

HAPPY  
35TH  
BIRTHDAY!

**SMURF**  
COLLECTORS  
CLUB  
INTERNATIONAL

24 Cabot Road W.

Massapequa, NY 11758

VOL. 8 NEWSLETTER 31

WINTER 1993

Their popularity crosses  
continents! These whimsical blue  
characters are a collector's delight!

STRUMPF

STRUMPF

SMURFIE

SCHLUMPF

STRUMP

SMOLF

SUMAFU

SMURFIN

STRUNF

STRUMPF

SCHTROUMPF

STRUMPFOR

SMURFII

SMURFERNA

TORPIKEK

PUFFI

PITUFO

BARRUFET

スミーフ

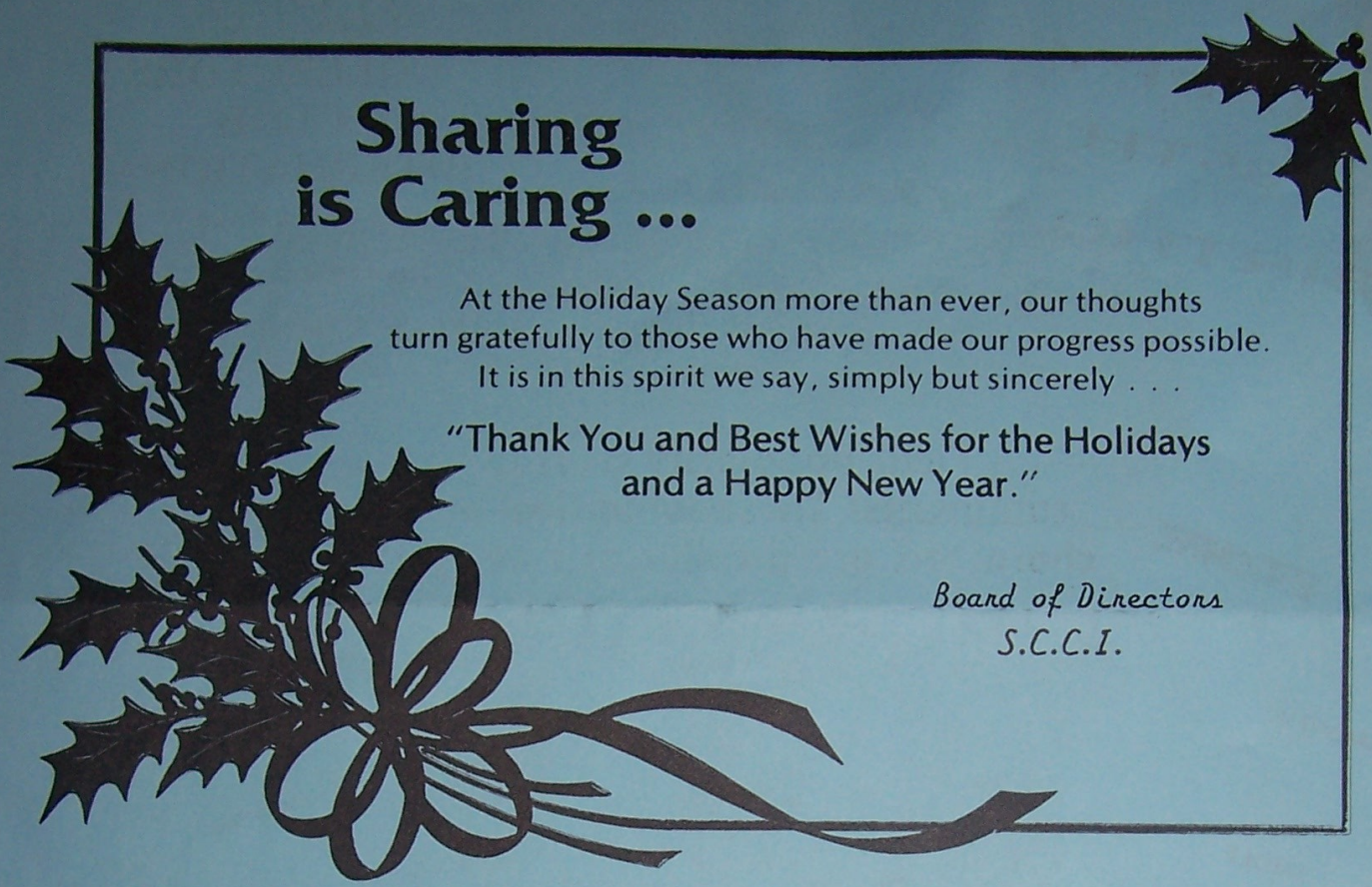
스미프

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ΣΤΡΟΥΜΠΦ



Created in 1957, by Belgian artist "Peyo," the SMURFS officially made their debut in "Spirou" on October 30th, 1958!



## Sharing is Caring ...

At the Holiday Season more than ever, our thoughts  
turn gratefully to those who have made our progress possible.  
It is in this spirit we say, simply but sincerely . . .

"Thank You and Best Wishes for the Holidays  
and a Happy New Year."

*Board of Directors  
S.C.C.I.*

### What was "HOT" In Smurf Collectible's A DECADE AGO!

Last year in Newsletter 27, Winter 1992, we featured a vast array of Smurf items that were offered in numerous U.S. catalogs for 1982.

As this proved to be of great interest, we would like to present an encore in this nostalgic Newsletter. Here is a look at what was NEW and offered in Christmas catalogs for 1983!

Many of our member-collectors began their collections after these dates and are extremely interested in identifying and locating items that they missed.

Others, just may discover items that they didn't even know they were desperately longing to add to their collections.

