



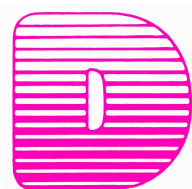
Puffy
Sleeves
and other
exquisite
foolishness

The Compleat
Home Treasury of
TIME Radio
Commercials



Dick

Bert



DURING 1975, TIME decided to explore the possibility of using humor in its radio commercials. TIME's advertising agency, Young & Rubicam, talked to, among others, two young men whose wit had begun to make airwaves. Their firm, Dick & Bert, specialized in humorous radio spots, and within a week, a tape of three one-minute test commercials was sent to Y&R and TIME in New York. When on the very first spot, client and agency heard a breathless young lady named Phyllis say of TIME: "Every week I filled my cup from its lively, literary basin," they knew that humor and TIME could have a meaningful relationship.

All three of those first test spots later went on the air, virtually unedited, to inaugurate a radio campaign whose dramatic departure soon caught the fancy of the listening public. The result over the past three years has been a happy TIME for Dick & Bert—and a host of awards and accolades from the advertising and broadcast communities.

Here on one record, is the Compleat Treasury of Dick & Bert's exquisite foolishness for TIME—so far.

Now, about the exquisite fools: To hear Dick Orkin tell it, former advertising executive Bert Berdis wandered into the offices of Dick Orkin Creative Services during the early '70's and announced, "I've just quit my job. May I lie on the floor here while I figure out what I want to do?"

After several days of tripping over Berdis, Orkin ordered him to get up and write something...and the creative partnership of Dick & Bert was off the ground.

Bert Berdis. A native of Pittsburgh, Bert—whose father is in the steel business—lived near mills in Pennsylvania, West Virginia and Oklahoma. (He still has a fetish for steel, Orkin claims. "Bert loves it—loves to touch it, press his body against it...") He attended Purdue, transferred to Penn State, and after college headed for Greenwich Village, where he wrote humorous sketches and knew such other unknowns as Ruth Buzzi, Bill Cosby and Joan Rivers. After getting a masters degree at Syracuse, he was hired by McCann-Erickson in New York and was later transferred to Chicago, working at times with Orkin. "Meanwhile, I moved on to other agencies in other cities and had become the youngest creative director in the country and all that, but it wasn't any fun. Finally, I couldn't take it and came back and got

together with Mr. Dick, who said, 'Well, just sit in the corner there until you know what you want to be when you grow up.'"

Dick Orkin. Born in Williamsport, Pennsylvania, Orkin earned a degree in English and Speech at Franklin and Marshall College. Subsequently, he worked at a Lancaster radio station as their farm reporter (among other things) though he had no rapport whatsoever with the subject matter. "I was simultaneously the religion editor, doing noontime meditations—we were in the Bible Belt—so it would be: 'Back to the hog report in a moment...today's chapter, from the book of Isaiah...'" He became a disc jockey, but since it was the era of rock 'n roll, for which he had neither ear nor love, he opted to broadcast imaginary interviews from the 14th floor elevator. He was fired. Turning to acting, Orkin attended Yale University's prestigious Graduate School of Drama, which inexplicably but ultimately led him to Station WCFL in Chicago. There, while public affairs director in the mid-60's, he created and starred in the now-famous Batman parody "Chickenman"—the shoe clerk who on weekends fought crime and/or evil as the wonderful white-winged warrior. The success of that series as well as Orkin's other 2½ minute syndicated radio series "The Tooth Fairy" prompted the founding of Dick Orkin Creative Services and eventually the happy hooking-up with Bert.

SIDE I

1. Puffy Sleeves
2. Drug Store
3. Newsstand
4. Mistaken Identity
5. Cruise Ship
6. Lost & Found
7. Banana Boat
8. Stupid
9. Ripper
10. Airplane
11. Under the Blanket

SIDE II

1. Fuchi Manuli
2. Old Friends
3. Toll Booth
4. Wedding
5. Big Drip
6. The Locker
7. Debate
8. Farthingcramp
9. I'm Ready
10. Leaping

Audio Engineer: Stewart Sloke

TIME

PUFFY SLEEVES

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SIDE 1

DR 6178

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SIDE 2

DR 6179