



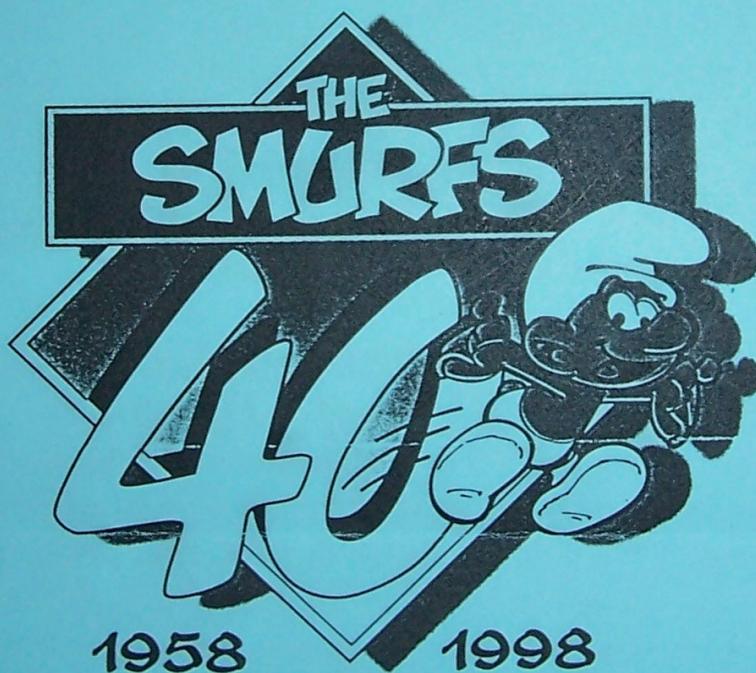
COLLECTORS' CLUB INTERNATIONAL  
24 CABOT RD. W., MASSAPEQUA, NY 11758

Volume 12

Newsletter 48

Spring 1998

**HAPPY 40TH ANNIVERSARY**  
to  
**OUR SMURFS**



**LET THE CELEBRATION BEGIN**



**From the Editors Desk.....**

Once again we come to the close of another volume year for the S.C.C.I. With this, our 48th Newsletter, we have completed our 12th year of informative and entertaining Smurf Newsletters. Our special thanks to all subscribers for your support and sharing of information. We ask that you continue to keep your letters coming so we, in turn, can keep everyone abreast of what is happening in the world of Smurf Collectibles. Remember our Club motto, "Sharing is Caring."

Our thirteenth year will begin with Newsletter 49, Summer 1998. Please submit your renewal applications (enclosed) promptly to ensure delivery of the Club's next issue. We would like to remind you that your membership number changes each year as we record your renewals when they are received at Club Headquarters. You will be advised of your new membership number with your renewal packet and it will appear on each of your mailing labels starting with Newsletter 49. Please make a note of it! We would appreciate your using your membership number when writing the Club to speed up the processing of your correspondence.

Let us all mark our calendars; the date is October 23, 1998. This will be the date to celebrate the SMURFS 40th Birthday! Their first appearance in print was on this date in 1958. How shall we all celebrate? Send your ideas and suggestions in to the Club for publication in our Newsletters. One excellent idea is for all of us to make sure we wear something BLUE on that date! Let's have some fun with this very special event; let's hear from everyone. Thanks in advance.