All items featured are Licensed by Wallace Berrie. Unfortunately, manufacturers' names were not provided. Please refer to the Wallace Berrie Licensing Book, published by the Club, for more information on manufacturer's names.

**SPECIAL NOTE:** The collectibles featured ARE NOT OFFERED FOR SALE!!!  
The Original, 1983, catalog prices are listed for your information only!  
This feature is strictly for your enjoyment!

If, however, you do see items that strike your fancy, don't hesitate to submit a "Wish List." We at Club Headquarters, will do our best to help you add the elusive items to your collections.

ENJOY!!   ENJOY!!   ENJOY!!   ENJOY!!   ENJOY!!   ENJOY!!   ENJOY!!   ENJOY!!

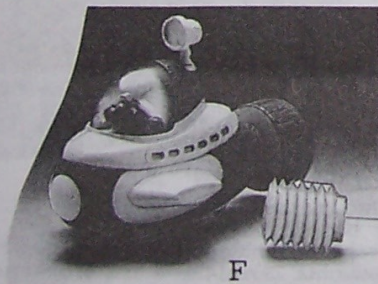
# Christmas Values '83

## Montgomery Ward



**A** Home Smurf Home . . . mushroom-shaped playhouse looks just like the Smurf houses from the famous TV show! Made of rugged polyethylene so it never rusts; assembles easily so you can set up the playhouse in the backyard or playroom for year 'round fun. We've Smurfed it up with chimney, windows and smiling Smurf decorations. Size: 4x5 ft. wide, 4½ ft. high. Ages: 2 to 6.

48 T 30300 R—Ship. wt. 46 lbs. . . . . 109.99



**F**

**F** Smurf submarine adds to bathtime fun. Floats and dives—you control it—automatic rising periscope. Tough plastic sub is great for wading pool, too. About 7 in. long. Hong Kong. Ages: 3 and up.

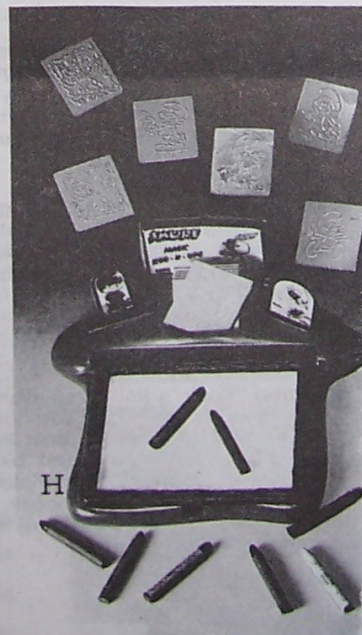
48 T 43611—Ship. wt. 1 lb. 12 oz. . . . . 8.99



**G**

**G** Smurfs a'flyin' in their big jet plane. Both doors open; Papa Smurf, Smurfette and 2 little Smurfs fit into curved groove inside—in one door and out the other! Rugged plastic; about 10 in. long. Thailand. Ages: 3 and up.

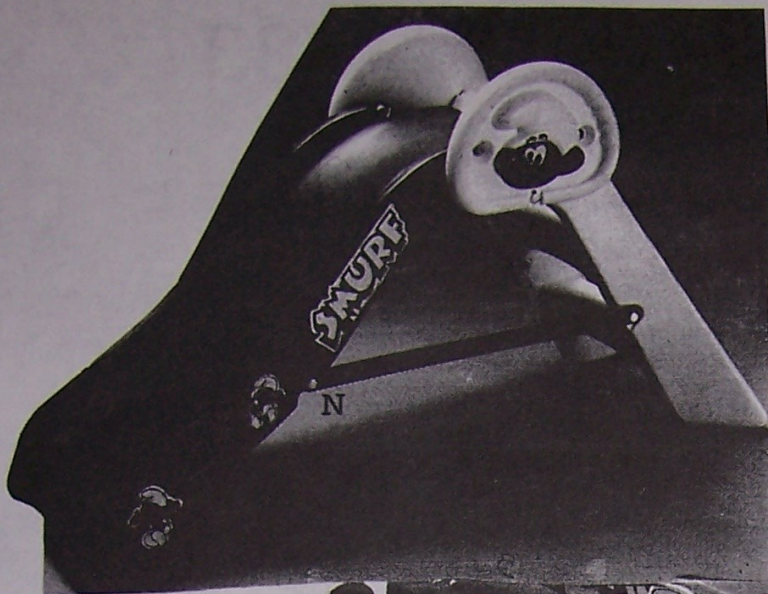
48 T 43618—Ship. wt. 1 lb. 2 oz. . . . . 9.99



