

AS BROADCAST

CAVALIER CIGARETTES

Timed

PRESENTS

MY FRIEND IRMA - SHOW #31

STUDIO C

TAPE: APRIL 29, 1953

AIR: MAY 5, 1953

CAST

IRMA. MARIE WILSON
JANE. CATHY LEWIS
O'REILLY. GLORIA GORDON
WANDERKIN. KENNY DELMAR
AL. SID TOMACK
CLYDE. ALAN REED
MR. CLOVER JOE FORTE
MR. PETERSON. HERB BUTTERFIELD
1ST MAN. STANLEY ADAMS
2ND MAN. ART LEWIS

PRODUCER: CY HOWARD
DIRECTOR: PARKE LEVY
WRITERS: STANLEY ADAMS
PARKE LEVY
ASSISTANT: KENNY McMANUS
SOUND: JACK DICK
ENGINEER: JIMMY MURPHY
ANNCR: BOB LEMOND
JOHN JACOBS

LUD GLUSKIN AND HIS ORCHESTRA

REHEARSALS:

CAST: 5:30 - 8:00

TAPE: 8:00 - 8:30

STUDIO C

VR

51453 9905

IRMA -A-
5/5/53

- 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, and
6 starring Merie Wilson as Irma and Cathy Lewis as
7 Jane.
- 8 (APPLAUSE) ✓ 115
- 9 MUSIC: JANE THEME

GM

51453 9906

MAY 5, 1953

"MY FRIEND IRMA"

- 1 JANE: *Let us follow the flight of two woodpeckers as they fly* 132
2 back up north after their winter migration from Florida.
3 One woodpecker says to the other woodpecker:
4 1 WOOD: Hey, Milton ... look down there ... some nice Pine trees 45
5 What do you say?
6 2 WOOD: Nah .. Pine is too soft ... let's keep going for awhile.
7 1 WOOD: Okay, Milton ... Hey, how about some of that Douglas Fir?
8 2 WOOD: It ain't bad, but I'd rather have something that's real
9 solid wood ... Ah, now that's what I call wood .. Come on, 100
10 Harold!
11 1 WOOD: Oh, boy, oh boy!! Blonde mahogany ... Let's eat!!
12 JANE: And Irma said:
13 IRMA: HEY, GET AWAY FROM MY HEAD, YOU CRAZY BIRDS!!! 115
14
15
16 (COMMERCIAL)
GM

51453 9907

(OPENING COMMERCIAL)

Intro: 1:19
(LEAD IN)

IRMA -2-
5/5/53

1 1ST ANNCR: You can't help but notice ... king-size Cavalier
2 cigarettes are growing in favor with smokers
3 everywhere! And no wonder! Cavalier is the
4 cigarette that offers this amazing evidence of
5 mildness:
6 2ND ANNCR: Thousands of smokers from coast to coast compared
7 king-size Cavaliers with the cigarettes they had
8 been smoking. And 8 out of 10 interviewed said
9 Cavaliers are milder!
10 1ST ANNCR: Cavaliers taste so good, too! For great mildness
11 and fine flavor, don't miss king-size Cavaliers!

Out

1:55

GM

51453 9908

IRMA -3-
5-5-53

1 MUSIC:

2 JANE: Well, today is Irma's birthday, so I think I'll wake her ²¹⁰
3 up and congratulate her ... watch what happens ... Irma
4 ... Irma ...

5 IRMA: YOU TAKE YOUR HANDS OFF OF ME, CLARK GABLE ...!

6 JANE: Boy, when this kid dreams, she really dreams...Irma, ²²⁵
7 Irma.

8 ~~IRMA: PLEASE, YOUR MAJESTY, NO MORE DIAMONDS, I WON'T BE ABLE~~
9 ~~TO GET MY GLOVES ON.~~

10 JANE: ~~Irma, Irma, take off your diamonds and put your shoes~~
11 ~~on, you've got to go to work.~~

12 IRMA: (PERK UP) HUH? OH, GOOD MORNING, JANE. ²³⁰

13 JANE: Good morning, Cookie, do you know what day this is?

14 IRMA: NO.

15 JANE: It's May fifth. Now doesn't that mean something to you?

16 IRMA: LET ME THINK ... MAY FIFTH .. OH, OF COURSE.

17 JANE: What is it?

VR

51453 9909

IRMA -4-
5-5-53

1 IRMA: ~~TWO HUNDRED AND FIFTY-SIX SHOPPING DAYS UNTIL CHRISTMAS.~~

2 JANE: ~~No~~... let me give you a hint. Twenty-five years ago, ²⁴⁵

3 your mother and father had an addition to the family.

4 IRMA: OH, I REMEMBER. THAT WAS THE YEAR THE BARN BURNED DOWN

5 ~~AND THE COW SLEPT IN THE KITCHEN.~~ ³⁰⁰

6 JANE: No, Cookie ... today is your birthday.

7 IRMA: OH, SO IT IS.

8 JANE: Congratulations, honey.

9 IRMA: GEE, JUST THINK, TODAY I AM A YEAR OLDER.

10 JANE: That's right.

11 IRMA: THEY SAY THE OLDER YOU GET THE SMARTER YOU GET. ³¹⁵

12 JANE: That's what they say.

13 IRMA: THEN I MUST BE SMARTER THAN I WAS LAST YEAR.

14 JANE: I don't think so, you just put two spoonsfull of salt in

15 your coffee.

