

Martin Gering



CAVALIER CIGARETTES

PRESENTS

MY FRIEND IRMA

STUDIO B

(REVISED)

TAPE, DECEMBER 17, 1952

AIR: JANUARY 6, 1953 7:00 - 7:30 PM

CAST

IRMA.....MARIE WILSON
JANE.....CATHY LEWIS
O'REILLY.....GLORIA GORDON
KROPOTKIN.....HANS CONREID
AL.....SID TOMACK
CLYDE.....ALAN REED
VIOLET.....SANDRA GOULD
MR. HOLLYCROP..... *Hugh Studebaker*
WOMAN #1..... } *Soul Kirk*
WOMAN #2..... }
MAN #1 }(DBL) TONY MICHAELS
MAN #2 }

PRODUCER: CY HOWARD

LUD GLUSKIN
AND HIS ORCHESTRA

DIRECTOR: PARKE LEVY

REHEARSALS

ASSISTANT: KENNY MCMANUS

CAST: 3:00 - 5:00
Studio 3

SOUND: JACK DICK

TAPE: 7:00 - 7:30
Studio B

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND
JOHN JACOBS

JM

51453 9200

IRMA -A-
1-6-53



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

JM

14
51453 9201

IRMA THE ARCHITECT



IRMA -B-
1-6-53

1 JANE: You know, there's one thing about my roommate, 28
2 Irma Peterson... No matter how much you flatter
3 her, it never goes to her head. You know why?
4 Because if anything ever went to her head, it
5 would die of loneliness. Why do I say this?
6 Because the other day I was reading in Life
7 Magazine and I said, "Look, Irma, according 45
8 to this magazine, our earth will explode in
9 five billion years from now." And Irma said....
10 IRMA: WAIT A SECOND, I WANT TO WRITE IT DOWN IN MY
11 APPOINTMENT BOOK. 55

JM

51453 9202



IRMA -C-
1-6-53

1ST ANNCR:

And while Irma is writing it down in her appointment book, here's some information all of you should make a note of: When an overwhelming majority of smokers say a cigarette is milder, that is very convincing evidence of mildness, wouldn't you say? So listen to this!

59

2ND ANNCR:

Thousands of smokers, in group after group from coast to coast, compared King-size Cavaliers with the brands they had been smoking and at least 8 out of 10 of those interviewed said Cavaliers are milder!

15

1ST ANNCR:

That's right! At least 8 out of 10 said Cavaliers are milder!

2ND ANNCR:

Ask for mild, fine, flavored Cavaliers --
America's great, new King-sized cigarette!

30

35

MUSIC:

JM

51453 9203



IRMA -1-
1-6-53

1 MAN #1: Well, there it is, ~~Mr.~~ Clyde....Your inter-office
2 communication system is installed, tested and
3 ready to go.

4 CLYDE: Fine. Now all I can do is pray that that
5 secretary of mine doesn't get too confused by
6 all this.

7 MAN #1: I can't see any reason why she should be...It's
8 all really very, very simple.

9 CLYDE: That's my secretary...very ~~simple!~~ Oh well,
10 here's your check.

11 MAN #1: Thank you.

12 MUSIC: STINGER

13 CLYDE: (FILTER) Miss Peterson...Miss Peterson, ✓

14 IRMA: ^{oh} I HEAR HIM ~~AND~~ I WONDER WHERE HE IS.
^

15 CLYDE: (FILTER) Miss Peterson...are you there?

16 IRMA: OH, HE WANTS TO PLAY GAMES. I WONDER WHERE HE
17 IS HIDING

JM

51453 9204



IRMA -2-
1-6-53

1 CLYDE: (FILTER) Miss Peterson!

2 IRMA: OH, I THINK HIS VOICE IS COMING FROM HERE...

3 MR. CLYDE, HOW IN THE WORLD DID YOU EVER GET 2 30

4 INTO THAT LITTLE WOODEN BOX?

5 CLYDE: (FILTER) Miss Peterson, will you please come

6 in here.

7 IRMA: MR. CLYDE, THERE ISN'T ROOM FOR BOTH OF US IN

8 THERE...HE'S SUCH A KIDDER.

9 SOUND: DOOR OPENS

10 CLYDE: Miss Peterson!

11 IRMA: OH, MR. CLYDE, HOW DID YOU GET OUT OF THERE

12 SO FAST? 2 45

13 CLYDE: Miss Peterson, I was never in that box. That

14 is an Inter-Com.

15 IRMA: INTER-COM? WHAT'S THAT?

16 CLYDE: It's a device whereby I can talk to you from my

17 office without coming in here.

JM

51453 9205

1 IRMA: DON'T YOU LIKE ME?

2 CLYDE: Of course I like you.

3 IRMA: THEN CAN I HAVE A RAISE? 3 11

4 CLYDE: Why do you always keep changing the subject?

5 I put this gadget in so it would save time. It's

6 just like a two-way telephone.

7 IRMA: OH!

8 CLYDE: What are you looking for?

9 IRMA: WHERE DO YOU DIAL?

10 CLYDE: You don't dial. When you have to talk to me,

11 just flip that switch. 3 15

12 IRMA: OH, THAT'S SIMPLE.

13 CLYDE: All right. I'll go into my office and we'll

14 test it.

