA: SHE SITS ON THE ROCKS IN FRONT OF HER HOUSE AND WHISTLES

5 AT FELLAS. / *6:00*

6 JANE: Oh, well that is an item!

7 IRMA: WELL I'VE GOT DOZENS LIKE THAT...SEE WHAT I WROTE HERE

8 UNDER SOCIAL ITEMS...AMPER LIPSCOTT, WELL KNOWN GIRL

9 SAND-HOG, WAS TRAPPED UNDER THE HUDSON RIVER FOR THREE *6:15*

10 HOURS. SHE WAS RESCUED BY FREDDIE FULTON, PROMINENT FROG-

11 MAN, AND THEY HAVE BEEN JUMPING AROUND TOGETHER EVER SINCE.

12 SOUND: KNOCK ON DOOR

13 JANE: If this is Elsa Maxwell with a gun, please come in.

14 SOUND: DOOR OPENS

15 JANE: Oh, Mrs. O'Reilly. *6:30*

16 MRS. O: Girls, wait till you hear the news.....

17 IRMA: WAIT...DON'T SAY ANYTHING UNTIL I GET MY PENCIL.

18 MRS. O: Pencil?

19 DW

DW

- 1 JANE: Yes...Irma is doing a column for the West-side Shopper.
- 2 MRS. O: Oh I read that paper every day...where's your column  
3 going to be, Irma? 6:45
- 4 JANE: On the page where they have second hand bargains.
- 5 IRMA IT IS NOT..I'M GOING TO ALTERNATE WITH OBITUARY COLUMN...  
6 WHEN NOBODY DIES THEY'RE GOING TO USE MY STUFF.
- 7 JANE: Maybe we ought to go around poisoning people.
- 8 IRMA: JANIE YOU'RE BEING CRUEL AGAIN.
- 9 MRS. O: Well, she has nothing to lose..personally I think it's a 7:00  
10 lot of fun writing about who was seen with whom...what  
11 was seen where and why...When my late husband Officer  
12 Clancy was courting me our names were always in the  
13 columns.
- 14 JANE: Not really.
- 15 MRS. O: Yes....it always said, "What handsome officer was seen 7:15  
16 with which?"
- 17 JANE: With which?
- 18 MRS. O: Yes...and they always made the same 7:30 typographical error..  
19 They spelled it, W-I-T-C-H.

1 IRMA: WELL MRS. O'REILLY, MY COLUMN IS GOING TO CONTAIN BEAUTY  
2 HINTS..YOU ALWAYS SAY YOU HAVE A LOT OF BEAUTY SECRETS.  
3 WOULD YOU GIVE ME SOME? *745*

4 MRS. O: I'd be glad to, dearie...Now a lot of girls have red  
5 hair like mine and they want to keep it naturally red...  
6 so all you do is take the juice of three tomatoes..

7 IRMA: YES..

8 MRS. O: Chop up two beets...*800* add a half a cup of ketchup and a  
9 dash of A-1 sauce...and just rub into the scalp ...It's  
10 simple and the whole thing costs thirty-five cents.

11 JANE: Is that A-la-carte or on the dinner?

12 SOUND: KNOCK ON DOOR *815*

13 WAND: (OFF) Is Mrs. O'Reilly in there?

14 MRS. O: Yes..come in.

15 SOUND: DOOR OPENS

16 MRS. O: What is it, Maestro?

17 WAND: Mrs. O'Reilly did you ever hear about the little boy  
18 who held his finger in the hole in the dyke? *820*

19 MRS. O: Yes.

1 WAND: Well you better send for him - the pipe in my room is  
2 leaking again.

3 MRS. O: I know...I've already sent for the plumber...Irma  
4 darling have you written any of your column yet?

5 IRMA: YES I READ MOST OF IT TO JANE...NOW I WROTE THIS UNDER *845*  
6 COOKING HINTS.

7 JANE: Cooking hints?

8 IRMA: YES...(READS) TO ALL HOUSEWIVES...MANY OF YOU HAVE  
9 TROUBLE STUFFING A TURKEY BECAUSE IT IS SO DARK INSIDE  
10 THE BIRD...WE SUGGEST YOU PULL THE TURKEY INSIDE OUT,  
11 STUFF IT ON THE OUTSIDE AND THEN SHOVE IT BACK INTO *900*  
12 PLACE AGAIN.

