

IRMA -2-
2-3-53

OPENING COMMERCIAL

1ST ANNCR: / Poor Irma misses a lot. But you know something? You're missing a lot too. A lot of cigarette enjoyment.

That is, if you haven't tried new king-size Cavalier cigarettes! They give you not only great mildness, but GREAT / flavor .. a really new experience in smoking enjoyment!

2ND ANNCR: 8 out of 10 smokers interviewed said Cavaliers are milder!

1ST ANNCR: Yes, thousands of smokers from coast to coast compared king-size Cavaliers with the brands they had been smoking ... and at least 8 out of / 10 said Cavaliers are milder!

2ND ANNCR: Don't miss trying king-size Cavaliers .. a new experience in smoking enjoyment /

MUSIC:

51453 9384

1 KROP: Not kind? Is how she treats me kind? Did you see that
2 rug she put in my room. Each thread seems to look up at me
3 and say, "Please don't step on me. I have been through so ^{8 20}
4 much."

5 ~~MRS. O: Oh really Janey, I'm not interested in the mutterings of~~
6 ~~the ruffraf. Pretty soon he'll be crawling on his hands~~
7 ~~and knees to take me out.~~

8 ~~KROP: Only if my ceiling falls and I'm trying to get out.~~

9 JANE: Wait a minute. I don't like the expression in Irma's eyes.
10 / Irma, what are you thinking. ^{8 30}

IRMA -12-
2-3-53

7³⁰

1 KROP: Listen to her...She's sitting on top of the world. / If this
2 is true then Columbus was wrong...the earth is flat.

3 SOUND: KNOCK ON DOOR

4 MRS. O: Anyone at home?

5 JANE: Come in Mrs. O'Reilly.

6 SOUND: DOOR OPEN

7 MRS. O: Hello everyone...Well have you read the prediction / in
8 Women's Fashions for 1953?

7⁴⁵

9 JANE: Yes. We have.

10 MRS. O: Well, let's face it girls...You blondes and brunettes will
11 have to take a backseat this year...we, redheads, are on
12 the march. Sound the alarm.

8⁰⁰

13 KROP: One if by land, two if by sea, let the / people know that
14 Paul Revere's horse is coming.

15 JANE: Professor, that's not kind.

51453 9394

IRMA -A-
2-3-53

- 1 1ST ANNCR: CAVALIER Cigarettes . . .
- 2 2ND ANNCR: CAVALIER Cigarettes . . .
- 3 1ST ANNCR: America's great, new King-size Cigarettes. . .
- 4 2ND ANNCR: Bring you - MY FRIEND IRMA . . .
- 5 1ST ANNCR: Created by Cy Howard, transcribed from Hollywood,
6 and starring Marie Wilson as Irma and Cathy Lewis
7 as Jane.
- 8 (APPLAUSE) 30
- 9 Folks, be sure to stay tuned to "My Friend Irma"
10 for an important announcement at the close of the
11 program.
- 12 MUSIC: JANE THEME

"MY FRIEND IRMA"

1 JANE: My name is Jane Stacy...I'm a private secretary living
2 in New York and sharing a furnished apartment with Irma
3 Peterson. How can I describe this little arrangement?
4 Have you ever heard the expression: "Into each life a
5 little rain must fall."? Well, when Irma walked into my
6 life, the dam broke! Now, don't get me wrong, I love
7 her, it's just that, that...well, the things that come
8 out of her every time she opens her pretty little mouth.
9 Take the other day, for instance...I was reading the
10 newspaper and Irma said:

11 IRMA: ANYTHING INTERESTING GOING ON, JANE?

12 JANE: Yes, listen to this: ^{Another} "Sixth Expedition Fails To Climb
13 Mount Everest". And the Brain said:

14 IRMA: WELL, NOW I THINK THEY OUGHT TO GIVE UP AND TAKE THE
15 ELEVATOR.

16 MUSIC:

Master Timing

CAVALIER CIGARETTES

PRESENTS

MY FRIEND IRMA

STUDIO B

REVISED

TAPE: JANUARY 27, 1953

AIR: FEBRUARY 3, 1953

CAST

IRMA MARIE WILSON
JANE CATHY LEWIS
O'REILLY CLORIA GORDON
KROPOTKIN HANS CONRIED
AL SID TOMACK
CLYDE ALAN REED
ELOISE JODY GILBERT
MR. CARRUTHERS HERB BUTTERFIELD
HAZEL HAZEL SHERMET

PRODUCER: CY HOWARD

LUD GLUSKIN AND HIS ORCHESTRA

DIRECTOR: PARK LEVY

REHEARSALS

WRITERS: PARKE LEVY

CAST: 6:30 - 8:30

STANLEY ADAMS

TAPE: 8:30 - 9:00

SOUND: TOM HANLEY

STUDIO B

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND

JOHN JACOBS

51453 9381

1 JANE: They will remain as stupid as ever.

2 IRMA: ALL BLONDES?

3 JANE: I haven't met all blondes.

4 SOUND: KNOCK ON DOOR

5 JANE: Come in.

6 SOUND: DOOR OPEN

7 KROP: It's only me, Professor Kropotkin...Hello Janie and Irma ...

8 My two little hunters...One heading for the prey...and the

9 other ... praying for a head!

10 JANE: Professor!

11 KROP: Please, I didn't mean any offense...Just a little joke to

12 cheer me up.

