

**SMURF
COLLECTORS
CLUB
INTERNATIONAL**

24 Cabot Road W.

Massapequa, NY 11758

Fifth Year Vol. 5

Newsletter 19

Winter 1990

Dear Smurf Collectors:

We hope you have all had a joyous and Smurfy holiday! Happy New Year to you and yours.

As 1990 draws to a close we were hoping to learn some good news to report about our beloved Smurfs for 1991. Sadly, this isn't it:

Up-date on Applause
1990 Smurf Relaunch

Dear Suzanne:

"Although we had planned a broad-range launch of Smurf products for 1990, the program was unsuccessful. There was a small amount of gift merchandise sold. Please inform the members of the S.C.C.I. that they can contact their local Applause retailer and ask them to special-order for them.

Regarding Hardees; there will not be any further Smurf promotions.

Apparently, the market conditions are simply not conducive to a Smurf program at this time so you won't be seeing new products in '91.

Thanks for your support and continued interest."

Applause Licensing

In Newsletter 17, we were not optimistic about the news of the relaunch coming on the heels of the Smurf cartoon being canceled. Although the cartoon now appears in syndication in most areas of the U.S., their familiarity rating will undoubtedly drop to way below its 93% rating in the coming years.

All we can do at this point is discuss the few Smurf products that did appear in the U.S. for the 1990 relaunch. Our hopes for new products, once again, depends on the European market. Our hopes remain high!

From Applause 1990:

Featuring the 3 most favorite categories with kids:

1. Roll-A-Longs in contemporary neon colors.
(All are Super Smurf figurines previously used.)
2. Pencil Huggers highlight the 4 favorite characters.
"Nat" "Sassette" "Slouchy" "Snappy"
(Four newly designed 1½" figurines attached
to pencils.) GREAT ITEM!!!
3. Zipper pulls featuring the Smurflings, Smurfette, and Brainy.
(Four of the six designs are new.) GREAT ITEM!!!

Also appearing in the 1990 line of Smurf products from Applause:

Smurf Messengers - 4 styles of plush Smurfs each with a
message on his shirt 5½" size: "Have a Happy Day!" "I Smurf You!"
"Have a Smurfy Birthday!" "Keep on Smurfin!"
Plush dolls 8" and 10" with bright colors for a new statement:
"Papa Smurf" 10", "Slouchy" 8", "Sassette" 8", "Nat" 8",
"Smurfette" 10", "Snappy" 8", "Smurf" 10".

Last, but not least, 11 Smurf figurines but, to our great disappointment, all 11 figurines are old releases (no NEW figurine designs that we do not have).

All ARE variations and marked China, Applause. A MUST to add to our collections!

We will be happy to supply you with photos of the above-mentioned favorites to add to your Club catalogs. Please submit your request with a S.A.S.E.

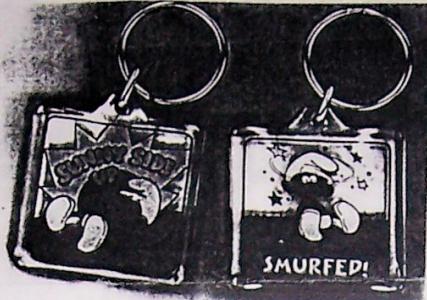
From the Editors desk.....

I must take a few seconds to thank all of you for your good wishes, cards, letters, and phone calls wishing me a speedy recovery. In my time of need you certainly all came through for me and it was deeply appreciated. Thank you to my true Blue SMURF FAMILY.

Surprised

In our last Newsletter we published a request for lists of Smurf key chains. Thanks to all who took the time to compile these lists and send them to the Club. I'm afraid we were not clear as to what we wanted. Most of the lists submitted were for figurines on key chains. To the best of our knowledge, most figurines at, one time or another, appeared on keychains (both from Wallace Berrie and Schleich).

What we are really seeking is lists of key chains that were made of Plastic or Lucite as they appear below. We hope this clarifies our request for information and regret not being more specific in our first request. Thank you again, in advance, for your patience and willingness to help.



We also received quite a number of letters informing us that we neglected to provide our members with the German names of the four new figurines for 1990. With our apologies, here they are:

20406 Smoogle (Same in English & German)
20407 Chitter Eichhoernchen
20408 Nanny Grossmutter
20409 Flag Patriot

Collectors Comments.....

