



# SMURF COLLECTORS CLUB INTERNATIONAL

24 Cabot Road W.

Massapequa, NY 11758

VOL. 7 NEWSLETTER 25

SUMMER 1992

Dear Smurf Collectors;

Welcome back to all "TRUE BLUE" members for this, our Seventh Year. We especially welcome all new members who have come on board. We now can boast the fact that we have members in 45 of the 50 U.S. States along with members in Canada, Belgium, France, Germany, England, Scotland, Singapore, Australia, and Holland.

To our European friends, please tell us about your unusual items. Send us photos and articles about your collectibles. Remember "Sharing is Caring". Surely, you must have special items that would be of great interest to those in other countries!

This year will be a great and exciting one. We already have some wonderful articles being prepared for printing. Items and features from around the world. Stay tuned!

We closed our last Newsletter with the exciting news from Schleich, Germany: New figurines! As has been our practice for those who keep collection inventories listing German names along with English names, in parenthesis you will find the German names for the eight new numbers:

- No. 20232 Gargamel (Gargamel) Special note: This is a re-issue of the figurine used in Super Smurf #40211 Gargamel & Azrael. It is a paint variation! More important, it has been assigned a NEW NUMBER and, for this reason, should be included in every collection.
- No. 20410 Smurfette with Mouse (Schlumpfine mit Maus)
- No. 20411 Azrael (Kater Azrael) Special note: This is NOT a re-issue of the Azrael Figurine used in Super Smurf #40211 Gargamel & Azrael. It is a completely NEW FIGURINE!!! Larger Size!!!!
- No. 20412 Bride (Braut)
- No. 20413 Bridegroom (Brautigam)
- No. 20414 Video (Videoschlumpf)
- No. 20415 Handball (Handballer)
- No. 20416 Football (Fussballer) Special note: This is a re-issue of figurine #20035 Soccer Footballer. It is considered a major paint variation! Once again, a must for our collections as it has been assigned a NEW NUMBER.

All eight new figurines are available from the Club.

For display purposes, Schleich recommends that the Video Smurf be placed standing in front of the Bride and Bridegroom so it appears he is videotaping the happy couple. Who do you suppose, is the Smurf marrying Smurfette? The \$64,000.00 question!

The new number Gargamel should be displayed with the New Azrael.

Enclosed with this issue is a new page for your Club brochure featuring all of the new figurines and the Club's Limited Edition figurine "Papa & His Prehistoric Pet Pals." Also enclosed is the list of "Golden-One-Hundred" figurines being produced for 1992. Please take special note of the fact that many of the figurines issued in 1985 and 1986 have already been discontinued. If any members need these discontinued figurines please contact the Club. Want lists are always welcome!

Another special notation for all those who collect country markings, W. Germany and West Germany, of course, are no longer being stamped into figurines. Only Germany is now being stamped.



Favorable comments have been arriving from our membership about the new 1992 figurines. Many have commented on the great job done with the Bride's bridal hat and, of course, the unique top hat on the Groom. Numerous positive comments on the cute mouse. Why a mouse though? Many have asked. We are attempting to get an answer to this question.

The only negative comments heard are that the Bride & Groom are not color-coordinated as is the Gown & Tux pair. Why isn't the Groom wearing a pink flower and bow tie, since the Bride is carrying pink flowers and has pink details on her hat? Also noted is that Handball's red shirt and shoe details are not the usual shiny paint, but a dull red.

Will "Peyo" have the same objections? Will paint changes be made? New variations to come?

Remember please, the Club always offers first-run figurines. So if any colors are changed and/or discontinued you, our members, have had the chance to acquire the original issues. This has happened numerous times in the past six years. We will keep you informed.

#### COLLECTORS' COMMENTS.....

Dear S.C.C.I.:

In Newsletter 1, Summer, 1986, you had an article about the "Jubilee" issue of 19 Smurf figurines, blister packaged with stamps. The figurines were stamped on the back of their heads with the year of issue and a gold leaf design. I cannot locate, in any following issues, a listing of each year and the name of each figurine. Can the Club supply this information? I missed out on purchasing this set offered in your last Newsletter and was very disappointed. I will certainly watch the Club ads for this item.

