

*As Broadcast*

CAVALIER CIGARETTES

*master*

PRESENTS

(REVISED)

"MY FRIEND IRMA"

STUDIO B

TAPE: MARCH 11, 1953

AIR: MARCH 24, 1953

CAST

IRMA.....MARIE WILSON  
 JANE.....CATHY LEWIS  
 O'REILLY.....GLORIA GORDON  
 WANDERKIN.....KENNY DELMAR  
 AL.....SID TOMACK  
 CLYDE.....ALAN REED  
 VIOLET.....SANDRA GOULD  
 MISS CARTER.....MARY SHIPP  
 MISS MCCLUSKY.....MYRA MARSH  
 FBI MAN.....PETER LEEDS  
 DEAN.....JOHN HIESTAND

PRODUCER: CY HOWARD

LUD GLUSKIN AND HIS ORCHESTRA

DIRECTOR: PARKE LEVY

WRITERS: STANLEY ADAMS

REHEARSALS:

PARKE LEVY

CAST: 4:15-5:00

ASSISTANT: KENNY MCMANUS

TAPE: 8:30-9:00

SOUND: TOM HANLEY

STUDIO B

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND

JOHN JACOBS

51453 9662

IRMA -A-  
3-24-53

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

141  
51453 9663

BH

"MY FRIEND IRMA"

1 JANE: Well, here it is Spring. The trees are starting to  
2 bud...and the birds are saying tweet, tweet...and the  
3 squirrels are saying, it's Irma's head, let's eat.  
4 Honestly, this girl comes up with things that make  
5 Disney's "Dopey" look like Einstein. For instance,  
6 the other day I said to Irma: You know, sweetie, we  
7 just passed the equinox; the days are getting longer.  
8 IRMA: IS THAT RIGHT? ARE THE DAYS REALLY GETTING LONGER?  
9 JANE: That's right.  
10 IRMA: DO YOU THINK I OUGHT TO TELL MR. CLYDE I WANT TWO  
11 HOURS FOR LUNCH?

(COMMERCIAL)

OPENING COMMERCIAL

IRMA  
3-24-53

1 BOB: (LEAD IN) (EFFECT OF SHAKING HIS HEAD CHIDINGLY AT  
2 IRMA) Oh Irma! (PAUSE) Well, here's a question 107  
3 that makes sense anyway...  
4 1ST ANNCR: Why is there so much talk about cigarette mildness?  
5 Because that's what smokers want! And that's what  
6 smokers get from king-size Cavalier cigarettes...as  
7 the thousands of smokers who compared cigarettes can  
8 tell you! Eight out of ten interviewed said 120  
9 Cavaliers are milder!  
10 2ND ANNCR: If you want more mildness in your cigarette - along  
11 with fresh, delightful flavor -- don't miss trying 130  
12 king-size Cavaliers! They're priced no higher than  
13 other standard brands. 136  
14 MUSIC:  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29

51453 9665

1 MUSIC:       THEME

2 SOUND:       DOOR OPEN

3 JANE:       Any mail for me, Irma?

4 IRMA:       NO, JUST A LETTER FOR ME FROM MY FOLKS.

5 SOUND:       TEARING OF ENVELOPE.

6 JANE:       What do they say?

7 IRMA:       (READS) DEAR DAUGHTER IRMA: WE ARE ALL WELL, THE

8 CARNIVAL PLAYED OUR VILLAGE LAST WEEK. YOUR BROTHER

9 FELL OFF THE TOP OF THE FERRIS WHEEL. WE WERE GOING TO

10 SUE, BUT THEY GAVE HIM ANOTHER RIDE. ~~YOUR FATHER GOT~~

11 CAUGHT IN THE REVOLVING BARREL AND COULDN'T GET OUT.

12 WE PLAN TO GO BACK NEXT WEEK AND SEE WHAT WE CAN DO FOR

13 HIM. BY THE WAY, YOUR BROTHER OLAF THANKS YOU FOR THE

14 FOOTBALL HELMET YOU SENT HIM FOR XMAS...IT COMES IN

15 HANDY ON THE JOB HE GOT AT THE CARNIVAL...GETTING SHOT

16 OUT OF A CANNON. HE'S SUPPOSED TO LAND IN THE NET, BUT

17 THE FELLOW IN CHARGE OF THE CANNON CAN'T STAND THE NOISE

18 SO HE SHUTS HIS EYES WHEN HE FIRES.

(More)

TC

51453 9666

- 1 IRMA: IT HAS IT'S GOOD POINTS THOUGH...HE'S ALWAYS THE FIRST  
(Cont.)
- 2 ONE HOME FOR SUPPER, AT QUITTING TIME THEY DOUBLE THE
- 3 ~~POWDER CHARGE AND AIM HIM HOME...~~BY THE WAY, YOUR OLD
- 4 SCHOOL TEACHER, MISS McCLUSKY IS COMING TO NEW YORK TO
- 5 SEE THE SIGHTS...OH, JANE, THIS IS TERRIBLE.
- 6 JANE: What's terrible?
- 7 IRMA: SHE WANTS TO SEE ME!
- 8 JANE: Well, what's so terrible about that?

1 IRMA: CAN'T YOU UNDERSTAND? WHEN I WAS IN HER CLASS IN SCHOOL,  
2 SHE PICKED A STUDENT AS THE "ONE WHO WAS MOST LIKELY TO  
3 REACH THE TOP RUNG OF THE LADDER OF SUCCESS."