13 ~~JANE: Cheer you up...Why, what's wrong?~~

14 ~~KROP: Do you know that in the twelve years I have worked for the~~

15 ~~Gypsy Tea Room I have never gotten one raise.~~

16 ~~JANE: Never?~~

17 ~~KROP: Well, with one exception. They give me a courtesy with my~~

18 ~~free meals.~~

19 ~~IRMA: WHAT DO YOU MEAN?~~

5¹⁵

5³⁰

1 IRMA: THAT'S NICE...WHAT ELSE DID HE DO?

2 JANE: Well, he is famous primarily because of his predictions. 4 ¹⁵

3 ~~IRMA: PREDICTIONS?~~

4 JANE: Yes, he foretold what was going to happen to the human race.

5 IRMA: OH, AL HAS A FRIEND LIKE THAT AT SANTA ANITA...HE WEARS A
6 CHECKERED COAT.

7 JANE: Irma, Nostradamus was not a tout. He was a man of letters.

8 IRMA: OH, WELL THEN AL WOULDN'T KNOW HIM. MOST OF HIS FRIENDS HAVE
9 NUMBERS ON THEIR PICTURES.

10 JANE: Will you stop with your comments...I'm trying to teach you
11 something.

12 IRMA: WELL, I'M TRYING TO LEARN.

13 JANE: Do you have to keep interrupting? And when I talk to you why
14 do you widen your eyes like that?

15 IRMA: WELL, I LIKE TO STRETCH THEM SO THEY'LL HEAR EVERYTHING YOU
16 SAY...NOW TELL ME MORE ABOUT NOTRE DAME.

IRMA -5-
2-3-53

1 ~~JANE: Well, that's supposed to be an indication of six more~~
2 ~~weeks of winter.~~

3 ~~IRMA: OH, WELL WHY DOES HE GO BACK INTO HIS HOLE, TO GET HIS~~
4 ~~OVERCOAT.~~

5 ~~JANE: Yes, and his galoshes. What else is new in the paper?~~

6 SOUND: TURNING PAGES OF PAPER.

7 IRMA: (READS) PREDICTIONS FOR THE YEARS NINETEEN FIFTY-THREE

8 BY ... JANE ... WHO IS THIS MAN?

9 JANE: Let me see ... uh...that's Nostradamus. He was a famous
10 Astrologer and ~~Philosopher.~~ 4

11 IRMA: OH TELL ME ALL ABOUT HIM.

12 JANE: Well, he was born in 1503 and died in 1566.

IRMA -3-
2-3-53

- 1 JANE: ~~Irma~~, what are you doing? 2 15
- 2 IRMA: OH, WORKING ON A CROSSWORD PUZZLE.
- 3 JANE: Oh honey, you haven't finished one in six years.
- 4 IRMA: I KNOW, BUT THIS ONE'S SO EASY ... NOW, LET'S SEE .. A
- 5 FOUR LETTER WORD FOR AN ANIMAL THAT GIVES MILK .. ~~I~~ KNOW, 2 30
- 6 COW.
- 7 JANE: You said four letters ... cow has three.
- 8 IRMA: I KNOW .. I PUT AN "A" AT THE END.
- 9 JANE: An "a"?
- 10 IRMA: YES, THIS COW GIVES GRADE A MILK.
- 11 JANE: ~~No~~ cookie, the word you want is not cow. I'll give you a 2 45
- 12 hint .. it's an animal that has horns and will butt you.
- 13 IRMA: OH, I DIDN'T KNOW BULLS GAVE MILK.
- 14 JANE: No, Irma, this animal begins ~~with~~ with a G and it makes a sound 3 00
- 15 like this (IMITATES GOAT) Nahhhhhhhhhhh!
- 16 IRMA: YES, BUT JACKASS WON'T FIT IN THIS SPACE.
- 17 JANE: Irma, ~~it's~~ it's a goat. 3 15

51453 9385

1 CARUTHERS: Mr. Clyde, you understand that our firm is a
2 conservative Boston firm and if we engage you to
3 handle our business, we want to be assured it's
4 conducted in a dignified manner. 21 15

5 CLYDE: Well, Mr. Caruthers, you may take my word that
6 M. J. Clyde conducts a sedate, quiet and dignified
7 office. All my help are Harvard graduates. We never
8 raise our voices above a whisper. My secretary is
9 a blonde, not too coherent but always a lady. 21 30

10 SOUND: DOOR OPENS

11 IRMA: (SINGING) FRANKIE AND JOHNNY WERE SWEETHEARTS!

12 HIYA DAD!

1 JANE: ~~Yes, small world isn't it?~~

2 IRMA: SIT DOWN ELOISE.

3 ELOISE: Thanks honey, ~~gosh~~ am I tired. My boyfriend sailed on
4 his freighter. I just came from seeing him off. 10 20

5 IRMA: WHY SHOULD THAT MAKE YOU SO TIRED?

6 ELOISE: Well they were loading cattle on the boat and that
7 near-sighted fellow working the crane had me hoisted and
8 lowered into the hold three times before my boyfriend
9 had a chance to ~~tell~~ him I was with him! Uh, by the way,
10 notice anything? 10 15

11 IRMA: OH, ELOISE...AN ENGAGEMENT RING. 10 30

12 ELOISE: (GIGGLES) I hardly ~~had~~ to ask him. I just kept pointing
13 at everything with a certain finger. 10 45

14 JANE: Well, congratulations, Eloise.

15 ELOISE: Thanks honey. He was so cute when he gave it to me...
16 He said, that to him, I was Hedy Lamarr, ~~Betty~~ Grable,
17 Lana Turner and the whole Roxy chorus rolled up into one!

18 IRMA: HOW SWEET.

BR

51453 9398

1 IRMA: ~~WEDDING GOWN!~~ (BAWLS)

12 ¹⁵

2 SOUND: FOOTSTEPS. DOOR CLOSED

3 JANE: There she goes into the bedroom again to bawl. She's
4 done so much crying in that room I have to tread water
5 before I get into bed. ~~(CALLS)~~ Irma, Irma....

12 ³⁰

6 SOUND: FOOTSTEPS DOOR OPEN

7 IRMA: (SOBBING)

8 JANE: Sweetie, will you please stop crying. Take it from me,
9 he isn't worth it. No man is.

10 IRMA: (SOBBING) I DON'T CARE ABOUT A MAN...I WANT MY AL!

12 ⁴⁵

11 (BAWLS)

12 ORCH: BRIDGE - END OF ACT

51453 9401

(BEFORE CREDITS)

IRMA
2-3-53

ANNCR: (Copy to be written and taped later unless name of winner is secured in time for tomorrow's tape.)

