

Volume 13

Newsletter 50



#### Dear Smurf Collectors,

Another Summer has come and gone! Did you all enjoy a successful Smurfy shopping season browsing through garage sales, flea markets, toy shows, etc.? Reports coming to Club Headquarters from the U.S. and Europe are fair with respect to finding old, rare, and unique Smurf collectibles. How did you fare? We would love to hear from You!

REMINDER....Let us all mark our calendars; the date is October 23. This is the date to celebrate the Smurfs 40th Birthday. How will you/did you celebrate? Let's hear from everyone. "Sharing is Caring."

It appears that McDonald's Fast Food Promotions overseas are keeping our excitement at a peak this Spring & Summer with their wonderful Smurf promotions in recognition of the Smurfs 40th Anniversary. In our last Newsletter we reported on England's promotion. We have updated a few facts on this promotion in this Newsletter. It also appears that McDonald's, Germany, has really done a marvelous job with their 40th Anniversary Smurf Promotion: A completely NEW figurine series. Read all about it in this issue.

First, we would like to tell everyone about the results of our annual Club Survey that has become a popular and regular feature each year. Thanks to all of you who participated in this year's Club Survey. Our survey gives members a chance to participate by submitting ideas for future Smurf figurines. And....our voices have been heard. We have requested more Super Smurfs, musical Smurfs and sports Smurfs, just to mention a few......we certainly have seen results for 1998!!!!!

Numerous members have requested that the Schleich factory create a marvelous and interesting MILLENNIUM SMURF!!!!!! This suggestion is fine, except no one had any special ideas for the Smurf Millennium Figurine. Put your thinking caps on and make some suggestions! Please, let's hear from one and all!!!!! In fact, let's make this a Club Contest. The best idea will win a free Club subscription for year 14. All Club members will vote. Send your ideas in before December 1st, 1998; voting ballots will go out in our Winter Newsletter. Do you have a knack for design? Send us a sketch of your ideas. There is no limit to your entries, submit as many as you like.

Below you will find Club members' suggestions and ideas for new Smurf figurines from our Survey..... Seasonal Smurfs (add to the existing lines) Hollywood Series (movie stars) Johann and Pewit in different action poses. More American History Figurines: Betsy Ross, William Tell Smurf pair: one w/Bow & Arrow, one w/ Apple on head More Smurflings doing different things: Riding a Puppy for example! Smurflings dressed in different holiday costumes: Christmas, Thanksgiving, Holloween More Grandpa and Nanny figurines in different poses Statue of Liberty Smurfette Country Singers Smurfette with basket of Smurfberries Smurfette Astro Firefighter Smurf and Smurfette Smurfette Policewoman **Doctor Smurfette** Smurfette holding a plate of cookies Clockwork Smurfette Miner Smurf with lamp Smurf with pager Smurf covered with mud Smurf holding a world globe Roman Smurf wearing sandals and toga Milkman Smurf Garbage Man Smurf Smurf in Armor Nurse Smurf Baseball Outfielder A Smurf Collector Smurf Nascar Racing Smurf Wrestling Smurf Gargamel in Smurf Costume

Smurf standing next to 3 Apples stacked on top of each other. (Showing Smurfs are 3 apples tall)

Smurfette doing handicrafts (knitting, needlepoint, crocheting etc.)

Smurfette playing musical instruments( to add to our bands)

And, once again, let's not forget to enter our <u>Millennium Smurf Contest. All entries</u> must be in by December 1st!!!!!!

The results are also in for this year's favorite new 2" figurine for 1998 and the winners

Snowboarder Pair

## Collectors Comments About the 1998 Schleich line of New Items. Drummer Super Super Playset

The super playsets make such interesting displays.

Really different, not limited to one drum, it's entire drum set.

The drumbeat has been a measure of time since the first heartbeat.

The drummer has always been my favorite in any band.

Incredible details and great paint colors.

Reminds me of my high school days. I played the drums all through High School.

### **40th Anniversary Sets**

What else can we say; all reactions were the same. Great Idea!!!! Marvelous!!!! Love it!!!!

Really Special!!!! Beautiful!!!! I want two sets, one to display and one to put away!!!!

Schleich is really getting with the collectible end of special toys, producing a LIMITED EDITION!!!

#### Keyboarder Super Smurf

The colors are great and, with his sunglasses and his hat tilted to the side, he looks totally "with it."

