

ORIGINAL DRAWING BY "PEYO"

SMURF COLLECTORS' CLUB INTERNATIONAL
24 CABOT ROAD WEST
MASSAPEQUA, NEW YORK
11758 U.S.A.

THIRD YEAR VOL.III
NEWSLETTER TWELVE

SPRING 1989

Dear Smurf Collectors:

With this Newsletter, No. 12, Year Three of the Smurf Collectors' Club International draws to a close. It has been a wonderful year with membership, again, more than doubling in size.

Your input has been generous and our Board of Directors are grateful to each and every one of you for your willingness to share your knowledge. As our roster has increased, (over 400), so has our store of valuable information about the little blue characters who have captured our hearts.

We will be mailing a survey form to a randomly drawn number of S.C.C.I. subscriber-members. If you have been "chosen" to participate in the survey, you will find a copy of the form on the reverse side of your renewal application. Please take the time to complete the form and send it back to us by return mail. It's high time we learned more about you and your likes, dislikes, and buying, collecting, and reading interests with regard to Smurfs. The results of the survey will be published in the near future for all to enjoy.

VERY EXCITING!!! VERY SPECIAL!!! READ ALL ABOUT IT!!! HAVE WE GOT A SURPRISE FOR YOU!!!

An all-out campaign was under way for many months to capture a "FIRST" for Club Members who renew for the Club's fourth year. Not an easy task, by any means, but SUCCESSFUL!

Over the past three years so many of you have shared our desire to tour the Schleich Factory in West Germany and see, first-hand, how our favorite figurines are made. Unfortunately, for most, this is simply not feasible, but we feel that we have come up with the next best thing:

DIRECTLY OUT OF SCHLEICH'S
STEEL MOLD MACHINES:

!!!!!!!RAW SMURFS!!!!!!!

Yes, that's right, UNPAINTED Smurfs!!! You will be able to hold in your hands Smurfs, just as they are in their birthday suits, FRESH OUT OF THE MOLDS!!

To top it off, you will be offered not JUST ONE, not merely TWO, but THREE RAW SMURF figurines injected in THREE DIFFERENT COLORS.

After lengthy negotiations, special permission was granted, by Schleich, for RAW Smurfs to be released from the factory to S.C.C.I. Members. Schleich has stipulated that our raw Smurf figurines are to be special "CLUB PROMOTIONAL FIGURINES". Again, as with the "Good Luck Smurf" 1988, this UNIQUE offer is strictly limited in quantity (first-come, first-served, while supply lasts). We do promise, that fourth year renewing members will have FIRST OPTION to purchase these SETS before it is offered to new members. We STRONGLY SUGGEST that you return your renewal applications within TWO WEEKS.

Each "RAW S.C.C.I. PROMOTIONAL FIGURINE SET" will come with a NUMBERED CERTIFICATE OF AUTHENTICITY. Every set purchased will be REGISTERED with the Club and this information will be kept on file. If ownership should be transferred, the set MUST be accompanied by it's certificate and the Club is to be notified of the transaction.

FOR YOUR INFORMATION....Please be informed that the Club 1988 "Good Luck Smurf" have ALL remained in their original owners collections. No transfers of ownerships have occurred! Many new third year members are seeking a "GOOD LUCK SMURF" for their collections. Anyone interested in parting with this figurine? Please contact the Club!

In Newsletter 10, Fall 1988, we discussed figurine #20136 Smurf Holding Pumpkin, as just being released on the European Market. This figurine is painted in a NEW BRIGHTER SHADE of BLUE. For all of you who collect Variations, the Club now has these figurines in stock.

Another NEW paint variation is the GERMAN ST. PATRICK NO. 20176. This figurine DOES NOT HAVE A RED HAT BAND.

We have just been informed that "PEYO" has requested that Schleich change the COLOR of # 20405 PUPPY. See Newsletter 7, Winter 1987 for more information on this figurine. Word has reached us that PUPPY will now be produced in GREY. A GREAT VARIATION to go with our SASSETTE VARIATION!

For more information on the above variations, please send your requests to the Club with a Self Addressed Stamped envelope.

HOW RARE IS RARE.....

To keep you all informed. As of this date the "BULLY" Gargamel figurine featured in Newsletter 10, is owned by just 3 of our Club members! Have you checked YOUR Gargamel figurine? Two of these 3 members did not realize they had this figurine until our article appeared. Write and let us know what you find!

