

IRMA -A-
12-16-52

IST ANNCR: CAVALIER Cigarettes
2ND ANNCR: CAVALIER Cigarettes
IST ANNCR: America's great, new King-size Cigarettes . . .
2ND ANNCR: Bring you - MY FRIEND IRMA
IST ANNCR: Created by Cy Howard, transcribed from Hollywood,
and starring Marie Wilson as Irma and Cathy Lewis
as Jane. ✓
(APPLAUSE)
MUSIC: JANE THEME

51453 9069

JANE:

You know friendship is a precious thing...and I have a friend who I dearly love..My friend Irma...How can I describe her..Physically she's very attractive..mentally she's..she's, well, as a famous Philosopher once said, "Knowledge can be a dangerous weapon"...Apply that to Irma and you have a pretty blonde beating you with a feather...Let me give you an example..The other day I was doing a bit of day dreaming and I said to Irma, "Honey, wouldn't it be wonderful if we could take a trip to France, Spain, Italy...?" And Irma said:

IRMA:

Oh, I guess those countries are alright, but personally I'd rather see Europe first.

1:12

OPENING COMMERCIAL

1ST ANNCR: Well Irma is one girl who never gives you the right answer to any question but here is a question for which there is only one answer. Is your cigarette mild enough for you? Why don't you try king-size Cavalier cigarettes...for great mildness along with GREAT flavor!

2ND ANNCR: Are Cavaliers milder? Yes, say 8 out of 10 smokers interviewed who compared king-size Cavaliers with the brands they had been smoking! 1:30

1ST ANNCR: And group after group of smokers from coast to coast agreed! At least 8 out of 10 of those interviewed said Cavaliers are milder!

2ND ANNCR: Have a Cavalier -- America's great, new king-size cigarette! 1:44

MUSIC:

1 JANE: Irma, how are you making out with that Christmas list of
2 yours? 2:00

3 IRMA: NOT SO GOOD. I THINK I'LL TRY IT ONCE MORE..NOW LET'S
4 SEE..EIGHT DOLLARS, PLUS FOURTEEN, PLUS TWELVE, PLUS
5 SEVEN MAKES TEN.

6 JANE: Ten? Are you sure?

7 IRMA: IT HAS TO MAKE TEN, THAT'S ALL THE MONEY I HAVE... 2:15

8 JANE: Look Irma, we discussed this a couple of weeks ago and I
9 told you we were cutting down on all gifts.

10 IRMA: I KNOW JANE, BUT LOOK AT THIS ARTICLE IN THE PAPER.

11 JANE: What article?

12 IRMA: THIS ONE HERE. IT SAYS, "YOU CAN EARN MORE INCOME IN
13 YOUR SPARE TIME." 2:30

14 JANE: Let me see. (READS) "Money is the root of all evil.

15 Are you using the right fertilizer?" Oh no. (READS ON)

16 "Many of our greatest people have made money on the side

17 by using their ingenuity. You, too, can augment your 2:45

18 fortune if, in your spare time, you will sell Mother

19 Wilson's Mechanical Coffee Maker with the revolving

20 percolator. Remember our slogan, "It flips while it drips".

AL

IRMA -4-
12-16-52

1 IRMA: DO YOU WANT TO BUY ONE JANE?

2 JANE: Now look Irma, you are not participating in any more of ^{3:00}
3 these "get rich schemes". Remember two years ago, you
4 saw an ad in the paper, "Make money for the Christmas
5 Holiday by selling boxes of Cousin Clara's Coconut
6 Cookies."

7 IRMA: THAT'S RIGHT.

8 JANE: How many boxes did you buy?

9 IRMA: 500.

10 JANE: How many did you sell? ^{3:15}

11 IRMA: ONE TO YOU AND ONE TO AL.

12 JANE: ~~Yeah
That's right.~~ And for three months I had to hang my
13 clothes in the bathroom because every closet was full and
14 I don't know what I would have done if those wonderful
15 ants hadn't come by and dragged them away box by box.

16 IRMA: BUT JANE, EVERYBODY MAKES SOME MISTAKES IN BUSINESS. TAKE
17 THE PEOPLE WHO BOUGHT YELLOWSTONE PARK, <sup>JANE: Yellowstone Park?
IRMA: YES...</sup> ALL THOSE LEAKS
18 IN THE GROUND BUT SOME DAY THEY'LL FIX IT UP AND IT WILL
19 BE A NICE PLACE ^{3:30}

AL

1 JANE: How's that again?

2 IRMA: LOOK JANE, IF I LET ONE FAILURE GET ME DOWN, I WOULD NEVER
3 GET ANYWHERE. A PERSON HAS TO HAVE AMBITION, DRIVE. *3:45*
4 YOU KNOW THE OLD AMERICAN SPIRIT LIKE THEY SAY, "OVER
5 THE GATE IN FORTY-EIGHT."

6 JANE: Where did you hear that?

7 IRMA: FROM AL.

8 JANE: Irma, that was the signal for the prison break upstate *4:00*
9 Look cookie, every year I go through this with you
10 and you always ignore what I have to say. Now I warn
11 you, this year...

12 SOUND: KNOCK ON DOOR

13 JANE: Come in.

14 SOUND: DOOR OPENS

15 KROP: It's only me, Professor Kropotkin. Hello Janey and Irma, *4:15*
16 my two little pin ball machines. One a sure winner, the
17 other a little tilted.

AL

4'30

1 JANE: Oh professor.

2 KROP: ~~Guess what, girls,~~
Mrs. O'Reilly is buttering up to me so I'll give her a
3 nice gift. She has already redecorated my room.

