

# SMURF™

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



Volume 14

Newsletter 55

Winter 1999





**The Announcement we have all been waiting for!**

## **2000 Millennium Smurf**

**The Year 2000 is very nearly upon us, bringing along with it some very exciting items for collectors of "BIG EVENT" memorabilia.**

**The bright, shiny, "2000 MILLENNIUM SMURF" is the one that we Smurf lovers have eagerly awaited!!!**

**This one, a real beauty, is colorful and full of energy: A joyful Smurf happily riding on a red and yellow "ROCKING" 2000. This spectacular piece is an inch larger than the standard 2" Smurf, largely due to height and width of the "galloping" number!**

**Don't miss your chance to add this "2000 MILLENNIUM SMURF" to your collections! He may be small but far from insignificant as he falls into the "CROSSOVER COLLECTIBLE" category!**

**You can be sure that anything and everything relating to the NEW MILLENNIUM will be considered highly collectible IMMEDIATELY! Certainly in later years, the desirability and value of Year 2000 collectibles will only increase! We don't hesitate to predict that Year 2000 items will, easily become one of the top collecting categories in the world!**

**Now the bad news! This special Smurf has been issued as a LIMITED EDITION of just 10,000 figurines for worldwide distribution! All 10,000 have already been distributed and not a single figurine is available from the German factory. THEY ARE SOLD OUT!!!!**





## UPDATE.....

Whatever we call those Smurfs, "fake," "counterfeit," or "pirated," we all enjoy hearing about them and seeing them!

In Newsletter 34, Fall 1994, we featured and discussed nine different "pirated" Smurfs. This is in reference to Smurfs that were produced, by European manufacturers, for the European Market in the early 1980s. Those "unofficial" Smurfs were unlicensed and were supposed to have been destroyed, of course, many did manage to elude the melting pot!

Be aware that, although such Smurfs were not licensed by Peyo, some did bear the "Peyo" marking.

Featured below are some uniquely different "pirated" Smurfs that have come to our attention since the Newsletter 34 article.



Baseball Batter



Nurse



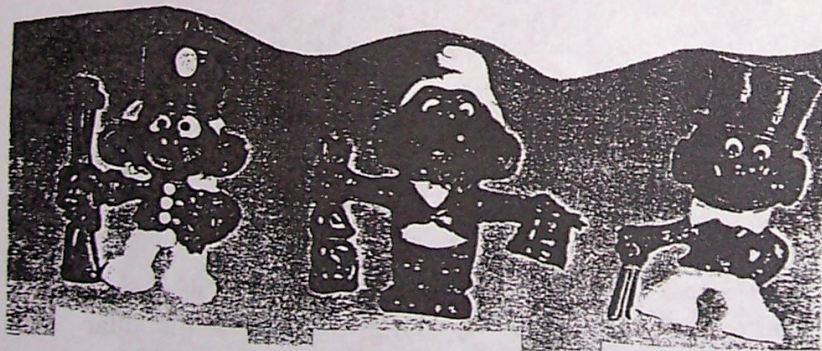
Majorette



Accordion



Flowers



Soldier

Rabbit and Hat

Top Hat, Cane  
& Cigar



Watering Can



Shovel



Peg Leg Pirate



Sailor



Continued.....

### SET OF ROMAN SMURFS



### Update.....

In Newsletter 34, Fall 1994, we published an article entitled **"World Cup Soccer Players"** featuring thirty-four paint variation for No. 20035, Soccer Player. The following are additions to that listing:

	Sock Color	Pants Color	Shirt Color
35	Red	White	Red
36	Blue	Red	White
37	Lime green	Lime green	White
38	Blue	Red	White
39	White w/blue trim	White	Blue w/white trim
40	Light blue	White	Light blue w/white collar
41	White w/black trim	White w/blue stripe	White w/blue trim
42	Light blue	White w/ light blue stripe	Light blue w/white collar
43	Red	Light blue w/red stripe	Light blue w/red stripe