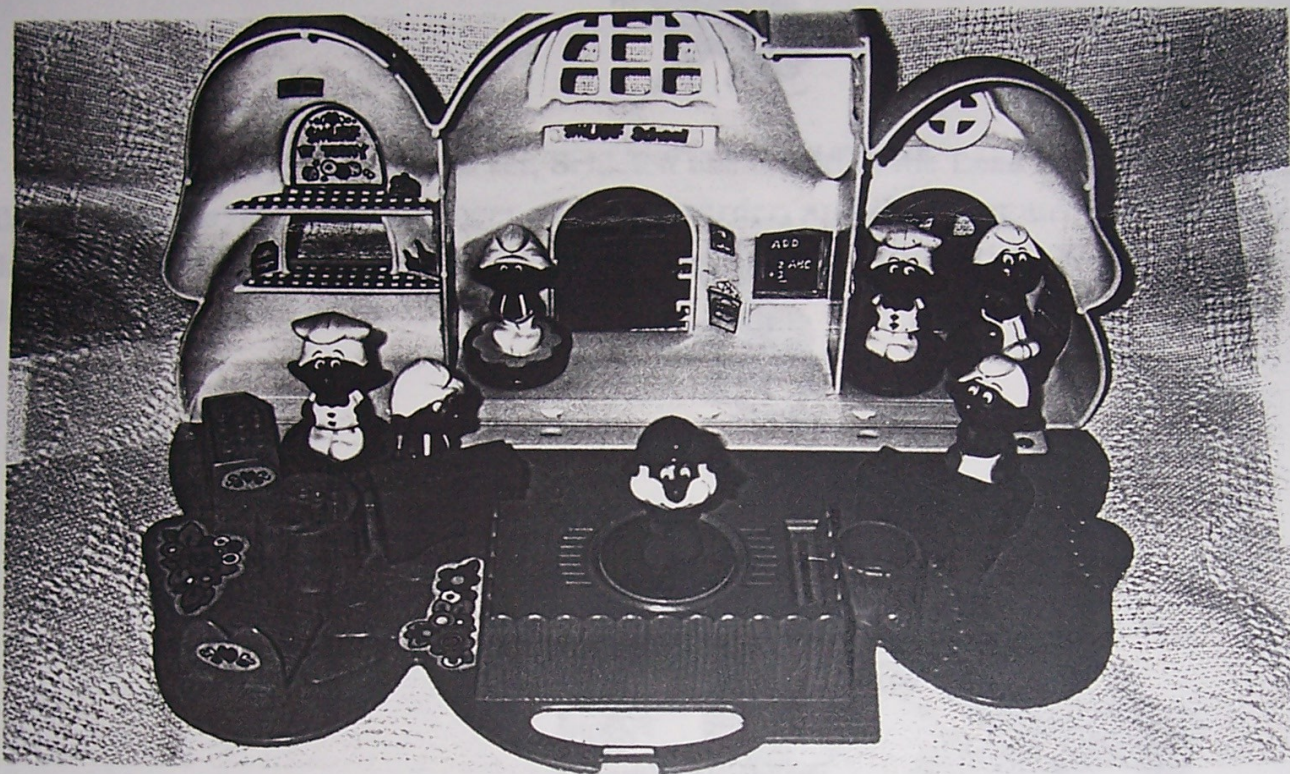
Beginning with our next Newsletter, number 49 we will add a new feature. This new feature has been requested by many of our members. It will be the production history of each figurine and will cover such topics as who produced the figurines, what years they were produced, and will include their proper numbers from Schleich and Wallace Berrie. Our Club brochure already states which figurines were never produced for the U.S. market but this new feature will take this information one step further; it will answer the question why some figurines are so difficult to locate for many of us. All information has been researched carefully over the last ten years and we have finally been successful in locating the early years information to complete this project.

We would also like to mention that our offer, to all our members of the Acrylic Display cases in our last Newsletter was overwhelming to say the least. To all that have ordered and received their cases, please let us hear your comments about them so we can share this information with our membership. Thanks in advance



Editors Desk.....

We want to take this opportunity to thank everyone who responded with information to Donna's question in our last Newsletter. The two figurines marked "Mexico" come from the Mattel Preschool Magic Talk Village line. See below:





# Schleich Celebrates the Smurfs 40th Anniversary

with a

## Musical Theme

Excitement mounts for us at Club Headquarters as we prepare to tell all of our members what Schleich has produced for this, the Smurfs 40th Anniversary.

New additions to their regular line of 2" Smurf figurines are:

No. 20449 Lead Guitar Player



No. 20450 Bass Guitar Player



No. 20451 New Singer (Disco)



### SUPER SMURF

No. 20250 Keyboarder



New Series 1998

Super Smurf Playset

No. 40623 Drummer



The paint colors of figurines No. 20449, 20450, and 20451, Super Smurf No. 40250, and Super Smurf Playset No. 40623 will be a very important factor this year. We will discuss this in our next Newsletter.