Can we say Little Stevie Wonder Smurf?

Really cool!!!!

I love this new Super 'cause I play the piano!

He looks so good, old time Rock and Roll!

Clever design (intricacy of design) love him!

He has a great outfit and looks very realistic.

Featured below are two member's artistic efforts: Idea for an Easter Smurf (submitted by Amy) and an idea for a Smurfette Movie Star (submitted by Vic.)





Collectors'	Comments
Concettors	Comments

Dear Suzanne,

My husband and I recently returned from Ireland. Smurfing there is not very profitable. We saw nothing for th 40th Anniversary or any other Smurf merchandise. However we were very fortunate to find three sticker albums. Each album contains 10 packs of stickers. They are published by Merlin Publishing, England dated 1995 and licensed through I.M.P.S. We found these tucked away in a little out-of-the-way store in Dublin. I am happy to share the two extra albums we located. Please run my ad in this issue.

Joan from CT

Dear Suzanne,

Have you ever heard of Smurfit European Golf? I was watching the golf channel and it was one of the tournaments on this past weekend (August). It was the ending and I was wondering if it had anything to do with our SMURFS because I never did really understand what the tournament was endorsing.

Phil from N.Y.

Can anyone give us further information about this European Golf event? Please let us know.

In Newsletter 42, Fall 1996, we did mention a Belgium Golf Federation Smurf promotion, but this is all we can recall.

Suzanne

Dear S.C.C.I.,

I am writing to let everyone know that Cartoon Candy Toppers are going to be the hottest collectible in the new Millennium. I work for a company that is producing these here in the U.S. and they are grabbing up every licensed product they can. This is the greatest idea that has come in the collectible field since the uproar over the kinder and Nestle toy inside candy was outlawed. The candy industry has overcome! Much like popcorn and movies, it's hard to imagine one without the other. The same idea goes when you combine the fun and excitement of collectible toys with the sweet allure of candy.

What I see at this early stage, at my company, is that the Candy Toppers are highly collectible combining familiar characters with quality candies.

I was please to see that, although my company is not producing Smurf Candy Toppers, your Club has featured this item in your Newsletters. I love 'em and want everyone to know that this will be the HOT Collectible field very soon!!!!!!!

I just wanted to share this "Insiders Information" with one and all.

James from the State of Washington

Dear S.C.C.I.,

I have a funny story to share-at least it was funny to me.

A woman I work with knows of my Smurf passion. Recently she found a Smurf in her child's old toy box and brought it, as a gift, to me.

I keep it on my desk. It's the Emperor Smurf.

The other day my co-worker asked to borrow my ruler. So I handed her my Smurf! Get it? We ALL had a good laugh!

S.B.N. from Ct.

Dear Suzanne,

l got a great idea last April at a Flea Market when I purchased a Smurf Land Colorforms Play set which contain vinyl stickers you place on a heavy cardboard. I have used the play board as a background scene in my wall unit where I display my collection and found this to be the neatest thing. It helps bring out the actions of the figurines. I would love to have different scenes to set up in my display. I would love to get more scenes like that to help in creating displays. Does anyone have any ideas?

#### Danielle from Canada

Does anyone have any display ideas? Please write and tell us about them.

Dear Suzanne,

A fellow collector that I met has told me about a Smurf and I am unsure about it's identity. Can you help? It is a Smurf 2" figurine on a square yellow scooter board with a tee type handle bar, gray wheels. The Smurf is standing on the scooter with his right foot and his left foot is extended backward to the side appearing that he is pushing off. There is no year, but Peyo, Applause and China trademarks are on the bottom with the CE letters. I thought it was Super 20430, but it isn't

#### Pat from R.I.

Dear Pat,

We have received a number of letters requesting information about this item lately. If you would refer to Newsletter 20 page 5 this Smurf will be found. This is one of the "Roll-A-Long" Smurfs that Applause released during their brief re-launch in 1990. I hope this answers all questions.

