

Hardee's.



**SMURF
COLLECTORS
CLUB
INTERNATIONAL**

24 Cabot Road W.

Massapequa, NY 11758

Fifth Year Vol. 5

Newsletter 18

Fall 1990

Dear Smurf Collectors:

Hope everyone has had a great summer! Excitement mounts as we prepare to go to press with this Newsletter. So let's get right to it!

In our last Newsletter the re-launch article that appeared on page one mentioned a fast-food promotion. In late August we started receiving telephone calls and letters from our members informing us of Hardee's 1990 Smurf Promotion. Thanks to all our members for this information. Hardee's Restaurants are not in the New York area and, for this reason, it is of the utmost importance that we do get this information as promptly as possible to spread the word. What other areas of the country do not have these fast-food restaurants? Let us hear from you!

Hardee's Smurf Promotion 1990
Six Different Figurines on Smurfboards
"Surfin Smurfs"
made exclusively by Applause for
Hardee's

Unlike the Hardee's promotion of June & July 1988, this promotion appears to be exclusively Hardee's SMURFS!!!!

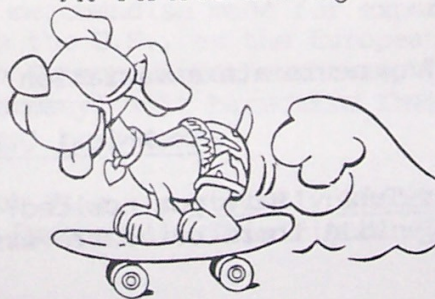
COME SURF WITH **SMURF®**
AT HARDEE'S!®



COLLECT ALL 6 SURFIN' SMURFS®

Smurf w/ Inner Tube around waist
on yellow smurfboard. Inner tube
is lime green with yellow trim.

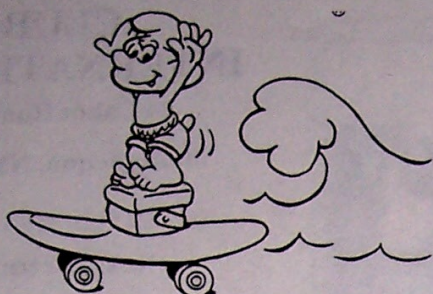
COME SURF WITH **SMURF®**
AT HARDEE'S!®



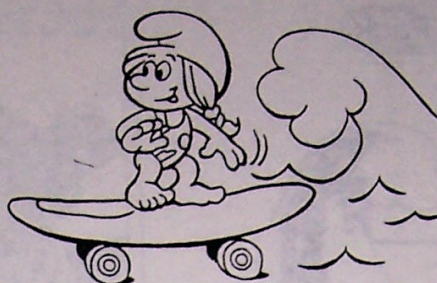
COLLECT ALL 6 SURFIN' SMURFS®

Puppy on blue smurfboard.
Brown and tan puppy, hot pink tongue.
Blue blindfold (or sunglasses) over his eyes.
Wearing a yellow-gold bathing suit with blue
& hot pink details.

All of these Smurfs are painted the New Bright Shiny Blue



Smurf standing on box, orange smurfboard.
Orange bathing suit with lime green trim.
Box is purple and white.



Sassette on a lime green smurfboard.
Orange hair.
Lime green bathing suit w/ white, yellow
orange dots.



Smurfette on purple smurfboard.
Two-piece bathing suit in purple
with white dots.



Papa on red smurfboard.
One-piece bathing suit w/white top,
red bottom. Gold whistle around his neck
with black string.

Anyone locate a variation? Let us know!

Technical Observations

Smurf with Inner Tube: Have you noticed? This figurine is not wearing a bathing suit! He has a bare bottom! Will there be controversy over this figurine? Did "Peyo" approve this? Stay tooned!

Sassette is finally technically correct (see Newsletter 7)! Her hair is orange and her freckles have been removed. Someone heard us!

As for Puppy, we've taken 3 steps back (see Newsletter 7)! Instead of being produced in the technically correct grey color, he is brown once again! What about his hot pink tongue?

The Smurf figurines appear to be approximately $\frac{1}{4}$ " smaller than the regular 2" figurines. We also note that the figurines and smurfboards are a one piece mold. These figurines are not glued onto the smurfboards.

Members: Have we missed any technical details? Write and let us know.

Do not confuse the Smurf's on Skateboards from Europe (Club Smurfgram, Summer 1990) with these Hardee figurines. The European figurines are on Skateboards (note the contours of the boards.) The Hardee's figurines are Surfboards! Completely different shaped boards.



Also, in late August, we began receiving mail informing us that some Applause figurines have started appearing in stores. We have only heard from two areas of the U.S. and information at this time is sketchy.

What we can confirm, at this point, is that no NEW designs have appeared. In other words, no Smurfs that we did not already know about have been issued.

Of particular interest; all Applause figurines will now bear the marking "Made in China." Hong Kong markings are no longer used, this holds true for all merchandise that used to be marked "Hong Kong." A new era begins! Those of you who collect items marked "Made in Occupied Japan" may find this to be especially significant.

Update on the (€) marking.

This will be the official marking used on all merchandise made for export from the twelve countries in the Community European known to us, in the U.S., as the European Community slated for completion in 1992. Under this new system, the Common Market countries (Belgium, Denmark, France, Great Britain, Greece, Ireland, and West Germany) will harmonize their trade policies and permit the free movement of goods across national boundaries.

