

# SMURF COLLECTORS CLUB INTERNATIONAL

24 Cabot Road W.

Massapequa, NY 11758

Fifth Year Vol. 5  
Newsletter 17

Summer 1990

Dear Smurf Collector:

First, WELCOME BACK to all renewing Members for our fifth year of Smurf Club publications. So many of you are old friends since we've gotten to know you through your letters. A warm welcome, also, to all new members who have come on board for Year Five. Your interest and enthusiasm is truly astonishing!

We usually open our Newsletters with news on the up-beat but, at this time, we have dismal news to report. You have probably already heard: NBC's President, Brandon Tartikoff, and Phyllis Vinson, NBC's Vice President of childrens' programming, have announced that the Saturday morning line-up for the fall season will not include the Smurf cartoon. A more complete explanation of programming strategy is included in this issue.

The next news we have to share was, originally, exciting news but, with the cartoon being cancelled, it remains to be seen what will eventually occur.

## Smurfs will be relaunched to a new generation

WOODLAND HILLS, CALIF. — Applause Licensing is relaunching the Smurfs in 1990 to a new generation.

The major focus of the relaunch will be the Smurflings — miniature, childlike versions of the Smurfs.

Standing just two apples tall, the Smurflings are popular TV characters who offer new merchandising opportunities, according to Applause.

The Smurfs have been licensed internationally for more than 30 years and, between 1980 and 1984, Smurf merchandise accounted for more than \$500 million at wholesale.

The Smurf Saturday morning TV show is now in its ninth year in syndication.

New merchandise featuring the Smurfing characters will come in brightly colored, bold prints.

The items will be targeted at two- to eight-year-olds.

Licensed Smurfing products reaching market this year will include a wide array of products.

A new line of screenprints from Changes and new plush, PVC and puppets from Applause Gift.

Additional product lines will be released in September from such licensees as Gerber/Bates, Springs, Bibb, PCA, Changes, Union, BBC and Mayfair/Pilgrim.

Products will be available throughout the year from General Foods, Arjon, Anagram, Kings Entertainment, Viewmaster, Collegeville Flag, Franco, American Home Foods, Harley, Halsey Taylor Thermos, Union Underwear and Venus Old Brussels.

The relaunch will be supported by a variety of efforts, including a national public relations campaign, mall tour, theme park shows and a fast-food promotion.

When and if this relaunching occurs, it may be of a very limited nature. Therefore, we ask all members, in every corner of the U.S.A., to keep us posted on any and all Smurf items that you happen to locate in your area! If a test market is used, this will prove to be very important to our members. Some states may not have items that other states will have. Let's keep our eyes open!! Let the Club know what you locate!! Sharing is Caring!!!

We are supplying each of you with a copy of "The Smurfs...A Historical Perspective." This was provided for our information, by Applause. We all hope that 1990 will be added to this!!!

We are also enclosing, with this issue, background information on the famous voices of the Smurf Cartoon characters.

We feel it is the right time to publish these two pieces of material; let's indulge in a little NOSTALGIA!



Hopefully, you all watched the April 21, 1990, airing of the "Cartoon All-Stars to the Rescue." We have received reviews from all over the country, and Canada, and they have all given it a four-star rating. We are enclosing one of the reviews in this issue for your scrapbooks.

This show was written by Hanna-Barbera animators Swayne Pole and Tom Swale. The show took nearly two years to produce and one million dollars in production costs. We have also learned that the script was sent back for "countless" revisions in order to satisfy all the studios concerned with how their cartoon characters were being portrayed. Each creator wanted to ensure that their character was true to it's old, familiar, self. Technical problems also had to be overcome as it was incredibly difficult to mix Bugs Bunny with the Smurfs in the same frame! The voice of "Smoke" was none other than George C. Scott!

Now, from the European Front! We have been notified that there is a new Smurf magazine (see announcement in this issue). This publication is only available in the French language in France. The Club has made arrangements to receive this publication and we would like to share it from time-to-time with you, our Members. We U R G E N T L Y need someone to translate from French to English for the Club. If anyone cares to volunteer, please write to us at Club Headquarters.

We regret to disclose the fact that the Club's Limited Edition Smurf Figurine produced exclusively for Club Members, "1990 Celebration Smurf," was S O L D O U T in just a few short weeks. We are sorry so many renewing members and new members were unable to have the opportunity to purchase this exciting figurine. We have contacted Schleich in West Germany about this major dilemma. We are hoping to have an alternate offering for all members who have been, and will be, disappointed in this our fifth year. We will keep you posted.

We are enclosing, with this issue a new page showing the 1990 New Generation Figurines. Use this page to bring your 1989 Club Brochure up-to date.

The figurines are:

#20406 Nanny's Pal, Smoogle  
#20407 Wild's Pal, Chitter  
#20408 Nanny  
#20409 Marching Smurf with Flag  
and  
"1990 Celebration Smurf"

Technically, we find no major objections to these four new figurines. One minor "flaw" noted is that the inside of Smoogle's ears are not painted pink as the inside of his paws are. We have also heard a number of complaints stating that Nanny should be holding a knitting bag as she appears in the cartoon. Schleich informs us that they had major technical problems with this so we have an empty-handed Nanny, unfortunately.

The four new figurines appearing with black paint dots were painted in Tunisia!!! Smoogle is injected in pink and only his details are painted. Chitter is injected in grey and only his details and acorn are painted (Are they "boys" or "girls" ? Does anyone know?).

Re #20409: The flag this figurine is holding represents the "Council of Europe." Has anyone noticed the "C E" marking on the back of the arm of this figurine? Another first!!!!

The "Council of Europe" is an international organization of 21 countries, much like our United Nations in the U.S.A. The council seeks to promote closer unity among it's members in order to achieve economic and social progress. It concentrates on the political organization of Europe. Members are Austria, Belgium, Cyprus, Denmark, France, Great Britain, Greece, Ireland, Italy, Liechtenstein, Luxembourg, Malta, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, and West Germany. The council was established in 1949.

Was this figurine commissioned by the Council? Is it a promotional figurine? Will it be produced as a limited edition? These are the questions we are attempting to get answered.

All four new figurines are available from the Club at the moment.

On the back of the Club Brochure's new page, we have Schleich's announcement and listing of the figurines that they will be producing for 1990.

" O N E --H U N D R E D Smurfs on the Go for the N E W D E C A D E !!!!!!"

Only one-hundred; we wonder how the lucky one-hundred designs were chosen to remain on the list. Perhaps they represent all the best-sellers, but many of OUR favorites have been discontinued!