16 IRMA: SEE, I AM IMPROVING .. LAST YEAR I PUT IN THREE. ³³⁰

VR

51453 9910

IRMA -5-
5-5-53

1 JANE: Yes. By the way Cookie, ~~I might as well tell you now...~~
2 I've been so busy doing extra work for Richard this week,
3 I haven't had time to arrange anything for you in the
4 way of a celebration ... I hope you'll understand.

5 IRMA: OH, THAT'S ALL RIGHT, JANE ... YOU DIDN'T HAVE TO PLAN
6 ANYTHING. ~~BESIDES,~~ MY AL IS TAKING ME OUT TO A SPECIAL ³⁴⁵
7 BIRTHDAY LUNCH TODAY.

8 JANE: Well, that's very nice ...

9 IRMA: YES ... GEE, JANE, I CAN'T TELL YOU HOW DIFFERENT MY
10 LIFE HAS BECOME SINCE MY AL IS WORKING STEADY.

11 JANE: What do you mean?

12 IRMA: WELL, THIS IS THE FIRST TIME HE HAS TAKEN ME TO LUNCH ¹⁰⁰
13 WITHOUT ASKING ME TO BRING SANDWICHES ALONG.

14 JANE: ~~Where's Diamond Jim taking you?~~

15 IRMA: ~~IT'S CALLED THE TOKYO PALACE WE'RE GOING TO HAVE REAL~~
16 ~~JAPANESE FOOD ... SOME DISH THEY CALL "SUCCADASH"~~

17 JANE: ~~You mean Suki Yaki.~~ Irma, I didn't have much time to
18 shop, but I hope you like this little birthday present
19 I bought you.

51453 9911

IRMA -6-
5-5-53

1 IRMA: YOU KNOW I'LL LIKE IT .. WITH ME IT'S NOT THE GIFT ..
2 IT'S JUST HOW MUCH YOU PAID FOR IT. #15

3 JANE: (LAUGHS) Go on, open it up.

4 SOUND: UNWRAPPING

5 IRMA: OH, THEY'RE LOVELY .. A PAIR OF SALT AND PEPPER SHAKERS.

6 JANE: Don't try to separate them ... they're binoculars! #30

7 IRMA: THEY ARE?

8 JANE: Yes, I ~~thought you'd appreciate them~~ When Al takes
9 ~~you to the Ball game~~ you can place these against the
10 ~~hole in the fence and see what's going on.~~ Oh, my
11 ~~goodness~~, look at the time, Cookie .. you better get to
12 work.

13 IRMA: ALL RIGHT. AL IS MEETING ME FOR LUNCH AND I CAN'T MAKE
14 UP MY MIND WHAT JEWELRY I SHOULD WEAR.

15 JANE: Irma, don't wear any of the junk Al bought you. #45

16 IRMA: JUNK??? JANE, DID YOU SEE THE EMERALD HE GAVE ME FOR
17 CHRISTMAS?

VR

51453 9912

IRMA -7-
5-5-53

1 JANE: Irma, that's not an emerald.
2 IRMA: THEN WHAT IS IT?
3 JANE: Personally I think it's a diamond that turned green with
4 envy when it saw a real diamond.

5 IRMA: WELL, THEN I'LL WEAR MY PEARLS .. ~~I KNOW THEY'RE GENUINE.~~ 500

6 JANE: ~~What makes you so sure?~~

7 IRMA: ~~WELL YOU KNOW PEARLS COME FROM OYSTERS AND AL BOUGHT THEM~~

8 ~~IN A MONTH THAT HAD AN "R" IN IT.~~ JANE, DO YOU THINK

9 IT'S TOO WARM FOR A FUR STOLE?

10 JANE: Not the one you bought...I held it in front of the
11 electric fan and all the hair came out. Now, you can
12 wear it as a scarf. See you, Cookie.

13 MUSIC: STINGER 515

14 SOUND: DOOR OPEN

15 CLYDE: How are you this morning, Miss Peterson?

16 IRMA: FINE MR. CLYDE ... AS FIT AS A FIDDLE.

17 CLYDE: That kind of a remark can make me hate music forever. 530

18 Shall we dictate a letter?

VR

51453 9913

1 IRMA: ALL RIGHT .. I'LL BE READY IN A SECOND .. ~~NOW PENCIL,~~
2 ~~NOTE BOOK, CARBONS, PAPER CLIPS, TYPING PAPER, ERASERS,~~
3 ~~FOUNTAIN PEN ...~~

4 CLYDE: ~~This Mayo Brothers don't call for that many things when~~
5 ~~they go into surgery....~~

6 IRMA: ~~I LIKE TO BE READY FOR EVERYTHING.~~

7 CLYDE: ~~Very well, take this ..~~ To Federal Judge John Carlton ..

8 IRMA: I'VE GOT IT.

9 CLYDE: Already?

10 IRMA: YES, I ABBREVIATE THINGS. IT'S MY OWN SYSTEM. 515

11 CLYDE: Let me see .. Miss Peterson, the word, "Fudge" is not an
12 abbreviation for Federal Judge. However, let us continue.

13 "Dear Judge. As you know I have always shouted your 600
14 praises to the rafters .. in fact I have a picture of
15 you hanging in our office. I would be honored if you
16 and your wife would join us for dinner. Sincerely,
17 Milton J. Clyde.