Edith from Mo.

Dear Edith & All Club members:

So glad you asked. You are correct, we neglected to list the figurines! What an oversight! Sorry it has taken so long for this question to be asked.

The 20th Anniversary "Jubilee" series ( 1965-1985) consists of the following:

1965 #20002 Normal	1977 #20023 Rock'n Roll
1966 #20008 Spy	1978 #20030 Torchbearer
1969 #20001 Papa	1979 #20058 Champion
1970 #20012 Mechanic	1980 #20062 Telephone
1971 #20016 Judge	1981 #20123 Policeman
1972 #20022 Author	1982 #20172 Jogger
1973 #20070 Harp	1983 #20183 Aerobic Smurfette
1974 #20078 Beer	1984 #20214 Baby with Blocks
1975 #20087 Woodcutter	1985 #20185 Sailor
1976 #20090 Jester	

1967 and 1968 had no issues. NO NEW SMURFS were produced for these two years!!!

Schleich selected the most popular and best selling figurine to be represented in the "Jubilee" series for each YEAR!

It is now 1992, seven years later. If Schleich were to produce a 27th Year Anniversary series what figurines would you nominate to be the best, or favorite, for the following years:

1986, 1987, 1989, 1990 and 1992

1988 only had one issue, #20228 Bodybuilder, which was quickly taken off the market and replaced in 1989 with Fitness Smurf (same number). 1991 had no new figurines!!

To all Members: Lets all cast our votes!!! We will publish the results in the next Newsletter. A ballot slip is enclosed for your convenience!!! Our results will also be forwarded to Germany!

Dear Suzanne;

The Toy Show in Atlantic City, N.J., this year was very encouraging. We saw more Smurf Collectibles than in all the past shows combined. Some of the dealers are starting to recognize the Smurfs as sought-after collectibles. I guess more and more people are asking for Smurf items at Toy and Collectible Shows. We met a few other Smurf collectors there and told them about our Club and gave out the address.

Barbara from N.J. & Va.

Thanks for the report Barbara!! We would like to hear about and report on more Show happenings from across the U.S. and Europe. Please write and let us know what your area is like for Smurf collectors.



Continued.....

Dear Suzanne:

There is a book out that will probably interest Smurf Fans. It's THE ENCYCLOPEDIA OF ANIMATED CARTOONS by Jeff Lenburg (published by Facts-on-File; price around \$40.00). The book features lists of all animated feature films and specials from 1911-1990 as well as listings for all animated TV series through 1990. The entries feature information about the series, who did the voices, and (best of all), a list of the episodes. The book has about 2 1/2 pages of info. about the Smurfs (no illus. though). This is a great book for anyone who loves animation!

Enclosed, also, is an article about NBC canceling their Saturday morning cartoons (shows what happens when you replace good cartoons like the "SMURFS" with junk like "Super Mario World"). The article mentions the "Smurfs" towards the end.

Kimberly From Va.

Dear Kimberly:

Thanks for "Sharing" with the Club. How about photocopies of those 2 1/2 pages mentioned above for those of us who cannot locate the book. Thanks in advance.

TV Week

FEATURES

Jan. 25-31, 1992 13

## Network Plans To Drop Saturday Cartoons

NEW YORK (AP) — The year 1991 was a year of farewells — to the Soviet Union, to Pan Am, to the naughty bits cut from a Michael Jackson video after its showing on TV caused a cascade of complaints.

But there will be a truly historic farewell this year.

NBC will say farewell on Aug. 1 to the Saturday morning cartoons it has run since the '50s, replacing them with a new "Today" show. It'll be goodbye to shows like "Yo, Yogi," "Chip & Pepper Madness," and even "Capt. N. and the New Super Mario World."