4 JANE: You? 230

5 IRMA: NO. SHE PICKED ME AS THE ONE MOST LIKELY TO FALL OFF THE  
6 BOTTOM RUNG INTO A MAN-HOLE.

7 JANE: I see. Well, what's that got to do with you getting so  
8 panicky?

9 IRMA: DON'T YOU SEE? MY FOLKS TOLD HER I WAS A BIG SUCCESS IN  
10 NEW YORK. THEY TOLD HER I WAS CULTURED AND SOPHISTICATED. 240

11 JANE: They did?

12 IRMA: YES.

13 JANE: Who gave them that information?

14 IRMA: I DID.

15 JANE: Well, you can pass for culture. Just don't say anything.  
16 Use sign language. 300

17 IRMA: PLEASE JANE, MISS McCLUSKY WILL BE HERE IN TWO DAYS. YOU'VE  
18 GOT TO HELP ME GET CULTURED AND SOPHISTICATED.

1 JANE: In two days? It's too much time. Maybe we ought to do  
2 some shopping first?

3 IRMA: PLEASE JANE, YOU DON'T KNOW WHAT THIS MEANS TO ME?

4 JANE: Well honey, how can you expect to convince this woman that  
5 you're cultured? ~~Do you ever read?~~ 315

6 IRMA: YES.

7 JANE: What?

8 IRMA: THE ADVERTISEMENTS IN THE SUBWAY. I KNOW WHAT EVERY SOAP  
9 WILL DO AND HOW LONG IT TAKES.

10 JANE: Where are you going to entertain this woman? In the tub?  
11 ~~Believe me, Irma, you can't put an act on for this woman.~~  
12 Forget it, be yourself...well, not quite yourself.

13 Impersonate a person.

14 IRMA: THEN JANE, I GATHER YOU DON'T WANT TO HELP ME?

15 JANE: I'd like to Irma but I've got a lot of very important work  
16 here I have to get out for Richard. 330

17 IRMA: ALL RIGHT, JANE, YOU GO RIGHT AHEAD....I'LL READ THE  
18 ENCYCLOPEDIA. MAYBE I CAN ABSORB SOME CULTURE.

19 SOUND: TURNING PAGES



IRMA -4-  
3-24-53

1 IRMA: HMMMMM, MAYBE THIS WILL BE INTERESTING TO TALK ABOUT WHEN  
2 MISS McCLUSKY GETS HERE. (READS) THE ABALONE IS A MOLLUSK. 345  
3 JANE: Irma, don't be ridiculous.  
4 IRMA: WHAT DO YOU MEAN?  
5 JANE: What's the sense in learning about things you could never  
6 bring up in conversation...when are you going to talk  
7 about an abalone.  
8 IRMA: IT'S VERY SIMPLE JANE...WHEN SHE COMES OVER I'LL SERVE 400  
9 TEA AND SANDWICHES.  
10 JANE: Yes?  
11 IRMA: MISS McCLUSKY WILL ASK ME WHAT KIND OF SANDWICHES THEY ARE  
12 AND I'LL SAY, "THERE'S A CHEESE, A SALAMI AND A BALONEY...  
13 AND SPEAKING OF ABALONE, DID YOU KNOW THEY LIVE UNDER WATER  
14 ON ROCKS???" 415

51453 9670

- 1 JANE: Kind of a sneaky way of doing things, don't you think?
- 2 IRMA: WHAT DO YOU MEAN?
- 3 JANE: Never mind. You go right ahead with your reading I won't  
4 interrupt again. 430
- 5 IRMA: OKAY....
- 6 SOUND: TURING PAGES
- 7 IRMA: (AFTER PAUSE) JANE.
- 8 JANE: What is it?
- 9 IRMA: THIS OUGHT TO IMPRESS HER...I CAN SAY, "DID YOU KNOW  
10 THERE WERE CERTAIN FORMS OF GRANITE THAT CAN BE EATEN?"
- 11 JANE: Are you serious?
- 12 IRMA: WELL IT SAYS SO RIGHT HERE IN THE ENCYCLOPEDIA, (READS)  
13 POMAGRANITE IS AN EDIBLE FRUIT. 445
- 14 JANE: What?
- 15 IRMA: IT'S TRUE, I'VE EATEN THEM.
- 16 JANE: Well, I don't know what the poma did to you but the  
17 other part went right to your head.
- 18 SOUND: KNOCK ON DOOR
- 19 JANE: Come in.
- 20 SOUND: DOOR OPEN

500

1 MRS.O: Hello Girls....

2 JANE: Oh, Mrs. O'Reilly...my you look lovely...Isn't that a  
3 new hat?

4 MRS.O: Yes, I just got it today....The Meastro is taking me out  
5 tonight.

6 JANE: Well that's nice...So the Professor's cousin asked you  
7 for a date.

8 MRS.O: Well not exactly...He didn't ask me.

54

9 JANE: You asked him?

10 MRS.O: Of course not. I have my pride.

11 JANE: But if you haven't asked him and he hasn't asked you,  
12 what makes you think he's taking you out tonight?

13 MRS.O: Well, I may hint a little.

D K

51453 9672

IRMA -5-  
3-24-53

1 JANE: Hint?

2 MRS. O: Yes, I'll just mention that I happen to have two free 5-32  
3 passes to the movie and that the government took the ceiling  
4 off of rents.

5 JANE: Yes, it's amazing what romance can come out of an innocent 5-45  
6 remark like that.

7 MRS.O: Irma darling, what are you doing with Encyclopedia in your  
8 hand?

9 IRMA: MY OLD SCHOOL TEACHER FROM MINNESOTA IS COMING TO NEW YORK  
10 AND I WANT TO IMPRESS HER THAT I'M CULTURED.

11 MRS.O: Irma, darling, culture is not something you acquire, it's 6-20  
12 something you must be born with...like I was.

13 IRMA: OH.

14 MRS.O: I don't like to talk about it, but when I was a young girl,  
15 I spent a great deal of time at Buckingham Palace.

16 JANE: Not really, Mrs. O'Reilly. 6-15

17 MRS.O: Yes, and I would courtship with such charm and grace that I  
18 was the envy of all other girls.

19 IRMA: IS THAT A FACT?

BH

IRMA -6-  
3-24-53

1 MRS.O: Oh, indeed. Offhand, in the time I was there, I can  
2 safely say I ~~must~~ have gotten up and courtsied to a  
3 thousand noblemen and I did it with such grace, I never  
4 once knocked over my bucket or mop.