IRMA -9-
5-5-53

1 IRMA: OKAY ... NEXT ..

2 CLYDE: Hold on .. would you mind reading that back, first? 615

3 IRMA: ALL RIGHT .. (READS) "DEAR JUDGE: .. I CAN PICTURE HOW

4 MUCH YOU WOULD SHOUT IF I HAD THE HONOR OF TAKING YOUR

5 WIFE TO DINNER WHILE YOU WERE HANGING FROM THE RAFTERS.."

6 CLYDE: No, no ... 630

7 IRMA: IT SEEMED TOO SHORT.

8 CLYDE: You idiot, what I'm trying --

9 SOUND: PHONE RINGS

10 CLYDE: I'll get it.

11 SOUND: REC UP

12 CLYDE: Hello? Oh..it's for you...please make it short. 675

13 IRMA: YES MR. CLYDE....HELLO.

14 AL: (FILTER) Hello, chicken, this is Al.

15 IRMA: OH, HELLO AL HONEY....

16 AL: (FILTER) Busy?

17 IRMA: OH, NO...NOT TOO BUSY TO TALK TO MY TOOTSIE, WOOTSIE. 700

51453 9915

VR

IRMA -10-
5-5-53

1 AL: (FILTER) That's sweet Chicky, wicky...

2 IRMA: DOES ALSY LOVE CHICKY????

3 CLYDE: Chicky whicky is going to be out of a jobsy, wobsy if
4 she don't get off that phonsy wonsey! 715

5 IRMA: HUH? AL HONEY YOU BETTER HANG UP...MR. CLYDE IS GETTING
6 ANGRY.

7 AL: (FILTER) Okay, Chicken...just wanted to tell you I can't
8 take you out for your birthday lunch..

9 IRMA: WHAT???

10 AL: (FILTER) I'll explain later...bye.

11 SOUND: (FILTER) REC DOWN

12 IRMA: BUT AL...AL.

13 SOUND: REC DOWN

14 IRMA: (BAWLS)

15 CLYDE: Now look Miss Peterson...if you know... 730

16 IRMA: YOU DON'T UNDERSTAND MR. CLYDE..TODAY IS MY BIRTHDAY AND
17 MY BOYFRIEND AL WAS SUPPOSED TO TAKE ME OUT FOR A SPECIAL
18 LUNCHEON CELEBRATION...HE JUST CALLED IT OFF. 745

51453 9916

VR

IRMA -10A-
5-5-53

1 CLYDE: Miss Peterson, the fact that you came into being some
2 twenty odd years ago is, in my opinion, does not call
3 for any rejoicing. This is like celebrating the
4 Johnstown Flood.

5 IRMA: I JUST DON'T UNDERSTAND IT! I DON'T SEE HOW HE CAN BE *800*
6 BUSY...HE TOLD ME HE WASN'T WORKING TODAY...EXCUSE ME,
7 MR. CLYDE, THIS IS VERY IMPORTANT.

8 SOUND: REC UP DIAL

9 CLYDE: Important? Miss Peterson, I'm trying to run a business..
10 Don't you think that's important? Put down that phone!

11 IRMA: MR. CLYDE, WEREN'T YOU YOUNG ONCE? HELLO? MAY I SPEAK *815*
12 TO AL?

13 CLYDE: Yes, I was young once...All those years before I hired
14 you I was young...

15 IRMA: QUIET I CAN'T HEAR...HELLO?

16 CLYDE: (CRYING) I was very young in those days...I had fun...I
17 enjoyed life...I was only thirty-five..you've been with
18 me six years now and I'm eighty!

VR

51453 9917

IRMA -10B-
5-5-53

- 1 IRMA: ~~THIS IS IRMA...I WANT TO SPEAK WITH AL...WHAT???~~ HE'S
2 NOT THERE? HAVE YOU ANY IDEA WHERE HE WENT? OH! NO!
3 (BAWLS) 830
4 SOUND: REC DOWN
5 CLYDE: Now what did I say?

VR

51453 9918

1 IRMA: (CRYING) OH, MR. CLYDE I JUST FOUND OUT THE TRUTH
2 ABOUT AL. HE'S TAKING OUT ANOTHER GIRL! (CRIES) AND
3 ON MY BIRTHDAY!

4 CLYDE: Well on your birthday, that is rather unforgivable...Why
5 don't you take the afternoon off?

6 IRMA: NO, THIS IS MY JOB...YOU PAY ME AND I HAVE A DUTY.

7 CLYDE: Oh, forget it today.

8 IRMA: NO, I'M A FAITHFUL SECRETARY AND I KNOW THAT WITHOUT
9 ME, YOU ARE HELPLESS...I'LL SEE IT THROUGH.

10 CLYDE: Well, if that's the way you want it..Let's take that
11 letter over..."Dear Federal Judge...."

12 IRMA: GOT IT.

13 CLYDE: You didn't abbreviate, I hope?

14 IRMA: NO, I DIDN'T WANT TO MAKE ANY MISTAKES.

15 CLYDE: Good, what have you got?

16 IRMA: DEAR GENERAL FUDGE.

17 CLYDE: Go home...go home or I'll never live to have another
18 birthday.

19 ORCH: SPINGER

20 SOUND: DOOR OPENS

IRMA -12-
5/5/53

1 JANE: Irma! What are you doing home so early?
2 IRMA: MR. CLYDE GAVE ME THE DAY OFF.
3 JANE: Irma, you've been crying...what happened?
4 IRMA: I'M THERO WITH MEN!
5 JANE: Good -- now how does that apply to Al.
6 IRMA: DO YOU KNOW WHAT HE DID, JANE? HE STOOD ME UP, AND
7 WENT OUT WITH ANOTHER GIRL.
8 JANE: What...are you sure?
9 IRMA: HIS LANDLADY SAW HIM GET INTO A CAB WITH HER.
10 JANE: Well, of all the low down tricks...
11 IRMA: OH JANE, I HATE ALL MEN!
12 JANE: Now, take it easy, Cookie...There are still some men
13 around who are pretty nice.
14 IRMA: I NEVER MEET THEM.
15 JANE: Well, you don't give yourself a chance...you've bee
16 locked in with this nothing for six years.