Yes, Smurf figurine #20409, Marching Smurf with Flag, is strictly European and represents the 12 nation (Twelve Stars on the Flag) Community European!! This figurine, like many others, has no meaning in the U.S.

On June 28th, 1990, the 17th Annual Daytime Emmy Awards appeared on T.V. Sadly, not even an honorable mention for the Saturday morning Smurf cartoon.

A special thank you once again to our publicity editor, Elayne. This year's Club News Release was published in a major New York Newspaper, in fact twice! To all our members: Does the Newspaper in your town or city etc. publish a Hobbies and/or Collecting column or any feature about collectibles? Please send the Club the name and address of the publication. This past news release had an 84% success ratio. We are catching the eye of many, old and new Smurf Collectors alike. They are thrilled to hear we have a Club. Let's all help out!

The two articles appearing in this issue, "More Smurfs" and "Invasion of the Smurfs," are reprinted with permission from Model Auto Review, England, and the author Don Elliot. Thank you. Enjoy!

The following article is a follow-up to the re-launch article that appeared in Newsletter 17. This article helps to explain the marketing strategy of Applause.

Please keep in mind the fact that this article was released before the cancellation of the Saturday morning cartoon.

Classic Properties

The Smurfs enjoy a decade of popularity in licensing and TV

The whimsical blue characters known as The Smurfs have enjoyed a decade of popularity both on television and as a licensed property. They are now being appreciated by a second generation of television viewers and are the subject of a new marketing thrust controlled by licensor Applause Inc.

Smurf products were first sold in North America in 1979, and the characters television series made its debut on NBC as a 60 minute show in 1981.

"The Smurfs have endured a generation of kids, and that's the first step in achieving the status of a classic," says the vice president of licensing, special markets and international sales for Applause Inc. "Ten years ago, the average age of a Smurf viewer was between five and eight years old. Within the next five years, that first generation of Smurf kids will start to become parents, which will create an adult following for the property."

Two major changes have affected the way the Smurfs are being presented to the "new generation" of viewers. Initially, The Smurflings characters were added to the Saturday morning series. These are child-aged Smurfs with child-like personalities. Also, beginning last fall, The Smurfs left their village for the first time as part of a time-travel theme. As the characters go back in time, they travel through history, wearing prehistoric garb and dealing with various historical scenarios.

"As far as we're concerned," comments Applause, "in the 1990's, The Smurfs will rate extremely high on Saturday morning and in syndication. More people are watching than ever, and the majority of the audience is new."

A new licensing strategy is also being implemented for the property. "We've been holding down licensing for the purpose of making sure that any merchandise remaining from the early '80's is sold through." Applause explains, "We want the marketplace to become clean and to create a demand for new licensed products by the new generation of kids."

The Smurfs will also be making a new fashion statement in the coming year, with several licenses signed for apparel, accessories and domestics. These licenses include Pilgrim Industries, PCA Apparel, Gerber, Changes, Springs Industries and Franco Mfg.

"Our goal is to continue to sign licenses with the strength of these companies, which have the design and distribution capabilities to reach the Smurf marketplace," Applause offers. "We will expand in 1990 with other strong companies which have the ability to make strong presentations."

The Applause gift company will also be introducing new gift items featuring The Smurfs.

THE SMURFS OPPORTUNITY

- *A Classic Property - over 30 years of successes throughout the world.
- *Over 100 licensees have participated in the Smurfs phenomenon.
- *The most successful TV show in Saturday morning history.
- *Five Time Award Winning Animated Shows/Specials.
- *One of the most recognized characters in the world.
- *The Smurfs appeal to both males and females.
- *New Audience of Smurf Lovers.

Collectors Comments.....

Dear S.C.C.I.:

Can you tell me why there is a Black Smurf, No.20007, and why it never appeared in the Wallace Berrie, U.S. Market line?

Peter from Ct.

Dear Peter:

The following is a direct answer to your question from "Peyo."

"The Smurfs' trip to the U.S. wasn't all smooth sailing. The thing that most surprised me when working with Americans is the extraordinary degree of censorship they impose on their creations. I thought the U.S. was a country of complete freedom, but it isn't true. Americans live in constant fear of what people will say and of minority groups."

Peyo says, for example, that in one of his stories the Smurfs turn from angelic blue characters to nasty black ones after being bitten by an insect. "The Americans told me black Smurfs were out of the question," he says, "but they liked the TV scenario, so we had to turn them into purple Smurfs."

Dear Suzanne:

Please send me a copy of the Smurfagram list the Club has prepared and offered to members in Newsletter 17.

Do you have a listing for Smurf Mugs? I have been collecting them and would like to know what has been made.

Love getting your Newsletters and appreciate all the effort put into it!

Beverly C.

To All Members:

It appears that the Club's lists of Smurf collectible's are of tremendous interest to our collectors. We are happy to compile these lists and to make them available to all members. We need your HELP!! This quarter we have received two requests for lists.

1. A listing of mugs.
2. A listing of key chains.

If all of you would take a few minutes of your time and send the Club a list of what you have in your collections, we will compile all listings and make them available.