6 30

5 SOUND: PHONE RINGS

6 JANE: I'll get it. It might be Richard.

7 SOUND: REC UP

6 45

8 ~~(PHONE CALL FROM KROPOTKIN ON TAPE)~~

9 JANE: Hello? Long distance for Mrs. O'Reilly? Just a minute.  
10 Mrs. O'Reilly, it's for you. California calling.

11 MRS.O: Glory be! Hello?

12 KROP: (FILTER) Hello...Mrs. O'Reilly?

13 MRS.O: Yes?

14 KROP: (FILTER) It's me, Professor Kropotkin.

700

15 MRS.O: Professor Kropotkin!

16 KROP: (FILTER) Take it easy, Mrs. O'Reilly, you'll swallow the  
17 phone.

18 MRS.O: Where are you?

19 KROP: (FILTER) I'm in Hollywood.

51453 9674

BH

IRMA -7-  
3-24-53

1 MRS.O: Hollywood? (GIGGLES) I'll bet every time you see one of  
2 those pretty actresses you think of me. 715

3 KROP: (FILTER) That's the truth, Mrs. O'Reilly. In fact, only  
4 today, I told a very lovely actress she reminded me of you.

5 MRS.O: You did?

6 KROP: (FILTER) Yes and Lassie bit me! 735

7 MRS.O: That's a fine thing to say. Tell me, Professor, where can  
8 I write to you?

9 KROP: (FILTER) I don't have an address. I sleep in a trench,  
10 underneath the Freeway.

11 MRS.O: Oh, that's terrible.

12 KROP: (FILTER) Yes. It makes me think of the room you rented  
13 me. Well, my three minutes are almost up. Do me a favor,  
14 Mrs. O'Reilly, stop making a play for my cousin. 740

15 MRS.O: What are you talking about?

16 KROP: (FILTER) He told me all about it...You baked him a cake.

17 MRS. O: But that was just for his birthday.

18 KROP: (FILTER) On a birthday it should only say, "Happy Birthday",

19 not "What are you doing tonight cutie". 800

IRMA -8-  
3-24-53

1 MRS.O: You're just jealous. Why just yesterday he told me I  
2 reminded him of his boyhood sweetheart, Daisy.

3 KROP: (FILTER) Mrs. O'Reilly, I got news for you...My cousin  
4 spent his boyhood traveling with a circus...Daisy was the  
5 elephant he used to ride. Now, my time is up so do me a  
6 favor and give Janie a kiss for me....

7 MRS.O: Yes?

8 KROP: (FILTER) And give Irma a kiss for me...

9 MRS.O: Yes?

10 KROP: Well, that's about all...good-bye.

11 MRS.O: But what about a kiss for me, Professor?

12 ~~KROP: (FILTER) I'm sorry, your party has been disconnected.~~

13 SOUND: REC. DOWN

14 JANE: What did the Professor have to say?

15 MRS.O: He misses me...the way he cried and cried would just tear  
16 your heart out.

- 1 IRMA: ISN'T THAT SWEET. I BET IF HE WAS HERE HE'D TAKE THE  
2 TIME TO TEACH ME TO BE CULTURED AND SOPHISTICATED. WHY,  
3 I DON'T EVEN KNOW HOW TO INTRODUCE PEOPLE.
- 4 JANE: Well, that's very simple. If you're introducing a man to  
5 a woman, you say, "Miss Smith, I would like you to meet  
6 Mr. Brown".
- 7 IRMA: BUT WHAT IF THEY'RE NICE PEOPLE?
- 8 JANE: What do you mean?
- 9 ~~IRMA: WHY CAN'T WE USE THEIR RIGHT NAMES?~~
- 10 SOUND: KNOCK ON DOOR
- 11 JANE: Please come in.
- 12 SOUND: DOOR OPENS



1 WAND: If you don't mind, it's me, the maestro... ~~Hello Janie and~~  
2 ~~Irma and Mrs. O'Reilly. Such a lovely sight...like two~~  
3 rays of sunshine over Mount Baldy.

4 MRS. O: Why Maestro, how poetic.

5 JANE: By the way, Maestro, your cousin, Professor Kropotkin just  
6 called from California.

7 WAND: Isn't it a small world? He's in California and I feel  
8 just like I'm right beside him in Catalina.

9 MRS. O: But Catalina is an island.

10 WAND: So is my bed..the pipes are leaking again.

11 IRMA: ~~MAESTRO~~, WOULD YOU DO ME A FAVOR? 900

12 WAND: For you darling, anything.

13 IRMA: I HAVE TO LEARN TO BE CULTURED AND SOPHISTICATED. YOU'RE  
14 A MAN OF THE WORLD.

15 WAND: Thank you Irma. Yes, I used to be a man of the world.  
16 I brushed elbows with royalty, and rubbed shoulders with  
17 continental society 915

18 IRMA: OH. YOU WERE A NOBELMAN??

19 WAND: No. I was a masseur! But tell me, Irma dear, why all of  
20 a sudden this sudden need for culture?

1 JANE: Her old school teacher from Minnesota is coming to New  
2 York for a visit and Irma wants to impress her.

3 WAND: Well, ~~Irma~~, music is culture. I could tell you about  
4 Operas, the great Composers, the Ballet... 930

5 IRMA: OH, THAT WOULD BE WONDERFUL MAESTRO.

6 WAND: Very well. First we will start with Ludwig Van Beethoven.

7 He wrote many symphonies and although he was deaf he  
8 struggled in a ~~race~~ with time to write the Fourth, Fifth 945  
9 and Sixth.

