

Tired of the candidates?



SMURF
COLLECTORS
CLUB
INTERNATIONAL

24 Cabot Road W.

Massapequa, NY 11758

VOL. 7 NEWSLETTER 26

FALL 1992

GETTING TO KNOW THE SMURFY CANDIDATES

Some of the Smurfs™ want to be president of Smurf Village. But which one should be president? You have to choose.



"Hi! I'm Smurfette™. I care about all the Smurfs and will help them every way I can. I'm not afraid to take the lead."



"I'm Handy™. Whatever needs to be fixed, the Smurfs know they can call on me. I'll get the job done, and they can be sure it will be done right."



"Hello, I'm Papa Smurf™. I know about many things, and I will use what I know to help all the other Smurfs. I also know how to have the Smurfs work together."



"Hello there! I'm Vanity™. Since I am the most handsome of all the Smurfs, you can count on me to bring beauty to Smurf Village."



"Good day, to you all. I am Brainy™. I know a lot about many things and will tell you all that I know..."

CAST YOUR VOTE BY NOV. 3.

THE BALLOT BOX IS AT S.C.C.I. HEADQUARTERS.

EDITOR'S DESK...

This is a great opportunity to thank Member Andrew, From Long Island, New York, for a wonderful experience.

Andrew is a college student interning at News 12, a cable news station on Long Island. He decided to take advantage of his position at the station and suggested an idea for a story that would be Smurfy. He felt it would be a great way to let other Smurf collectors know we are here.

On July 14, Paul Wolf, a producer at T.V. News 12, contacted me and asked if it would be O.K. For his crew to visit with me and do a feature story on my Smurf Collection. The show would air on T.V. that very evening!

Short notice indeed, but could anyone turn down such an exciting offer!?

In little over an hour the T.V. News crew, including Andrew arrived. Andrew told me that on their way to Smurf Headquarters he briefed reporter Nicole Nogid and cameraman Robert Cantwell about some Smurf facts and prepared them to see more Smurfs than they had ever seen before.

Upon their arrival, Andrew and I talked about my collection for about 20 minutes without letting the reporter get a word in edgewise. All were in awe over the extent of the collection. What promised to be a half-hour visit extended to two and one-half hours. Nicole, Robert, and, of course, Andrew were delightful visitors.

I can't say if there are two new Smurf collectors on the horizon but I can say that all had a lot of fun doing the taping. Nicole enjoyed herself so much that she even took the extra time to include an interview with my husband and son.

My son Scott's interview was one of the highlights of the interview! It was mentioned that he was the one who started Smurf collecting in 1979 and got Mom into collecting. He expressed his views about Smurf collecting in 1992: "Mom's collection is very impressive, but I'm not really into Smurf collecting anymore! I'm glad she has her collection; IT KEEPS HER OUT OF TROUBLE!!!!"

The tape aired on Tuesday evening, July 14th, at 10:55 P.M., ran through the night every hour-on-the-hour, and then a shorter version was shown on the Morning Edition and the Daytime Edition.

I can't say if my screen debut will do me any good in Hollywood, but even if I'm not "discovered" the experience was a thrill. One thing for sure: I've been recognized here and there and have been asked if I've been "keeping out of trouble!"

Andrew informed me the next day that the producers of the show liked the Smurf story so much that they thought other news programs across the United States would like it too. They submitted the story to a National News Service called Conus and the story was sent via satellite to hundreds of news stations across America.

We are attempting to have a tape available for our members. If anyone is interested in owning a copy of the "Smurf Lady's" T.V. broadcast let us know. Enclose a S.A.S.E. and we will send you information on how to order your copy when available.

Thanks again, Andrew, for that wonderful experience and for helping to bring Smurfs to the attention of the public once again.

Suzanne

The S.C.C.I. Board of Directors has made the decision to discontinue the Auction Block feature in our Newsletter. Participation by our members has not increased since we went back to its inclusion in every Newsletter two years ago.

We will now, instead, include RARE and UNUSUAL mold and paint variations in our Buy-Sell-Trade section. By so doing, we will be able to feature other areas of interest that have proven to be more popular with the majority of members.

We have tested this procedure by offering paint variations, etc. in recent Newsletters and the results have been excellent!!! Many members showed more interest in answering ads than in bidding on Auction Block items.

A lot of consideration has gone into this decision and, we at Club Headquarters, feel it is our best option at this point in time and anticipate that it will be received well by you, S.C.C.I. Members.

The RARE and UNUSUAL will still be made available to you, our members!!!!