COLLECTORS COMMENTS.....

Dear Editor of S.C.C.I. Newsletter:

In Newsletter Eleven you described the emblem on the shirt of the "OLYMPIC SMURF" as resembling, somewhat a griffin. I would like to say that I agree with you; the resemblance is there, but, in my opinion, the design is very clearly a lion. The lion is the symbol of the Bavarian State of West Germany. A stylized lion of almost identical design can be seen on the Bavarian State Flag and the Bavarian coat of arms. I hope you will find this little bit of information helpful. May I add that I found this recent Newsletter exceptionally informative and especially liked the sketches that made it easier for me to understand the "Olympic Smurf's" mold differences. I would care to share my extra "Olympic Smurf" figurine with members. Please find enclosed this figurine for the Club's Auction Block. Thanks for doing a superior job; keep up the fine work.

E.M. from West Germany

Dear Suzanne:

I've just noticed that my new Smurf, Architect, is not embossed with a date. Can you tell me why? How do I date it? I've discovered that date markings are missing on a few of my other pieces, too. What do the dates really signify? Thank you.

Ted C. from Fla.

Dear T.C.:

To answer your question: Unfortunately, not all 2" Smurf figurines are embossed with a date. Why? We really can't say whether or not the omission in such cases is due to Schleich's deliberate decision, an oversight, or some other technicality.

Please be advised that Architect Smurf is OFFICIALLY being issued this year, 1989. Do not be misled by the fact that you and other Club Members received this figurine as early as late 1988; you've merely enjoyed one of those advantages held by collectors fortunate enough to be S.C.C.I. Members! It is common for a figurine to be designed in one year, injected in another, and officially issued (released) in yet another. The dates embossed on the figurines are actually part of the molds and thought to be the dates (year) in which they were first DESIGNED. The dates do not necessarily represent the OFFICIAL YEAR OF RELEASE. For example, Fitness is embossed with the year 1987 but it's official issue date is 1989. The reason for this, is that Fitness replaces Bodybuilder designed in 1987.

SPECIAL NOTE.....Due to numerous requests and suggestions, we have revised the S.C.C.I. Brochure for Club members.

The Brochure NOW INCLUDES the ORIGINAL ISSUE DATE of each Smurf Figurine and Super Smurf.

Along the same line, we have also noted which figurines have been RETIRED by the Schleich, W.G., manufacturer as of January 1989. To our dismay, Smurf figurines issued as late as 1985 have already been retired by Schleich.

The Super Smurf section of the Club Brochure has been completely re-done featuring photos of the major Super Smurf variations.

We have also added to this Brochure a complete NEW SECTION of some of the older Schleich Smurf Products from the 70's and 80's, for your edification: Smurf Castle, Mini Smurfs, Pencil Sharpeners, Giant Smurfs, Greeting Cards, Plushes, Displays etc. etc. etc.

To order this newly revised brochure, see your nearest application in this issue.

Dear Smurf Collectors Club;

Since joining the Club in 1987, I have started purchasing anything and everything relating to Smurfs or having Smurf decorations. I was glad to learn that the Club only concerns itself with LICENSED Smurf items and products.

Can you tell me how many licensed Smurf products have been or currently are on the market in the U.S. and Europe?

Joan P. from Az.

Dear Joan;

This is almost an impossible question to answer. To the best of our knowledge "Peyo" has issued about 2,000 licenses over the years, around the world.

To give you an example, the 2" Smurf figurine is just ONE license owned by Schleich! Schleich holds all rights to produce the 2" figurines. Applause (W. Berrie) has a contract with SCHLEICH, not "PEYO" to distribute the 2" figures in the U.S.A.