Two additional rare Soccer Players have been verified. The first 43 variations all had white soccer balls. The following two did not:

	Sock Color	Pants Color	Shirt Color	Soccer Ball Color
44	Red	Yellow	Red	Red
45	Red	Yellow	Red	Beige

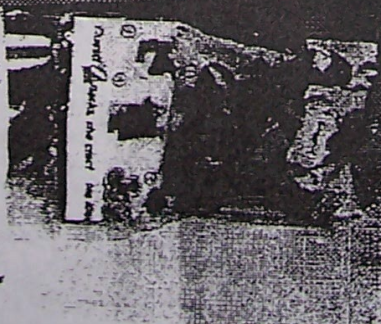
Please make a special note of these. Anyone needing the complete article, as featured in Newsletter 34, should please send us a S.A.S.E. to receive a copy.



## UNLICENSED SMURF PROMOTION FROM SWITZERLAND

Produced by a company named Zweifel, for their Potato Chip Product called "Joujoux." In each bag of potato chips you would find one of these Smurfs. We are told it was quite difficult to get a complete 10-piece set.

Each Smurf is fashioned after a Schleich figurine. They are a hard plastic and only one and a half inches in height.





## McDonalds Belgium Exclusive

### McDonalds Happy Meal Plush Smurf Series for 1999

Featured below is a poster from McDonalds in Belgium (the hometown of the Smurfs.)

Each month from January to December another little Smurf Plush was given with the purchase of a Happy Meal.





The 20th century is evolving technologically faster than at any other time. Society has evolved from a material to a virtual world. We have shrunk our planet to a village.

Unfortunately, famine, disease and war are still in the headlines. The tasks facing us are still huge: we must save our natural environment and learn to live in a multicultural society. Human and social values have to be put in the centre of our political and economical activities.

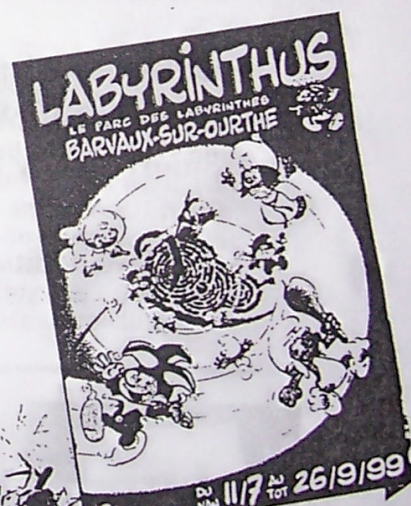
What has all this to do with the Smurfs? If you do not understand, we recommend you take time to read the comics or watch the cartoons that Peyo created between 1958 and 1994. You will rediscover the pleasure of a peaceful, friendly, cheerful group of characters that live and work happily together in a perhaps overly protected village where the evil Gargamel cannot get in. We firmly believe that we can all Smurf together to create a better world for both ourselves and future generations. Blue is the colour of hope: that's why the 21st century will be smurfy or will not be! When reading this special millennium edition of the Smurf news you will notice the remarkable continuity in the activity of our licensees. Products are being upgraded and even created the whole time. So there is no sign of any end-of-century pessimism in the Smurf world. Quite the contrary!

Véronique Culliford & Hendrik Coysman

## NEW SMURF INTRODUCED "LABYRINTHUS SMURF"



Lots of people got lost in Belgium this summer. Every year Labyrinthus creates a massive 8-hectare labyrinth in a corn-field near the pretty town of Durbuy. Visitors have to work their way through a series of alleys, secret gardens and bridges. This year, the Smurfs were there to help them. Actors played out little scenes and helped people solve the mystery that would bring them to the heart of the labyrinth. In all, some 100,000 visitors (a new record!) managed it. And a totally new Smurf was introduced specially for the occasion: Labyrinthus Smurf!