10 IRMA: I'VE GOT THAT MEMORIZED.

11

12

13

14

15

16

17

18

19

20

1 WAND: What did I say?

2 IRMA: YOU SAID THAT ALTHOUGH BEETHOVEN WAS DEAF HE GOT ODDS ON  
3 THE FOURTH, FIFTH AND SIXTH RACE. BUT HE DIDN'T GET ANY  
4 SYMPATHY. 10<sup>00</sup>

5 WAND: I told you this?

6 IRMA: WORD FOR WORD.

7 WAND: Then take my advice darling.

8 IRMA: WHAT'S THAT?

9 WAND: Don't believe a word I said, I'm very unreliable.

10 Good-bye.

11 MRS. O: Wait a minute, I'll go with you, Maestro. 10<sup>25</sup>

12 WAND: You don't have to bother.

13 MRS. O: But your cousin, the Professor, begged me to take care of  
14 you.... you know, sort of keep you under my wing.

15 (GIGGLES.)

16 WAND: If you don't mind, I'm expected in Capistrano. Goodbye. 10<sup>30</sup>

17 SOUND: DOOR CLOSES.

18

19

20

IRMA -13-  
3-24-53

1 IRMA: OH, JANE, WHAT AM I GOING TO DO? EVERYBODY IS DESERTING  
2 ME WHEN I NEED NHELP. HERE I AM, A SHIP IN TROUBLE,  
3 HEADING STRAIGHT FOR THE ROCKS AND JUST WHEN I NEED HELP,  
4 THE WHOLE CREW DESERTS ME. ~~IT'S MONOTONY.~~ 1045

5 JANE: You mean "mutiny", Captain Bligh. With these words,  
6 I walk the gangplank. Goodbye.

7 SOUND: DOOR CLOSSES.

8 IRMA: (BAWLS)

9 SOUND: FOOTSTEPS

10 IRMA: (CRYING) ~~THERE'S NOTHING LEFT TO DO BUT TO TAKE GAS!~~  
11 OH, I CAN'T. JANE WANTS TO CUT DOWN ON OUR GAS BILLS. 1100

12 SOUND: KNOCK ON DOOR.

13 IRMA: COME IN.

14 SOUND: DOOR OPEN.

15 AL: Hiya, chicken.

16 IRMA: (CRYING) HELLO AL, HONEY.

17 AL: Chicken, what's wrong? ~~Why is my baby crying?~~ 1115

18 IRMA: OH AL, THEY'RE ALL AGAINST ME. I HAVE NO ONE I CAN  
19 COUNT ON.

51453 9681

1 AL: You got me, Chi - (TAKE) Count on for what, money?

2 IRMA: NO.

3 AL: You got me Chicken. You can count on me. What's it

4 all about?

5 IRMA: WILL YOU REALLY HELP ME, AL?

6 AL: Sure.

7 IRMA: I HAVE TO BE CULTURED AND SOPHISTICATED IN TWO DAYS. MY

8 OLD SCHOOL TEACHER IS COMING AND I'VE GOT TO SHOW HER

9 THAT I'M BRILLIANT.

10 ~~AL: Well you could turn the radio on loud so she can't hear~~

11 ~~what you're saying.~~

12 IRMA: PLEASE AL, YOU'RE ALL I HAVE TO HELP ME. CAN'T YOU COACH

13 ~~ME ON WHAT TO TALK ABOUT?~~

14 AL: All right Chicken...You got to make like you're a big deal

15 Tell her that the Cabots and the Lodges are personal

16 friends of yours. Then say that world trade looks good.

17 The Franc is down but the Pound is up, and the Marshal

18 Plan is a boon to man-kind. Got it?

19 IRMA: YES, I THINK SO.

20  
ES

51453 9682

11 30

1145

12 00

1 AL: Okay Chicken, what are you going to say?

2 IRMA: NOW LET'S SEE...THE CABOTS ARE PERSONAL FRIENDS OF MINE,  
3 AND THEY SAY THAT MARSHAL PLANS TO POUND THE WORLD WITH  
4 FRANK AND LOWER THE BOOM ON A KIND MAN IN HIS LODGE.

5 AL: Hold it chicken...I'm afraid ~~you~~ ain't built for this 12<sup>45</sup>  
6 kind of talk. Why don't you just forget about it.

7 IRMA: OH, AL. ARE YOU GIVING UP TOO?

8 AL: Don't like to admit defeat, Chicken, but let's face it ....  
9 You got beautiful eyes, a lovely face and a terrific  
10 shape. Tell your teacher to stay home and ~~send~~ the 12<sup>30</sup>  
11 principal.

12 IRMA: AL IF YOU DON'T HELP ME, YOU DON'T LOVE ME.

13 AL: That ain't so Chicken..I'm nuts about you. I'd do anything  
14 for you, but miracles I can't perform.

15 IRMA: ALL RIGHT..DON'T HELP ME. I'LL DO IT MYSELF. AND WHEN I 12<sup>45</sup>  
16 GET THRU I'LL BE SO SOPHISTICATED AND CULTURED IT WILL  
17 OOZE OUT OF ME, LIKE THE SAP FROM A TREE. 12<sup>52</sup>

18 ORCH: BRIDGE.

MIDDLE COMMERCIAL

IRMA #24  
3/24/53

1304

1ST ANNOUNCER: Just what you'd expect has happened! Thousands and thousands of smokers throughout America, having learned about Cavalier mildness, have switched to king-size Cavaliers! Haven't you noticed how many people you know are now Cavalier smokers? If you haven't tried Cavaliers recently, consider this fact:

2ND ANNOUNCER: Group after group of smokers from coast to coast -- thousands in all -- compared king-size Cavaliers with the brands they had been smoking. 8 out of 10 interviewed said Cavaliers are milder! Cavaliers were compared with all the other leading brands -- perhaps the brand you now smoke!