**H**

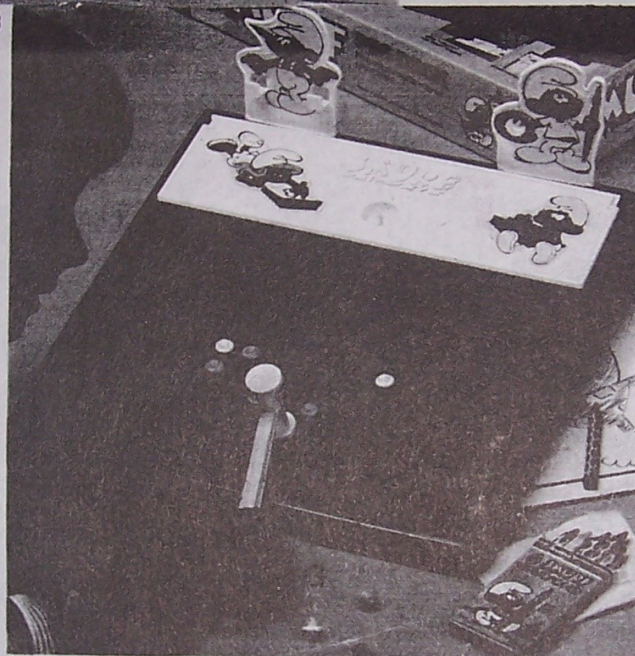
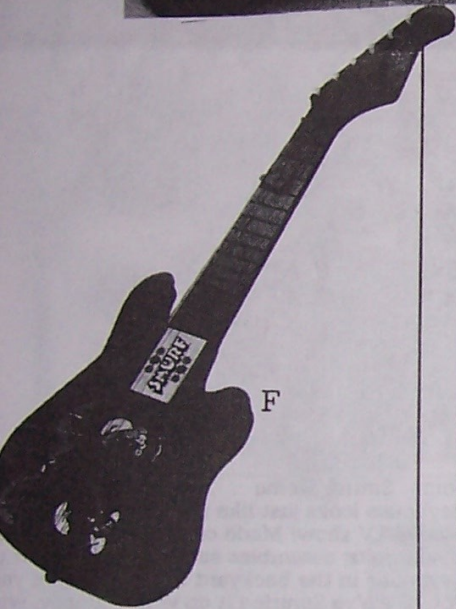
**H** Here's Smurf magic children can make happen—fit the embossed picture plates into the frame, cover with paper, and rub the Papa Smurf crayon pusher over the paper. Smurf scenes appear; color in with 8 jumbo Smurf crayons. 12 picture plates, sharpener, paper included. Ages: 3 to 6.

48 T 42749—Ship. wt. 1 lb. 15 oz. . . . . 10.97



**N** Smurf slide is the slide for all seasons—made of lightweight polyethylene, it won't rust or corrode outdoors, moves indoors easily for rainy-day or cold-weather play. The gentle slope and non-slip ladder are perfectly scaled for the youngest members of your family. The molded sure-grip handles form a happy Smurf face. 44 in. long, 18 in. wide, 27 in. high. Ages: 1½ to 4.

48 T 22041 M—Ship. wt. 10 lbs. 8 oz. ....28.99



Item "F" is not the same Guitar as featured in the 1982 catalog!

Item "P" is not the same Drum set that was featured in the 1982 catalog!

**F** Strum along with the Smurfs! Polystyrene Smurf guitar sounds like a real guitar. 3 nylon, 3 metal wound nylon strings. 30 in. long. Ages: 4 and up.  
48 T 36649—Ship. wt. 1 lb. 2 oz. ....9.99

**G** Smurf peg desk featuring removable, wipe-off coloring board cover. 48 mushroom-shaped pegs for designs and games. Storage compartment with turn-lock holds all components neatly. Includes hammer, Smurf hammer-holder, Smurf crayon sharpener, built-in carrying handle. Ages: 3 to 8.  
48 T 42798—Ship. wt. 2 lbs. 3 oz. ....10.97



**M** Baby will love to go Smurfing through the snow in this bright blue Smurf baby boggan. Rugged polyethylene construction, tow dowel with hand grip, safety belt. Smurf faces look like headlights. 28½x14½ in. Ages: 2 to 4.

48 T 13629—Ship. wt. 5 lbs. ....16.99



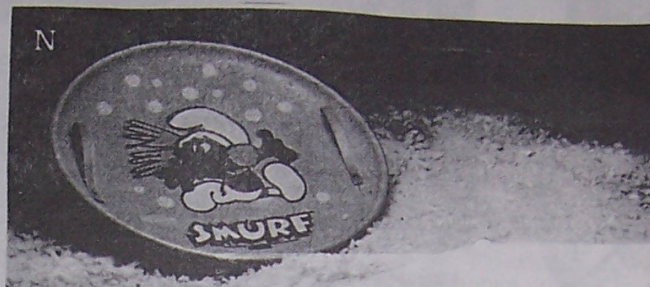
**P** Smurf "Rock 'n Roll" trap drum set includes 20½-in. bass drum, 9-in. snare drum, 6¼-in. bongo drum; all with durable Tuffbeat heads. Also includes two cymbals, tone block and bell, foot pedal with beater and drumsticks. Heavy steel body, rigid legs, high-tension drum strings, hooks. 37x21x33 in. high; partially assembled. Ages: 6 and up.

48 T 36816—Ship. wt. 8 lbs. ....set 21.99



**M** Smurf Toy Toter makes for easy clean-ups when playtime is over—easy-rolling wheels bring it to the toys, take it away to park neatly or store in a closet. Pressed wood and polyethylene construction with nontoxic finish; tubular steel handle, 19½x15x24 in. long. Dolls (1) not included. Ages: 1½ to 8.  
48 T 22531 M—Ship. wt. 8 lbs. 8 oz. .... 17.99

**N** Smurfing down a snowy hill is double the fun with a pal. 24-in. diameter; sturdy polyethylene, with safety hand-grips. You get two Snow Discs at one low price. Ages: 4 and up.  
48 T 13628 M—Ship. wt. 3 lbs. 8 oz. .... pair 9.99



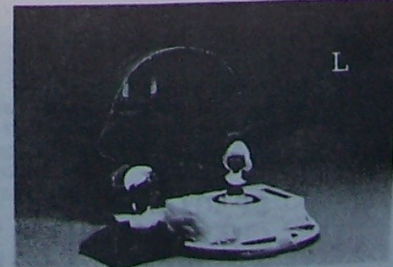
**F, G** Carolling Smurfs electronically play eight Christmas songs continuously: "Oh, Come All Ye Faithful," "Angels We Have Heard on High," "We Wish You a Merry Christmas," "Hark, the Herald Angels Sing," "The Twelve Days of Christmas," "God Rest Ye Merry Gentlemen," "Joy to the World." Electronic light glows as each note sounds. Built-in volume control. Uses one 9V battery (not incl., see page 484).