1JANE: Well, Irma, it won't be long now before you'll be working for
2 your new boss. I hope you'll remember how to use your
3 shorthand.

4IRMA: DON'T BE SILLY, JANE. THERE'LL BE SO MUCH WORK TO DO, I'LL
5 HAVE TO USE BOTH HANDS.

6JANE: That figures. And both heads, too. That way maybe your boss
7 won't know he's been short-changed when he sees what he
8 bought in the way of a brain from My Friend Irma.

9MUSIC: PLAYOFF

LW

51453 9420

1 IRMA: ALL RIGHT, I'LL DO IT ON MY WAY TO WORK. MAYBE I'LL
2 SURPRISE MR. CLYDE. / BON LA VISTA. 14²⁰
3 JANE: Bon La Vista?
4 IRMA: THAT'S SOPHISTICATED TALK. FROM NOW ON I'M GOIN TO
5 BE GAY, VIVACIOUS, EVERYTHING THAT GOES WITH BEING A
6 RED HEAD. WELL, GOODBYE EVERYBODY. NEXT TIME YOU SEE
7 ME I'LL BE A REAL BRICK HEAD.

8 MUSIC: / BRIDGE 19¹⁵

9 SOUND: PHONE RINGS.. RECEIVER UP

10 HAZEL: ~~Hello Hazel's Wig Shop,~~
~~Sings: Don't let the sun get in your eyes~~
~~Don't let the wind get on your head~~
11 ~~Weer a toupee.~~

12 Hello, Hazel's Wig Shop. Don't go bare, cover it
13 with hair. Hello..... What, no I am sorry, we have
14 no more wigs with bangs. You see, since the new First
15 Lady got in the White House, there has been quite a
16 demand for them. The best I can do is give you a
17 plain wig and sew mustaches across the front of it. 19⁴⁵
18 Goodbye.

19 SOUND: DOOR BELL TINKLE

JO

1 JANE: ~~It's Nostradamus...and this is what he wrote centuries ago.~~

2 (READS) Nostradamus, who was a young Frenchman, predicted
3 that nineteen fifty-three would see the fulfillment of man's
4 efforts industrially, the cataclysmic rise of super-sonic
5 ~~dynamic~~ ^{social} dynamics, and the epitome of Atomic development engendered in
6 the fulfillment of nuclear fission." Now, what part of this
7 do you understand?

8 IRMA: HE WAS FRENCH.

9 JANE: For you that's pretty good...I'll go on....He predicts that
10 1953 will start a dynamic period in history. And you know
11 it's strange.

12 IRMA: WHAT?

13 JANE: Look what it says here on the Fashion Page. "1953 will be
14 a dynamic year for women. The women of the year will be a
15 gay, fast-talking, vivacious creature. Redheads will
16 dominate the scene."

17 IRMA: REDHEADS?

18 JANE: YES.

19 IRMA: WHAT ABOUT BLONDES?

1 GIRL: ~~For you...size eight?~~

2 IRMA: YES.

3 GIRL: Why I'd swear you must wear a twelve. Are you sure
4 you've got the right figure?

5 IRMA: I DON'T KNOW. THAT'S WHAT I'M TRYING TO PROVE.
6 AND I WANT THE DRESS TO MATCH MY RED HAIR!

7 GIRL: You have red hair?

8 IRMA: YES. RIGHT HERE IN MY BAG.

9 GIRL: Oh, I've got a live one today. Well, Miss.. How
10 about this one?

11 IRMA: GREEN SATIN! DO YOU THINK THAT WILL CATCH MY BOY
12 FRIENDS EYE?

13 GIRL: Well, somebody better be there to catch them because
14 they're going to fall out when he sees you in this.

15 IRMA: ALL RIGHT..I'LL TAKE IT. I'M GOING TO PUT THE WHOLE
16 OUTFIT ON AND TRY IT OUT ON MY BOSS....TELL ME, DO I
17 GET A GUARANTEE WITH THIS OUTFIT?

18 GIRL: Honey, don't be worried about a guarantee. What
19 you need is a police permit.

- 1 IRMA: THAT'S ITALIAN FOR LOVER BOY.
- 2 AL: ~~Wait~~ a minite, chicken. Let me look at you. Your head's
3 running a fever.
- 4 IRMA: NO AL....I NOW HAVE RED HAIR.
- 5 AL: Red hair. That's all. Goodbye, chicken.
- 6 SOUND: DOOR CLOSES
- 7 IRMA: WHAT HAPPENED? WHY DID HE GO?
- 8 JANE: I don't know. I can't figure it out.
- 9 SOUND: ~~KNOCK ON DOOR~~
- 10 JANE: Maybe he's coming back. Come in.
- 11 SOUND: DOOR OPEN
- 12 KROP: It's only me.
- 13 IRMA: PROFESSOR, DID YOU SEE MY AL LEAVING.
- 14 KROP: Yes, and he told me why....he hates redheads.
- 15 IRMA: HATES THEM? BUT THAT WOMAN THAT WAS KNOCKING ON HIS
16 DOOR YELLING, "LET ME IN, LET ME IN"
- 17 KROP: That's why he hates them. She was from the ~~finance~~ company.
18 She took back his bed.
- 19 IRMA: (BAWLS)
- 20 MUSIC: BRIDGE

51453 9417

1 MRS. O: Now Irma, you mustn't dye it. If you weren't born with
2 red hair like I was, then it's deception.

3 KROP: You were born ~~with~~ red hair? 16 ¹⁵

4 MRS. O: Of course. You saw a picture of me when I was a baby.

5 KROP: Please, I know exactly what happened. When your father
6 first saw you, he tried to swallow iodine and some fell
7 on you.