But it's not adieu to an era, even though ratings for the Saturday cartoons of CBS, ABC and NBC have fallen steadily in recent years due to cable, videocassettes, and video games that transfix the little ones.

CBS, in its second season as the leader in Saturday morning Nielsen, remains in the game. It has no plans to get out of Saturday cartoons, says Judy Price, its vice president for children's programs.

The same goes for ABC, says its Saturday morning chief, Jennie Trias. She quotes ABC network head John Sias as calling Saturday cartoonery "a good business for ABC to be in."

But others are in the Saturday game now, notably the new Fox Children's Network, begun in the fall of 1990, offering 'toons on weekdays and Saturdays.

It now is an increasing factor on Saturdays with a roster that includes such movie-based cartoon epics as "Attack of

the Killer Tomatoes" and "Bill and Ted's Excellent Adventures."

And because of NBC's pending withdrawal from Saturday cartooning, Fox is going to expand its three-hour Saturday morning schedule to four hours next September, says the network's president, Margaret Loesch.

There's also a major cable player in the tussle: Nickelodeon, which in the daytime offers cartoons and live-action shows for kids seven days a week. Its current Saturday morning fare is "Count Duckula," "Heathcliff," "Danger Mouse," "Yogi Bear" and two half-hours of the old "Superman" live-action series.

There might be another big contender soon — and not just on Saturdays.

There's speculation that cable tycoon Ted Turner plans an all-cartoon network for kids. That buzz began last month when Turner Broadcasting System and a partner bought Hanna-Barbera Productions Inc. for \$320 million.

The purchase of the famed cartoon works and its library "does offer a lot of possibilities, one of which is an animation channel," TBS spokesman Gary McKillips says. "But there has been no firm decision made on that yet."

For now, the Saturday morning war of the 'toons largely remains a network joust, says CBS' Price. "But the whole landscape of television is changing. The impact of cable, home cassettes and things like video games have to be taken into account." The best-selling game Nintendo is "the bane of Saturday mor-

ning," she laughs.

Despite such electronic intruders, cartoons on Saturday morning and other days still can be highly profitable. The Wall Street Journal has estimated the take at \$500 million annually.

Fox's Loesch thinks that NBC's withdrawal from Saturday cartoons means that between \$50 million and \$60 million "will be thrown up in the air. And we believe that Fox will do well in being the recipient of those dollars."

That's a possibility. The three big networks all have had ratings slides on Saturday morning, just as in prime time. There are various theories why, including Nielsen's people-meter system, adopted in 1987.

It requires each viewer in a participating household to push a button when watching TV. The networks suspect that the little fingers that so eagerly crank up a Gameboy aren't consistently punching up the old people-meter on Saturday mornings.

Whatever the cause, NBC has been hardest hit on Saturday mornings, going from a 3.0 rating in November 1990 to a 2.3 in last November's ratings sweeps. Each ratings point represents 921,000 homes.

But Fox appears upwardly mobile. It went from a 1.8 in the 1990 November sweeps races to a 2.2 last November — and, in Loesch's opinion, "we have directly benefitted from NBC's loss of numbers."

Although he says little of his business is in what some call "kidvid," Paul

Schulman, a major buyer of network time for advertisers, thinks Fox will profit even more from NBC's pullout.

"I think Fox is going to be a much, much bigger player," said the president of Paul Schulman Co. And NBC's withdrawal may generally result in higher advertising prices in the kiddie market next fall, despite the recession, he adds.

His reasoning: "If you remove one of the traditional networks, there are less ratings points to go after. And the scrambling for these points will result in, most likely, higher prices."

But the buying isn't confined to Saturdays, notes Nickelodeon President Geraldine Laybourne.

"The advertisers don't care whether they're reaching kids on Saturday morning or another part of the week, as long as they're getting the viewership," she says.

NBC's planned withdrawal from Saturday 'tooning came as no surprise. The move to replace cartoons with "Today" had been mulled for years.