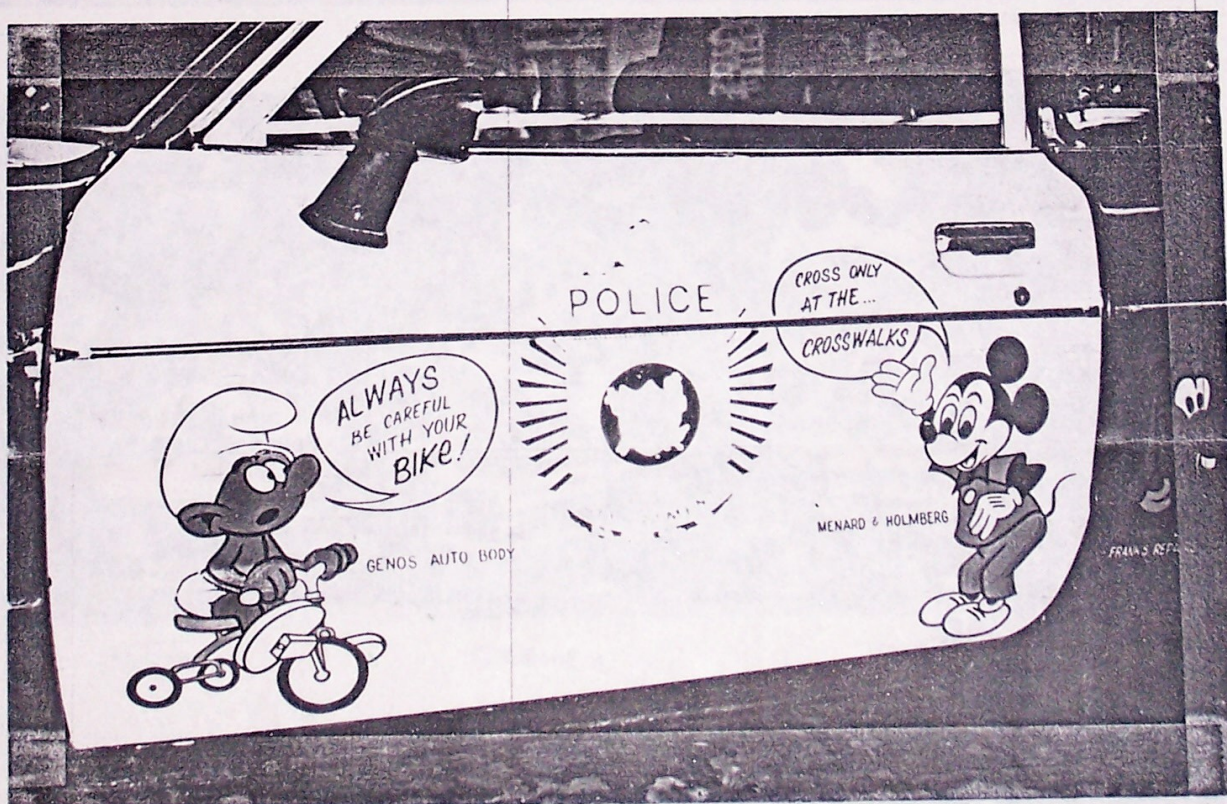
W. Berrie does hold the license from "Peyo" to manufacture and sell other Smurf products in the U.S. They have also sold licenses to hundreds of other manufactures to produce licensed products. Just to name a few: Underwear, Clocks, Telephones, Yogurt, Spaghetti, Paper Cups, Cookies, Fast Food Premiums, etc. etc.

With each members help we can attempt to compile a listing of all companies producing a licensed product. Lets all help each other. Go through your collection of Smurf Memorabilia, record the names of each company (manufacturer) and submit your list to the Club. We will compile all of the lists and produce a master listing for all members. Please remember, SHARING is CARING!

Many unauthorized uses of Smurfs have appeared. This includes an appearance on the sides of water cannon trucks used by Panamanian Security Forces. Many of you reported seeing this on News telecasts during the uprising in Panama.

Another example of an unauthorized use, closer to home, has been sent in to the Club by Susan our Co. Editor. These are fun to see!

"Thought you would enjoy the enclosed photo. This police car of the Chicopee Falls, Mass. police Department was displayed at the "BIG E" (New England's Great State Fair)."



NEWS FLASH....NEWS FLASH....NEWS FLASH...:NEWS FLASH. ..NEWS FLASH....NEWS FLASH.. .NEWS FLASH....NEWS FLASH

Please refer to Newsletter Eleven, page one. We announced the substitution of FITNESS SMURF for BODYBUILDER SMURF (No. 20228). We've received a remarkable bit of information!!!! ONLY 5,000 OF THE ORIGINAL BODYBUILDER SMURF WERE PRODUCED. Take care not to let your Bodybuilder out of your sight. 5,000 is a very small production number, indeed!!!!!!!!!!!!

BENDABLE FIGURINE by Schleich.....