8 MRS. O: Oh be still or I'll stretch your ~~ears~~ and use you for a 16 ³⁰
9 pogo stick. No, Irma, I don't think you should become a
10 redhead because you haven't the personality for it.

11 Redheads are gay, vivacious and have that spring in their
12 step.

13 KROP: Well, it's certainly nice to know ~~you~~ have a spring in 16 ⁴⁵
14 your step because you certainly haven't got one in any of
15 our mattresses.

16 IRMA: WELL, I'M NOT GOING TO BE SWAYED BY ANY OF THIS TALK. I'M
17 GOING TO CALL THE BEAUTY PARLOR AND MAKE AN ~~APPOINTMENT~~ TO 17 ⁰⁰
18 HAVE MY HAIR DYED.

19 SOUND: RECEIVER UP

AK

51453 9405

1 IRMA: WHAT?

2 ~~KROP: An employment agency just opened on the block...It's~~
3 ~~possible that Al considers this a personal insult and has~~
4 ~~left the neighborhood.~~

5 IRMA: NO, I'M SURE HE KNOWS...AND HE'S THROUGH WITH ME.

6 JANE: Believe me, Irma, when he finds out you got a ten dollar
7 raise from your boss he'll come back. /

8 KROP: Irma, I've been thinking about this all week. How come you
9 got a raise?

10 IRMA: WELL I DO A LOT OF THINGS FOR MR. CLYDE THAT I DON'T TELL
11 YOU ABOUT.

12 JANE: Such as?

13 IRMA: ~~WELL LAST WEEK MR. CLYDE WAS TRYING TO GET A CLIENT ACQUITTEL~~
14 ON GROUNDS OF INSANITY SO HE HAD ME COACH HIS CLIENT ON WHAT
15 TO SAY.

16 KROP: Oh. Was the client declared insane?

51453 9393

17 IRMA: YES, BUT I GOT OUT JUST IN TIME.

18 MRS. O: (OFF SINGING) / I'm sittin' on top of the world.

19 Just rolling along, just rolling along.

IRMA
2-3-53

1 ANNCR: Friends, it is our pleasure to announce that My Friend
2 Irma's offer to become secretary for a day for the
3 highest bidder to the March of Dimes fund against
4 polio, has brought a winning bid of \$22,500.
5 The winning bidder is the Resort Hotels Committee of
6 Las Vegas, Nevada, and within the next few weeks,
7 Irma, in the person of Marie Wilson, will report
8 for work in the business office of the hotels committee
9 to fulfill her promise to be a secretary for a day.
10 And the full amount contributed, \$22,500, will be added
11 immediately to the March of Dimes Fund to aid the
12 fight against the dread disease of infantile paralysis.

51453 9419

TK

1 IRMA: OH, IT WILL WASH OUT. I JUST WANTED TO SEE HOW I WOULD
2 LOOK AS A REDHEAD.
3 ~~JANE: Frankly like a well done nutburger. Now, forget the~~
4 ~~whole idea.~~
5 IRMA: ~~BUT JANE, IF IT'S GOING TO BE FASHIONABLE, MAYBE I OUGHT TO~~
6 ~~CHANGE MY HAIR. MAYBE THAT'S WHY I'M NOT DOING SO WELL.~~
7 ~~JANE: Your hair isn't what needs changing....but I will say~~
8 ~~you're worm.~~
9 SOUND: KNOCK ON DOOR
10 JANE: Come in.
11 SOUND: DOOR OPENS AND CLOSES
12 IRMA: WHY IT'S ELOISE SCHMERBAUM. COME IN.
13 ELOISE: Hello, Jane....Hello Irma, dear.
14 IRMA: OH, ELOISE, IT'S SO GOOD TO SEE YOU...YOU'VE LOST WEIGHT
15 HAVEN'T YOU.
16 ELOISE: Yes, ~~four~~ four pounds...I'm down to three-fifty.
17 IRMA: THAT'S WITHOUT HER SHOES. WITH HER SHOES, SHE'S FIVE
18 FOOT EIGHT.

945

- 1 HAZEL: Yes, if you take our three way deal.
- 2 IRMA: YOUR THREE WAY DEAL?
- 3 HAZEL: Yes, a red wig...matching red eye-lashes and a comb
4 with some loose red hairs.
- 5 IRMA: ALL RIGHT...LET ME HAVE ONE.. GEE, I HOPE IT WORKS. 20 30
- 6 HAZEL: ~~/~~ Well, dearie, it takes more than red hair. Evidently
7 this fellow likes the siren type so you ought to get
8 yourself a tight dress...
- 9 IRMA: A TIGHT DRESS?
- 10 HAZEL: Yeah..and talk sophisticated..you know .. hep. *Dazzle 'em!*
- 11 IRMA: ~~DAZZLE HIM~~..ALL RIGHT... I'LL GO RIGHT OVER AND BUY / 20 45
12 A TIGHT DRESS. IT'S A DOLLAR A DAY TO RENT THIS WIG
13 ISN'T IT?
- 14 HAZEL: That's right. And fifty cents extre if you sleep
15 in it.
- 16 IRMA: HERE'S A QUARTER. I JUST TAKE SHORT NAPS.
- 17 MUSIC: STINGER
- 18 ~~GIRL: Now what size dress did you want?~~
- 19 ~~IRMA: SIZE EIGHT. AND I'D LIKE TO TRY IT ON.~~

51453 9409A

1 JANE: Hold it please Irma. Professor, come here.

2 KROP: (WHISPERS) What is it Jane?

3 JANE: (WHISPERS) Look, we've got to frighten her out of this.

4 I want you to help me.

5 KROP: (WHISPERS) All right, I'll take my cue from you. (ALoud)

6 What's new, Jane?

7 JANE: / You know I was reading a wonderful book yesterday, "Famous ^{17¹⁵}
8 Women in History" and it's amazing what tragic ends were
9 met by red-headed women.