~~4 JANE: Oh no. What did she do?~~

5 KROP: Well you know my lighting fixture?

6 IRMA: LIGHTING FIXTURE?

7 KROP: You know the candle I have stuck in an old soda bottle.

8 JANE: Yes.

9 KROP: She's thrown it away and now I have a candle in an empty
10 champagne bottle...Vintage 1933...it was a bad year for

~~11 champagne but very good for bottles.~~ And I now have
12 venetian blinds.

13 IRMA: VENETIAN BLINDS?

14 KROP: Yes. I have broom handles ties together by ropes. When
15 I pull the rope, it not only lights the room but
16 sweeps the floor.

17 IRMA: WELL I THINK IT'S WONDERFUL OF MRS. O'REILLY TO BE FILLED
18 WITH THE HOLIDAY SPIRIT. AND I'M IN THE SAME MOOD.
19 THAT'S WHY I WANT TO MAKE EXTRA MONEY FOR THE HOLIDAY.

AL

1 KROP Please Irma, don't try to make extra money.
2 JANE: You tell her Professor.
3 KROP: Irma darling, remember when you bought all that costume
4 jewelry and made all of your friends buy some.
5 IRMA: WEREN'T YOU SATISFIED?

6 KROP: Well, I admit that brass nose ring was very attractive,
7 ~~but how often do I go to Africa.~~ **KROP: Well Irma** If you insist on want to

8 ~~make extra~~ / ~~making~~ money, why don't you take a job in a department
9 store. They're always looking for sales girls about
10 this time. ✓ 4:45

11 JANE: She tried it last year.

12 KROP: No good?

13 JANE: She got stuck on the escalator for two days.

14 KROP: No! What happened Irma?

15 IRMA: WELL, THE ESCALATOR WAS GOING DOWN AND I WANTED TO GO UP

16 SO I STOOD THERE WAITING FOR THE LIGHT TO CHANGE. ✓ J:00

17 JANE: I told you that wasn't a light...that was where they sell
18 floor lamps. Believe me Irma, you don't need any extra
19 money for gifts. The people who love you will still love
20 you regardless of what you give them. ✓ 5:15

1 KROP: Look at me. At first I was going to fill one of
2 Mrs. O'Reilly's stockings with candy and little presents,
3 but when I figured out the expense of hiring a dump
4 trunk and a crane, I gave it up.

5:30

5 IRMA: BUT I FEEL JUST AS THIS ARTICLE SAYS (READS) "A PERSON
6 CAN MAKE MONEY IF HE OR SHE HAS FUN ON THE MANTEL
7 PIECE."

8 JANE: "Fun on a mantel piece? Let me see that. Irma, that's
9 fundamental perseverance.

10 IRMA: WELL, WE SPELL IT DIFFERENTLY.

11 MRS. O: (OFF) (SINGING) It takes two to tango...two to tango
12 Two to really get the feeling of romance
13 Two to tango...two to tango.

5:45

6:00

14 KROP: Listen to that Mrs. O'Reilly...Two to Tango...she's got
15 enough for a whole square dance.

16 SOUND: KNOCK ON DOOR

17 MRS. O: Hello...anyone at home?

51453 9077

AL

1 JANE: Come in Mrs. O'Reilly.

2 SOUND: DOOR OPENS

3 MRS. O: Hello girls. Excuse the dress I'm wearin', but I
4 just wear it around the house. 6:15

5 KROP: Well I don't know what you're wearing it around, but it
6 certainly looks like a house.

7 MRS. O: Oh be still. You look troubled Irma darlin'. What's
8 wrong? 6:30

9 IRMA: I NEED MONEY, MRS. O'REILLY, COULD YOU LEND ME TWENTY
10 DOLLARS UNTIL NEW YEARS?

11 MRS. O: I'm sorry Irma darlin', but I have a new singing teacher
12 and I have to pay him more money.

13 JANE: Is he any good?

14 MRS. O: Oh yes. He gave me a new gargle and I'm getting
15 wonderful results with it. 6:45

16 KROP: What did he recommend, Arsenic?

~~17 MRS. O: Oh, shut up. It's a very fine gargle used by Opera
18 singers.~~

~~19 KROP: Well that's one step in the right direction...maybe if you
20 use enough of it you'll join Caruso.~~

AT.

1 MRS. O: Oh, stop those wise cracks or I'll send back the
2 Christmas present I bought you.
3 KRIP: I hope you get me something like last year .. it was very
4 practical .. it kept the mice out of my room for months.
5 MRS. O: Why you, you .. wait till I get my hands on that scrawny
6 neck of yours ..
7 JANE: Hold it .. Take it easy, Mrs. O'Reilly..
8 IRMA: WHAT DID YOU GIVE HIM LAST YEAR, MRS. O'REILLY?
9 MRS. O: A beautiful picture of myself! Why you weather-beaten
10 old corkscrew .. I've seen better physiques on old
~~11 chicken bones~~

Stat

6:00

12 KROP: Is that so.. well let me tell you-
13 IRMA: PLEASE.. LET'S NOT HAVE ANY MORE YELLING .. I HAVE TO
14 THINK ABOUT WHAT TO DO.
15 MRS. O: What's troubling you, Irma dear?
16 JANE: She's trying to figure a way of making some extra money
17 for Christmas.

GM

1 MRS. O: There should be lots of ways of making some extra money..

2 I remember when I was a little girl I used to go from 615

3 door to door on Christmas and sell Mistletoe.

4 KROP: When you were a girl? I didn't know caves had doors. 630

5 MRS. O: Professor .. I'm warning you .. Christmas is the time

6 when they hang stockings on the fireplace.. they hang

7 wreathes on the window .. and if you keep this up, I'll

8 personally hang one on you!

9 JANE: Irma, speaking of making money, you and I better get to 645

10 work or we'll both be looking for jobs.

