

T.V. DEPT.: OUR CONSTANT READERS HAVE NO DOUBT NOTICED OUR SUDDEN SHIFT TO TELEVISION! WE ARE GIVING SPECIAL ATTENTION TO T.V. BECAUSE WE BELIEVE IT HAS BECOME AN INTEGRAL PART OF LIVING... A POWERFUL INFLUENCE IN SHAPING THE FUTURE... BUT MAINLY WE ARE GIVING ATTENTION BECAUSE WE JUST GOT A NEW T.V. SET!... SO HERE'S OUR STORY...

# HOWDY DOOIT!



NO! LET ME GO!  
THAT'S MY SUNDAY FROM MY MOVIES BEHIND HIS HEAD AND I WANTIT BACK!

Bill Elder

LIBERACE

DIAL MY BOY MURDER

THE BUT TONGS SHOW

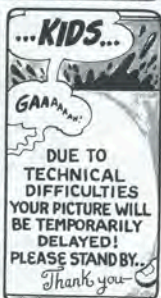
BRITISH SPY

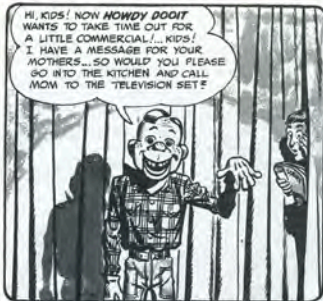
MIDDLE PROGRAMS

THE BUT TONGS SHOW



THE WANTED SHOW





HI, KIDS! NOW HOWDY DOGIT WANTS TO TAKE TIME OUT FOR A LITTLE COMMERCIAL!...KIDS! I HAVE A MESSAGE FOR YOUR MOTHERS...SO WOULD YOU PLEASE GO INTO THE KITCHEN AND CALL MOM TO THE TELEVISION SET!



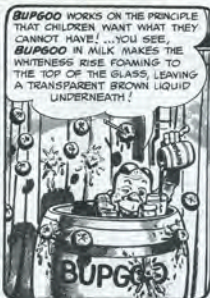
DIDN'T YOU HEAR, ME... YOU STILL SITTING THERE!?...SET OUT AND CALL YOUR MOTHERS!

GET GOING BEFORE I GET MAD!

WISS!



HI, MOM!... HAVING TROUBLE MAKING THE KIDS DRINK MILK? WHY DON'T YOU TRY SOME **BUPGOO!** **BUPGOO!** IS A SYRUP THAT WHEN ADDED TO MILK MAKES THE MILK MORE ATTRACTIVE TO CHILDREN!



**BUPGOO** WORKS ON THE PRINCIPLE THAT CHILDREN WANT WHAT THEY CANNOT HAVE!...YOU SEE, **BUPGOO** IN MILK MAKES THE WHITENESS RISE FOAMING TO THE TOP OF THE GLASS, LEAVING A TRANSPARENT BROWN LIQUID UNDERNEATH!



...YES... **BUPGOO** MAKES A GLASS OF MILK LOOK EXACTLY LIKE A GLASS OF BEER!

NEXT TIME THE KIDS WANT THE BEER YOU'RE DRINKING, GIVE 'EM **BUPGOO!**

NOW... BACK TO BUFFALO BILL!



HOW, BIG CHIEF THUNDAMELVIN!... STILL HIDING YOUR MUSTACHE UNDER THAT WARPAIN'T, YOU RASCAL YOU?!

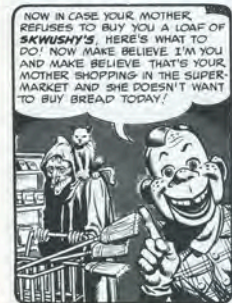
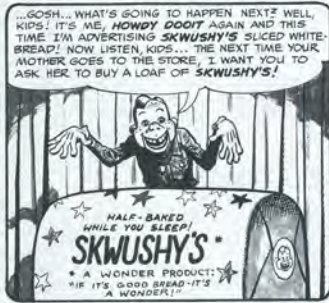
...KOWABUNGA, BUFFALO BILL... ME LOOKIN' FOR CLARABELLA! THERE SOMETHING BOTHERING ME FOR LONG TIME! ...ME WANT TO ASK CLARABELLA!



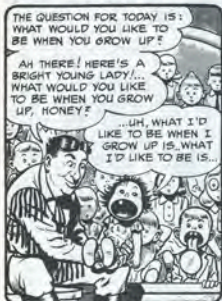
WHY... HERE COMES CLARABELLA NOW!

GOSHAROOTIE... I MEAN **KOWABUNGA**, CLARABELLA! IS SOMETHING ME GOTTA ASK YOU! ME KNOW FACE OF CLOWN OFTEN COVER GREAT WISDOM! WISDOM MANY TIME LAY UNDER SENSE OF HUMOR! ME WANT ASK YOU ONE QUESTION EVER SINCE ME MEET YOU! EVER SINCE ME HEAR YOUR NAME, **CLARABELLA** ME WANT TO ASK...

MACY'S PARADE







OF COURSE... ADVERTISING AND ENTERTAINMENT ARE LUCRATIVE FIELDS IF ONE HITS THE TOP BRACKETS... MUCH LIKE **HOWDY DOOIT** HAS! IN OTHER WORDS... WHAT I WANT TO DO WHEN I GROW UP, IS TO BE A HUSTLER LIKE **HOWDY DOOIT**! I WANT TO BE WHERE THE CASH IS... THE **GREEN STUFF**... **MOOLAH**... **POUND NOTES**... GET IT?  
**... MONEY!**



BUT CHILD... **HOWDY DOOIT** IS NO 'HUSTLER'! HE NEEDS NO MONEY! NO DOLLAR BILLS TO SMILE... NO MERCENARY INCENTIVE TO PASS OUT HAPPINESS!

**AWW COME OFF IT, BUFFALO BILL!**



NO, CHILD... **HOWDY DOOIT** IS A HAPPY WOODEN MARIONETTE, MANIPULATED BY STRINGS! **HOWDY DOOIT**, CHILD, IS NO MERCENARY, MONEY GRUBBING HUSTLER...

...I, **BUFFALO BILL**, AM THE MERCENARY, MONEY GRUBBING HUSTLER!



I'LL SHOW YOU WHO THE HUSTLER IS!

WHAT ARE YOU DOING, CHILD?

WAIT!



SOMEONE GRAB HIM!

STOP HIM, SOMEONE!

HOLD HIM!



WHAT DID HE DO?... WHAT'S WRONG WITH **BUFFALO BILL**?

...**CUT THE SCENE!**  
...**CUT THE SCENE!**  
...**CUT! CUT!**

...**THAT KID!... HE HAD A PAIR OF SCISSORS!**

CLIK CLIK CLIK



...HE CLIPPED **BUFFALO BILL'S STRINGS!**

**WHY TV?**

**CHANEL NO. 5**

