"CAVALIER CIGARETTES"

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PRESENTS

"MY FRIEND IRMA"

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STUDIO	В	8:30 - 9:00 PM
TAPE:	TUESDAY, OCTOBER 28, 1952	AIR: NOV. 7, 1952
	CAST	
	IRMA	MARIE WILSON
	JANE	CATHY LEWIS
	MRS. O'REILLY	(ILORIA GORDON
	PROFESSOR KROPOTKIN	HANS CONRELD
	MR. CLYDE	ALAN REED (DBLE. DELIVERY MAN)
	MRS. RHINELANDER.	MYRA MARSH
	TELEVISION SALESMAN	KEN PETERS
	MR. ROSS (BUTCHER)	.JERRY HAUSNER
	WOMAN IN BANK MRS. DAVIS GROCER	(DBLE) aldreck
PRODUCI		ID GLUSKIN AND IS ORCHESTRA
DIRECT	DR: PARKE LEVY	REHEARSALS
SOUND:	TOM HANLEY OF	AST: 6:30 - 8:30 PM RCH: 7:00 - 7:30 PM
	ER: JIMMY MURPHY TA: BOB LEMOND JOHN JACOBS	APE: 8:30 - 9:00 PM

JC

CAVALIER Cigarettes . . 1ST ANNCR:

2ND ANNCR: <u>CAVALIER</u> Cigarettes

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

2ND ANNCR: Bring you - MY FRIEND IRMA

MUSIC: JANE TITME

Qut: 25

IRMA 11-4-52

51453 8869

Source: http://industrvdocuments.librarv.ucsf.edu/tobacco/docs/slhc0079

JOINT CHECKING ACCOUNT

NOVEMBER 4, 1952

"MY FRIEND IRMA"

1	JANE:	Well, elections are over and we will soon have a new :30
2		President in the White House Now maybe we'll get some
3		action and raise enough money to get Irma Peterson a
4		brainNo, I'm not kidding. Let me tell you what
5		happened to us when little Janie here, took Irms to the :45
6		polls to vote
7	CAST:	AD-LIB CROWD NOISES OF WAITING VOTERS ON LINE
8	SOUND:	CLOSING OF CURTAIN BY HANDLE ON VOTING BOOTH
9	JANE:	Well sweetie, you're next after this man gets through.
10	IRMA:	ALLRIGHT, BUT THIS IS THE SILLIEST THING
11	JANE:	Silly? What's silly?
12	IRMA:	I'VE SEEN AT LEAST FIFTY PEOPLE GO IN THROUGH THAT SHOWER
13		CURTAIN AND NOT ONE OF THEM TURNED THE WATER ON

51453 8870

MG

IRMA -2-11-4-52

1:05

51453 8871

OPENING COMMERCIAL

1ST ANNCR: Well, Irma may not know much about elections but when it comes to cigarettes, she always votes for Cavaliers. (PAUSE) You see there wouldn't be so much talk about cigarette mildness unless it were important to your smoking enjoyment, so be sure you get the mildness you want -- ask for <u>King-size Cavalier cigarettes</u>.

- 2ND ANNCR: From <u>coast</u> to <u>coast</u>, <u>groups</u> of smokers compared <u>Cavaliers</u> with the brand they had been smoking -- /:30 and <u>80%</u> or more, in every group, said <u>Cavaliers</u> are <u>milder</u>!
- 1ST ANNCR: And you'll find Cavalier cigarettes have a special flavor, too! So ask for Cavaliers --- America's great, new, king-size cigarette.

MG

				IRMA -3- 11-4-52
	1	SOUND:	KNOCK ON DOOR	1:55
	2	JANE:	Come in.	
	3	IRMA:	(OFF) I CAN'T MY ARMS ARE FULL.	
	4	JANE:	All right just a minute. What	in the world are you
	5	SEUND'.	DOOR OPEN lugging?	
·	6	IRMA:	WAIT TILL YOU SEE THE BARGAINS I F	BOUGHT.
	7	SOUND:	PUTTING DOWN BOX	
	8	JANE:	Yes, by all meansshow me quick	ythen maybe this
	9		sinking feeling in the pit of my a	tomach will go away.
	10	IRMA:	HOW DO YOU LIKE THIS BARGAIN - ONE	-HALF CRATE OF EGGS!
	11	JANE:	Irma, they're leaking all over the	floor.
	12	IRMA:	I KNOW. THEY FELL OFF THE TRUCK	THAT'S WHY I GOT THEM 2:15-
	13		CHEAP. THIRTY CENTS A QUART.	
	14	JANE:	What, no straws?	
	15	IRMA:	AND LOOK AT THIS. I WANTED TEN PO	OUNDS OF SPIJT PEAS.
	16	JANE:	Yes.	 A state of the sta
 	17	IRMA:	BUT THAT WOULD HAVE BEEN ABOUT A I	
	18		FIVE POUNDS OF REGULAR PEAS FOR FI	FTY CENTS AND SPENT $2:30$
	19		FIFTY CENTS FOR A KNIFE.	

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

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IRMA -4-11-4-52

1	JANE:	That's just wonderful. We'll all invite our friends
2		one night and have a pea split. 2:45
3	IRMA:	JANE, YOU DON'T SEEM TO APPRECIATE WHAT I HAVE DONE.
4	JANE:	Oh, I'm sorry cookie, I'm besides myself with joy. What
5		other treasures have you got there.
6	IRMA:	LOOK AT THIS - FORTY POUNDS OF ELBOW MACORONI MARKED
7		DOWN TO \$3.00
8	JANE:	Irma, you know we don't like elbow macoroni.
9	IRMA:	OH, JANE HOW CAN YOU BE SO SHORT-SIGHTED? DON'T YOU
10		UNDERSTAND? WE SOAK THESE IN WATER AND THEN WHEN THEY'RE
11		ALL STRAIGHTENED OUT, WE SEW THEM TOGETHER AND WE
12		HAVE SPAGHETTI.
13	JANE:	Between needle and knife, we are going to have a ball. 3:15
1 4	IRMA:	JANE, YOU DON'T SEEM TO THINK I DID WELL.
15	JANE:	Oh, to the contrary. Next to the sale of the Island of ω
16		Manhattan for \$23.00, this is the sharpest transaction $\vec{\omega}$
17		in all history, Irma, how can you do such things? 3.30

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

IRMA -5-11-4-52

- 1 IRMA: WELL JANE, A DOLLAR DOESN'T GO FAR THESE DAYS AND I 2 TRIED TO STRETCH IT.
- 3 JANE: You didn't stretch it honey, you mangled it. Now,

4 where's my scissors?