If you have a figurine that you would like to sell please write the Club first. Give a complete description, listing all paint colors, country markings, mold variation, etc.

EDITOR'S DESK...

Continued.....

Do not submit the Figurine etc. until we advise you it is suitable to classify as rare and or unusual.

We receive numerous letters and photo's from members who believe they have mold variations because a head, arm, finger, or foot etc. is tilted to one side or another. Please, these ARE NOT MOLD VARIATIONS! Pressure in packing or storage can cause P.V.C. to be permanently bent out of shape. Extreme heat can also cause this. Write to the Club if there is any confusion about this. Please do not submit the Figurine to the Club.

If a mold is a MAJOR variation you will see it published in our Newsletter!!!

Remember, if you have any questions we will be more than happy to answer. Write your Club. On occasion, if we do not fully understand your question we will ask for a photo or submission of the item for our viewing. We try our best to give accurate and precise answers. We are here to help!

In Newsletter 25, we wrote that new Figurines offered by the Club are always "First-Run" figurines. We received an abundance of mail on this! Realizing the Newsletter's continuing Variation section isn't anywhere near reaching the latest numbers, (1987 and on), we would like to "jump the gun" and list these later numbers for you.

Only major variations are listed below, not the fact that the Smurfy BLUE color was modified on many figurines:

#20227	Table Tennis Smurf	<u>First-run:</u> Wine color shirt. Black handle on paddle. <u>Subsequent change:</u> Green color shirt. Red handle on paddle.
#20231	Hula Smurfette	<u>First-run:</u> Smurfette's hair and skirt both the same color gold. <u>Subsequent change:</u> Smurfette's hair is changed to the "correct" Smurfette yellow color. Skirt remains gold.
#20404	Sassette Smurfling	<u>First-run:</u> Sassette's hair is a bright red color. <u>Subsequent change:</u> Sassette's hair is changed to a brownish-red.
#20405	Puppy	<u>First-run:</u> Puppy is brown. <u>Subsequent change:</u> Puppy is grey.
#20409	Patriot Smurf	<u>First-run:</u> Flag is a Smurfy blue (a light shade of blue). <u>Subsequent change:</u> Royal blue flag. The correct color of the European Community Flag.

Our first paint change on the 1992 Figurines:

#20232	Gargamel w/ Lab glass	<u>First-run:</u> Legs and shoes painted an orangy/red (dull paint). <u>Subsequent change:</u> Legs and shoes are a dark red (shiny paint).
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The ballots have been counted for your favorite Figurines. The winners are:

1986 #20224 Baby with Bowl
1987 #20226 Grandpa
#20403 Nat with Caterpillar ran a close second.
1989 #20230 Wild on Tree
1990 #20409 Nanny
#20409 Patriot Smurf ran a close second.
1992 #20410 Smurfette with Mouse
#20414 Video Smurf ran a close second.

EDITOR'S DESK...

We receive a great number of letters asking about our Paint Variation section. Collectors want to know how to collect variations and wonder why there are so many interesting paint differences.

It is really very simple and those of us who collect Figurines with different Country markings can give you this answer:

How: Collect Figurines marked with different country origins and more than 60% of the time you will find that you have a paint variation.

Why: Figurines made in Hong Kong by Wallace Berrie or Applause were almost always different from figurines made in West Germany by Schleich.

Another question we receive an abundance of mail about is "How do we know if we have an "Original" or a "Variation" ?."

It is difficult to discuss "ORIGINAL" vs. "VARIATION" because each country Hong Kong and West Germany painted their "ORIGINAL" Figurines differently. For this reason we do not use the terminology "Original" or "Variation." The first entry after each Smurf's name in our variation section is usually the American Market, Wallace Berrie or Applause paint version. Following these are the European Market, Schleich paint versions. ALL ARE VARIATIONS!! Each is ORIGINAL for their market!!!

To give you an example of what we are attempting to explain we offer the following sample list:

#20014	Sunbather	Hong Kong W. Germany	W. Berrie Schleich	Green and black bathing suit Yellow and black bathing suit
#20020	Gymnast	Hong Kong W. Germany	W. Berrie Schleich	Red shirt Yellow shirt
#20054	First Aid	Hong Kong W. Germany	W. Berrie Schleich	White case with red cross Yellow case with red cross
#20123	Policeman	Hong Kong W. Germany	W. Berrie Schleich	Black uniform White uniform
#20139	Nurse	Hong Kong W. Germany	W. Berrie Schleich	White dress, blue apron Blue dress, white apron
#20142	Mermaid	Hong Kong W. Germany	W. Berrie Schleich	White injected mold, green mermaid tail Blue injected mold, blue & silver tail
#20144	Indian	Hong Kong W. Germany	W. Berrie Schleich	Black and white tipped feather Pastel color feather tips
#20148	Bricklayer	Hong Kong W. Germany	W. Berrie Schleich	Smurf wears white pants Smurf wears blue overalls
#20162	Waiter	Hong Kong W. Germany	W. Berrie Schleich	Brown tray, white glass Silver tray, red glass
#20172	Jogger	Hong Kong W. Germany	W. Berrie Schleich	Orange & white suit, grey shoes Red & white suit, red shoes
#20176	St. Patrick	Hong Kong W. Germany	W. Berrie Schleich	Green Black, red, yellow & Brown
#20214	Baby w/Blocks	Hong Kong W. Germany	Applause Schleich	Pastel color blocks Yellow, green, red blocks

and the list goes on.....

We hope this explanation gives you some insight into paint variations, as well as American Market and European Market Figurines.

The Club can help anyone seeking variations. Just write us and tell us what you have in your collection, we will know what you are missing. This is a great way to continue to enjoy collecting once your Composite Set (one of each design) is complete (or even before). Fill in the gaps with variations!

Many are scarce but the search can be fun and rewarding! Variations (such as bricklayer) are so dramatically different it's like having a totally different design.

COLLECTORS' COMMENTS...

Dear Suzanne;

In the last Newsletter you stated that some members were wondering about the Smurfette with Mouse Figurine. I remember seeing a Smurf cartoon episode ages ago called "Squeaky" wherein Smurfette had a pet mouse, so maybe that's where the idea for this figure came from.

Kimberly from Va.

To All Members:

Kimberly is CORRECT!!! To my delight I referred to our new "Smurf Cartoon Episode Guide" (see our announcement in this Newsletter). Low and behold this is what I found:

"SQUEAKY"

SEASON: 1982-83

Smurfette's pet mouse, Squeaky, dies. In her sorrow, Smurfette runs away to the Mountain of Mists. Her loving friends bring her home and then present her with a new pet, a baby mouse.

I have a very strong feeling this new Episode Guide is going to be a very valuable tool to us!

Suzanne

Dear Suzanne;

Do you know if a Smurf eggcup was ever produced?

Victoria from Canada

Dear Victoria;

We have no knowledge of an eggcup ever being produced! Do any of our collectors know of one? Please write the Club and let us know.

Dear Suzanne;

I was talking with a friend who used to live in Germany and she was telling me they came out with Smurfs holding the Alphabet, each held a letter A.B.C. etc. is this true? I have never heard of this before or seen photos of this.

Mary From Va.

Dear Mary;

We do not know either what your friend is referring to! If anyone has any information please let the Club know!

Dear S.C.C.I.;

Why is Figurine #20416 New Footballer called Football when it is a Soccer Player?

Carol from Vt.

To All Members;

We call it Soccer in the U.S. In more than 150 other countries, it's called Football!

Dear Suzanne;

O.K., O.K., I don't suppose you'll ever stop nagging me so I may as well come clean.

Why did I request extra S.C.C.I. membership cards?

No, I didn't ask for extra membership cards because I am trying to recruit new members. Please don't misunderstand. Of course, I really am always spreading the S.C.C.I. word, but my mysterious reason for requesting those cards was, I am embarrassed to confess, unrelated and sounds somewhat silly.

The truth is, we bought a new car! Our town newspaper published a list of ways to foil car thieves. One suggestion was to mark the car in a way that would positively identify it as ours. What better way than to hide a signed S.C.C.I. membership card in secret and inaccessible places (i.e. inside the doors)?

Now you know. Satisfied?

Susan Co. Editor

Dear Susan;

Weird!!! But a great idea! Thanks for finally telling me what this request was all about!!

Suzanne

Dear Suzanne;

A little follow-up to the article in our last Newsletter about the Maxi-Kinder-Eggs. I have located two of them the Air Balloon and the Car. Although the figurines used are from an old line of Ferrero figurines, the Hot Air Balloon and the car bear a different manufacturer.

The inside bottom half of the Air Balloon says: CASTIGLIONI S.A.S. Inside the nutshell basket it has PEYO 1991/I.M.P.S.

The bottom side of the Car says: GIOIDI, PEYO, 1991/I.M.P.S.

Janice from Canada

Dear S.C.C.I.;

I am honored to be a new member of the S.C.C.I. Since I am a teenager, I wasn't as avid a collector when the Smurfs were introduced as I am today. My collection is still an impressive one for my friends and relatives (who suggest that I charge an admission fee to my bedroom!). Thanks again for introducing me to the remaining world of Smurfs.