(F) Smurfette Angel holds a candle to light her way.  
48 T 39128—About 6 in. high. Ship. wt. 11 oz. . 14.99

(G) Papa Smurf Santa holds a quaint lantern.  
48 T 39127—About 6 in. high. Ship. wt. 11 oz. . 14.99

**H** Collector's case for Smurf figures (sold on page 9). Each side divided into display compartments; clear plastic sheet covers each side to hold figures in place. High-impact plastic; abt. 14x8x3½ in. Figures not included. Ages: 3 and up.  
48 T 18274—Ship. wt. 1 lb. 4 oz. .... 12.97

**K** Smurf communications are under control with this set of two Smurf walkie-talkies. Press button to talk; release to listen. Solid state 3-transistor receiver. Telescopic antenna. Volume control with on/off switch. FCC approved. Uses two 9V batteries (not included; order on page 484). Ages: 6 to adult.  
48 T 20151—Ship. wt. 13 oz. .... set 14.97



**J-L** Smurf characters talk to you in these Mattel® playsets—just put a Smurf on the Magic Talk™ Spots and he says 5 different things in his own voice (any character works with any set). Lots of accessories included; each set folds up to form a storage case with handle; accessories fit inside. Each uses 1 "AA" alkaline battery (not incl.; order on pg. 484). Ages: 3 and up.

(J) Magic Talk Smurf Village—a 3-section set. Includes Baker Smurf in his bakery, Brainy Smurf in the schoolhouse, Handy Smurf in his workshop, and Papa Smurf.  
48 T 43124—Ship. wt. 2 lbs. .... set 22.88

(K) Magic Talk Papa Smurf's Lab includes Papa Smurf and his lab assistant Clumsy Smurf.  
48 T 43125—Ship. wt. 2 lbs. .... set 14.94

(L) Magic Talk Smurfette's House. Smurfette invites her suitor, Hefty Smurf, to visit.  
48 T 43126—Ship. wt. 2 lbs. .... set 14.94

**H** Papa Smurf and Smurfette highlight this wall clock that looks like a giant wrist watch. Dial is protected by crystal for easy cleaning. Easy-to-read Arabic numerals, sweep second hand. Quartz movement uses one "AA" battery (not incl., order on pg. 484). 9½ in. wide, 38½ in. long. Manufacturer's Warranty, write for free copy, see page 449. Movement made in Japan.  
77 T 7583—Ship. wt. 2 lbs. 8 oz. ....24.99



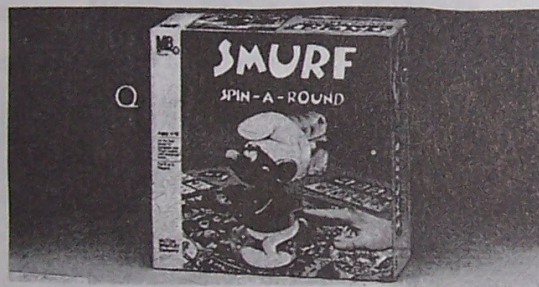
**G** Smurf solid state AM radio is a happy companion wherever you go. There's a happy Smurf face on both sides of durable plastic case; with carrying strap. On/off volume control. Uses 9V battery, not included; order on page 484. Ages: 5 and up. Ship. wt. 11 oz.  
48 T 36121 .....7.99



**J, K** Save when you buy two or more.\* Smurf's "Rescue in Gargamel's Castle" video game cartridge. Smurfette is being held prisoner in the castle . . . you and Smurf must survive the hidden caves, treacherous terrain and other hazards to rescue her. For 1 or 2 players. Prepaid.\*\*

(J) 60 T 3616 DP—For ColecoVision .....each 32.95  
any two, each 29.65; any three or more, each 28.00

(K) 60 T 3802 DP—For Atari 2600 .....each 31.95  
any two, each 28.75; any three or more, each 27.15



**Q** Smurf Spin-A-Round game is full of fun and surprises. Push Smurf's tail down and he spins around and deals a card to each player. Player must match the card to picture on the panel. To add even more excitement, players can exchange all their cards or a picture panel with each other. The first to match all pictures with the cards is the winner! For 2 to 4 players. Ages: 4 to 10.

48 T 50371—Ship. wt. 13 oz. ....11.77



**H** Talking Smurf phone features 10 favorite Smurf characters that talk in their own voices. Just dial your favorite Smurf and pull the talking ring. Talking fun for little ones. Ages: 2 to 5.  
48 T 43122—Ship. wt. 2 lbs. ....14.99

Item "H" is a different Telephone; not like the one featured in the 1982 Catalog.



**I** Smurf musical carousel carries Smurf characters in swing seats. Wind-up action with mushroom top and kaleidoscope effect on bottom when turning to the music. Tough plastic construction. About 10 inches high. From Hong Kong. Ages: 1 to 5.  
48 T 43619—Ship. wt. 1 lb. 12 oz. ....9.99

**SPECIAL NOTE:** Smurf Video games were the FIRST GAME to use LICENSED CHARACTERS!! It was also important because it tried to take younger players into the fold for the first time!!

# 1 9 8 3 W I S H B O O K

*There's more for your life at*  
**Sears**



20 ) Ring in each bright, new morning with our Double Bell Alarm Clocks. Key-wind mechanism. Colorful metal clocks are about 4 inches in diameter. Warranted by Bradley\*.

(20) 4E72392-Smurf  
 Shpg. wt. ea. 13 oz. ....\$16.99



(4) Pull the string on plastic Chatter Chum and Smurf says one of eight different phrases as his mouth moves. 8 in. high. Ages 2 yrs. and up.  
 49 C 45546—Wt. 12 oz. ....\$7.99



Item #6 is different from the watch shown in the 1982 catalog.