Please bear in mind we are only interested in hearing about mugs and key chains bearing the proper licensing trademarks (Peyo, W. Berrie, Schleich, Applause etc.).

Thank you in advance!

Hi Suzanne:

I have just returned from England. Not much Smurfy luck! All I was able to locate were the new Ferrero figurines featured in our last Newsletter. Of some interest might be the fact that the ones I located were packaged differently from the ones located and written about in France. MINE WERE MADE IN Italy and did not come in a box. They came in a clear plastic container, two eggs in each and not three. The figurine series is the same, as per your article.

Linda From Pa.

Dear Suzanne:

After reading our last Newsletter, Collectors Comments, Re: 20002, Normal with Plastic collar, I am sending the enclosed for verification. What can you tell me about this figurine?

P.P. From Co.



Dear P.P.:

This figurine is #20049 Tennis Star. The figurine is legitimate, but the Table Tennis paddle IS NOT. Thank you for sharing.

SMURFEN FESTIVAL

Holland
June 23rd and 24th 1990



Hoi Railrunner!

Omdat ik als Railrunnerhaas veel met de trein reis heb ik natuurlijk een heleboel vriendjes. En binnenkort ga ik veel van die vriendjes bezoeken, want dan komen de Smurfen allemaal naar Scheveningen voor een heel groot feest. Naar het Smurfenfestival. Brilsmurf, Moppersmurf, de Smurfin en de Grote Smurf. Allemaal komen ze. Op 23 en 24 juni gaan we met z'n allen smurfen. Jij komt toch zeker ook? Je kunt films van de Smurfen bekijken, Vader Abraham zien en allerlei leuke spelletjes spelen. En als je mag opblijven is er zaterdag ook nog een geweldig vuurwerk.



Jij als Railrunner hebt helemaal geluk, want als je met de trein naar Scheveningen komt en de bon inlevert bij de speciale Dubbeldekker op de Boulevard dan krijg je een gratis Smurfen-aandenken.

TEGEN INLEVERING VAN DEZE COUPON
EEN GRATIS SMURFEN-AANDENKEN



Hoi Railrunner!

As a Railrunner, Hares travel a lot with trains and make a lot of friends. Shortly, I'm going to visit a lot of my friends because the Smurfs are coming to Scheveningen and this will be a great party.

At the Smurf Festival will be Brainy Smurf, Grouchy Smurf, Smurfette and Papa Smurf. They will all come on the 23rd and 24th of June and all of us are going Smurfing. I hope you will come. There will be movies about the Smurfs. Lots of games! If you are staying up late there will be great fireworks.

Railrunner

As a Railrunner, you are lucky, because if you come with the train to Scheveningen and bring your coupon to the Dubbeldekker on the Boulevard, you will receive a free Smurf token.

Sorry, but our invitation didn't arrive until late July! It sure is fun to see what our fellow Smurf lovers are up to in other parts of the world!

MYSTERY SOLVED

RARE SCHLEICH MOLD UNEARTHED

The Mystery:

Some of us have Schleich's old catalogs from the '70's. In these old catalogs No. 20049, Tennis Star, appeared holding a red tennis racquet with white strings. See photo below:



20049

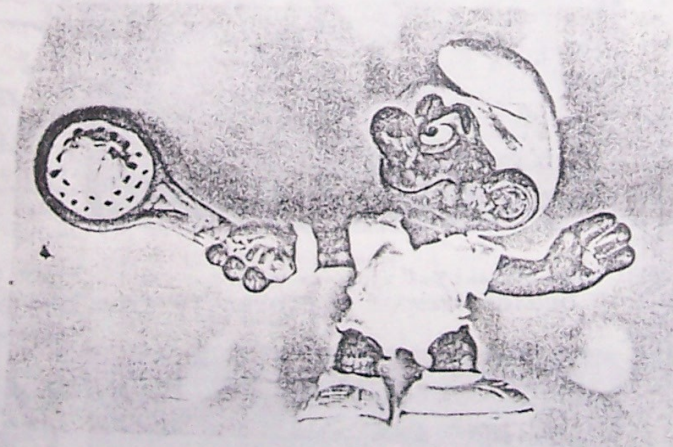
As it appears in Schleich's old catalog
and the Club catalog.

Pull out your old catalogs, if you have them, 'cause we have made a great discovery: Not only is this a variation, but it is a RARE OLD MOLD!!!!!!!!!!!!

What none of us had noticed is that by looking very closely at the photo of No. 20049 in the catalog you can see a shadow of an object behind the white strings. Check it out!! There is a ball attached to the racquet!!!! Why this was reversed we have no idea, but the ball does show through.

The Rare Mold:

Designed sometime before 1979, this rare mold produced a one-piece figurine!!! The Tennis racquet, red with white strings and yellow ball, is NOT a separate plastic piece inserted into the figurine's hand!! See below:



The actual figurine!!!

In previous Newsletters we have discussed four rare "BULLY" figurines: Astro, Digger, Smurfette and Gargamel. At the moment, we are pleased to report this figurine is, apparently, just as RARE, if not more rare, as no members have written to us about it until now.

The Club is also happy to report that the member who has supplied us with this exciting and valuable information, also has a few of these rare figurines to share with our Club Members. Please submit your request to the Club with a S.A.S.E. for availability and ordering information. Serious inquiries only, please. Letters will be answered on a first-come basis.