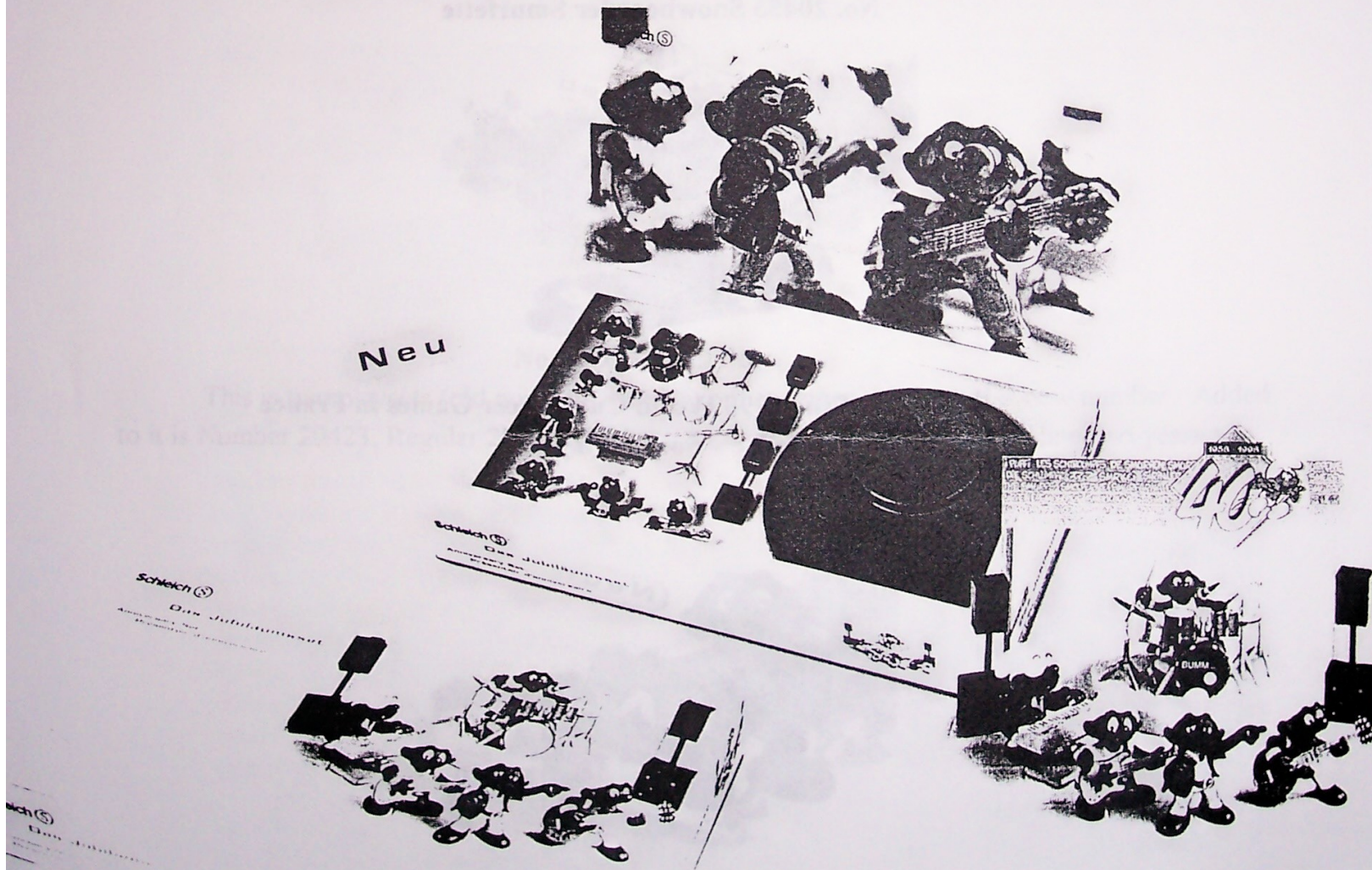
continued.....

Collector's will be buzzing about Schleich's **LIMITED EDITION**

## 40th Anniversary Set

NO. 40000

For this very, very special set, Schleich has outfitted the Lead Guitar Player, the Bass Guitar Player, the New Singer, the Keyboarder, and the Drummer in completely different colors from the figurines in the previously mentioned series. We will be discussing the different outfits in our next Newsletter.



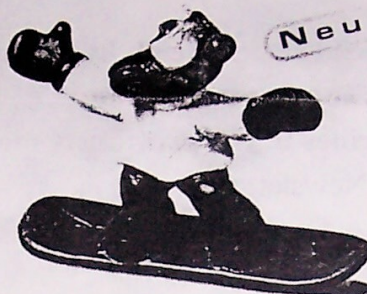


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**In Honor of this Century's Final Winter Olympic Games 1998 in  
Nagano, Japan  
and the  
Debut of the New Snowboarding Event**

**The Smurfs Catch the Frozen Wave**

**No. 20452 Snowboarder**



**No. 20453 Snowboarder Smurfette**



**In Honor of the 1998 World Cup Soccer Games in France  
No. 20454 New Soccer Player**



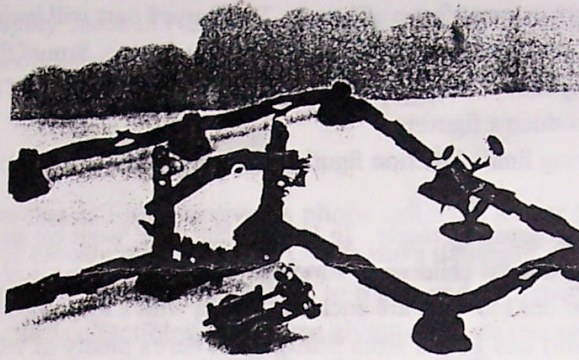


### 1998 Playsets

Schleich has redesigned some of the regular series playsets shown, in our Club Brochure, as Playsets 1 through 10. They now bear the numbers and names featured below:

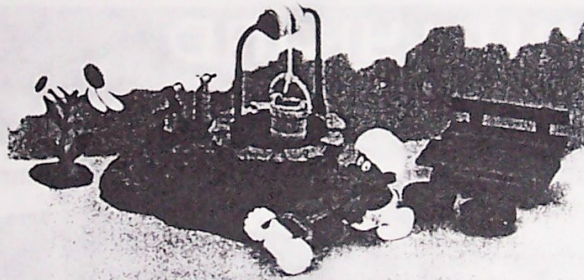
#### No. 40620 Garden Set

This is two playsets (old numbers 2 and 3) put together to create this new number. Added to it is Number 40206, Gardener Super Smurf.