In Newsletter No. 10, Fall, 1988, we spoke about the history of the Schleich factory. In this feature we described the early bendable figurines and the "BENDABLE" Schleich trademark.

It has now been brought to our attention that a member of the Smurf cast of characters was manufactured in this UNIQUE bendable style:

JOHANN

The official Schleich factory number for this bendable figurine was 30036.

As part of the regular 2" Smurf figurine collection, Johann is No. 20498.

Bendable Johann is a "fun" figurine as his arms, legs, feet, and head are all flexible and he can be posed in dozens of different positions. Charming as shown in the picture below. Imagine him surrounded by our 2" Smurf figurines and their village houses and other accessories.

We are making an attempt to locate a supply of the bendable Johann but, as they were made many years ago, they may prove to be elusive. Let's hope they are not extinct!

If you are interested, let us know and be sure to enclose a S.A.S.E. with your letter. If and when the figurine becomes available, you will be immediately notified.

THE HUNT IS ON!!!!!!

WISH US LUCK!!!!!!

Schleich®



Johann, eine der Hauptfiguren aus dem Spielfilm „Die Schlümpfe und die Zauberflöte“.

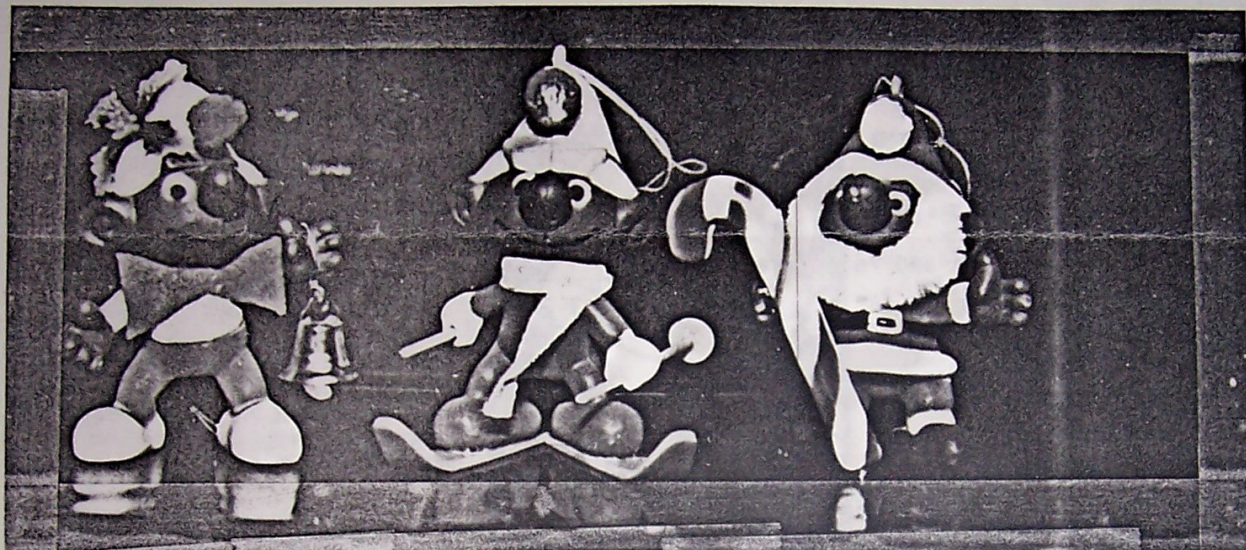
3.0036 Johann



FROM CANADA.....

We have some wonderful Canadian friends who believe "Sharing is Caring" and they, luckily for us, practice what they preach. Information received from two Club Members in Canada tells us about the following Christmas ornaments they've purchased in their country.