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

#20113 Baker Photo #1: American Market, Hong Kong.
Round loaf of bread tanish-yellow in color.

#1



Photo #2: West German, "Bully."
Rectangular loaf of bread tanish-yellow in color (Same color as #1).

#2

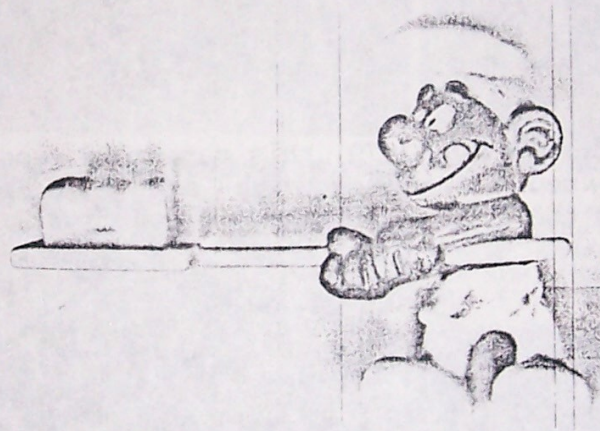


Photo #3: West German, "Bully."
Rectangular loaf of bread (shaped differently from one above).
yellow-gold bread loaf.

#3



The bread boards are all the same color as the loafs of bread.

Color variations verified on the rectangular loaf of breads only:

Dark brown bread on orange bread board.

Dark brown bread on yellow bread board.

The following articles are Reprinted by permission from Model Auto Review, P.O. Box MT1, Leeds LS17 6TA, England. Author Don Elliott, Photographs by Gene Towne.



Invasion Of The SMURFS

by Don Elliott
Photography by Gene Towne

When Belgian cartoonist Pierre (Peyo) Culliford created a tribe of little blue gnomes wearing white stocking caps to illustrate a children's book about 28 years ago, no one realized at the time just how popular these characters would become.

In English-speaking countries, they are called Smurfs. Germans know them as Die Schlumpfe, Italians call them Puffi, Spaniards refer to them as Los Pitufos, and they are known as Smolf in Scandinavia.

Whatever you want to call them, these little blue critters immediately caught the fancy of adults and children alike, and "Smurfomania" spread gradually throughout Europe until 1978, when British Petroleum started using Smurfs as a promotional item and distributed figurines, T-shirts, and posters at the petrol pumps.

All this commotion finally attracted the attention of Wallace Berrie & Co., an American novelty distributor based in Los Angeles, Cal., and the rest, as they say, is history.

We Yanks may have been late in discovering them, but Americans took the Smurfs to their hearts with a vengeance, and the Smurf-related licensing revenues from the Wallace Berrie company alone totalled over \$600 million in 1982, at retail prices.

The ubiquitous blue gnomes have shown up on toys, blankets, clothes, etc., and even hit the telly with a Saturday morning cartoon show by the famed Hanna-Barbera team which shot NBC right up to a No.1 rating for that time period.

The American Ertl company, of Dyersville Ia., jumped on the bandwagon with a series of Wallace Berrie-licensed circa 3" diecast vehicles which have proven very popular, and the Italian Burago company came in a little later with some larger Smurf vehicles based on existing castings. Apparently Burago set up a licensing agreement directly with creator Peyo Culliford.

Let's look at Ertl's offerings first. Ertl assigns serial numbers to all of their models, but the Smurf series also has its own numbering system stamped right on the baseplates, so I'll list both numbers.

No.1 (#1460) Smurfette. This is the lone female Smurf behind the wheel of a red VW Bug convertible with a yellow butterfly painted on the bonnet.



No.2 (#1462) Aero Smurf. A yellow biplane with red markings and red plastic propellor, piloted by a be-goggled member of the Smurf clan.



No.3 (#1465) Smurf-About. Apparently fashioned from a hollowed-out log, this vehicle is painted brown and it has a yellow plastic parasol protecting the Smurf driver from the elements.



No.4 (#1463) Papa Smurf. This white-bearded patriarch is driving a green roadster oddly reminiscent of an American hot rod's street machine, complete with a flat-head V-8 out in the open and a classic "turtle deck" rear end.



No.5 (#1467) Gargamobile. The lines of this blue roadster suggest an SJ Duesenberg with its outside exhaust pipes and side-mounted spare tyre. The evil expression on the driver's face leaves no doubt that Gargamel is the "bad guy" of Smurfdom.





No.1 Smurf roadster with one of the two styles of boxes used by ESCI



The evil Gargamel in his purple roadster is No.5.

Close up of No.1 Smurf Roadster



A black Smurf (!) in a home-made car is No.2 in the ESCI series



Bemused expression on Smurfette's face befits one driving a green frog



Listening to headphone radio is Smurfette in her #7 'corn car'.

Papa Smurf driving a brown shoe is No.3



Here comes Super Smurf in his No.6 Can Am car



Smurfette's 'frog car' with box; No.4. This is the other ESCI box



A bouquet of flowers is carried by this Smurf in the No.8 roadster

MORE SMURFS

by Don Elliott

PHOTOS BY GENE TOWNE

As promised in my initial Smurf article (MAR 22) we are back to take a look at the Italian ESCI line of diecast Smurf models. These models were introduced in 1983 and they are about the same scale as the Ertl series; roughly 3 inches in length.