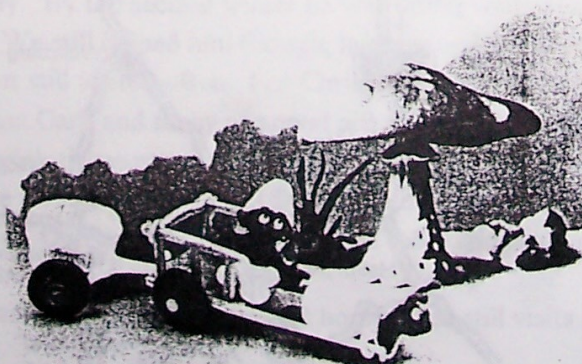
#### No. 40621 Well Set

This is two playsets (old numbers 1 and 7) put together to create this new number. Added to it is Number 40225, Lawnmower Super Smurf.



#### No. 40622 Snail Set

This is two playsets (old numbers 4 and 8) put together to create this new number. Added to it is Number 20423, Regular 2" Smurf, New Sitter, retired from the regular line two years ago.





Update.....

## BULLYLAND NEWS RELEASE

### 25th Anniversary Celebration

This is an update to our News Release in Newsletter 45, Summer 1997. The Grand Opening of the **BULLY WORLD MUSEUM and ADVENTURE PARK** is right on schedule for June 26th, 1998 at 2 P.M. with a huge **FEST/PARTY**.

**A special invitation has been extended to all of our members to attend this Celebration.**

Jane L. Klaus, Executive Vice President of Bullyland Inc. writes:

"Our museum will house all figurines manufactured by us. The **Smurf** part will include all the Smurf figurines we produced about 100 - Our Volkmar Klaus developed the very first six Smurf figurines ever produced, then went on to produce many more. Also on exhibit will be our original Smurf catalogs, original artwork and the production stages to produce a figurine.

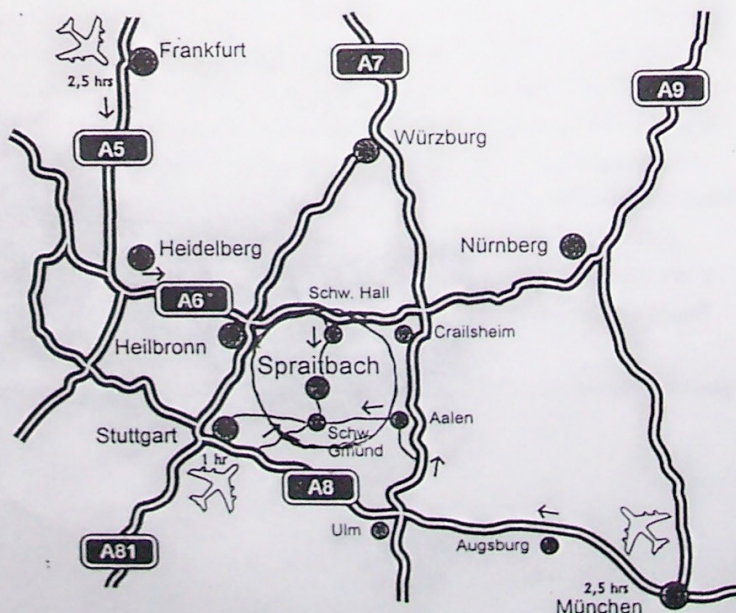
Our gift shop plans include offering limited edition figurines but at this stage we cannot say what or when this will begin.

Construction of our Museum is progressing nicely. In January the roof went on signaling the start of the interior work! There will also be a play park for children to simulate play based on our toy categories.

The Museum Logo and sketch of our museum are enclosed, along with a map showing our location. We are about a 2 hour drive south of Frankfurt and 1 hour from Stuttgart. There's plenty of wonderful sightseeing in and around our area as well.

We would be delighted to meet your members who plan on attending our June 26th opening and Bully Fest celebration."

**To All Members:** We are seeking someone to cover this marvelous event for the S.C.C.I. If you plan on attending please let us hear from you. We have a special message to pass on to all of our members who plan to attend.





### Collectors Comments.....

Hi Suzanne,

This past Christmas I set up a Smurfy Christmas village. I was quite pleased with myself. Then the unthinkable happened. One of my smurfs, the Christmas Cord Drummer was snatched by my dog who thought he made a Smurfy dog toy. I managed to rescue him fairly soon, but he suffered minor injuries. Therefore, please add him to my want list. I sadly packed away my Christmas Village so that no more Smurfs fell victim to my nasty canine.