Dear S.C.C.I. and Members:

Hi! I am one of your cross-over collector members. My favorite collecting field is Fast Food Collectibles which, of course, includes SMURFS!

I have what I think is an interesting bit of information to pass along to you all!

In 1988, Hardee's Restaurant had a Smurf promotion which I read about in your previous Newsletters. What I would like to inform you about is that in 1988 we were given a PREVIEW of one of the Smurf figurines that would appear as part of the 1990 Hardee's promotion!

The Smurf with Inner Tube was featured in the artwork on one of the Meal Boxes in 1988!

John V. From S.C.



1988

Hardee's Meal Box

Dear Board of Directors S.C.C.I.:

The U.S. Government issues all kinds of special stamps so how about lobbying for a "SMURF" stamp?

Sandy & Michele from Ohio

Dear Sandy & Michele:

Great idea! If anyone wants to take on this job, write to the Club.

Special point of INTEREST: In 1984, Belgium had a Smurf stamp and it's a beauty!!!!

Commemorative Stamp



Collectors Comments.....

Dear Suzanne:

In Newsletter 18, Collectors Comments, you gave a direct quote from "Peyo" for the explanation of why the #20007 Black Smurf was never produced for the U.S. Market. Are there any other explanations from "Peyo" on any of the other figurines not produced for the U.S.? I found this to be of tremendous interest!

Len of S.D.

Dear Len:

In researching the answer to your question, I believe we have turned up the answer to one other figurine; number 20039, Smurf holding Mallet.

"Peyo"...."I had to do away with a trademark of most stories: The bespectacled Smurf who hits the moralizing Smurf on the head with a mallet as soon as the moralizing begins (even peace-loving people have their squabbles). That couldn't be shown on T.V. I was told, because the little spectator could very well go into his fathers garage, take a hammer and hit his sister on the head with it."

Dear Suzanne:

I thought you would like to know how important the Newsletters are. After receiving the last one we went right out to Hardee's and purchased our complete set. It was also the end of the promotion and they gave us the Promotional Posters for our collection as well.

Leonard from Mass.

Members:

Add Promotional POSTERS to your list of collectibles from Hardee's!!!!

Dear Suzanne:

In Newsletter 17, only 20 of 21 countries of the "Council of Europe" are listed. Do you know what the other one is?

In Newsletter 18, you mention the 12-nation Community European, but only 7 countries are listed. Do you know who the other countries are?

E.M. from Pa.

Dear E.M.:

Thanks for keeping us on our toes! Sorry about the incomplete listings.

The 21st country of the Council of Europe is Ireland.

The other countries in the Community European are: Italy, Luxembourg, Netherlands, Portugal, and Spain.

Dear Suzanne:

The 19th Annual International Balloon Fiesta was held in October '90 in Albuquerque, New Mexico. I was pleasantly surprised to see the Smurf - one of the "Special Shape" hot air balloons.

Vickee from NM

Dear Suzanne:

I can't understand how the police and the I.R.S. could call a criminal a Smurf! Smurfs are good and kind and just plain do-gooders. There's nothing about a Smurf that could possibly be perceived as bad or against the law. The term "SMURFING," as applied to money laundering, just does not fit. Please continue to sign letters "Keep Smurfing" I think it is appropriate!

A true lover of Smurfs from N.J.

Dear S.C.C.I.:

I have just located a Smurf-A-Gram that does not appear on the Club's listing: It says "You've got a Friend in Pennsylvania." I also have another one that says "Dallas." This leads me to believe that there are many Smurf-A-Grams manufactured by Wallace Berrie for different States.

E.B. from N.J.

Dear Members:

Can anyone help? We would like to know if you have any special "STATE" Smurf-A-Grams in your collections! Please write and let us know, with a complete description please. Thanks in advance!

Dear Suzanne:

We had a great trip to Germany this past Summer. As we were on a tour, it was not possible to get to the Smurf factory. However, I was able to slip away from the tour briefly at three spots where I found Smurfs. One was at the Frankfurt airport, another a flea market in Wittenburg, and another at a flea market in Mansfield. These were the best purchases of my trip and I was thrilled to have found 17 new Smurfs for my collection. They don't appear to be easy to find in Germany as I asked for them in stores in the many towns we visited and was told "no Schlumpf." Well, all of this has just heightened my determination to seek more Smurfs.