No.1. This red roadster, helmed by a smirking Smurf, appears to be of circa-1930's vintage. The black plastic baseplate extends out to form front and rear bumpers, running boards and the radiator.

No.2. Apparently a home-made vehicle this yellow contraption appears to be constructed from assorted bits and pieces including a log which forms the rear deck, a wooden box in the middle, and a barrel serving as the bonnet. The real shocker, however, is that the Smurf driver is black rather than the usual blue colour, and he is gritting his teeth ferociously.

No.3. Here is the kind of comic character which leaves me cold. Papa Smurf, the bearded patriarch of the Smurf clan, seems to be driving a brown shoe, and that's a little weird.

No.4. Speaking of weird, the Smurfette driving a green frog ranks near the top of the weirdness scale. I just can't understand why they put wheels under strange objects and stick a character model in them.

No.5. The evil Gargamel sneers over the windscreen of a generic sports roadster boasting outside exhaust pipes. Colour is purple.

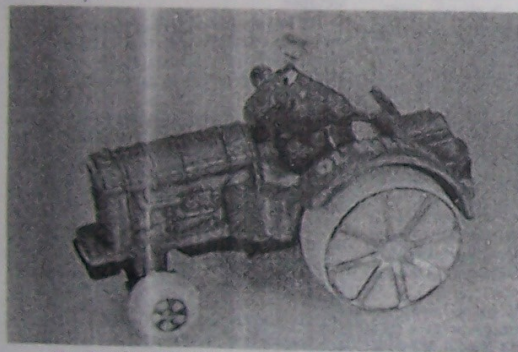
No.6. Look! In that flashy red Can-Am racer! It's Super Smurf! Disguised by a black mask, bearing a yellow "S" on his scrawny chest, and wearing a flowing red cape, Super Smurf sets forth to thwart the evil plans of Gargamel.

No.7. Here we go again! Smurfette's vehicle on this occasion is an orange ear of corn. Well, I guess it's better than driving a frog!

No.8. A nice little pink roadster with cycle fenders up front and a black plastic baseplate which also forms injector tubes through a hole in the bonnet, exhaust pipes out the side, and a rear bumper out back. The driver is obviously a love-struck Smurf carrying a bouquet of posies to the Smurfette.



No.6 (#1461) The Smurf & Ladder Truck. Yes, it's a red fire truck driven by a grinning Smurf sporting the traditional fireman's hat with a drooping crown simulating the traditional Smurf stocking cap.



No.7 (#1466) Ol' McSmurf. An older model tractor in orange, helmed by Smurf's answer to "Ol' McDonald". A red neckerchief and yellow floppy-brimmed stocking cap complete the hayseed image.



No.8 (#1464) Handy. I'm not that familiar with the Smurf family, but this app-

ears to be a Smurf youngster wheeling a beige-coloured soapbox derby racer. Ertl produces a lot of their models in their own Dyersville, Ia. factory, but they also use suppliers in Hong Kong, Taiwan, Korea and even Mainland China. All of the models reviewed here are stamped "Made in U.S.A.", but I have seen at least one variation stamped "Made in China", so don't be surprised if you come across other versions produced in China and/or other Oriental countries.

Strangely enough, I believe all of the plastic Smurf figures in these vehicles are made in Mainland China and imported to the States.



The Italian Burago firm has produced only two Smurf vehicles that I know of, both of them based on 1:24 scale castings from the regular Burago line.

No.1103, painted pink, has yellow plastic interior, and rolls on blue tyres, but this vehicle is based on the No.9103 Jeep CJ-7.

The two Smurfs riding in the Jeep seem to be prospectors of some kind, since the back of their vehicle is loaded with jerry-cans, provisions and a shovel. The bonnet does not open, but the folding windscreen is functional.

No.1104, normally available in more sedate colours, this version of the No.0179 Lamborghini Cheetah is light blue with pink interior and red tyres. Additional features include steerable front wheels and an opening rear deck which reveals a chromed plastic engine with a pink air cleaner.

There is a single Smurf behind the steering wheel, and the box art suggests that he is headed for the beach for a little fun in the surf and the sun. A miniature wind-surfing board stuffed into the car beside the driver can be assembled, but the poor Smurf is permanently



attached to his seat, so you'll have to purchase a Wallace Bertie Smurf figure (\$1.50 at your favourite dept. store) if you want to carry this charade any further!

There is yet another series of Smurf models produced by the Italian ESCI company, but I believe that they deserve a separate article, so I will cover them next time.



Numerous articles, similar to the one featured below, have been arriving at Club Headquarters over the past few months.

We would like to hear YOUR reactions to this unfortunate (?) use of Smurfs and Smurf-related vocabulary words.

Write to your Club with your feelings and views. etc.

The Club has only one reaction at the moment: We feel we can no longer close our letters with the old, familiar, upbeat and encouraging "Keep Smurfing."

ABC NEWS

20/20

March 23, 1990

"Smurfing," named for the diminutive cartoon characters, is how the government describes what Mickens did. IRS agent Nicholas Aquina.

NICHOLAS AQUINA, IRS Agent: Smurfing is a term which we use to describe when someone tries to change a large amount of cash into much smaller financial instruments — checks or money orders all under the amount of \$10,000 — in order to avoid the financial filing requirements from the bank.