11 IRMA: ALL RIGHT JANE, BUT I'M GOING TO KEEP MY EYES OPEN FOR

12 EVERY CHANCE THAT COMES TO MAKE EXTRA MONEY. OH! I JUST

13 GOT IT!

14 JANE: Break it to me slowly.

15 IRMA: ALL I HAVE TO DO IS MEMORIZE THE LINE, "EVERYTHING WILL 710

16 BE ALL RIGHT. EVERYTHING WILL BE ALL RIGHT."

17 ~~JANE: What are you talking about?~~

GM

IRMA
12-16-52

1 IRMA: WELL, EVERY AFTERNOON A MAN COMES INTO OUR OFFICE ..
2 TAKES MR. CLYDE'S BLOOD PRESSURE AND SAYS "EVERYTHING
3 WILL BE ALL RIGHT. EVERYTHING WILL BE ALL RIGHT." ✓ 7:15

4 MUSIC: STINGER

5 CLYDE: (OFF) Miss Peterson .. Miss Peterson, would you please
6 come in my office.

~~7 IRMA: JUST A MOMENT, I'LL SEE IF SHE'S IN.~~

8 CLYDE: What?

9 IRMA: SHE'S IN .. RIGHT THIS WAY PLEASE .. MR. CLYDE .. MISS
10 PETERSON IS HERE.

11 CLYDE: What on earth is going on here?

12 IRMA: I'M BEING A RECEPTIONIST.

13 CLYDE: What for?

14 IRMA: I NEED THE EXTRA WORK FOR CHRISTMAS.

15 CLYDE: That's impossible.. Do you think I'd be crazy enough to
16 ~~have two of you working for me? Now, let's get started.~~

17 IRMA: (SIDE OF THE MOUTH SOTTO) OKAY CHIEF .. WHATTA YA WANT
18 ME TO DO, PAL? ✓ 7:30

GM

51453 9081

1 CLYDE: Miss Peterson .. stop leaning on my shoulder and talking
2 in my ear.

3 IRMA: (SAME AS BEFORE) SURE PAL.

4 CLYDE: Will you please tell me what you're supposed to be doing?

5 IRMA: (HERSELF) I'M BEING VERY CONFIDENTIAL .. I UNDERSTAND A
6 CONFIDENTIAL SECRETARY GETS MORE MONEY. / 7:45

7 CLYDE: They do? Well, confidentially you're getting a cut.

8 IRMA: I AM? WHY?

9 CLYDE: All account of you, I have a hospital bill to pay for Mr.
10 Wilkins, our bookkeeper.

11 IRMA: OH NO, NOT REALLY. / 8:00

12 CLYDE: Yes. Remember when you wanted to get the ledger down off
13 the shelf and I told you Mr. Wilkins would get you a
14 little stand? I did not tell you to stand on Mr.
15 Wilkins ... And may I ask you another question? What did
16 you do with all our typing paper? / 8:15 It has green spots all
17 over it.

GM

1 IRMA: WELL, THE BOX SAID, "ONION SKIN", SO I SPRAYED IT WITH
2 CHLOROPHYLL .. YOU HAVE TO LOOK FAR AND LONG BEFORE YOU
3 WOULD FIND ANOTHER SECRETARY THAT WOULD THINK OF THAT.

4 CLYDE: Yes, I know. But the squirrels are so clever the way
5 they hide them. Now, if you don't mind, would you take
6 a letter? 9:00

7 IRMA: O.K. ... I'M READY.

8 CLYDE: To Robert Malone, National Derrick Company .. Dear Bob:
9 I'm sorry I shall have to cancel our bridge date for next
10 week but the Robertson's have had a falling out. May I
11 suggest lunch at Farino's next week? Regards to your
12 wife .. Sincerely, Milton J. Clyde. 9:15

13 IRMA: GOT IT.

14 ~~CLYDE: Read it back.~~

~~CLYDE: Fine ... Now where were we?~~

15 IRMA: YOU JUST DICTATED A LETTER.

16 CLYDE: Oh yes, wasn't that silly of me?

17 IRMA: SILLY?

18 CLYDE: I almost forgot to ask you to read it back ... read!

GM

51453 9083

IRMA -15-
12-16-52

- 1 IRMA: (READS) TO THE NATURAL DERELICT COMPANY.
- 2 CLYDE: Not derelict!! Derrick!
- 3 IRMA: (READS) DEAR BOB, IN REGARD TO YOUR WIFE'S BRIDGE
- 4 FALLING OUT, I ✓ 10:00

GM

51453 9084

1 CLYDE: Stop or I'll shoot! Don't you say another word...

2 SOUND: DOOR OPEN

3 CLYDE: Oh, hello Dr. White. Am I glad to see you.

4 DR.: Just relax. Everything will be all right. *Everything 10'15*

5 will be all right. See you tomorrow. Goodbye.

6 SOUND: DOOR CLOSES

7 CLYDE: Now, where were we?

8 IRMA: I WAS GOING TO READ SOME MORE OF THIS LETTER TO YOU.

9 CLYDE: Well maybe I can take it now. Go on. *10'30*

10 IRMA: (READS) DEAR BOB: IN REGARD TO YOUR WIFE'S BRIDGE

11 FALLING OUT, I SUGGEST SHE EAT FARINA FOR LUNCH.

12 CLYDE: (CRIES)

13 SOUND: DOOR OPEN

14 CLYDE: Oh, hello Hodges...did you deliver that summons already?

15 HODGES: Couldn't do it Mr. Clyde...I chased that guy all over that

16 department store...it's murder. *10'45*

17 CLYDE: Now see here Hodges...I don't pay you to hear excuses...

18 That summons must be served. Murdock's presence in court

19 is vital to the case.

AK

1 HODGES: Mr. Clyde, I haven't kicked on any jobs before, but you
2 can't find a guy who's doing part-time work in a
3 department store a week before Christmas.