915

1000

51453 9920

IRMA -13-
5/5/53

1 IRMA: YES, I HAVE BEEN A FOOL. WELL, I'M NOT GOING TO LET
2 HIM RUIN MY BIRTHDAY... I KNOW OF A NICE FELLOW WHO'LL
3 BE GLAD TO TAKE ME OUT. I THINK I'LL CALL HIM RIGHT
4 NOW. 10 15

5 SOUND: REC. UP .. DIAL

6 JANE: Wait a minute! Do I know him?

7 IRMA: NO...AMBER LIPSCOTT GAVE ME HIS NUMBER AND HE'S TRIED
8 TO MAKE A DATE WITH ME FOR A LONG TIME. (INTO PHONE)
9 HELLO, IS MR. GEORGE CLOVER THERE? I SAID, MR. CLOVER...
10 THE GENTLEMAN THEY CALL "POPS". 10 30

11 JANE: Pops??

12 IRMA: (INTO PHONE) OH HE'S OUT TO LUNCH..TELL HIM IRMA
13 PETERSON CALLED, THANK YOU. 10 45

14 SOUND: REC. DOWN

15 JANE: Irma, how old is this Mr. Clover?

16 IRMA: WELL, I UNDERSTAND HE'S IN VERY EARLY SIXTIES.

17 JANE: I don't care how early he's in...after sixty it's kind of
18 late. What made you call him? There are plenty of others
19 you could have called...young men. 11 00

51453 9921

1 IRMA: THAT'S JUST IT JANE.. I DON'T WANT TO GO OUT WITH YOUNG
2 MEN ANYMORE.

3 JANE: Why not?

4 IRMA: THEY'RE TOO FICKLE AND BESIDES ALL THEY WANT TO DO IS
5 RUN AROUND, DANCE AND TRY AND KISS YOU. 11 15

6 JANE: What's wrong with that????

7 IRMA: THAT'S CHILDISH.

8 JANE: Oh, take me back to my childhood days...listen Irma...

9 IRMA: PLEASE JANE, MY MIND IS MADE UP. I THINK I'LL GET ALONG
10 BETTER WITH OLDER MEN. 11 30

11 JANE: Why?

12 IRMA: WELL YOU SEE, I'M VERY MATURE FOR MY SIZE AND AN OLDER
13 MAN IS MORE WORLDLY...SOPHISTICATED...AS THEY SAY IN
14 PARIS, A REAL BUM-VIGILANTE. 11 45

15 JANE: The word is Bon Vivante..and I still don't like the idea
16 of you going out with someone that old.

17 SOUND: KNOCK ON DOOR

18 JANE: Come in.

19 SOUND: DOOR OPENS.

1 WAND: If you don't mind it's me, Maestro Wanderkin...Hello

2 Janie, I - Oh, you are home too, Irma? 12 00

3 IRMA: YES, MY BOSS GAVE ME THE DAY OFF.

4 WAND: Believe me Irma darling, you got a good boss. I used to
5 get off on Birthdays too, but it was different.

6 IRMA: DIFFERENT?

7 WAND: Yeah...On Washington's Birthday, one boss gave me the ax..

8 On Lincolns Birthday another boss called me a slave and

9 then fired me so I'd be free! Well I might as well come

10 out with it..I only came down to ask Janie what you

11 could use for a present, but you might as well tell me.

12 IRMA: YOU SEE, JANE...HOW CONSIDERATE OLD MEN ARE?

13 WAND: What? Who's old? I only walk bent over like this 12 15

14 because the mattress Mrs. O'Reilly gave me .. I ruined

15 my back.

16 JANE: ~~Irma didn't mean it that way Maestro...you see Al has~~

17 ~~stood her up and she thinks older men are more dependable.~~

1 WAND: Irma darling, older men are more dependable only in one
2 respect...if you're waiting to collect their insurance.
3 Otherwise, believe me, boys will be boys.

4 IRMA: WELL I STILL THINK IF A MAN'S MATURED HE'S SAFER..AT
5 LEAST HE CAN'T RUN AWAY AS FAST.

6 SOUND: KNOCK ON DOOR.. DOOR OPEN

7 MRS.O: Yoo-hoo...anybody home?

8 JANE: Come on in Mrs. O'Reilly.

9 MRS.O: Hello girls.

10 JANE: Oh Mrs. O'Reilly, you got your hair out. 1230

11 MRS. O: Yes. I hated to part with my beautiful red tresses.
12 Do you think it makes my neck look too long?

13 WAND: Well from the back, it looks like a gireffe trying to 1295-
14 swallow a tomato.

15 MRS.O: I wasn't asking your opinion, and if you don't address
16 me like a lady...

17 JANE: Look, before we get into this, there's something more 1300
18 important.

19 MRS. O: Important????

1 IRMA: YES. MRS. O'REILLY, I HAVE ALWAYS CONSIDERED YOU AN
2 EXPERT ON THESE THINGS. CAN YOU SEE ANYTHING WRONG IN
3 MY GOING OUT WITH A MAN WHO IS MUCH OLDER THAN MYSELF?