Dirty cash laundered in Calgary

'Smurfs' doing deeds

By Jeff Adams

(Herald writer)

They're called Smurfs — innocent-looking people who are hired by criminals to launder their crime-related cash by depositing it at local banks and trusts.

Why "Smurfs"? No one seems to know, but most likely because the cute little blue and white cartoon characters are so lovable and so incapable of doing anything bad.

And that's exactly the way someone laundering tainted money by funnelling it through legitimate institutions wants to be perceived.

"It could be anyone from a young kid to an old lady," says Michael Ballard, vice-president of the Canadian Bankers' Association.

"The idea is to recruit someone who looks average who you'd never believe was handling criminals' money."

And this morning, a Calgary man is expected to become the second person in the Calgary area to be charged with money laundering.

Special provincial prosecutor Bruce Fraser said the man is ac-

cused of depositing about \$60,000 of stolen cash in a local bank. Police have a restraining order to stop withdrawals.

Fraser said the first laundering charges laid in this community were against Gordon Sanders last October.

He is accused of trying to conceal about \$80,000 that was allegedly stolen from his employer, a local oil firm, and is to go to trial this fall.

The maximum penalty for money laundering is 10 years in prison.

Neither Sanders nor the latest person to be charged are conventional Smurfs.

They're accused of handling their own criminal proceeds rather than someone else's and the alleged crimes didn't involve drugs.

But Fraser said that doesn't change the fact most Calgary-area money laundering is drug-related.

It's only a matter of time, as other police investigations proceed, before a Smurf is caught trying to pass off drug money, he predicted in an interview.

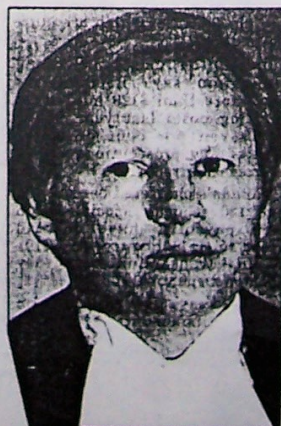
RCMP Cpl. Don Vander Graaf, a local Mountie who participated in the probe leading to today's arrest, noted it's been only 18 months since Bill C-61, the federal legislation outlawing money laundering, was passed.

He lists Calgary as Canada's fourth most popular money-laundering city after Montreal, Toronto and Vancouver.

"We're a financial centre," Vander Graaf says.

The city's proliferation of investment opportunities makes it an obvious target for money launderers. They channel their ill-begotten funds into various accounts, shifting it here and there to make its origins untraceable.

A recent U.S. report indicated there is a staggering \$85 billion US worth of money laundering in the United States and Europe annually, with a large chunk of it linked to Colombia's drug lords.



Special Reminder: Our next issue will not arrive until AFTER the Christmas Holidays. Purchase your Smurfy Holiday Gifts from this issue. The Club will gladly set aside any 2" figurine, Super Smurf, etc. that we have in stock. Simply drop us a note and we will reserve your purchases.

Buy -- Sell -- Trade

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.

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#

- 227 Will Trade -- Need #6 Esci car will trade for #1, #2, #3 or #4. Prefer Mint in box.
- 228 Wanted -- Jubilee Smurfs with Gold Emblem on heads of figurines, need 1970 Mechanic and 1972 Poet, N.R.F.P. only. Submit asking price in first letter.
- 229 Wanted -- Smurf Roller Coaster made in H.K., 1983 Manufacturer unknown. Mint Cond.
- 230 For Sale -- Smurf Buttons, Premium from Cereal. Four different ones. Mint Cond.
- 231 For Sale -- Smurf Christmas Plate 1983, Mint in Box.
- 232 Wanted -- Smurf Paper Cups 3oz. size to fit into Helm Paper Cup Dispenser.
- 233 For Sale -- Smurf Metal Pins from Canada's Wonderland. See Photo.
- 234 Wanted -- Smurf Posters offered as a promotion 1986 by Colombo Yogurt. Mint Cond. Submit asking price in first letter.
- 235 For Sale -- Smurf Cars by Esci, #7 Smurfette in Ear of Corn Car, #1 Smurf in Red Roadster. Mint in Box. One box slightly crushed.
- 236 For Sale -- German Wood Plaques with half Smurf figurines, German sayings. These have hooks to enable you to hang them up. See photo.
- 237 For Sale -- From Germany. Four piece desk set. See Photo.
- 238 For Sale -- Smurf Figurines on Tree Stumps Pencil Sharpeners. From Germany Figurines: Cowboy from Western Super Super (RARE), Smurf w Ear of Corn, Nat Smurfling, Snappy Smurfling, Slouchy Smurfling, Golfer, Headcook, Devil (W.G. Pink Injected.)
- 239 For Sale -- German, Smurf Music Boxes with Figurines. Swiss movement lovely sound. German sayings. See Photo.
- 240 For Sale -- #20405 Puppy Original Issue Two Tone Brown.
- 241 For Sale -- Smurf figurines Christmas Cord Series. Smurf with Christmas Tree with Hong Kong or Portugal marking. Papa with Toy Bag Portugal marking. Smurf with Wreath, Portugal marking. Smurfette with Candy Cane.
- 242 For Sale -- Rare 1" Bully Figurines Featured in Newsletter 3. Only produced in one design, "Sleepwalker."
Black Smurf, White Hat & Pants on Black Base.
Yellow Smurf, White Hat & Pants on Yellow Base.
Red Smurf, White Hat & Pants on Red Base.
All Black Smurf on Yellow Base.
All Black Smurf on Green Base.
All Black Smurf on Red Base.
All Blue Smurf on Blue Base.