15 IRMA: ALL RIGHT.

16 SOUND: FOOTSTEPS - DOOR CLOSE

JM

51453 9206

IRMA -4-
1-6-53

1 IRMA: OH, THIS THING JUST LOOKS LIKE A RADIO MICROPHONE.

2 CLYDE: (FILTER) All right, Miss Peterson, I want to
3 test my voice. to make sure it's not too loud.

4 Come in - come in - come in / are you there? 330

5 IRMA: THIS IS STATION I-R-M-A. (SINGS) "TAKES TWO TO
6 TANGO....TWO TO TANGO." GEE, I ALWAYS WANTED
7 TO BE ON THE RADIO.

8 CLYDE: (FILTER) Miss Peterson, will you knock off?

9 IRMA: WE SHALL BE GLAD TO HANDLE ALL YOUR REQUESTS. 345

10 CLYDE: (FILTER) Miss Peterson! (PAUSE) Miss
11 Peterson, why don't you answer me?

12 IRMA: WELL, THEY GENERALLY TAKE TIME OUT FOR A
13 COMMERCIAL... DO YOU HAVE THIN HAIR??? HOW
14 WOULD YOU LIKE TO HAVE FAT HAIR?.....

15 CLYDE: (FILTER) Will / you stop playing around, you
16 idiot! 401

JM

51453 9207

1 IRMA: I WANT TO MASTER THE TECHNIQUE. IS MY VOICE
2 ALL RIGHT, MR. CLYDE?
3 CLYDE: (FILTER) Yes, it has a fine hollow ring. It
4 sounds like it's coming from your head. Oh.
5 my goodness!
6 IRMA: WHAT'S THE MATTER MR. CLYDE?
7 CLYDE: (FILTER) You come in here right away.
8 SOUND: CLICK
9 IRMA: WE ARE NOW SIGNING OFF QUICK. COMING, MR.
10 CLYDE.
11 SOUND: FOOTSTEPS - DOOR OPEN
12 IRMA: OH, MR. CLYDE, LOOK WHAT HAPPENED.. THE DRAPERIES
13 FELL ON YOU.
14 CLYDE: These are not draperies, Miss Peterson, This
15 is the suit you ordered for me, you idiot.
16 IRMA: SUIT? BUT I GAVE THEM THE RIGHT MEASUREMENTS....
17 16 WAIST AND ⁴⁴~~38~~ NECK.

JM

4 15
4 30
51453 9208

1 CLYDE: It's ⁴⁸~~38~~ waist and 16 neck.

2 IRMA: CAN YOU WEAR IT UPSIDE/DOWN? 5

3 CLYDE: Why you.....

4 IRMA: PLEASE, MR. CLYDE, I'M SORRY....BUT I'M SURE

5 YOU'LL FIND CONSOLATION JUST THINKING OF THE

6 BRILLIANT THINGS I'VE DONE.

7 CLYDE: Brilliant?

8 IRMA: SURE. REMEMBER WHEN YOU SAID HOW EXPENSIVE/

9 ONION-SKIN PAPER WAS GETTING? 5 15

10 CLYDE: Yes.

11 IRMA: LOOK IN THE CLOSET.

12 CLYDE: I'm too weak...you tell me what's in the closet.

13 IRMA: TWO BUSHELS OF ONIONS...FROM NOW ON WE CAN MAKE

14 OUR OWN! *SKIN!*

15 CLYDE: I want/~~to~~ die...I just want to lie down quietly

16 and die. 5 3

JM

51453 9209

1 IRMA: WHERE ARE YOU GOING, MR. CLYDE?

2 CLYDE: ~~I think~~ I'm going to ~~take a nice walk to~~

3 Grant's Tomb and ask him if he wants to swap

4 places.

5 SOUND: DOOR CLOSES

6 IRMA: OH, HE'S SUCH A NEUROTIC. / I BETTER TEST THIS

7 THING AGAIN.

8 SOUND: CLICK

9 IRMA: HELLO, HELLO, HELLO.

10 SOUND: DOOR OPENS

11 JANE: Hello, Irma.

12 IRMA: GEE, THAT THING IS POWERFUL. I PICKED UP JANE

13 AT OUR APARTMENT HOUSE. (CALLS) CAN YOU HEAR

14 ME PLAINLY, JANE?

15 JANE: Very. /

16 IRMA: WHERE ARE YOU?

JM

545

600

51453 9210

1 JANE: Right in back of you.

2 IRMA: OH, JANE, WHAT ARE YOU DOING HERE?

3 JANE: I just came from an interview with another
4 investment house. I thought I would change
5 jobs.

6 IRMA: WHY?

7 JANE: Oh, it pays so much more and I'm not getting
8 anywhere with Richard.

9 IRMA: THE FEELING IS MUTUAL. I THINK I OUGHT TO
10 CHANGE JOBS, TOO. 6¹⁵

11 JANE: You stay here, Irma Peterson.

12 IRMA: NO. MR. CLYDE DOESN'T APPRECIATE ME AT ALL
13 AND I CAN'T UNDERSTAND IT. 51453 9211

14 JANE: And neither can I. The cute things you dream of for
15 him...like tying a rope to your typewriter carriage so
16 when you type late in the afternoon, every time you
17 turn the roller, it pulls up the Venetian Blind. 6³⁰

AK

- 1 IRMA: THAT'S JUST ONE OF THEM.
- 2 JANE: And keeping his jacket in the water cooler so the
3 carnation would stay fresh.
- 4 IRMA: EVEN LUTHER BURBANK WOULDN'T HAVE THOUGHT OF THAT....
- 5 MR/ CLYDE IS SO UNGRATEFUL. 6 45
- 6 JANE: Irma, don't quit....I beg you don't.....
- 7 IRMA: WELL, IF YOU CAN LOOK FOR SOMETHING BETTER, WHY CAN'T
8 I? AM I STUPID.
- 9 JANE: Well, let's/put it this way. You don't grasp things 7 00
10 so quickly. Remember last summer when you took a job
11 selling ~~fresh~~ ^{frozen} custard.
- 12 ~~FRESH~~ ^{frozen} CUSTARD?
- 13 IRMA: ~~FRESH~~ CUSTARD?
- 14 JANE: Yes, you know the place where they just sold vanilla
15 and chocolate ~~custard~~ and you got fired because you
16 couldn't remember the flavors.
- 17 IRMA: I WAS/ALL RIGHT UNTIL THEY PUT IN TUTTI FRUTTI. 7 15
- 18 JANE: And what were you offering the people.
- 19 IRMA: VANILLA TUTTI AND CHOCOLATE FRUTTI.