(6) Look at your Wrist Watch and see a happy Smurf pointing the time for you. Soft and pliable plastic strap. Imported.  
 For ages 3 years and up.  
 49 C 13019—Wt. 3 oz. ....\$3.99

# RARE FIND

## 1973 BULLY CATALOG

# schlumpfe

© Peyo



Sortiment Nr. 1010



1010/9  
Verliebter Schlumpf



1010/2  
Wilder Schlumpf



1010/3  
Harfen-Schlumpf



1010/4  
Fliegender Schlumpf



1010/5  
Trompeter-Schlumpf



1010/6  
Koch-Schlumpf



1010/7  
König-Schlumpf



1010/8  
Dokter-Schlumpf



1010/1  
Fußballer-Schlumpf



1010/10  
Böser Schlumpf



1010/11  
Bier-Schlumpf



1010/12  
Lustiger Schlumpf



1010/13  
Arbeiter-Schlumpf



1010/14  
Kuchen-Schlumpf



1010/15  
Tiroler Schlumpf



1010/16  
Schüchterner Schlumpf



1010/17  
Hammer-Schlumpf

### Special notes:

The numbers appearing on all figurines in this early catalog were changed by Schleich.

This was not the case in Bully's 1972 catalog. See Newsletter 21, Winter 1992.

Interesting to see #013 "Digger" first appeared in 1973 with their RARE MOLD. Schleich did not Issue their version until 1978!

All figurines shown on this 1973 Bully catalog have been verified as being produced with "Bully" markings.

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## 'The Little Card Shop' going out of business

WALLINGFORD — "The Little Card Shop," a fixture of the downtown shopping district for more than three decades, is closing.

The card and gift shop's owner, Mary Messier, is retiring. She had run the shop for 16 years.

Rose Cavadini owned the store from the late 1950s to 1973, when it was located a block up Center Street from its current location at 124 Center St.

"I feel terrible," said Helen Wolok, who has shopped at the store since it opened. "After all, we have nothing left downtown. First of all the cards, then the gifts, and she always had good prices.

"I used to spend hours in there."

When Messier bought the store, she decided not to change its name.

"The shop was an institution in town," she explained.

Large signs in the store's windows proclaim: "Everything Must Go," "Going Out of Business" and "30% Off All."

Messier said her merchandise will be liquidated and she hopes to close by March 1.

Although her business has dropped in recent years, Messier said the faltering economy did not play a role in her decision to close.

After the death of her husband two years ago, Messier kept the shop going as a way to get through the difficult time.

"Now I thought I might as well get on with my own thing," said Messier, who plans to do some traveling. "You've got to give up sometime."

Of all the items for sale in the store — including greeting cards, stuffed toys, stationery supplies, mugs, paper plates, candles, picture frames and other gifts — Messier said the

**"I feel terrible. After all, we have nothing left downtown. First of all the cards, then the gifts, and she always had good prices. I used to spend hours in there."**

— Helen Wolok

cards and "Smurf" toys have been the biggest sellers over the years.

Smurfs sold for \$1.50 in their heyday, according to Marianne Roach, a Southport resident who has worked in the store since 1973.

"I couldn't believe how much I made on Smurfs that Christmas (in the early 1980s, when they were most popular)," Messier said.

Messier said she will miss her customers most, and waking up and going to work least.

Cavadini said the closing represents the end of an era: "It's a sad thing. I hate to see it go, but what can you do?"

Competition is fierce in the greeting card business, Cavadini said, with many more outlets now offering them in than in years past.

"Everywhere you go there's a greeting card counter," she said.

Remember, this is **your** Newsletter, so be sure to write to us about things you would like to see in these pages. We can't wait to hear your Smurfy ideas and to share them with other Club members!

New Year's Resolution: Inventory Your **SMURF** Collection

January 1983



# SMURFVILLE TIMES

Brought to you by Wallace Berrie Licensing,  
a division of Wallace Berrie and Co., Inc

*New Post Cereal to Launch in Early Spring*

## Smurf-Berry Crunch™ Makes Debut

That old breakfast menu will get a boost this spring when Post Cereals of General Foods introduces Smurf-Berry Crunch™, a tasty new cereal for kids that is sure to tempt even the most devout oatmeal lover.

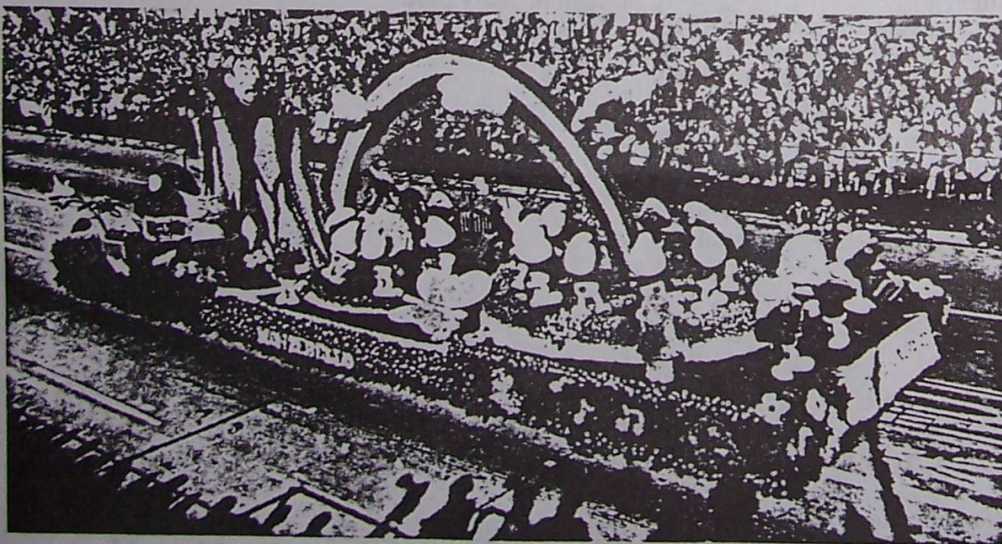
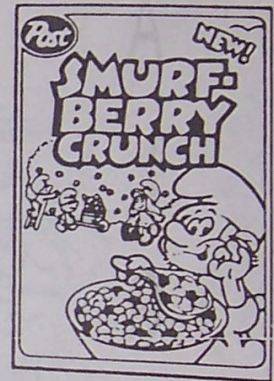
Smurf-Berry Crunch™ has red and blue berry-shaped puffs of corn, oats and wheat, fortified with ten essential vitamins and minerals. Its fanciful flavor is a combination of berries and cream.