Carol W. from N.J.

Dear Smurf C.C.:

In the Club's variation section of the Newsletter, I notice that very often you list the colors yellow and yellow/gold. Is there an easy way for us to tell the difference between your description of these two colors?

Jeff from Wy.

Members:

When we use the description "yellow" it refers to any yellow which is the same as Smurfette's yellow HAIR. When we use the term yellow/gold there is more orange in the yellow color, so it appears as yellow/gold.

A perfect example of this is figurine #20231 Hula Smurfette. The original figurine was issued with yellow/gold hair. She was later corrected and has yellow hair. If you have these variations please refer to them.

Dear Suzanne:

The article in our last Newsletter, "Rare Schleich Mold Unearthed," about the Tennis Player one-piece mold with tennis ball was truly enjoyable. I knew this figurine existed as I have a very OLD Smurf poster that it appeared on. After all these years, this RARE figurine finally resides in his place of honor in my cabinet (Smurf Condo). I am delighted!!! Thank you for offering these GREAT figurines to members.

Lillian from Fla.

EUROPEAN PROMOTIONAL SMURF.....

A.S.B.

German..Arbeiter Samariter Bund
English..Worker's Samaritan Group or Organization

("good Samaritan": one who gives help or sympathy to those in distress)

This promotional figurine, No. 20054, is produced for the above European organization which is similar to the Red Cross.

The emblem on the figurine's shirt is a dark orange circle; on the inside of the circle is a lighter orange cross with a dark orange "S" going through the cross.

The medical case is a medium brown with blue latches. The case bears a sticker with the same emblem that appears on the figurine's chest; ASB in yellow with red outlines. In tiny little red letters, on the bottom of the sticker, the following is printed: Arbeiter Samariter Bund.

Our investigation shows that this promotional figurine has been produced for a number of years. It apparently continues to be made to this day as the one featured below bears the CE 1990 marking.



PEWTER SMURFS.....

Numerous inquiries have come into Club Headquarters requesting information on Pewter Smurf figurines. They were produced, to the best of our knowledge, by American Pewter in the early 80's. We have been told that this company is out of business so it has been difficult to gather information for you, our members, about their line of pewter Smurf items.

Our investigation revealed that these are a licensed "Peyo" product.

The following is a list of pewter Smurfs, and related pewter pieces produced. All have been verified by the Club. If you have pewter figurines NOT listed, please send us the information to share with our members. We do know that this list is NOT complete; there are others.

Supers: Canoe, Wheelbarrow, Skateboard.

Playsets: Picnic table & seats, Flower on base, Wheelbarrow (without figurines).

Figurines: Normal (20002)	Gold;hat & pants gold (20005)	Vanity (20017)
Drummer (20009)	Gift;flowers & box (20040)	Singer (20038)
Mechanic (20012)	Watchman (20024)	Shiver (20004)
Hammer-Up (20039)	King (20047)	Trumpet (20047)
Smurfette (20034)	Hangglider (20036)	Clown (20033)
Crying (20018)	Earache (20015)	Judge (20016)
Papa (20001)	Bowler (20051)	Lute (20013)
Spy (20008)	Sunbather (20014)	

Miscellaneous: Smurf in boxing position, but without Boxing Gloves.

Papa with Camera (two pieces).

Special Note: Some of the figurines are on pewter bases.

The photo featured below was supplied by Gary and is one of the largest pewter collections we know of to date.



MYSTERY SMURF!!!!!!

Cast your eyes upon this Christmas ornament Figurine with cord. "BELL RINGER" is it's name. It appeared just once in an older Schleich catalog and never again has it been seen! Where is it? What happened to it? The picture shown is not a sketch; it is a photograph of an actual manufactured piece!

Our sources tell us: "As for the Christmas Smurf holding the Bell, this figurine has never been produced because of Technical problems."

These are the things that keep us on our toes here at the Club. If ONE was manufactured for the photo, more HAD to have been made! Where are they? It's maddening to know that someone, somewhere, must have the ornament! If any Club members have one they had better place their treasure in a safe deposit box or change their address!

Does anyone admit to owning this piece? If so, verification for our records would be deeply appreciated!!



Well, guess what, Smurf Collectors? It has taken ~~two~~³ years, but the "Bell Ringer" has, at long last, been verified as being owned by one of our European members!!!