AK

1 JANE: Irma darling, don't look for another job. You found a
2 home - stay here.

3 IRMA: YES, ~~BUT~~ JANE 7 ³⁰

4 JANE: Irma, what is that thing in the middle of your body?

5 IRMA: MY STOMACH.

6 JANE: That's right. And what goes into the stomach?

7 IRMA: FOOD.

8 JANE: Let's not break up this happy arrangement. See you later.
9 Bye.

10 SOUND: DOOR CLOSES

11 IRMA: NOBODY HAS FAITH IN ME EXCEPT MYSELF. / 7 ⁴⁵

12 SOUND: DOOR OPENS.

13 IRMA: OH, HELLO VIOLET.

14 VIOLET: Hello Irma, what's new?

15 IRMA: MY BOSS JUST PUT IN THIS NEW INTER-COM.

16 VIOLET: Oh, that's perfect.

17 IRMA: WHAT DO YOU MEAN?

18 VIOLET: I know something about Frieda Klotz. I swore I wouldn't
19 tell anyone. / 8 ²¹

AK

51453 9213

1 IRMA: OH, PLEASE TELL ME.

2 VIOLET: Oh, I couldn't. However, if I went into the other office
3 and spoke into the box and you accidentally heard it,
4 it's not my fault.

5 IRMA: ALL RIGHT, VIOLET. I GOT THE SWITCH DOWN.

6 SOUND: FOOTSTEPS

7 VIOLET: (FILTER) / Are you there? 8 15

8 IRMA: YES, VIOLET.

9 VIOLET: (FILTER) Irma, please don't answer.

10 IRMA: THIS IS THE BOX TALKING.

11 VIOLET: (FILTER) Well, Frieda Klotz has a sister named Vera.
12 Maybe you saw her at the Home Show. She was ~~Miss~~ 8 30
13 Disposal Unit of 1948.

14 IRMA: YES.

15 VIOLET: (FILTER) Please, Irma, I'm not talking to you. Well,
16 anyway Vera is a fella chaser of the worst type. You
17 know she drowned eighteen times in ~~Coney Island~~ last 8 45
18 summer.

19 IRMA: YES?

AK

51453 9214

1 VIOLET: (FILTER) Well, someone caught her sitting on her boss's
2 lap. She said her pencil was too short and she couldn't
3 reach the desk.

4 IRMA: YEAH?

5 SOUND: DOOR OPEN

6 CLYDE: Well Miss Peterson, ~~working?~~ 9 ¹⁰

7 IRMA: OH YES, LIKE A DOG.

8 VIOLET: (FILTER) Well you know Vera's boss is something like
9 yours.

10 CLYDE: What's that voice?

11 IRMA: I DON'T KNOW, MY CLYDE. THIS THING HAS BEEN PICKING UP
12 STRANGE NOISES ALL DAY. MAYBE THE AERIAL IS TOO LONG.

13 CLYDE: What???? 9 ¹⁵

14 VIOLET: (FILTER) By the way, how is Chowderhead???

15 IRMA: OH, I THINK THIS THING IS BROKEN. I BETTER TURN OFF THE
16 SWITCH.

1 CLYDE: Leave it on. What's going on here?

2 IRMA: I DON'T KNOW, MR. CLYDE. MAYBE....

3 VIOLET: (FILTER) You think your boss ~~has~~ got a ridiculous 9 30

4 figure? Well, Vera's boss is almost as big a monstrosity.

5 CLYDE: Wait a minute.

6 IRMA: I DON'T THINK THERE'S ANY REASON TO WAIT, MR. CLYDE.

7 CLYDE: No, there isn't. Here's your hat...here's your coat.

SOUND: DOOR OPENS

8 VIOLET: (COMING ON) Oh, I didn't know you ~~were~~ here, Mr. Clyde? 9 45

9 CLYDE: Now miss Murphy, if you'll just stand behind Miss

10 Peterson. I'm just trying to figure out how I can kick

11 both of you through the door with one boot...sort of a

12 billiard shot.