13 WAND: Wait a minute...wait a minute...did I hear right...you're  
14 writing a column?

15 IRMA: YES...FOR THE WEST-SIDE SHOPPER.

16 WAND: Oh this can ruin my health.

17 JANE: What do you mean?

18 WAND: I buy a herring twice a week and they wrap it in that  
19 newspaper. *915*

1 IRMA: YOU WOULDN'T MAKE THAT REMARK TO MRS. ROOSEVELT.

2 WAND: Oh, so that's where you got the idea...

3 JANE: Maestro, tell her she's not cut out for it...she thinks  
4 I'm against her.

5 MRS. O: Well, why should we criticize her? She might have fun  
6 writing choice bits of gossip about the people in the  
7 neighborhood...

8 WAND: Such as...

9 MRS. O: Well..cute little things like..."When Maestro Wanderkin  
10 is near Kathleen O'Reilly, the air is full of  
11 electricity." (GIGGLES)

12 WAND: Why do you say it's electricity...is it because you are  
13 built like a turbine...or because that face of yours is  
14 enough to shock anybody?

15 MRS. O: Now wait a minute, you left-over from a dog's dinner...

16 WAND: Well, don't go telling anybody to put my name in any  
17 paper with yours..my mother thinks I was killed by a  
18 truck - why should I make her miserable.

19

1 MRS. O: You wouldn't be makin' such a fuss if it wasn't the  
2 truth. And remember the truth never hurts.

3 WAND: It doesn't..so how come you wear so many girdles?

4 IRMA: STOP IT...DO YOU HEAR...STOP IT...I WON'T PRINT A WORD  
5 ABOUT EITHER OF YOU IN MY COLUMN.

6 JANE: There's a little object lesson for you sweetie..not only  
7 can you break up people's lives by what you print in the  
8 paper, but you can be sued...and don't you forget it.

9 IRMA: SUED?

10 JANE: Yes...if you print anything that's untrue, that's libel.

11 IRMA: GO ON JANE..FINISH THE SENTENCE..THAT'S LIABLE TO WHAT?

12 JANE: No honey..libel is slander in the written form.

13 IRMA: I DON'T UNDERSTAND.

14 WAND: Let me explain. If I should say Mrs. O'Reilly is ninety  
15 years old that is slander.

16 MRS. O: I should say so.

17 WAND: But if I print that she is ninety years old this is libel.

18 MRS. O: Indeed.

1 WAND: However, if I add them both together and say she is a  
2 hundred and eighty...this is neither slander nor libel..  
3 this is an historical fact.

4 SOUND: RUNNING FOOTSTEPS

5 WAND: Goodbye, girls..

6 SOUND: DOOR SLAM

7 MRS. O: I'm gettin' right after him..and Irma, if you print  
8 anything about me, print me true age. Thirty-nine.  
9 Goodbye.

10 SOUND: DOOR OPENS AND CLOSES

11 IRMA: THIRTY NINE? JANE, IS THAT SLANDER OR LIBEL?

12 JANE: Honey, that's neither...that's hallucinations.

13 SOUND: PHONE RINGS...RECEIVER UP

14 JANE: Hello..yes...just a moment..it's for you, Irma.

15 IRMA: THANKS. HELLO...WHO IS THIS...WEST-SIDE SHOPPER..(ASIDE)

16 OH, JANE, IT'S MY EDITOR, MR. FLETCHER...YES, MR. FLETCHER

17 ..I'M GETTING MY COLUMN READY...WHAT? OH..THAT'S TOO BAD

18 ...WHY DON'T YOU CALL THE ZOO...

1 JANE: The zoo? What are you talking about? 11 25

2 IRMA: HE SAYS THEY HAVE A DEAD LION AT THE OFFICE.

3 JANE: That's a dead-line.

4 IRMA: WELL, DON'T YELL AT ME...I DIDN'T KILL IT. 12 00

5 JANE: Give me that phone...hello...yes, Mr. Fletcher...she

6 misunderstood you...I'm her roommate, Jane Stacy..I see..

7 you say it's very nice of her to volunteer to do this

8 column for nothing...well, I'm sure you'll get your 12 15

9 money's worth...I mean...she'll have it by tomorrow...