5 IRMA: WHY DO YOU WANT THE SCISSORS? WHAT HAVE YOU BEEN DOING?

6 JANE: Oh, I'm working on a picture ruzzle contest in the

7 newspaper. First prize is a twenty-one inch television 8 set.

9 IRMA: GEE, IT'S A BEAUTY....WHAT DO YOU HAVE TO DO?

- 10 JANE: You cut out parts of the face on the dotted line and put
- 11 them together to form a President's face. I'd give 4:00
- 12 anything to win that TV set.
- 13 IRMA: OH, CAN I HELP JANE?
- 14 JANE: Now look Irma....
- 15 IRMA: OH, BUT I AM VERY GOOD AT THAT SORT OF THING. I WAS 16 ALWAYS GREAT AT PUZZLES. NOW, LET ME SEE....THIS PIECE 17 GOES HERE...NOW THE EYES GO HERE....AND THIS PIECE GOES

18 HERE, THERE JANE, IT'S SIMPLE.

4:15

51453 8874

3:45

Source: http://industrvdocuments.librarv.ucsf.edu/tobacco/docs/slhc0079

IRMA -6-11-4-52

51453 8875

5:00

- 1 JANE: No honey.
- 2 IRMA: SOMETHING WRONG?
- 3 JANE: Yes.
- 4 IRMA: WHAT?
- 5 JANE: George Washington did not have two noses.
- 6 IRMA: WELL LET ME TRY ANOTHER PRESIDENT. THIS ONE LOOKS 4/30
- 7 VERY FAMILIAR, NOW THIS PIECE GOES HERE....THIS PIECE
- 8 GOES THERE....THIS PIECE GOES....JANE?
- 9 JANE: What?
- 10 IRMA: DOES HERBERT HOOVER HAVE LONG BLACK HAIR THAT COMES
- 11 TO A POINT? ~
- 12 JANE: Irma, that's Grant's beard and you have got it on
- 13 backwards.
- 14 IRMA: OH, OF COURSE, I'LL TAKE THIS PIECE OUT AND PUT THESE
- 15 IN. THERE IT IS.
- 16 JANE: Franklin D. Lincoln. Irma.....
- 17 IRMA: WELL, I KNOW IT'S SOME PRESIDENT. I SAW HIM IN A
- 18 PICTURE ONCE.

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IRMA -7-11-4-52

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1	JANE:	Yeah, wonder who it can be? What president had a
2		short head, one eye and no ears? Look, Irma-Will you 5.15
3		please sit down or paddle around in that crate of eggs
4		you bought.
5	IRMA:	(WHIMPERS) OH JANE, YOU HAVE NO CONFIDENCE IN ME.
6	JANE:	How can I? You spend all our money foolishly.
7		Everything you put your finger to is all thumbs.
8	IRMA:	(DRAMATICALLY)WELL MAYBE YOU'D BE BETTER OFF IF I 5:30
9		LEFT YOU ALL TOGETHER.
10	JANE:	Will you stop with the dramaticsIt's all right
11		I'll just buy another paper.
12	IRMA:	I SUPPOSE YOU THINK I CAN'T GET ALONG ON MY OWN.
13	JANE:	On your own what?
14	IRMA:	ON MY OWN, MY OWN (CRYS) NOW YOU GOT ME ALL 5-75
15		CONFUSED. IT'S YOUR FAULT. YOU TREAT ME LIKE A
16		BABYTHAT'S WHY I CAN'T IMPROVE.
17	JANE:	Oh, stop talking nonsense.

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IRMA -8-11-4-52

YOU NEVER

6:00

6:15

8 SOUND: FOOTSTEPS Irma, where are you going? Oh now, Irma, don't JANE: 9 10 start packing, I'm sorry. 11 SOUND: DRAWERS BEING OPENED AND SLAMMED Look, I told you I was sorry, what more do you want? 6:30 12 JANE: (SOBBING) IT'S NO USE JANE, YOU JUST WON'T LET ME HAVE 13 IRMA: 51453 14 ANY SENSE OF RESPONSIBILITY. I'M GOING BACK HOME. 887 Oh now really Irma, you're overdoing it. 15 JANE: 16 NO I'M NOT. IN ALL THE TIME WE HAVE BEEN LIVING IRMA: TOGETHER, YOU HAVEN'T EVEN LET ME HAVE A JOINT CHECKING 17 18 ACCOUNT WITH YOU. RU

THERE...SEE? YOU'RE ALWAYS KNOCKING ME.

AS WELL BE A MECHANICAL MAN A RABBIT!

STUPID...WELL, I'VE HAD ENOUGH.

The word is robot.

GIVE ME A CHANCE TO DO ANYTHING ... YOU PICK MY CLOTHES

TELL ME WHAT TO WEAR, WHAT TO EAT .. (CRYING) I MIGHT

ALWAYS CORRECTING ME ... ALWAYS MAKING ME THINK I'M

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IRMA:

JANE:

IRMA:

IRMA -9-11-4-52

1	JANE:	Irma, I just have no faith in your mathematics. You
2		can't even get the right change out of a chewing gum
3		machine.
4	IRMA:	THAT'S THE KIND OF TALK THAT DESTROYS ME AND I AM GOING
5		HOME. (CRIES)
6	JANE:	Oh, now now, please Irma, If you really want a joint
7		checking account with me, we'll go to the bank and open
8		a joint checking account.
9	IRMA:	OH, JANE, THAT'S THE WAY I LIKE TO HEAR YOU TALK. WITH
10		YOU AT MY SIDE, I KNOW I CAN CLIMB TO THE TOP OF THE
11		HIGHEST MOUNTAIN.
12	JANE:	Well, let me know when you're going to start the trip
13		so I can call out the St. Bernard dogs.
14	MUSIC:	STINGER 53
15	CAST:	HUB-BUB
16	SOUND:	FOOTSTEPS
17	JANE:	Here we are Irma, new accounts. 730
18	IRMA:	OH JANE, I JUST CAN'T BELIEVE IT I'M SO EXCITED.
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IRMA -10-11-4-52