13 IRMA: PLEASE, MR. CLYDE.

14 CLYDE: Chowderhead, am I? Get out. You're fired!!!!

15 SOUND: DOOR CLOSES 10 21

16 IRMA: I CAN'T UNDERSTAND IT. LAST YEAR HE DIDN'T FIRE ME UNTIL

17 FEBRUARY. WHAT AM I GOING TO DO, VIOLET?

ES

1 VIOLET: Laugh it off. There's an architect in the office next to
2 mine and he's looking for a secretary. Come on down. / 10¹⁵

3 IRMA: WELL, WHAT DO ARCHITECTS DO?

4 VIOLET: Oh, they do construction work.

5 IRMA: WELL, I THINK THAT'S MY DESTINY.

6 VIOLET: What do you mean?

7 IRMA: WELL, WHEN I WALK DOWN THE STREET, I HEAR LOTS OF FELLOWS
8 SAY, "BOY, THAT GIRL'S REALLY GOT A BUILD!" / 10²⁵

9 MUSIC: STINGER

10 SOUND: DOOR OPEN

11 JANE: Why hello Sweetie ... Irma, / what are you doing home so
12 early? / 10⁴⁵

13 IRMA: READING UP ON ARCHITECTURE ... FOR MY NEW JOB.

14 JANE: New Job? Irma, after the warning I gave you, don't tell
15 me you've been fired again?

16 IRMA: SO WHAT? I AM NOW A SECRETARY TO A BIG ARCHITECT.

17 JANE: Oh no. / What do you know about architecture? / 11²¹

1 ~~IRMA: WHAT DO I KNOW ABOUT ARCHITECTURE? WHY JANE, I'VE BEEN~~
2 ~~WALKING INTO BUILDINGS ALL OF MY LIFE.~~

3 ~~JANE: I know, especially when they are digging the excavation.~~
4 ~~Irma, you won't last one week in this job.~~

5 IRMA: ~~OH PLEASE JANE, I'VE PREPARED FOR THIS.~~ I KNOW ALL ABOUT
6 ARCHITECTURE. I SPENT ALMOST AN HOUR IN THE LIBRARY. GO
7 ON, ASK ME ANYTHING.

8 JANE: All right, hand me the book.

9 SOUND: PAGES

10 JANE: I'll bet you don't know a thing....here we are. / What's
11 a blueprint. 11 15

12 IRMA: A SMALL OYSTER.

13 JANE: That's a bluepoint. All right, Ill give you something else.
14 What is a drafting board?

15 IRMA: A WHAT?

16 JANE: A drafting board

17 IRMA: AREN'T / THOSE THE SEVEN MEN WHO SAY, "YOUR COUNTRY NEEDS YOU". 11 30

JC

51453 9218

- 1 JANE: Not that kind of a drafting board.
- 2 IRMA: WHAT ELSE WOULD YOU LIKE TO KNOW, JANE?
- 3 JANE: Irma, who are you trying to kid? You don't know the most
4 fundamental things. Why ~~you~~'don't even know what a sisal 11 45
5 joint is?
- 6 IRMA: AND I'M NOT INTERESTED. I INTEND TO COME RIGHT HOME FROM
7 WORK.
- 8 JANE: I'll make a bet with you ... a new hat that you don't last
9 a week.
- 10 IRMA: DO YOU WANT MY SIZE NOW? / 12 ac
- 11 SOUND: KNOCK ON DOOR
JANE; Come in.
- 12 KROP: It's only me, Professor Kropotkin...Hello Janie and Irma, my
13 two little light signals...One blinking ahead, and the other
14 with a head on the blink. / 12 15
- 15 JANE: Professor.
- 16 KROP: Excuse me...a little joke I picked up from a lighthouse
17 keeper. What's new girls?
- 18 JANE: Irma has a job with an architects' firm.

JC

1 KROP: Oh, is that so?

2 IRMA: YES, AND I THOUGHT FOR PRACTICE I COULD MAKE SOME
3 IMPROVEMENTS/IN YOUR ROOM. DO YOU HAVE THE BLUEPRINTS? 1230

4 KROP: Yes, I happen to carry them in my pocket. Here they are.

5 IRMA: LET ME SEE THEM. WHY PROFESSOR, THESE ARE THE RUINS OF
6 POMPEII.

7 KROP: Well, that's how my place looked like when it was new.

8 IRMA: NO,/PROFESSOR, THERE MUST BE BLUEPRINTS SOMEPLACE. I'M 1245
9 SURE THIS BUILDING HAD AN ARCHITECT.

10 KROP: Oh, indeed and he was very famous. Do you realize that the
11 same fellow that did my room designed the black hole of
12 Calcutta.

13 JANE: Professor,/you know Irma won't give up - so you better 1300
14 answer her.

1 KROP: Well, honestly Irma, even if we had the plans to my
2 room, I don't know what you can suggest...A sunken
3 living room? I have one. The ceiling below me cracked.
4 Indirect lighting? / The glow from the brewery sign 13 ¹⁵
5 across the street comes through the ^{Holes} ~~cracks~~ in my windows...
6 Centralized heat?...I keep a bottle of fireflies in the
7 middle of my room. No Irma, it's very sweet of you to
8 volunteer...but only one thing could save this building.
9 Condemn / it and make it a parking lot. 13 ³⁰

10 MRS.O: (SINGING) (OFF)
11 GLOW LITTLE GLOW WORM FLY OF FIRE
12 GLOW LIKE AN INCADESCENT FIRE
13 GLOW FOR THE FEMALE / OF THE SPECIE 13 ⁴⁵
14 TURN ON THE AC AND THE DC

15 KROP: Listen to that woman singing Glow Worm. Believe me her
16 fuse blew out 50 years ago.

17 SOUND: / KNOCK ON DOOR 14 ¹

18 MRS.O: Yoo hoo...anyone at home?

JO

51453 9221

1 JANE: Come in Mrs. O'Reilly.

2 SOUND: DOOR OPENS

3 MRS. O: Hello girls. Well, have you anything to say about the new
4 dress I'm wearin'?

5 JANE: Oh, it's kinda cute, isn't it Irma?

6 IRMA: OH YES, IT CERTAINLY IS.

7 MRS. O: ~~It's~~ something I just picked up.

14 45

8 KROP: Gee, Mrs. O'Reilly, you have tough luck. Last week, you
9 picked up a virus and this week you picked up that dress.

