

AS BROADCAST

Master

CAVALIER CIGARETTES

PRESENTS

MY FRIEND IRMA

STUDIO B

TAPE: FEBRUARY 10, 1953

AIR: FEBRUARY 17, 1953

CAST

IRMA.....MARIE WILSON
JANE.....CATHY LEWIS
O'REILLY.....GLORIA GORDON
KROPOTKIN.....HANS CONRIED
AL.....SID TOMACK
CLYDE.....ALAN REED
HAZEL.....HAZEL SHERMET
OFFICERPETER LEEDS
MESSENGER

PRODUCER: CY HOWARD * LUD GLUSKIN AND HIS ORCHESTRA

DIRECTOR: PARKE LEVY - REHEARSALS

WRITERS: STANLEY ADAMS

CAST: 6:30 - 8:30

PARKE LEVY

TAPE: 8:30 - 9:00

ASSISTANT: KENNY McMANUS

STUDIO B

SOUND: TOM HANLEY

ENGINEER: JIMMY MURPHY

ANNCR: BOB LEMOND

JOHN JACOBS

51453 9466

IRMA -A-
2-17-53

- 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)
- 9 MUSIC: JANE THEME

51453 9467

IRMA -1-
2-17-53

1 JANE: They say that everything comes ³⁰ in pairs...Simple
2 statement, isn't it? ~~Shouldn't be the basis of any~~
3 ~~complicated theorizing. Nothing to get alarmed~~
4 ~~about...I used to think, until I met my friend Irma.~~
5 Now the thought terrifies me...if everything comes in
6 pairs, somewhere on this earth there must be another
7 blonde with rocks in her head...and further than
8 that, she might have a roommate who has to put up with 4/5
9 her...Who knows, they might be living in Paris...
10 I can just picture what would go on...

11 ORCH: FRENCH STINGER MUSIC

12 JANE: (FRENCH DIALECT) Irma, cherie, why do you keep
13 looking around under the Eiffle Tower? 1:00

14 IRMA: (FRENCH DIALECT) ^{Cherry} WELL, WITH SUCH A BIG AERIAL, I'M
15 CURIOUS TO SEE WHAT THE RADIO LOOKS LIKE.

16 MUSIC:

(COMMERCIAL)

51453 9468

IRMA #19
2-17-53

(OPENING COMMERCIAL)

1st ANNCR: (MOCK GROAN) One crack like that from Irma is about
enough / But here is something so important to your / 15
smoking enjoyment that it can't be said too often!
When thousands of smokers from coast to coast compared
king-size Cavalier cigarettes with the brands they had
been smoking, at least 8 out of 10 interviewed said
Cavaliers are milder!

2nd ANNCR: Try / king-size Cavaliers and see if you too don't find / 30
them milder! Discover the pleasure of smoking a
cigarette that's not only mild, but has a delightful,
natural flavor!

1st ANNCR: Ask for Cavaliers -- America's great new king-size
cigarette!

MUSIC:

51453 9469

TK

1 JANE: You've often heard the remark made, "Some day you'll
2 look back on all this and laugh." Well, I'm looking,
3 but I'm not laughing! I'm just shaking...care to
4 hear about it? Well, it all started the night before
5 Valentine's Day...Irma and I were at home in our
6 apartment...

7 IRMA: JANE?



8 JANE: What is it, Sweetie?

9 IRMA: HOW DO YOU LIKE THIS VALENTINE'S DAY POEM FOR MY
10 BOYFRIEND, AL? (READS)

JANE: Let me hear it, honey.

11 XXXXX DO YOU LIKE ME YOU ARE PRICELESS...XXXXXXXXXXXXX

12 THAT IS TRUE.

13 NO WONDER THEY OFFER A REWARD

14 FOR MEN LIKE YOU.

15 WELL, JANE?

16 JANE: I will say you've captured the character which is more
17 than the police were able to do.

18 IRMA: OH, I CAN SEE BY YOUR REACTION THAT THE POEM ISN'T

19 XXXXXXXXXXXX VERY GOOD...I WILL WRITE ANOTHER ONE...XXXXXXXXXXXXX

1 ~~IRMA: GEE, JANE, WHEN I LOCK AT THE MOON CLOSELY, I THINK I~~

2 CAN SEE A FACE.

3 JANE: That's the man in the moon.

4 IRMA: IT IS? YOU KNOW HE LOOKS SOMETHING LIKE MY AL.

5 JANE: Let us all pray for a total eclipse. Now, Irma, if
6 you don't mind, please turn out the light.

7 IRMA: I'VE GOT IT.

8 ~~SOUND: CLICK~~

9 IRMA: (RECITES) TO AL: I WAS A SAD AND LONELY GIRL
10 I NEVER KNEW WHAT JOY MEANT
11 UNTIL I SAW YOU STANDING THERE, 230
IN THE LINE OF UNEMPLOYMENT.