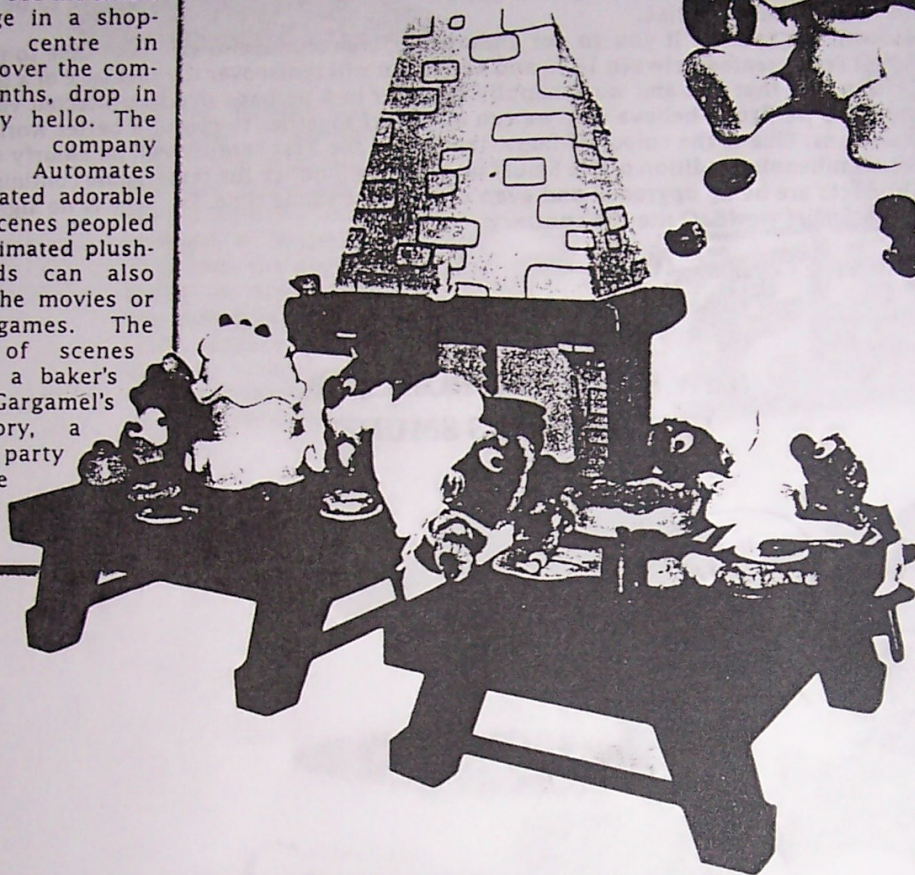




## THE LATEST NEWS FROM FRANCE

### Décora automates

If you see the Smurf village in a shopping centre in France over the coming months, drop in and say hello. The French company Décors Automates has created adorable 15 m<sup>2</sup> scenes peopled with animated plushes. Kids can also watch the movies or play games. The range of scenes include a baker's shop, Gargamel's laboratory, a Smurf party and the orchestra.



### Musée du Bonbon

Making candy is a serious business, so it's hardly surprising the French company Haribo has devoted a whole museum to the subject in the beautiful village of Uzès (near Aix-en-Provence). Late July, they hosted a special Smurf exhibition. Visitors got a look behind the scenes and could enjoy the superb statues, receive presents and learn more about Peyo, the Smurf creator. Toothbrushes were optional.

In our last Newsletter we discussed the new Baby Smurf Candy Tube Toppers introduced by **B.I.P. Holland**. We are now pleased to hear that they have expanded their line to include a line of **Smurf Candy Boxes**. The boxes are banks!

Two additional toppers have been added to the line since our last announcement.

**Baby Smurf holding a doll**  
and  
**Sportsman Smurf**





## FOOD COMPANIES CONTINUE TO USE THE SMURFS TO PROMOTE THEIR PRODUCTS

### Minute Maid

The license for the Smurf-branded mutifruit drink from Minute Maid has been renewed in Belgium. They took the opportunity to repackage the refreshing drink using modern Smurf themes, which also tie in with the success of the records in Belgium.