10 I see...choice bits of neighborhood gossip. All right,

11 Mr. Fletcher. I'll tell her. Goodbye.

12 SOUND: RECEIVER DOWN. 12 30

13 IRMA: HE WANTS THE COLUMN BY TOMORROW...WHY CAN'T I TURN IN THE

14 ONE I ALREADY WROTE?

15 JANE: Why? Irma, on the masthead of the Westside Shopper is

16 a small picture of Washington crossing the Delaware.

17 Do you want him to jump into the water?

18 IRMA: WHAT SHALL I DO?

19

1 JANE: Write a new one. Fletcher wants neighborhood gossip.

2 Just go to all the places you know and find out what's

3 new.

4 IRMA: ALL RIGHT...I'LL GO TO SHULTZ, THE BUTCHER...MR. WONG,

5 THE LAUNDRY MAN. THEN I'LL VISIT HOGAN'S FISH MARKET...

6 AND I'LL HANG AROUND SPIKE'S POOL ROOM FOR A COUPLE OF

7 HOURS...JANE?

8 JANE: What is it?

9 IRMA: ARE YOU SURE MRS. ROOSEVELT STARTED THIS WAY?

10 JANE: Oh, get out of here.

11 MUSIC: PLAYOFF

12 (APPLAUSE)

13 (COMMERCIAL)

B 22

MIDDLE COMMERCIAL

- 1st ANNCR: ~~Wherever~~ you go these days, you see people smoking Cavaliers, the great, new, king-size cigarette made by the makers of Camels. If you ask a Cavalier smoker why he changed to Cavaliers, he'll probably tell you:
- 2nd ANNCR: Cavaliers are the first extra mild cigarette I've found that gives me all the fine flavor I want!
- 1st ANNCR: Yes, king-size Cavaliers are extra mild, and you can feel they're extra-mild when you inhale! Cavaliers' mildness is where it counts...in the smooth, light-and-easy feel of the smoke. And there's all the fine flavor you ever wanted in Cavaliers' taste!
- 2nd ANNCR: You know, thousands of smokers from coast to coast compared king-size Cavaliers with the cigarettes they'd been smoking...and 8 out of 10 said Cavaliers are milder!
- 1st ANNCR: This amazing record isn't so surprising when you remember that Cavaliers are made by the makers of Camels...blended of supremely fine, light, mild tobaccos.
- 2nd ANNCR: So try king-size Cavaliers. Inhale! Feel that smooth, easy Cavalier mildness! Taste all that fine Cavalier flavor. Learn what it means to enjoy a cigarette in every way!
- 1st ANNCR: Cavaliers give you extra length and extra value at no extra cost. Although they're king-size, Cavaliers are priced no higher than leading regular-size brands!

14/38

BH

51457 0218

1 MUSIC: JANE THEME

2 JANE: Walter Winchell..beware. Ed Sullivan, watch out. Sydney  
3 Skolsky..look for a new job. Louis Sobol...save your money.  
4 Boys, you're in a lot of trouble, because today Irma  
5 Peterson begins her new column for the West Side Shopper.  
6 Yep, there she is at the kitchen table assorting her first  
7 scoops. Irma, did you get anything good.

8 IRMA: YES...SEVERAL ITEMS. THE JONES BABY HAS MEASELS AND MR.  
9 KLOTZ, THE BAKER WAS THE FIRST TO NOTICE IT. SO I'M  
10 WRITING IT IN NEWSPAPER STYLE.

11 JANE: Newspaper style.

12 IRMA: YES. "KLOTZ SPOTS TOT'S DOTS."

13 JANE: Klotz spots tot's dots? Irma, why don't you jump out that  
14 window and land on that cab so you can write "Whack's back  
15 smacks hack".

16 IRMA: BUT JANE, A COLUMNIST MUST HAVE A CERTAIN STYLE...YOU KNOW  
17 A FLAVOR.

18 JANE: Your writing does have a flavor..but so does an unripe  
19 persimmon...what other items did you pick up?

BH

1 IRMA: WELL, I THOUGHT I'D WRITE SOMETHING ABOUT THE BIG FIRE  
2 THIS MORNING.

3 JANE: Now you're talking..a five alarm fire...that's news...what  
4 did you write?

5 IRMA: (READS) THERE WAS A FIRE ON 74TH STREET..I WATCHED IT FROM  
6 THE RESTAURANT ACROSS THE WAY...THEIR PRICES ARE VERY *16 00*  
7 REASONABLE..HASH IS ONLY THIRTY FIVE CENTS.