4 CLYDE: But this is vital. ~~and~~ I'll double the fee to ten dollars ^{11:00}
5 under the circumstances.

6 IRMA: TEN DOLLARS?

7 CLYDE: I want you to comb Lacy's from top to bottom until you
8 find Murdock.

9 HODGES: Sorry Mr. Clyde...I got too much respect for my health...
10 You'll have to get yourself another boy...So long.

11 SOUND: DOOR CLOSE

12 CLYDE: How do you like that...Oh, I guess I'll just have to
13 serve that summons myself ^{11:15}

14 IRMA: WHY DON'T YOU GIVE ME THE JOB MR. CLYDE.

15 CLYDE: No. The last tip we got on Silas Murdock was that he was
16 working at Lacy's in the Tropical Plants Department.

17 IRMA: WELL?

18 CLYDE: If you went there, someone might see your head and
19 mistake it for a coconut. ^{11:30}

AK

- 1 IRMA: PLEASE MR. CLYDE, GIVE ME A CHANCE.
- 2 CLYDE: Forget it.
- 3 IRMA: GIVE ME ONE REASON WHY I CAN'T DO IT.
- 4 CLYDE: Number one, there's more dictation...Uh, number two,
5 there's uh, letters to type...Miss Peterson...I convinced
6 myself...there's too much work to get out here in the
7 office to risk having you around. / O.K., you deliver *11/25*
8 the summons!
- 9 IRMA: OH THANK YOU MR. CLYDE...AND DON'T WORRY...I'LL FIND THAT
10 MAN JUST AS SURE AS DR. STANLEY FOUND DR. JECKYLL. / *11/25*
- 11 ORCH: BRIDGE.

MIDDLE COMMERCIAL

12:03

- 1st ANNOUNCER: Are Cavaliers milder? How do you know?
- 2nd ANNOUNCER: 8 out of 10 who tried them say so!
- 1st ANNOUNCER: Yes, at least 8 out of 10 smokers among thousands interviewed, who compared king-size Cavalier cigarettes with the brands they had been smoking, said Cavaliers are milder!
- 2nd ANNOUNCER: 89% of the guests interviewed at Shadow Mountain Club, Palm Desert, California...and 89% of the seniors interviewed at Princeton said Cavaliers are milder!
- 1st ANNOUNCER: Group after group of smokers from coast to coast compared king-size Cavalier cigarettes with the brands they had been smoking -- that included all the leading brands! And at least 8 out of 10 smokers interviewed said Cavaliers are milder!
- 2nd ANNOUNCER: And Cavaliers give you fresh, zestful flavor, too! Their fine, light, mild tobaccos are specially blended to bring out both flavor and mildness! So, for a new high in smoking enjoyment, try king-size Cavaliers!
- 1st ANNOUNCER: And for a warm thank-you, give Christmas cartons of Cavaliers. ~~A~~ The Cavalier Christmas cartons are delightfully gay...and are imprinted with their own gift card. Remember, king-size Cavaliers are priced no higher than other standard brands. ~~✓~~

13:10

MUSIC:

AK

51453 9088

SECOND ACT

13120

1330

1 JANE: Well Irma just called me and told me she's making extra
2 money delivering a summons for Mr. Clyde. She tells me
3 that it's very hard to get a person to accept a summons
4 and you have to fool them, so she has a wonderful idea.
5 She's going to disguise herself as Benjamin Franklin,
6 hand him the summons and say, "Will you please sign the
7 Declaration of Independence". Well, I told her that
8 wouldn't work so she brought forth another brilliant
9 thought. She wanted to disguise herself as a Good Humor
10 Man and put the summons inside a popsicle. At that
11 moment, some wonderful telephone operator, some great
12 humanitarian, cut us off so all I know about Irma now is
13 that she's at Lacy's Department Store looking for Silas
14 Murdock. And Al is down there looking for her. I have
15 a feeling that after today, Lacy's will be glad to tear
16 their building down and become a parking lot.

1400

17 SOUND: CROWD NOISES IN STORE

18 SOUND: PHONE RINGS REC. UP

1 WILKINS: Lost and Found Department...What?...A little slower
2 please...You lost your dog? A miniature French poodle...
3 a plaid ribbon tied in a bow on his tail...red nail ^{4/15}
4 polish...a diamond collar with gold license tags, and he
5 answers to the name of "Irving"??? Yes, madame, we'll
6 see what we can do...goodbye.

7 SOUND: REC. DOWN

8 WILKINS: My name is Miss Wilkins. Have you lost something sir? ^{4/15}

9 AL: Yeah, my chicken.

10 WILKINS: Sorry, all I have is a poodle.

~~11 AL: No, I'm looking for my girlfriend. I understand you have
12 her here.~~

13 WILKINS: Would you describe her?

14 AL: Yeah...about five foot three...blond hair and she always
15 has an expression in her eyes that she just took the
16 elevator down from the eighth floor and the elevator
17 wasn't there.

~~18 WILKINS: Oh, yes, I think she's here sitting right over there.~~

19 AL: Chicken!

AK

1 IRMA: OH AL, I'M SO GLAD YOU FOUND ME. I WAS LOST.

2 AL: Come on chicken. ~~I want to talk to you. Thank you very much.~~

3 ~~WILKINS: You're welcome.~~

4 IRMA: OH AL, GIVE HER A DOLLAR.

5 AL: Why?

6 IRMA: WELL, SOME WOMAN JUST CLAIMED A SIAMESE CAT AND GAVE MISS

7 WILKINS FIFTY CENTS AND I WANT HER TO THINK I'M IMPORTANT

8 TOO.

9 AL: Forget it, Chicken. I want to ask you a question?

10 IRMA: WHAT IS IT AL?

11 AL: Why do you keep disturbing me when I have important

12 matters?