I think the display cases in Newsletter 47 sound great, I've been searching for something to display my Smurfs on where they will be safe. Please send me an order form.

Amy

Dear Suzanne,

I must tell you this as I just received a phone call from a dear friend whose daughter was married the evening of December 26, 1997. Our friend's daughter, whose name is Christine, and her new husband were going through his things to move and Christine came across over 100 of a variety of different Smurf collectibles. They are giving them to me and I am going to pick them up at our friend's home tomorrow evening when I get home from work. I am so excited. I always have everyone I know on the lookout for Smurfs and what a Smurfing thing for me to receive as a present from good friends.

Just thought I would pass this story along to our members to let them know to spread the word "I Collect Smurfs!"

Sharon from Ar.

Dear Suzanne,

Here is my collecting story.

In 1982 or 1983 the younger women where I work began calling me "Smurf." Being a MURPHY it is historical to be called MURF. From Murphy it went to MURF to SMURFY to SMURF and to even Smurfette (by some). It was not only a few people that called me Smurf, it was quite a few.

Christmas of 1984 was a memorable one for us for many reasons but one of the most memorable reasons was that a homeless young man, that we had "adopted" that prior summer was doing good. When we first met him he was living out of a junk car, he was working for minimum wage, and had nothing! He had just returned from California and his family wouldn't help him out, thus he lived in a junk car. When we met him he was living near a lake and used that for bathing. With winter coming that wouldn't be a great idea as winters do get cold. He continued living out of the car for awhile but we helped him get back on his feet. He needed his independence so we didn't offer housing but we opened our home to him, food, laundry, bathing facilities etc. and our love. He did not have a loving upbringing so could not express love, we accepted him that way. By the second winter he was doing well. He had a better job, housing, and a workable car. We still helped him though, laundry and other ways. It was now 1985 and he was on his own but still visited often. For Christmas that year I received a very **expressive, sentimental** Christmas Card and fancy wrapped gift from this shy, introverted young man. Inside the box, wrapped in pink tissue paper was a plush Smurfette doll. I was very moved by this expression of his love for me. It took a lot for him to do this. That doll sat on my bureau for a couple of years, alone! One day while browsing at a local 2nd hand store there I found a plush Papa Smurf. From then on I was a collector.

My young man is now married, owns 2 homes, and still visits regularly and always, always raids the fridge!

And the doll he gave me? I keep it in my car.



## Merkur Bank Promotional Smurfs

This is a delightful Bank Logo on the back of the Smurf's heads. The Logo has a grey background with the design in white. Three of their promotional figurines are featured below.

Verified figurines with this Logo are:

**No. 20148 Bricklayer**

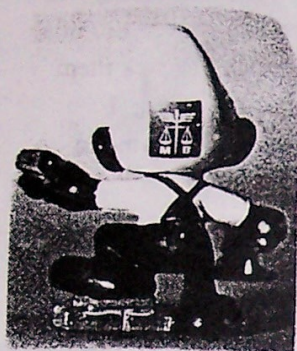
Both variations, German and American Market.

**No. 20162 Waiter**

Both variations, German and American Market.

**No. 20171 Handy**

**No. 20173 Schoolgirl**



## PROMOTIONAL FIGURINES UPDATE.....

In Newsletter 31, Winter 1993, we featured No. 20119 Smurferman with "Schuhhof" (a shoe company) printed on the base. See below:



We have now been informed that the following European companies also used this same figurine for their promotions:

"Schuh Neumann" ( a shoe company )

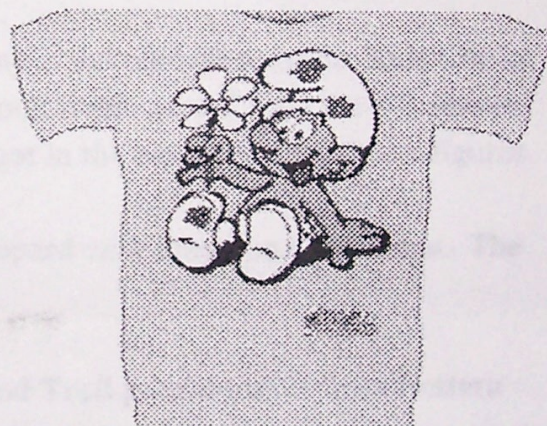
"Scontino" ( an Italian discount chain store )



Update.....

In Newsletter 46, Fall 1997, we discussed the fact that Stanley DeSantis Inc. would be representing the Smurfs in the Apparel Licensing market.

Thank you to all Club members who have submitted their findings on a number of delightful **NEW DESIGN** Smurf Tee Shirts produced for the **adult fans**.