Not only has the "Bell Ringer" been verified, but two additional Christmas figurines, heretofore known to us, have been verified as well!

1. Kneeling Baby Smurf, with gold angel wings, clutching the red ribbon wrapped around a white gift box.
2. Smurf wearing a green scarf, with holly on his hat. A red & white boot is beside him containing a red & white candy cane and a white gift box tied with green ribbon.

Description of the "Bell Ringer"

The "Bell Ringer" holds a gold bell with a green bow tied around it. He has a red pompon on his hat, green scarf, and red jacket with white trim.

The "Bell Ringer" was produced as a Christmas cord figurine. The other two figurines may have been produced as cords or just as plain Christmas figurines; the facts are unclear at the moment. Our investigation continues.....

Markings

The markings found on these figurines are, 1984, Peyo, Schleich and, much to our surprise, W. Berrie Co. Made in Portugal.

These markings lead us to believe that the figurines were designed for the American Market as well as the European Market.

Why didn't these figurines ever go into production? We can only speculate that this was about the time Wallace Berrie/Applause ceased buying molds to produce new designs.

You will recall that, in 1985, a special Limited Collectors Series was launched by Applause (Division of Wallace Berrie & Co. Inc.). Their promotional display promised 16 different designs but the series was never completed for the U.S. Fortunately, we were able to get the six final issues of that famous series from Schleich.

A photocopy of the above mentioned store display is available from the Club. Submit your request with a S.A.S.E.

The Board of Directors of the S.C.C.I. feels that this is an important discovery, that warrants our "going the extra mile." We are, therefore, providing you with a color photograph of these three very extraordinary figurines.



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 (s). 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

243 Wanted Esci Cars as featured in Newsletter 18. Please submit asking price in first letter.
 244 Wanted Smurf Porcelain Musical Figurines from Wallace Berrie. "Merry Christmas" and "The Night Before Christmas." From 1982 & 1983. Submit asking price in first letter.
 245 For Sale Skippy Peanut Butter Promotional "Shrinkums" as featured in article. All 4 (set) Mint condition.
 246 For Sale Smurf Animation Cels with color lazar backgrounds. Many characters available.
 247 For Sale Complete set of Hardee's Smurfs as featured in Newsletter 18. Boxes also available.
 248 For Sale Figurine 20125 Smurf with Heart in French and English!!! Great Variations!!!
 249 For Sale Alderbrook Christmas figurine as featured in Newsletter 12.
 250 For Sale Smurf Cels hand signed by Bill Hanna and Joe Barbera.
 251 Wanted Smurf Candles numbers 1 thru 6. Please submit asking price in first letter.
 252 Wanted 1988 Ferrero Soccer set as featured in Newsletter 9. Good to Mint condition only. Submit asking price in first letter.
 253 Wanted Christmas Cords, Smurf and Smurfette kneeling and praying. Submit asking price in first letter.
 254 For Sale W. Berrie Posters, #7617, 18, 23, 24. All mint.
 255 For Sale W. Berrie Smurf-A-Grams. "I didn't forget you, just your birthday", "You're First Class", "You're #1 in my book", "I'm blue without you", "We make a great pair", "Mom you're too nice for words", "Let's patch things up", "Mom your pretty as a Picture", "Love me tender."
 256 For Sale Small Smurf Cottage from W. Germany with BLUE ROOF. Mint in box.
 257 For Sale "Collecting Toys for Fun & Profit" by Wm. Ketchum 1985. Featuring prices and article on Smurf Collecting. Featured in Newsletter 7.
 258 For Sale Crawling Baby Smurf Plush by W. Berrie, Pink with rattle. 1983. Mint Condition.
 259 For Sale Smurf Jewelry by Howard Eldon Ltd. Ponytails, Pin, Necklace & Ring set, Barrettes. Nice assortment all different. Would prefer to sell in one lot.
 260 For Sale Smurf Figurine #20162 Waiter from W. Germany. Variation Silver tray w Red glass.
 261 For Sale Smurf figurine #20101 Angler Separate yellow plastic fishing rod and line.