12 JANE: Do you want my opinion in rhyme?

13 IRMA: ALL RIGHT.

14 JANE: (RECITES) To Irma: If I hear one more peep or endeavor, 245
15 I will put you to sleep but forever.

16 Now go to sleep Irma, do you hear me?

17 IRMA: ALL RIGHT, JANE. I(PAUSE) JANE, ARE YOU SLEEPING?

18 JANE: Irma, what do you want?

19 IRMA: HOW DID VALENTINE'S DAY BEGIN?

1 JANE: Oh Irma.

2 IRMA: PLEASE, JANE, I DON'T WANT TO BE IGNORANT. 300

3 JANE: That's a horrible thing to hit someone with in the
4 middle of the night. Oh, all right. The term
5 Valentine is derived from St. Valentine to whom the 315
6 fourteenth of February is sacred. It was a very old
7 notion alluded to by Shakespeare that on this day,
8 birds began to mate.

9 IRMA: OH, ISN'T THAT CUTE? 320

10 JANE: So go to sleep and maybe tomorrow, your boyfriend
11 will bring you a worm.

~~12 IRMA: OH, WELL THAT GIVES ME AN IDEA FOR A POEM.~~

13 (RECITES) TO MY AL: I COULD WRITE A THOUSAND POEMS
14 YET FAIL TO FIND THE WORDS
15 FOR OUR LOVE SOARS ON FLUTTERING
16 WINGS
YES DARLING, OUR LOVE IS FOR THE
BIRDS.

~~17 JANE: And I make it unanimous. Goodnight.~~

18 MUSIC: STINGER

19 SOUND: DOOR CLOSES

IRMA -7-
2-17-53

1 JANE: (CALLING) Well, sweetie, any mail?

2 IRMA: NO. NO MAIL.

3 JANE: (COMING ON) What do you mean no mail? You've got a
4 stack of letters in your hand.

5 IRMA: / I KNOW, BUT NOTHING FROM AL. HE COULDN'T POSSIBLY 420
6 HAVE FORGOTTEN ME TODAY.

7 JANE: Oh yes he could have. It costs three cents for a
8 stamp.

9 IRMA: OH, I'M SURE HE'LL SEND ME SOMETHING. SHALL WE GO
10 IN THE HOUSE, JANE?

11 JANE: Just a second. What's this note in the milk bottle?

12 IRMA: OH, I LEFT A VALENTINE FOR THE MILKMAN. 415

13 JANE: For the milkman? Let me see. (READS)

14 To our Milkman: I love you like a long lost brudder
15 For delivering every morn our butter
16 So let us ~~all~~ shout hurray 4130
17 You're not "W" "F" or "L" but strictly
18 Grade A
19 And so I say with no surprise 4145
/ I blow a kiss pasturize.

19 Pasturize??

51453 9473

1 IRMA: YES, LIKE PASTURIZED MILK. I COULDN'T GET ANYTHING 5⁰⁰
2 TO GO WITH HOMOGENIZE.

3 JANE: Irma, will you get inside and have your breakfast or
4 you'll be late for work.

5 SOUND: DOOR OPENS AND CLOSES

6 IRMA: GEE , I DON'T THINK AL COULD FORGET ME TODAY...OF
7 COURSE, THE DAY IS STILL YOUNG. I SHALL BE GAY. 5¹⁵
8 I SHALL BE HAPPY. HA! HA!

9 SOUND: KNOCK ON DOOR

10 IRMA: I'LL BET THAT'S AL NOW. COME IN, AL HONEY.

11 SOUND: DOOR OPENS

12 KROP: It's only me, Professor Kropotkin. Hello Irma and 5³⁰
13 Jane, my two little Valentines, one cupid and the
14 other stupid.

15 JANE: PROFESSOR.

16 KROP: What else rhymes with cupid. Excuse me, Irma darling, 5⁴⁵
17 it's just a little joke.

1 IRMA: THAT'S ALL RIGHT, PROFESSOR, ON VALENTINE'S DAY
2 EVERYTHING HAS TO RHYME.

3 KROP: Girls, can you tell me what this is?
4 JANE: Let me see. Where did you get it?
5 KROP: Mrs. O'Reilly gave it to me for Valentines.
6 JANE: Why, it's a beret.
7 KROP: It is? I thought it was one of her own pies. I was
8 trying to eat it and you know, it tastes better than
9 the ones she usually makes.

10 IRMA: BUT, I DON'T UNDERSTAND MRS. O'REILLY GIVING YOU A
11 GIFT.

12 KROP: I guess she liked the Valentine I gave her.

13 JANE: You sent her a Valentine? How did it go? *615*

14 KROP: (RECITES) Here's to thee, thou noble creature
15 Who lives a life of no regrets
16 Whose hide is tough beyond description
And has a mind that never forgets. *630*

17 IRMA: OH, IT'S BEAUTIFUL.

18 JANE: Professor, anybody who can think something like that
19 up must really like her.

1 KROP: What do you mean think it up? I took it off the
2 wall of the Elephant House at the Zoo.

3 JANE: Does Mrs. O'Reilly know?

4 KROP: No, she's having copies made to send to all her
5 friends. Let me see the Valentine you got from Al,
6 Irma. 645

7 IRMA: OH..UH..UH, I HAVEN'T GOTTEN IT YET, BUT I CAN
8 UNDERSTAND. YOU SEE AL DOESN'T GET UP UNTIL..UNTIL...

9 JANE: Until a cop turns the park bench over 700

10 IRMA: BUT I'M NOT WORRIED. HA, HA, HA, HA.

11 SOUND: KNOCK ON DOOR

~~12 IRMA: OH, IT'S AL. JANE, YOU OPEN THE DOOR AND I'LL CLOSE
13 MY EYES AND YOU TELL HIM TO KISS ME. HE WANTS TO
14 SURPRISE ME.~~