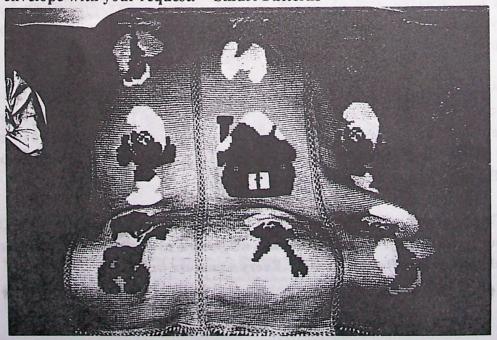
Dear Suzanne,

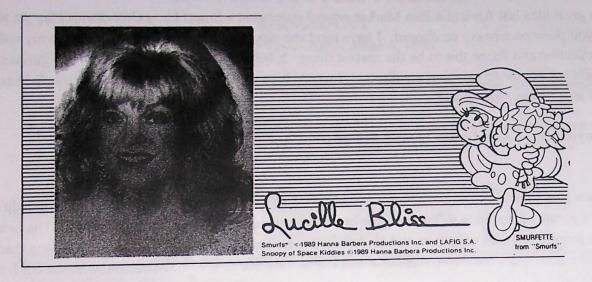
What a lovely surprise I received for my birthday. A handmade Smurf Afghan!!! My husband's Grandma crocheted the background in a lovely blue shade and my sister-in-law cross-stitched the figures from the sweater patterns that were featured in a previous Newsletter. They got the cottage picture from a picture in a coloring book.

#### Rhona from Neb.

Thank you so much for sharing this with us! The afghan is absolutely beautiful, incredibly excellent workmanship! We love it! It looks too good to use and we're sure you'll enjoy it and treasure it for a long time to come.

If any member would like the patterns for the figurines in this afghan please submit a self-address-stamped-envelope with your request. "Smurf Patterns"





Dear Fellow S.C.C.I. Members,

The International Animated Film Society "ASIFA" joined the world honoring the 40th Anniversary of the SMURFS at their "Anifest '98" Saturday August 22nd and 23rd at the Burbank Media Center.

Two Smurf voice over shows, from the Hanna Barbera series "Don Smurf" and "Smurfette's Green Thumb" were presented from the Mall Stage on both days. Directed by myself "Smurfette" Lucille Bliss. Of course I voiced my character along with other Smurfs-June Foray, Kip King, in addition to well known voice actors - Corey Burton, Will Ryan, Matt Hurwitz, Lee Harris and others.

At the conclusion of the "Smurfs" the audience went wild! Someone shouted "Let's bring back the Smurfs!" The audience took it up - then a petition was started along with the idea of fans writing in "Bring back the Smurfs" letters to Warner Brothers.

I have the petitions in Hollywood, Orange County, Burbank, Studio City, Los Angeles, Van Nuys, Valencia, Sherman Oaks. In northern California - San Francisco, Oakland, San Mateo, Polo Alto, etc.

At this point it would be great if all our members would write a letter of this nature, in support of bringing the Smurfs back to T.V. and perhaps even producing new episodes. With everyone's support we have a good chance of getting this done. Send all letters to the S.C.C.I. and they will be forwarded on to me. I will personally get them all, along with our petitions to Warner Brothers who now has the rights.

One hundred percent participation by our members would be great!!!!!! Please write your letters today. Ask your friends, neighbors, nieces, nephews, children, grandchildren etc. etc. to sign as well. Every signature helps!

Lucille Bliss

## McDonald's Fast Food Promotion GERMANY

August 8, 1998 - September 3, 1998

McDonald's Appears To Be A Strong Partner for the Smurfs 40th Anniversary!!!!

McDonald's Smurfs seem to be the highlight of our collecting endeavors this year!! First the promotion in the U.K. and now a great eight piece series from Germany.

40th Anniversary McDonald's Sports Theme Collection

Series One consists of four brand new figurines. As you can see by the photo all four are completely different molds. Even the inline skaters are different poses than the Schleich molds. The figurines all have interesting detailing as well. Each figurine does bear the "M" Golden Arches emblem embossed on the back of it's hat. As you will note in the photo the "M" Logo is also repeated in black paint on each figurine. All of the figurines are painted with a high-gloss enamel paint and the organy-red and yellow colors of McDonald's fame is used throughout the series. Distinctive colors indeed!

Series Two consists of four brand new figurines as well. Although the Basketball Smurf, Baseball Batter and Pitcher appear to be Schleich figurines, they are not! All of the molds have been created for this very special promotion!



Update.....