0 MRS. O: Oh, be still. Nobody asked you. And besides, it happens
11 that when I wear ~~this~~ dress, more men whistle at me.

14 30

12 KROP: Well, I can understand that. It's yellow and it makes you
13 look like a ^{TAXI} ~~yellow~~ cab.

14 MRS. O: All right, that does it. You see this paper.

15 JANE: What's that?

14 45

16 MRS. O: The management of the building has ~~allowed~~ me one hundred
17 dollars for improvements. I was going to redo the
18 Professor's room.

51453 9222

1 IRMA: OH PLEASE MRS. O'REILLY, LET ME MAKE SOME SUGGESTIONS. I'VE
2 GOT A JOB WITH AN ARCHITECT.

3 MRS. O: I'm sorry but I won't do a thing to the Professor's room
4 until he ~~/~~apologizes. 15⁰⁰

5 JANE: Professor, go ahead and apologize.

6 KROP: Apologize for what?

7 MRS. O: I've got the list right here. (READS)

8 1. October 12, 1947: When they completed the Grand Coulee
9 Dam, the Professor remarked that I now have a bathtub that 15¹⁵
10 will fit me.

11 KROP: I think I got the wrong date. I apologize. 15³⁰

12 MRS. O: (READING) On June 3, 1948, I showed him a picture of myself/
13 in a bathing suit and what did you say, Professor?

14 KROP: My, that's a big one. What kind of bait did you use?

15 MRS. O: And in August ...

16 KROP: Look Mrs. O'Reilly put away the list. I apologize. 15⁴⁵

17 IRMA: OH, THAT'S WONDERFUL! I'M GOING TO MY OFFICE AND WHEN I GET
18 SOME IDEAS I'LL USE THEM ON THE PROFESSOR'S ROOM.

19 JANE: Now look Irma ...

1 IRMA: PLEASE JANE, HAVE FAITH...AND I KNOW I'M GOING TO BE A
2 GREAT SUCCESS IN ARCHITECTURE. I BET I HAVE ALREADY
3 MADE A BIG HIT WITH THE BOSS.

4 JANE: What did you do?

5 IRMA: WELL, IN HIS OFFICE HE HAS A BEAUTIFUL OIL PAINTING OF 16
6 THE TOWER OF PISA.

7 JANE: Yes?

8 IRMA: BUT IT WAS LEANING.

9 JANE: So?

10 IRMA: I CUT ~~OFF THE BOTTOM OF THE PICTURE~~ ^{it out} AND PASTED IT ^{on} BACK
11 ~~TOGETHER.~~ ^{straight}

12 MUSIC: PLAYOFF 16 10

13 (APPLAUSE)

MIDDLE COMMERCIAL

1ST ANNCR: Are Cavaliers milder? How do you know? 16 ²¹

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

1ST ANNCR: Not just a few smokers but thousands compared king-size Cavalier cigarettes with the brands they had been smoking...and in every group interviewed, at least 8 out of 10 smokers said Cavaliers are milder!

2ND ANNCR: For instance, 89% of the members and guests of yacht clubs interviewed in the Chicago area...and 89% of the commuters interviewed in San Francisco, said Cavaliers are milder! 16 ⁴⁵

1ST ANNCR: And smokers in group after group from coast to coast agreed! Yes, king-size Cavaliers were compared with all the leading brands, perhaps the brand you now smoke. And in every case, at least 8 out of 10 of the smokers interviewed said Cavaliers are milder! 17 ⁰⁰

2ND ANNCR: Try king-size Cavaliers! Compare them for mildness and for flavor with the brand you now smoke. See how Cavaliers' fine, light, mild tobaccos are specially blended to bring out fine flavor along with extra mildness! 17 ¹⁵
See ^{low} Cavaliers ~~don't~~ give you more all-round smoking enjoyment! Ask for king-size Cavalier cigarettes in cartons! They're priced no higher than other standard brands! / 17 ²⁷

MUSIC:

ACT II

1 JANE: Well, Irma starts work at Hollycrop and Jones,
2 Architects, today and I know I'm going to win my bet
3 that she doesn't last there one week. How is that
4 girl every going to read a blueprint? Why, once I
5 drew a map showing the way from our bedroom to the
6 bathroom and she got lost. But, she hasn't called me
7 for several hours. I wonder how she is doing?

17 39

18 aw

8 MUSIC: STINGER

9 SOUND: TELEPHONE RINGS - REC UP

10 IRMA: HOLLYCROP AND JONES, ARCHITECTS.

11 WOMAN 1: (FILTER) This is Mrs. Vanderhyde. I'd like to speak
12 to Mr. Hollycrop about the plans for our new home.

13 IRMA: WELL, MR. HOLLYCROP ISN'T IN BUT I'VE BEEN LOOKING OVER
14 YOUR PLANS AND I'VE GOT SOME SUGGESTIONS TO MAKE.

15 WOMAN 1: (FILTER) Suggestions???

16 IRMA: YES, WHY DON'T YOU PUT THE LAUNDRY ROOM RIGHT NEXT
17 TO THE SWIMMING POOL AND IN THAT WAY YOU CAN SAVE THE
18 EXPENSE OF A WASH TUB.

AL

1 WOMAN 1: (FILTER) What?

2 IRMA: AND HOW ABOUT A GLASS REVOLVING DOOR INSTEAD OF A
3 PLAIN DOOR?

4 WOMAN 1: A revolving door?

5 IRMA: YES, AND THEN WHEN COMPANY COMES - IF YOU DON'T WANT
6 TO SEE THEM ALL YOU DO IS PRESS A BUTTON AND THE
7 REVOLVING DOOR TAKES THEM RIGHT OUT AGAIN.

