



VOLUME 11

NEWSLETTER 41

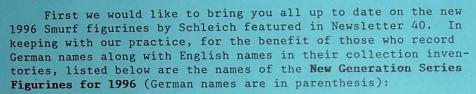
SUMMER 1996

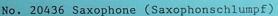


Dear Smurf Collectors,

Welcome back to all "True Blue" fans for this our eleventh year! Welcome also to all new members who have come on board for year eleven.

We have lots to report on this quarter, especially the very exciting relaunch of the Smurfs to the U.S. and Canadian market that we briefly discussed in our last Newsletter. Schleichs new products and Smurf Village changes are also great news. A New Era of Smurf Collecting begins!





No. 20437 Techno (Tekknoschlumpf)

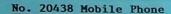
No. 20438 Mobile Phone (Handyschlumpf)

No. 20439 Azrael Sitting (Azrael Sitzend)
We are pleased to see that Azrael, is,
finally, technically correct. He has
a little notch in his ear. This is how
he always appears!

No. 20440 Sports Swimmer (Wettschwimmer)

No. 20441 Sprinter (same in German)

A special "Thank You" to all who responded to this years club survey. We would like to share the results with all. Voted the favorite new figurine for 1996 was:



No. 20437 Techno (second choice)

No. 20436 Saxophone
(received enough votes to be a
close runner-up to second choice)

To those who have not responded to our survey as yet, please do so. We will report more of the survey results in our next Newsletter. Thanks in advance!











EDITOR'S DESK ...

I personally wish to thank all members who advised us of the latest happenings in their areas with the introduction of new Smurf products in the United States, Canada and Europe. This is information of the utmost importance and we are glad to be able to pass it along to all members!

Once again we ask that you continue sending this information on to us. "Sharing is caring" as our motto states and you are all, truly, a caring membership! We can't thank you enough.

Everyone has been so excited about seeing **new Smurf items** in their local shops and telling us about it, that they have omitted telling us **their opinions** of the new items!! Let us hear from **you** on this topic for our next Newsletter.

Suzanne

In our last Newsletter we briefly reported about Irwin Toy, the new license holder for Smurf Products for the United States and Canada. We reported at that time that we had limited information. We would now like to report what we have since learned.

On December 11, 1995 the following news release went out to the Toy Industry from Irwin Toy.

FOR IMMEDIATE RELEASE

AVAILABLE IN CANADA AND THE U.S.

Irwin Toy Reintroduces Smurfs

The toy classic-the Smurfs-are about to be new again as a line of animated figures, small figures, accessories, playsets, plush and other preschool items are introduced by Irwin Toy.

The 1990's version of The Smurfs from Irwin remains absolutely true to the original Papa Smurf, Smurfette and Baby Smurf are back in a variety of styles.

Smurfs have been available continuously in Europe for 75 years. It has been more than 15 years since Smurfs took the North American market by storm. "We are sure it was the right time to bring them back to the U.S. and Canada." says Irwin Toy product manager. "The current popularity of collectibles combined with the upcoming 75th anniversary of the Smurfs, makes the timing perfect."

Of special interest to us was the reason Irwin Toy felt their timing was right.

"The Smurfs television program currently airs on the Cartoon Network in the U.S. and will air nationally in Canada starting in the Spring of 1996. Irwin will be supporting the Smurf line with a national print and television campaign as well as major market promotions throughout the year."

The news release, although exciting, was troublesome to us and many of our members . "Smurfs have been available continuously in Europe for 75 years." Was this going to be their marketing strategy, or was it just an error? Numerous members contacted Irwin Toy as reported to us. The true facts had to be called to their attention. Orginally, our members were told that Irwin had a Smurf dated 1934! We all know this is not possible. Smurfs were not created until 1958. "Peyo" was not born until 1928!

We still do not know the answer to our question. Is it marketing strategy, or an error? Stay tuned!

NEW YORK TOY FAIR

The formal introduction of Irwin Toy line of Smurf products was at the New York Toy Fair the week of February 12th, 1996. The New York public relations firm, Creston, was hired by Irwin Toy to do this promotion. Their wire service announcement was cute and fun! See it below:

Papa Smurf For President!

PAPA SMURF FOR PRESIDENT!