### Fill In

Collectors ahoy! The German company Fill In has developed a very specific angle: soft drinks in bright and cheerful cans that are a guaranteed success with the many Smurf collectors in Europe.



### Rotr

In Poland, Smurf milk produced by Rotr - which they call Mleko - is continuing to sell well. Milk is an essential part of a healthy diet, so the Smurfs are happy to bring kids their daily dose of calcium.



### Fruiko

The Czech Republic and Slovakia are continuing to discover Smurfy new things to do. The Fruiko range is one of the best-selling ranges of soft drinks in the region. As these colas, featuring Sweetheart Smurf, are caffeine-free, they are popular with Smurf parents too!





## Delacre

The Delacre Smurf biscuits are a favourite with kids in Belgium, France and Germany. The company already extended the range once. Now they have created a tasty new variation called Délice Fruit. These scrumptious biscuits feature the head of a Smurf topped with appetising fruit jam. Handy for snacks too!



## Rademaker

These chocolate sticks caused great excitement here in the offices when they first arrived - and they are still fun today. Smurf Knetters are a Smurfingly good idea, as they sparkle in your mouth when you bite into them. Rademaker - who already sell highly successful chocolate Smurf cigarettes - are onto a winner, as they have sold several million packets in a very short time.

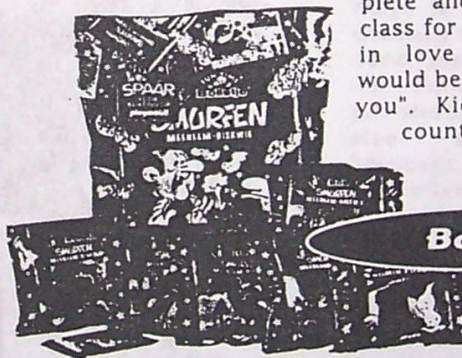


## Colussi Perugia

The Italian biscuit manufacturer is one of the Smurfs' oldest friends, as we have been working together for 12 years already. They renewed their licence and so redesigned their tasty honey biscuits with new packaging.



Remember the Smurf biscuits that stand up? Well the Dutch makers have come up with a funny new angle. Bolletje biscuits now come in individual packs. The back of the pack contains messages that the kids can complete and pass around the class for a laugh. "Teacher is in love with....". "School would be more/less fun with you". Kids in the Nordic countries and Holland are joining in the fun.



## Bolletje

## Jacobs Suchard

The individual cheese portions sold by Jacobs Suchard in Belgium were relaunched recently when the company starting promoting them using large posters and displays. After a successful 1999, they are about to run three new series of 12 designs. Kids can collect the labels and stick them on a poster - after enjoying the mild soft cheese that is!





## Schtroumpferie



In the French-speaking world, the Smurf albums are always a big event. But to keep the fans happy in between the longer stories, we created the "Schtroumpferies" (Smurfery) series. Each album contains 44 unreleased gags (one per page), which makes it stand out from the rest of the Smurf collection. The fourth one is going to press as we write. An idea worth watching.

## Spain

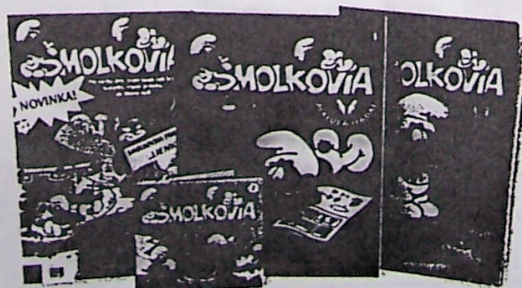
For a number of years, we have been working on an interesting concept to help kids get into reading. The animated cartoons are still a best seller, so why not combine their appeal with that of storybooks? So in Spain we have bundled a series of 30 videos with a special hardcover (back) version of the same story. The idea is that the kids get to understand the story on TV, and then follow it in the book (at bedtime, for example). The first publisher to work with us on the idea is Spain's RBA.