4 MRS.O: Well personally I've never approved of it.

5 WAND: This is only because there isn't a man living older
6 than yourself. 13¹⁵

7 MRS.O: Oh, shut up... Irma, how old is this gentleman you're
8 thinking of going out with?

9 IRMA: ⁶²
~~FIFTY EIGHT.~~

10 MRS.O: HMMMMMM Prime ^{DICKINS} Beef ⁶² I mean, Irma, really I think the 13³⁰
11 man is too old for you... but of course we wouldn't want
12 to disappoint him, so if you'll just give him my phone
13 number.....

14 WAND: Mrs. O'Reilly, the man is ~~fifty eight~~ ⁶²..do you want to 13⁴
15 rob the cradle?

16 MRS.O: Will you be still! Girls, how did all this come about?

17 JANE: Well, as you know, today is Irma's birthday.

1 MRS.O: Oh, of course. How stupid of me...here I have this
2 package under my arm and I forgot all about it. Irma
3 darlin', here's a little birthday gift for you. 14/10

4 IRMA: OH MRS. O'REILLY, YOU SHOULDN'T HAVE DONE IT. MAY I
5 UNWRAP IT?

6 MRS.O: Sure. Go ahead.

7 SOUND: PAPER UNWRAPPING

8 IRMA: OH, WHAT A LOVELY PAINTING. 14/15

9 WAND: The Wreck of the Hesperus.

10 MRS. O: Don't be funny...it's a portrait done of me ten years
11 ago.

12 ~~IRMA: OH, IT'S JUST LOVELY. I'LL HANG IT ON THE WALL WHERE~~
13 ~~WE USED TO HAVE OUR DART BOARD.~~

14 JANE: Irma!

15 IRMA: ~~OH, I DON'T MEAN FOR THE SAME PURPOSE.~~ WELL, I BETTER
16 DECIDE WHAT I'M GOING TO WEAR WHEN MR. CLOVER CALLS. 14/30

17 JANE: Now Irma, I don't like to interfere in your life, but as
18 your self-appointed guardian and closest friend, I think
19 it's unthinkable that you should consider going out with
20 a man that old at all.

IRMA -160-
5/5/53

- 1 IRMA: BUT WHAT'S SO TERRIBLE ABOUT IT?
- 2 JANE: Don't you realize, when you're thirty-five he'll be
3 seventy, and when you're fifty he'll be eighty-five,
4 and when he's a hundred and five you'll be seventy.
- 5 IRMA: SO WHAT...IF HE GET'S TIRED OF ME I'LL FIND SOMEONE ELSE.
- 6 ORCH: BRIDGE
- 6-45*
15-50

51453 9927

MIDDLE COMMERCIAL

1502

- 1st ANNCR: Have you ever smoked a cigarette that gave you everything you wanted in both mildness and flavor? If you haven't, you should try king-size Cavaliers right away!
- 2ND ANNCR: You know, 8 out of 10 smokers -- among thousands interviewed -- said Cavaliers are milder! Yes, group after group of smokers, from coast to coast compared. king-size Cavaliers with the cigarettes they had been smoking and 8 out of 10 interviewed said Cavaliers are milder! Cavaliers were compared with all the other leading brands...perhaps the brand you now smoke!
- 1ST ANNCR: 88% of the visitors interviewed at Marine Studios, Merineland, Florida...83% of the polo spectators interviewed at Bostwick Field, Westbury, Long Island, said Cavaliers are milder!
- 2ND ANNCR: Well, it's not surprising. You see, Cavaliers are the king-size blend made by the makers of Camels, who certainly know how to blend the finest kind of cigarette Cavaliers, selected, fine, light tobaccos are especially blended to bring out all their mildness and flavor.
- 1ST ANNCR: See why Cavaliers are on the march in America...why thousands now smoke this great, new king-size cigarette Try Cavaliers! Although they're king-size, Cavaliers are priced no higher than leading regular-size brands

51453 9928

1612

ACT TWO

1 JANE: Well Irma has a date with an elderly gentleman, and
2 personally I don't like the idea.. it's not that I have
3 anything against old men. It's just that Irma is mentally
4 so immature, I think the word is "infantile"...Right now
5 she's at the beauty parlor...She wants to look older, more
6 sedate, so she's having her hair done with a bun in the
7 back...It ought to be quite a sight..a bun on top of a
8 marble cake. Honestly Mrs. O'Reilly, why didn't you
9 discourage her?

10 MRS. O: Well really Janie, I think your attitude is wrong..just
11 because a person is on in years doesn't mean they can't be
12 exciting. Take me.

13 WAND: What about you?

14 MRS. O: You know the old saying, "Wine improves with age."

15 WAND: Yes, but this does not apply to all merchandise that comes
16 in barrels.

17 MRS. O: That will be enough out of you...if you don't keep quiet
18 one of these days I'm going to go through that bushy head
19 of yours and find out where you hide your rent money.