We intend to continue publishing what we hope are interesting, informative, and diversified Newsletters. We aim to please and we are doing our best to keep our Club Members well-informed and entertained. In order to accomplish this we must hear from YOU! Any and all suggestions for future Smurf topics will be gratefully accepted; please let us know what you want to know! Are there specific subjects we have neglected to cover to your satisfaction? What type of articles and special features have given you the most enjoyment? Our Newsletters are a team effort; together we can make year five come alive!!!!

Suzanne & Susan

## A MAJOR COLLECTING FIRST

In Newsletter No. 5, we took you through Schleich's Smurf figurine manufacturing process. From step one, the artists' sketch of the figurine, through step six, the hand-painting process.

Now we have another "F I R S T" for our S.C.C.I. Members!!!

This quarter, the Auction Block features Smurf figurines released E X C L U S I V E L Y to the Club from Schleich's P A I N T S H O P.

All of the fascinating figurines offered are actually P A I N T S A M P L E S ! ! ! ! That's correct, SAMPLES!

These figurines were NEVER produced for sale in these unusual (to say the least) color variations. Different colors were, apparently, tried out, found unsatisfactory, and never produced. These test-runs of colors were necessary to achieve just the right shades and/or combinations.

A R A R E C O L L E C T I N G O P P O R T U N I T Y :

D O N O T M I S S O U T ! ! ! !

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Collectors Comments.....

Dear S.C.C.I.;

In the last Newsletter, the Club showed two versions of #20034 Smurfette; the Bully version and the Schleich version. In checking through my collection, I find a third version that you did not mention. I am sending this figurine to the Club for your first-hand inspection. Can you tell me anything about her?

Roland from W. Germany



Dear Roland:

Thank you for sharing this information with the Club. We regret to inform you that your figurine is one of the infamous European "Pirated" Smurfs.

We consider this European counterfeit Smurf to be one of the better counterfeit Smurfs ever produced. Here are some pointers to look for:

1. Note that the P.V.C. is a harder substance than that used for a legitimate Schleich or Bully figurine.
2. Note that this figurine is Not 2" tall.
3. Note that her facial features and hair are not sculpted (formed) as on a "Peyo," technically correct, figurine.
4. A Smurfette figurine of this nature, in her usual dress and not a theme costume, should be wearing a shoe with a high heel. This figurine has flat-heeled shoes.
5. Last but not least, although the paint is good, no one can quite paint a figurine with the clarity, texture, etc., that Schleich painters can achieve.

Be glad you have your Pirated Smurfette; so long as you understand exactly what it is, it is an interesting item to keep as she was produced with a completely different mold and good for future reference.



COLLECTORS Comments.....

Dear Suzanne;

I have found the Club's portfolio of articles, "The Smurfs A Legend in Their Own Time," to be tremendously educational; it has been a marvelous aid to me in my collecting endeavors.

I am not a world traveler but, from time-to-time, some of my family members and friends do embark on world travels.

I read an article in the Portfolio that mentions the fact that Smurfs are available in some 56 countries world-wide.

Does the Club know all of these countries?

Carol Z. from Wisc.

Dear Carol;

Yes, we do have a list of the countries of the world in which Smurfs and Smurf Products were/are available (To the best of our Knowledge.) This list is available to all members interested in receiving same. Send your request to the Club along with a S.A.S.E.

Dear Suzanne;

I am one of your "cross-over" collectible members. My main collecting interest is Pez items from around the world.

I would like to re-confirm for your Club members, (Newsletter 16) that "ALL PEZ DISPENSERS HAVE BEEN BANNED THROUGHOUT EUROPE."

I would also like to share with your members a very exciting find I came across:

This goes back to when the Smurf Pez had just come out. I was checking my local shops to see what had come in when my son, who has a photographic memory of which Pez I have (including the character and the dispenser body color), told me he found a new dispenser. We looked at it and couldn't figure out what character from the Smurfs it could possibly be. It finally dawned on me it was a Smurf who had made it through packaging and was put on a sales rack without blue paint on it's face. He's in a bubble card and is very different looking.

Your Club was very highly recommended to us and now I know why. You publish an excellent Newsletter!! Good Luck in your fifth year and keep up the good work. I will be telling all my friends about the S.C.C.I.

Karen from Or.

Dear S.C.C.I.;

I just returned from a visit to my local library. I was wondering about the fact that you never told us that the Smurf Collectors' Club International is listed in the "ENCYCLOPEDIA OF ASSOCIATIONS." I consider this a MAJOR step in the recognition of the Club and Smurf collecting. I use this Encyclopedia very often and I know it is widely used throughout the world. Congratulations!

Sandra From NE.

Sorry, it's an oversight on our behalf not to have mentioned this to our members. We have been listed in three editions: 1988, 1989, and 1990.

**Ohio Toy Fair**  
by Michael Ryan

One category that appeared to be "hot" this year and a good prospect for the new decade was hand-painted rubber figures. These toys are comic and cartoon oriented. The kids like playing with their favorite fiction character, but the manufacturers don't

always produce enough to meet demands. After all, these toys are hand painted versus production line. In addition, from time to time, the manufacturers will drop a figure out of production, which in turn sets off a demand for that particular figure. For example, Dino was dropped from the Flintstone set. Some of the most popular figures are Tom and Jerry, Flintstones, Disney, Marvel Comic characters, Ewoks and the Smurfs.



COLLECTORS COMMENTS.....

Dear S.C.C.I.:

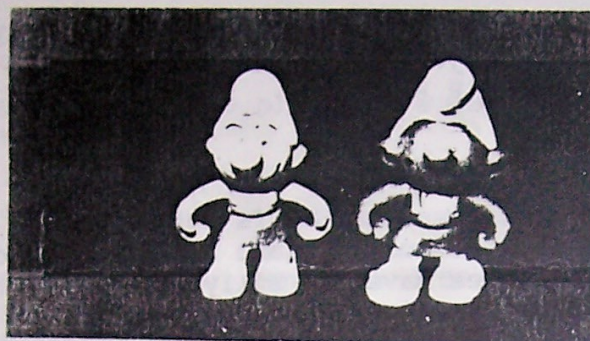
Can you tell me how to tell the difference between #20028 Gardener Smurf and the Gardener figurine belonging to Super Smurf #40206?

Hannah from Pa.

Dear Hannah:

The Gardener Smurf figurine was made with two different molds! The #20028 figurine is the larger version with full face, and both feet flat.