13 IRMA: IMPORTANT MATTERS? WHERE WERE YOU?

14 AL: Home sleeping.

15 IRMA: IS THAT IMPORTANT?

16 AL: I should say. With this new administration coming in, I

17 gotta be rested up in case they call me for a key

18 position in the cabinet.

19 IRMA: IS THAT WHY YOU'RE STILL WEARING YOUR "I LIKE IKE" BUTTON?

AK

1 AL: ~~Partly that, and partly because my suspenders broke~~...Now

2 what are you doing down here in the first place?

3 IRMA: WELL, THERE'S A MR. SILAS MURDOCK WHO WORKS HERE PART ^{14:45}

4 TIME AND MR. CLYDE IS PAYING ME TEN DOLLARS TO DELIVER

5 THIS SUMMONS TO HIM.

6 AL: So?

7 IRMA: WHILE I WAS WALKING THROUGH THE STORE, I SAW A SIGN

8 SAYING, "YOUNG LADIES WANTED TO DEMONSTRATE COSMETICS"

9 AND I CAN MAKE MORE MONEY THAT WAY IF YOU'LL DELIVER THE

10 SUMMONS. ^{15:00}

11 AL: Chicken, I ain't got time for this. I gotta take care of

12 my new career.

13 IRMA: NEW CAREER?

14 AL: Didn't I tell you? I've gone in the leather goods

15 business.

16 IRMA: Leather goods?

17 AL: Yeah. At the football games I sit in back of the goal

18 post and when they kick the ball back into the stands,

19 I sell it back to them. ^{15:15}

AK

1 IRMA: BUT AL, I WANT THE EXTRA MONEY SO I COULD BUY YOU A
2 WONDERFUL CHRISTMAS PRESENT.

3 AL: I'm always being called on to make sacrifices. All right,
4 Chicken, hand me the summons.

5 IRMA: THANK YOU AL. ~~HOW ABOUT TAKING ME TO DINNER TONIGHT~~
6 AFTER WORK?

7 AL: Gee, shucks...it's against our by-laws.

8 IRMA: BY-LAWS?

9 AL: Yeah. You've heard of the Brotherhood of Moose.

10 IRMA: YES.

11 AL: I've just joined a new lodge, "The Brotherhood of The
12 Arctic Circle." - we eat once every six months.

13 IRMA: ~~OH WELL, IF IT'S FOR SOMETHING PATRIOTIC LIKE THAT. I~~
14 BETTER GET GOING. WHAT TIME IS IT AL?

15 AL: I don't know. There must be a clock here somewhere. 15:30

1 IRMA: OH, I SEE ONE OVER THAT DOOR. IT'S FIVE-FOUR-THREE-
2 TWO-ONE. MY HOW TIME FLIES BACKWARDS.

15:05

3 AL: Chicken, that's the elevator coming down. See you
4 later.

5 MUSIC: STINGER

6 SOUND: CROWD NOISES

7 WOMAN #2: (GIVING SPIEL) Now, ^{LADIES} as you can see, Madam Kronkmeir's
8 cleansing cream, not only freshens the skin but it gets
9 into every pore and says, "My, there's work to be done
10 here." As you see, Madame Kronkmeir's is the only
11 cleaning cream which contains stowilium, the wonder
12 chemical that results from crossing steel wool with
13 lanolin. Add to this, the essence of Madame Kronkmeir's
14 special roses grown in her own hot house and you have
15 America's greatest cleansing cream. Ladies, don't let
16 your complexion go to the dogs...Use Madame Kronkmier's
17 cream and make your skin as fresh as a rose and smell
18 just as sweet..Who'll have the first jar..only ninety
19 eight cents. You're crazy if you don't buy it because
20 you can return it if you don't like it.

16:00

16:15

16:30

16:45

1 CAST: I'll take one...

2 I'd like to try it.

3 Two please...

4 IRMA: PARDON ME...

5 WOMAN #2: Yes?

6 IRMA: I'M IRMA PETERSON..I WAS SENT OVER TO RELIEVE YOU.

7 WOMAN #2: Thank goodness..Business has been so good I'm just
8 about beat. Have you memorized the spiel? 17:00

9 IRMA: OH, SURE..I JUST READ IT THROUGH ONCE AND I KNOW IT

10 BY HEART, AS THEY SAY VERBOTEN.

11 WOMAN #2: Good...take over. I'll just stand by to see how you do.

12 IRMA: REALLY, IT ISN'T NECESSARY..BUT IF YOU INSIST. ALL
13 RIGHT LADIES...STEP RIGHT UP..MADAME KRONKMIER'S CREAM 17:15

14 IS THE ONLY CREAM THAT CONTAINS THE SECRET FORMULA,

15 "SKIN".. IT CLEANS AND REALLY MAKES YOU SMELL.. 17:30

16 WOMAN #2: What? 51453 9095

17 IRMA: OH YES, LIKE A ROSE..DON'T FORGET IT CONTAINS LINOLEUM...

18 IT'S ALSO GOOD FOR THE PAWS SO I GUESS IF DOGS CAN USE

19 IT, IT'S GOOD ENOUGH FOR YOU... 17:45

- 1 WOMAN #2: Miss Peterson!
- 2 IRMA: BUY MADAME KRONKMIER'S AND HAVE SKIN LIKE STEEL WOOL...
- 3 WOMAN #2: Miss Peterson!!!!
- 4 IRMA: IT'S ONLY NINETY EIGHT CENTS A JAR AND IF YOU BUY IT,
5 YOU'RE CRAZY IF YOU DON'T RETURN IT...MY, ~~WHERE HAS~~ 18:00
6 EVERYONE GONE?
- 7 WOMAN #2: I don't know, but I know where you're going. Do you
8 see what it says on the jar.
- 9 IRMA: VANISH.
- 10 WOMAN #2: That's right and hurry up.
- 11 IRMA: OH, PLEASE, I NEED THE EXTRA MONEY SO BADLY.
- 12 WOMAN #2: You're through. Go to the Personnel Department and
13 tell them you're through. I'll thank you to turn in 18:15
14 your rubber gloves.
- 15 IRMA: ALL RIGHT AND IF ANYBODY ASKS YOU FOR A REFERENCE ABOUT
16 ME, PUT DOWN, "VERY WILLING".
- 17 MUSIC: STINGER