~~15 JANE: What? All right. Here goes. (CALLS) Come in.~~

16 SOUND: DOOR OPENS

~~17 IRMA: GO AHEAD AND KISS ME UNTIL I HAVE MY EYES CLOSED~~

18 JANE: Irma, this is not included in Western Union Boy's
19 services.

1 IRMA: WESTERN UNION BOY?

2 BOY: I have a telegram for Miss Jane Stacy.

3 JANE: Oh, that's me. Thank you. Here's your tip.

4 BOY: Thank you ~~but if you had let me kiss that dame, I~~
5 ~~wouldn't have needed the tip. So long.~~

6 SOUND: DOOR CLOSSES

7 JANE: A telegram for me. I'll bet I know.. 7 15

8 SOUND: TEARING OF ENVELOPE

9 JANE: Yes, yes it's from Richard. Listen to this. "I'm
10 allowed ten words, the first word is love and the
11 last word is love. Nothing else is important.
12 Happy Valentine's Day, Richard. Oh, isn't that 7 30
13 beautiful?

14 IRMA: (TEARFULLY) IT'S LOVELY, BUT I KNOW MINE WILL SOON BE
15 HERE, SO I'LL BE GAY. HA, HA, HA, HA.

16 JANE: Here's a handkerchief. Your gaiety is making your 7 45
17 mascara run.

18 IRMA: HE WON'T DISAPPOINT ME. I KNOW HE WON'T.

19 SOUND: KNOCK ON DOOR. 51453 9477

1 IRMA: I'LL GET IT.

2 JANE: Irma, you've run to that door so much you wore a hole
3 in that rug.

4 IRMA: BUT THIS TIME, I'M RIGHT. THROUGH THAT DOOR WILL
5 WALK ALL MY LOVE IN ONE BUNDLE. (CALLS) COME IN.

6 SOUND: DOOR OPEN

7 MRS. O: ~~Hello girls.~~ 800

8 KROP: I don't know the love, but it's certainly the
9 biggest bundle I ever saw.

10 MRS. O: Oh, there you are, you outie!

11 KROP: Me?

12 MRS. O: Yes, Professor. ~~Girls,~~ did you see the lovely 815
13 Valentine gift he got me?

14 IRMA: WHY IT'S A WRISTWATCH.

15 MRS. O: Yes, and it's the first time I had a watch that kept
16 such good time.

17 KROP: Well, it's shockproof,..no face could stop it.

- 1 MRS. O: / Oh, you're like a little boy trying to hide your true 8 30
2 feelings. Irma, may I see the Valentine you got from
3 Al?
- 4 IRMA: I DIDN'T GET ONE.
- 5 MRS. O: You didn't get one?
- 6 IRMA: BUT IT'S EARLY, HA HA. LIFE IS BEAUTIFUL, HA HA.
- 7 MRS. O: But I don't understand it. After all, it doesn't
8 take much trouble to write a little something to a
9 girl. The professor didn't have much trouble getting
10 the poem he sent me. Did you, Professor?
- 11 KROP: No. I got hurt by a few peanuts but that was all.
- 12 ~~IRMA: WELL, MY AL IS A BUSY MAN. IT TAKES TIME TO COMPOSE~~
13 A LOVELY THOUGHT.
- 14 MRS. O: What do you mean, time? / When I was a girl, one of my 8 45
15 beaux wrote fourteen Valentines in one day.
- 16 KROP: When you were a girl?
- 17 MRS. O: That's right.
- 18 KROP: He must have been the fastest stone cutter in town. 9 00

1 MRS. O: You..you, little cupie doll.

2 KROP: You know, I like it better when she calls me names.

3 MRS. O: Not on Valentine's Day. This is a day dedicated to
4 love. (SINGS) ~~LOVE ME OR LEAVE ME...~~ 945

5 KROP: Well, since you give me a choice, I'll leave.you.
6 Goodbye.

7 SOUND: DOOR CLOSE

8 JANE: You going, Mrs. O'Reilly?

9 MRS. O: You bet ~~your~~ life. I think he's under the spell of 930
10 romance. So, if I stick close to him and play my
11 cards right. (GIGGLES)

12 JANE: Yes?

13 MRS. O: I'll get the rent. Goodbye, girls.

14 SOUND: DOOR CLOSE 945

15 JANE: You know, Irma, it's just miraculous. This must be a
16 great day when those two get together.

17 IRMA: YES, IT IS A GREAT DAY AND WHEN MY AL BRINGS ME MY
18 VALENTINE.



1 JANE: Look, Irma, I don't mind you fooling yourself but I
2 don't want you to get hurt but if ~~he~~ hasn't sent you ^{10⁰⁹}
3 one by now, you're not going to get one.

4 IRMA: (BAWLS)

5 JANE: Now don't cry honey. I think it's time you accepted
6 the truth and I'm tired of going through these
7 emotional crisis with you.

8 IRMA: BUT, JANE, I'M SURE ONE WILL COME.

9 JANE: All right, ~~Irma~~, I'll make a deal with you. If he ^{10¹⁸}
10 sends one, I won't say one unkind thing about him but
11 if he forgets you today, then you should forget him
12 for all time.