Greg from Ks.

To All Members:

I just remembered that I forgot to mention the fact that the Maxi-Kinder-Egg CAR is a Friction car and it appears in our T.V. tape!

THANKS S.C.C.I. AND SUZANNE !!

A LONG-TIME DREAM COMES TRUE !!

I just have to write and let everyone know about how great it is to be associated with this Club.

About seven or eight years ago, before the S.C.C.I. was founded, I had a conversation with Suzanne in which we discussed our favorite and mutual interests in our beloved Smurf collections. In the course of this conversation, we discussed the fact that I had contacted all of the Amusement Parks that featured Smurfs. I expressed a desire to obtain any or all of their Smurf displays etc. if and when they were no longer used at their Theme Parks.

My idea was to display these items around my pool; to extend my collection to the outdoors.

Last Spring the Club was contacted by Kings Island in Ohio. In their theme park they featured Hanna-Barbera Land. Included in this section of their park was the Smurf's Enchanted Voyage...."Take to the waters for a magical, musical adventure through a wonderland of Smurfs." The Park advised Suzanne that they were dismantling this section of their Park and would be selling all of their fiberglass 3' to 4' Smurf Figurines made for their Smurf village.

Amazing but true: Suzanne remembered our conversation of so long ago and contacted me with this exciting information.

I am now the proud owner of seven of these figurines and I would like to share them with all our members! Below is a photo of my new acquisitions displayed on my diving board. These are the greatest!! Needless to say. I am now in the process of attempting to acquire more of them for my display.

An ever grateful member!

- Gary From N.J.
S.C.C.I. Board of Directors Member



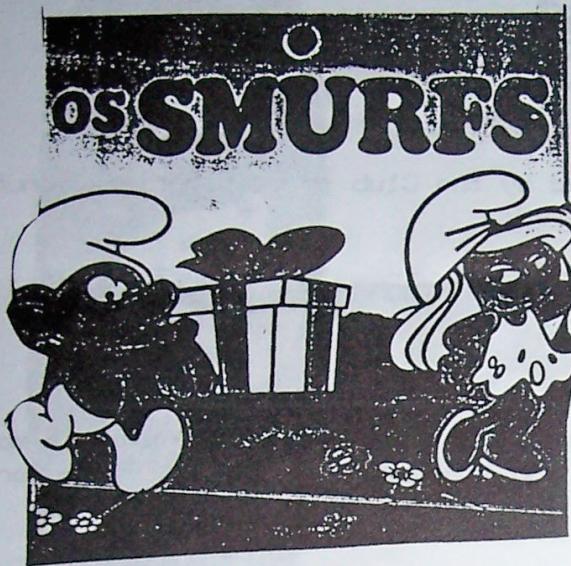
FIGURINES FROM BRAZIL

Figurines are marked

HERING

Made in Brazil

Featured below are two different packages we have located (front and back):



054 0
Enfermeiro

- Pintado à mão
- Tinta atóxica
- Material atóxico

Hering

HERING S.A. BRINQUEDOS E INSTRUMENTOS MUSICAIS

Made in Brazil - Industrial Brasileira

Fabricado sob Licença

Schleich®
© Peyo

N. 4



063 0
ALFAIASTE

- Pintado à mão
- Tinta atóxica
- Material atóxico

Hering

HERING S.A. BRINQUEDOS E INSTRUMENTOS MUSICAIS

Made in Brazil - Industrial Brasileira

Fabricado sob Licença

Schleich®
© Peyo

N. 3

The Figurines:

#20063 Tailor (Alfaiate)

Note: No thread attached to needle.

#20054 First Aid (Enfermeiro)

Note: Solid yellow case, with no red cross.

We have been advised that the Brazil marking also appears on the following figurines:

#20014 Sunbather

#20041 Hiker

#20042 Chef

Let's start our "Smurfs Made in Brazil" list with these numbers.

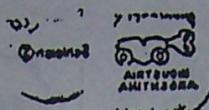
Stay Tuned.....

FIGURINES FROM ARGENTINA

Update From Newsletter 20:

Smurfs from Argentina

by MINIMODELS



Marking as it appears on the figurine.

The following figurines have been verified by the Club to be figurines manufactured by Minimodels of Argentina. Variations are noted:

#20042 Chef

#20049 Tennis Star

#20101 Angler

Separate fishing rod (not one-piece mold).
Rod and line are burnt orange in color.