ABC's Trias and Price of CBS both say NBC's move only was delayed, paradoxically, by its huge success 10 years ago with "The Smurfs," a series about a loveable group of blue humanoid. That series expired in 1990.

The three networks no longer are the only places on Saturday morning where a kid can see cartoons, says Miller, NBC's executive vice president for advertising and promotion, and daytime and children's programs.



## FERRERO CANADIAN PROMOTION 1992

Thanks to all our Canadian members who advised us of this promotion.

**FREE! SPECIAL OFFER!**

# Kinder MAXI SURPRISE

**WITH 3 KINDER SURPRISE WRAPPERS**

**AS PROOF OF PURCHASE!**

**OFFER EXPIRES MARCH 31 1992**

**SEE OTHER SIDE FOR DETAILS** ▶

The above is self-explanatory! Below are the five "Maxi" surprises available. They are approximately 4" in size and each comes with a little Ferrero figurine. We have been informed that there are two different cottages (a Smurf Cottage and a Smurfette Cottage) making 6 different items in all!



One Canadian member writes, "There was a limit on this offer of one per household but I bought enough eggs for 13 people to send away for me. I was sure I would get one of each. The first 8 I got back were all cars. I got one air balloon, and the other three were substituted with stuffed Smurfs. One more to come."



In Newsletter 23 we discussed the National Campaign launched in Europe on May 20, 1978. As a result, two of our members from England were kind enough to share some of their "National" promotional items with us.

Recently, the S.C.C.I. has been contacted by a Mr. Pierre Picton of England; "Pierre the Clown," also known as "Mr. Chitty Chitty Bang Bang."

Papa Smurf & Pierre, together represent the National Benzole Co. during an all-out campaign. They visited and toured with their "Safety with a Smurf" promotion.

"Pierre the Clown" offered to share some of his "National Promotional Material" with us, that he gave out during this special promotion.

The following is some of the Promotional material from this campaign:

POSTER, 20" by 15", in FULL COLOR

SEE AD #410



**Papa & Pierre say**

**"Act like Papa and Pierre  
when playing the fool—  
but remember that Safety First  
is the Golden Rule"**



**FOR SAFETY WITH A SMURF**



FEATURED TWO OF FOUR DIFFERENT

Color-In Pictures

# My Own Papa & Pierre Safety Colour-In Picture

Look around, and you will find  
A Policeman tall, and strong, and kind.  
There are ladies in the Police as well —  
Just like MUM — your troubles to tell.  
If you are lost or don't quite know,  
The Police will show you the way to go.  
If you are worried or in doubt  
They will gladly sort your problems out.  
A Policeman is your special friend —  
Tell him the truth — don't even pretend.