8 JANE: Is that all you wrote?

9 IRMA: WELL, THAT'S ALL I ATE.

10 JANE: Irma Peterson, for some crazy reason I told Mr. Fletcher of *16 15*  
11 the Westside Shopper that you'd have a column ready by six  
12 o'clock. If this is all the stuff you have collected, I  
13 better call him up now and tell him to pad the obituary  
14 column with undertaker jokes.

15 IRMA: NO, JANE...PLEASE DON'T...I'M GOING OUT FOR MORE NEWS. AND *16 30*  
16 I WON'T HAVE AS MUCH TROUBLE NOW.

17 JANE: What do you mean?

18 IRMA: WELL, PEOPLE DIDN'T BELIEVE I WAS A REAL NEWSPAPER WOMAN  
19 BUT NOW I HAVE A PRESS CARD.

BH

16 45

1 JANE: A press card?...let me see...Press...50..but Irma. This is  
2 ~~53.~~

3 IRMA: I know Jane...this card used to say "pants pressed, 50 cents  
4 ..but I tore off the pants...

5 ORCH: STINGER.

6 SOUND: STREET NOISES FOOTSTEPS STORE DOOR BELL TINKLE

7 IRMA: (CALLS) MR. KRAUS...MR. KRAUS..MY THE STORE IS EMPTY AND  
8 THE CASH REGISTER IS OPEN

9 SOUND: THUMPING

10 IRMA: WHAT'S THAT NOISE...

11 SOUND: FOOTSTEPS

12 IRMA: OH, IT'S MR KRAUS AND HE'S ALL TIED UP THERE'S A

13 HANDKERCHIEF STUFFED IN HIS MOUTH..MR. KRAUS, I'M NOW A

14 REPORTER WITH THE WESTSIDE SHOPPER...ANYTHING NEW?

15 ORCH: STINGER

16 SOUND: STREET NOISES FOOTSTEPS

1700

17 SCARLETT: (CALLS) Oh, Irma...Yoo-hoo.

18 IRMA: OH, IT'S SCARLETT SCHULTZ...SCARLETT YOU'RE JUST THE PERSON  
19 I WANTED TO SEE.

BH

1 SCAR: WHY?

2 IRMA: I'VE BECOME A COLUMNIST FOR THE WEST-SIDE SHOPPER AND I  
3 NEED SOME GOSSIP.

4 SCAR: Well you certainly came to the right person because I have  
5 just joined the Gwissenbees.

6 IRMA: THE GWISSENBEES?

7 SCAR: Yes. It's our new girls club.

8 IRMA: HOW DO YOU SPELL IT?

9 SCAR: G-W-S-N-B-M-Y

10 IRMA: G-W-S-N-B-M-Y...WHAT DO THE LETTERS STAND FOR? 1715

11 SCAR: Girls-Who-Say-No-But-Mean-Yes... and believe me, since I  
12 joined this club I get so much dirt I could sell my ears to  
13 True Confessions Magazine. Do you remember Penelope Cistern?

14 IRMA: OH, YES..DIDN'T SHE JUST GET ENGAGED? 1730

15 SCAR: Yes..to Guy Shimmelbacher..well they broke off...she found  
16 lipstick on his handkerchief.

17 IRMA: DIDN'T HE HAVE AN ALIBI? 1745

BH

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1 SCAR: Yeah, but not a very good one..He said some woman was  
2 choking to death on a ~~quarter~~ and he was trying to get it *1800*  
3 out of her throat. So now she's going around with Harvey  
4 Gruskin.

5 IRMA: BUT I THOUGHT HARVEY WAS GOING WITH MAMIE SCHWAB.

6 SCAR: Didn't you hear what happened with Mamie...She's practically  
7 bald...She had a job in a defense plant and her hair got *1805*  
8 caught in a ~~conveyer~~ belt...