PAPA SMURF TOSSES HAT INTO THE PRESIDENTIAL RACE



New York - The wire services hummed today with the news of a major regarding the potential announcement of his long anticipated presidential bid is confirmed.

Having been absent from the smurf scene for close to fifteen years, Papa Smurf's camp feels that given the political climate, it is opportune for Papa to throw his Smurf cap into the presidential arena. As his media spokesperson, Smurfette states, "Papa Smurf is back and it's exactly what the American people have been waiting for in this political race! We finally have a candidate that truly understands the people. And, it's about Smurfin' time!"

While no details of his campaign platform were given, it was hinted that Papa Smurf will be proposing a balanced Smurf amendment, a Smurf line item veto, a blue SmurfMobile in every garage, a Smurf Sauna in every home and a \$500.00 tax deduction for loyal Americans.

Officially, Smurfette is vice chairman and national finance director of the Smurf for President Committee. But her title does not reflect her true role as Papa Smurf's liaison with Washington opinion makers and the lobbying community. She is currently planning a major \$1000.00 a plate smurf fund-raiser at an as yet, undisclosed New York location.

The rumor mill grinds on even further when news of a bidding war started to circulate among the top late night shows in an effort to be the first to book Papa Smurf with the official announcement of his candidacy. Officials from the major networks could not be reached for comment, but the phones at Smurf Press Headquarters have been ringing off the hook.

In addition, rumor has it that during the week of February 12th, Papa Smurf and crew will be making a number of campaign appearances in New York City.

continued......

We had some interesting conversations with the Creston Public Relations firm. They did a great job for the New York Toy Show. They had costumed Smurfs appearing at New York locations and it is reported they were a big hit. The P.R. reports from the show indicate that the Smurfs were a winner! Good news for us all!

The possibility of future Smurf live appearances is being discussed and we will keep you informed. Some store and/or mall appearances may be in the works. Let us know if you hear or see anything in your areas. We do not know if the New York P.R. firm will be handling all of Irwin's promotions in the U.S. and Canada.

We are hoping that our very own Lucille Bliss (Smurfette's Cartoon Voice) will participate in Smurf promotions. The contact has been made through the Club's efforts. Lucille is very excited about this possibility!

We have been made aware of the fact that there is a T.V. commercial appearing on the new line of Smurf toys. We have not seen this commercial as yet, but we know it has run on T.V. Possibly only on the Cartoon Network. Once again, please keep us informed. We do suggest you make a tape of this commercial for your collections. It is history in the making!

Just as our last Newsletter was mailed, we started receiving reports from our members that the new Irwin Smurf Line was appearing in toy stores. The first reports came in from the West coast of the United States. Target Stores was the first chain to sell these new products. Within the next six weeks more reports started coming in. Thanks, again, to all who wrote! The second chain store to carry the Smurfs was Kay-Bee stores. It was interesting to hear that Target is selling figurines in very attractive blister packages. Kay-Bee is selling the figurines in a countertop-box with little tags on them. We will document this later on in this issue. Of special interest is the fact that Target is selling figurines at a 20% discount. Kay-Bee's loose figurines are not being discounted. As Target Stores are not located in the Northeast, where Club Headquarters are located, we pass this information along from our members. In late April Toys R Us began shelving the new Smurfs. They, like Target Stores, are discounting the figurine line, in blister packages.

Canada reports Walmart and Eatons stores are carrying the Smurf product line. It is interesting to note that the Canadian logo (featured in this Newsletter) is different! Both English and French is used on their packaging.

To All Members:

Please keep all this information coming! Remember: You are our "Eyes and Ears" across the U.S. and the world.

Attention European Members:

We do not know, at this time, if I.M.P.S. will be distributing the Irwin Toy Line in Europe. If you need help acquiring items from this line (as featured) please write the Club.

OUT WITH THE OLD!

1979 - 1990

IT'S NOW HISTORY!

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© Peyo LICENSED BY WALLACE BERRIE & CO. VAN NUYS, CA.