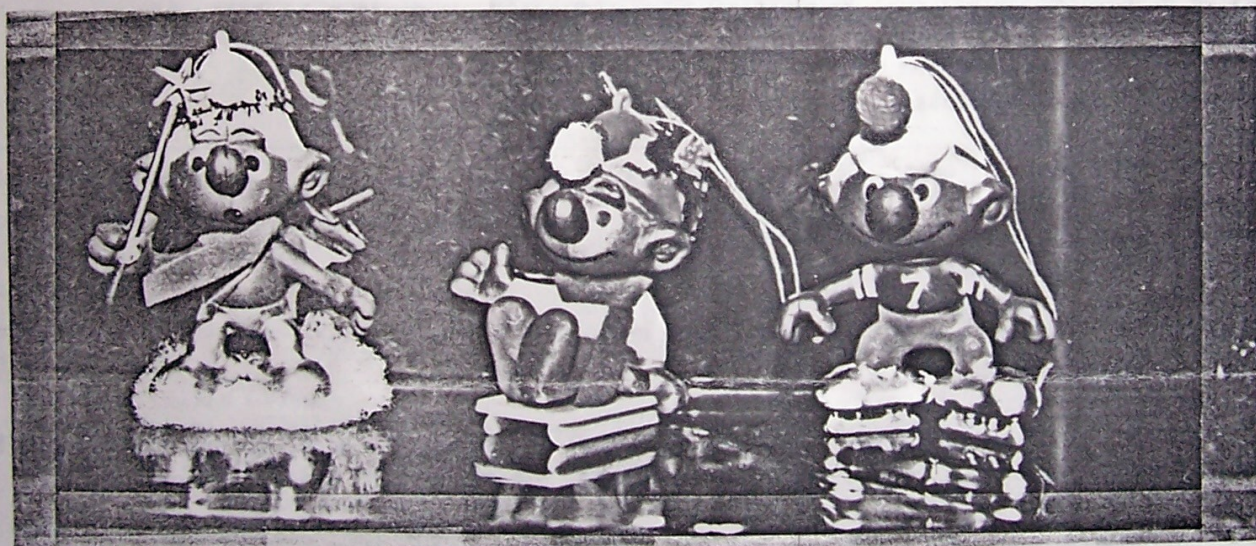
These figurines are marked as follows: Peyo; made in Hong Kong; SEPP; Alderbrook. They are approximately 3" high and are made of hard plastic with accessories of other materials as noted. They are not dated.



FIGURINE 1

FIGURINE 3

FIGURINE 6



FIGURINE 2

FIGURINE 4

FIGURINE 5

A COMPLETE DESCRIPTION OF EACH FIGURINE WILL BE FOUND ON THE NEXT PAGE.

DESCRIPTION.....CHRISTMAS SMURF ORNAMENTS BY ALDERBROOK.....

ALL OF THE ORNAMENTS HAVE A LOOP ON THEIR HEADS WITH GOLD CORDS.

- FIGURINE 1 BELL RINGER
- BELL is REAL and made of Brass (removable)
 - Red Pants, Yellow Shirt
 - White Shoes and Hat
 - Felt Bowtie and Pompom in Red
 - Plastic Holly on Head
- FIGURINE 2 ANGEL
- Red Fabric Scarf
 - Gold Metalic Wreath around Hat
 - Standing on a Cotton Ball Cloud
 - Gold Pants and Wand with Star in Hand
 - Wings are Gold and White
- FIGURINE 3 SKIER
- White Fabric Scarf
 - Red Suit and Pompom
 - Yellow Sunglasses, Skis and Poles are Plastic
- FIGURINE 4 SLEIGH
- Red Hat and Pants
 - Red Fabric Scarf
 - Yellow Fabric Pompom
 - Plastic Holly on Head
 - Yellow Plastic Sleigh
- FIGURINE 5 ICE SKATER
- Red Pompom and Pants
 - Green Shirt with White "7"
 - Silver Skates
 - Yellow Sunglasses
- FIGURINE 6 SANTA
- White Felt Beard and Pompom
 - Red Hat, Jacket, and Pants
 - Black Shoes and Belt
 - Red and White Candy Cane

A 7th figurine has been verified, no photo available.

SMURF HOLDING CANDY CANE

- Red Pants, Scarf, and Pompom
- Yellow Shirt
- Red and White Candy Cane

Thank you for alerting us to these delightful items that will definitely be added to our "SEARCH LISTS."
If any of you have anything to add with regard to these ornaments, please write! Sharing IS caring!!!!!!

PLEASE BE INFORMED.....

A number of members have written to inquire about figurines made by the Empire Toy Company. They are marked with an "E" and a CROWN or the trademark "EMPIRE."

To a degree, it is true that they resemble Smurfs, but their heads are larger and they come in a rainbow of colors such as orange, green, purple, yellow and red.

Be advised that these figurines are definitely NOT Smurfs and are not meant to be. They are from a totally different line and are called GNOMES!!!!!!!