8 WOMAN 1: What number is this?

9 IRMA: AND I SEE ON THE BLUEPRINTS YOU HAVE A PLACE MARKED
10 "DEN" RIGHT IN THE HOUSE.

11 WOMAN 1: (FILTER) What about it?

12 IRMA: WELL, IF YOU'RE GOING TO KEEP ANIMALS, DON'T YOU THINK
13 THEY WOULD BE BETTER OUTSIDE...HELLO...HELLO.

14 SOUND: RECEIVER DOWN

15 IRMA: OH, WE MUST HAVE BEEN CUT OFF.

16 SOUND: DOOR OPENS

17 MAN 1: Will you tell Mr. Holly stop that Mr. Roberts is here
18 to see him.

AL

1 IRMA: I'M SORRY HE ISN'T IN RIGHT NOW.

2 MAN 1: Oh, that's too bad. I wanted to discuss the plans for
3 my new office building. 18 ¹⁵

4 IRMA: OH ~~YES~~, MR. ROBERTS, I SAW THE PLANS ON MR. HOLLYCROP'S
5 DESK. OF COURSE, IT'S NONE OF MY BUSINESS, BUT I THINK
6 YOU'RE PUTTING UP THE WRONG KIND OF A BUILDING.

7 MAN 1: What do you mean?

8 IRMA: TOO MUCH GLASS.

9 MAN 1: Too much glass?

10 IRMA: YES. YOU ~~MANUFACTURE~~ ^{MAKE} PETTICOATS. DO YOU THINK THE
11 WHOLE ~~WORLD~~ SHOULD SEE? AND WHAT ABOUT THE ELEVATORS? 18 ³⁰

12 MAN 1: What's wrong with the elevators?

13 IRMA: THEY GO UP AND DOWN.

14 MAN 1: WHAT ABOUT IT?

15 IRMA: YOU HAVE VERY LONG HALLWAYS... DON'T YOU THINK SOME
16 SHOULD GO FROM SIDE TO SIDE?

17 MAN 1: How long have you been working here?

18 IRMA: THREE HOURS. 18 ⁴⁵

AL

1 MAN 1: It's hard to believe.

2 IRMA: AND ONE MORE THING..

3 SOUND DOOR CLOSSES

4 IRMA: I GUESS HE HAD AN APPOINTMENT. NOW, LET'S SEE...NOW

5 WHAT ELSE CAN I STRAIGHTEN OUT?

6 SOUND: DOOR OPEN

7 AL: Hiya chicken.

8 IRMA: Oh, hello honey. Al, look at your hair...what happened?

9 AL: Well, my pal Nifty is going to Barber's College and he's
10 working on me for his exams.

11 IRMA: Yes.

12 AL: In the middle of the term, the Dean passed away so class
13 was dismissed. My head will be in mourning for two weeks.

14 Gee, chicken, what a layout you have here.

15 IRMA: ISN'T IT BEAUTIFUL, AL? AND ARCHITECTURE IS SO INTERESTING.

16 JUST IMAGINE, JANE SAID I COULDN'T LAST A WEEK. YOU KNOW,

17 AL, ARCHITECTURE IS A WOMAN'S WORK.

ES

1 AL: What?

2 IRMA: LOOK AT THIS BLUEPRINT. IT SAYS, "WILL REQUIRE A
3 MINIMUM OF ONE THOUSAND GIRDLES."
4 AL: Chicken, that's girders / Tell me, have you already
5 placed the order? 1930

6 IRMA: YES.

7 AL: Gee, that building is going to give.

8 IRMA: WHAT WILL I DO, AL?

9 AL: Well, everyone makes one mistake. This job pays a lot.
10 Stick / at it, Chicken. 1945

11 IRMA: I'M GOING TO AL.

12 AL: And concentrate on functional architecture.

13 IRMA: WHAT'S THAT?

14 AL: That is the kind of architecture that makes life easier
15 for people...like when you plan a house, put the wall
16 safe near an open window.

17 IRMA: THAT'S FUNCTIONAL? / 20 21

ES

1. AL: Yes, it makes life easier for a lot of people, and
2. always suggest lots of landscaping.
3. IRMA: LANDSCAPING?
4. AL: Yes, you don't know what it may do for a property.
5. Several of my friends up the river are trying to get
6. permission from the warden to grow Morning Glory Vines
7. twenty five feet tall. ✓ 20 ¹⁵
8. IRMA: WHY SO TALL ?
9. AL: The wall is twenty four feet. It's all functional,
10. Chicken. Makes life easier for a lot of people....
11. IRMA: THAT'S WHAT I WANT TO DO AL, MAKE LIFE BEAUTIFUL FOR
12. EVERYONE.
13. SOUND: DOOR OPEN
14. JANE: Why you're still here Irma. 20 ³⁰
15. IRMA: -YES, AND I'M DOING WONDERFULLY. YOU MIGHT ~~AS~~ WELL PAY
16. ME THAT BET.
17. JANE: The week isn't over let alone the day.