LW

1 WAND: Mrs. O'Reilly I wear my hair long like this because I am
2 a musician...and unless you are left tackle for the Green
3 Bay Packers your figure is still a mystery to me. *1745*

4 JANE: You see, that's what I mean..you each protest how much you
5 love Irma, and yet when an occasion arrives where you could
6 give her advice --

7 SOUND: DOOR OPENS

8 IRMA: WELL HERE I AM.

9 JANE: What happened to the bun?

10 IRMA: I DIDN'T LIKE IT...IT MADE MY HEAD FEEL HEAVY IN THE BACK..
11 YOU SEE I HAVE A VERY SENSITIVE SKULL.

12 JANE: Oh, yes I know.

13 IRMA: I WAS GOING TO HAVE A POODLE OUT BUT MR. CLOVER WAS ONCE
14 BITTEN BY A DOG.

15 JANE: Playing it cagey, eh?

16 IRMA: ~~SO I'M JUST WEARING IT NATURAL.~~..AND JANE I FOUND OUT AT THE
17 BEAUTY PARLOR THAT THERE'S NOTHING WRONG IN A YOUNG GIRL
18 GOING OUT WITH AN ELDERLY MAN. *1800*

19 JANE: Who told you.

IRMA -20-
5-5-53

- 1 IRMA: MR. CLARK, THE OWNER OF THE BEAUTY PARLOR.
- 2 JANE: How old is he?
- 3 IRMA: SEVENTY-TWO.
- 4 JANE: Well it's nice to get an unprejudiced opinion...Look Irma,
5 you still have time to back out...Has Mr. Clover ever
6 seen you?
- 7 IRMA: NO. I TOLD YOU HE'S A FRIEND OF AMBERS. *1815*
- 8 JANE: Good, when he gets here, why don't we tell him Mrs.
9 O'Reilly is Irma.
- 10 MRS. O: Now wait a minute, I don't go out with just anybody.
- 11 WAND: No, he has to be alive. *1830*
- 12 MRS. O: Irma, when is this gentleman getting here?
- 13 IRMA: EIGHT-THIRTY.
- 14 MRS. O: Eight-thirty?? Why it's eight-twenty five now.,That would
15 only give me five minutes to bathe, make up my face and
16 get dressed.
- 17 JANE: Oh, I didn't realize it was that late...forget it. *1875*
- 18 MRS. O: I can make it!

LW

1 WAND: And if the guy comes five minutes early she'll still make
2 it.

3 JANE: What do you say Irma.,let Mrs. O'Reilly go in your place?

4 IRMA: ~~NOTHING DOING!~~

5 JANE: But why not? They'll have so much more in common. For *1900*
6 instance if Mr. Clover should talk about the time the
7 earthquake destroyed San Francisco at least Mrs. O'Reilly
8 will be able to discuss it intelligently because she was
9 around when it happened.

10 WAND: She was around when Vesuvius destroyed Pompeii. *1915*

11 MRS. O: Some day that man will say something to offend me.

12 JANE: What do you say, Irma?

13 IRMA: NO JANE, IT WOULDN'T BE FAIR AND --

14 SOUND: KNOCK ON DOOR

15 IRMA: (WHISPERS) BESIDES IT'S TOO LATE..THAT'S HIM NOW.

16 JANE: Here we go...I'll get it. *1930*

17 SOUND: FOOTSTEPS DOOR OPENS

18 JANE: Won't you come in Mr. Clover.

19 CLOV: Good evening...are you Miss Peterson?
LW

IRMA -22-
5-5-53

1 JANE: No I'm not.

2 CLOV: Oh, I'm sorry...Are you Miss Peterson?

3 MRS. O: I don't know yet.

4 IRMA: I'M IRMA PETERSON, MR. CLOVER.

5 CLOV: Ohhh, isn't that nice. Is this lady your mother?

6 IRMA: NO.

7 CLOV: Your grandmother?

8 WAND: No, but you're getting warm. Try Grandfather. By the way,
9 my name is Maestro Wanderkin.

10 CLOV: Glad to know you. ~~A maestro, huh?~~

11 IRMA: OH DO YOU LIKE MUSIC, MR. CLOVER?

12 CLOV: Yes indeed Miss Peterson.

13 IRMA: THERE YOU ARE JANE, WE ALREADY HAVE SOMETHING IN COMMON.

14 I LOVE MUSIC MR. CLOVER...BEETHOVEN, BRAHMS, FOXTROTS.

15 AND I LOVE STRING QUARTETS...ESPECIALLY IF THEY'RE SMALL,

16 SAY FIVE OR SIX MEN.

1975

200

51453 9933

IRMA -23-
5-5-53

1 CLOV: ~~Yes indeed you are pretty.~~ By the way I hope I haven't
2 taken the initiative too much, but I wanted to make this
3 evening a little different for you...so I have two tickets
4 for an exhibition of sculpture by the early Incas. ✓ 20¹⁵

5 IRMA: OH HOW DEBONAIRE...

6 CLOV: Of course you're familiar with the Incas.

7 JANE: Here we go.

8 IRMA: OH YES. THEY'RE SO TALENTED, THE THREE OF THEM...

9 CLOV: The three of them?

10 IRMA: YES, INCA, DINKA, AND DOO. ✓ 20³⁰

11 CLOV: Hmmm, Well let's go. See you folks later.

12 SOUND: DOOR CLOSES

13 JANE: Well this should be a night for history..but I've done all

14 I could and --

15 SOUND: PHONE RINGS

16 JANE: Mr. Clover can't be calling for help already. ✓ 20⁴⁵

17 SOUND: REC. UP

51453 9934

IRMA -23A-
5-5-53

1 JANE: Hello...Western Union? No Miss Peterson isn't in..but I
2 can take the message...What? Her father is flying in from
3 Minnesota and should arrive here by midnight..Thank you. *2102*

4 SOUND: REC DOWN

5 MRS. O: Glory be...Irma's father?

6 JANE: Yes. Won't Irma be thrilled...He's never been here, Oh,
7 gosh.

8 WAND: What's wrong Janie?

9 JANE: I don't want to stay up all hours to give Irma the news...
10 I think I'll just write a note, "Wake me up Irma...Have *2115*
11 important message."