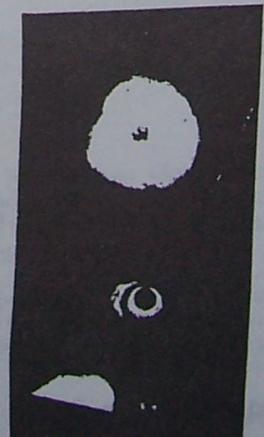
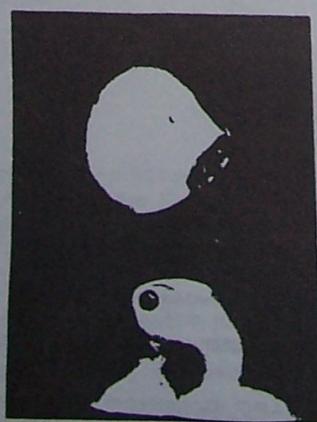
#20135 Tennis Smurfette

#20141 Captain Bright gold telescope.

We have now verified seven Argentina figurines with the Minimodel marking.

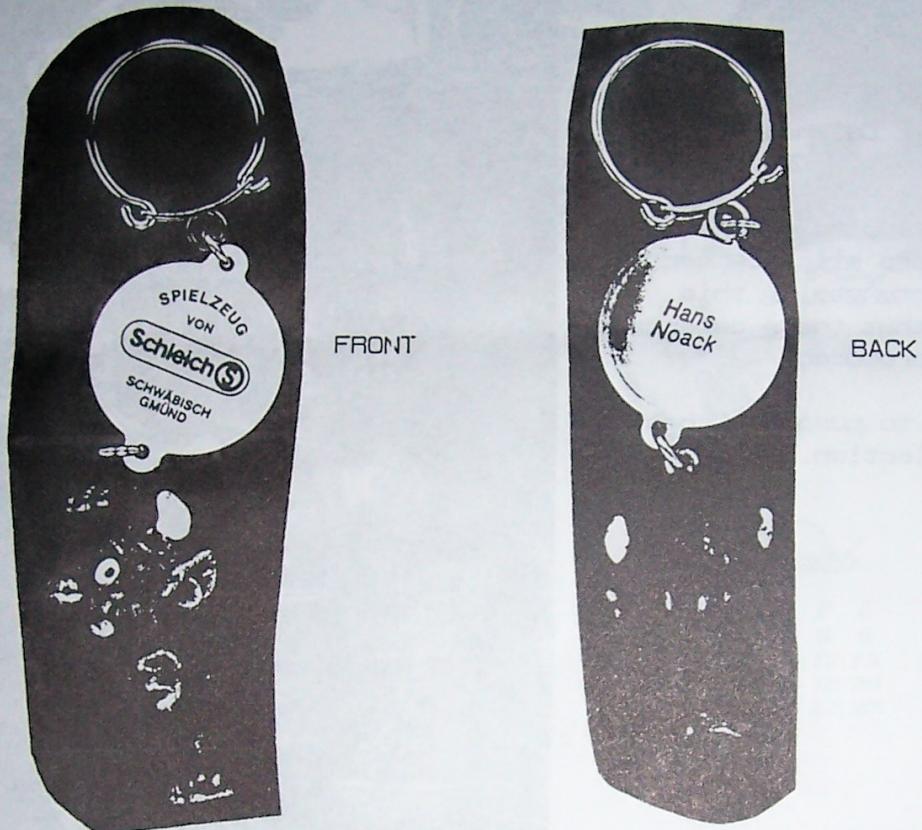
Unique Tail Paint

We have noticed something quite unique about these figurines coming from Argentina. On all we have seen thus far, the tails of the smurfs are painted blue, but only a circle of blue on the tips. The entire tail is not blue. Very odd indeed?!



SCHLEICH PROMOTIONAL KEYCHAIN

This Promotional Keychain was produced by Schleich exclusively for their Salesman, Mr. Hans Noack. Mr. Noack give this item out to his Smurfy customers in 1985. The Figurine #20213 Devil is the West German version, a pink injected mold!



UPDATE....

NATIONAL PROMOTION

"Pierre & Papa Smurf"

We have received a few interesting details about this campaign that we would like to pass along to you.

The "PAPA & PIERRE" campaign was launched in England, June 1979 and was funded by National Benzole Co. Ltd.

Who is Pierre?

Pierre the Clown - Pierre Picton - has been closely associated with road safety for over 35 years. A protege of Coco the Clown with whom he worked in Bertram Mills Circus, Pierre began by assisting Coco with occasional safety talks. He then took over the role in road safety work first assumed by the late, great Coco.