The figurine belonging to #40206 is smaller with thinner face, and his right toe is up turned.



Detail Note: The Eyebrows on large version are painted on hat and on smaller version on the face.

#20028 Gardener on Right.  
#40206 Gardener on Left.

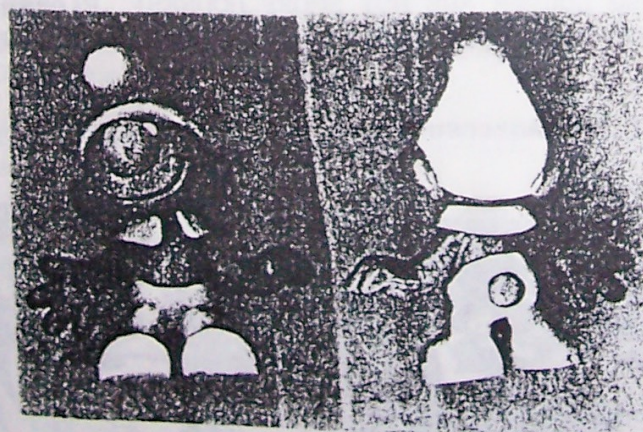
Dear Suzanne:

How does one go about having a "variation" verified? I have had this little guy since last fall and recently noticed he is different. Notice the plastic collar. It is not attached, simply slipped around his neck. I have not tried to remove it, although it is flexible and could be removed. On the bottom of his left foot is "PEYO" with trademark; under that is "W.Germany". On the right foot there is a 1 (I think this is a mold mark).

Lois from Md.

Dear Lois:

This figurine is #20002 NORMAL. The figurine is legitimate, but the PLASTIC COLLAR IS NOT. The collar appears to be a piece from, possibly, a PLAYMOBIL figurine!



Dear Suzanne:

I would like to add to my collection Smurfs on Triangle Stands, (SMURFAGRAMS) do you have any idea how many were made?

Mary from Va.

Dear Mary and All Members;

To the best of our knowledge, W. Berrie produced somewhere between 40 to 50 of these. Schleich produced a completely different line in English, French, German, etc. We have compiled a listing of those made in English for our interested members. Send your request to the Club with a Self Addressed Stamped envelope.



COLLECTORS COMMENTS.....

Dear Suzanne:

I wonder if a reoccurring dream that I have from time-to-time is also experienced by other Club Members. In my dream I am at a toy show or flea market and I find Smurfs that I've never seen or heard of before!

Karen S. from N.J.

Dear Karen:

I can not answer for other members, but I do believe in good dreams coming true!!! Let's not be overly enthusiastic about jumping at something we find at those toy shows etc. Read our next letter and B E W A R E!

Dear S.C.C.I.:

I have found some figurines that resemble Smurfs but they have Antennas on their heads. Some are girls and some are boys and they are hand-painted over several different injected colors. All of these figurines have the Bully marking on the feet. Would you have any information about this type figurine? The dealer that was selling them had them labeled as S M U R F S!!

Tiffany C. from IA.

Dear Tiffany and All Members:

Please be informed that we have received numerous letters of this nature lately so now seems as good a time as ever to address the issue:

The figurines described are manufactured by Bully but they are N O T S M U R F S !!!! In German, they are called "Weltraum-Sniks" meaning Space Sniks. Here in the U.S., they are known as Astrosniks.

They will be found in black with silver, black with gold, all gold, all silver, and some are even green with painted details.

To take this topic one step further, Bully also manufacturers houses to go with this line of figurines. These houses ARE NOT SMURF HOUSES! Please do not be fooled by the Bully name appearing on an item! Bully does manufacture many P.V.C. figurines today, but NO SMURFS!

Below are some photos of the Astrosniks and their cottages.





In Newsletter No. 12 we introduced you to Christmas figurines from Alderbrook, made in Hong Kong, and a bendable figurine, from Schleich, made in West Germany.

AND NOW.....

SMURF FIGURINES.....FROM SPAIN.....FULLY JOINTED.....POSEABLE.....

EXCITEMENT MOUNTS here at Club Headquarters as we learn about smurf figurines made in Spain, by Guay, marked "PEYO" 1980-84.

Standing approximately 2½" tall, these wonderful hard plastic figurines are FULLY JOINTED. The heads, arm, legs, and feet are all MOVEABLE. They can be arranged in all sorts of positions!!!

Display them with great pride as worthy additions to your collection. Have great fun letting them run around in your Smurf Villages!

Each figurine comes with separate plastic part(s) that fit on the Smurf or into the figurine's hand(s), mouth, etc.

Description of the figurines in this series are as follows:

- |                        |   |
|------------------------|---|
| 1. Smurf Mailman       | Separate Parts: Horn, mail pouch with strap (Strap of mail pouch goes around the figurines shoulder). |
| 2. Smurf Archer        | Separate Part: Bow, two different hats.   |
| 3. Harmony Smurf       | Separate Parts: Quill, song sheet, and harp.  |
| 4. Smurf Clown         | Separate Parts: Red bow tie and umbrella.   |
| 5. Hefty Smurf         | Separate Part: Barbell.   |
| 6. Brainy Smurf        | Separate Parts: Red glasses, book, and scroll.  |
| 7. Smurf on Skis       | Separate Parts: Skis and poles.   |
| 8. Harmony Smurf       | Separate Part: Red guitar.  |
| 9. Harmony Smurf       | Separate Parts: Drum, sticks and band to place around shoulders to hold the drum.                     |
| 10. Handy Smurf        | Separate Parts: Grey wrench and hammer.   |
| 11. Smurf Hunter       | Separate Parts: Red spear and shield.   |
| 12. Chain Gang Smurf   | Separate Parts: Ball & chain for foot, pick & shovel.   |
| 13. Smurf Fisherman    | Separate Parts: Fishing pole with silver fish.  |
| 14. Vanity Smurf       | Separate Parts: Red comb and mirror.  |
| 15. Smurf Hangglider   | Separate Part: Red wings.   |
| 16. Tennis Smurf       | Separate Part: Yellow tennis racket.  |
| 17. Harmony Smurf      | Separate Part: Yellow bugle.  |
| 18. Smurf Cook         | Separate Parts: Apron, spoon, rolling pin.  |
| 19. Jokey Smurf        | Separate Parts: 2-piece red box with "bomb" on it.  |
| 20. Smurf Photographer | Separate Part: Grey camera.   |
| 21. Baker Smurf        | Separate Parts: Apron, cake, tray.  |
| 22. Lover Smurf        | Separate Part: Flowers.   |