12 MRS. O: Bright idea Janie...Come on Maestro..let's go up on the
13 roof.

14 WAND: Why?

51453 9935

IW

1 MRS. O: Well you know at this time of the year the nights are
2 balmy.

3 WAND: The nights may be but I'm not... Good-bye.

2130

4 ORCH: STINGER

5 SOUND: NIGHT CLUB SOUNDS ~~DANCE MUSIC~~

6 CLOV: Well Miss Peterson, would you care for another dance?

2145

7 IRMA: NO I'M TIRED OF THE TURKEY TROT...CAN'T YOU DO THE RHUMBA?

8 CLOV: The Rhumba..what's that?

9 IRMA: WELL IT'S SORT OF LIKE THE TURKEY TROT WITH A WIGGLE IN IT.

10 CLOV: Irma at my age I don't like to wiggle unless it's
11 absolutely necessary.

2200

12 IRMA: WELL LET'S FORGET DANCING. ~~WHAT WERE WE TALKING ABOUT?~~

13 CLOV: ~~I just mentioned the Mason-Dixon line and you said you~~
14 ~~didn't need one, what you had an automatic clothes dryer.~~

15 IRMA: ~~ISN'T IT WONDERFUL THAT ALTHOUGH THERE'S SUCH A DIFFERENCE~~
16 ~~IN OUR AGES WE UNDERSTAND EACH OTHER SO WELL?~~

17 CLOV: ~~Yes, yes,~~ can I take you home now Miss Peterson?

18 IRMA: BUT WHAT ABOUT THE INCAS?

19 CLOV: I'll send them a note of apology...all three of them.

2215

20 ORCH: STINGER

21 SOUND: DOOR OPEN

1 IRMA: OH, I GUESS JANE HAS GONE TO BED...GOOD-NIGHT MR. CLOVER. 2230

2 I HAD A WONDERFUL TIME.

3 CLOV: Thank you, and-

4 AL: (COMING ON) What's going on here? Step aside mister...
5 Chicken...

6 IRMA: DON'T YOU DARE TALK TO ME...(SWEETLY) GOOD NIGHT GEORGE...
7 IT WAS WONDERFUL SEEING YOU.

8 CLOV: Good night Irma. 2215

9 SOUND: DOOR CLOSE

10 AL: Chicken...Say Something!

11 IRMA: GET OUT OF HERE...HOW DARE YOU STAND ME UP ON MY BIRTHDAY
12 AND GO OUT WITH ANOTHER GIRL.

13 AL: I've been trying to locate you all day to explain to you..
14 That was no girl...that was the boss's daughter...I had to 230
15 apple polish him so I could get a raise...the more dough I
16 make the quicker we can get hitched.

17 IRMA: HITCHED? OH AL, WHEN YOU SAY THAT WORD I HEAR BELLS IN MY
18 HEAD..AND TO THINK I DOUBTED YOU.

19 AL: Forget it chicken..I could never doubt you..never! By the 2315
20 way, who was that old fogey that just left?

IRMA -26-
5-5-53

- 1 IRMA: ER, UH...ER, UH...
- 2 AL: You wasn't two-timing me?
- 3 IRMA: OF COURSE NOT...THAT WAS...ER, UH...THAT WAS MY FATHER. *2330*
- 4 AL: You call him by his first name?
- 5 IRMA: WE'RE A VERY CLOSE FAMILY...I OFTEN CALL MOM MOTHER
- 6 AL: But your father's name isn't George.
- 7 IRMA: I KNOW..HE'S TRAVELING INCOGNITO...YOU KNOW THAT'S ON AN *2345*
- 8 EXPENSE ACCOUNT.
- 9 AL: Now wait a minute.
- 10 JANE: (COMING ON) What's all the noise? Oh Irma baak already?
- 11 And you too Al?
- 12 AL: Hi Jane.
- 13 JANE. Irma didn't you read the note. *2400*
- 14 IRMA: NO, BUT THAT'S NOT IMPORTANT...JANE, AL THINKS I HAD A
- 15 DATE WITH ANOTHER MAN TONIGHT.
- 16 AL: DID SHE?
- 17 JANE: Well, er, er, er.
- 18 IRMA: OH JANE, YOU KNOW THAT THE ELDERLY MAN I WENT OUT WITH
- 19 TONIGHT WAS MY FATHER. *2415*