8:15

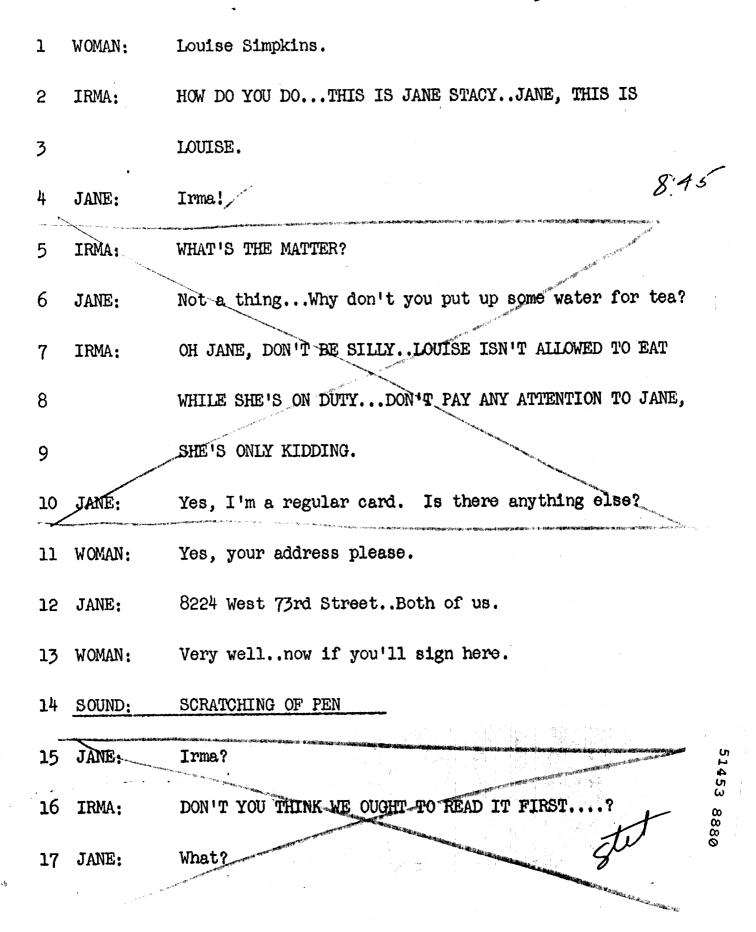
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- 1 WOMAN: Hello...Can I help you?
- 2 IRMA: YES, WE WANT TO OPEN A JOINT IN THIS ACCOUNT.. I MEAN, 7:45
- 3 WE WANT TO OPEN AN ACCOUNT IN THIS JOINT..I MEAN..
- 4 JANE: She's a little excited..let me. What we want, is to
- 5 open a choint jocking account. (NERVOUS LAUGH) A
- 6 shocking joint account.. I guess my tongue is fighting
- 7 my brain.
- 8 WOMAN: What?
- 9 IRMA: SHE MEANS A JOINT CHECKING ACCOUNT.
- 10 JANE: Well, this is a switch...It's like going through a red
- ll light and telling the cop to pull over!
- 12 IRMA: JANE! STOP MUTTERING, SHE'S STARING AT YOU!
- 13 JANE: What? Now wait a min--
- 14 WOMAN: Oh..I'm sorry, now let's see, a joint account...First 830
- 15 we'll fill out this card...Your name?
- 16 JANE: Jane Stacy.
- 17 WOMAN: Jane Stacy...And yours?
- 18 IRMA: IRMA PETERSON... WHAT'S YOURS?

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IRMA -11-11-4-52



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l	IRMA:	AMBER LIPSCOT ONCE SIGNED SOMETHING AND THE NEXT DAY
2		THEY TOOK HER FURNITURE.
3	JANE:	Oh, Irma
4	WOMAN:	Now how much are you starting the account with?
5	JANE:	We have two hundred dollars in savings and we wish to
6		withdraw it and put it in the checking account.
7	WOMAN:	I see.
8	IRMA:	AND I WANT THE BANK TO SEND US A BLOTTER EVERY MONTH SO
9		WE'LL KNOW THEY ARE STILL IN BUSINESS AND HAVEN'T RUN 9115
10		AWAY WITH OUR MONEY.
11	JANE:	Irma, your mouth is open and the wind is getting in and
12		blowing those little wheels in your head again.
13	IRMA:	I'LL BE QUIET.
14	WOMAN:	Well, here are your bank books and your check books.
15	IRMA:	OH GOSH, JANE MY OWN CHECK BOOK! I FEEL LIKE A NEW
16		PERSON ALREADY. YOU KNOW IMPORTANT.
17	JANE:	That's good. ω
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IRMA -13-11-4.52

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1	IRMA:	AND IT'S ALL BECAUSE YOU HAVE FAITH IN ME. I ONLY
2		WISH THERE WAS SOME WAY I COULD SHOW 9:45
 3	JANE:	Forget it, honey, I'm sure youWell, look who just
4		walked in the bank.
5	IRMA:	RICHARD'S MOTHER, MRS. RHINELANDER WHO'S THAT SNOOTY
6		LOOKING WOMAN WITH HER?
7	JANE :	She looks familiarOh, yesthat's Mrs. Jonathan
8		Van Smythe. And is she loadedEvery year her
9		husband cleans up at the market.
10	IRMA:	WELL, SHE CERTAINLY WEARS BEAUTIFUL CLOTHES FOR A
11		JANITOR'S WIFE.
12	JANE:	Here they come(UP) Hello, Mrs. Rhinelander.
13	MRS. R:	Jane and IrmaOh, what a pleasant surprise. May I
14		present Mrs. Van Smythe
15	JANE :	Nice meeting you, Mrs. Van Smythe. /0:15
16	IRMA:	AUF WIEDERSHEN. THAT'S FRENCH FOR LIKEWISE.
17	JANE :	Richard tells me you've been very busy getting ready \tilde{x}
18		for the Christmas Fund raising drive for the \sum_{N}^{∞}
19 MG		Community Chest