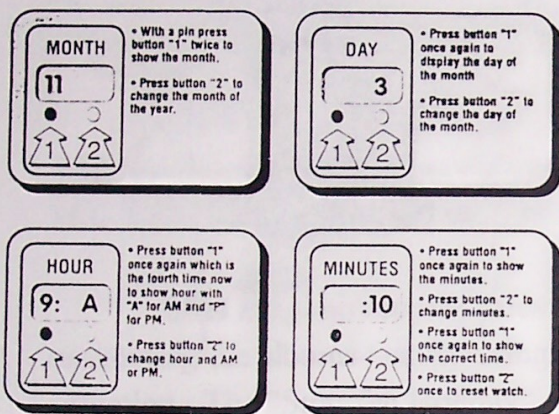
From Canada.....

B.N.S. Marketing Network

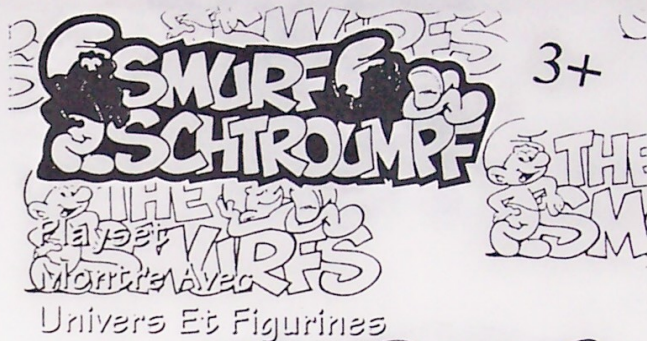
I.M.P.S. Peyo 1996

## SMURF WATCH

This is a new very unique item just located by our Canadian members. The watch band is green with the word "Smurf" in yellow. The watch is shaped like a mushroom house and it opens up. Inside there is a tiny little Smurf that you can place in the middle of the Smurf Village scene.



THE WATCH---



B.N.S.  
MARKETING  
NETWORK

© 1996  
Licensed through I.M.P.S. (Grosset)



From.....

**Veronique CULLIFORD ("Peyo's" daughter)**

*It is good to look back when your past has been glorious. The Smurfs forty years are full of so many good memories and events that it is worth putting them together in a book. That way, our business partners and the fans that have been so loyal to us over the years will finally be able to get the official biography of "Peyo" and the full story of the Smurfs first 40 years. The 40th anniversary of the Smurfs is a good opportunity for Smurf licensees to organize special events with us, to create collectors items, to set up special in-store events and to celebrate what is truly a happy event.*

*The Smurfs are alive and kicking. New territories are discovering them overseas. Old friends are coming back and the range of products is simply astounding.*

***Here are some updates.....***

**C&A** is Europe's leading textile retailer, with shops right across the continent. They are selling a range of clothes in different price ranges. Every age is accounted for, from toddler to 14 year olds. Many items sold out immediately!

**EMI** Belgium records sales increase at every new record release. EMI believes in promoting the albums heavily using TV and lots of groovy material to catch the Smurf fans attention. The "Smurfen Holiday" record album spent four weeks at the number 2 position.

**Zeppi Award** This award given in Munich, Germany is the equivalent of the Kids Choice Award in the U.S. The Smurfs recently picked up their second Zeppi award from the TV channel Nickelodeon. The Smurfs were awarded the number one spot in the category for cartoon figures.

**Anagram** the producers of foil balloons is back on board with their line of balloons. The star of their new line is the first ever walking Smurf balloon.

**Egmont** book publisher, **Orange** video producer, and **Trefl** puzzle-maker from Eastern Europe have all signed on as licensee for Smurf products.

Other licensing deals have been finalized in the Czech Republic with **Fruiko** soft drink manufacturer, **Egmont and Kazeto** publishers who create boxes and folders. **Tele Nova** produces their own tee and sweat shirts, stationery, china and glassware. **Pernika Pardubice** produces snacks and **Akim** coloring books, playing cards, paper watches and paper characters.

Macedonia and Serbia will be coming on board shortly as licensing deals in these countries are being finalized.



Almost 30 countries are showing the Smurf series now. In addition to those mentioned previously, the following countries recently turned a deeper shade of blue:

Poland	Czechia	Spain	Turkey
France	Netherlands	Belgium	

In Italy the Smurfs have a renewed popularity. **Cardea's** has a range of stationery, **Colussi's** honey cookies, **General de Confiteria's** bubble gum, **Liscianti's** cardboard puzzles, **ombrellificia Piemme's** umbrellas, **Edigamma's** tattoos, **Giorgi's** jewelry, **Manifattura Colombo Treecat's** handkerchiefs, **Metalfashion's** embroidered patches, **Unichips-San Carlo's** salty snacks and **Franco Cosimo Panini's** coloring books. **WHEW!!!!!!!!!!!!!!!!!!!!!!**

In Germany, Austria and Switzerland **Bartl** are specialists in quality toys for little fingers with big minds. Their product line includes Yo-Yos, spinning tops, wooden puzzles, picture frames and brain teasers.