51453 9938

IRMA -27-
5-5-53

- 1 JANE: Well Irma, what I'm trying to say is...
- 2 SOUND: KNOCK ON DOOR
- 3 IRMA: NOW WHO CAN THIS BE? COME IN.
- 4 SOUND: DOOR OPENS
- 5 DADDY: Well, hello Irma.
- 6 AL: Chicken, what have you opened here.. home for the aged,
- 7 DADDY: Irma dear...aren't you going to say hello. *2930*
- 8 IRMA: OF COURSE..ER..ER..
- 9 AL: Chicken, who is this geezer..
- 10 IRMA: ER...HE'S MY OLDER BROTHER.
- 11 AL: But he looks older than your father.
- 12 IRMA: ER..WELL, MY FATHER MARRIED VERY YOUNG. *2975*
- 13 DADDY: Irma, what are you talking about...don't you recognize
- 14 me..I'm your father.
- 15 IRMA: OH YES, NOW I REMEMBER...MOTHER MARRIED TWICE.
- 16 DADDY: What? *2500*
- 17 IRMA: DON'T GET EXCITED DAD, THIS HAPPENS OFTEN IN THE BIG CITY.
- 18 YOU SEE, AL...
- 19 SOUND: KNOCK ON DOOR

1 AL: If this is another guy.....come in.

2 SOUND: DOOR OPENS

3 CLOVE: Sorry to bother you...I forgot my gloves.

4 IRMA: OH, THAT'S ALL RIGHT. *2515*

5 AL: Wait a minute...if one of these guys is your father and one
6 is your brother how come they don't recognize each other?

7 IRMA: ER...WE LIVED IN A BIG HOUSE. THEY SELDOM MET.

8 AL: Well, Chicken I think you've been two-timing me....I don't
9 know which of these guys is which but rather than ask
10 embarrassing questions this is for you.... *2530*

11 SOUND: SOCK

12 CLOVE: Ouch! Let me out of here! Let me out of here!

13 SOUND: DOOR CLOSES

14 AL: And this is for you, stranger.

15 SOUND: SOCK

16 DAD: Oh my eye! My eye! *2545*

17 IRMA: AL, AL WHAT HAVE YOU DONE? THIS MAN IS REALLY MY FATHER.

18 AL: He is?

- 1 IRMA: OH YES. OH LOOK AT HIS POOR EYE....YOU'VE CLOSED IT.
2 DADDY....
3 DAD: Yes....
4 IRMA: DADDY, THIS IS ALL A MISTAKE!
5 JANE: Yes Mr. Peterson.....this is Al, Irma's fiancee.
6 DAD: He is?
7 IRMA: YES. HOW DOES HE LOOK TO YOU, DADDY?
8 DAD: Will somebody please close my other eye!
9 ORCH: TAG
10 BOB: Irma and Jane will be back in a moment.

26⁰⁰

26 20

CLOSING COMMERCIAL

- 1ST ANNCR: There's an old saying that you can't have everything. But a new cigarette is disproving it. Yes, thousands of smokers are finding that new king-size Cavaliers seem to have everything: great mildness, superb flavor, and firm, smooth, extra length!
- 2ND ANNCR: When thousands of smokers in many different groups compared king-size Cavaliers with the cigarettes they had been smoking, at least 8 out of 10 in every group interviewed said Cavaliers are milder!
- 1ST ANNCR: 89% of the members and guests interviewed at yacht clubs near Chicago said Cavaliers are milder! As Carl L. Hartmann, well-known Chicago yachtsman, said: Cavaliers are noticeably milder than the cigarette I have been smoking...and their flavor is great!
- 2ND ANNCR: King-size Cavaliers are made by the makers of Camel cigarettes. All the know-how gained in producing Camels stands behind Cavaliers. And, although they're king-size, Cavaliers are priced no higher than leading regular-size brands! Cavaliers give you extra length and extra value...at no extra cost! Buy a carton!

27 20

VIGNETTE

2727

1 MUSIC:

2 JANE: Well, Irma and her Dad had the most wonderful birthday
3 reunion you could imagine. You know, he's a little like
4 Irma. You talk to him too, and you don't know what hit
5 you between the eyes. As for Al he's back in love with
6 Irma again. Right now they're sitting on the sofa.

7 Listen:

8 IRMA: AL, I'M THROUGH THINKING ABOUT ELDERLY MEN.

9 AL: Well you know Chicken, you can't teach an old dog new
10 tricks.

11 IRMA: THAT'S RIGHT...BESIDES YOU'RE SO MUCH MORE FUN TO
12 MUZZLE WITH.

13 JANE: Isn't that precious...By the by if there's anyone who'd
14 like to buy these two doggies in the window just write
15 to me, Jane Stacy, care of My Friend Irma.

28 18

16 MUSIC: THEME UP AND APPLAUSE

17

18

19 BB

ANNCR: "My Friend Irma" is a Cy Howard Production and is directed ²⁸²⁴ by Parke Levy who writes the script with Stanley Adams. Marie Wilson is starred as Irma and Cathy Lewis as Jane. Kenny Delmar was heard as Maestro Wanderkin, Gloria Gordon as Mrs. O'Reilly, Sid Tomack was Al, and Alan Reed as Mr. Clyde.

Also included were: _____

Music was under the direction of Lud Gluskin.

Until next Tuesday, your friend Irma says:

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

ANNCR: America needs good schools to build good citizens. The high birth rate of recent years means that there will be an increasing shortage of school rooms and elementary teachers. We need to take steps now to assure a good school system for the future. Join and work with your local civic groups and school boards to protect America's fine educational system. Remember...education molds our future -- better schools build a stronger America!

Bob Lemond speaking transcribed from Hollywood and saying goodnight for Cavalier Cigarettes.

2927

51453 9944

BB