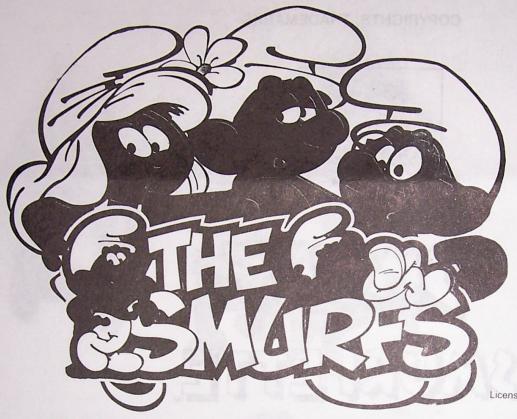
To the best of our knowledge, the last item bearing these trademarks was Hardee's for their 1990 promotion. At that time the company was known as Wallace Berrie/ Applause. Please refer to Newsletter 19, for all the facts!

The Club's Wallace Berrie Licensing Book will now be of more value than ever to collectors. It lists hundreds of items and license holders under the old license Trade Mark. For ordering information write the Club.

Word has it that all old licensed products bearing the above mentioned packaging and imprints will be increasing, drastically, in value. History is in the making for sure. Remember you heard it from us first more than ten years ago! We, also, have always stressed the importance of maintaining and preserving all packaging and boxes.

NEW LOGO

IRWIN TOY 1996



U.S.A.

© Peyor -1996 Licensed through I.M.P.S. (Brussels)



CANADA

All items that have appeared on the U.S. and Canadian market to date have been produced in China.

Irwin Toy is using their own numbering system on all items, including the 2" PVC figurines.

We are showing, on the next few pages, their items and Schleich's items with the "New" Irwin Product numbers.

IRWIN TOY 1996

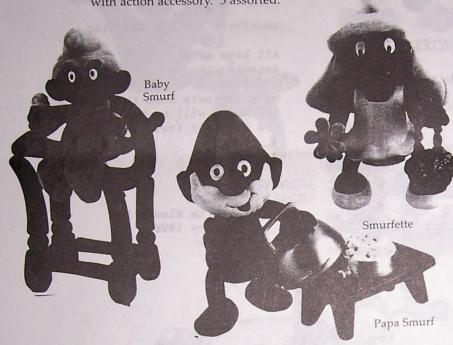
Copyright Toy Island

In the U.S. Niagra Falls N.Y. In Canada, Toronto

Made in China

ANIMATED FIGURES WITH ACCESSORY

Poseable, interactive Smurf figure with action accessory. 5 assorted.



Figures are hard plastic.



Available on Blister Card/Try me packaging Available February 1996

Smurfette: With a separate basket of flowers (two pieces)

Artist: With easel (two pieces)

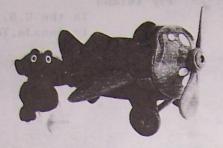
Baby: With highchair (two pieces)

Papa: With table, pot w/food and pot cover (four pieces)

Handy: With tool box (three pieces)

Toy Island Mfg. Co. Stamping in Die Cast Accessories

IMPS/Brussels in Figure Made in China



DIE CAST VEHICLES WITH FIGURE

Each die cast vehicle has action function and 1 animated Smurf figure.

Figures are hard plastic.

Smurf and his Speed Boat

Cowboy and his Rocking Horse

Pilot Smurf and his Airplane

Smurfette and her Roadster

All have great colors and details.

We anticipate when the votes are in, these will be voted "THE BEST NEW ITEM" by Irwin Toy!!!

Available in Window Box February 1996



PICNIC WISH AND SASSETTE SMURF

Smurfing well changes into Playtime Picnic! Includes Sassette figure, Wishing Well/Picnic Table, Water Bucket, Table Cloth and Picnic Accessories.



DIPPIN' DINER AND GREEDY SMURF

Smurf Diner changes into Fishin' Hole! Includes Greedy figure, Diner/Fishing Hole, Fishing Pole, Fish, Bridge, Mushroom Stool, Tray Seat and Hot Dog Basket.



"SMURF FUN-TIME ACTIVITY SET" with Action Figure

Available in Window Box

April 1996

Available in Closed Box April 1996





Available in Window Box July 1996

13053

ELECTRONIC SMURF 'N TALK

3 assorted educational play units. Each different unit teaches your child something by sight and sound. Sound around the house, Musical sounds and Animal sounds.

10 fun sounds, just point and push!