9 IRMA: OH MY GOODNESS.

10 SCAR: It took them almost six hours to get her out..of course  
11 she got paid for overtime.

12 IRMA: WAIT TILL I MAKE A NOTE OF IT.

13 SCAR: Naturally you heard the news about me. *1830*

14 IRMA: WHAT NEWS...OH, SCARLETT I DIDN'T NOTICE...YOU'RE WEARIN  
15 AN ENGAGEMENT RING.

16 SCAR: (GIGGLES) Yes, how do you like it?

17 IRMA: OH IT'S LOVELY...WHAT AN UNUSUAL RING. IS THAT A DIAMOND? *1840*

18 SCAR: No it's granite..my boyfriend's a tomb-stone cutter. Well  
19 I gotta go, Irma...I'll be looking for your column.

BH

1 IRMA: I HAVEN'T GOT ENOUGH MATERIAL YET.

2 SCAR: Well dearie, if you want all the goings on go to the police  
3 station...everybody who is anybody in this neighborhood is  
4 there at least once a week.

5 IRMA: OH THAT'S A WONDERFUL IDEA...I'M GOING RIGHT DOWN..TELL ME,  
6 SCARLETT, WHEN DO YOU AND YOUR BOYFRIEND PLAN TO GET  
7 MARRIED?

8 SCAR: In August.

9 IRMA: I THOUGHT YOU WERE GOING TO GET MARRIED IN JULY.

10 SCAR: That's when he has his vacation and he wants to have fun  
11 then. Bye Irma. *1915*

12 IRMA: BYE SCARLETT.

13 MUSIC: STINGER

14 JANE: Is that you Cookie?

15 IRMA: YES JANE AND I STILL DON T HAVE ENOUGH MATERIAL FOR MY  
16 COLUMN. SCARLETT SCHUBTZ THINKS I SHOULD GO TO THE POLICE  
17 STATION.

1 JANE: No Irma, it's not necessary for you to go down to the Police  
2 Station. Wait until your column is printed...they'll come  
3 for you.

4 IRMA: JANE, THIS ISN'T HELPING ME. DON'T YOU KNOW ANY SCANDAL?

5 JANE: Yes I do? I know a girl who lives with a blonde who isn't  
6 too bright.

7 IRMA: OH ISN'T THAT SAD?

8 JANE: Would you believe it? This blonde is so stupid that she  
9 once tied firecrackers to her hair because she wanted to  
10 see what she looked like in bangs.

11 IRMA: REALLY? WHAT'S HER NAME?

12 JANE: I couldn't tell you.

13 IRMA: CAN'T YOU AT LEAST DESCRIBE HER TO ME?

14 JANE: Well, she's about 5'4" tall, blue eyes, sweet face and  
15 weighs...Irma, how much do you weigh?

16 SOUND: PHONE RINGS

17 IRMA: I'LL GET IT.

18 SOUND: REC UP

BH

1 IRMA: HELLO..YES MR. CLYDE...SOME SPECIAL WORK? I'LL BE RIGHT  
2 DOWN. GOODBYE.

3 SOUND: REC DOWN

4 IRMA: OH JANE, NOW I'M GOING TO GET SOME GOSSIP FOR MY COLUMN.  
5 YOU KNOW MR. CLYDE IS A LAWYER AND YOU KNOW WHAT SCANDALS  
6 LAWYERS KNOW.