TARTIKOFF: SMURFS ON PROBATION, MARVELS SLATED FOR PRIME TIME

NBC president Brandon Tartikoff announced recently that a change in programming strategies might be implemented on Saturday mornings, leaving dozens of cuddly ponies, caped crusaders and smurfs unemployed.

Tartikoff said that the Saturday morning market isn't what it used to be, telling a reporter for *The New York Times* recently that good business might be better served by programming adult news and entertainment shows in a slot that has been devoted to cartoons and live-action kiddie shows since the early 1960s.

Blaming syndicated afternoon children's programs like *DuckTales* and *G.I. Joe* for a drastic decline in the Saturday morning audience as well as for the strain on advertising budgets, Tartikoff said that instead of paying animation companies for programming NBC could inexpensively produce in-house shows like a Saturday version of the network's *Today* show.

According to Tartikoff, although NBC has led the Saturday morning ratings for the last few years, the level of profit has still been shrinking significantly.

Although *The Comics Buyer's Guide* reported that Tartikoff would be announcing his decision whether or not to replace cartoons on Saturday morning near the end of November, Pat Schultz, a public relations spokes-

person for NBC said that Tartikoff had no plans to change Saturday morning programming in the foreseeable future.

"His remarks were just that, remarks," Schultz said. "They were not intended as statements of any future policies."

Tartikoff may contemplate deserting his smurfs in favor of Bryant Gumbel in the Saturday morning ghetto but as

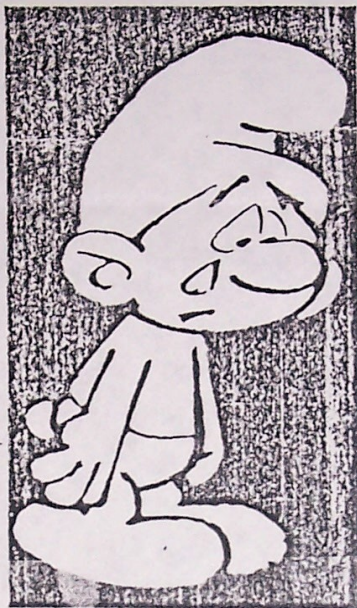
far as prime time goes, NBC is chomping at the bit for more live-action super-heroes to secure the slippery 8 p.m. time slot.

A recent article in *The New York Times* has Tartikoff armed with as many as four Marvel super-heroes with which he hopes to cash in on an age-old youth fixation and a growing adult fascination for comic books. NBC's interest was piqued last May, according to the *Times*, when *The Incredible Hulk Returns* pummeled a much-touted mini-series "Baby M." Since then, NBC has made a deal with New World Entertainment, the former owners of Marvel Comics, to formulate two two-hour prospective pilot movies for the network starring the Hulk and abetted by a supporting cast from the Marvel stable, including Iron Man, She-Hulk and the Daredevil.

Ever the populist, Tartikoff said that whichever character gets the most response wins his or her own series.

The Times also reported that Stan Lee has just completed a character for television use called The Chameleon, a man who was bitten by a chameleon as a child and who can turn himself into other people at will.

Pretty soon kids will have to stay up nights to see their favorite caped crusaders and adults will have to get to bed at 10 so they can get up Saturday morning and catch the news. Turnabout is fair play.



VARIATION.....

With the growth of Club Membership, the store of Smurf data at the S.C.C.I. has also flourished.

Thanks to the in-put of many new members, we are richer and now pass the wealth on to the entire membership. We hereby up-date the variation lists on Smurfs that have already been documented in previous Newsletters.

The following additional variations have all been verified during this past year by your Club's

Board of Directors:

- | | | |
|--------|-----------|---|
| #20006 | Brainy | Yellow Glasses |
| 20007 | Angry | Small Version Red Lines on mouth |
| 20008 | Spy | All Red Cape, Outside and Inside
Cape Red Outside, Pink Inside |
| 20012 | Mechanic | White Pants, Grey Wrench |
| 20014 | Sunbather | Blue Bathing Suit
Orange and Black Bathing Suit |
| 20018 | Crying | White Handkerchief
Two size molds have been verified.
Variation in Feet |
| 20019 | Flower | White Velvet Flower
Flower attached to face with a small plastic pin |
| 20022 | Author | Orangy/Peach Painted Feather
White <u>Tooth</u> painted in mouth |
| 20023 | R n R | Dull Red Guitar
Bright Red Guitar
Yellow Guitar |