SOUNDS AROUND THE HOUSE

Available in Open Box May 1996

13052 TALKIN' FLIP PHONE

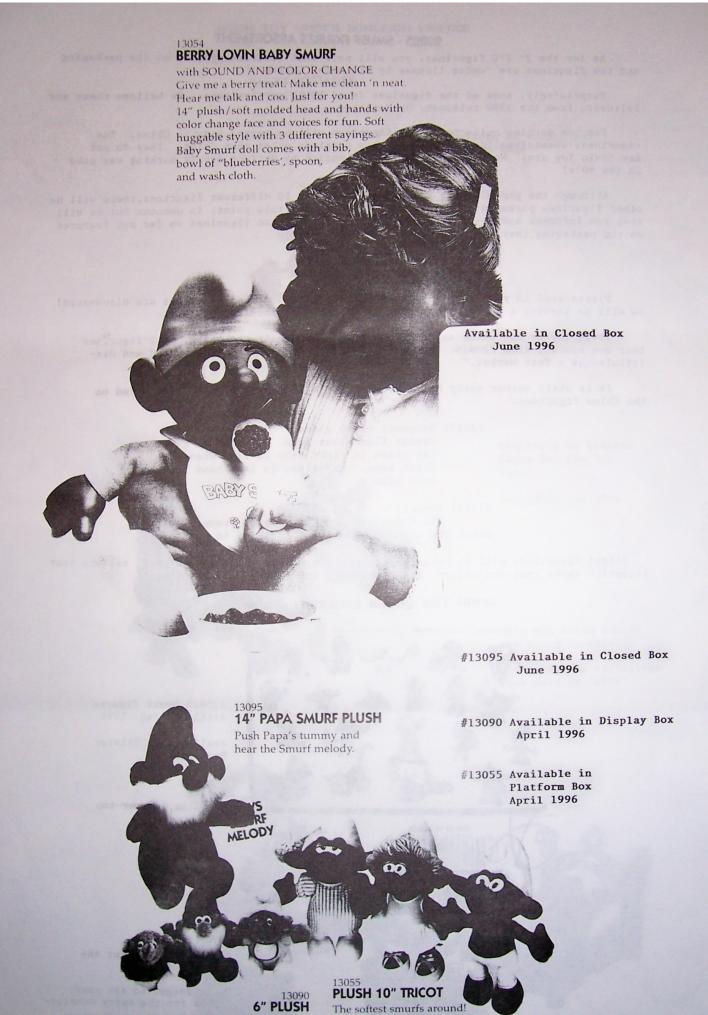
Electronic, multi-sound flip action phone with moveable antenna. Hear 3 fun Smurf sayings! TRY ME packaging.



Available in Window Box May 1996

13051 CAMERA VIEWER

Look through the back to see 5 fun Smurf Stories! Available in Open Box May 1996



Each comes with removeable accessories and/or clothing.

20825 - SMURF FIGURES ASSORTMENT

As for the 2" PVC figurines, you will note that Schleich appears on the packaging and the figurines are "under license by Schleich, Germany!"

Surprisingly, some of the figurines found still say Applause. We believe these are Teltovers from the 1990 relaunch, by Applause.

For the marking collector: The figurines will be marked made in China. The figurines, themselves, do not bear any new markings other than China. They do not say Irwin Toy etc. We call this to your attention as Wallace Berrie marking was used in the 80's!

Although the photo on the packaging shows just 20 different figurines, there will be other figurines packaged in this line. How many, at this point, is unknown but we will keep you informed and up-to-date. We have come across two figurines so far not featured on the packaging they are:

#20135 Smurfette Tennis #20036 Hang-glider

Please send in your additions to this list as additional figurines are discovered! We will be issuing a new list of "Made in China" figurines.

Irwin Toy is not using any figurine numbers on their packaging. All figurines bear one number: Item #20825. Rumor is "The figurines are being produced and distributed as a Test Market."

It is still rather early but TWO major variations have already been noted on the China figurines.

#20232 Gargamel w/lab glass
Orange flesh-tone skin
Lab glass in right hand is also orangeflesh tone. Lab glass in left hand is
navy blue.

#20411 Azrael

The China figurine is painted orange!
Note: The German figurine is injected in orange.

Slight variations will be found on all figurines made in China, We will call to your attention those that are major! Please keep us informed of your findings!

IRWIN TOY UNDER SCHLEICH LICENSE



#20825 Smurf Figures Available Feb. 1996

Available in Blister Packages.

and

Loose in Counter-top boxes.

Small tags used for the loose 2" figures.

Don't forget to ask your stores for the empty countertop boxes and any displays

they may have!