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IRMA -14-11-4-52

1 MRS.R:	Agatha and I were just on our way to see the
2	President of the bank for a donation. (0.30) .
3 IRMA:	WELL, IT'S A GOOD TIME, WE JUST PUT SOME MONEY IN.
4 MRS.R:	(LAUGHS) Oh, Irma, I've certainly missed you.
5 JANE:	Well you know Mrs. Rhinelander, if there's any way I
6	can assist you in your Charity drive, don't hesitate
7	to call on me. I think it's a wonderful cause
8 MRS.R:	Weire looking for someone to serve as our Treasurer.
9	Would you be interested?
10 JANE:	I don't think there's anything I would rather do.
11 MRS. R:	Wonderful, Jane. You have never let me down. The
12	girls would be delighted. Could I bring our records
13	and all the money we have collected so far to your
14	apartment tomorrow afternoon? You could take it over
15	from there. //:00
16 JANE:	Swell. I'll be expecting you. Good bye.
17 MRS. R:	Good bye.
18 JANE:	Come on Irma, lets get out of here.
19 IRMA:	ALL RIGHT. FOLLOW ME.

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

IRMA -15-11-4-52

- 1 JANE: Irma! What's the idea jumping?
- 2 IRMA: WELL THE SIGN ON THAT DOOR SAYS, "VAULT".
- 3 ORCH: STINGER;
- 4 SOUND: KNOCK ON DOOR
- JANE: Come in.
- 6 SOUND: DOOR OPEN
- 7 KROP: It's only me, Professor Kropotkin...Hello Janie and
 8 Irma, my two little conductors...One leading an
- 9 orchestra, and the other, off her trolley!
- 10 JANE: Professor!
- 11 KROP: Pardon me, just a new joke from an old musician...Or is
- 12 it an old joke from a new musician? Tell me, Irma, 11:43
- 13 what makes you look so happy?
- 14 IRMA: LOOK PROFESSOR.
- 15 KROP: A check book!
- 16 JANE: Yes. Irma and I have a joint checking account.

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IRMA -16-11-4-52

1	IRMA:	ISN'T IT THRILLING? FROM NOW ON I. P. DOESN'T STAND
2		FOR IRMA PETERSON IT STANDS FOR, "IMPORTANT PERSON". 12"
3	JANE:	It also stands for "Inside Penitentiary" so just be
4		careful how many checks you write.
5	KROP:	Well, Irma who knows, maybe some day you'll be a
6		big-shot on Wall Street like J.P. Plotnick.
7	IRMA:	J. P. PLOTNICK?
8	KROP:	He used to be a waiter in the Gypsy Tea room where $12:15$
9		I work. One day he saw in the paper I. W. S. 142.
10		He called up and ordered all he could get. Made a
11		fortune.
12	JANE:	No wonder. IWS, that's International Worthington
13		Steel. Who gave him the tip? $/2:30$
14	KROP:	What tip? He thought I.W. S. meant imported white
15		shirts14 was his size so he ordered. And you
16		know, to this day he's still sore because they
17		didn't send the shirts! 51453 8885 12:45
18	IRMA:	WEIL I'VE ALREADY LEARNED A GREAT DEAL ABOUT FINANCES.
19		BY THE WAY. WHERE DO I SIGN ON THE CHECK?

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

		IRMA -17- 11-4-52
l	JANE:	On the bottom line, Queen Mides.
2	IRMA:	WHAT ABOUT THIS LINE UNDER, "PAY TO ORDER OF"?
3	JANE:	That's for the other party.
4	IRMA:	YOU MEAN IF SOME ONE ELSE HAS A PARTY I HAVE TO PAY FOR
5		IT?
6	JANE:	Irma darling, will you knock off? I'll explain
7		everything to you later. I want to get back to the
8		puzzles.
9	KROP:	Oh Janie, you're trying to win that big television set,
10		too, huh?
11	JANE:	Yes, but I don't think I've got a chance, Irma's
12		helping me.
13	IRMA;	YES. DO YOU RECOONIZE THIS PRESIDENT I PUT TOGETHER?
14	KROP:	Let me seeIrma, when did we have a president with a ω^{57}
15	5	moustache over one eye?
16	MRS. O:	(OFF SINGING) "If you love me half as much as I love
17		you" /3.'00

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

- 1 KROP: You know, just to love half of her is enough work for
- 2 two men.
- 3 SOUND: KNOCK ON DOOR
- 4 MRS. 0: (OFF) Yoo-hoo, is anybody home?
- 5 SOUND: DOOR OPEN
- 6 JANE: Come on in, Mrs. O'Reilly.
- 7 MRS. 0: Thank you.

13:15

51453

8887

8 IRMA: MRS. O'REILLY, GUESS WHAT? JANE AND I HAVE A JOINT

9 BANK ACCOUNT.

10 MRS. 0: Well, personally I'd rather keep me money in my

11 stocking.

12 KROP: How can you be so old fashioned? When you keep the

13 money in your stocking you don't get interest.

14 MRS. 0: (GIGGLES) You'd be surprised! Janie, what's this 13:30

15 puzzle on the table?