DK

51453 9231

- 1 IRMA: WELL, I'VE BEEN MAKING GREAT PROGRESS. LOOK AT THE
2 SUGGESTIONS I MADE.
- 3 JANE: Let me see. (READS) Put television set in garage/so ^{20 45}
4 people can have their own drive in movie...If roof leaks
5 put bowls of goldfish under leaks to make the house
6 more attractive....have paddles in washing machine put
7 on sideways/so children could use them for diving boards ^{21 00}
- 8 IRMA: BRILLIANT, HUH ???
- 9 JANE: Irma, look there's still time. I'll call off the bet.
10 Just leave before it's too late.
- 11 IRMA: COLD FEET, HUH ?
- 12 JANE: Irma, I'm getting frightened. What is this thing you
13 have designed ?
- 14 IRMA: WHAT THING ?
- 15 JANE: This building with a carousel in/the middle of it. ^{21 15}
- 16 IRMA: THAT'S FOR WASHINGTON, D.C. THEY SAY EVERYBODY DOWN
17 THERE IS ON A MERRY GO ROUND.
- 18 AL: Ain't she got a head on her ?
DK

- 1 JANE: Yes, now if I can only find her a job where they throw
2 baseballs at it. Irma, do you want to go out to lunch? 21 ³⁰
- 3 IRMA: I'M TOO BUSY, JANE.
- 4 AL: I'm not busy Jane.
- 5 JANE: Okay...Dutch.
- 6 AL: Shucks, Dutch food doesn't agree with me. I guess I was
7 raised on the American Plan.
- 8 JANE: Oh, the American Plan. Is that when you wait four hours
9 for the girl to pick up the check? Come on Al, I'll take
10 you anyway. 21 ⁴⁵
- 11 IRMA: TREAT HIM GENTLY JANE, HE'S ALL I HAVE.
- 12 JANE: Boy, are you broke? 21 ⁵⁰
- 13 MUSIC: STINGER 22 ⁰⁰
- 14 MR. H: Miss Peterson, I can't make out your dictation. This
15 letter to John Wilson, Long Neck, Great Island.
- 16 IRMA: WHY?
- 17 MR. H: The Island is long and the Great goes with Neck.
- 18 IRMA: I SHOULD HAVE KNOWN THAT BECAUSE I PERSONALLY THINK THAT
19 NECKING IS GREAT TOO. 22 ¹⁵

1 MR. H: Mmmmm. Your former employer, why did you say you
2 couldn't get a reference from him?

3 IRMA: ER..ER..HE DIED AND LEFT TOWN. MR. HOLLYCROP, YOU'RE
4 NOT THINKING OF FIRING ME? 22 30

5 MR. H: Unfortunately, I can't I have to fly to Paris for
6 three days.

7 IRMA: YES, MR. HOLLYCROP.

8 MR. H: Now you see this envelope? They're the plans for the new
9 apartment building in Cleveland...Fifty units. The
10 contractors are expecting it so they can start work. 22 45

11 Mail it right out.

12 IRMA: CHECK.

13 MR. H: That's about all...I'll be flying back from Paris in
14 three days.

15 IRMA: CHECK.

16 MR. H: Bye Miss Peterson.

17 IRMA: CHECK.

18 MR. H: What's this check business? Can't you say "Yes" or "All
19 right?" 23 40

MG

51453 9234

1 IRMA: YOU SEE, SINCE YOU'RE FLYING, THERE MIGHT BE BAD WEATHER.

2 COULD I HAVE MY CHECK NOW?

3 MUSIC: STINGER

4 IRMA: ~~(CRIES)~~

23 15

5 AL: Chicken, how could you have possibly lost the plans?

6 IRMA: I DON'T KNOW.

7 AL: Is Jane home?

8 IRMA: NO, AND I DON'T WANT HER TO FIND OUT. THAT'S WHY I'VE
9 BEEN DRAWING THE PLANS FROM MEMORY.

10 AL: Let me see them.

11 SOUND: DOOR OPEN

23 30

12 JANE: Oh, Irma, ~~what~~ are you doing up so late?

13 IRMA: ER...ER..ER. AL AND I ARE PLANNING ON GETTING MARRIED
14 AND I WAS DRAWING OUR HONEYMOON COTTAGE.

15 JANE: Let me see....Fifty units?

16 IRMA: YES, WE'RE GOING TO HAVE A BIG FAMILY.

23 45

17 JANE: Well, ~~why~~ do you have it drawn like a circle?

18 IRMA: ER...ER..ER. IT'S EARTHQUAKE PROOF. IT DOESN'T CRACK,
19 IT JUST ROLLS A LITTLE.

51453 9235

MG

- 1 AL: Yes, in case we want to move, we just roll it where we
2 want to go. It's functional Jane.
- 3 JANE: Functional? 24 ²⁰
- 4 AL: Yeah, but ~~one~~ thing Chicken, why are all the windows on
5 our dream house round.
- 6 IRMA: WELL, I DIDN'T HAVE A RULER SO I JUST USED A DIME TO
7 TRACE IT WITH.
- 8 JANE: Why didn't you use a corkscrew so you could have a 24 ¹⁵
9 winding staircase. Irma, this is the ~~most~~ most preposterous
10 looking building I ever saw but I'm not worried about it
11 because in the first place, you and Al will never get
12 married and in the second place, no one would ever build
13 this building.
- 14 IRMA: THEY WOULDN'T?
- 15 JANE: Why do they say, "They wouldn't" so strangely? 24 ³⁰
- 16 IRMA: OH, FIDDLE ~~DEE~~ DEE.
- 17 JANE: Irma, what is this printing on the bottom of the corner
18 KLEVELAND?
- 19 IRMA: ER. ER..ER.. THAT'S THE NAME OF OUR BEST MAN., "KLEVELAND."
- 20 MUSIC: ~~STINGER~~ 24 ⁴⁵

25 21

1 MR. H: Miss Stacey, I'm sorry we had to call you from work.
2 It's just that I want an explanation. Miss Peterson,
3 don't you say one word.