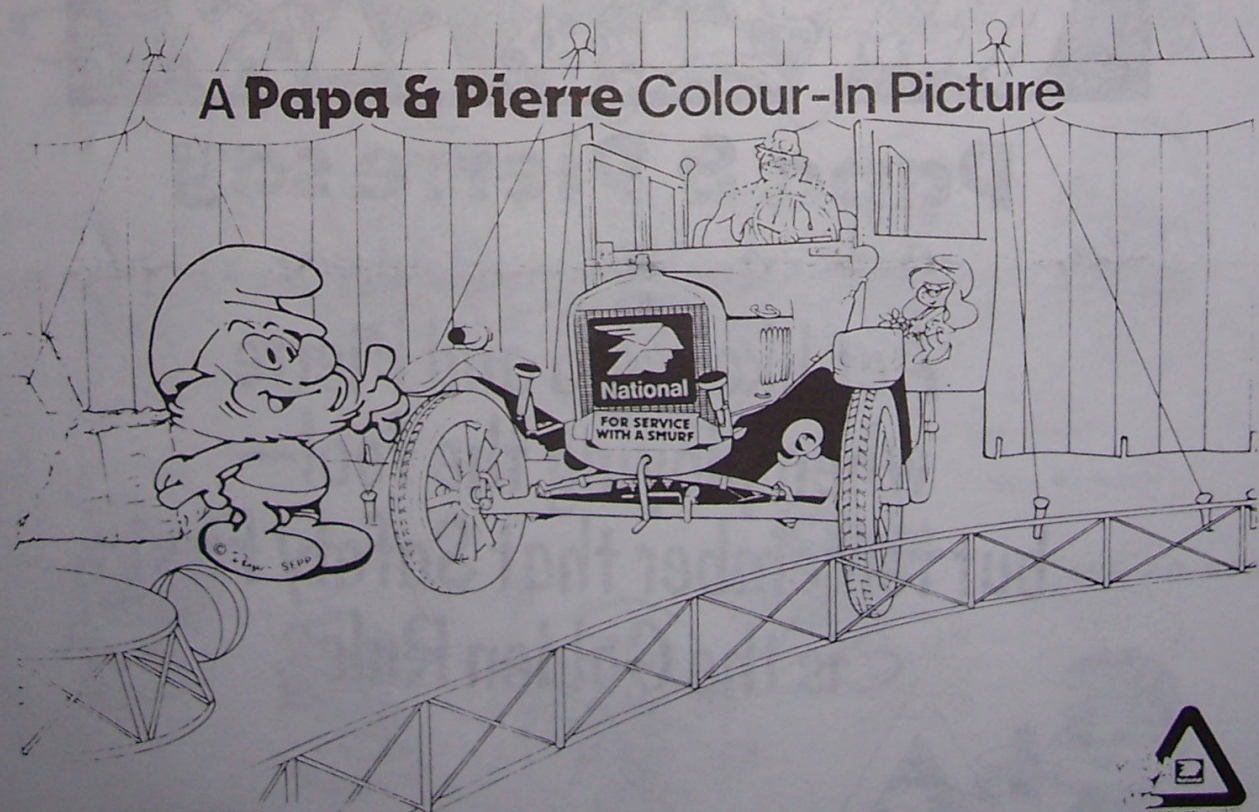


Be safe ....  
with Papa and Pierre

Colour Pierre the Clown and  
Papa with your crayons,  
coloured pencils or paints.  
Then colour in Pierre's  
message so that you  
never forget.