The figurines featured come in blister packages with a picture of the figurine on the package. See a sample below:





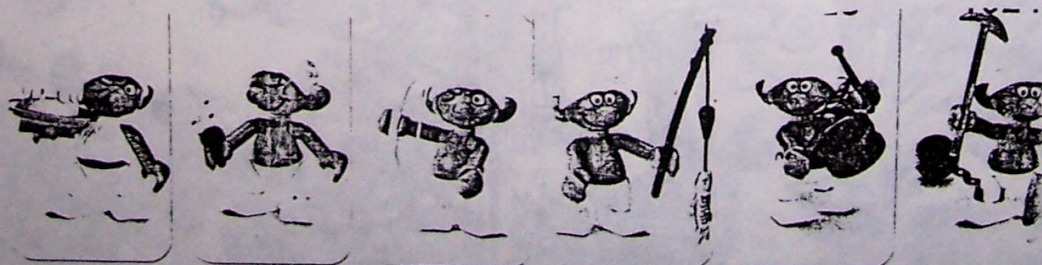
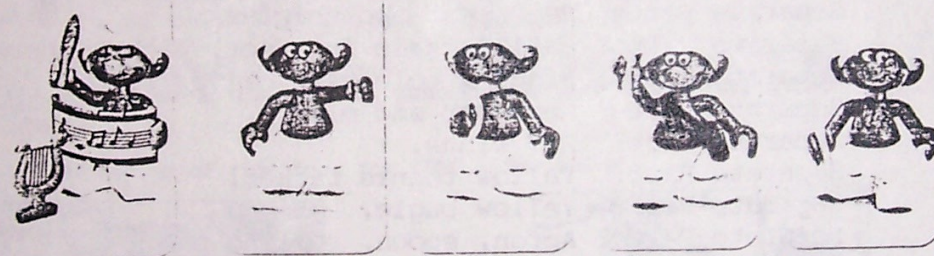
We are happy to report that the Guay, fully jointed, poseable, figurines are available to Club Members due to the thoughtfulness of a European Member. Supply is V E R Y limited; we only have one or two of each figurine.

In fairness to all, this is the way we will handle the sale of these figurines:

1. NO PHONE CALLS!!!!!!
2. Send your request, in writing, to the Club with a S.A.S.E.  
State how many figurines you are interested in purchasing.

On June 30th we will compile all requests. A notice will be sent informing you as to which figurine(s) we will be holding in your name for purchase. We will do our best to entitle each request with at least one package of figurine(s). (These figurines come in packages of one and two figurines). We will not take a blister package apart to separate the figurines. The cost will be \$13.00 per figurine plus postage and handling.

SERIOUS INQUIRES ONLY!!!!!!!!!!PLEASE!!!!!!!!!!!!!!THANK YOU!!!!!!!!!!!!!!





## FERRERO EASTER PROMOTION, 1990

In Newsletter No. 9, we reported an exciting Easter promotion by Ferrero. It has been two years, but we are happy to report that, once again, Ferrero has a completely N E W Chocolate Easter Egg Promotion for 1990.

This year our European S.C.C.I. Staff located these chocolate Easter eggs in France!!!!

The Ferrero 1990 Easter promotion is, fortunately for enthusiastic collectors, completely different from the 1988 promotion. The easter eggs were beautifully packaged, three to a box. Each box contained O N E Smurf figurine. We consider the box to be a great Smurf collectible in it's own right as it is colorfully and Smurfully decorated (see below).



63 70 67



The figurines found in each box are also completely different from 1988's. These new figurines have to be assembled. Some of the figurines have as many as 12 pieces and they are really fun to assemble. Nimble fingers and bi-focals are, for some of us, a necessity! When put together, they are larger than the older Ferrero figurines; closer to 2" in size. The finished product, in our opinion, is FANTASTIC!!!

Each piece of each figurine is injected in color; not painted as those made previously. Many of the figurines have stickers to be attached to give additional detail. All pieces have stickers for eyes.

There are TWO series of figurines for 1990. See below:



Series No. 1  
(six Diff. figures)



Series No. 2  
(six Diff. figures)

A sticker of the figurine is included in each Easter egg along a tiny cartoon strip. We share one with you below:



We do regret to report that, although we boosted the French economy with our purchase of many of these boxes of Smurf Easter Eggs, we were unable to accumulate two FULL sets. Isn't that always the way? We are missing one from each set. Frustrating!

We are hoping, however, to receive more boxes of these figurines. We've got to get our two full sets!!! If we are successful we will have doubles, I am sure! We will share these with you, our S.C.C.I. Members. If you are interested please send your request, with a Self-Addressed Stamped Envelope, to the Club. Hurry: Supply will be limited.





# SMURFGRAM

L A T E B R E A K I N G N E W S

June 1990

The following information has just been received from Applause!!!!

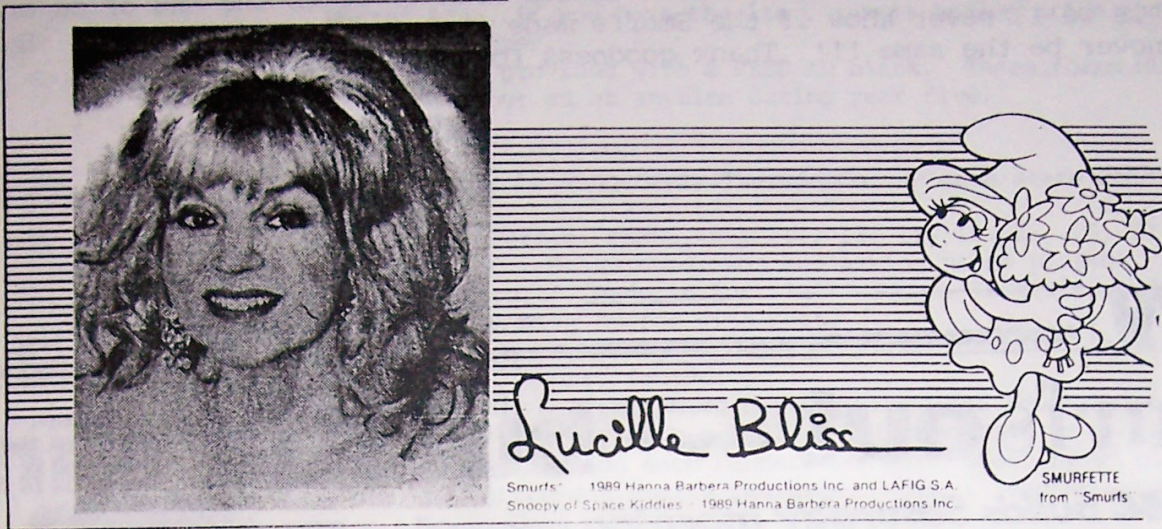
"THE SMURF FAMILY, 1990"  
(Licensees for 1990)