Variations.....

continued from Newsletter 18

#20114 Conjuror Black hat (white interior with dark green scarf protruding), red cape, and yellow scarf in hand.
 (Shade variations of the green, red, and yellow will be found.)
 Grey hat (grey interior with bright green scarf protruding), red cape, and yellow scarf in hand.
 #20115 Lion Tamer Light tan whip, matching color loin cloth with black dots, red wrist bands, and green stool with black top.
 Dark Tan Whip, matching color loin cloth with black dots, red wrist bands, and green stool with black top.
 Yellow/gold whip, matching loin cloth with black dots, red wrist bands, and light green stool with black top.
 Yellow/gold whip, matching color loin cloth, with and without dots, red wrist bands, yellow/gold stool with red top.

Other verified variations: Brown whip.

A wide variety of shade variations on all paint colors.

#20116 Alchemist White tube, green smoke, red lamp with yellow top, dark blue robe with yellow half-moon.
 White tube, pale green smoke, red lamp with gold top, royal blue robe with gold half-moon.
 White tube, white smoke, red lamp with yellow top, dark blue robe with yellow half-moon.

#20117 Cornucopia other verified variation: Figurine with a larger smoke pattern mold.
 Yellow horn; numerous paint variations in paint details inside.
 Yellow/gold horn; same as above.

Have we any members who are interested in collecting variations? Paint variations are mostly found when you collect figurines painted and/or made in different countries. Collect figurines made in Hong Kong, W. Germany, Sri Lanka, Macaw; painted in West Germany, Sri Lanka, Tunisia, Portugal etc. Collect figurines marked Schleich, W. Berrie, and the new Applause China, and you will be well on your way to having an extensive VARIATION collection.

How to start collecting variations: Send us a list of what your collection now consists of.

Sample Sheet

#20001 Papa Smurf W.G. H.K. S.L. China Bully Portugal Macaw Other
 X X

The Club will take it from there and supply you with information on variations available.

Results of Auction Block from Newsletter 18.....

Item # 341 Sold For.....\$21.00
Item # 342 Sold For.....\$48.00
Item # 343 Sold For.....\$45.00
Item # 344 Sold For.....\$69.50
Item # 345 Sold For.....\$20.00

Item # 346 Sold For.....\$20.00
Item # 347 Sold For.....\$20.00
Item # 348 Sold For.....\$20.00
Item # 349 Sold For.....\$22.50
Item # 350 Sold For.....\$21.00

Item # 351 Sold For.....\$100.00

Auction Block

Bidding on Items on this Auction Block Closes February 2nd, 1991

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 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 #352	"GOOD LUCK SMURF" 1988 Limited Edition Smurf Figurine Production 100 Figurines This figurine is Number 93 of 100. with Numbered Certificate of Authenticity.			Mint Condition Opening Bid: \$36.00
Item #353	#20005 Smurf "Gold" <u>BRIGHT, BRIGHT</u> Gold!!! (This Gold will NOT Tarnish or turn Greenish)			Made in W.G. Painted in Portugal Good Condition Opening Bid: \$10.00
Item #354	#20013 Smurf "Lute" Yellow Lute <u>RARE</u>			Made in Portugsl Painted in Portugal Mint Cond. Opening Bid: \$15.00
Item #355	#20180 Papa "Papa with Pizza" <u>RED INJECTED MOLD</u> not painted red!			Made in W.G. Good Cond. Opening Bid: \$6.00
Item #356	#20026 Smurf "Sitter" <u>SMALL MOLD</u> VARIATION FEET UPWARD			Made in W.G. Mint Condition Opening Bid: \$15.00
Item #357	#20020 Smurf "Gymnast" <u>Yellow Shirt</u>			Made in W.G. Painted in Portugal Good Cond. Opening Bid: \$15.00
Item #358	#20142 Smurfette "Mermaid" <u>Inject in BLUE.</u> Tail Silver and Blue w Red Star			Made In W.G. Painted S.L. Opening Bid: \$10.00
Item #359	#20046 Smurf "Emperor" <u>Yellow Injected Mold</u> Gown and Crown are <u>NOT PAINTED</u> .			Made In Portugal Painted S.L. Mint Cond. Opening Bid: \$12.00
Item #360	#20056 Smurf "Card Player" "ASS" on card See Newsletter IV Under <u>Promotional Figurines</u> .			Made in W.G. Mint Cond. Opening Bid \$18.00
Item #361	#20214 Baby "Baby with Blocks" Pale <u>YELLOW INJECTED MOLD</u> Yellow, BLUE, red blocks			Made in W.G. Mint Cond. Opening Bid: \$20.00