## **BULLYWORLD MUSEUM GRAND OPENING JUNE 26, 1998**



The opening of the Bullyworld Museum in Spraitbach, Germany was a marvelous event, as reported to us. More than 3,000 people attended. Travelers from the U.S.A., Canada, France, England, Italy, Spain, Poland, Switzerland, Hong Kong, China, Sweden, and Slovakia attended. Coverage of the event were featured on the cover of Spielzeug International, a trade publication and numerous German Newspapers. The English editorial from "Spielzeug International" is on the next page.



airconditioned

#### ACTIVITIES

#### Indoor

No Smoking

Museum of Toy Figurine Collection, 2 Play Corners, Slide into a bath of bubbles, Climbing Wall, Salt Water Aquarium, Injection Moulding, Demonstrations of Sculpting and Figurine Painting, Question Forest with 144 educational questions, Games, Puzzle Corner, Internet-Café with 6 Computers, Special Exhibits, e.g. Insect Exhibit, LGB Train & Landscape, Reading and Drawing Corner, Facepainting at the Hairdresser, BULLY Gallery

#### Outdoor - Adventure Garden

Farmland, Sporting Ground, Cowboy & Indian Camp, Knights Castle, Waterfall, Dino Village, Astro-Snik-Land, Rainforest, Fun Scooter, Playground, Drawing Fence, Flower Puzzle

#### Other Facilities

BULLY-Shop, BULLY-Hairdresser, Café BULLYBoy, Baby Changing Station, Elevator, Balcony, Terraces, handicap accessable, Parking for 100 cars

#### Admission Fees

Adults Children

DM 10,00

# Figurines - From comics to prehistory

ullyland's director, Volkmar Klaus, got D to the heart of the matter: "Today, I'm happy, simply happy! 25 years of Bullyland - who would have dared to think of this in 1973?" In the foreground of his speech were, above all, his thanks to his fantastic. loyal staff who shared good and bad times with him, in part over the full 25 years. Alongside Volkmar and Jane Klaus, the management also includes the long-standing members, Erika Schubarth (export); Manfred Rihm (sales in Germany); Dieter Rieck (technology); and Hartmut Proba (promotional characters). Mr Klaus underlined that despite the Bonn government's extremely inflexible financial policy, Bullyland invested approximately DM 5m in Germany over the past two years; of these, DM 3.5m went into the Bullyworld Museum. Licenses always played a major role for Bullyland and ensured that the company is on a healthy financial foundation today and can look into the future with optimism. He commented that the company's far too strong dependency on few licensing themes in former times - such as the Smurfs - was reduced; today, the production programme includes a far wider range of products thus providing a more reliable basis. Whereas the share of licensing business was up to 80 per cent at the beginning, it has now been reduced to a mere 34 to 40 per cent. The longest and most traditional co-operation in licensing business is maintained with Walt Disney whose characters have formed part of Bullyland's range for more than 20 years. Alongside Disney, Sesame Street and the Warner characters - above all the Looney Tunes - are the most important licensing themes at the moment. Alongside the "Comic World" of licenses, Bullyland also conquered the "Figurine World", which is free of licenses, and which covers knights, Red Indians, railway and fairy tale figurines. Another own development is "Bully Creative" comprising of trucks, clowns, angels, the bendy family, stationery and school supplies. Bully's "Animal World" was extended, in the meantime, with the "Prehistoric World", which is also suitable for use at schools. Last but not least, Mr Klaus referred to the field of promotional characters. Amongst others, Bullyland produces socalled promotional figurines as accessible advertising messengers on behalf of Mer-

cedes-Benz, Volkswagen, Karstadt, the post, the ZDFTV channel and McDonald's. Employing approximately 110 staff in Germany alongside several hundreds of people abroad, Bully is currently recording annual sales of DM 30m. Of this amount, around 80 per cent are supplied by Germany and Europe, whilst the USA and South America as well as Asia/Australia contribute around 10 per cent each.

machines. Today, Bullytechnik produces, amongst other things, components for the automotive and the electronics industries. From 1977 onward, the company experienced a vertiginous development. Production and painting units were created in Germany, Portugal, Poland, Slovakia, Tunesia, Hong Kong and China. In1985, a subsidiary was founded in New York under the management of Jane L. Klaus. In1987, an own sa-