Ad #242



Ad # 233

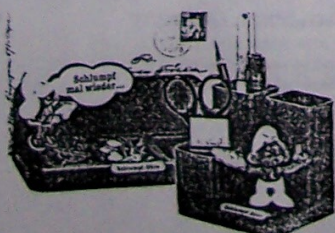
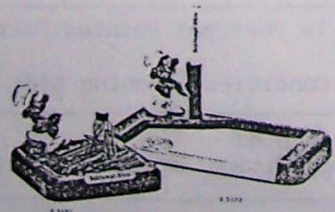


All Photo's are reduced in size.

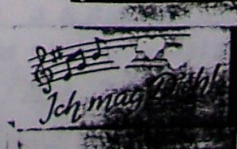
Ad #236



Ad #238



Ad #237



Ad #239

Results of Auction Block from Newsletter 17.....Schleich Paint Samples

Item # 331	#20010 Prisoner	Blue Stripes	Sold For.....\$35.00
Item # 332	#20010 Prisoner	Blue Stripes	Sold For.....\$26.00
Item # 333	#20042 Chef	Marked Brazil	Sold For.....\$45.00
Item #334	#20059 Teacher	All Blue	Sold For.....\$27.00
Item #335	#20059 Teacher	All Red	Sold For.....\$20.00
Item #336	#20059 Teacher	All Yellow	Sold For.....\$30.00
Item #337	#20033 Clown	Blue Hat	Sold For.....\$30.00
Item #338	#20033 Clown	Red Hat	Sold For.....\$24.50
Item #339	#20033 Clown	Yellow Hat	Sold For.....\$30.00
Item #340	#20051 Bowler	Blue Ball	Sold For.....\$15.00

Auction Block

Bidding on Items on this Auction Block Closes October 13th, 1990

Terms:

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.
 5. Payment must be received within 10 days (U.S. Bidders) 14 days (Canadian Bidders) 24 days (Oversea) or the item will be placed on the next Auction Block.
 6. Tie Bids will be determined by the earliest Postmark.
- Good Luck!!!!!!!!!!!!

Item #341	Smurf #20024 Watchman All Yellow Lantern with Black Trim	Made in W.G. Painted Portugal Mint Condition Opening Bid: \$10.00
Item #342	Smurf #20114 Conjuror Rare "Bully" Paint.... <u>Grey Hat</u>	Made in W.G. "Bully" Mint Condition Opening Bid: \$20.00
Item #343	Smurf #20067 Congratulations <u>RARE OLD MOLD:</u> Inside of Hands and Fingers are completely molded out! Not just a slot! See Newsletter 10, Variations.	Made in West Germany Mint Condition Opening Bid: \$12.00
Item #344	Smurf #20013 Lute <u>ORANGE</u> lute <u>VERY RARE</u>	Made in West Germany Mint Condition Opening Bid: \$20.00
Item #345	Smurf #20127 Superman <u>Bright Yellow Cape</u> Not Yellow/Gold as H.K. Figurine	Made in Portugal Painted S.L. Mint Condition Opening Bid: \$8.00
Item #346	Smurfette #20183 Legwarmer/Aerobic Dull Paint All Shades Vary As noted on all Portugal Painted Figs.	Made in Portugal Painted Portugal Mint Condition Opening Bid: \$10.00
Item #347	Smurfette #20182 Comb & Mirror Dull Paint All Shades Vary Same as noted on Item 346	Made in Portugal Mint Condition Opening Bid: \$10.00
Item #348	Smurfette #20192 Smurfette Holding Baby Dull Paint, All Shades Vary Same as noted on Item 346	Made in Portugal Painted Portugal Mint Condition Opening Bid: \$10.00
Item #349	Smurf #20189 Smurf with Dust Pan Dull Paint, All Shades Vary Same as noted on Item 346	Made in Portugal Painted Portugal Mint Condition Opening Bid: \$10.00
Item #350	Smurf #20053 Ice Lolly <u>Blue and White</u> Ice Pop	Made in H.K. Mint Condition Opening Bid: \$7.00
Item #351	<u>P R O M O T I O N A L S M U R F</u> on key chain As it appeared in Newsletter 8!!!! <u>O R I G I N A L B O D Y B U I L D E R</u> Printed on it's head in Black Lettering <u>"S P O R T & F I T N E S S"</u> with <u>G O L D B A T H I N G T R U N K S</u>	Made in West Germany <u>G R E A T</u> <u>C H R I S T M A S G I F T ! ! ! !</u> Mint Condition Opening Bid: \$35.00

Just in time to add to our Christmas Lists.....

Visit Your Bookstore Now!!!!!!!