18,35

1 IRMA: HOW DO YOU DO SIR. IS THIS THE TROPICAL FISH
2 DEPARTMENT? I HAVE BEEN ASSIGNED HERE.
3 MAN: Oh, that's all right. Nothing's gone right today.
4 IRMA: NOW, WHAT ARE MY DUTIES? ~~WHERE DO I STAND?~~
5 MAN: ~~You see this tropical fish aquarium?~~
6 IRMA: WAIT, I'LL GET MY GALLO.
7 MAN: No! You don't stand there...All the prices for the
8 ~~tropical fish are listed on the aquarium.~~ You'll find
9 the nets over there...when someone wants a fish you
10 scoop it out and place it in one of those cartons
11 filled with water and take it in the backroom and
12 gift wrap it.
13 IRMA: OH, AN IDIOT COULD DO THAT.
14 MAN: Well, let me see you in action. Here comes a customer
15 IRMA: ~~JUST WATCH ME, MR. HAWKINS.~~
16 SOUND: FOOTSTEPS
17 WOMAN #3: How do you do.

18,45

19,00

1 IRMA: WHAT CAN I DO FOR YOU?

2 #3 I would like some gold fish.

3 IRMA: YES MADAM. DO YOU WANT THESE? THESE ARE FORTY CENTS

4 AND THESE ARE EIGHTY CENTS.

5 #3: Well, the eighty cent ones don't look much larger. *14'15*

6 why are they so expensive?

7 IRMA: WELL, THE OTHERS ARE GOLD-PLATED. THESE ARE SOLID GOLD.

8 HOW AM I DOING, MR. HAWKINS?

9 MR. H: It's Lacy's store. Let them worry. *19'30*

10 IRMA: NOW, IS THERE ANYTHING ELSE YOU WOULD LIKE MADAM?

11 #3: Yes, have you angel fish?

12 IRMA: YES...HERE THEY ARE..TEN DOLLARS A PAIR.

13 #3: I would like one male and one female.

14 IRMA: OH, THAT'S NICE. MR. HAWKINS, HOW DO YOU TELL THE

15 MALE FROM THE FEMALE? *19'45*

16 MR. H: Well, generally, the male chases the female.

17 IRMA: THAT'S NOT NECESSARILY TRUE. *20'00* I HAVE A GIRLFRIEND,

18 AMBER LIPSCOTT, AND SHE CHASES THE FELLOWS LIKE MAD.

1 MR. H: Well, these are fish. They have more character. Now,
2 in that aquarium is a male and a female.

3 IRMA: ALL RIGHT. ANYTHING ELSE MADAM? / 20:15

4 #3: Yes, I would like two Siamese Fighting Fish.

5 IRMA: FIGHTING FISH? JUST A MOMENT. MR. HAWKINS, DO WE HAVE
6 ANY SIAMESE FIGHTING FISH?

7 MR. H: (SOTTO) No, we're all out of them.

8 IRMA: WELL, DO WE HAVE ANY FISH THAT ARE MARRIED AND DON'T / 20:30
9 GET ALONG TOO WELL?

10 MR. H: Will you please get back to your customer. That's a
11 big order..the biggest we have had in weeks.

12 IRMA: I TOLD YOU I WAS A GREAT SALESMAN. I'M SORRY, MADAM,
13 WE HAVE NO SIAMESE FIGHTING FISH. ANYTHING ELSE?

14 #3: Yes. Have you any Clown Loaches? / 20:45

15 IRMA: YES, THEY'RE THIRTY DOLLARS A PAIR.

16 #3: Well, let me have six Clown Loaches.

17 IRMA: SIX? THAT WILL BE NINETY DOLLARS.

JO

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IRMA
12/16/52

-31-

2110

1 #3: I don't mind. That will be all.

2 IRMA: IF YOU'LL WAIT JUST A MOMENT, I'LL GO IN THE BACK

3 ROOM AND GIFT WRAP THEM.

4 MR. H: Is there anything else you wish Madam?

5 #3: Nothing. Your saleslady has a lovely personality.

6 MR. H: Yes. At first I was a little worried about her. She

7 didn't seem too intelligent. But now I think she's

8 caught on.

JO

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1 IRMA: (COMING ON) WELL HERE WE ARE. IT WAS A BIT OF
2 WORK BUT NOW IT'S ONE. / LET ME KNOW HOW THEY TASTE. 21:15

3 HAWKINS: Idiot! You're not supposed to filet them. Get
4 out of here! Get out of here! I'll thank you to
5 turn in your scoop net.

6 IRMA: PLEASE, MR. HAWKINS, I NEED THE MONEY.

7 HAWKINS: I'm not interested. / Take your troubles to the 21:30
8 Personnel Office.

9 IRMA: ALL RIGHT. GEE, THEY'RE GETTING TO KNOW ME REAL
10 WELL.

11 MUSIC: STINGER

12 JANE: And I'll have three pair of nylons, size 9 and... / 21:45

13 MRS. O: Would you please make it snappy...I'm in a hurry..
14 ..Janey !

15 JANE: Mrs. O'Reilly and Professor. What are you doing
16 here at Lacey's?

17 MRS. O: Oh, a little Christmas shopping.

18 KROP: Yes, Janey, where do you find the hammock
19 department?

2 2:00

1 JANE: Hammock department? /

2 KROP: Yes, I want to buy Mrs. O'Reilly a chin strap.

3 MRS. O: Oh, don't pay any attention to him. Janey, what
4 are you doing here?

5 JANE: Well, I've been looking for Irma. They keep
6 telling me she's in a different department and
7 everytime I get there, she's been fired.