7 JANE: What makes you think that?

8 IRMA: WELL WHY DO YOU THINK JUSTICE WEARS A BLINDFOLD. SHE  
9 DOESN'T WANT TO KNOW WHAT'S GOING ON?

10 MUSIC: STINGER

11 SOUND: DOOR OPENS

12 IRMA: HERE I AM, MR. CLYDE.

13 CLYDE: Oh fine. Before we start, would you mind emptying the  
14 wastebasket?

15 IRMA: OKAY CHIEF. I'LL BE BACK IN A FLASH WITH THE TRASH.

16 CLYDE: What?

17 IRMA: THAT'S NEWSPAPER TALK. I'M WRITING A COLUMN.

18 CLYDE: You?

19 IRMA: YES. HAVE YOU ANY GOSSIP?

BH

- 1 CLYDE: Gossip?
- 2 IRMA: YES. HOW DO YOU AND MRS. CLYDE GET ALONG?
- 3 CLYDE: We fight all the time.
- 4 IRMA: WAIT. I'LL WRITE THIS GOSSIP DOWN. WHAT DO YOU FIGHT ABOUT?
- 5 CLYDE: She thinks you should be hung and I think you should be shot. *20'0*
- 6 IRMA: NO, MR. CLYDE. I NEED MATERIAL. GIVE ME AN ITEM FOR MY
- 7 COLUMN.
- 8 CLYDE: Miss Peterson. I called you here today to take dictation
- 9 and if you know what's good for you, you'll take it.
- 10 IRMA: ALL RIGHT, BUT MAKE IT FAST. I'VE GOT TO MEET A SICK TIGER. *20'5*
- 11 CLYDE: Sick tiger?
- 12 IRMA: IT'S NEWSPAPER TALK..IT'S SOME KIND OF ANIMAL.
- 13 CLYDE: Sick tiger? You couldn't possibly mean a dead-line?
- 14 IRMA: THAT'S IT. DEAD LION. *20'30*
- 15 CLYDE: Oh and to think we fight for the freedom of the press. Now
- 16 take this letter. To District Attorney Hawkins, New York
- 17 City, New York. Dear Sir: Congratulations on your election.
- 18 You should go far in your office because you have a
- 19 surprising record. Sincerely, Milton J. Clyde.

BH

51457 0227

20 45

21 00

21 15

21 25

1 IRMA: GOT IT.  
2 CLYDE: Read it back.  
3 IRMA: TO DISTRICT ATTORNEY HAWKINS, NEW YORK CITY, NEW YORK.

4 DEAR SIR: CONGRATULATIONS ON YOUR ELECTION. I AM  
5 SURPRISED A MAN WITH YOUR RECORD COULD GET INTO OFFICE.  
6 SINCERELY, MILTON J. CLYDE.

7 CLYDE: No, no, you idiot! Miss Peterson, do you really want some  
8 gossip for your column?

9 IRMA: OH IT WILL MAKE ME SO HAPPY.

10 CLYDE: Good. Just print this. "Irma Peterson, secretary to  
11 Milton J. Clyde was fired today."

12 IRMA: YOU'RE NOT FRIGHTENING ME. I'M GOING TO MAKE A NEW CAREER.  
13 I'LL HAVE COLUMNS IN EVERY PAPER IN THE COUNTRY. WHO KNOWS,  
14 I MAY EVEN HAVE MY OWN NEWSTAND.

15 MUSIC: STINGER

16 MAN 1: Okay Calahan, book him.

17 MAN 2: Sargeant, this is not justice..I did not pick that man's  
18 pocket.

19 MAN 1: Then how come you had his wallet?

BH

51457 0228

1 MAN 2: The bus lurched suddenly and the wallet just flew out of  
2 his pocket.

3 MAN 1: Oh sure.

4 MAN 2: And while I was stooping down to pick it up his gold watch  
5 fell right in my hand.

6 MAN 1: Must have been a pretty rough trip..we'll see that you get  
7 a smoother ~~one~~ on the way to Sing Sing.

8 MAN 2: Sargent would you write to the Warden up there and ask him  
9 to assign me to the laundry...I'd like to be near my mother.

10 MAN 1: Take him away Calahan.

11 SOUND: FOOTSTEPS

12 IRMA: OH, HELLO SARGENT MITCHELL...

13 SARG: Oh, Irma Peterson..you're lost again? Well we'll have one  
14 of the boys take you home.

15 IRMA: NO SARGENT, I'M NOT LOST..I'M DOING A COLUMN FOR THE  
16 WEST-SIDE SHOPPER ON LOCAL GOSSIP.

17 SARG: You writing a column...Now I'm stumped...I don't know  
18 whether to give you a sanity test or me a sobriety test.  
19 But if you want news, stick around here...things happen  
20 every minute...why just yesterday...

- 1 WAND: (OFF) You're wrong.
- 2 MRS. O: (OFF) I'm right.
- 3 MAN: Sargeant, here are the witnesses in that accident..
- 4 WAND: That truck was coming..oh, hello, Irma..Sargeant, that  
5 truck was making a left hand turn.
- 6 MRS. O: It was making a right hand turn.
- 7 WAND: How would you know...you were flirting with the truck  
8 driver..you...you started to wink at him..your false  
9 eye-lashes got stuck together and you couldn't even see  
10 what street you were on.
- 11 AL: (COMING ON) I demand my rights.
- 12 IRMA: OH, AL...
- 13 AL: Chicken...I've been framed...
- 14 SARG: What's the charge, officer?
- 15 MAN 3: Stolen car.
- 16 AL: I didn't steal it..I fell asleep in the back seat...
- 17 SARG: Oh, yeah..how come.
- 18 AL: I was tired after walking around all day looking for a job.