13 IRMA: ALL RIGHT, JANE. I AGREE.

14 JANE: Now, you better go to work. I'm going down to the
15 office to deliver ~~my~~ Valentine to Richard in person ^{10³⁰}
16 and believe me, it's going to be Special Delivery.

17 Bye, honey.

18 SOUND: CLOSE DOOR, RECEIVER UP

19 IRMA: (HUMS "LOVER")

20 SOUND: DIAL

51453 9481

1 IRMA: HELLO..IS THIS SAM'S POOLROOM? SAM, IS MY AL THERE? 1045
2 WHERE DID HE GO? HE ROLLED HIS PANTS ABOVE HIS KNEES
3 AND WENT TO THE CORNER DRUGSTORE. WHY? OH, THEY'RE
4 GIVING KIDS FREE ICE CREAM CONES. SAM, DID HE SAY 1100
5 ANYTHING ABOUT COMING TO SEE ME OR SENDING ME
6 SOMETHING? HE DIDN'T? HAPPY VALENTINE'S DAY, SAM.
7 BYE.

8 SOUND: RECERIVER DOWN, KNOCK ON DOOR

9 IRMA: OH, THAT'S HIM. COME IN, AL

10 SOUND: DOOR OPEN

11 HAZEL: Hello, Irma. 1115

12 IRMA: HELLO, HAZEL.

13 HAZEL: Happy Valentine's Day, Irma. Where are you.

14 IRMA: I'M RIGHT HERE.

15 HAZEL: Oh, I can hardly see. I have drops in my eyes.

16 IRMA: DROPS IN YOUR EYES?

17 HAZEL: Yes, the Eye Doctor says I suffer from near-sightedness. 1130

18 You know, what they call, myopia.

19 IRMA: HAZEL, I DIDN'T KNOW YOU WERE NEARSIGHTED.

1 ~~HAZEL: Nearsighted? Sometimes I can't even see the girls~~

2 I'm dancing with. But the doctor says with glasses

3 I'll see perfect. Irma, do you think wearing

4 glasses hurts a girl's popularity?

5 IRMA: OF COURSE NOT. EVERYONE LIKES ELEANORE ROOSEVELT.

6 HAZEL: ~~That's what I figure.~~ Irma, I'll tell you why I

7 dropped by. My boyfriend Sedgwick sent me a

8 Valentine and I can't read it. Would you read it

9 for me?

10 IRMA: ALL RIGHT, HAZEL. (READS)

11 TO HAZEL: ~~ROSES ARE RED~~

12 VIOLETS ARE BLUE

13 I'M BROKE

14 SO READ THE ONE I SENT YOU IN '52.

15 HAZEL: Oh, isn't that cute? Let me see what Al gave you.

16 IRMA: I HAVEN'T GOTTEN ANYTHING YET HAZEL.

17 HAZEL: You know something..he didn't get you anything on

18 Christmas, he didn't get you anything on your

19 birthday, he didn't get you anything on Valentine's...

you know, I'm starting to suspect he's cheap.

1145

1200

1 IRMA: NO, HE IS NOT CHEAP.

2 HAZEL: Well, name me one holiday he ~~remembered~~ you. 124

3 IRMA: THANKSGIVING. HE CAME OVER FOR DINNER. OH HAZEL, I

4 KNOW HE'S NOT PERFECT, BUT I KNOW HE LOVES ME AND I

5 LOVE HIM AND AS MARK TWAIN SAID, "EAST IS EAST AND

6 WEST IS WEST AND NEVER THE TWO SHALL TANGO". 1239

7 HAZEL: Well, you would know, you read more than I do.

8 IRMA: AND THAT'S WHY TODAY IS THE BLACKEST DAY OF MY LIFE.

9 HAZEL: What do you mean? 1242

10 IRMA: JANE SAYS IF AL DOESN'T REMEMBER ME, I MUST GIVE HIM

11 UP FOR ALL TIME ~~AND WITHOUT AL MY LIFE WILL BE AS THE~~

12 FRENCH SAY, "CHERCHEZ LA FEMME"... "HAVE MERCY ON

13 THIS WOMAN"...

14 HAZEL: Gee, it's wonderful to be able to express yourself in

15 so many languages.

16 IRMA: ~~THANK YOU HAZEL.~~ WHAT CAN I DO?

17 HAZEL: Well, why don't you fool Jane?

18 IRMA: FOOL HER?

1 HAZEL: Yes. Send yourself a Valentine by messenger and sign
2 it Al.

3 IRMA: WHY I NEVER THOUGHT OF THAT. WHERE COULD I ~~GET~~ ONE? 1302

4 HAZEL: Where? The store down on the corner has Valentines
5 "To My Girl", "To My Dog", "To My Mother-In-Law", to
6 anybody you want.

7 IRMA: BUT JANE WILL RECOGNIZE MY WRITING.

8 HAZEL: So I'll pick one out for you. Of course, I can't see
9 so good with these ~~drops~~ in my eyes but leave it to me. 1315

10 IRMA: OH HAZEL, YOU'RE A WONDERFUL FRIEND AND WOULD YOU
11 SIGN IT, LOVER BOY?

12 HAZEL: All right. Do you want me to spend ten cents for
13 the card or a quarter?

14 IRMA: HERE'S A QUARTER. I WANT TO KNOW THAT HE LOVES ME. 1330

15 MUSIC: BRIDGE, END OF ACT

16

(MIDDLE COMMERCIAL)

1342

1st ANNCR: If it's more mildness you want in your cigarette, new, king-size Cavaliers are for you! 8 out of 10 smokers interviewed said Cavaliers are milder!