16 JANE: We're trying to put pictures of the Presidents
17 together. Do you recognize this one?

RU

The face looks familiar, I'm sure I saw him when I was 1 MRS. O: 13:95 a little girl. 2 No, this is not Julius Caesar. 3 KROP: Oh, shut up. Don't be making cracks about my age! 4 MRS. 0: 4:00 You always insult me in public, but you didn't act that 5 way when we were alone the other night. 6 WHAT HAPPENED? IRMA: 7 He asked me to sit on his lap. 8 MRS. 0: HE DID? 9 IRMA: Only because the tailor was closed and I wanted my 10 KROP: 11 pants pressed! \./ ' / Look all of you, if you don't mind I'd like to work on 12 JANE: this puzzle. The contest ends tomorrow and I've got to 13 spend a lot of time with Mrs. Rhinelander. 14 51453 All right, we can take a hint. Come on, Mrs. O'Reilly, KROP: 15 8888 I'll take you to the movies to see Ray Milland in "The 16 Thief." 17

RU

14:30 "The Thief"? Oh professor, that gives me an idea. 1 MRS. 0: Maybe while we're sitting in the balcony, I'll let 2 you steal a kiss. 3 No, Mrs. O'Reilly. This kind of crime does not pay 4 KROP: 5 ORCH: PLAY OFF

⁵¹⁴⁵³ 8889

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IRMA 11-4-52

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Source: http://industrvdocuments.librarv.ucsf.edu/tobacco/docs/slhc0079

MIDDLE COMMERCIAL

IRMA -21-11-4-52

14:48

1ST ANNCR: Are Cavaliers milder? How do you know ...?

2ND ANNCR: 8 out of 10 who tried them SAY SO!

- 1ST ANNCR: Yes! Cavalier cigarettes are milder! That's what 85% of the Airline hostesses interviewed at Idlewild said!
- 2ND ANNCR: Cavalier cigarettes are milder! / That's what 82% of the golfers interviewed at fashionable Westchester, N. Y., clubs said!
- 1ST ANNCR: Cavalier cigarettes are milder! That's what 87% of the guests interviewed at "The Top of the Mark" in San Francisco said!
- 2ND ANNCR: Cavaliers are milder! That's what group after group 15.15 of smokers from coast to coast said!
- 1ST ANNCR: Groups of smokers compared Cavaliers with the brands they had been smoking -- that included <u>all the other</u> <u>leading brands</u>, perhaps the brand you now smoke -and <u>80% or more</u>, in <u>every</u> group, said <u>Cavaliers</u> are <u>milder</u>! 15:30
- 2ND ANNCR: See for yourself! Try king-size Cavaliers! And while you're discovering their wonderful mildness, you'll find their flavor is very special, too!
- IST ANNCR: Remember, king-size Cavaliers are priced no higher 15.9.5 than other standard brands! That's right! Cavaliers cost no more and they give you the mildness and the flavor so important to your smoking enjoyment. 15.58

Source: http://industrvdocuments.librarv.ucsf.edu/tobacco/docs/slhc0079

IRMA -22-11-4-52

		ACT TWO
4	SOUND:	TYPING
5	CLYDE:	(OFF CALLING) Miss Peterson Miss Peterson! 16:07
6	IRMA:	(CALLS) WHAT IS IT, MR. CLYDE?
7	CLYDE:	(OFF) If you don't mind, I'd like to give you some
8		dictation.
9	IRMA:	(CALL) OKAY, I'M RIGHT HERE ANYTIME YOU'RE READY.
10	CLYDE:	(CALLING) Come in here.
11	IRMA:	(CALLS) NO, YOU COME HERE I'M TIRED.
12	SOUND:	FOOTSTEPS
13	CLYDE:	(COMING ON) What do you mean? Do I work for you, or do
1 4		you work for me? Now get your note book and come into my
15		office. 16:30
16	IRMA:	YES SIR.
17	SOUND:	FOOTSTEPS
18	IRMA:	OKAY MR. CLYDE, I'M READY.

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Source: http://industrvdocuments.library.ucsf.edu/tobacco/docs/slhc0079

IRMA -23-11-4-52

17:00

17:15

51453 8892

- 1 CLYDE: That's nice of you. To the Affiliated International
- 2 Insurance Company, New Bedfored Mass.
- 3 IRMA: "MASS"? DO YOU WANT THE WORD, "MASS" ABBREVIATED, OR
- 4 SHOULD I PUT THE WHOLE NAME OF THE STATE MISSISSIPPI? 16:95
- 5 CLYDE: No Miss Peterson. Just Mass will do fine.
- 6 IRMA: OKAY.
- 7 SOUND: FOOTSTFFS
- 8 CLYDE: Where are you going.
- 9 IRMA: TO TYPE THE LETTER.
- 10 CLYDE: I haven't given it to you yet, you idiot! Now where
- 11 was I? .Oh, yes. Gentlemen: In reference to the claim
- 12 for damages due to fire in my client's garage, Comma,
- 13 perenthisis, Policy number L-428604 -
- 14 IRMA: OH, A NEW CLIENT?
- 15 CLYDE: Who?

16 IRMA:

MR. PARENTHISIS

Oh, I forgot you never got that far in grammar school. CLYDE: 1 Do you know how to make parenthisis? 2 IRMA: NO. 3 17:30 4 CLYDE: Just take two ones and bend them. 5 IRMA: OH, I KNOW WHAT YOU MEAN. BOW LEGS. 6 That's right. Now where were we? CLYDE: "Due to the fire in my client's garage, COMMA, Bow legs 7 11:45 8 Policy Number L-428604, you neglected to re-emburse my client for the total loss of his even-rude outboard 9 motor, which he claims was warped considerably by the 10 18:00 11 flames. Yours truly, Milton J. Clyde.