1ST ANNOUNCER: 87% of the vacationers interviewed around Hot Springs, Arkansas...and 89% of the Seniors interviewed at Princeton, New Jersey, said Cavaliers are milder!

2ND ANNOUNCER: And, along with all that mildness, Cavalier also gives you wonderfully enjoyable flavor. Their fine, light/mild tobaccos are specially blended to bring out all their mildness and flavor!

1ST ANNOUNCER: So be sure to try king-size Cavaliers! They're priced no higher than other standard brands.

2ND ANNOUNCER: And, remember, king-size Cavaliers are made by the makers of Camels. All the know-how gained in producing Camels stands behind Cavalier!

MUSIC:

51453 9684

1415

ACT TWO

IRMA  
3 24 53 -16-

1 JANE: Well, Irma is now more determined than ever to become  
2 cultured. There she sits, reading the Encyclopedia, and  
3 eating a sardine sandwich...brain food you know. Well, well  
4 it must be working...she's turning the book right side up!  
5 Now she's putting the book aside and she's putting her head  
6 on the scale. Irma, what's the idea? 1429

7 IRMA: I WANT TO SEE IF I HAVE A BALANCED MIND...IT SAYS HERE THAT  
8 IN ORDER....

9 JANE: Please Irma, I'm trying to finish these papers for Richard.

10 IRMA: WHAT ARE THEY ANYHOW? 1500

11 JANE: I can't tell you. I've been pledged to secrecy.

12 IRMA: ALL RIGHT. I'LL GO BACK TO MY READING.

13 SOUND: TURNING PAGES

14 IRMA: AH, HERE WE ARE...FERDINAND MAGELLAN DISCOVERED THE  
15 MAGELLAN STRAITS.

16 JANE: Do you know what a strait is?

17 IRMA: A STRAIGHT? IS THAT BETTER THAN A FULL HOUSE? 1515

18 JANE: No.



1 IRMA: THAT'S FUNNY. WHEN I PLAYED POKER WITH AL HE SAID IT  
2 WAS. ~~I LOST EIGHTEEN DOLLARS. THIS IS INTERESTING.~~  
3 THE ANGORA BORIC ACID IS SEEN IN THE NORTH POLE.  
4 JANE: What? Irma, let me see...That's Aurora Borealis.  
5 Lights caused by electrical forces due to the magnetic  
6 ~~poles...~~Well, I'll never get this done here. I'm going  
7 to the office. I'll call you on the phone, honey.  
8 IRMA: ~~OH, JANE, WHEN MISS McLOSKI GETS HERE, I WANT TO SHOW~~  
9 ~~HER THAT I'M WORLDLY AND GO IN FOR SPORTS. CAN I USE~~  
10 ~~THE SILVER CUP I WON FOR A CENTERPIECE?~~  
11 JANE: No, Irma. A cup that is engraved "Congratulations on  
12 establishing the endurance record in the Tunnel of Love  
13 ~~in Coney Island" is not considered sophisticated. Bye.~~  
14 SOUND: DOOR CLOSSES  
15 IRMA: NOW, LET ME SEE...CULTURE...CULTURE...GEE, I WONDER WHO  
16 WROTE SHAKESPEARE...I THINK IT WAS SOME FELLOW NAMED  
17 HAMLET.  
18 SOUND: KNOCK ON DOOR

TC

- 1 IRMA: COME IN.
- 2 SOUND: DOOR OPEN
- 3 VIOLET: Hello, Irma.
- 4 IRMA: OH, IT'S VOILET. HOW ARE YOU?

1545

1 VIOLET: Worn to a frazzle! Not since the time my boyfriend  
2 took me on the Loop the loop, have I been so pooped!  
3 Irma, I see you've got the Encyclopedia in your hand. 16<sup>00</sup>

4 IRMA: THAT'S RIGHT.

5 VIOLET: You going to throw it at Al when he gets here.

6 IRMA: NO, MY SCHOOL TEACHER IS COMING FOR A VISIT AND I  
7 HAVE TO SHOW HER I'M CULTURED.

8 VIOLET: Oh. Well It's a nice thing to have. ~~A lot of my~~  
9 popularity comes from my being a cultured lady. Do you  
10 mind if I take off my shoes?

11 ~~IRMA: GO RIGHT AHEAD.~~

12

13

1 VIOLET: ~~And sometimes when I take my shoe off, my toes fly in all~~  
2 directions. Now, what were you saying about culture?

3 IRMA: I HAVE TO GET IT AND I HAVE TO GET IT FAST.

4 VIOLET: ~~Well, I know it's very important to a girl...~~but, thank  
5 goodness, I've got it.

6 IRMA: YOU HAVE?

7 VIOLET: Yes. And believe me, a fellow can tell when a girl is  
8 cultured. Like last night, I was out with a wise guy, but  
9 I remained a lady...Every time I slapped his face, I said,  
10 "If you'll be so kind."

11 IRMA: WELL, TELL ME, <sup>Violet</sup> ELOISE, IS CULTURE THE SAME AS BEING  
12 SOPHISTICATED?

13 VIOLET: Oh no, there's a difference. "Cultured" is when you go out  
14 with a fella with a lot of money. "Sophisticated" is when  
15 you get him to spend it....Look Irma, if you want to learn  
16 about these things, why don't you go over to City College...  
17 they have regular night courses in everything.