The Police are  
your special friends

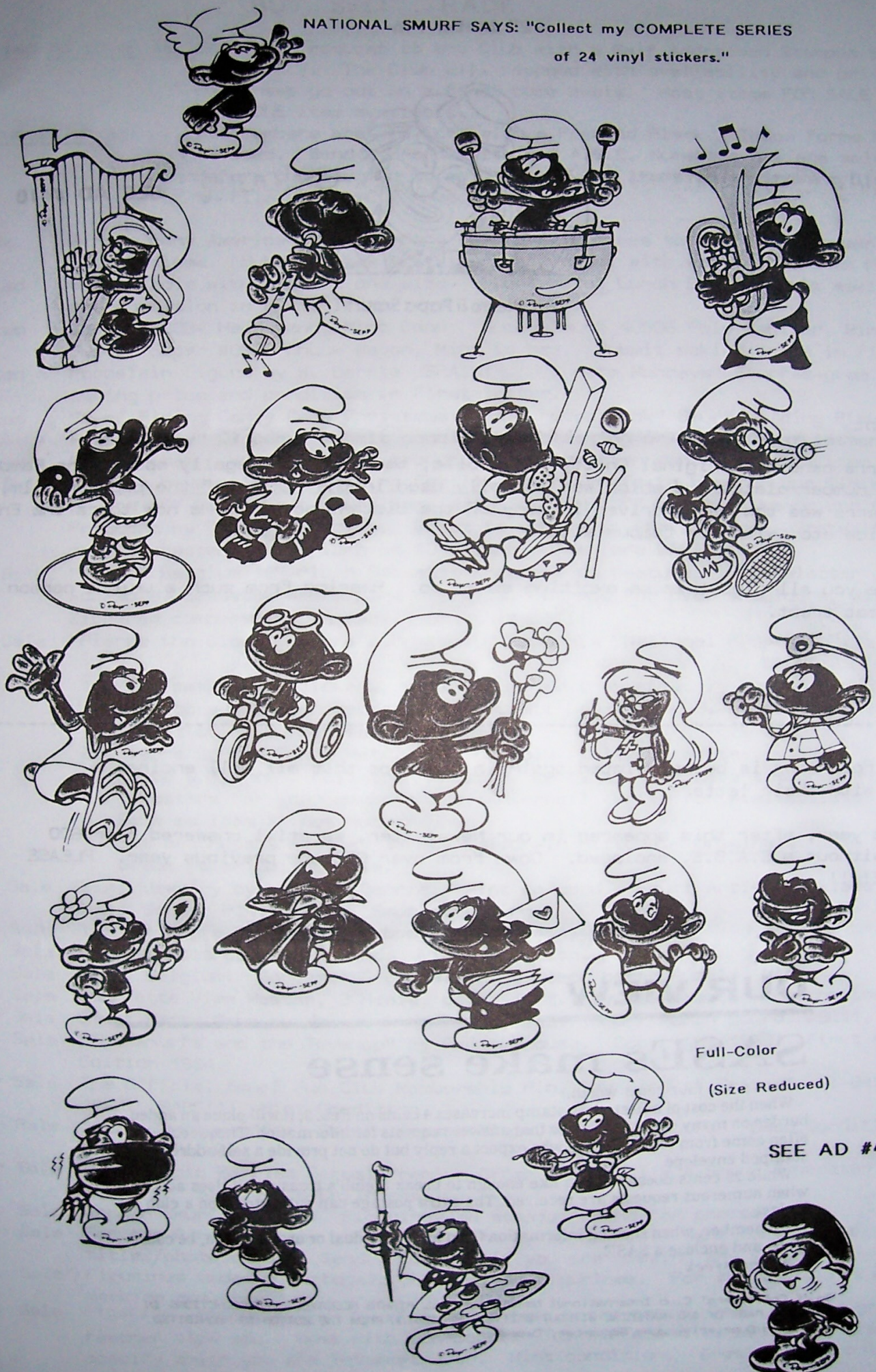
## A Papa & Pierre Colour-In Picture



SEE AD #410



NATIONAL SMURF SAYS: "Collect my COMPLETE SERIES  
of 24 vinyl stickers."



Full-Color  
(Size Reduced)

SEE AD #410





SEE AD #410

Pierre & Papa Smurf

#### Postscript

Pierre owns the original Chitty automobile, the one that legally sports the Famous "GEN 11" number plates and which was actually used in the making of the popular Film; in fact, Pierre was the car's driver in many of the distant scenes. He now tours the English countryside etc. with his famous auto.

Hope you all find this as exciting as we do. Hearing from such a unique person was a great treat.

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The following is being printed again in the hope that all will enclose a S.A.S.E. with their letters.

Last year, after this appeared in our Newsletter, we still answered over 600 letters without a S.A.S.E. enclosed. Down from over 900 the previous year. PLEASE TAKE NOTE!!!!

## OUR VIEW

### SASEs make sense

Here's our four cents worth.

When the cost of a first-class stamp increases 4 cents on Feb. 3, it will place an added burden on many collectors' clubs that answer requests for information. Those requests often come from letter-writers who expect a reply but do not provide a self-addressed, stamped envelope.

While 29 cents doesn't sound like enough to break a club's treasury, it does add up when numerous requests are received. The extra postage can put a strain on a club's budget.

Remember, when seeking information from any individual or organization, be courteous and enclose a SASE.

*AntiqueWeek*



## BUY...SELL...TRADE

How to respond to an Ad: Send your request to the Club with a Self Addressed Stamped Envelope (S.A.S.E.). The Club will respond with availability and price. Responses go out on a first come basis. Most items FOR SALE only have ONE item available.