Grocery stores nationwide will begin stocking Smurf-Berry Crunch™ in both 11 and 16-ounce sizes in late March or early April.

According to Anne Mundo, Post

product manager, the Smurf-Berry Crunch™ launch will be backed by a multi-million dollar advertising and promotion campaign, including television commercials, pack-in premiums and the circulation of over 200 million coupons the first year. During its initial six months, the campaign will reach 92% of its target audience of six to twelve-year-olds an average of 44 times.

The aggressive support budget, said Ms. Mundo, is the largest in history for a children's cereal being introduced nationally. She called it a "testimony to Post's confidence in its product's quality and in the Smurfs' popularity."



### A Flowery Tribute to the New Year

"Smurf and Rejoice" was the theme of the float sponsored by Wallace Berrie & Co., Hanna-Barbera and the city of Montebello, California in the 94th Pasadena Tournament of Roses Parade on New Year's Day. The animated Smurf figures, decorated with blue statice and rice, danced on a pathway of dichondra and white mums, while Smurfette slid down a multi-colored rainbow of mums, iris petals and calendulas.

### 1983 Smurf Budget Hits \$40 Million for Ads & Promotions

An estimated \$40 million will be spent on the promotion and advertising of Smurf in 1983, according to budget figures supplied to Wallace Berrie and Co. by the more than 80 companies licensing the character.

The enormity of this budget shows the collective commitment of our licensees to producing excellence in the Smurf line. It assures retailers that Smurf merchandise is quality merchandise and that they can expect solid support in their individual sales efforts.

Most important, the \$40 million figure reflects our licensees' faith in Smurf's continued popularity. It reinforces our belief that, just as **Forbes Magazine** recently predicted, Smurfs have arrived on the scene with a longevity that rivals even Snoopy and Mickey Mouse.

# A FIRST LOOK FROM Oden

## SMURF™

Leaded Stained Glass

Delightful, delectable, collectable!

Welcome to Smurfland. A far-away land where tiny blue people live in houses shaped like mushrooms.

SMURFS are friendly, loyal, kind and always on the lookout for new friends. Hang leaded stained glass SMURFS in any window and step into the wonderful world of SMURFS...you've got a friend!!

Exclusively from Oden in real stained glass.

Prepack #4977, 15 pieces

©Peyo

S.E.P.P.

AVAILABLE FOR DELIVERY  
September 15, 1980



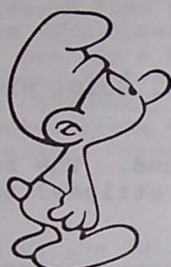
#4922 Golf  
3" x 6" ~



#4916 Basketball  
5 1/2" x 6" ~



#4924 Boy With Flower  
6" x 6 1/2" ~



#4928 Facing Right  
4" x 7" ~



#4912 With heart & Flower  
5" x 5" ~



#4926 Smurfette  
4 1/2" x 7 1/2" ~



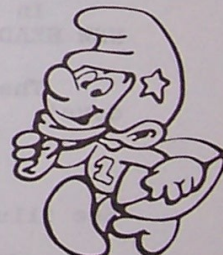
#4902 Baseball  
5" x 5 1/2" ~



#4918 Bowling  
5 1/2" x 5" ~



#4920 Fishing  
6" x 5 1/2" ~



#4904 Football  
4" x 5" ~



#4908 Soccer  
5" x 6" ~



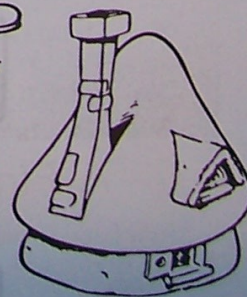
#4910 Tennis  
7 1/2" x 5" ~



#4930 Papa  
3 1/2" x 7" ~



#4914 Skiing  
5" x 5 1/2" ~



#4906 House  
4" x 6 1/2" ~

## COLLECTORS' COMMENTS....

Dear Suzanne:

I give up! It has taken me a number of years to complete my composit set of Smurf figurines (one of each).

Now I find, according to the Club's catalog and number listing, I am short ONE figurine. I cannot, for the life of me, figure out what I am missing. **HELP!!!**  
Jason from Ca.

Dear Jason:

Odds are, you have the common problem that pops up with our members from time-to-time. Let's see if we can "hit the nail on the head" with our first try.

Take a close look at the following figurines: Number 20015 and number 20077. We're willing to bet you're missing one of these!

Write again if your mystery hasn't been solved. Better yet, write and let us know if it has been solved! We're anxious to know.



**2.0077 Naughty**

Hands Open;  
red tongue  
sticking out.



**2.0015 Earache**

Hands form fists;  
red circle for  
mouth.