## Eastern Europe



EGmont has been leading the Czech, Croatian, Polish, Slovakian, Romanian, Slovenian and Hungarian markets for some time with a very complete range of items that include colouring, activity and mini-books. The best selling children's book in the Czech Republic is the collection of Smurfs tales, published as a hardcover for the 40th anniversary.



## Big Balloon

For 5 years already, Big Balloon have been providing kids with lots of things to do. The Dutch publisher releases large activity books to coincide with the school holidays. The latest issue - n° 9 already - was recently released. It contains a fun selection of games, jokes and colouring pages. So children can exercise their brains a little when school is over too.



## ITALY

The Smurfs have been very busy in Italy recently, with a wide range of licenses and activities in preparation for the new century.....



**EMI**

### Cinehollywood

Our long-standing friends at Cinehollywood, the video cassette publishers, have been busy again. Their plans for the immediate future include more titles in a range of cassettes that put the spotlight on individual Smurfs, such as "My name is Baby Smurf, my name is Smurfette, my name is Papa Smurf, etc..."

The great news from Italy is that they are about to discover the fun of the Smurf music CDs. So kids can look forward to partying to a variety of international and local hits as sung by Peyo's happy brigade.



### Modecor

Looking for a really surprising cake for a party? Modecor have come up with a brilliant idea. They sell handy Smurf decors that can be used to decorate the tops of cakes. And they also supply a charming selection of Smurf candles that will grace any party table. Brilliant!