#### Bound for expansion

According to company owner, Volkmar Klaus, the 25 years of Bullyland represent a persistent success story despite occasional minor problems. Together with approximately 400 invited guests - including clients, suppliers and licensers from all around the world - the renowned company not only celebrated its 25th anniversary in Spraitbach/Germany on June 25 but, at the same time, also the inauguration of the Bullyworld museum and leisure resort. The company was established in 1973 by Volkmar Klaus who started production of PVC figurines in a small garage. He chose the French bulldog, which he bred himself, as the company's trademark. Consequently, he became known as "Mr Bully" in the course of the years. As early as in 1977, the new administration premises including warehouse, central dispatch and office rooms were occupied in "Bully-Straße" in Spraitbach. Just one year later, the new production plant in Ronsberg in the Allgau was commissioned. the highly specialised mould producer supplied the pre-conditions for the manufacture of the figurines on 20 injection moulding

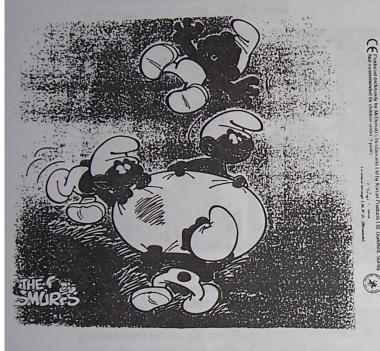
les and organisation office followed in Hong Kong. In 1988, Bully Germany employed 110 staff alongside around 300 home workers carrying out the hand painting of the figurines. An extension of the Ronsberg unit to 2000sq.m. met the continually rising requirements. In 1992, the painting plants in Slovakia, Poland and the Far East were also increased. In 1993, the scope of production in Ronsberg was extended with technical precision parts and wheels for lawn-mowers. From 1994 onward, above all, the design and production of promotional characters and items underwent a steep rise. This included hand painted artists' bottle stoppers for the Picasso perfume. The next step in the company's development was the foundation of the subsidiary, Bullyland Slovakia, which is in charge of sales and the further expansion of production with own machinery. In 1997, a most promising co-operation was started in the fields of hand painting and assembly in Tunesia. Last but not least, in 1998, the Bullyworld Museum was completed alongside a new warehousing and dispatch hall representing the provisional climax in the history of a highly expansive firm.

Update.....

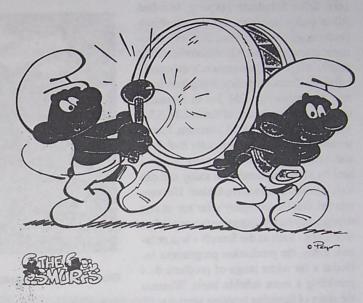
The following is some updated information about the McDonald's Smurf Promotion from <u>ENGLAND</u> featured in Newsletter 49, Summer 1998.

In our previous article we mentioned the fact that this promotion included **SMURF FLAGS** (on sticks) with a few different Smurfy designs. We now have some photos of these flags. The flags are produced on heavy stock paper and measure 7" by 6." Each design is in full Smurfy color. The plastic flag pole measures 14." Below, see three designs:

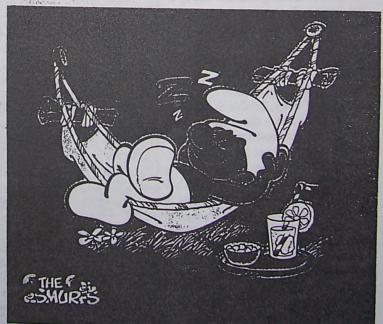
Front of Flag



Front of Flag







From Germany.....

## SMURF PEN KNIFE SET on Keychains

By: Imperial International licensed SEPP
\*Knife - Richards - Sheffield
England

This Penknife set was produced in 1980 and had six different Smurfs featured on them. They are approximately 2" size and are of excellent quality (note the Sheffield name).

- 1. Papa Smurf
- 2. Smurf with hammer
- 3. Winter Smurf
- 4. King Smurf
- 5. Soccer Smurf
- 6. Astro Smurf



### FROM GERMANY.....

## MARBURGER PRODUCES A SET OF 18 RUBBER STAMPS



Another new item appearing in Germany is this attractively boxed set of 2" x 1 1/2" rubber stamps. The stamps can also be purchased individually. The set comes with a small booklet that was produced to sample each stamp. A fun item to use on your Smurf correspondence!