IRMA -23A-11-4-52

TRMA -24-11-4-52

18:15

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8894

I INMA: UNAL ANIMURE!	1 3	IRMA:	OKAY,	ANYMORE?
-----------------------	-----	-------	-------	----------

2 CLYDE: No. You better read that back to me first.

3 IRMA: VERY WELL. TO THE AFFLICTED INTERNATIONAL INSURANCE --

4 CLYDE: Affiliated. Not afflicted.

5 IRMA: OKAY, THE AFFILIATED INSURANCE COMPANY, NEW BEDFORD

6 MASS. GENTLEMEN. IN REFERENCE TO THE CLAIM DUE TO

7 FIRE PUT IN BY MY CLIENT BOW-JEGS POLICY NUMBER 70 (E B U U) [8;30 8 L-428604; CLORENTIE LEGS.

9 CLYDE: Very good so far, Go on.

10 IRMA: MY CLIENT IS WARPED AND WENT OUT WITH AN OLD FLAME, A

11 BOARDER NAMED EVAN, AND NOT ONLY WAS THE EVENING A TOTAL

- 12 LOSS BUT EVAN WAS RUDE.
- 13 SOUND: SCRAPE OF MATCH

BR

IRMA -25-11-4-52

- IRMA: MR. CLYDE, WHAT'S THE IDEA OF LIGHTING THAT MATCH AND 1 19:00 2 HOLDING IT NEXT TO MY EAR? I want to see if the draft coming through from your 3 CLYDE: 4 other ear will blow it out. OH PLEASE MR. CLYDE, BE SERIOUS. 5 IRMA: 6 CLYDE: I am. I'M SORRY IF I GOT YOUR DICTATION WRONG. I JUST CAN'T 7 IRMA: 14:15 CONCENTRATE ON ANYTHING TODAY. YOU SEE, I'D LIKE TO GO 8 OUT AND BUY JANE A TELEVISION SET. 9 CLYDE: A television set? 10 IRMA: YES, SHE'S RACKING HER BRAINS TRYING TO WIN ONE IN A 11 PUZZLE CONTEST. BUT I'M TOO BUSY TO HELP HER SO SHE 12 13 HASN'T GOT A CHANCE OF WINNING. 19:30 14 CLYDE: Oh, I see. 51453 IRMA: YOU KNOW MR. CLYDE, I DON'T LIKE TO SAY THIS, BUT JANE 15 16 ISN'T TOO BRIGHT. 8895 17 CLYDE: Oh, she isn't? NO. IN FACT THERE ARE TIMES WHEN I ACT STUPID JUST SO 18 IRMA: 19:45
 - Source: http://industrvdocuments.library.ucsf.edu/tobacco/docs/slhc0079

SHE WON'T GET AN INTERIOR COMPLEX.

19

20,00

51453 8896

- 1 CLYDE: That's an act?
- 2 IRMA: YES.

4

3 CLYDE: And they make such a fuss about Katherine Cornell!

With what are you going to buy a television set2

5 IRMA: JANE AND I HAVE A JOINT CHECKING ACCOUNT WITH TWO

6 HUNDRED DOLLARS, AND I'M SURE SHE'LL BE HAPPY WHEN I

- 7 SURPRISE HER.
- 8 CLYDE: Well, go ahead, take an hour.
- 9 IRMA: OH THANK YOU, MR . CLYDE.
- 10 CLYDE: That's all right, just pick up a bottle of wine for me.
- I want to give it to Mr. Clark. His wife just had a
 baby.

13 IRMA: ALL RIGHT, BUT IF YOU ASK ME, A CHILD THAT AGE SHOULDN'T

- 14 BE ALLOWED TO DRINK.
- 15 ORCH: STINGER
- 16
 SOUND:
 CASH REGISTER RINGS
 20:30

 17
 GROCER:
 Thank you Mrs. Sindell, and now, what can I do for you,
- 18 Miss Stacey?

WR

21:00

51453 8897

twenty-eight dollars. 2 Aren't you a little early? 3 GROCER: Yes, but I just want to get it off my mind. 4 JANE: 5 STINGER ORCH: 20:45 -Here you are Mrs. Davis that takes care of our entire 6 JANE: dressmaking bill. 7

I'd like to pay our grocery bill. Here's a check for

- 8 MRS. D: That's right. But, I can't understand why Irma had all
- 9 her pockets made smaller.

1

12

ORCH:

JANE:

- 10 JANE: She now has a checking account and she figures she
- 11 won't have to carry so much money. Bye.

STINGER

- 13 JANE: Now that settles our meat bill, right Mr. Ross?
- 14 ROSS: \$12.43 is correct.
- 15 JANE By the ways what's this \$3.00 item?
- 16 ROSS

.RMA -20 1-4-52

-28-29-

51453

8688

- 1 JANE: Three dollars for five lamb chops if think for some por
- 2 to eat money ... Now Let me ees stering and that leaves a balance of 143.57
- 3 \$10.00 Trom two hundred ?..here's my check.
- 4 ORCH: STINGER
- 5 SOUND: DOOR OPEN
- 6 MAN: Can I help you Miss?
- 7 IRMA: YES, I'D LIKE TO GET A TELEVISION SET FOR A FRIEND.
- 8 MAN: As a gift?
- 9 IRMA: I SHOULD SAY NOT. I NEVLA TAKE PRESENTS FROM STRANGERS.
- 10 I'LL PAY FOR IT.
- 11 MAN: Er, yes, of course. How about this number? It's got a 2/30
- 12 giant screen and also opens up into a bar. There you are
- 13 ... Decanters, glasses and ice-bucket.
- 14 IRMA: WELL I KNOW THEY HAVE TELEVISION SETS IN SALOONS, BUT
- 15 IT'S THE FIRST SALOON I'VE SEEN IN A TELEVISION SET.
- 16 NO, LET'S SEE SOMETHING ELSE, PLEASE, 21:-15

Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc007

		IRMA -30- 11-4-52
1	MAN:	Very wellNow here's a good numberIt's a table model
2	CARCING MAN PROVIDENCE	on a revolving stand See, it goes completely around.
3	IRMA:	NO, I'M AFRAID IF IT KEEPS TURNING AROUND LIKE THAT WE'D
4		ALL GET DIZZY TRYING TO WATCH THE PROGRAM.
5	MAN:	Yes, sren't we all.
6	IRMA:	HUH?
7	MAN:	How about this setIt's the latest thingDynamic full
8		speakerFrequency modulation Electro automatic control
9	IRMA:	IS IT HYDROMATIC? BECAUSE I KNOW SOMETHING ABOUT
10	And the second	ENGINEERING MYSELF
11	MAN:	So-I-see How about this one it has a built-in aerial,
12	IRMA:	YOU MEAN IT DOESN'T HAVE ONE OF THOSE OUTSIDE AERIALS
13		THAT STICK UP ON THE ROOF.
14	MAN:	Nο. 5
15	IRMA:	WELL, WHAT IF I WANT TO GET THE WEATHER REPORTS?
16	MAN:	Look ledy, I'm busy
17	IRMA:	OH, I LIKE THIS ROUND ONE. 22:15