8 KROP: Well, where is she working now? /

2 2:15

9 JANE: I haven't the least idea.

10 MAN'S VOICE: Get out you idiot. You're fired.

11 JANE: Oh I've got an idea. ~~I think our little girl is~~
12 ~~on the move again.~~ (CALLS) Oh, Irma, we're over
13 here.

14 IRMA: (COMING ON) OH JANE, THIS HAS BEEN A TERRIBLE DAY.
15 I'VE JUST BEEN FIRED AGAIN.

16 JANE: Where were you working?

17 IRMA: THE FURNITURE DEPARTMENT. / I WAS DEMONSTRATING A
18 MATTRESS AND I FELL ASLEEP.

2 2:30

1 JANE: Look Irma, what about the summons you were going
2 to serve. Did you find Mr. Murdock?

3 IRMA: NO. AL IS LOOKING FOR HIM.

4 JANE: Look honey, why don't you give up this idea of
5 making extra money? Come on home. Nobody wants
6 any expensive gifts. /

22195

7 ~~IRMA: NO JANE. THE ARTICLE IN THAT MAGAZINE IS BY A~~
8 ~~PERSON WITH IMAGINATION GETS PLACES.~~

9 ~~JANE: But you've been every place in this store.~~

10 IRMA: I DON'T CARE JANE. I'M DETERMINED TO MAKE GOOD.
11 I THINK I'LL GO BACK TO THE WOMEN'S WEAR DEPARTMENT.

12 JANE: You've already been in Women's Wear?

13 IRMA: YES.

14 JANE: How long?

15 IRMA: FIVE MINUTES. YOU SEE MY FIRST CUSTOMER BOUGHT A
16 RAINCOAT AND WANTED TO KNOW IF IT WAS WATERPROOF
17 SO I TURNED THE FIRE HOSE ON HER / ..THEY CAUGHT HER
187 ON THE THIRD FLOOR.

23100

19 31 AL: (COMING ON) Hiya chicken. Hello everybody.

1 IRMA: OH AL, DID YOU FIND SILAS MURDOCK AND GIVE HIM
2 THE SUMMONS?
3 AL: Chicken, that guys has moved around more than you
4 have. I've given up.
5 IRMA: YOU SEE JANE, NOW I MUST MAKE GOOD / IF I DON'T ^{23:15}
6 EARN SOME MONEY, THIS WILL BE A BLACK CHRISTMAS.
7 JANE: Oh, what do you mean? Al, tell her you're not
8 counting on an expensive gift from her.....Al,
9 are you listening? ~~...tell Irma that you don't~~ ^{23:30}
10 want an expensive present from her.
11 AL: Can't hear a thing you're saying Jane.
12 JANE: Why not?
13 AL: There's a ringing in my ears.
14 JANE: Yeah, the sound of patrol wagons seem to stay with
15 ~~you.~~ Look Irma, I love you. I don't want to see
16 you kill yourself over nothing.
17 IRMA: BUT I LOVE AL.

1 JANE: That's what I said. I don't want you to kill
2 yourself over nothing. Now, I'm going home.
3 Are you coming with me?

4 IRMA: I CAN'T JANE.

5 JANE: O.K. You stay here with Wonder Boy. ^{BYE} ~~Coming Mrs.~~

6 ~~O'Reilly, Professor?~~

7 MRS. O: Yes. Walk us over to the perfume counter. The
8 Professor wants to give me a bottle for Christmas.

9 KROP: It's the holiday season so I'm going crazy.

10 JANE: But, Mrs. O'Reilly, you got a bottle a few months
11 ago.

12 MRS. O: You mean that stuff called, "Hour of Triumph"?

13 I didn't have much luck with that. But they have
14 something new the girls say is wonderful. It's
15 called "Essayer Encore".

16 IRMA: WHAT DOES IT MEAN?

17 MRS. O: "Keep Trying". Come Professor.

23:45

1 AL: Well chicken, ~~we're~~ all alone. Why don't you
2 let me take you home?
3 IRMA: NO AL. I'M GOING TO SEE THIS THING THROUGH TO
4 THE FINISH. I WANT TO KNOW WHY EVERYBODY FIRES ME.
5 AL: Well, don't they give you any reason?
6 IRMA: YES, BUT I CAN'T HEAR WHAT THEY'RE SAYING WHILE
7 THEY'RE THROWING ME THROUGH THE DOOR. ~~SO~~, I'M 24:00
8 GOING TO SEE THE PRESIDENT OF THIS STORE.
9 AL: Chicken, don't get drastic.
10 IRMA: AL, I'M A WOMAN OF ACTION. WHERE'S HIS OFFICE?
11 AL: It's right down there, two aisles left and one
12 aisle right.
13 IRMA: GOOD BYE AL.
14 AL: You better give this summons back to Mr. Clyde. 24:15
15 IRMA: I WILL. BYE.
16 AL: Chicken, how about a kiss?
17 IRMA: OH, I JUST READ IN THE PAPER THAT KISSING SPREADS
18 GERMS.