American Home Foods	Pasta	Intarsia	Knitting Patterns
Libby	Pasta	Nasta	Radios, Sunglasses
Arjon Mfg.	Magnets	Wormser	T-shirts, Sweatshirts
Anagram Intl.	Balloons		Shorts, Warm-up suits,
BBC Intl.	Footwear		Short Sets and
Collegeville Flag	Costumes		Coordinates
Kings Entertainment	Mall Tours	<u>Club reaction:</u> The majority of TOP Licensees from the 70's and 80's do not appear on this list! Check this list against the Club's W. Berrie Licensing Book (August 1989). What happened to Bikin??????????	
Milton Bradley	Puzzles		
Superior Toy	Toys		
Western Pub.	Puzzles, Games, Magic Slates		
PCA	Boys Sleepwear		
Gerber/bates	Girls Sleepwear		
Harley	Basic Tops, Activewear, Sleepwear		
Nelsonic	Watches		
Venus	Cookies		
Springs	Bedding		
Franco Mfg.	Beach Towels		
Changes	Apparel		
Torfeaco	Bedding		
Panini	Sticker Books		
Bibb Co.	Slumber Bags		
Union Underwear	Underwear		
Halsey Taylor Thermos	Lunch Kits		
Bio-Sante	Vitamins		
Imperial Toy	Toys		





S.C.C.I. MEMBER MEETS LUCILLE BLISS, THE VOICE OF  
SMURFETTE



My meeting with Lucille Bliss was by accident. Leah, my youngest daughter, had gone shopping at the Eagle Rock Mall, here in California. As she was going through the center of the mall, she saw Smurfette Cels displayed and posters announcing a Smurf Show, so she waited until the show ( a skit of the Smurf cartoon) was over, and went to get Lucille's autograph for me. She told Lucille that I was a Smurf collector and Lucille (Smurfette) asked her to have me come to the mall so she could meet me. My other daughter Lori and I went to the mall and what a great time we had. We took our Smurfette & Romeo and Smurfette hard cover books and Lucille was kind enough to autograph them for us, along with a Smurfette poster and cel for each of us. I took a Smurfette glass as a gift for her. She had never seen the glass, so she was very happy to get it to add to her own Smurfette collection.

She wanted to know all about our collections, what we collected (other than the 2" figures) and where we went to find our Smurfy treasures. She has heard about our Club, but did not know where it was located, so I gave her the address before I left.

She asked if she could come to see my collection!!!!

She is such a nice lady, funny and really great with all the little (and Big) children who went to see her. She spent hours signing autographs. She made us feel as if she was just as thrilled to meet us as we were to meet her. We had such a good time talking with her and got several great new additions to our ever growing collections as a bonus.

Shirley M. from Calif.

Dear Shirley;

We are all hoping you have a follow-up to this story when Lucille comes to visit!!!

All your fellow Smurf Collectors



DEAR SMURF FANS:

You probably all heard the bad news!!! I guess the Smurfs didn't fit in with N B C's video game, rap music and music video lineup (UGH.) It is the end of an era!! The worst part is we'll never know if the Smurfs made it back to Smurf Village. Saturday mornings will never be the same !!! Thank goodness for syndication and videos.

Michael

TV

NEW YORK POST, TUESDAY, APRIL 10, 1990

# Smurfs out — but Kid's in

**NBC builds Saturday morning around games, music and live-action**

By MICHELE GREPPI

**T**HE Smurfs are out. So are "Kissyfur," "The Karate Kid" and "ALF."

Instead, NBC will build its Saturday morning machine around fast games, hot music, chillin' dudes, live-action and a promotional blitz tie-in with Toys R Us.

At stake is a Saturday morning audience of 36 million kids who have \$7 billion in allowances and influence \$70 billion worth of parental spending.

NBC once owned that audience and now is second to ABC in ratings and among the key 2- to 11-year-old viewers.

NBC announced yesterday that established personalities will play a stronger role in the season that starts Sept. 8. Rap performers Kid and Play and comic actor Rick Moranis get their own shows to join the returning John Candy in the animated weekly gallery. And "Saturday Videos," a kid-tailored version of NBC's "Friday Night Videos," with specially selected hosts for the young audience.

Characters from the three biggest-selling games ever, the Super Mario Brothers, Zena and Link, will be among the Nintendo characters joining the sophomore Captain N in an expanded hour-long format.

And NBC hopes it can make stars out of a "home-grown," ethnically diverse musical group it has tentatively titled "The Boys

Next Door." The five teens dance, sing and joke their way through a half-hour "pirate" broadcast from the basement of their California home.

Call 'em the Monkees of the '90s. NBC Entertainment President Brandon Tartikoff yesterday called "Kid 'n' Play" the "Fat Albert" of the '90s and "Saturday Videos" the "American Bandstand" of the '90s.

Tartikoff and Phyllis Tucker Vinson, NBC's vice president of children's and family programming, also think live-action is a key to dominance in the '90s.

Last year, NBC "stuck our big toe in scary waters" with the live-action "Saved by the Bell," and saw it turn into the No. 1 teen show.

The lineup announced yesterday includes an unprecedented amount of live-action programming, from "live" segments between shows and within "Kid 'n' Play" to the entire last two hours of shows, which will conclude with "Inside Stuff: The Entertainment Magazine of the NBA."

The latter will be designed as a "light-hearted" bridge from the kids' block to the network's NBA coverage that begins in October.

Vinson slid in the Toys R Us announcement at the end of yesterday's presentation to advertising representatives and said only that it would involve a major NBC presence in stores, as well as TV and print campaigns.



**KID:**

*With his partner Play, gets his own Saturday a.m. show.*

The schedule:

8-8:30 a.m. — "Camp Candy"  
8:30-9:30 — "Captain N and the Adventures of Super Mario Brothers 3"  
9:30-10 — "Rick Moranis in Gravedale High," an animated show with Moranis as the inspiration for a nice principal of a school full of difficult kids.  
10-10:30 — "Kid 'n' Play," from Motown Productions  
10:30-11 — "Chipmunks Go to The Movies"  
11-11:30 — "Saved by the Bell"  
11:30-noon — "The Boys Next Door"  
Noon-12:30 p.m. — "Saturday Videos," which will fill an hour Sept. 8-Oct. 20.  
12:30-1 p.m. — "Inside Stuff: The Entertainment Magazine of the NBA," premiering Oct. 27.