SPECIAL NOTE: On #20023 Rock N Roll

Variations of the strings have been verified as being painted in Pale Yellow, Bright Yellow, Black, Butterscotch, Greenish Grey and Pale Orange

# 20026	Sitting	Small Version Only, Feet upward 1-Feet are Ovals 2-Feet are shaped and arched inward
20032	Ice Hockey	Pale Yellow Injected mold Dark Yellow Injected mold
20035	Soccer	Blue shirt and White Pants Yellow Shirt and Orange Pants
20036	Hang-glider	Red and White Wings
20047	Trumpeter	Reddish/Orange Pants with White Shoes Orange Trumpet
20049	Tennis	Brown Racquet Red Racquet with White Strings Yellow Racquet with Red Strings
20061	Bandleader	Standing on Grey Rock
20062	Telephone	Brown and Gold Telephone

BUY.... SELL... .. TRADE.....

Please refer to back issues for instructions on how to Answer an Ad and Place an Ad.

Ad

- #136 FOR SALE First Time Being Offered.....Smurf Poster Size 37" by 26" Titled: "SMURFLAND!" "THE WORLD OF THE SMURFS" by Schleich. Full color, Large Mountain Scene with lots of Smurf Figurines. On top of the Mountain is a Smurf Train. In the sky is a Hot Air Balloon and two Smurfy style Airplanes. Dynamite POSTER!!!!!!
- #137 FOR SALE FERRERO SMURFS AS FEATURED IN NEWSLETTER 9. COMPLETE 12 PIECE SOCCER SET. WILL SELL AS SET ONLY!!!! 1½" IN HEIGHT, HARD PLASTIC. LICENSED BY "PEYO" SEE ARTICLE FOR MORE INFORMATION!!!!!!
- #138 FOR SALE BEAUTIFUL COLOR POSTER FROM KINGS DOMINION. Size 18" by 24". Cartoon drawing of Smurfs GOING ON A TRIP. Kings Dominion Promotional Poster Title on Poster is "THE SMURFS ARE COMING TO KINGS DOMINION"
- #139 WANTED Can a member help me out? I need the little Lavender and White BUTTERFLY that belongs with the Smurfette Cottage. Please submit asking price in first letter.
- #140 FOR SALE Smurfette Porcelain Figurines from the "HAPPY BIRTHDAY SERIES" W. Berrie 1983 Available, Numbers 5, 12, 11 and 8.
- #141 FOR SALE 1982 CHRISTMAS MUG. W. Berrie First of an Annual LIMITED EDITION titled "THE SMURF CAROLERS"
- #142 WANTED POSTERS BY W. BERRIE MINT CONDITION ONLY! NEED NUMBERS 7605, 7606, 7612, 7613, 7615. PLEASE SUBMIT ASKING PRICE IN FIRST LETTER.
- #143 FOR SALE SMALL SMURF CATALOG IN COLOR. PRINTED WITH NAMES IN FRENCH.
- #144 FOR SALE MINI SMURF PUZZLES. FOUR DIFFERENT SOCCER SCENES. THESE WERE ALSO PROMOTIONAL ITEMS GIVEN OUT IN THE EASTER EGGS. See Newsletter 9, Ferrero article!
- #145 FOR SALE SMURF PLAYSET NUMBER 10, CONVEYOR BELT. Discontinued by Schleich W. Germany.
- #146 WANTED TRAVEL AMERICA SERIES MUGS: 8108 CALIFORNIA
8110 ROCKY MOUNTAIN
8111 TEXAS
8113 State Unknown Can someone tell us?
8115 Chicago
Please submit asking price in first letter.
- #147 WANTED ANYONE INTERESTED IN COLLECTING "BULLY" MARKINGS. SEND YOUR WANT LISTS TO THE CLUB. Submit with a S.A.S.E. for return replies!!!!

TO ALL AUCTION BLOCK BIDDERS, DON'T FORGET.....

SEND YOUR S.A.S.E. IN FOR THIS QUARTERS AUCTION BLOCK!!!!!!

WE'VE GOT SOME DY-NØ-MITE FIGURINES LISTED THIS QUARTER!!!!!!!!!!

If you read this Newsletter carefully, you know of one GREAT FIGURINE THAT APPEARS!!!!!!