In Portugal **Ceeke Trade** and **Juguetes Falomir** are companies producing coloring books, dart sets, puzzles and board games.

**Edding**, the renowned maker of high quality felt-tip pens, is producing a range of Smurf items for distribution in 30 countries around the world.

**Hosty Party Goods** of Germany has a fun range of napkins, cups and plastic plates for that special Smurfy party.

In Korea **Sam Seong Dang** is producing comic books, **Mass Novelty** stationery and **Kum Jung and J&M Fashions** are producing bright and cheerful Smurf childrens' clothing.

The success of the Smurfs on the BBC in the United Kingdom has lead to the launching by **Devere Publishing** of a Smurf magazine. Their first issue was a collector's item, as it came with exclusive stickers. **Grandream** is producing coloring books that are sold in a package that includes coloring pencils. **Tony Denton Promotions** last year organized a promotional tour which visited 33 major venues in England and Wales. This professional dance troupe is planning another tour in 1998, plans are under way.

**Citel Video**, France's specialists in **non-violent cartoons**, launched 12 Smurf cassettes on the French, Swiss and Belgian markets. Four of the series were sold as video gift-packs with free figurines. In addition, a free ticket to Walibi Smurf Park, and Smurf bubble gum and stickers were included. In addition, two new ones were produced for holiday gift giving.



continued.....

## Licensed Food Products

**When Smurfs and Food are put together, the results are always a big success!**

**Tyrol Milch's "KINDERJOGHURT"** is the second most popular brand in Austria.

Below we feature their Smurf "Kinderjoghurt." Mix your yogurt with a variety of different toppings. Smurfs and yogurt make a healthy combination!



The Norwegian company **Drammens** recently added Smurf **Ice Lollies (Ice Pops)** to their range of products.



**Schoeller** of Germany is back on board with their range of Smurf and Smurfette soft ice cream lollies (Pops). Remember this company? They had a Promotional Smurf figurine produced for their company!

Now, **Family Frost** of Germany has come on board with their own line of Smurf ice cream cake and ice lollies.



**Leaf Products** has introduced a Fun Box. A completely new concept that contains candy, games and activities.



**Synebrychoff** in Finland, an old friend of the Smurfs who produces thirst quenching drinks, has redesigned their packaging with the new Smurf Party Theme.

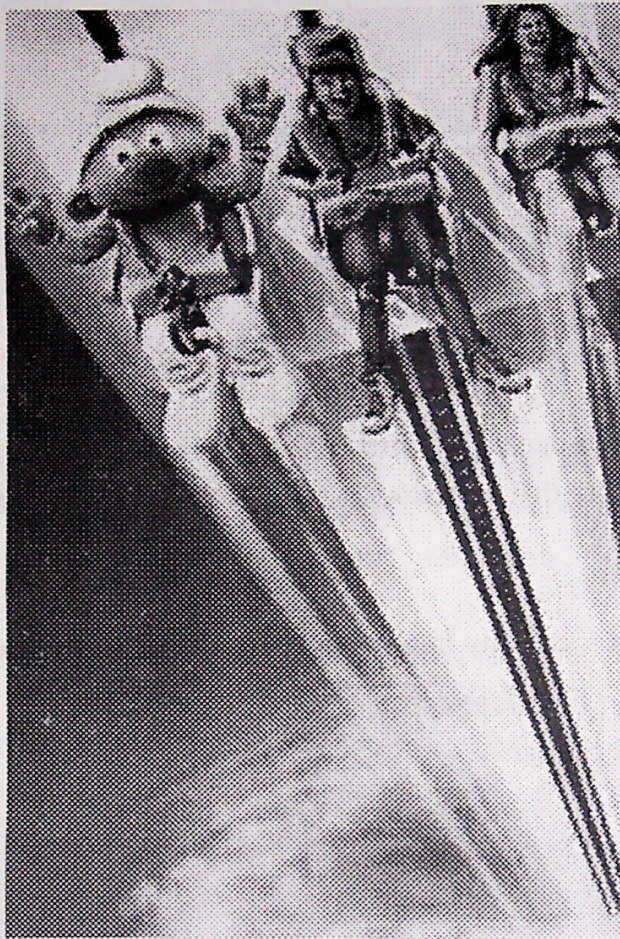




### **Walibi Smurf Park, Metz, France**

**For all of our Smurf enthusiasts, the Park opens this year on April 11th and will remain open until October 25th this year.**

This year Gargamel will be featured as a new ride. **"The Vengeance of Gargamel"** is the ride's name. The ride will skyrocket you high into the air and then drop you down just as fast. Anyone game to try this new ride?