2nd ANNCR: If it's fine, fresh, natural flavor you're looking for, you'll find that, too; in king-size Cavaliers! Their fine, light tobaccos are selected and blended in a special way to bring out fine flavor along with great mildness!

1400

1st ANNCR: 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.

2nd ANNCR: Cavaliers were compared with all the other leading brands ... perhaps the brand you now smoke. And in every group of smokers interviewed, at least 8 out of 10 said Cavaliers are milder!

1415

1st ANNCR: To mention just two of many groups -- 88% of the visitors interviewed at Marine Studios, Marineland, Florida ... and 83% of the smokers interviewed in Chicago's "Loop" district agreed that Cavaliers are milder!

51453 9486

2nd ANNCR: Try king-size Cavaliers! Enjoy the double pleasure of fine, rewarding flavor and great mildness! Cavaliers are priced no higher than other standard brands. Get them in the convenient carton.

1435

MUSIC:

TK

a Valentine

1509

1 CLYDE: ~~A Valentine?~~ What in the world is this? "To my
2 Employer".

3 "A splendid lawyer is Mr. Clyde.

4 He's all that he's reputed

5 And he never lost a single client

6 Except the ones that were electrocuted.

1515

7 Signed: Your Secretary,

8 The Rock of Gibraltar."

9 Hey Rocky, come here!

10 IRMA: DID YOU CALL ME, MR. CLYDE? WHY YOU'VE READ MY VALENTINE. 1532

11 CLYDE: It's beautiful. By the way, did you send my wife a box
12 of chocolate covered nuts?

13 IRMA: YES.

14 CLYDE: And did you enclose a note saying "Everytime I see
15 sweets I think of you. Your sugar daddy."

16 IRMA: YES.

17 SOUND: REC UP DIAL

BR

51453 9487

1 CLYDE: / You don't mind if I check? Hello....Martha....Martha, 15 45
2 now lower your voice...what happened? What did you get? 16 00
3 A box of sugar...with a note that said, "Everytime I see
4 nuts, I think of you. Signed your chocolate covered
5 daddy."?????Now, Martha, honestly....hello...hello... 16 15
6 SOUND: REC DOWN
7 IRMA: DID SHE HANG UP?
8 CLYDE: Yes, and you're the next to hang. Can't you get anything
9 straight?
10 IRMA: WELL MR. CLYDE, I'M A LITTLE UPSET TODAY. 16 30
11 CLYDE: Well you better pull yourself together. I'm going down
12 the hall to see Rogers a minute.
13 SOUND: FOOTSTEPS DOOR CLOSES
14 IRMA: NOW, LET ME SEE. IS IT 4852 OR 4528? GEE, WHY DO I
15 HAVE SUCH TROUBLE REMEMBERING MY OWN PHONE NUMBER? 16 45
16 SOUND: / REC UP DIAL
17 OH, THAT MUST BE IT,...HELLO,...HELLO JANE.
18 JANE: (FILTER) Hello Irma.
19 IRMA: DID A VALENTINE FROM AL ARRIVE FOR ME YET?
20

1 JANE: (FILTER) No and I told you you're not going to get one. 1700
2 IRMA: OH YES I AM.
3 JANE: (FILTER) What makes you so sure?
4 IRMA: OH FIDDLE DEE DEE.
5 JANE: (FILTER) Well you can fiddle dee dee all you want but
6 remember your promise. If you don't hear from him today,
7 you're through with him for all time.
8 IRMA: IT'S A DEAL AND JANE DON'T BE SURPRISED... 1712
9 SOUND: DOOR OPENS
10 CLYDE: Miss Peterson, I'm going to knock that ivory block off
11 your shoulders.
12 IRMA: OH JANE, I HAVE TO HANG UP; MR. CLYDE IS FEELING
13 KITTENISH. GOOD BYE.
14 SOUND: REC DOWN
15 CLYDE: I have just come from Judge Rogers.
16 IRMA: OH, DID HE HAVE A NICE HONEYMOON?
17 CLYDE: He won't talk to me. Where is that congratulatory 1730
18 telegram I dictated?
19 IRMA: HERE IT IS.

BR

1 CLYDE: No, no, can't you spell? I said congratulations on
2 getting such a lovely bride. I did not say bribe. 17 1/2
3 Now his wife wants a bigger allowance.

4 ~~IRMA: WELL YOU SHOULD LEAVE THOSE THINGS UP TO ME. I WANTED~~
5 ~~TO MAKE UP MY OWN WIRE. "MAY THE TWO OF YOU WALK DOWN~~
6 ~~THE BRIDLE PATH TOGETHER". AT LEAST I KNOW HOW TO SPELL~~
7 ~~BRIDLE, B R I D L E.~~

8 CLYDE: Sit down before I clout you so hard I will be on third
9 base before you land. Now, where's your payroll book?

10 IRMA: 18 00
HERE IT IS.

11 ~~CLYDE: Let me see. Stevens, Bookkeeper. \$100.00, Irma Peterson,~~
12 ~~Balance, \$3,925.00. What's that?~~

13 IRMA: WELL IT SAID IN THE PAPER THAT IF ALL THE MONEY IN THE
14 WORLD WERE DIVIDED EQUALLY, WE WOULD EACH HAVE \$4,000.00,
15 SO THAT'S WHAT YOU OWE ME.