How to submit an Ad: All members are provided with a Free Ad Blank. These forms MUST be used. Send your Ads with a S.A.S.E. Numerous Ads are sold before publication to members seeking items on their Want Lists on file at S.C.C.I. Headquarters.

- Ad #
- 402 Trade I have many American Market, Hong Kong 2" figurines to trade for German Market 2" Figurines. Submit trade list in first letter with wants. Good to Mint Cond.
- 403 Wanted Smurf Radio with face on one side. Smurf Metal Lunch Box. Submit asking price and condition in first letter.
- 404 Wanted Smurf #20084 Handstand, Mint Cond. Super Smurf 40506 Pole Vaulter, Mint Cond. Super, Super #0603 Chuck Wagon, Mint in box. Submit asking price in first letter.
- 405 Wanted Porcelain figure by W. Berrie "BRAINY". "I Hate Mondays" Smurf-a-gram. Submit asking price and condition in first letter.
- 406 Wanted Smurf Riding Candy Cane Christmas Cord. "Good Luck" Smurf holding Pink Pig. Rare "Bully" Digger. Submit condition and asking price in first letter.
- 407 Wanted Plush Johan. Was this ever produced? Information wanted on this item.
- 408 For Sale What we have all been waiting for!!! Plush Smurfs to hang on our CAR WINDOWS!!!!  
6" and 10" Smurfs and Smurflings with SUCTION CUPS on their hands and feet.  
Produced by "Puppy" Belgium. Great to adhere to ANY surface. State if you are interested in 6" Plush or 10" Plush. They are GREAT!!!!!!!
- 409 For Sale "Puppy" Belgium 18" Plush Sassette Knapsack as featured in Newsletter 24. Adorable, Sassette wears pink overalls. Straps for over shoulders, with Zippered compartment in back. Great item!!!!
- 410 For Sale "Pierre the Clown" offers our members from his "National Promotion":
1. Mint set of 24 Stickers, full color, as they appear. He has enough sets to supply our membership. Submit payment to S. Lipschitz in the amount of \$7.00 per set.
  2. Pierre & Papa Smurf Metal Pin. Supply limited. Write.
  3. "Papa & Pierre" full color poster, 20 by 15. "I have autographed 2 Posters for your members" says Pierre!! Write for availability!
  4. Same as item #3 not autographed.
  5. Set of "Papa & Pierre" Safety Colour-In Picture. Originals. Great Paper Collectible.
- 411 For Sale Smurf Jewelry by Wallace Berrie. Mint on card. Smurf Artist Necklace. Smurf Soccer Player Pin. Smurfette Ring.
- 412 For Sale Die Schlumpfe German Comic books. #10, #11, #12.
- 413 For Sale Smurf Postcards from Poland. Mint condition.
- 414 For Sale Puppy Belgium. Gargamel & Smurfling 48 piece board Puzzle. Mint.
- 415 For Sale Smurfette View Master, 3 Reels, dated 1982. By View-Master International Group.
- 416 For Sale Smurf Party Game by Unique Industries, Inc. Smurf Punch Board. #9211, 1982 date.
- 417 For Sale "The Smurfs and the Toyshop" by Random House. Copyright 1969. First American Edition 1984.
- 418 For Sale The Official Smurf Fun Club Membership Pin, "My Kind of Friend", W. Berrie 1982. RARE!!! Mint Condition.
- 419 For Sale 1983, Premium offer, Smurf license Plate, "I Love Smurfs" Good Condition. Wallace Berrie.
- 420 For Sale Smurf Magic Berries Cereal Premium Offer 1988. "I'm A Smurf Superstar" T-Shirt. Size 14-16 Childrens.
- 421 For Sale German Smurf-a-grams. Figurines on stands. Send for photocopies.
- 425 For Sale For the Pin collector. 2" Metal pins by W. Berrie. Send for list of titles/photocopies. Send want list if you are missing any sayings!
- 426 For Sale Figurines made in Portugal. No Holiday figurines. For the variation and marking collector!
- 427 For Sale Figurine #20144 Indian Smurf. Red shoes, brown pants, red, yellow, green, feather tips etc. Same with tan pants. Two different variations. Please specify which you are interested in. Mint condition. Great Variation!!