IRWIN TOY UNDER SCHLEICH LICENSE

SMURF COTTAGES WITH FIGURE

41011 - Red Cottage 41013 - Blue Cottage 41014 - Smurfette's Cottage

Available in Window Box June 1996



40300 SMURF WITH ACCESSORY

Poseable, interactive figure and accessory.



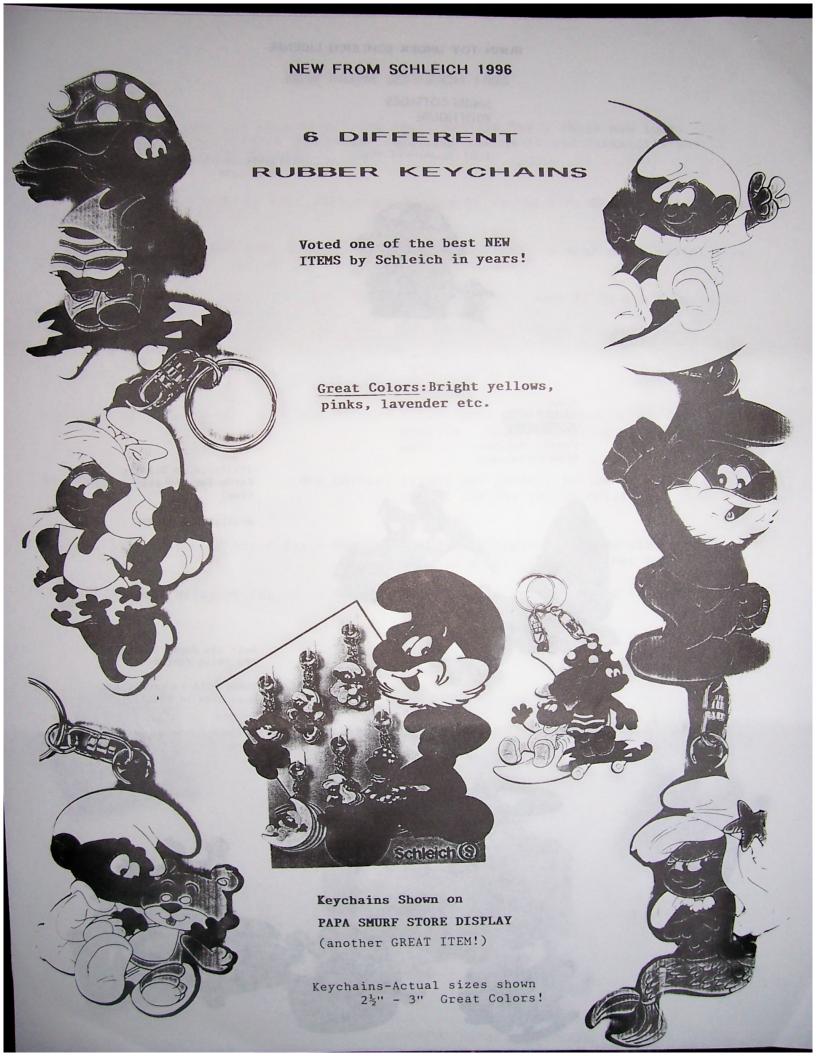
Available on Blister Cards for the 1st time!

Available May 1996

Only six Super Smurfs are being featured!

These will be variations when made in China!





NEW FROM SCHLEICH 1996

Handy Smurf sure has been busy! The Smurf Village has a whole **new look.** All of the Smurf cottages, (small and large) Farmhouse, Windmill and Gargamel's Castle have been painted in **NEW COLORS.**

The colors are more in line with the colors used in the T.V. Cartoon and European Comic and Story Books.

The new colors used are: Magenta (a deep purplish red), orangy peach, pastel blue, bright pink and bright yellow.

See them all in Schleich's 1996 Collectors' Pamplet. Send \$1.00 & a Large-Self-Addressed-Stamped-Envelope for a copy. The pamplet is in full color and also shows the Golden-One-Hundred figurines for 1996, and the Easter Smurfs featured below.

New Paint Colors for Four Easter Smurfs

No. 20511 Baby in Easter Egg - New Colors: Yellow/gold Easter egg w/green and red details. Baby is wearing a white bunny

suit.