Dear S.C.C.I.:

Has anyone ever noticed how, in the early days of Smurf figurine production, one basic figurine was used repeatedly with only slight variations?

In 1965 #20002, Normal, was created.

In 1965, the same mold was used for #20005, Gold, with just a minor change in the mouth.

Then in 1965, #20010, Prisoner, was produced. The same basic mold design again but with added painted grooves (to create stripes) and a change in the mouth.

The 1969 figurine #20006, Brainy, was produced using the same mold. Eye-glasses were added and, once again, the mouth was altered.

In 1969 the familiar mold was used, but this time the body was given a **NEW HEAD** and it became #20001, Papa Smurf.

The Sculptors at Schleich sure have become more creative since the early days!

Jo Ann from NV.

See illustrations below:



**2.0002 Normal**



**2.0005 Gold**



**2.0010 Prisoner**



**2.0006 Brainy**



**2.0001 Papa**



CONT.

Dear S.C.C.I. Members:

I would like to share my observations of the Easter Series Figurines, made in China, that have been produced for 1993!

**Smurfette w/ Chick in egg.** Wallace Berrie (Name on R. arm) version. View this one at eye level w/ R. side of figurine facing you. The thumb and pointer-finger are visible, pointing up. Little indentations on top of chick's beak.

**China version** ...only pointer-finger is visible. Hand is longer than W.B. version. Chick's beak is smooth on top.

**Smurfette Bunny.** View upside-down. Note area where basket and foot connect. H.K. and Portugal versions have a longer, shapely, foot and irregularly shaped basket.

**China version**...foot is quite round and basket, also, is rounder and somewhat scalloped around the edge.

The above two figurines are definite **MOLD VARIATIONS!**

The Smurf w/ Green Egg in Bunny Suit and the Smurf w/ Pink and Blue Egg do not appear to be mold variations, but color-wise, they are variations.

Of course, the two **NEW EASTER FIGURINES** make this the best series yet!!

Susan from Ct.

Dear Suzanne:

In the book we ordered from the Club, "The Collection of Pierre 'Peyo' Culliford Artwork" from Newsletter 29, there was a collection of Ads done by 'Peyo' in the 60's for Kellogg's Corn Flakes.

Appearing on the Corn Flakes boxes were Smurfs. Can you give us any further information on this early promotion? Was a Smurf figurine in the box of Corn Flakes? Does anyone have a Smurf Kellogg's Corn Flake Box?

Any help you can give a Cereal Box Crossover Collector would be greatly appreciated!

Judy from Wi.

Dear Judy:

Our investigation on the Kellogg's Promotions in Europe has been underway for more than two years. Little information has been verified on this topic!

We have confirmed only that Kellogg's had produced numerous advertising material as was featured in the above mentioned Book.

If anyone has further information please let us hear from you. Does anyone have a Smurf Kellogg's Corn Flake Box for Judy?

Suzanne

Dear S.C.C.I.:

This past Summer I found at a Flea Market in my area, a Smurf head. It is just a head and it appears to belong to something! I can't figure out what it is. Can you help?

Robert from Mi.

Dear Robert:

Thank you for the photo of the item you describe. This makes our job a lot easier! In searching our files we have found the following ad from 1984. It appears that the Smurf "Head" could possibly be from the Smurf Vitamins produced by Mead Johnson. The ad states "FREE INSIDE! The Lovable Model Smurf Heads. Collect the Set". There appears to be six different heads including Papa, Smurfette, Gargamel and Azreal. See below.

**Mead Johnson introduces the fun vitamins you can take seriously...**

**NEW SMURF CHEWABLE VITAMINS**

Any child who knows how much fun the Smurfs are, and about the good things they do, will like taking new Smurf™ chewable vitamins. They look just like the Smurfs, are just as much fun, and the vitamins they contain do some very good things for a young body's growth and development. There's Vitamin A, for healthy skin and hair, Vitamin D, for strong bones and bones, Vitamin C, and several other essential vitamins. Smurf™ chewables have the same high quality as all Mead Johnson vitamins.

As an extra bonus, every bottle comes with a fun-to-collect model Smurf™ head. And, right now, you can get 25¢ off with this coupon. Serious vitamins can be fun with new Smurf™ chewable vitamins.

**MEAD JOHNSON**

**MANUFACTURER'S COUPON** 2002h  
Expires December 31, 1995

**SAVE 25¢ ON NEW SMURF CHEWABLE VITAMINS**

In the Greater Mead Johnson Nutritional Division will redeem this coupon for 25¢ plus 7¢ handling fee toward a purchase of any size of Smurf™ Chewable Vitamins. Coupon may not be assigned or transferred by any except through redemption. Smurf™ Chewable Vitamins (over counters presented by one for a full purchase of Smurf™ Chewable Vitamins) may be used for any other purpose that is provided herein constitutes fraud. The customer must pay cash (as applicable to the transaction) on which this coupon is applied. Cash redemption value 1/2¢ per 1¢. The good over a 1/2¢. This coupon is valid in any state or municipality where it is printed or restricted by law. Excludes Smurf™ 25¢. For restrictions and to contact Mead Johnson, P.O. Box 3033, Elm City, North Carolina 27033. © 1995 Mead Johnson & Company, Evansville, Indiana 47712 U.S.A. 42002 Limit: One coupon of any kind per purchase.

Available with and without iron and zinc.

# MOLD VARIATION



2.0029 Money

## COMPLETE MOLD VARIATION

### Mold A.

1. Feet are joined together (not shown in sketch).
2. Broad face.
3. Note mouth.
4. Flat side of coin faces front. Hand is beside, and joined to, right ear.