10 KROP: Yeah. Marie Antoinette / was a redhead. Had her head cut ^{17³⁰}
11 off.

12 JANE: And Anne Bolyn was red-headed. They decapitated her.

13 IRMA: MADE HER LEAVE HER COUNTRY, HUH.

14 KROP: And Lucretia Brogia / accidentally drank her own poison. ^{17⁴⁵}
15 Red hair, too.

16 MRS. O: What about Madame Pompadour? She had red hair.

17 KROP: Please Mrs. O'Reilly, we're leaving out the ones that had
18 fun. / ^{18⁰⁰}

19 JANE: What about Isabella of Spain and Helen of Troy and Martha
20 Washington?

1 MR. CARRU: Oh, so you do know her. Well, there's no more to be
2 said, Mr. Clyde, We'll find ~~our~~ attorney elsewhere. 23 ⁴⁵

3 Goodbye.

4 SOUND: DOOR CLOSES

5 IRMA: WELL, MR. CLYDE, HOW DO YOU LIKE ME?

6 CLYDE: Like you?

7 IRMA: YEAH! NOTICE THE REDHAIR? IT'S JUST A WIG. THERE'S
8 SOMETHING UNDER IT.

9 CLYDE: There's nothing under that wig and I'll swear to it in
10 court. Do you know what you just did to me. You 23 ²⁰
11 caused me to lose an important client.

12 IRMA: SO WHAT? LET'S BE GAY. LIFE IS TOO SHORT TO BE
13 WORRIED ABOUT LITTLE THINGS.

~~14 CLYDE: You have no idea how short life is.~~

~~15 IRMA: MR. CLYDE, PUT DOWN THAT LETTER OPENER.~~

~~16 CLYDE: I want to know something. What are you doing with that
17 robin's nest on your head?~~ 23 ¹⁵

18 IRMA: WELL, YOU SEE MR. CLYDE, MY AL IS RUNNING AROUND WITH A
19 RED-HEADED WOMAN AND I MUST GET HIM BACK.

AK

1 IRMA: DID THEY HAVE BAD LUCK?

2 KROP: They're all dead now. Would you call that good?

3 IRMA: WELL, YOU CONVINCED ME. 18 ¹⁵ -

4 JANE: Great.

5 IRMA: I'M GOING TO DYE MY HAIR RED AND TAKE OUT AN INSURANCE

6 POLICY.....NOW, WHAT'S THE NUMBER OF THAT BEAUTY PARLOR?

7 JANE: Hold it Irma. Look, I've just got a wonderful idea.

8 IRMA: WHAT IS IT?

9 JANE: Don't dye your hair. You might not like yourself in it

10 ~~and~~ and then it will be too late. Why don't you rent a wig, 18 ³⁰ -

11 wear it and see how Al likes it.

12 IRMA: WHERE WOULD I GO TO RENT A WIG?

13 KROP: Same place as Mrs. O'Reilly does...the hardware store. Ask

14 for a red mop. 18 ⁴⁵ -

15 MRS. O: Well, you ought to know...you modeled ~~for~~ for the handle.

16 JANE: Will the two of you please give up. We're trying to help

17 Irma. Now, honey, you go down to the wigmakers on Madison

18 Avenue and rent a red wig.

AK

1 IRMA: HELLO.

2 HAZEL: Yes, what can I do for you?

3 IRMA: DO YOU HAVE WIGS?

4 HAZEL: Well, if these ain't wigs we've got an awful lot
5 of money tied up in birds nests.

6 IRMA: ~~WELL I WOULD LIKE TO HAVE A RED WIG.~~ 20⁰⁰
7 ~~HAZEL: WHAT size?~~

8 ~~IRMA: I DON'T KNOW. DON'T YOU HAVE ONE OF THOSE THINGS~~
9 ~~THEY HAVE IN SHOE STORES WITH A SHOE ON IT THAT~~
10 ~~YOU SLIDE BACK AND FORTH SO I COULD PUT MY HEAD ON~~
11 ~~IT AND SEE WHAT SIZE I TAKE.~~

12 HAZEL: You mean it's for you?

13 IRMA: YES.

14 HAZEL: But you've got such beautiful blonde hair.

15 IRMA: I KNOW, BUT MY BOY FRIEND LIKES RED HEADS AND I'VE
16 GOT TO FIGHT FIRE WITH FIRE.

17 HAZEL: I see your problem. You want a red wig to cover
18 your blonde hair.

19 IRMA: YES..DO YOU THINK I CAN MAKE ~~PEOPLE~~ THINK IT'S
20 NATURAL? 20¹⁵

IRMA -4-
2-3-53

1 IRMA: OH, JANE, YOU'RE SO NAIVE ... GOATS MAKE BOCK BEER.

2 JANE: Irma, will you please put the crossword puzzle away.

3 IRMA: NO, ~~IT~~ TAKES MY MIND OFF MY WORRIES.

3³⁰

4 JANE: What worries?

5 IRMA: AL HASN'T CALLED ME ALL WEEK. DO YOU THINK HE FOUND OUT

6 THAT I HAD A DATE WITH MR. CLYDE'S NEPHEW?

7 JANE: Oh, of course not.

8 IRMA: WELL, WHY HASN'T HE CALLED ME.

9 JANE: Well, tin went up two cents a ton and he can't afford to

10 make the slugs.

11 IRMA: GEE JANE, I'D HATE TO LOSE AL...

12 JANE: Yeah .. just think of the poor girl that finds him. Now,

13 don't get into that crying bit. Here, read the feature

14 section of the newspaper. It's full of interesting things.