The stamps feature:

Smurfette in rain

Sleepy Smurf yawning

Smurf on bicycle

Skier Smurf

Smurf with candle

Soccer Smurf holding a trophy

Jokey Smurf

Shy Smurf

Smurf waving

Smurf on skateboard

Swimmer Smurf wearing inner tube

Lover Smurf with daisy and hearts

Naughty Smurf

Windsurfer Smurf

Two Smurfs shaking hands

Smurfette kissing Smurf

Hefty Gymnast

Lazy Smurf in Hammock









## 40th Anniversary Vinyl Stickers

## An International Language

I.M.P.S. has licensed for this event a lovely oval-shaped sticker produced in many of the different languages Smurf-eez is spoken. Below are the stickers for Spain and the Netherlands. The stickers are a lovely high gloss and they measure 4" by 3." These have so many uses we cannot begin to mention them all. A "must" for our collections.







20006 Brainy Schleich Issued 1969 6140 Wallace Berrie Issued 1979

-/-/-/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/-/-/-/-/-/-/-/-/-/-/-/-/-/



20007 Angry Schleich Issued 1966 Black Smurf: Never produced by Wallace Berrie

Small Mold Version

-/66/67/68/69/70/71/72/73/-/75/76/77/78/79/80/81/82/83/84/-/-/-/-/-/-/-/-/-/-/-/-

Large Mold Version



20008 Spy Schleich Issued 1966 6113 Wallace Berrie Issued 1979

-/66/67/68/69/70/71/72/73/-/75/76/77/78/79/80/81/82/83/84/85/86/-/-/-/-/-/-/-/-/-



20009 Drummer Schleich Issued 1966 6114 Wallace Berrie Issued 1979

-/66/67/68/69/70/71/72/73/-/75/76/77/78/79/80/81/82/83/84/85/86/87/-/89/90/-/-/-/-/-/-/



20010 Prisoner Schleich Issued 1965 6115 Wallace Berrie Issued 1979

65/66/67/68/69/70/71/72/-/-/-/77/78/79/80/81/82/83/84/-/-/-/-/-/-/-/-/-/-/-/-/-/

#### BUY......SELL.....TRADE

Special Note: Our next Newsletter will not arrive until after the Christmas Holidays. Purchase those special Smurf Holiday Gifts from this Issue.

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!

Back Issue Newsletters (No.1-48) are available from the Club. For ordering information send a S.A.S.E. with your request.

		11
A		#
	ч	TT

- 1164 For Sale Smurf Sticker Album with 10 packages of Smurf Stickers. Printed in England by Merlin. Mint condition in original packaging.
- 1165 For Sale For the Newer Collector, selling my collection. Mint condition Smurf figurines have 78 common American Market figurines plus some miscellaneous items. Tell me what you seek. Reasonable prices.
- 1166 Wanted Seeking Cloisonne Pins, send list with photo if possible. Also, asking price and condition in first letter.
- 1167 Trade Kinder Puzzles from last series. Will trade Kinder figurines. I need two of the puzzles. Please submit photocopies of the ones you have to trade and a list of what you seek.
- 1168 For Sale Smurf Hot Water Bottle from Germany. Smurf Plush cover fits over hot water bottle (included.) Soft `n Cuddly!!!!!!Perfect for warming cold feet, soothing back and tummy aches, or just cuddling. Makes a cute sofa or bed decoration when not in use. Mint with tags.
- 1169 For Sale Alderbrook Xmas Smurf Tree Ornaments from Canada. Featured in Newsletter 12. Hard Plastic, 3" high. 1. Angel w/gold wings. 2. Bell Ringer.
  3. Smurf on Sled. 4. Skier Smurf. 5. Papa w/candy cane. Good condition. Please state interest in first letter.
- 1170 For Sale Kinder Maxi Smurf, Smurf in Log Car, featured in Newsletter 25. Ferrero Canadian Promotion 1992. Limited offer hard to find. Complete with plastic egg and papers.
- 1171 For Sale McDonalds Fast Food Promotion Flags, from England as featured in this Newsletter.
- 1172 For Sale From France, Quick Fast Food Promotion Super Smurfs. Featured in Newsletter 41. All have Quick Logo on their hats, mint in bags. 1. Smurfette at Vanity table. 2. Smurf in Log Car 3. Papa in Rocking Chair 4. Smurfette in in car 5. Smurf in bed 6. Baby in Bath tub (special Super produced for this promotion.) Please state interest in first letter.

1193 For Sale Smurf #20409 Patriot, First Run figurine with wrong shade of Blue Flag. This flag is not

Smurf #20228 Bodybuilder Smurf, first run figurine with RED BATHING Suit.

Royal Blue! It is a lighter blue like the color of the Smurf Blue.

1194 For Sale