As a clown, Pierre was best known for his internationally-acclaimed circus act with an original 1924 "Keystone Kop" Model T Ford, complete with exploding panels, pirouetting lamps, gushing radiator and ejector seat. The act was seen and enjoyed by the British public in circuses, stage shows and carnivals across the UK.

The 1924 "Keystone Kop" Model T Ford, was decorated with Smurfs and used in the 1979 Smurf Safety tour. This vehicle was seen chugging across the movie screen in one of the old Max Sennet films. This was no ordinary car, but one of the famous Keystone Cops' stunt vehicles of the old Hollywood silent film era.

N.Y. PREMIUM
TRADE SHOW...
MAY 1992

by Gary S.

I would like to share the following with the Club:

From China

An assortment of 1993 Smurf Calendars. All prototypes!!!

I located all of these calendars at one booth at the above show. They are all licensed thru IM.P.S. (Brussels). Unfortunately, this manufacturer informed me that these calendars, most likely, will not be produced.

I was thrilled to be able to purchase these few prototypes for my collection.

Shown on the right:

10 $\frac{1}{4}$ " by 29"
Hanging 3-Dimensional
Calendar

by POP PRODUCTS
made in Taiwan

This is a unique 3-D item, made of Plastic.



This is another sample calendar that I would like to share.....



© Peyo - 1990

Licensed through I.M.P.S. (Brussels)



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Last, but by no means least, this calendar is also Unique in that it can be used for any year!!!

It is set up to be used with stickers. See the instruction sheet below:



COVER

怎樣使用『藍精靈月曆』

HOW TO USE "SMURF CALENDAR"

- Use the little stickers numbered 1 to 31 to fill in the correct dates on each month.
- Use the bigger round stickers to highlight the special days like holidays, festivals and birthdays.
- 將寫有1至31的數字標貼，貼在月曆上，顯示每個月的日子。
- 用較大的圓形標貼，代表一些特別的日子，例如假期、節日、生辰等等。



Instruction

Sheet

PLAYTHINGS

Licensing pioneer Applause is still blazing new trails

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Applause, one of the pioneers of the modern licensing industry, continues to enhance their reputation as the industry leader in the creation and management of lifestyle and character licenses under the direction of President and CEO Jim Klein.

The powerhouse license that launched Licensing at Applause came about almost by accident when a very special delivery arrived in the mail. Many companies had turned down these little blue characters, but not Applause, then known as the Wallace Berrie Company. They had, even way back then, a special gift for anticipating the market, and saw that while the Smurfs might be small at only three apples high, they had huge potential. The results surpassed the company's greatest expectations, as the Smurfs quickly became a licensing legend with over \$1 billion in retail sales. They appeared on everything from apparel, home decor and sleepwear to bedding, novelties, Halloween costumes and more. It seemed like every kid in America wanted to identify with the Smurfs.

After the company became Applause in 1986, they solidified their hold on both the gift and licensing industries with the introduction of the California Raisins, another one of the most incredible licensing success stories in history. Once again, Applause showed foresight. They turned a few wrinkled little characters from a California Raisin Board commercial into a record-setting retail harvest.

Today, under the direction of Licensing Vice President, Hanoch Epstein, Applause is well on the way to one of their most successful years ever. Mr. Epstein brings boundless enthusiasm and more than 12 years of licensing and toy industry experience at companies like Mattel, Leisure Concepts and Nelvana Entertainment to his position at Applause.

At Toy Fair 1992, according to Mr. Epstein, "The entire licensing team was kept busy every moment of every day." The Magic Trolls Babies, the first product from Applause's new Toy Division, were especially hot. They were the runaway hit of Toy Fair and the number of licensees has continued to grow every week since. Licensees include Union Underwear, Star-makers, Wormser, Gayla, Rose Art and many more.

It's no wonder so many are ready to jump on the Magic Trolls bandwagon, because they're racking up some of the highest sales figures in the history of Applause. In fact, an independent tracking study in the Los Angeles area showed a sell-through of nearly 50% in the first four weeks of product release.

Babies are irresistible

Magic Troll Babies are mischievous and adorable, with exceptionally cute faces. When their enchanted bag and music stardust are mixed together in water, the water turns blue and a magic charm appears. Every Magic Trolls Baby comes with a unique charm of its very own and a charm bracelet to wear it on.

Magic Trolls were introduced with print advertising in national publications like PLAYTHINGS. In addition, Applause launched its first national television advertising campaign with a commercial for Magic Troll Babies that broke the week of April 13th. In the fall, another national spot will feature Magic Trolls along with Magic Trolls Play Friends and Play Sets accessories.