16 ~~CLYDE: Oh no...end this item here?~~

17 SOUND: PHONE RINGS REC UP

BR

51453 9490

1 IRMA: MILTON J, CLYDE, ATTORNEY AT LAW. OH, HELLO HAZEL...YOU
2 TOOK CARE OF THE VALENTINE...BY SPECIAL MESSENGER...
3 HAZEL, I CAN'T TALK TO YOU NOW...MY BOSS IS IMPATIENT..
4 JUST TELL ME WHAT HAPPENED AT LAST WEEK'S CLUB MEETING? 1812

5 CLYDE: Miss Peterson.

6 IRMA: THE MEETING IS ADJOURNED HAZEL. GOODBYE.

7 SOUND: REC DOWN

8 IRMA: IS EVERYTHING ALL RIGHT IN THE PAYROLL BOOK MR. CLYDE?

9 CLYDE: What is this? 'Mr. Clyde, Drawing Account, \$300 Weekly' 1830

10 I only draw \$250.00.

11 IRMA: I GAVE YOU A RAISE.

12 CLYDE: What?

13 IRMA: FORGET IT. YOU DESERVE IT. YOU'VE BEEN IN THIS FIRM

14 LONGER THAN I HAVE.

15 CLYDE: / Look Miss Peterson.... 1845

16 SOUND: PHONE RINGS

17 CLYDE: I'll never get any work done...

18 SOUND: REC UP

1 IRMA: HELLO ... JANE.

2 JANE: (FILTER) Irma, this is Jane. I guess I lost the bet.

3 IRMA: WHAT DO YOU MEAN JANE?

4 JANE: (FILTER) Al is coming over.

5 IRMA: HE IS? OH, I KNEW HE WOULDN'T FORGET ME ON VALENTINE'S DAY. 19⁰⁰

6 CLYDE: Miss Peterson ...

7 IRMA: MR. CLYDE, THIS IS AN EMERGENCY. (BACK INTO PHONE) JANE, I

8 WANT THE HOUSE TO LOOK NICE. WE HAVE NO FLOWERS. WILL YOU

9 TAKE THE BROCCOLI OUT OF THE ICEBOX AND PUT SOME OF MY

10 PERFUME ON IT AND PUT IT IN THE VASE. 19¹⁵

11 JANE: (FILTER) I knew you would say that and I've already lit the

12 incense burner.

13 IRMA: OH, THAT'S WONDERFUL. WHAT AROMA ARE YOU BURNING?

14 JANE: (FILTER) I don't know but all our flies are dead. 19³⁰

15 IRMA: I'LL BE RIGHT HOME. GOODBYE.

16 SOUND: REC DOWN

~~17 CLYDE: You're going home?~~

18 IRMA: MR. CLYDE, YOU DON'T KNOW WHAT I'VE BEEN GOING THROUGH TODAY.

19 EVERYONE I KNOW GOT VALENTINES EXCEPT ME BUT NOW AL IS ON HIS

JC WAY OVER.

1 ~~CLYDE: But I told you a million times I'm not interested in your~~
2 ~~personal life.~~

3 IRMA: GIVE ME THAT PAYROLL BOOK. MR. CLYDE, \$250.00 WEEKLY. WELL,
4 ~~LET THIS BE A LESSON TO YOU. GOODBYE.~~

5 MUSIC: STINGER

6 JANE: I can't believe it. It always happens. Just when I have a ¹⁹⁴⁵
7 sure way of getting rid of that phoney, he has to double
8 cross me...

9 MRS. O: Janey, true love is that way. It's always strange. How well
10 I know. It's like a flame that burns inside you then ²⁰⁰⁰
11 flickers to an ember and then suddenly flares anew consuming
12 one's very being until what is there left?

13 KROP: Well, as far as you're concerned, there's only one thing left
14 to do. Stick around until Wednesday...the ashman will take
15 you away. ²⁰¹⁵

16 MRS. O: You and your cheap jokes. ~~You can never appreciate the beauty~~
17 ~~and joy of the feeling between Al and Irma. It's an~~
18 ~~attraction of two opposites ... the positive meets the~~
19 ~~negative.~~

JC

1 JANE: You're right. Irma has a negative mind and I'm positive Al
2 will never work...but we made a deal and I'm going to live
3 up to it.

4 SOUND: KNOCK ON DOOR.

5 JANE: Come in.

6 SOUND: DOOR OPENS

7 JANE: Oh hello Hazel.

8 HAZEL: Hello Jane. My you're looking better than ever.

9 JANE: Hazel, you're looking at the moosehead over the wall. 20³⁰

10 HAZEL: Oh am I? Those darn drops in my eyes haven't worn off yet.

11 I was here before...Where's Irma?

12 JANE: We're expecting her. Why?

13 HAZEL: Well, tell her the thing I got for her might not be the thing

14 I should have got for her because not only can't I see well, 20⁴⁵

15 but the girl at the store couldn't hear well so she should

16 examine what I got for her very carefully so she'll know

17 what I got for her Got it?