18 IRMA: OH, THAT'S A SWELL IDEA. I'LL DROP OVER AND REGISTER DURING  
19 MY LUNCH HOUR.

- 1 VIOLET: Well, I better go, or I'll be late for the beauty parlor.  
2 I'm getting a facial.
- 3 IRMA: OH, HOW LONG DOES IT TAKE YOU?
- 4 VIOLET: It will only take an hour today. They did half of my face  
5 yesterday.
- 6 MUSIC: STINGER
- 7 IRMA: PARDON ME, GENERAL, CAN YOU TELL ME WHERE I CAN FIND THE  
8 DEAN OF THIS COLLEGE?
- 9 MAN: General?
- 10 IRMA: ~~THAT'S WHAT IT SAYS ON YOUR HAT.~~ 1730
- 11 MAN: That says Janitor, lady! That's the Dean's office right  
12 down the hall.
- 13 IRMA: THANK YOU SIR.
- 14 SOUND: FOOTSTEPS DOOR OPEN
- 15 IRMA: HELLO . . . ARE YOU THE DEAN? 1745
- 16 MAN 2: Yes, young lady, what can I do for you?
- 17 IRMA: MY NAME IS IRMA PETERSON...I'D LIKE TO ENROLL IN YOUR NIGHT  
18 SCHOOL SO I CAN GET CULTURED.

1 MAN 2; That's an admiral ambition young lady. What subjects do  
2 you wish to take?

3 IRMA: WHAT HAVE YOU GOT? *18<sup>20</sup>*

4 MAN 2; I beg your pardon?

5 IRMA: YOU READ OFF THE MENU AND I'LL ORDER.

6 MAN 2: Young lady, this is not a restaurant!

7 IRMA: I WISH IT WERE. THIS IS MY LUNCH HOUR. COULD YOU

8 PLEASE TELL ME WHAT SUBJECTS YOU HAVE? *18<sup>25</sup>*

9 MAN 2: Very well. There's Social Science, Economics,  
10 Philosophy, Psychiatry, Physiology, Physics and Calculus.

11 IRMA: ALL RIGHT, GIVE ME ONE OF EACH.

12 MAN 2: That's quite a strenuous program young lady. Are you  
13 sure you can handle it? *18<sup>30</sup>*

14 IRMA: OF COURSE I CAN. I EXPECT TO WORK VERY HARD.

15 MAN 2: That's very comendable. Now Miss, for how long a term  
16 do you wish to enroll?

17 IRMA: TWO DAYS.

18 MAN: What??? You expect to do all this in two days? *18<sup>45</sup>*

19 IRMA: YES.

1 DEAN: Well why don't start with psychiatry.

2 IRMA: THAT SOUNDS GOOD. WHAT ~~THEY CAN DO FOR ME?~~ *will I study*

3 DEAN: Nothing. They'll just study you.

4 MUSIC: STINGER

5

1900

51453 9692

1 MAN 2: And stay out!

2 ORCH: STINGER

3 SOUND: PHONE RINGS ... REC UP

4 IRMA: HELLO...MILTON J. CLYDE, ATTORNEY AT LAW....TO WHOM MAY I

5 SAY I AM SPEAKING AT?

6 CLYDE: (FILTER) You may say that you are speaking at Milton J.

7 Clyde.

8 IRMA: I'M SORRY BUT HE'S NOT IN. CAN I HELP YOU?

9 CLYDE: (FILTER) You sound like you're not in either!

10 ~~IRMA: OH, HELLO MR. CLYDE. WHERE ARE YOU?~~

11 CLYDE: (FILTER) I'm down at the cleaners trying to get the ink

12 spots off my jacket.

13 IRMA: LET THAT BE A LESSON TO YOU. ALWAYS MAKE SURE THE COVER IS

14 ON TIGHT BEFORE YOU PICK UP AN INK WELL TO THROW AT ME.

15 CLYDE: (FILTER) I wasn't thinking clearly at the time. I usually

16 ~~throw the paper weight.~~ Now look Miss Peterson, I'm expectin

17 an important client, Miss Penelope Carter. When she comes in

18 tell her I'll be along directly and to wait in my office.

19 Have you got that?

JC



- 1 IRMA: YES, MR. CLYDE.
- 2 CLYDE: (FILTER) And whatever you do, don't engage her in any  
3 conversation.
- 4 IRMA: WHY NOT?
- 5 CLYDE: (FILTER) Her doctor sent her on a long restful trip and I  
6 wouldn't want her recovery set back. Besides you have  
7 nothing in common...She's a cultured, sophisticated lady  
8 and...
- 9 IRMA: CULTURED...SOPHISTICATED...
- 10 CLYDE: (FILTER) Now, remember, don't talk to her.
- 11 IRMA: I WON'T.
- 12 CLYDE: (FILTER) Tell me, did you send out that urgent night letter  
13 I dictated?
- 14 IRMA: NOT YET.
- 15 CLYDE: (FILTER) Why not?
- 16 IRMA: I'M WAITING FOR IT TO GET DARK ... HELLO ... HELLO ...  
*Clyde: why you stupid fuckle head*
- 17 SOUND: REC CLICKS

18

19

JC

1 IRMA: WELL! HE'S CERTAINLY NOT CULTURED.

2 SOUND: REC DOWN

3 SOUND: DOOR OPEN FOOTSTEPS

4 IRMA: CAN I HELP YOU?

5 WOMAN: Yes, I have an appointment with Mr. Clyde. I'm Penelope  
6 Carter. *2015*

7 IRMA: OH, I'M SO GLAD YOU CAME. I UNDERSTAND YOU'RE CULTURED AND  
8 SOPHISTICATED AND I HAVE TO GET THAT WAY? TELL ME, HOW DID  
9 YOU GET THAT WAY?

10 WOMAN: I don't know. How did you get that way?

11 IRMA: YOU DON'T UNDERSTAND. MY OLD SCHOOLTEACHER IS COMING  
12 TOMORROW AND I WANT HER TO THINK I'M WORLDLY....YOU KNOW,  
13 THAT I'VE BEEN KICKED AROUND A BIT. *2030*

14 WOMAN: Oh, I see. Tell me, how far did you go in school?

15 IRMA: ABOUT FIVE MILES AND I HAD TO WALK EVERY DAY. *2045*

16 WOMAN: No, what grade?

17 IRMA: WELL, I ONCE GOT TO THE FIFTH GRADE BUT IT WAS A MISTAKE....  
18 I WAS ON THE WRONG FLOOR. I'M REALLY NOT TOO BRIGHT.