15 IRMA: ALL RIGHT, JANE, ANYTHING TO FORGET MY SORROW... OH,

16 HERE'S SOMETHING INTERESTING. ~~(READS) "YESTERDAY WAS~~

17 ~~GROUND HOG'S DAY. THE GROUND HOG SAW HIS SHADOW AND RAN~~

18 ~~BACK INTO HIS HOLE. " I DON'T GET IT JANE.~~

BH

H

3⁴⁵

51453 9386

1 IRMA: RED HAIR! PASTRAMI WAS RIGHT.

2 JANE: Not Pastrami.. ~~Nostradamus.~~

11 45

3 IRMA: I KNEW IT ALL THE TIME. (BAWLS)

4 JANE: Now, stop crying sweetie. Are you going to give that
5 guy the satisfaction of making you unhappy?

6 ~~IRMA: YOU'RE RIGHT, IF THAT'S THE WAY HE WANTS IT, IT'S~~

12 00

7 OKAY WITH ME.

8 ELOISE: Atta girl.

9 IRMA: FROM NOW ON HE CAN GO HIS WAY AND I'LL GO MINE, AND IF
10 WE EVER MEET ON THE HIGHWAY OF LIFE I WON'T EVEN WAVE,
11 UNLESS I'M MAKING A TURN.

12 JANE: Now you're talking sweetie.

13 IRMA: I'M NOT GOING TO LET HIM GET ME DOWN. I'LL BE GAY,
14 WITTY, SOPHISTICATED. TWO CAN PLAY AT THIS GAME. PING
15 PONG ANYONE?

16 ~~JANE: Irma, I think I like you better when you're depressed.~~

17 ELOISE: Well, girls I have to leave. I've got to go shopping for
18 a couple of bolts of cheese cloth so my mother could start
19 on my wedding gown. Bye.

20 SOUND: FOOTSTEPS. DOOR CLOSE.

12 ⁵⁰ —

1st ANNCR: Are Cavaliers milder? How do you know?

2nd ANNCR: 8 out of 10 who tried them say so!

1st ANNCR: Yes, when thousands of smokers throughout America compared king-size Cavalier cigarettes with the brands they had been smoking, at least 8 out of 10 said Cavaliers are milder!

And these smokers made another thrilling discovery -- that Cavaliers taste especially good, in addition to being mild, ...that Cavaliers are truly a new experience in smoking enjoyment!

2nd ANNCR: Now, remember, not just a few smokers, but thousands of smokers in many different groups compared Cavaliers with all the other leading cigarette brands -- perhaps the brand you now smoke! And in every group interviewed, at least 8 out of 10 said Cavaliers are milder!

1st ANNCR: 88% of the group of visitors interviewed at the Marine studios in Marineland, Florida...and 86% of the skiers interviewed in Stowe, Vermont, said Cavaliers are milder.

2nd ANNCR: Do yourself a favor! Try king-size Cavaliers now! See how their fine, light, mild tobaccos are specially blended to bring out great mildness and wonderful flavor. See how their extra length filters the smoke for extra mildness! Get Cavaliers in the convenient carton! They're priced no higher than other standard brands. (BEAT) And remember, stay tuned until the end of the program for an important announcement.

MUSIC:

BR

51453 9402

14 ¹⁷ —

1 ELOISE: Irma, I'll tell you why I dropped by here. ~~Well~~, And,
2 naturally, you understand that I'm your best friend so
3 I wouldn't say anything to hurt you.

4 IRMA: I KNOW. ~~WHAT~~ IS IT? 11 10

5 ELOISE: Well, I was driving down to have my engagement ring
6 appraised when I passed your boyfriend Al's place.

7 IRMA: YES...YES.

8 JANE: Irma...control yourself.

9 ELOISE: And there was a pretty girl knocking on his door and
10 yelling, "Let me in, let me in."

11 IRMA: MAYBE IT ~~WAS~~ HIS LANDLADY. 11 15

12 ELOISE: No, not this one.

13 IRMA: YOU'RE SURE IT WAS A GIRL. MAYBE IT WAS A FELLOW WITH
14 LONG HAIR.

15 ELOISE: No dear.

16 IRMA: WERE YOU DRIVING FAST? IT COULD HAVE BEEN A COLLIE DOG.

17 ELOISE: Irma, ~~collie~~ dogs don't fill out sweaters like this one 11 20
18 and that flaming red hair.

BR

51453 9399

1 KROP: You think so!! Art, politics and love. First art...She'll
2 draw me into her apartment...Second, politics, she'll talk
3 me into eating her cooking. ~~And third, love,...~~She'll sit
4 on my lap and I'll be a squashed Gypsy!

5 ~~JANE: Really Professor, you're acting like a child.~~

6 KROP: ~~You're right ... I just remembered I have nothing to worry~~
7 ~~about. Mrs. O'Reilly won't change. But it should be a good~~
8 ~~year for the woman who sold her the red hair.~~ Irma, what's
9 wrong. You look upset.

10 IRMA: I HAVEN'T HEARD FROM AL ALL WEEK...I'M SURE HE FOUND OUT
11 ABOUT THAT DATE ~~I HAD WITH ANOTHER FELLOW.~~

12 KROP: Say, come to think about it ... I haven't seen him either.

13 IRMA: YOU HAVEN'T? ~~OH, NOW I AM WORRIED. THE PROFESSOR ALWAYS~~
14 ~~PASSES ALL OF AL'S FAVORITE SPOTS ON HIS WAY TO WORK.~~

15 ~~KROP: That's right. I go past the pool room, the jail, the~~
16 ~~park benches, and the city dump. Wait a minute. I just~~
17 remembered.