No. 20512 Painter Smurf - New Colors: Bright red jacket, yellow paint brush,

bright red and yellow details on green

egg.

No. 20513 Smurfette w/Easter Egg - New Colors: Purple egg/w yellow details. Red

and yellow flower on her hat.

No. 20514 Smurf w/Easter Egg - New Colors: Blue and yellow Easter egg w/bright

red bow around egg.



NEW FROM SCHLEICH 1996

Here he is again "TECHNO". This time he is featured on a canvas tote bag (size: 10" by 12") full color!

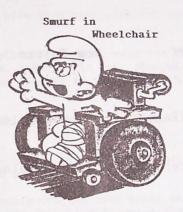
Great for Flea Market and Garage Sale shopping. Carry this and everyone will know what you are seeking!



PROMOTIONAL FIGURES

The two Smurfs featured below have been produced for a Handicapped Childrens Organization in France. They are being used as a Fund Raiser for this organization.





UPDATE

In our last Newsletter we reported that "Techno" was created for the Irene Moors record promotion in the Netherlands etc. Thanks to member Helene (our French Connection) from Canada, for the record Album featured below. As you can see, the "No Limit" Album features "Techno"! Proof Positive.

EMI Music in Holland reports that these Smurf records sold 50,000 copies in just weeks of its release. In fact, the Smurf records out sold the Beatles, Pink Floyd and Queen releasing major records at the same time. It is reported that the Smurfs sold more records than **all three combined!**



Member Greg tells us that
"Techno" is the general term
for a type of dance music.
It is usually created entirely
by electronic means and often
lacks vocals. DJ's play "Techno"
at clubs and dances called raves.
These events are popular in
Europe. The ravers tend to
wear loose clothing in order
to dance comfortably.The
"TECHNO" Smurf is posed and
ready to go!

TOY PROMOTIONS

QUICK FAST FOOD CHAIN

FRANCE & BELGIUM

Quick Fast Food Restaurants are jumping on the bandwagon overseas. They are giving figurines with their meal boxes as Mc Donalds and others have been doing for years now. It's a big business for all licensed characters as you see below.



PromoToys saw sales soar 30 percent in 1995 on products like its "Snow White" figurines for France's Quick fast-food chain.

PromoToys Inc., the Burbank, Calif.-based promotional product and merchandising agency, saw sales jump more than 30 percent from the previous year to a record \$3 million in 1995. Contributing to the company's growth were fast-food toy promotions featuring characters from Walt Disney's *Snow White* for a chain in France, and *Lion King* and *Pinocchio* characters for chains in Belgium.

We are pleased to report that the Smurfs have also been used for the Quick Restaurant Promotion!

1996

As you can see, Super Smurfs from the Schleich line were used for this promotion (No. 40232, 240, 228,241,234). Super Smurf No. 40235, Bath Tub, came with a uniquely different Smurfette figurine, taking a bath and sitting in the tub, with soap suds in her hand.

The Supers did not come in a Super Box, but in plastic bags. They were made in China IMPS.

Each figurine has the Quick Logo on their hats! This makes the set both a Fast-Food Collectible and a Super Smurf Promotional set.

Interesting to note: These Quick Super Smurfs are the same exact ones that are being featured by Irwin Toys. All except the new Smurfette figurine discussed.

Anyone have extra sets they would like to share? Please contact the Club.





We have heard some early reports that Mc Donald Restaurants overseas will be having a Smurf Promotion in September 1996.