Now the "true Blue" will be truly "BLUE!"

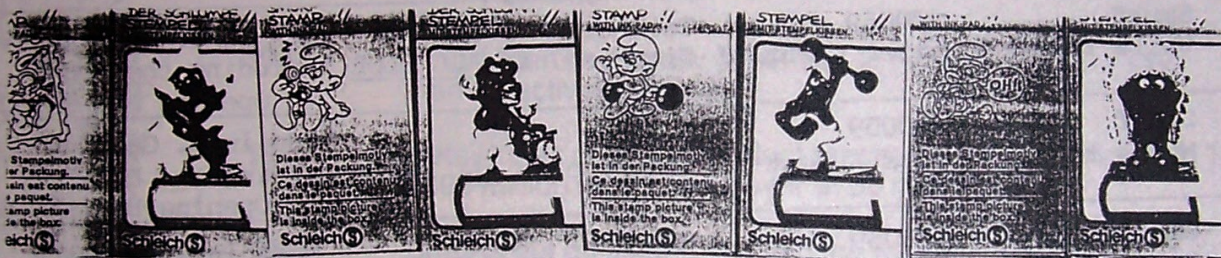




How to Respond to an Ad: Send your request to the Club with a S.A.S.E. Refer to the Ad Number. Responses go out on a first come basis. Most For Sale Ads only have ONE item for sale.  
Wanted Ads...if you have the item, submit asking price and condition in first letter.

How to Submit an Ad: All members are provided with a FREE AD blank. These forms MUST BE USED. Submit your ad at anytime during year five.

- Ad #
- 216 Wanted Smurf Metal Lunch Box, by King Sealy Thermos Co. Please state condition! Asking price!
- 217 Wanted Smurf A. Grams by W. Berrie, #5806, 5810, 11, 13, 15, 16, 23, 25, 27, 32, 33, 37, 38, 43, 45, 46. State condition and asking price please!
- 218 For Sale Smurf P E Z from Europe!!! Made in Austria!!! Smurf, Smurfette and Papa Smurf. White, Red and Blue Bodies with feet.
- 219 For Sale Large Puffy Stickers from Germany. Size 5½", Three different stickers available, Papa Smurf, Smurf, Smurfette.
- 220 Wanted Ceramic figurines by W. Berrie. Need Birthday Cake and Smurf Valentine.
- 221 For Sale Happy Birthday Banner made by Unigue 1982. Mint condition in package. 13 different Smurf pictures on each banner, measures 5feet by 9" high.
- 222 For Sale Smurf Tote Bag, two different Smurfs featured. "Smurf Teacher", "SMURF PRO" Teacher is on a Beige Tote, Pro is on a Orange Tote.
- 223 Wanted Does anyone know if a Smurf light switch plate was ever manufactured? Information/and item wanted!!!
- 224 For Sale Small Smurf Stickers from Germany. Twelve stickers in a package. These are all different than the W. Berrie series in the U.S.A.
- 225 For Sale French Smurf Activity books. Three different ones. All Mint condition.
- 226 For Sale Smurf Ink Stampers. See photo below. This is a complete set!!!! From Germany!!



Variations..... continued from Newsletter 16

SPECIAL NOTE: If you have a variation not shown please write to the Club and give all information on your variation including markings.

- #20107 Carnaval Smurf holding yellow glass, yellow lantern on red stick.  
Smurf holding white glass, yellow lantern on red stick.
- #20108 Sauna Smurf holding "FANCY LANTERN" red, yellow and green, red stick.  
Smurf with red towel, white soap, goldish scrub brush.  
Smurf with red towel, white soap, gold/brown scrub brush.  
Smurf with red towel, white soap gold scrub brush  
Smurf with orangy towel, gold/tan scrub brush.  
Injected Blue Smurf, red towel, gold scrub brush.
- #20109 Knight Smurf holding silver spear, gold helmet.  
Special Note: The gold paint used on the W. Berrie, H.K. figurine turns greenish. (Tarnishes)  
The Schleich W.G. figurines is a bright gold that does not tarnish.
- #20110 Hairdresser Smurf holding red comb, silver scissors.  
Smurf holding red comb, gold scissors.
- #20111 Cupid Smurf standing on red heart shaped stand, yellow bow and arrow.  
Smurf standing on orangy/red stand, gold bow and arrow.  
Smurf standing on orangy/red stand, gold/tan bow and arrow.  
Special Note: Two different shaped heart stands have been verified.
- #20112 Carpenter Smurf holding gold wood, silver saw with red handle.  
Smurf holding gold/tan wood, silver saw with red handle.  
Smurf holding gold wood, gold saw.



# A U C T I O N   B L O C K

Special Note: We know that many of you read this section of the Newsletter F I R S T ! ! ! ! ! ! ! !

P L E A S E go back and read the Newsletter!!!!

An explanation of this Auction Block appears in the Newsletter!!!

Please note; As these are Paint samples, some are not in Mint Condition, some are missing finishing touches such as eyes etc. ALL ARE VERY SPECIAL!!!

Item #331      Smurf                  #20010                  PRISONER                  Made in W. Germany  
Hat and Pants and shoes have B L U E   S T R I P E S      Painted  
Opening Bid: \$8.00

Item #332      Smurf                  #20010                  PRISONER                  Made in W. Germany  
Hat has BLUE STRIPES, no stripes on pants, one stripe on shoe.  
Opening Bid: \$8.00

Item #333      Smurf                  #20042                  Chef  
See why the country of B R A Z I L did not get a license  
from Schleich to produce figurines.  
M A R K E D : H A R I N G Made in B R A Z I L ! ! ! ! !      Opening Bid: \$15.00

Item #334      Smurf                  #20059                  Teacher                  Made in W. Germany  
White hat and pants. Rest of figurine is ALL BLUE including the Book!  
Opening Bid \$6.00

Item #335      Smurf                  #20059                  Teacher                  Made in W. Germany  
White hat and pants. Rest of figurine is ALL RED including the Book!  
Opening Bid: \$6.00

Item #336      Smurf                  #20059                  Teacher                  Made in W. Germany  
White hat and pants. Rest of figurine is ALL YELLOW including the book!  
Opening Bid: \$6.00

Item #337      Smurf                  #20033                  Clown                  Old Schleich "Stickman" marking  
on back of head.  
B L U E   H A T, rest of painting are shade variations.  
Opening Bid: \$6.00

Item #338      Smurf                  #20033                  Clown                  Same as item #337 H.K.  
R E D   H A T, rest of painting are shade variations.