19

KC

1 WOMAN: But you're very sweet and honest, and I like that in a  
2 person. 2109

3 IRMA: THEN WOULD YOU HELP ME?

4 WOMAN: Well, really, culture and sophistication are nothing  
5 more than general knowledge of what is going on in the  
6 world. Such as in the world of art...Picasso, the  
7 Spanish painter, is pointed out as the founder of cubism. 2112

8 IRMA: WAIT. I'LL WRITE THAT DOWN. I'M GOING TO MEMORIZE IT.

9 WOMAN: Then in the world of literature, we discuss Ernest  
10 Hemingway's first successful novel, "The Sun Also Rises"  
11 and who last year wrote "The Old Man and The Sea".

12 IRMA: I'VE GOT THAT DOWN. COULD YOU HELP ME WITH ONE OTHER 2130  
13 THING? MY SCHOOL TEACHER IS FROM MINNESOTA, AND SHE  
14 MIGHT ASK ME SEVERAL THINGS ABOUT OUR HOME STATE.

15 WOMAN: Well...uh..you might mention that one of the largest  
16 cities in Minnesota is Minneapolis.

17 IRMA: MINNEAPOLIS! OH, THAT WILL BE EASY FOR ME TO REMEMBER. 2142

18 WOMAN: It will?

IRMA -25A-  
3-24-53

1 IRMA: YES, YOU SEE, I HAVE A TRICK MIND. I ALWAYS THINK OF  
2 OTHER WORDS THAT HAVE THE SAME MEANING...YOU KNOW, WHAT  
3 THEY CALL MENTAL ASSASSINATION.

4 WOMAN: You mean, "association"? 22<sup>00</sup>

5 IRMA: YES, THAT'S WHAT I SAID. NOW, I TAKE THE WORD  
6 "MINNEAPOLIS", AND I BREAK IT IN HALF...NOW, MINNIE IS  
7 A GIRL'S NAME, AND APOLIS SOUNDS LIKE APPLES, FRUIT.  
8 SO ANYTIME I WANT TO THINK OF MINNEAPOLIS, I THINK OF  
9 A GIRL'S NAME AND A FRUIT, AND I GOT IT. 22<sup>15</sup>

10 WOMAN: You're astounding.

11 IRMA: NO, I'M NOT. A LOT OF PEOPLE WEAR OUT THEIR BRAINS  
12 THINKING EVERY DAY. NOT ME. I SAVE MINE FOR HOLIDAYS  
13 AND SPECIAL OCCASIONS. 22<sup>30</sup>

14 MUSIC: STINGER

15 MAN: Now, Miss Stacy, you say you had these papers at home. 22<sup>45</sup>

51453 9697

TC

1 JANE: Yes, and as I told Mr. Rhineland here, I can't see how  
2 they could have gotten lost.

3 MAN: Well, normally, we of the FBI wouldn't be involved in a  
4 matter like this. But, since these papers you were  
5 preparing for Mrs. Rhineland's investment group,  
6 concerned the finding of a large deposit of uranium, we  
7 can't allow the information to fall into anyone else's  
8 hands.

9 JANE: I understand, but I've looked all over the house.

10 MAN: Do you live alone?

11 JANE: Yes...Well, no, I have a roommate.

12 MAN: Well, do you think, by any chance...Well, you know,  
13 there are foreign agents....

14 JANE: Mr. Westly, my roommate, Irma Peterson, is so stupid  
15 she thinks a foreign agent is Maurice Chevalier's  
16 manager.

17 MAN: Nevertheless, I'd like to talk to her.

TC

IRMA -26A-  
3-24-53

- 1 JANE: But I tell you she doesn't even know anything about the  
2 state she was born in.  
3 MAN: Let's go. I want to see for myself.  
4 MUSIC: STINGER

TC

51453 9699

IRMA  
3-24-53

-27-

23<sup>00</sup>

24<sup>00</sup>

24<sup>15</sup>

1 IRMA: YES, MISS MCCLUSKY, I ADMIT WHEN I WAS IN SCHOOL, I WAS  
2 PRETTY STUPID. BUT THE YEARS HAVE MADE A GREAT DIFFERENCE.  
3 I AM NOW CULTURED AND SOPHISTICATED.  
4 MISS M: Indeed?  
5 IRMA: YES. DID YOU KNOW THAT PICASSO ....  
6 SOUND: DOOR OPENS  
7 JANE: Hello cookie.  
8 IRMA: HELLO JANE. THIS IS MY SCHOOL TEACHER, MISS MCCLUSKY.  
9 JANE: How do you do.  
10 MISS M: Nice to know you.  
11 JANE: Irma, this is Mr. Wesley of the ....  
12 IRMA: OH, NICE MEETING YOU. JANE, WILL YOU AND MR. WESLEY SIT  
13 DOWN....I WAS IN THE MIDDLE OF A CONVERSATION WITH MY  
14 TEACHER.  
15 MISS M: Yes, Irma ... you were discussing Picasso.  
16 JANE: What?  
17 IRMA: AS YOU KNOW, PICASSO WAS A SPANISH PAINTER AND THE FOUNDER  
18 OF CUBISM.  
19 WES: (SOTTO) I thought you said she was dumb.  
JC