LW

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

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22:45

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- 1 MAN: That's a vacuum cleaner. Tell me, how much do you want 2 to spend?
- 3 IRMA: WELL, MY ROOM-MATE JANE AND I HAVE TWO HUNDRED DOLLARS
- 4 IN OUR CHECKING ACCOUNT SO I KNOW I CAN SPEND THAT MUCH.
- 5 MAN: O.K. I'll give you this 21" Table Model for \$200.00, 22:30
- 6 IRMA: THAT WILL BE FINE. HERE'S MY CHECK.
- 7 MAN: Now, where do you want it delivered?
- 8 IRMA: 8224 WEST 73RD STREET, APARTMENT 2A. COULD YOU DELIVER
- 9 IT TOMORNOW MONITING ABOUT TEN?
- 10 MAN: Yes will someone be borro?
- 11 IRMA: NOTATELS A SUPPRISE!
- 12 MAN: To whom, the delivery man?
- 13 IRMA: NO TO JANE THE LANDLADY, MR. OKNET MINISTRICT THE MAN
- 14 查察法
- 15 MAN: Thank you.
- 16 IRMA: AND IN THE FUTURE DON'T TRY TO SELL PEOPLE SETS WHERE
- 17 THEY CAN'T GET WEATHER REPORTS.
- 18 ORCH: STINGER

LW

- 19 SOUND SHERRING REAL PROPERTY
 - Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc007

		IRMA32- 11-4-52
1	MRS. O:	(OFF) Who is it?
2	IRMĄ:	IT'S ME, IRMA.
3	MRS. O:	(OFF) I'll be right with you.
4	SOUND:	DOOR OPEN
5	MRS. O:	Helle Irma
6	IRMA:	MRS. O'REILLY, YOU'RE BLEEDING! WHO HIT YOU ON THE
7		HEAD?
8	MRS. O:	It's all right, Irma. I'm just trying out a new shade
9		of red for my hair. I guess it's still dripping.
10	IRMA:	OHDID THE TELEVISION SET I BOUGHT YESTERDAY ARRIVE?
11	MRS. 0:	Nø, not yet.
12	IRMA:	WELL IT SHOULD BE HERE ANY MINUTE AND WILL JANE BE
 13	and the second se	THRILLED WHEN SHE SEES WHAT I DID WITH OUR YOINT
14	Arianter	BANK ACCOUNT.
15	MRS. 0:	Oh, Irma, you're a sweet girl.
AND STORES		

MG

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•	•		IRMA -33- 11-4-52
	1	IRMA:	WELL AFTER WHAT JANE HAS DONE FOR ME, I HAD TO DO
	2	- حوادا یعم ازی این این این این میکوهورور	SOMETHING FOR HER.
	3	MRS. O:	Irma, you've got a heart of gold. You put me in mind of
- 	4		me late husband Clancy. He was always doing things for
	5		others.
	6	IRMA:	IS THAT SO?
	7	MRS. 0:	Yes from the very dey we got married he spent almost
	8		every night staying up with some sick friend
	9	IRMA:	HOW SWEET. I'LL CALL YOU SOON AS THE SET ARRIVES.
	10	MRS. 0:	I want to see it when Jane is home.
	11	SOUND:	FOOTSTEPS GOING UPSTAIRS
	12	SOUND:	DOOR OPENS
	13	IRMA:	HELLO JANEGUESS WHAT?- 23.00
,	14	JANE:	Some other timeHoney, I just looked out the window
	15		and Mrs. Rhinelander and Mrs. VanSmythe are on their way
94 1	16		up.
	17	IRMA:	BUT JANE
	18	JANE:	Here put these flowers in the vase on the piano. $\frac{5}{4}$
	19	IRMA:	ALL RIGHT.
	20	SOUND:	KNOCK ON DOOR

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Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

- 1 JANE: Come in.
- 2 SOUND: DOOR OPEN
- 3 MRS. R: Well, Jane, here we are.
- 4 JANE: Come in, Mrs. Rhinelander. How do you do, Mrs. Smythe
- 5 IRMA: LET ME TAKE ALL THOSE BOOKS YOU'RE CARRYING.
- 6 MRS. R: Just put them down there. Jane may I speak to you for
- 7 a moment?
- 8 JANE: Of course.
- 9 MRS. R: I can't tell you how sweet it was for you to volunteer
- 10 to be treasurer of our charity, but Mrs. Van Smythe, who
- 11 is our executive chairman, and mindful of what happened 23.30
- 12 two years ago to our tressurer, Mrs. Cleat.
- 13 JANE: Mrs. Cleat? Isn't she the one who took the trip to Mexico?
- 14 MRS. R: Yes, and we're still waiting for her to return. Of course
- Jane, you being such a dear friend I wouldn't question 23.45
- 16 you for a moment.
- 17 JANE: Well really, I don't know what character reference I
 18 can give you, except to say that I don't owe a penny
 19 in the world.

51453 8903

MG

IRMA -35-11-4-52

- I SHOULD SAY NOT, WE PAY EVERYTHING WITH A CHECK. 1 IRMA: 24,00 2 SOUND: KNOCK ON DOOR Oh, callers...Who can that be? Irma, would you get it, 3 JANE: 4 please? 5 FOOTSTEPS.....DOOR OPEN SOUND: 6 Is Miss Stacy home? ROSS: 7 DRESS: There she is. 8 GROCER: A fine thing. 9 Irma darling, who is it? JANE: 10 IRMA: THE BUTCHER THE GROCER AND THE DRESSMAKER. 11 JANE: Well...what do.... 12 ROSS: Miss Stacy, what's the idea sticking me with a bum check? 24:15 13 JANE: What? 14 DRESS: And me. 51453 8904 15 GROCER: And me. 16 ROSS: Everybody can pass one bad check, but you made it an 17 epidemic. 18 JANE:
- MG

dustrvdocuments.librarv.ucsf.edu/tobacco/docs/slhc0079

But I....