## VARIATIONS....

continued from Newsletter 23

SPECIAL NOTE: We are continuously updating our variations. If you have a variation, paint or mold, that does not appear on our list please write to us giving all details. Thanks in advance.

- #20136 Smurf w/ Pumpkin
1. White feet and pants, regular blue Smurf, orange pumpkin with it's face painted black eyes, nose & mouth.
  2. White feet and pants, medium blue Smurf, pumpkin same as 1.
  3. White feet and pants, new brighter blue Smurf, pumpkin same as 1 & 2.
  4. White feet and pants, regular blue Smurf, orange pumpkin without face painted on it.
- Note: All pumpkins have green stems.  
Different textures of P.V.C. have been noted on the Pumpkins. Some are smooth and some are not!
- #20137 Surfer
1. White injected mold, blue feet, red bathing suit, white hat, yellow surf board.
  2. Same as 1, but with a slightly smaller surf board.
  3. Blue injected mold, blue feet, orangy/red bathing suit, white painted hat, smaller yellow surf board.
- #20138 Haymaker
1. Dark brown shoes, white legs, dark green apron, light tan hat, medium brown rake. White injected mold.
  2. Dark brown shoes, white legs, medium green apron, medium tan hat medium brown rake. White injected mold.
  3. Dark brown shoes, white legs, medium green apron, medium tan hat, darker brown rake. White injected mold.
  4. Light brown shoes, white legs, light green apron, gold hat, medium brown rake. Blue injected mold.
- #20139 Nurse Smurfette
1. White shoes, blue legs, white dress, light blue apron, black watch band with silver details, red lines on needle.
  2. Same as 1 but has a deeper blue apron.
  3. White shoes, LEGS ARE NOT PAINTED BLUE, same as 1 & 2.
- Note: We should always watch for PAINTING ERRORS!!!!
4. White shoes, blue legs, blue dress, white apron, silver watch, blue lines on needle.
- Note: Three different shades of Smurf blue have been noted on these figurines plus three different shades of blue dress.
- #20140 Secretary
1. White shoes, blue legs, white dress, medium brown pencil, white pad with silver lines on it.
  2. White shoes, blue legs, white dress, medium brown pencil, white pad with black lines on it.
  3. White shoes, blue legs, dark pink dress, medium brown pencil, white pad with black lines on it.
  4. White shoes, medium blue legs, lighter pink dress, different pencil than 1,2,3, it is shorter, orangy in color, sharper point that is not painted, the pad is blank.
- #20141 Captain
1. Painted red feet and pants, white jacket with gold buttons, white hat with red trim and black brim, gold telescope.
  2. White feet and pants, navy blue jacket, navy hat with red trim, yellow telescope.
- #20142 Mermaid
1. White injected mold, sitting on grey rock with white and blue water effect, green tail, orange star on hat.
  2. Blue injected mold, sitting on lighter grey rock with blue and silver water effect, blue and silver tail, orange star on hat.
  3. Same as 2 but has a red star on hat.
- #20143 C.B. Operator
- All figurines for this number are the same, the variations are on the accessories.
1. Silver C.B., black antenna, silver cord, brown microphone, silver head phones.
  2. Black C.B., short thick silver antenna, black cord, black microphone, black with silver details head phones.
  3. Black C.B., high silver antenna black cord, black microphone, black with silver head phones.
  4. Same as 2 & 3 but a short silver antenna with a knob on top.
  5. Same as 2,3, 4, but a very long silver antenna with a knob on top.
- #20144 Indian
1. Brown shoes with red details, light brown pants, two red lines painted on face, feathers are white with black tips, band around headdress is same brown as pants.
  2. Red shoes with white details, light brown pants, one red line painted downward on face, feathers are white with red, yellow, and green tips, band around headdress is red with white details.
  3. Same as 2, but has dark brown pants.