51453 9700

1 JANE: (WHISPERS) I don't understand.

2 IRMA: AND THEN, MISS McCLUSKY, IN THE WORLD OF LITERATURE, 24<sup>30</sup>

3 I ALWAYS READ ERNEST HEMINGWAY.

4 MISS M: Really?

5 IRMA: YES. HE WROTE THAT WONDERFUL NOVEL, "THE SUN ALSO RISES"

6 AND LAST YEAR HE WROTE "OLD MAN AND THE SEA".

7 WES: (SOTTO) Dumb, huh? Dumb like a fox.

8 JANE: (SOTTO) But she never....

9 IRMA: AND OF COURSE I DO A GREAT DEAL OF TRAVELING. I'VE 24<sup>42</sup>

10 BEEN ALL THROUGH OUR HOME STATE OF MINNESOTA.

11 MISS M: Irma, when you were in my class, you could never

12 remember the name of one of the largest cities in

13 Minnesota. Do you remember it now?

14 IRMA: ONE OF THE LARGEST CITIES...ER...ER...ER...THE LARGEST 25<sup>00</sup>

15 CITY...NOW, LET ME SEE, HALF OF IT IS A GIRL'S NAME AND

16 THE OTHER HALF IS A FRUIT. NOW, LET ME USE MY SYSTEM...

17 UH...ER...LINDA-PRUNES.

18 MISS M: What?

TC

51453 9701



IRMA -28A-  
3-24-53

25-15

- 1 IRMA: MARY-APRICOTS?
- 2 WES: That's enough for me, Miss Stacy...Good bye.
- 3 IRMA: HELEN-BOYSENBERRY...NO, THAT'S IN PHILADELPHIA...
- 4 SADIE-BANANAS....
- 5 JANE: Irma, enough of the fruit salad. Give up. Miss
- 6 McClusky, would you care for some refreshments?
- 7 IRMA: GEE, THIS CITY IS RIGHT ON THE TIP OF MY TONGUE.
- 8 MISS M: Well, now that you mention it, I'm on a special diet,
- 9 but I'd love a little fruit salad.
- 10 JANE: We'll have it in a minute. Irma, whip up a little
- 11 fruit salad for your teacher.
- 12 IRMA: ALL RIGHT.
- 13 JANE: You better use more oranges, because we don't have
- 14 many apples.
- 15 IRMA: MANY APPLES! THAT'S IT.
- 16 JANE: What?
- 17 IRMA: THE NAME OF THE CITY.....BESSIE-APPLES.
- 18 MUSIC: END OF ACT
- 19 ANNCR: Irma and Jane will be back in a moment.

25-30

25-45

25-55

51453 9702

CLOSING COMMERCIAL

IRMA #24  
3/24/53

2610

1ST ANNOUNCER: Many groups of smokers have compared king-size Cavalier cigarettes with the brands they had been smoking. Among them was a group of water-sport enthusiasts at Florida's famous Cypress Gardens. 82% of them said Cavaliers are milder!

2ND ANNOUNCER: Robert Cozzens, a star of the Cypress Gardens water show and holder of the world's record for the water-ski jump, said: Yes, I found Cavaliers milder than the brand I'd been smoking -- and I certainly go for their flavor, too!

1ST ANNOUNCER: Remember...thousands of smokers compared Cavaliers with all the other leading brands -- perhaps the brand you now smoke! And 8 out of 10 smokers interviewed said Cavaliers are milder!

2610

2ND ANNOUNCER: And no wonder! Cavaliers are made from fine, light tobaccos selected for mildness and blended to bring out all their mildness and flavor! Then their extra length filters the smoke for mildness!

1ST ANNOUNCER: So, if you want more all-round smoking pleasure, don't miss king-size Cavaliers. They're priced no higher than other standard brands. Buy a carton!

2720

2710

MUSIC:

JO

51453 9703

27<sup>20</sup>

VIGNETTE:

1 JANE: Well, we found the paper I had lost. Irma was using it  
2 as a bookmark in the encyclopedia. And as for Irma's  
3 teacher, she was really impressed that Irma had changed...  
4 that's right, she has. She's not as bright as she used  
5 to be. But the two of them had fun. Irma, where did  
6 your teacher take you?

27<sup>30</sup>

7 IRMA: OH, SHE WANTED ME TO GET SOME REAL CULTURE SO SHE TOOK  
8 ME TO THE BALLET. IT WAS THE FIRST TIME I EVER SAW ONE.

27<sup>45</sup>

9 JANE: Were you impressed?

10 IRMA: YES, BUT THEY CAN'T BE MAKING MUCH MONEY. ALL OF THEM  
11 WERE JUMPING AROUND IN THEIR UNDERWEAR.

12 JANE: Well, what is there to say? I, myself, may not know too  
13 much about culture, but I know everything about  
14 agriculture. Why? Because I live with a cabbage-head,  
15 and she happens to be My Friend Irma.

28<sup>00</sup>

28<sup>10</sup>

51453 9704

1 MUSIC: THEME

2 ANNCR: "My Friend Irma" is a Cy Howard Production and is 28<sup>20</sup>  
3 directed by Parke Levy who writes the script with  
4 Stanley Adams. Marie Wilson is starred as Irma and  
5 Cathy Lewis as Jane. Kenny Delmar was heard as  
6 Maestro Wanderkin, Gloria Gordon as Mrs. O'Reilly, 28<sup>30</sup>  
7 Sid Tomack was Al and Alan Reed as Mr. Clyde.

8 Also included were: Sandra Gould, Mary Shipp, Peter  
9 Leeds, Myra Marsh and John Hiestand.

10 Music was under the direction of Lud Gluskin.

11 Until next Tuesday, your friend Irma says: 28<sup>42</sup>

12 IRMA: HOPE YOU'LL ALWAYS HAVE A CAVALIER NEARBY. KING SIZE. 28<sup>03</sup>

RED CROSS DRIVE

IRMA #24  
3-24-53

1 BOB: Folks, the American Red Cross needs at least 93  
2 million dollars to maintain their over-all program in  
3 the coming year! So will you make your 1953  
4 contribution a generous one and give all you can to the  
5 American Red Cross?  
6 Bob LeMond speaking, transcribed from Hollywood, and  
7 saying goodnight for Cavalier Cigarettes.

2900

2912

2930  
+ 6  
2941

51453 9706