Jim Korkis

Freelance Author/Historian - Animation and Comics

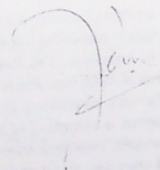
August 27, 1990

Suzanne Lipschitz:

THE SMURFS are featured in their own special chapter in THE ENCYCLOPEDIA OF CARTOON SUPERSTARS. Enclosed you will find some publicity material you may want to share with the readers of the Smurf Collector's Club.

The book is available at B. Dalton's and Waldens and if fans can't find it, they can ask for it to be re-ordered. This is the first time the complete animated history of the Smurfs has been covered in such detail. This should be a good introduction for a new Smurf fan as well as giving some never-before-published information to the more experienced collector. Illustrations include model sheets and ads and we have quotes from people who worked on the series (including Joe Barbera's infamous quote from 1964, "The days of showing little elves playing around a mushroom are gone forever."). We even mention the Smurfs Collector's Club on page 196.

Congratulations on the fine work you are doing with the Smurf's Collector's Club and I look forward to future issues.



John Cawley and Jim Korkis were responsible for the first nationwide newsstand magazine dedicated to animation, *Cartoon Quarterly*. Korkis has written on animation for over a decade, and his reputation as a cartoon historian allows him to write the introductions to Malibu Comics' collections of popular animated characters. He teaches cartooning and animation in Southern California. Cawley has been involved in the animation industry for over ten years, including development, writing, studio management, and other jobs for such companies as Warner Brothers, Don Bluth Productions, Hanna-Barbara, and Walt Disney. Both authors live in Los Angeles.

Now Available!
The Encyclopedia of
CARTOON SUPERSTARS

From A to (almost) Z

by
John Cawley & Jim Korkis

Forewords by author/TV host Leonard Maltin & Disney director Jack Hannah

"Marvelous! John and Jim have written the perfect book for cartoon lovers everywhere. Buy it or you'll regret it." - Mitch Schauer, Producer of *SCOOBY-DOO*, *GARFIELD & FRIENDS*, and the upcoming Howie Mandel's *BOBBY'S WORLD*

Finally, a book about cartoons for everyone!

Not another long, confusing history of studios...

Not another autobiographical memoir with recollections unrelated to animated cartoons...

CARTOON SUPERSTARS focuses on the one aspect of cartoons and animation that is loved by everyone: The Characters, themselves!

Each of the 25 Cartoon Superstars is featured in its own *illustrated* chapter detailing who the character is, how they were created, how they've changed over the years, comments by their creators, samples of some of their finest moments and even their adventures in merchandising, theme parks, comic books and more!

This single volume contains all anyone would want to know (including information never previously revealed) about these top 25 Cartoon Superstars:

Alvin & the Chipmunks, *Betty Boop*, Bugs Bunny, *Casper*, Coyote & the Road Runner, *Daffy Duck*, Donald Duck, *Droopy*, Felix the Cat, *The Flintstones*, Heckle & Jeckle, *Huckleberry Hound*, Mickey Mouse, *Mighty Mouse*, Mister Magoo, *The Pink Panther*, Popeye, *Porky Pig*, Rocky & Bullwinkle, *Roger Rabbit*, Scooby-Doo, *The Smurfs*, Tom & Jerry, *Woody Woodpecker*, and Yogi Bear.

The Encyclopedia of Cartoon Superstars is destined to be the animation book of the '90s! Cartoon fans, lovers, scholars and students will find hours of fun and information in the only book dedicated to the real stars of animation... the Superstars!

"Cawley and Korkis are bright, new members of the animation community with a fresh outlook on its history. A valuable addition to any film library." - Jeff Hall, Producer/director of *THE JETSONS*, *DUCK TALES* and the upcoming *TINY TOON ADVENTURES*

**THE ENCYCLOPEDIA OF
CARTOON SUPERSTARS**

From A to (Almost) Z

John Cawley and Jim Korkis

Forewords by Leonard Maltin and Jack Hannah

- Exclusive interviews with the creators of the pen-and-ink superstars

The authors provide a detailed, lavishly illustrated look at the 25 biggest names in Toon Town, from Felix the Cat (the first superstar of animation) to Roger Rabbit—and 23 other classic cartoon figures in between. Each chapter focuses on one of these cartoon characters, describing how they were created, their best film moments, a sampling of key identifying phrases, the talents behind the scenes, how well they have held up through the years, and what they are up to now. Exclusive interviews with the cartoon creators accompany the profiles.

A full listing of featured characters—each an established part of American culture—includes: • Alvin • Betty Boop • Bugs Bunny • Casper • Daffy Duck • Donald Duck • Droopy • Felix the Cat • the Flintstones • Heckle and Jeckle • Huckleberry Hound • Mickey Mouse • Mighty Mouse • Mister Magoo • the Pink Panther • Popeye • Porky Pig • the Roadrunner and Coyote • Rocky and Bullwinkle • Roger Rabbit • Scooby Doo • the Smurfs • Tom and Jerry • Woody Woodpecker • and Yogi Bear.

Readers will discover a wealth of amusing and intriguing facts. Mighty Mouse had at least three different origins and two different names. Rocky and Bullwinkle were originally going to be employees of a television station in Frostbite Falls. Bugs Bunny appeared with live-action costars decades before Roger Rabbit. The Flintstones were originally set to have a son.

Here, in one volume, are 25 cartoon superstars that have made audiences laugh for decades—and fall in love with animation.