The Magic Trolls will soon be starring in their very own animated TV special. It will have its debut during Thanksgiving week 1992 and will tell a marvelous story of laughter and love, filled with magical surprises.

Applause has developed a full line of Magic Trolls products including vinyl dolls, plush, infant dolls, accessories and play sets.

Another hot new license introduced by Applause at Toy Fair is Magic Glow Friends. According to Director of Marketing Liz Wardley, "Magic Glow Friends created a sensation." That's not surprising since this is the first plush product ever to feature a unique glow-in-the-dark design.

A puppy, bunny and bear cub make up the line with soft, huggable bodies, long floppy legs and loveable faces. With most toys, bedtime means the fun is over, but Magic Glow Friends is one toy where the fun really begins when the lights go out.

Another title that is drawing intense interest from licensees is King Arthur and the Knights of Justice. This half-hour weekly program debuting in September is geared toward boys aged 3 to 11. It will run five times a week beginning in 1993 and has already sold in 90% of the nation's key markets.

Classic characters like Arthur, Merlin and Guinevere lend instant recogni-

tion to these exciting exploits. Hanoch Epstein has said, "King Arthur will appeal to the same audience that flocked to see Robin Hood, Prince of Thieves in the summer of 1991." These characters, combined with a timeless story line of good versus evil, give King Arthur and the Knights of Justice limitless merchandising potential.

Applause targets tots

Applause has exciting licensing opportunities for products aimed at the very youngest set as well. Bundles is a loveable stork who is always there when a baby needs a hug or a friend. Bundles has been the top-seller in the Little Applause infant line for more than five years and is one of the only licensing opportunities to feature a stork, the time-honored symbol for the birth of a new baby. Bundles is sure to deliver for any products aimed at the new generation of Baby Boomers.

The first group of American Baby Boomers grew up with a classic character named Rudolph the Red-Nosed Reindeer, who is now the second most recognizable symbol of Christmas. Today's children, as well as yesterday's, have learned to love this un-derdog who overcame his mocking playmates to light the way for Santa's sleigh and become the most famous reindeer of all.

Popular in both the classic Rudolph designs and the more recent My Little Rudolph motif, he's the ideal license for any product associated with Christmas or the holiday season. Rudolph keeps winning new friends every year too, with his animated TV special which is re-broadcast every year during the holidays.

Speaking of the heart, no one in our time has touched more hearts than Flavia, the most popular inspirational artist of this generation. For over 25 years, Flavia has been putting feelings into words for people who can't express their deepest emotions for themselves.

Universally known and loved, Flavia's current product line includes a worldwide card line, books, posters, gift items and collectibles. The drama-

tization of her classic book, "Flavia and the Dream Maker," is scheduled to begin a tour of major U.S. cities in the fall of 1992 with high hopes of a run on Broadway. The universal need to communicate feelings gives Flavia unlimited potential as a license.

In the successful tradition of the Smurfs and California Raisins, Applause continues to show an uncanny ability to spot winning properties. This company is unequalled in the licensing industry in their ability to provide complete marketing support from the first designs, through manufacturing, to delivery of product and the final collection of royalties. While the government won't issue anyone a license to print their own money, having an Applause license is just about the same thing. □

Special Reminder: OUR NEXT NEWSLETTER WILL NOT ARRIVE UNTIL AFTER THE CHRISTMAS HOLIDAYS.
PURCHASE YOUR SMURFY GIFTS FROM THIS ISSUE. THE CLUB WILL GLADLY SET
ASIDE ANY 2" SMURF FIGURINE, SUPER SMURF ETC. THAT WE HAVE IN STOCK.
SIMPLY DROP US A NOTE AND WE WILL RESERVE YOUR PURCHASES.

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 and will not appear in the Newsletter. If anyone is seeking a special item just contact the Club with your request.