Item #339      Smurf                  #20033                  Clown                  Same as item #337 H.K.  
Y E L L O W   H A T, rest of painting are shade variations.  
Opening Bid: \$6.00

Item #340      Smurf                  #20051                  Bowler  
White hat and pants. Rest of figurine is ALL BLUE including the Bowling Ball!  
Opening Bid: \$6.00

BIDDING ON ITEMS ON THIS AUCTION BLOCK CLOSSES JULY 7th, 1990

1. Mail in bid forms must be used. NO PHONE BIDS.
2. Offers to Top All Bids will not be accepted.
3. Failure to honor ALL BIDS will result in NO FURTHER Auction Block Bidding!!!
4. Invoices will be mailed to all winning bidders on the day the Auction Block closes. As JULY  
is VACATION MONTH for many, let us know when you bid if you will be away on the 7th and we will  
hold items until your return!!!!
5. Payment must be received within 10 days or the item will be placed on the next block.
6. Tie bids will be determined by the earliest POSTMARK.



# The **SMURFS**...

## A Historical Perspective



1958

Peyo creates Smurf village

SMURFS BECOME EUROPEAN SENSATION

1978

Smurfs debut in the US

1979

Smurf figurines introduced

1980

Licensing expands to 40 licensees

1981

Smurf cartoon by Hanna-Barbera debuts on NBC to rave reviews by critics and viewers alike



1982

Smurf show expands to 90 minutes and wins the first of its five Emmy awards.

1983

Smurf licensing family continues to grow, reaching more than 80 active licensees

1984

Retail sales of Smurf product reaches over \$500 million in 1982, over \$600 million in 1983 and over \$750 million in 1984

1985

Smurfs put on skates and join the Ice Capades!!!

1986

Smurflings, Grandpa Smurf and Scruple come on board

1987

The Smurfs have an 85% Q Score

1988

Hardees features the Smurfs in meal box promo during June and July — sold out in record time

Post introduces an all new cereal — "Smurf Magic Berries" — one of the largest cereal launches ever

1989

13 all new Smurf adventures air on NBC bringing the total to 9 consecutive seasons — The longest running Saturday morning tv show on the air today





# THIS WEEK'S CHILDREN'S SHOWS

An unprecedented approach to teaching kids about drugs—by Pamela Castellano.



This animated cast delivers a critical message about the dangers of drug abuse in "Cartoon All-Stars to the Rescue"

## CARTOON ALL-STARS TO THE RESCUE

Saturday, April 21

Various channels at 10:30 am

In order to help young children recognize and understand the dangers of drug and alcohol abuse, an unparalleled children's entertainment special, "Cartoon All-Stars to the Rescue," will be simulcast by the three major television networks on Saturday at 10:30 am. Hundreds of independent stations and cable networks in the U.S., Canada and Mexico will broadcast the special as well.

Developed by the Academy of Television Arts and Sciences, "Cartoon All-Stars to the Rescue" will deliver a strong anti-substance abuse message in a highly entertaining style, using a cast of many of your kids' favorite animated characters—including ALF, Bugs Bunny, the Chipmunks, Daffy

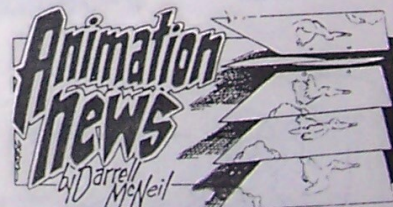
Duck, Donald Duck's nephews, Garfield, the Muppet Babies, the Smurfs, Teenage Mutant Ninja Turtles, Winnie the Pooh, Tigger and others. The special marks the first time a number of animation studios, including Walt Disney, Warner Brothers, Hanna-Barbera and DIC Enterprises, have allowed their copyrighted characters to appear together in a television program; given the gravity of the cause, the use of the characters was provided to the project free of charge.

The program centers around Michael, a 14-year-old drug user. As his nine-year-old sister, Corey, becomes aware of her older brother's increasing experimentation with drugs, she enlists the aid of the cartoon all-stars to help him see the dangers of substance abuse. Using educational methods similar to those Dickens employed to

enlighten the hard-hearted Ebenezer Scrooge—dreams—the animated characters give the boy a magical ride into what his future would be like, both with and without a reliance on drugs.

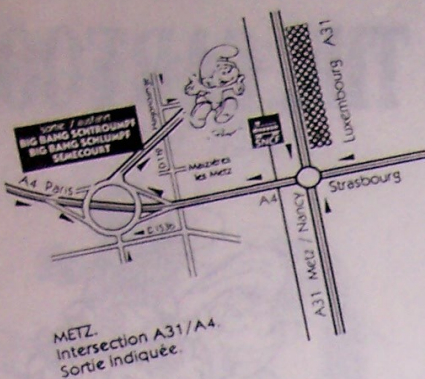
To extend the media impact of the special, 250,000 video cassettes will be distributed free to schools and video stores across the country through a grant from Ronald McDonald Children's Charities (Kodak is donating the tapes). The McDonald's Corporation has also put together a family viewer's guide which provides parents with more information on "Cartoon All-Stars to the Rescue." The guide also dispels many of the common myths of drug and alcohol use, offers warning signs of childhood substance abuse and provides references for further information. The pamphlet is currently available at McDonald's restaurants.

Parents, this half-hour special is the perfect opportunity to open up a dialogue with your five-to-11-year-olds about the dangers of drugs. Use it. A program like this one comes along so rarely it is a must-see for children and parents alike.



• President Bush, demonstrating yet another reason why I voted for him, has heartily endorsed the upcoming *Cartoon All-Stars to the Rescue* animated anti-drug special, scheduled to air April 21 simultaneously on all three networks and about eight cable nets as well. "Never before in cartoon history have Bugs Bunny and Daffy Duck worked with the Teenage Mutant Ninja Turtles, the Muppets, the Smurfs and all the other stars of the cartoon world," he said, praising Executive Producer Roy Disney "for keeping all those egos in line."