CB

2230  
51457 0230

1 SARG: You looking for a job! ~~Make the charge "Stealing a car~~  
2 ~~and perjury."~~ Take him awcy.

3 IRMA: NO..NO...NOT MY AL...

4 SOUND: FOOTSTEPS RUNNING

5 IRMA: OH, AL..I'VE GOT TO TALK TO YOU. PLEASE, OFFICER..

6 MAN 3: All right, lady...you can get in the cell with him.. I'll  
7 give you five minutes.

8 SOUND: CELL DOOR OPENS AND CLOSES

9 AL: Chicken I didn't do it...You got to believe me. Why are  
10 you looking at me like that?

11 IRMA: AL, I'M A COLUMNIST...AND I MUST PRINT ALL THE GOSSIP OF  
12 THE NEIGHBORHOOD.

13 ~~AL: But do you have to print I was arrested for a car theft?~~

14 ~~IRMA: WELL, WHAT COULD I PRINT?~~

15 AL: Well, couldn't you write that they had a contest here to  
16 see who had the prettiest hands and mine was so beautiful  
17 they insisted on taking finger-prints?

18 IRMA: NO, AL..ON THE TOP OF OUR NEWSPAPER IT SAYS "E PLURIBUS  
19 UNUM"...THAT'S FRENCH FOR "THE TRUTH AND NOTHING BUT THE  
20 TRUTH."

2315

1 AL: ~~Chicken~~..if you put my name in your column we're thru...

2 IRMA: BAWLS

3 MAN 3: O.K. Time's up. Come on, sister.

4 SOUND: CELL-DOOR OPENS AND CLOSES.

5 WAND: Come here, Irma...we're waiting for you.

6 MRS. O: Don't cry..darling. We know what a choice you have to  
7 make...I know what ~~it~~ it is to be torn between love and duty. 2330

8 WAND: Mrs. O'Reilly, I don't know who tore you, but whoever zippered  
9 you up did an awful job. Irma darling, here in America we  
10 have something called, "Freedom of the Press" and many men  
11 have died to protect it. By freedom of the press is not  
12 meant the freedom to print everything we want to, but  
13 rather the freedom to print that which is true...this is  
14 something you cannot ~~forget~~ even though it may mean 2400  
15 hurting someone you love.

16 IRMA: I UNDERSTAND.

17

18

19

CB

1 MRS. O: I remember one night I had a battle with me late husband  
2 Clancy...Oh it was a beaut..we destroyed more crockery than  
3 the San Francisco earthquake...Well the police came with  
4 a reporter..so I told the reporter that Clancy and I were  
5 just dancing the rhumba.

6 WAND: Did the reporter swallow that?

7 MRS. O: No, because the reporter said it was the first time he had  
8 seen the rhumba danced where the woman kept her foot on  
9 her partner's face..and you too, Irma, must learn to  
10 recognize the truth.

11 IRMA: I'VE MADE UP MY MIND...I'M GOING TO PRINT THE TRUTH ABOUT  
12 AL...EVEN THOUGH I KNOW IT WILL MAKE ME AN OLD MAID...

13 MRS: O: Forget Al...just as long as what you do is a credit to  
14 journalism.

15 IRMA: WELL MAYBE I DON'T NEED AL, BUT ON COLD NIGHTS IT'S GOING  
16 TO TAKE AN AWFUL LOT OF NEWSPAPERS TO KEEP ME WARM.

17 ORCH: STINGER

18 JANE: Come on Irma, cheer up..this is your big day..what time does  
19 your paper come out?

CB

51457 0233

1 IRMA: IN A COUPLE OF HOURS.

2 JANE: Are you satisfied with the column you turned in..I didn't  
3 get the chance to read it.

4 IRMA: I MAY HAVE MIS-SPELLED A COUPLE OF WORDS...HOW MANY K'S IN  
5 SUCCESS?

6 JANE: How many K's in success? Two..like there are two J's in  
7 Georgia.

8 ~~SOUND: PHONE RINGS RECEIVER UP~~ 2530

9 JANE: Hello...Yes..No, Mr. Fletcher..this is Miss Stacy..Tell  
10 Irma what? You took the item about Al out of her column  
11 because the man who stole it confessed...