			:
•	•		IRMA - 36- 11-4-52
	1	ROSS:	The bank says "No Funds".
	2	JANE:	No funds?But I have a balanceNow wait Mrs.
	3		Rhinelender there must be a 2430
	4	MRS. R:	Perhaps we better let this charity matter go until later
	5		All right Mrs. Van Smythe you don't have to look at me
	6		that way, I'm leaving.
	7	JANE:	(STARTING TO BREAK) But Mrs. Rhinelander
	8	SOUND:	DOOR CLOSES
	9	ROSS:	Well, Miss StacyWhat happens?
	10	JANE:	(CRYING) How could you do this to me?
	11	ROSS:	Believe me, Miss Stacy, if it was just one check that
	12		bouncedBut every check you gave in the neighborhood 24.45
	13		came back.
	14	JANE:	But I don't understand I deposited two hundred dollars
	15		in the bank yesterday with IrIrma!!!!!
	16	IRMA:	(WEAKLY) THAT'S MY SURPRISE, I SPENT IT. 25:00
	17	JANE:	You spent itWhy didn't you tell meYou know we have a
ten w	18		joint account. How could you embarrass me like this?
	19		Now we're overdrawn. 25:15
	20	IRMA:	OVERDRAWN? WHY THAT CAN 'T BE. I HAVE A WHOLE BOOK OF
	21 PP	Sour	CHECKS I HAVEN'T EVEN WRITTEN YET. ce: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

IRMA -37-11-4-52

1 JANE: Oh, Irma ! How can you be so stupid?

2 IRMA: STUPID! IS THAT THE THANKS I GET...(CRIES) I'M LEAVING

3 FOREVER.

4 JANE: Irma!

5 SOUND: DOOR CLOSES 25.30

JANE: (VOICE BREAKING) Look, Mr. Ross and the rest of you...
Now you know what happened, and as soon as I get some
money...

9 SOUND: KNOCK ON DOOR

10 JANE: Oh, there she is back again. Well this time, I'm

11 walking out. I absolutely refuse to go on living with

- 12 a girl who does things without ever thinking of me 25.45
- 13 She is absolutely oblivious of my feelings. (CALLS)

14 Come in.

15 SOUND: DOOR OPENS

Source: http://industrydocuments.library.ucsf.edu/tobacco/docs/slhc0079

IRMA -37 A-11-4-52

- 1 MAN: Miss Stacy?
- 2 JANE: Yes?

3 MAN: I have a television set for you.

- 4 JANE: For me?
- 5 MAN: Yep. Here's the card.

6 JANE: Let me see...(READS) Dear Jane:

7 When you let me open a joint account / I knew you were my very best friend. So I'm spending my hundred For this television set May it bring you joy without end.

P.S. Guess who?

- 8 (CRIES) Irme...Irme. -
- 9 MUSIC: UP...TAG

51453 8907

26:00

26:15

CLOSING COMMERCIAL

26:30

51453 8908

IRMA -38-11-4-52

1ST ANNCR: Listen....!

2ND ANNCR: If it's mildness you're missin', ask for king-size Cavalier cigarettes!

1ST ANNCR: 80% or more, in every group of smokers interviewed, said Cavalier cigarettes are milder!

- 2ND ANNCR: That's right! Group after group of smokers from coastto-coast compared king-size Cavaliers with the brands 26:45 they had been smoking -- that included <u>all the other</u> <u>leading brands</u>, perhaps the brand you're smoking <u>now</u> -and 80% or more in every group said Cavaliers are milder!
- IST ANNCR: 85% of the Long Island yachtsmen Interviewed said Cavaliers are milder! 81% of the Airline passengers interviewed at Chicago's Municipal Airport said Cavaliers are milder!
- 2ND ANNCR: And <u>don't forget</u>! King-size Cavaliers are made by the 27:15 makers of <u>Camels</u>. All the know-how gained in producing
 - (Growels, America's most popular cigarette has gone into creating this special, king size Cavalier blend. And you reap the benefit -- in the great mildness and fine flavor of Cavaliers! Make your next pack king-size Cavaliers! 27:30

MUSIC: THEME

		IRMA
VIGI	TETTE:	27:40
1	JANE:	Well, the storm has passedwe're back in business
2	- - -	again and I'm fineyep, me and my joint checking
3	• •	account partner, bless her. What a girl. And you know,
4		she's really become finance-conscious in the past
5		two days. Irma, what's this letter from the president
6		of our bank.?
7	IRMA:	OPEN IT UP. SEE WHAT IT SAYS.
8	JANE:	Okay.
9	SOUND:	(ENVELOPE RIPPING)
10	JANE:	It simply says "We cannot comply with your request." 28:00
11	IRMA:	OH, SHUCKS.
12	JANE:	What's it about?
13	IRMA:	WELL, I THINK WHEN YOU'RE DOING BUSINESS YOU CAN'T
14		TRUST ANYONE.
15	JANE:	That's right.
16	IRMA:	WELL, IT SAYS ON THE WINDOW OF OUR BANK THAT THE
17		ASSETS ARE TWO HUNDRED AND TEN MILLION DOLLARS. 28:15

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IRMA -40-11-4-52

1 JANE: Well?

2 IRMA: I WROTE TO THEM AND SAID I'D LIKE TO COME OVER SOME
3 EVENING AND COUNT IT.
4 JANE: Well, for that I have no answer. I'm just gonna go to
5 bed because sometimes in my dreams there just ain't 28.30
6 no My Friend Irma. 28.39

IRMA -41-11-4-52

MUSIC:	THEME
ANNCR :	"My Friend Irma" is a Cy Howard production and is 28:425
	directed by Parke Levy who writes the script with Stanley
	Adams. Marie Wilson is starred as Irma and Cathy Lewis
ţ	as Jane. Hans Conried was heard as Professor Kropotkin,
	Gloria Gordon was Mrs. O'Reilly, and Alan Reed as Mr.
	Clyde. Also included were Myra Marsh, Ken Peters, Jerry
	Hausner, Virginia Gregg and Alden Archer.
	Music was under the direction of Lud Gluskin.
	Until next Tuesday, your friend Irma says:
IRMA:	HOPE YOU'LL ALWAYS HAVE A CAVALIER NEARBY. KING SIZE.
ANNCR:	Bob Lemond speaking, transcribed from Hellywood, and
	saying good night for Cavalier Cigarettes. 29,20

DH

And Andrewson and

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