### Country Markings found on Mold A.

Hong Kong  
W. German  
W. German painted Sri Lanka  
Argentina  
No Country marking

### Mold B.

1. Feet are NOT joined together (not shown in sketch).
2. Narrow face.
3. Note mouth.
4. Coin edge faces front. Hand is in front of right ear; hand and arm are against face.
5. The feet on this mold are small and more rounded (not shown in sketch).



### Country Marking found on Mold B.

No country marking

SPECIAL NOTE: This Mold Variation section deals strictly with molds and not paint variations. See our regular variation section for paint variations.

## PROMOTIONAL FIGURES

### "SCHUHHOF"

#20119 Smurferman:

"Schuhhof" is printed on base of figurine in green letters.

This Promotional figurine was produced for Schuhhof, a shoe company, in Germany.



It has been reported to us that this name has been used on other figurines but, as of this writing, no verification has yet turned up.

If anyone has other Schuhhof Promotional figurines, please let us know.

Thanks to all who help!!!

Stay tuned.....

### "SILAN"

"SILAN" Promotional figurines come to our attention from the Netherlands.

We are told "SILAN" is a fabric softener. The year of this promotion was 1985. When you purchased a bottle of "SILAN" there was a "SILAN PROMOTIONAL SMURF" attached to the bottle gratis.

It has been verified that the product name of "SILAN" was used on three different figurines.

- #20174 Papa with Book. West German variation figurine; "SILAN" printed on Papa's foot in white letters.
- #20172 Smurf Jogger. West German variation figurine; "SILAN" printed on Smurf's foot in white letters.
- #20163 Soccer Smurfette. West German variation figurine, "SILAN" printed on Smurfette's foot in black letters.

BELOW IS THE ACTUAL PRINTING ON THE FIGURINES. IT IS NOT A STICKER!!!

**Silan**

# 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 asking 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 Ad with a S.A.S.E.

Ad #	
593	Wanted Placemats & Glasses from the 1989 Canadian Smurf Texaco Promotion. Please submit all information in first letter.
594	Wanted Posters, wallpaper, sheets, furniture, anything for child's room. Please submit description and price in first letter.
595	For Sale Smurf figurine #20029 Money Rare Mold B. as featured in Mold Variation section. Almost mint!
596	For Sale Smurf figurine #20054 First Aid, W. Germany, KHAKI case no cross. Slight paint chip on ear.
597	For Sale "Silan" Promotional Figurines, as featured in article. Mint! #20174, 20172, 20163, Please state interest in first letter.
598	Wanted Porcelain figurines by Wallace Berrie, 1982. Please submit asking price and list in first letter.
599	For Sale Smurf Poster, Issued 1981 by Schleich, 16" by 22". "Here We Are Everyone of Us!!" full color. As featured in Newsletter 23, Winter 1991.
600	For Sale Full Color Leaflets from Schleich in German. Showing the Golden One-Hundred Smurf figurines for 1993, New Curio for 1993, New Gargamel's Castle, and more!
601	For Sale RARE!! from the early 80's, German market, #20035 Soccer Player in box. As featured in Newsletter 3, Winter 1986. Mint! Box is in good condition.
602	Wanted "Shell Benzin" promotional figurine and #40218 Super Smurf with Shell logo. Will consider any condition. Please give all details in first letter.
603	For Sale Smurf Magnets as featured in Newsletter 19, Winter 1990. B.P. Australia 1980. Smurf Mailman, Smurf with Net, Smurf w/ clock. Good condition. Will sell as set only!
604	For Sale Rare Smurf Paint Variation, #20046 Emperor. Hat is White not painted gold! All other paint colors vary as well!
605	For Sale Figurine #20181 Gargamel w/ Net. Two completely different variations! One made in Portugal, injected in Flesh color, net has thick brown handle and light brown net. Other is made in W. Germany, injected in black flesh color painted, net is yellow/gold with matching handle color. Mint.
606	For Sale Applause 1990, Smurf Zipper Pulls. Unique half figures. Brainy, Sassette, Smurfette, Nat and Snappy. Please state interest in first letter.
607	For Sale Smurf figurine #20007 Angry BLACK SMURF. Both molds, Small and Large. Please state interest in first letter.
608	For Sale Smurf figurine #20013 Lute paint variations. Yellow Lute, Orangy yellow Lute. Condition good. Please state interest in first letter.
609	For Sale Super Smurf #40209 Butterfly Catcher W. German, Mint in Box!
610	For Sale Super Smurf #40202 Chimney Sweep, W. German, seven step ladder, Mint in box.
611	For Sale Super Smurf #40504 Fencer, W. German and Hong Kong. Mint in box! Please state interest in first letter.
612	Will Help Send your Want Lists, old molds, paint variations etc. I will search the European Flea Markets for you!
613	Wanted Smurf Advertising items. U.S. and European. Posters, signs, old Newspaper and Magazine ads. I am a Advertising material crossover collector. Please help. Fair prices paid. Please submit photocopies and asking prices in first letter.
614	Wanted Smurf Pez without face painted. Submit asking price in first letter.
615	Wanted British Petroleum Promotional figurines. Please state price and description in first letter. Good to Mint only please!
616	For Sale Baby Smurf w/ Blocks #20214. Three variations. 1. Pastel Blocks. 2. Yellow, Green & Red Blocks. 3. Yellow injected (Pale Yellow Suit) Yellow, Blue, Red Blocks. Please state interest in first letter.
617	Wanted Mail order catalogs from the 60's, 70's, 80's, showing Smurf items. Photocopy and price in first letter please!
618	For Sale 1993 Easter Series Smurfs made in China. Includes Two NEW Easter Smurfs. Baby Smurf in Easter Egg & Painter Smurf with Easter Egg.

Our Variation Section will continue in Newsletter 32.