18 JANE: No and I'm afraid I won't...and there's no interpreter in 21⁰⁰

19 the house.

1 HAZEL: Just tell Irma to look it over carefully.

2 JANE: Hazel what have you been up to?

3 HAZEL: Oh nothing. ~~It's a secret between Irma and me. Well,~~

4 Happy Valentine. Oh by the way Mrs. O'Reilly, look at this.

5 I just met Sedgewick and he gave me this engagement ring.

6 MRS. O: Engagement ring?

7 HAZEL: Yes, I wonder why it feels so large?

8 MRS. O: Well, Hazel I don't like to say this but it looks like it's

9 a ring from a shower curtain.

10 ~~HAZEL: It is? What some guys won't try to pull when your eyes are~~

11 bad. Don't forget to tell Irma. So long.

12 SOUND: FOOTSTEPS DOOR CLOSE.

13 JANE: I wonder what she and Irma are up to?

14 KROP: When Irma gets here ask her.

15 JANE: I will if she gets here. She was excited when I told her Al

6 was coming.

17 SOUND: ~~KNOCK ON DOOR.~~ *Open*

18 ~~JANE: Oh, she couldn't have forgotten her key. I'll get it.~~

19 SOUND: ~~DOOR OPENS.~~

JC

1 JANE: ~~Stop~~ exaggerating. Professor, Mrs. O'Reilly, I'm being 2045
2 thrown out of my home. Is there any place you could put
3 me for awhile?

4 MRS. O: Of course, Janey. You and the Professor come down to my
5 apartment and I'll read your fortune with the cards.

6 KROP: ~~Okay~~, but you've got to throw away that loaded deck that 2300
7 says I'll marry you. Happy Valentine's Day, Irma.

8 IRMA: DON'T WORRY, THIS IS GOING TO BE PERFECT.

9 JANE: Bye honey.

10 SOUND: DOOR CLOSES

11 IRMA: NOW ~~LET'S~~ SEE...INCENSE, I WON'T NEED, I'VE GOT THAT. 2310

If I only had a romantic French song.....

12 ~~SOFT MUSIC XXXX THAT'S XXXX SOME OLDIE ROMANTIC XXXX MAYBE XXXXX~~

13 ~~SOMEONE SINGING FRENCH XXXX HERE'S A FRENCH RECORD. "BEI MIR~~

14 BIST DU SCHEON".

15 SOUND: KNOCK ON DOOR

16 IRMA: (CALLS) WHO IS IT?

17 AL: (OFF) It's me (Chicken).

18 ~~IRMA XXXX (CALLS) JUST A MOMENT...NO FOR THAT ROMANTIC FRENCH RECORD.~~

19 SOUND: NEEDLE ON RECORD

JC

1 IRMA: COME IN AL HONEY.

2 SOUND: DOOR OPENS

3 ~~MUSIC: LOUD AND BLARY "BEI MIR BIST DU SCHEON".~~

4 AL: Chicken, where's the parade?

5 IRMA: OH, THAT'S THE LOUD FRENCH, I WANTED THE SOFT FRENCH...YOU

6 KNOW VICHY:

7 AL: Vichy?

8 IRMA: YES, YOU KNOW, VICHYHOISSE...MEANING, "VERY SOFT".

9 AL: Well, let's take it off. There.

10 ~~MUSIC: OFF~~

11 AL: Here ~~Chicken~~, Happy Valentine. 2390

12 IRMA: OH, AL, A BOX OF CANDY WITH A HEART DRAWN IN PENCIL ON TOP

13 OF IT.

14 AL: I wanted it to have the personal touch. May I have a taste.

15 IRMA: OF COURSE.

16 SOUND: BOX OPEN 2345

17 IRMA: OH AL, THE TOP LAYER IS GONE.

18 AL: Don't you remember...you ate that on Christmas. The bottom

19 layer is for Valentine.

JC

1 IRMA: WELL IT'S THE THOUGHT THAT COUNTS AL AND ~~YOU'LL NEVER KNOW~~ 24⁰⁰
2 HOW HAPPY YOU'VE MADE ME. EVERYBODY WAS SAYING YOU WOULD
3 FORGET ME AND I CRIED ALL MORNING.

4 AL: How could I forget you. After all, you're for me and I'm
5 for you and there's nobody else in our lives. Is there,
6 Chicken?

7 IRMA: NO AL, I WOULDN'T LOOK AT ANOTHER FELLA. 24¹⁵

8 SOUND: KNOCK ON DOOR

9 IRMA: PARDON ME DARLING. (CALLS) COME IN.

10 SOUND: DOOR OPENS

11 MESSEN: I have a Valentine for Miss Peterson.

12 IRMA: WE DON'T LIVE HERE ANY MORE. SHE'S MOVED.

13 AL: Just a second. Give me that.

14 IRMA: NO, I'LL TAKE IT. THANK YOU MR.

15 SOUND: DOOR CLOSES

16 AL: So ~~this~~ is what's going on behind my back. 24³⁰

17 IRMA: NO AL. I SENT IT TO MYSELF.

1 AL: A likely story. Here I dedicate my life to making
2 you happy...spend the days walking from unemployment
3 office to unemployment office to see which pays the
4 highest rate and ~~this~~ is my reward. A two-timing ²⁴⁴²
5 girlfriend. Well, we're through.