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 t | o submit an | Ad: All members are provided with a Free Ad Blank. These forms | | |
| HOW (| o submit an a | Must be used. Send your Ad with a S.A.S.E. Numerous Ads | | |
| | | are sold, traded etc. before publication and will not appear | | |
| | | in the Newsletter. If anyone is seeking special items contact | | |
| | | in the Newsletter. It anyone is seeing special Items contact | | |
| | | the Club with your requests. Want Lists are always welcome. | | |
| Ad # | | New Smurf Key Chains from Schleich as featured in this Newsletter. | | |
| 911 | For sale | Great New Item! Set of six, mint. 1. Baby in pink outfit sitting on | | |
| | | Great New Item: Set of Six, mills. I. Baby in pink outflit sitting on | | |
| | | bright yellow half moon. 2. Baby in pink outfit holding pastel blue | | |
| | | and white teddy bear. 3. Papa Smurf waving. 4. Smurf on skateboard, | | |
| great co | | great colors, purple, lime green, bright yellow etc. 5. Mermaid Smurfette | | |
| bright y | | bright yellow hair, red tail and star. 6. Pretty Smurfette in a sexy | | |
| | | pose, two shades of pink, orange, green. Schleich has also used a very | | |
| | | sturdy new keychain for these items! | | |
| 912 | For Sale | Papa Smurf Store Display for the new Keychains. As featured in this | | |
| | | Newsletter. Heavy cardboard countertop display, full color, with plastic | | |
| | | pegs to hang the keychains. 17½" by 16½". Mint. | | |
| 913 | For Sale | Now Paint Colors, Easter Smurfs as featured in this Newsletter. | | |
| , 10 | | Four figurines. Baby in Egg, Painter, Smurfette w/Easter Egg, | | |
| | | Smurf w/Easter Egg. | | |
| 91/ | For Sale | Canvass Tote Bag featuring "Techno" as shown in this Newsletter. | | |
| | For Sale | 1996 Schleich Collectors Pamplet, full color. Shows all new colors | | |
| 913 | TOL Dale | as stated in this Newsletter. Send \$1.00 and a S.A.S.E. | | |
| 016 | Old For Sale Smurf #20095 Oboist re-issued for 1996. New Blue Paint color. Marking | | | |
| 910 | rol sale | Made in Portugal. Germany on the instrument, Bright yellow Oboe! Mint. | | |
| 017 | For Sale | Smurf Christmas Cord Figure, Smurf with Drum. Made in Portugal. Mint. | | |
| | | Smurfette Stickers, 12", in Cheerleading outfit with megaphone. Three | | |
| 918 | 918 For Sale Smurfette Stickers, 12", in Cheerleading Odtill with megaphone. Indeed on a sheet, mint. | | | |
| 010 | *** | Roll of scotch tape with Smurf decals printed on it. Please submit | | |
| 919 | Wanted | asking price in first letter. | | |
| 020 | II | Stuffed Dolls, Gargamel, Azreal and PeeWit. Please submit condition | | |
| 920 | Wanted | and asking price in first letter. | | |
| | | Smurf Castle, Smurf Tree Stump playland, and Smurf Playland w/ figurines. | | |
| 921 | Wanted | Please submit condition and asking price in first letter. | | |
| | | Promotional Figurines. Please submit list, price, condition in first | | |
| 922 | Wanted | | | |
| | | letter. | | |
| | For Sale | Super Smurf #40227 Shopping Cart mint in box. | | |
| 924 | For Sale | Promotional Smrf "OMO" Soap Box, mint. #20093 Tennis 2 with "OMO" printed | | |
| | | on his chest, red tennis racquet, mint. Please state interest in first | | |
| | | letter. | | |
| 925 | For Sale | Rare mold, #20049 Tennis Star. Red and white tennis racquet with yellow | | |
| | | ball. One piece mold, all PVC. Racquet is not plastic! | | |
| 926 | For Sale | Rare German Good Luck Smurf by Schleich. #20067 Congratulations holding | | |
| | | Pink Pig. Mint. | | |
| 927 | For Sale | Smurf #20146 Baseball Catcher made in Hong Kong. Mint. | | |
| · · | | | | |
| VARIATIONS | | | | |
| | | Variation (0 | | |

| | | continued from Newsletter 40 |
|-------|---|--|
| 20200 | Christmas Smurfette | White shoes, hat gift box. Long light green robe. Red ribbon on box. |
| 20201 | Christmas Smurf with Gift Box & Lantern | 1. White pants, trim on hat & jacket. Light brown jacket and hat. Xmas holly on hat. Green gift bow with red ribbon. Red and yellow lantern. |
| 20202 | Baby with Rattle Pink Outfit | Two size molds have been verified. 1. Pink mold. Light pink P.J.'s, pale blue skin. Red rattle with yellow center. 2. Smaller mold size. Pink mold. Dark pink P.J.'s. Dark blue skin, |
| 20203 | Baby with Rattle Blue Outfit | red rattle with yellow center. Two size molds have been verified. 1. Turquoise/blue mold. Pale blue skin. Turq./blue P.J.'s. Red rattle, yellow center. 2. Smaller mold. Pale blue P.J.'s. dark blue skin. Red rattle, yellow center. |

center.