### **Two New Books Planned for 1998**

The Wild Smurf and his pal Chitter will be featured in a new book planned for release in May, 1998 titled "The Wild Smurf."

Johan and Peewit will have a new adventure book, planned for October 1998 release. The title is "Night of the Wizards." It appears that the Smurfs will not be included in this new adventure book.



## VARIATIONS

continued from Newsletter 47

### NEW GENERATION SERIES

No. 20436	Saxophone	1. White hat. White shoes with yellow details. Purple pants, red shirt, gold (as #20005 gold) saxophone.
No. 20437	Techno Smurf	1. White hat with brim. White and blue shoes. Lavender pants, white shirt.
No. 20438	Mobile Phone	1. White pants and hat. Black phone with silver details.
No. 20439	Azrael	1. Orange mold. Face details painted white and black, white inside his ears.  Special note: This Azrael figurine is now technically correct he has a small notch in his ear!
No. 20440	Sports Swimmer	1. White hat, red bathing suit, yellow goggles with silver lenses, light blue platform.
No. 20441	Sprinter	1. White hat, yellow and black shoes, black and red shorts, red shirt.
No. 20442	Inlineskater	1. White hat with brim. Silver skate blades, yellow and black skate boots, orange knee pads, light green shorts, blue shirt, yellow and orange gloves. Glass lenses are white.
No 20443	Inlineskater Smurfette	1. White hat with orange scarf tied around her hat. Silver skate blades, black and white skate boots, blue knee pads, orange shorts, light green shirt, orange and blue gloves.
No. 20444	Disco Smurf	1. White hat and shoes, lavender socks. Purple pants, yellow belt, red shirt with a yellow S.
No. 20445	Disco Smurfette	1. White hat, shoes, panties. Longer flowing yellow hair (new hair style.) Light green shirt with red details. Pink blouse.
No. 20446	Smurf child w/doll	1. White hat. Pink with white trim panties. Brown hair with yellow ribbon. Doll has flesh skin, orange dress with white panties, brown shoes. Her hair is yellow with red ribbons on her pigtails.
No. 20447	Smurf child on truck	1. White hat shorts with yellow trim. Truck has black wheels, and the body is yellow, green and red with white windows.
No. 20448	Baby bathing	1. Pink hat. Yellow hair with purple ribbon. Ivory soap with white foam. Scrub brush is a light brown shade.



## 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, please. 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 a special item contact the Club with your request. **Want lists from our members are always welcome!**

### Ad #

- |      |          |  |
|------|----------|--|
| 1134 | For Sale | <b>Assorted Smurf Items</b> , list available. Books, Puzzles, Plastic Lunch box, Hardee's glasses, Coffee Mugs, etc. S.A.S.E. for complete list.   |
| 1135 | Wanted   | <b>Porcelain Smurfs</b> featured in Newsletter 46. Greedy and House Bank. Please submit condition and asking price in first letter.  |
| 1136 | Wanted   | <b>Super Smurf Boxes</b> , #201, 03, 11, 13,14,16,17,18,23,24, 25, 26,27,28,29, 36. Can anyone help?   |
| 1137 | For Sale | <b>15" Latch Hook Pillow Kit</b> , Papa Smurf, Complete mint in box.   |
| 1138 | For Sale | <b>Smurf #20019 Flower</b> , silk flower on face. Mint condition.  |
| 1139 | For Sale | <b>Smurf 16 Month Character Calendar 1982-83</b> . Mint condition.   |
| 1140 | For Sale | <b>Smurf Placemats Set of 4 from Texaco 1986</b> . Winter, Fall, Summer scenes, Gargamel & Azrael with Smurfs scene. Size 17" by 12" oval shape. Reverse side is a checker board with Smurf houses. Mint condition   |
| 1141 | For Sale | <b>Smurf laminated Posters</b> , can also be used as placemats. Set of four from Holland, 1984. Four different scenes, reverse side are Smurf Games. Size 17" by 12. Mint condition.   |
| 1142 | Wanted   | <b>McDonald's 25th Anniversary, series #1 set of five</b> . Prefer mint in package, will consider lose. Please submit condition and asking price in first letter.  |
| 1143 | For Sale | <b>Smurf #20016 Judge in Black Robe</b> . Rare paint variation. Good condition.  |
| 1144 | For Sale | <b>Smurf Watch by B.N.S. Canada</b> . As featured in this Newsletter. Mint.  |
| 1145 | For Sale | <b>Candy Toppers</b> , to All who missed out on my last Ad please write again. I have located a few more featured in our last Newsletter. Smurf clown with drum, Baby riding on Papa's back, Papa Santa, Smurf cottage with 2 Smurfs on roof. Please state interest in first letter. |

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**To All Members: Please remember your S.A.S.E. with your renewal applications to receive the New 1998 Club Brochure pages, and the Golden 100 for 1998.**