12 IRMA: OH ISN'T THAT WONDERFUL...NOW I STILL HAVE THE MAN I LOVE  
13 AND I'M A SUCCESS. 2545

14 JANE: (INTO PHONE) What? (ASIDE) Irma, hold the success story.  
15 What Mr. Fletcher? You're afraid you'll be sued by Mr.  
16 Schultz? Just a moment. Irma, what did you write about  
17 Schultz the butcher?

18 IRMA: WELL, HE JUST GOT MARRIED SO I ASKED HIM HOW HE MET HIS  
19 WIFE.

CB

51457 0234

26 00

1 JANE: Yes.

2 IRMA: ~~HE SAID HE WAS STANDING ON THE CORNER WHEN THIS HEAVY-SET~~  
3 WOMAN CAME TOWARD HIM. HE LOOKED AT HER. IT WAS PURE  
4 FATE.

5 JANE: Do you know what you wrote?....that he was standing on the  
6 corner when this heavy set woman came toward him. He  
7 looked at her. It was pure fat!

8 IRMA: BAWLS

9 MUSIC: PLAYOFF

10 (APPLAUSE)

11 BOB: Irma and Jane will be back in a moment.

26 11

26-30

CLOSING COMMERCIAL

- 1ST ANNCR: Friends, recently a hundred and thirty-one students at Amherst, Massachusetts, made an interesting test. They compared king-size Cavalier cigarettes with the brands they'd been smoking. And 87% of those students said Cavaliers are milder! They agreed with literally thousands of other smokers who compared Cavaliers with the brands they'd been smoking. Among all these thousands, 8 out of 10 said Cavaliers are milder!
- 2ND ANNCR: Try king-size Cavaliers yourself. Inhale...and feel that smooth, light-and-easy Cavalier mildness! Yes, here is true cigarette mildness -- mildness that really counts... the mildness you feel when you inhale the smoke of a Cavalier.
- 1ST ANNCR: So light up a Cavalier! Inhale and feel that Cavalier mildness. Taste that fine Cavalier flavor! See for yourself that king-size Cavalier is the extra-mild cigarette that tastes so good!
- 2ND ANNCR: And, remember...king-size Cavaliers, made by the makers of Camels, give you extra length and extra value -- at no extra cost! Although king-size, Cavaliers are priced no higher than leading regular-size brands!

27-40

1 MUSIC: JANE THEME

2 JANE: Well, Irma's column came out in the paper. I don't think  
3 it was read by many people because the obituary column is  
4 back this week. Maybe there's something about the way she  
5 writes that makes you wish you were dead. But Irma doesn't  
6 care...she has her Al again to keep warm. There they are  
7 on the couch. Listen.

8 AL: When we get married chicken, we'll have a four-room house.

9 A living room, a kitchen, a bed-room and a nursery.

10 IRMA: A NURSERY? OH, THAT'S WONDERFUL. I ALWAYS WANTED A PLACE  
11 TO GROW PLANTS.

12 JANE: You know....I grow plants, too...that's right.....a

13 b bloomin' idiot...name of variety... My Friend Irma.

14 MUSIC: IRMA THEME UP AND APPLAUSE --- FADE FOR:

1 ANNCR: ~~My~~ "Friend Irma" is a Cy Howard Production and is directed  
2 by Parke Levy who writes the script with Stanley Adams.  
3 Marie Wilson is starred as Irma and Cathy Lewis as Jane.  
4 Kenny Delmar was heard as Maestro Wanderkin, Gloria Gordon  
5 as Mrs. O'Reilly, Sid Tomack was Al, and Alan Reed as Mr.  
6 Clyde.

7 Also included, were: HAZEL SHERMET, STANLEY ADAMS,  
8 JERRY HEUSNER, BARNEY PHILLIPS AND LOU KRUGMAN.

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 saying  
13 goodnight for Cavalier Cigarettes.

29.26