Smurfs - the ever-lasting fun characters. They have been around for over 30 years now. Children and collectors alike all over the world are the fans of the blue & white figurines. BIG BANG SCHTROUMPF - the newly opened Smurf theme park in Metz/France adds to the actuality of these funny characters.

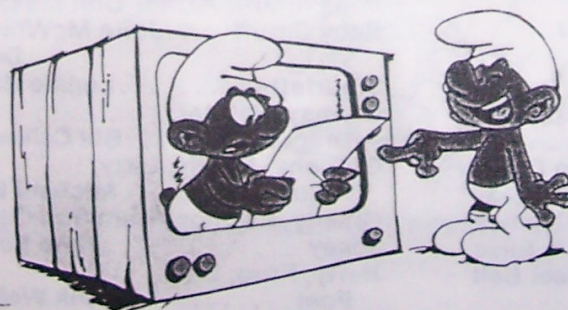
Brandnew is the Smurf magazine with new Smurf stories, Smurf games and with lots of information for children.

TV presence of Smurfs worldwide is further increasing. More than 70 countries air regularly the funny episodes of the Smurfs in their struggle with Gargamel.

Wherever Smurfs appear there is great fun. The Smurfs are now on their way into the Nineties - Just join in!



Classic Smurfs at their best. A scene from the new Smurf-magazine.





# VOICES BEHIND THE CARTOONS

## The Smurfs (1981)

Gargamel ..... Paul Winchell  
Azrael ..... Don Messick  
Papa Smurf ..... Don Messick  
Brainy Smurf ..... Danny Goldman  
Clumsy Smurf ..... Bill Callaway  
Hefty Smurf ..... Frank Welker  
Jokey Smurf ..... June Foray  
Smurfette ..... Lucille Bliss  
Vanity Smurf ..... Alan Oppenheimer  
Greedy Smurf ..... Hamilton Camp  
Lazy Smurf ..... Michael Bell  
Handy Smurf ..... Michael Bell  
Grouchy Smurf ..... Michael Bell  
Harmony Smurf ..... Hamilton Camp

## Smurfs 90 (1982)

Gargamel ..... Paul Winchell  
Azrael/Papa Smurf ..... Don Messick  
Smurfette ..... Lucille Bliss  
Brainy ..... Danny Goldman  
Jokey ..... June Foray  
Clumsy/Painter ..... Bill Callaway  
Poet/Hefty/PeeWit ..... Frank Welker  
Tracker ..... Henry Polic  
Greedy/Harmony ..... Hamilton Camp  
Lazy/Handy/Grouchy .....  
Johan ..... Michael Bell  
King ..... Bob Holt  
Sabina ..... Jennifer Darling  
Dame Barbara ..... Linda Gary  
Hornibus ..... Jack Angel  
Vanity ..... Alan Oppenheimer  
Tailor ..... Kip King  
Sloppy ..... Marshall Efron  
Farmer/Scaredy ..... Alan Young  
Baby Smurf ..... Julie Dees (1983)

## The Smurfs Christmas Special (1982)

Papa Smurf/Azrael/- .....  
Horse ..... Don Messick  
Harmony/Greedy/- .....  
Bailiff ..... Hamilton Camp  
Jokey/Squirrel ..... June Foray  
Gargamel ..... Paul Winchell  
Smurfette ..... Lucille Bliss  
Grouchy/Lazy/Handy ..... Michael Bell  
Grandfather/Vanity .....  
Servant ..... Alan Oppenheimer  
Stranger ..... Rene Auberjonois  
William ..... David Mendenhall  
Gwenevere ..... Alexandra Stoddart  
Brainy ..... Danny Goldman  
Clumsy/Painter/- .....  
Wolf #1 ..... Bill Callaway  
Tracker/Wolf Leader ..... Henry Polic  
Hefty ..... Frank Welker

## The Smurfs Springtime Special (1982)

Gargamel ..... Paul Winchell  
Papa Smurf/Azrael ..... Don Messick  
Smurfette ..... Lucille Bliss  
Mother Nature/Jokey ..... June Foray  
Handy/Grouchy/Lazy ..... Michael Bell  
Clumsy ..... Bill Callaway  
Harmony ..... Hamilton Camp  
Balthazar ..... Keene Curtis  
Brainy/Tailor ..... Danny Goldman  
Vanity ..... Alan Oppenheimer  
Hefty/Poet/Duckling ..... Frank Welker

## My Smurfy Valentine (1983)

Handy/Lazy/Grouchy ..... Michael Bell  
Harmony/Greedy/- .....  
Ogre ..... Hamilton Camp  
Papa Smurf/Azrael/- .....  
Vulture ..... Don Messick  
Vanity ..... Alan Oppenheimer  
Wise Paw ..... John Ingle  
Trembly Paw ..... Howard Morris  
Pupooch ..... Don Messick  
Dark Paw ..... Stanley Ralph Ross  
Bumble Paw ..... Frank Welker  
Slippery Paw ..... Leo DeLyon  
Aunt Pruney ..... Ruth Buzzi

## The Smurflc Games (1984)

Papa Smurf, Azrael ..... Don Messick  
Baby Smurf ..... Julie McWhirter  
Dees .....  
Smurfette ..... Lucille Bliss  
Clumsy, Painter, .....  
Dragon ..... Bill Callaway  
Grouchy, Handy, Lazy, .....  
Argus ..... Michael Bell  
Greedy, Harmony ..... Hamilton Camp  
Jokey ..... June Foray  
Hefty, Frog, Bird, .....  
Poet ..... Frank Welker  
Tailor ..... Kip King  
Gargamel ..... Paul Winchell  
Bigmouth ..... Lennie Weinrib  
Vanity ..... Alan Oppenheimer



## Smurfily Ever After (1985)

Papa Smurf/Azrael ..... Don Messick  
Smurfette ..... Lucille Bliss  
Hefty/Monster ..... Frank Welker  
Handy/- .....  
Lazy/Grouchy ..... Michael Bell  
Jokey ..... June Foray  
Gargamel ..... Paul Winchell  
Clumsy ..... Bill Callaway  
Vanity ..... Alan Oppenheimer  
Brainy ..... Danny Goldman  
Greedy/- .....  
Woody ..... Hamilton Camp  
Tailor ..... Kip King  
Farmer ..... Alan Young  
Elderberry ..... Peggy Webber  
Bramble ..... Robbie Lee  
Pansy ..... Sue Blu  
Lilac ..... Janet Waldo  
Holly ..... Alexandra Stoddart  
Acorn ..... Patti Parris