Ad #

428 For Sale Figurine #20131 French Fries, West German variation with Orange French Fries.
429 For Sale Baton replacement for figurine #20061.
430 For Sale Counter display cases by Wallace Berrie. Mint condition with all covers.
431 Wanted Smurf Figurine #20127 Superman on White Cloud.
432 For Sale Large Smurf Collection, over 500 figurines, Super Smurfs, Playsets, Smurf-a-grams, Promotional Figurines, and more. Will sell as one lot only!!!
433 For Sale Schleich Promotional Keychain, as featured in this Newsletter, #20213 W. German Devil variation produced for Salesman Hans Noack.
434 For Sale Minimodel figurine from Argentina, #20049 Tennis Star with marking!
435 For Sale Smurf from Argentina with UNIQUE TAIL PAINT, no markings.
436 For Sale U.S. Smurf-a-grams, send for list.
437 For Sale Complete set of Hardee's Smurfs as featured in Newsletter 18.
438 For Sale Rare Schleich Mold, #20049 Tennis, one piece Tennis racquet, red with white strings and yellow ball. As featured in Newsletter 18.
439 For Sale Complete set, 4" Porcelain Christmas Tree Ornaments. "Night Before Christmas" series. As featured in Newsletter 22. Will sell as complete set only!!!
440 For Sale Smurf Metal Lunch Box, by King-Seeley Thermos Co. Almost Mint condition.
441 For Sale "Sport & Fitness" Bodybuilder Promotional Smurf Keychain as featured in Newsletter 8.
442 For Sale Rare, 1983 Mattel store advertising sign. 3-D, plastic, 19" by 13", Full color, Says "Mattel Smurf Talking Toys" pictured Smurf house, Smurf playing a guitar.
443 For Sale Old & Rare from Schleich, Smurf Figurines on Music Boxes. Great musical sound!
444 For Sale Rare and unusual. Smurfs on message! Figurines stand on a green four leaf clover, message is printed on clover. Schleich 1982.
445 For Sale Smurf Figurines, Christmas Cord series. Smurf Praying, Smurfette w/ Song sheet, Smurfette w/ Candy Cane, Smurf Drummer, Papa w/ Toy Bag and Candy Cane, Smurf w/ Song Sheet, Smurf w/ Xmas Tree. Please state interest.
446 For Sale Wheat Bags for playsets or displays.
447 For Sale RAW SMURFS, unpainted. Handstand from Super Trapeez (white), Grandpa (White), Baby w/ Blocks (White), Smurfette from Super Tea Set (White), Papa from Super Rocking Chair (Red), Devil (Pink), Smurf from Super Hammock (Blue), Smurf from Super Smurfboard (Blue), Smurf from Super Photographer (Blue). Please state interest.
448 For Sale Maxi Kinder Egg, as featured in Newsletter 25, Ferrero, The Friction CAR.
449 For Sale Smurf Promotional Figurine, #20053 Ice Lolly holding "Scholler" Flag.
450 For Sale Variation, Figurine #20054 First Aid, yellow case w/ red cross, Brown case w/ red cross. State your interest.
451 For Sale Promotional Figurine as featured in Newsletter 10, "Schlumpfhausen".
455 For Sale W. Berrie Music Box, 1982 #7485, Porcelain, as featured in Newsletter 22.
456 For Sale 1983, European Activity Books, three different.
457 For Sale 1988, Made in Germany, Plastic Pens, wrap-a-round Smurf Scene.
458 For Sale 1987, Lic. by Applause, Smurf "N" Ice Capades 3½" Smurf Metal Pin. Rare!
459 For Sale Porcelain Plate, W. Berrie 1982, "Have a Smurfy day!" Hot Air Balloon Scene.
460 For Sale Stainless Steel Smurf Cereal Spoon, by Danara, 1983.
461 For Sale 1" All Blue Smurfs, 16 pieces in attractive box. Figurines represented: 023, 031, 039, 041, 044, 049, 050, 059, 062, 068, 095, 123, 126, 140, 141, 142. Smurf Figurine, 20031 Postman, NO RED HEART ON ENVELOPE, RARE.
462 For Sale Ferrero, Kinder Egg Surprise, Smurf Camera. Never Featured in Newsletter!
463 For Sale Ferrero, Kinder Egg Surprise, Mini Puzzles Featuring Smurfs. Never featured!
464 For Sale From France by Jesco Imagerie, 4 different coloring books. "Les p'tits Schtroumpfs"
465 For Sale Ferrero Smurfs, 90' Promotion, Featured in Newsletter 17, Snap togethers.
466 For Sale Beautiful Smurf Cloisonne Pins, W. Berrie, Motorcross, Football, Skateboard, Rock n' Roll, Bicycle.
468 For Sale Smurf suspenders from France, Large childrens size, Adult size, state interest.
469 For Sale For the marking collector, #20151 Smurfette Graduate made in Macau
470 For Sale Great Variation, #20188 Majorette, W. German version, Hot Pink boots and baton, not lavender as H.K. version.
471 For Sale Great Variation, #20142 Mermaid, W. German version, blue injected mold, blue and silver tail not green as H.K. version.
472 Wanted Information on all Cereal Premiums, boxes etc. Please send photocopies of all items you have in your collection. Thanks.