6 IRMA: WE ARE?

7 AL: Yes.

8 IRMA: WELL, I DON'T CARE.

9 AL: What?

10 IRMA: AFTER THE WAY YOU'VE TREATED ME FOR SIX YEARS. YOU
11 NEVER REMEMBERED MY BIRTHDAY, NEVER TOOK ME OUT.

12 AL: I've taken you out.

13 IRMA: I MEAN A REAL PLACE ~~PLACE~~ WITH TABLES. WHY, YOU ONLY ²⁵⁰⁰
14 BROUGHT ME FLOWERS TWO TIMES IN SIX YEARS AND I DON'T
15 LIKE THE COINCIDENCE. BOTH TIMES YOU WERE A
16 PALIBEARER.

17 AL: ~~Now~~, chicken. ²⁵¹⁵

18 IRMA: NO. MAYBE IT'S BEST TO KNOW THE TRUTH. I'VE MET
19 ANOTHER MAN.

1 AL: What's his name?
2 IRMA: LOVER BOY.
3 AL: Lover Boy? And that Valentine is from him?
4 IRMA: MAYBE IT WOULDN'T HURT YOU TO KNOW WHAT OTHERS THINK
5 OF ME. GO ON, READ IT.

6 SOUND: ENVELOPE RIPPING.

2530

7 AL: (READS)

8 When I stroke your shaggy hair
9 And feel your head upon my knee
10 I know of all the dogs that ever were
11 The finest one belongs to me.

12 SIGNED: Lover Boy.

13 IRMA: (BAWLS)

2545

14 MUSIC: BRIDGE

51453 9501

(CLOSING COMMERCIAL)

1st ANNCR: ~~It~~ was only a short time ago that a new cigarette made 26⁰⁰
tremendous news! The cigarette was king-size Cavalier.
The news: 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 smokers interviewed
said Cavaliers are milder!

2nd ANNCR: Then king-size Cavaliers made more news! Seldom,
if ever, have so many thousands of smokers switched to a
new cigarette so fast! Yes, king-size Cavaliers give
smokers what they ~~are~~ looking for -- great mildness, 26³⁰
along with fresh, delightful flavor!

1st ANNCR: Remember that king-size Cavalier cigarettes were
compared with all the other leading brands --
perhaps the brand you now smoke! And at least 8 out of
10 smokers interviewed said Cavaliers are milder!

2nd ANNCR: King-size Cavaliers are made by the makers of Camels,
America's most popular cigarette! All the know-how
gained in producing Camels stands behind Cavaliers. 26⁴⁰

1st ANNCR: Try king-size Cavaliers! They're priced no higher than
other standard brands. Buy a carton! 27⁰⁰

MUSIC:

VIGNETTE

- 1 JANE: Well Irma is in a tough spot. She can't get Al to
2 believe she has another fella because she's finding 27⁵
3 it hard to get a dog license. Oh, the things that
4 girl gets into. Irma. How could you trust Hazel to
5 pick out a Valentine card for you when she had drops
6 in her eyes?
- 7 IRMA: I WAS DESPERATE AND NOW I'VE LOST AL.
- 8 JANE: What are you going to do about it? 27³⁰
- 9 IRMA: NOTHING. I'M THROUGH WITH MEN FOR ALL TIME. I'm through
10 JANE: You're sure? with men.
- 11 IRMA: I GIVE YOU MY WORD.
- 12 SOUND: PHONE RINGS.
- 13 IRMA: I'LL GET IT.
- 14 SOUND: RECEIVER UP.

1 IRMA: HELLO...YES MY NAME IS IRMA PETERSON. WHAT? WOULD I
2 LIKE TO GO DANCING? ~~YES~~...AND THEN A BOATRIDE? 2745
3 YES. WHAT'S THAT? YES, I'M SINGLE. ALL RIGHT, IT'S
4 A DATE. GOODBYE.

5 SOUND: RECEIVER DOWN

6 JANE: Who was that?

7 IRMA: SOME GIRL. 2800

8 JANE: Well you can fool some of the people some of the time
9 but there's one person who is a fool all of the time
10 and you know who that is? Me. For I'm the gal who
11 loves and lives with My Friend Irma.

12 MUSIC: FADE INTO 2815

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 was Mrs. O'Reilly,
7 Sid Tomack as Al and Alan Reed as Mr. Clyde.
8 Also included were: Hazel Shermet and Peter Leeds.

9
10 / Music was under the direction of Lud Gluskin. 2842

11 Marie Wilson can soon be seen in the new RKO picture,
12 "Never Wave at a Wac". Until next Tuesday, your friend
13 Irma says:

14 IRMA: HOPE YOU 'LL ALWAYS HAVE A CAVALIER NEARBY. KING-SIZE. 2853

BB

51453 9505

1 ANNCR: There are more graduate nurses in service today than
2 ever before, yet the demand for nurses is still
3 greater than ever. Fifty thousand more nurses are
4 needed in 1953 to meet the needs of our country's
5 hospitals. If you are a young woman in good health
6 and are a high school or college graduate, there's
7 an exciting, challenging career waiting for you in
8 nursing!

9 Bob LeMond speaking, transcribed from Hollywood and
10 saying goodnight for Cavalier Cigarettes.

2923

11
12
13
14
15

51453 9506