18 ~~IRMA: WHAT?~~

6 15
6 30
51453 9392

1 CLYDE: Dad???

2 IRMA: I DON'T DIG THIS SQUARE HERE ~~WITH THE BALD DOME.~~ 21 45

3 BROTHER, YOUR HAIR IS REAL GONE.

4 CLYDE: Wait a minute!

5 MR. CARRU: Who is this creature?

6 CLYDE: I never saw her before in my life. Miss, you saw the
7 sign on the door, "No Magazine Peddlers".

8 IRMA: ~~WELL, YOU BOTH LOOK LIKE YOU COULD USE A LITTLE LIFE.~~ 22 11

9 WOO WOO!

10 MR. CARRU: Are you sure you don't know this woman?

11 CLYDE: Well, I er, er, er, er.....

12 IRMA: GET HEP POPS, I'M HIS SECRETARY...PRIVATE SECRETARY,
13 GET ME. (SINGING) ~~FRANKIE AND JOHNNY WERE SWEETHEARTS.~~ 22 15

14 CLYDE: Mr. Carruthers, you're clapping your hands.

15 MR. CARRU: What? Er...er..I better be leaving here ~~or~~ I'll miss
16 the next plane to Boston. 22 30

17 IRMA: DON'T WORRY ABOUT THE PLANE CHUBBY, I KNOW A SPOT IN
18 TOWN WHERE WE CAN REALLY TAKE OFF.

19 CLYDE: Miss Peterson!

AK

51453 9412

ACT TWO

IRMA -18-
2-3-53

1 JANE: Will you stop carrying on like this.

2 IRMA: I CAN'T HELP IT. THE MAN I LOVE HAS ANOTHER WOMAN AND I
3 WANT TO DIE. PLEASE, JANE, LET ME DIE. 14 30

4 JANE: Don't be ridiculous.

5 IRMA: WELL, CAN I SETTLE FOR HALF?

6 JANE: What do you mean?

7 IRMA: LET ME DYE MY HAIR.

8 JANE: I will not. You have beautiful blonde hair and I'm not
9 going to see you ruin it by dyeing it. 14 45

10 IRMA: BUT IT'S THE ONLY WAY I CAN WIN AL BACK. IF HE WANTS A
11 RED HEADED GIRL, I'LL BE ONE. I MUST FIGHT FIRE WITH FIRE.

12 JANE: It just doesn't seem right,...all this talk about a fire
13 over a false alarm. Now, look Irma..... 15 00

14 IRMA: PLEASE JANE, I MUST FIGHT FOR MY MAN, IT'S THE LAW OF THE
15 JUNGLE.

16 ~~JANE: Tee bad Frank Buck is dead. I could have arranged for him~~
17 ~~to shoot Al.~~

AK

51453 9403

1 1ST ANNCR: Perhaps you never realized that one cigarette could
2 combine so much mildness with so much fine flavor!
3 But new king-size Cavaliers do, which explains why so
4 many smokers are switching to Cavaliers! 27¹⁰

5 2ND ANNCR: What other cigarette has ever offered such evidence of
6 great mildness? Just listen! Thousands of smokers *in groups*
7 from coast to coast compared Cavaliers with the
8 brands they had been smoking...and at least 8 out of
9 10 interviewed said Cavaliers are milder! These 27¹⁵
10 comparisons included all the other leading brands,
11 perhaps the brand you now smoke! And in every group
12 interviewed, at least 8 out of 10 smokers said
13 Cavaliers are milder!

14 1ST ANNCR: Cavaliers fine, light tobaccos are specially blended 27³⁰
15 to bring out both great mildness and fresh, delightful
16 flavor...and their extra length filters the smoke for
17 mildness! So ask for king-size Cavaliers! They're
18 priced no higher than other standard brands! Buy a
19 carton!

20 2ND ANNCR: Remember, king-size Cavaliers are made by the makers 27⁴⁵
21 of Camels, America's most popular cigarette. All the
22 know-how gained in producing Camels stands behind
23 Cavaliers -- America's great, new king-size cigarette! 27⁴⁸

24 MUSIC:

- 1 IRMA: MAYBE I SHOULD DYE MY HAIR RED SO I'LL BE EXCITING AND
2 GET MY AL BACK.
- 3 MRS. O: What's all this about getting Al back?
- 4 JANE: Irma thinks Al may have found out that she broke a date
5 with him to go out with somebody else.
- 6 MRS. O: That could be...Irma, you shouldn't have done it. Well,
7 *take me...* now/I'm always faithful. Once a man makes a date with
8 me I never break it.
- 9 KROP: No matter how much he begs!
- 10 MRS. O: Oh, you peasant....Well, *9⁰⁰* girls I've got to leave. I want
11 to be ready for whatever the year brings. I'm going to
12 learn to rhumba and samba, to be gay, vivacious. Just
13 think of me as the merry widow.
- 14 KROP: May this be a warning to all married *9¹⁵* men. Be sure and
15 live as long as you can. Don't let this happen to the
16 world.
- 17 SOUND: DOOR CLOSE
- 18 JANE: Irma, what are you doing with that catsup?

1 ~~KROP: Well, we make chicken soup by dipping a feather in warm~~
2 ~~water. In return for twelve years of faithful employment, I~~
3 ~~am now allowed to dip the feather in twice. And on Saturday~~
4 ~~morning if I come in to work at 5:00 o'clock, I get fifty~~
5 ~~cents for running the Vitamin Processer.~~

6 ~~JANE: The Vitamin Processer. What in the world is that?~~

7 ~~KROP: It's a little machine the boss invented. Well, it's .. the~~
8 ~~best way I can describe it is that it is just like a~~
9 ~~Geiger Counter that prevents any meat from getting into the~~
10 ~~hash. Well, girls, what's new?~~

11 JANE: Irma and I were just reading the predictions for
12 nineteen fifty three. Look at this fashion note about red
13 headed women. 5 15

14 KROP: Let me see..(MUTTERS) 1953 will be an outstanding year for
15 women with red hair?? Oh, no! This is terrible! He says
16 women with red hair will have the upper hand in affairs of
17 love, art and politics. If this applies to Mrs. O'Reilly/
18 must leave the country! 6 00

