



### BUGALOOS IS WHERE IT'S AT!

**KIDS' STUFF** — Puppeteers Sid and Marty Krofft, the creator of NBC-TV's "Pufnstuf," are now preparing "The Bugaloos," which Sid guarantees will be an instant smash. It will be aimed at the pre-teen and young teen-aged market.

## Producers of 'Pufnstuf' Pull Strings for New Kids' Show

By HARVEY PACK  
NEW YORK — The producers and creator of NBC's top Saturday morning children's program, "Pufnstuf," are the same entrepreneurs credited with being the originators of nude theater and the attending erotica currently causing a sensation in theaters from coast to coast.

In their defense — and before an army of outraged mothers marches on NBC — it must be noted that the nude show Sid and Marty Krofft staged "Les Poupees de Paris" featured puppets in the buff and if the theatre was raised for housing an indecent show Sid and Marty were probably pulling the strings.

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The Krofft brothers are a perfect combination. Sid creates and Marty sells, and people who have dealt with them report that the skills are interchangeable: Sid can sell while he creates and Marty is a creative salesman.

Third generation puppeteers, the Kroffts reached deep into their carnival and vaudeville heritage to salvage success from failure when they invested a fortune to put "Les Poupees de Paris" in the New York World's Fair, where amusement concessionaires went bankrupt at the rate of one a minute.

Sid and Marty pulled a beautiful stunt by hiring people to stand on line for non-scheduled performances of their puppet show, backing up the con up with a "This Performance Sold Out" sign and spreading the word around the fair that the pup-

pet show was the only thing on the grounds worth paying to see.

With it all, the Kroffts barely broke even but they so impressed the Texas millionaire who was forced to close his Texas Pavilion that he hired them to build and create rides, shows and other entertainment for several enormous amusement parks. This venture led Sid and Marty to Hollywood where the next logical move was an invasion of TV.

After turning out scores of successful shows and rides (inexpensive Disneyland types), Sid and Marty decided to sell an idea to TV, "Pufnstuf," sponsored by our largest cereal packager, was not an immediate success. In fact it took so long to catch on that Sid, the creative one, began to pace the beaches of California trying to figure out where he had failed.

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"Oh, I never doubted it would wind up on top," he explains. "But I wanted to make sure the next one was an instant smash."

With "Pufnstuf" now a top rated entry both here and abroad and with a motion picture version (financed by the cereal people) already in release, Sid and Marty are now prepar-

#### To Guest Star

HOLLYWOOD (UPI) — Ruth Buzzi of "Rowan and Martin's Laugh-in" and Frank Sutton of "The Jim Nabors Show" will guest star in an episode of "Love, American Style."

ing "The Bugaloos," the new idea conceived by Sid which he guarantees will be an "instant smash."

"The pre-teen and young teenaged market likes singing groups and particularly English groups. We had that partly right when we insisted — against all advice — on starring the talented young English performer, Jack Wild (the Artful Dodger from "Oliver") in "Pufnstuf." In our new show we are introducing a group naturally called "The Bugaloos" which we actually put together in England, and backing them up with a wild science-fiction far out format. It's going to be great!" says Marty, giving it a salesman's exclamation point.

Sid and Marty went to London and auditioned tens of thousands of aspirants for "The Bugaloos." Ads were placed in teen-age publications all over the British Isles promising fame and fortune for the lucky winners and the lines formed around the block.

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"It was tiring work but worth it," says Sid. "After many weeks when we narrowed the field down to ten — we really became through. We paid all expenses for several weeks while we lived with them and observed them close up. We wanted a group that would get along and work well together. Remember... they were all strangers. I think we've got it... the kids are wonderful."

No matter what happens Sid and Marty assured me that all their characters will remain fully clothed. Their nude theater days are past.

Today an *Tolsonian*