4 IRMA: JANE, DON'T LET HIM HIT ME.

5 JANE: I begged her not to take the job.

6 MR. H: But, how could she have lost the plans for the Cleveland
7 Building and then on top of that have the nerve to
8 improvise her own and send them out.

9 IRMA: I JUST LIKE TO HELP PEOPLE WHEN THEY'RE IN TROUBLE.

25 15

10 MR. H: You be still. Miss Stacey, I stand the chance of being
11 sued for over a million dollars, besides being the largest
12 laughing stock in architecture.

13 JANE: Have they started the building yet?

14 MR. H: But I was so proud of those plans that I called the
15 "Architect's Digest" and told their Cleveland Office to
16 look over the plans. They'll say that Hollycrop has
17 blown his top.

25 30

18 JANE: Well really, I don't know what we can do. We're just two
19 poor working girls without any asset or...

25 45

MG

51453 9237

1 ~~MR. H: This girl must be taught a lesson. I'm going to .~~

2 SOUND: DOOR OPENS

3 WOMAN 2: Mr. Hollycrop?

4 MR. H: Yes.

5 WOMAN 2: I'm from the "Architect's Digest".

6 MR. H: You're cancelling my subscription

Please

1 WOMAN 2: ~~Oh~~, Mr. Hollycrop, we haven't much time. Will the
2 photographers ~~please~~ come in. / 26⁰⁰

3 MR. H: The photographers?

4 IRMA: IF THEY PUT A NUMBER UNDER MY PICTURE....

5 WOMAN 2: Now, get a good picture boys because it's for the
6 "Outstanding Architectural Achievement of the Month."
7 How did you ever think of it Mr. Hollycrop?

8 MR. H: Think of what?

9 WOMAN 2: Was it the fact that the building was going ~~to~~ be built
10 on a lake front? 26¹⁵

11 MR. H: Er..er..what do you mean?

12 WOMAN 2: Making all the windows round so they would look like
13 portholes and give the building a nautical effect?

14 MR. H: What??? Er..er.. 26³⁰

15 JANE: Er ~~er~~..er..but..

16 IRMA: GEE, IMAGINE WHAT I COULD HAVE DONE IF I HAD A QUARTER,

17 MUSIC UP TO TAG

18 APPLAUSE 26⁴⁵

19 1st ANNCR: Irma and Jane will be back in one moment. /

CLOSING COMMERCIAL

- 1st ANNOUNCER: Have you noticed how many people are now smoking king-size Cavalier cigarettes? Try king-size Cavaliers yourself and you'll very soon discover the reasons for the rapidly-growing popularity of this great, new cigarette!
- 2nd ANNOUNCER: You'll discover first of all that king-size Cavaliers taste specially good -- with a fine, fresh, natural flavor!
- 1st ANNOUNCER: And you'll gratefully realize how mild Cavaliers are! When thousands of smokers from coast to coast compared king-size Cavaliers with the brands they had been smoking, at least 8 out of 10 interviewed said Cavaliers are milder! These comparisons included all the leading brands -- perhaps the brand you now smoke! 27 50
- 2nd ANNOUNCER: Yes, Cavalier's extra length filters the smoke for mildness...and their fine, light tobaccos are specially blended for mildness! King-size Cavaliers are made by the makers of Camels. All the know-how gained in producing Camels, America's most popular cigarette, stands behind this special, different Cavalier blend.
- 1st ANNOUNCER: So ask for king-size Cavalier cigarettes! Get them in cartons! They're priced no higher than other standard brands! 27 50
- MUSIC: PLAYOFF

Music /

VIGNETTE

27 52

1 JANE: Well, Irma has got a new hat. I bought it. It has a
2 cookoo bird on top. I thought it was appropriate. But,
3 she's not with the architectural firm any more. You see,
4 Mr. Hollycrop just didn't know what to do with one
5 thousand girdles / Irma, what are you doing now? 28 15

6 IRMA: I'M WRITING A LETTER TO MR. CLYDE SO I CAN GET MY OLD JOB
7 BACK.

8 JANE: Let me see it. Irma, what's this? You've drawn two
9 straight arms.

10 IRMA: YES, YOU NOTICE THEY'RE ALMOST THE SAME LENGTH.

11 JANE: What about it?

12 IRMA: THAT'S TO LET HIM KNOW / MY SHORTHAND IS GETTING BETTER. 28 30

13 JANE: Well, I'm not much of an authority on primitive drawings.
14 I understand they served their purpose in the caves during
15 the Stone Age and since my roommate's head is made of the
16 same material, I think it will do the trick / for My Friend
17 Irma. 28 45

18 (APPLAUSE)

19 MUSIC: THEME -- FADE FOR

1 MUSIC: THEME

28 56

2 ANNCR: ~~My Friend Irma~~ is a Cy Howard Production and is

29 00

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. Hans Conried was heard as

6 Professor Kropotkin, Gloria Gordon was Mrs. O'Rielly,

7 Sid Tomack as Al and Alen Reed as Mr. Clyde. Also

8 included were: Sandra Gould, Hugh

9 Studebaker, Seal Kersh & Tony Michaels

29 15

10 Music was under the direction of Lud Gluskin.

11 Until next Tuesday, your friend Irma says:

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

13 ANNCR: Bob LeMond speaking, transcribed from Hollywood, and

14 saying goodnight for Cavalier Cigarettes.

29 28