1 AL: Okay. Goodbye.

2 IRMA: OH WELL, A LITTLE EPIDEMIC CAN'T HURT THINGS. HERE.

3 SOUND: KISS

4 AL: Now, don't forget. Two aisles left and one aisle right. 24:30

5 Bye.

6 SOUND: FOOTSTEPS

7 IRMA: NOW, DID HE SAY TWO AISLES RIGHT AND ONE AISLE LEFT OR

8 TWO AISLES LEFT AND ONE AISLE RIGHT. GEE, EVERYTIME HE

9 KISSES ME IT DOES SOMETHING TO MY HEAD. OH, THIS MUST

10 BE IT, THIS LONG LINE. 24:45

11 SANTA: (OFF) (HEARTY LAUGH) Merry Christmas!

12 IRMA: GEE, THE BOSS MUST BE HAPPY, BUT I CAN'T UNDERSTAND WHY

13 THEY'RE HIRING SO MANY CHILDREN. THEY MUST BE SHORT OF

14 HELP. I'LL JUST GET IN LINE. 25:00

15 BROWN: Miss, what are you doing in this line?

16 IRMA: I'M WAITING TO SEE THE BOSS.

17 BROWN: Well, I'm afraid you'll have to get out of this line...

18 you see....

19 WILKINS: Mr. Brown.

1 BROWN: Yes, Miss Wilkins?

2 WILKINS: The Personnel Department sent me over. Do you want me
3 to take over?

4 BROWN: Yes, I've got to get rid of this Santa Claus.

5 WILKINS: Where did you get him?

6 BROWN: Personnel sent him. / His name is Silas Murdock. 25:15

7 IRMA: (WHISPERS) SILAS MURDOCK!

8 BROWN: I'm going to throw him right out. Now you, Miss, will
9 you please get out of line.

10 IRMA: WHY?

11 BROWN: This is the Santa Claus line for children.

12 IRMA: WELL, I'M A CHILD.

13 BROWN: You? / Why you're as big as I am. 25:30

14 IRMA: YES, OUR WHOLE FAMILY WAS OVER-FED. PLEASE, I'VE GOT TO
15 GET TO SANTA CLAUS. CAN'T YOU SEE, SANTA IS WAITING FOR
16 ME. I'M COMING SANTA.

17 S.C.: Well! Well! Well! / My, you're a big girl. Do you want
18 to kiss Santa? 25:45

19 IRMA: ALL RIGHT

20 SOUND: KISS

2 S.C.: Kids ain't what they were when I was young. Now,
3 sit on my lap and tell Santa what you want. 26:00
4 IRMA: ALL RIGHT. I WANT A BICYCLE, A DOLL AND A YOYO.
5 SANTA: All right.
6 IRMA: HOW WILL YOU KNOW WHERE TO DELIVER IT?
7 SANTA: Santa knows everything.
8 IRMA: WELL, YOU MAY FORGET MY ADDRESS. HERE IT IS. / 26:15
9 SANTA: Let me see. The State of New York versus
10 Silas Murdock!!!!
11 IRMA: MERRY CHRISTMAS SANTA CLAUS.
12 MUSIC: / TAG 26:30
13 ANNCR: Irma and Jane will be back in a moment.

(CLOSING COMMERCIAL)

- 1ST ANNCR: What about the cigarette you're smoking? Do you want a milder, more enjoyable cigarette? Then try king-size 26:15
Cavaliers! See how their great mildness...their fine,
fresh, natural flavor will bring you new smoking
enjoyment!
- 2ND ANNCR: Listen to this important evidence of Cavalier mildness!
When group after group of smokers from coast to coast --
thousands of smokers in all compared king-size 27:00
Cavalier cigarettes with the brands they had been smoking,
at least 8 out of 10 said Cavaliers are milder!
- 1ST ANNCR: Cavaliers were compared with all leading brands - perhaps
the brand you now smoke!
- 2ND ANNCR: King-size Cavalier cigarettes are made by the makers of 27:15
Camels. All the know-how gained in producing Camels,
America's most popular cigarette, has gone into the
creation of this special Cavalier blend.
- 1ST ANNCR: Here's an intelligent gift idea -- give Christmas cartons
of Cavaliers! The Cavalier Christmas cartons are bright 27:30
and gay and are imprinted with their own gift card. So
try Cavaliers...give Cavaliers for Christmas! They're
priced no higher than other standard brands! 27:40

VIGNETTE

IRMA -42-
12-16-52

27:45

1 JANE: Well Irma served the summons and she got her ten dollars.

2 Right now, she's out shopping for our dinner.

3 SOUND: KNOCK ON DOOR

4 JANE: Oh, here she is.

5 SOUND: DOOR OPEN

6 JANE: Hello Cookie, what did you get for dinner?

28:00

7 IRMA: WELL, I WAS TIRED OF MEAT SO I GOT THIS FOR DINNER. LOOK.

8 SOUND: PAPER UNWRAPPING. FLAPPING

9 IRMA: SEE, A FIVE POUND HALIBUT.

10 JANE: But, Irma, it's alive.

11 IRMA: LOOK, I WAS FIRED ONCE FOR FILETING A FISH. I'M NOT

12 TAKING ANY MORE CHANCES.

28:15

13 JANE: Well, you know something, they say fish is brain food, so

14 if any of you should run into Jonsh and he has an extra

15 whale, would you please tell him to mail it to My

16 Friend Irma.

28:25

AK

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IRMA -43-
12-16-52

28:30

MUSIC: THEME

ANNCR: "My Friend Irma" is a Cy Howard production and is directed by Parke Levy who writes the script with Stanley Adams. Marie Wilson is starred as Irma and Cathy Lewis as Jane. Hans Conried ~~was~~ heard as Professor Kropotkin, Gloria Gordon was Mrs. O'Reilly, Sid Tomack as Al, and Alen Reed as Mr. Clyde. Also included were

28:45

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 Hollywood and saying goodnight for Cavalier Cigarettes. ✓

29:20

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