19 JANE: Oh come on, Professor, it can't be that bad.

1 JANE: You mean to say you've quit.

2 IRMA: WELL, PRACTICALLY, BUT I DON'T CARE. I KNOW WHEN AL
3 WALKS IN THIS DOOR AND SEES ME IN RED HAIR, HE'LL FORGET
4 ALL ABOUT THAT OTHER ~~WOMAN~~. 25-15

5 JANE: He's coming over?

6 IRMA: ANY MINUTE. I CALLED HIM.

7 SOUND: KNOCK ON DOOR

8 IRMA: OH, THAT MUST BE HIM NOW. WAIT A MINUTE, GIVE ME THAT
9 COCKTAIL GLASS AND FAN. AND, IS MY WIG ON RIGHT, JANE?

10 JANE: Well, I don't think the part should run from ear to ear.
11 There that's better. 25-20

12 IRMA: ALL RIGHT, LET HIM IN WHILE I GET INTO A GLAMOROUS POSITION
13 ON THE COUCH LIKE GLORIA SWANSON IN THAT PICTURE WHEN HER
14 MONKEY DIED.

5 JANE: Oh brother! (CALLS) Come in.

6 SOUND: FOOTSTEPS DOOR OPEN

7 IRMA: (SINGING) FRANKIE AND JOHNNY ~~WERE~~ SWEETHEARTS...OH, HELLO
8 ALBERT YOU OLD GONDOLA. 25-25

9 AL: Gondola.

DK

1 MUSIC: THEME

2 ANNCR: ~~/"My Friend Irma" is a Cy Howard Production and is~~
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 as Mrs. O'Reilly,
7 Sid Tomack as Al and Alan Reed as Mr. Clyde. Also
8 included were: Jody Gilbert, ~~Hazel Shermet~~ and Herb
9 Butterfield.

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 Le Mond speaking, transcribed from Hollywood, and
14 saying goodnight for Cavalier Cigarettes.

1 IRMA: FROM NOW ON, THERE WILL BE NO HOLDS BARRED. I AM GOING TO
2 USE EVERY WOMAN'S TRICK IN THE WORLD. I AM GOING TO DYE
3 MY HAIR RED AND I'LL BE EXCITING AND SOPHISTICATED. 15 15
4 WHENEVER YOU SEE ME I'LL HAVE A LONG CIGARETTE IN ONE HAND,
5 A COCKTAIL IN THE OTHER AND I'LL BE FANNING MYSELF WITH
6 AN OSTRICH FAN.

7 JANE: Hmm...three arms. Now you can wear that sweater you
8 knitted. Look Irma, you're not touching that beautiful 15 30
9 hair of yours just because someone saw Al with a redhead.
10 It might have been his mother.

11 IRMA: HIS MOTHER'S HAIR IS PURE WHITE.

12 JANE: Yes, I understand Al was her only son. Now, look Irma.... 15 45

13 SOUND: KNOCK ON DOOR

14 JANE: Come in.

15 SOUND: DOOR OPENS AND CLOSES

16 KROP: It's us again. Me and the merry widow.

17 JANE: You're just the people I want to see. Help me, will you?

18 MRS. O: What's the trouble, Janey?

19 JANE: Irma. Somebody saw Al with a redheaded woman and now Irma 16 00
want to dye her hair red.

1 CLYDE: I'm not interested. This is a law office. Take it off
2 ...take it off...do you hear me?

3 IRMA: ALL RIGHT...NOW IT'S OFF.

4 CLYDE: Put it back on. You look as stupid as ever. ^{23³⁰} Get ready
5 to take a letter.

6 IRMA: ALL RIGHT.

7 CLYDE: Take this letter.

8 IRMA: I'M READY, SIR.

9 CLYDE: (DICTATING) Dear Sir...Recently things in the market
10 have been rather tight. I advise your husband and your
11 uncle that there is no point in running around in
12 circles. / I would sell short. Signed, M.J. Clyde. ^{23⁴⁵}

13 IRMA: GOT IT.

14 CLYDE: Read it back.

15 IRMA: (READING) DEAR SIR,...RECENTLY I WENT TO THE MARKET TO
16 BUY SOME POINTED CIRCLES. YOUR UNCLE WAS TIGHT AND YOUR
17 HUSBAND WAS RUNNING AROUND IN HIS SHORTS.

18 CLYDE: Oh no no, you idiot, ~~let's try it again.~~ ^{24⁰³}

19 IRMA: ~~ALL RIGHT. WHERE'S THE GLASSES?~~

AK

51453 9414

1 CLYDE: What glasses?
2 IRMA: I THINK WE SHOULD HAVE A COCKTAIL.
3 CLYDE: A cocktail?
4 IRMA: EVERY PICTURE RITA HAYWORTH IS IN, SHE HAS A COCKTAIL.
5 CLYDE: That's a swell idea and I'll tell you what kind of
6 cocktail I want.....a Moscow Mule.
7 IRMA: OH, THAT SOUNDS WONDERFUL. HOW DO YOU MAKE IT?
8 CLYDE: You face Moscow and I'll kick you.
9 IRMA: IS THAT THE WAY YOU TALK TO A WOMAN WHO IS GAY,
10 ~~VIVACIOUS AND SOPHISTICATED.~~

11 CLYDE: / Get out of here and if you come back tomorrow with that 24³⁴
12 wig I'm going to take each hair apart and weave it into
13 a noose.

14 IRMA: WELL, MR. CLYDE, I HAVE NEWS FOR YOU, IF MY BOYFRIEND
15 AL LIKES THIS, I'M GOING TO DYE MY HAIR RED / 24⁴⁵

16 CLYDE: If you do, you're fired!

17 IRMA: THEN I MUST CHOOSE BETWEEN MY JOB AND MY LOVE.

18 CLYDE: What's your decision?

19 IRMA: (SINGING) FRANKIE AND JOHNNY WERE SWEETHEARTS.

20 MUSIC: BRIDGE

51453 9415