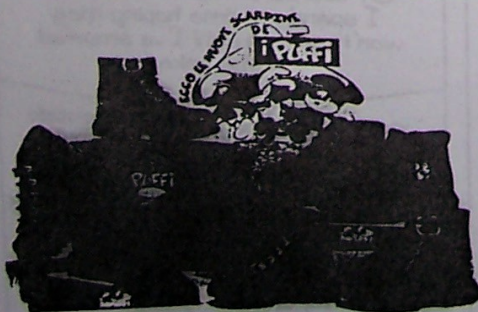


**Ferrero**

### Igi Primigi

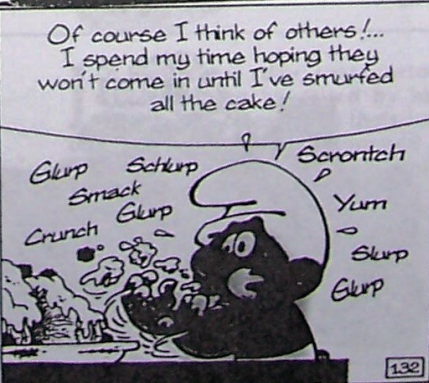
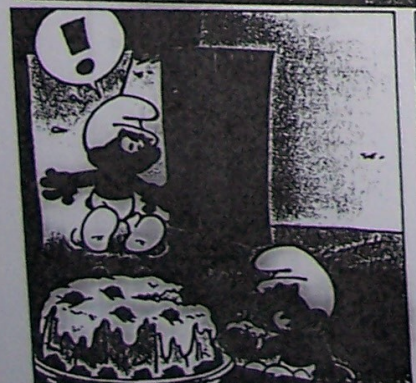
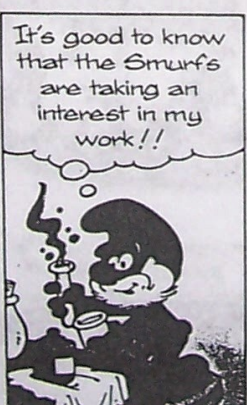
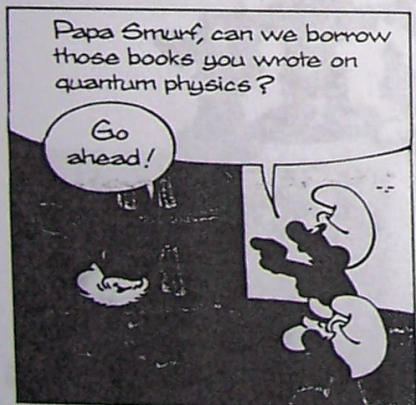
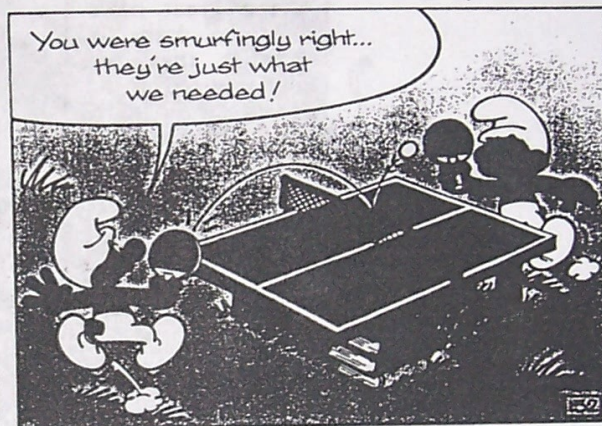
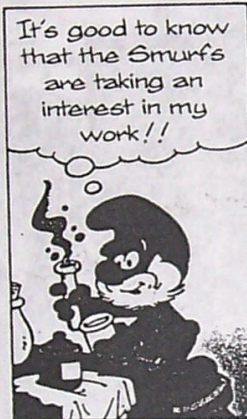
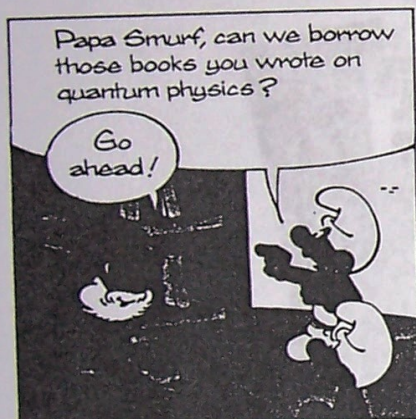
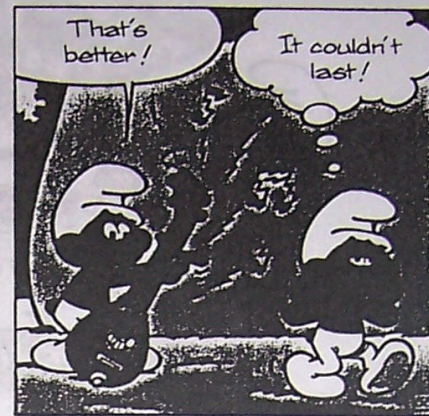
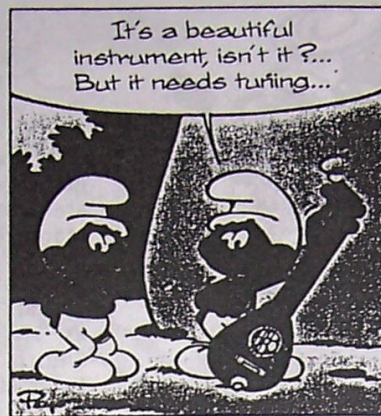
Italian design at its very best went into this enchanting collection of footwear, which would make any pair of smurfing feet proud to take to the streets. They are produced in high quality leather.

The pioneering candy-maker Ferrero, creators of the timeless Kinder Surprise, has come up with another sensational idea. The only trouble is, we can't tell you what it is! Sorry, it's a secret! But needless to say, the Smurfs are involved with this worldwide project that involves powerful promotions over the coming 3 years.





The New Syndication of the daily Smurf cartoon strip, that we reported on previously, is opening up a lot of new opportunities. Adults enjoy seeing a childhood favorite again, while kids are delighted to see a TV character in their parents' newspapers. The Smurfs "GAG A DAY" is now available in Norway, Sweden, Denmark, France, Hungary, the Czech Republic, Slovakia and Hong Kong. Can the United States and Canada be far behind?





Last, but not least, I.M.P.S. reports on some very unique  
**LIMITED EDITION SMURF COLLECTIBLES!!!!**

**PIXI** from France **PRESENTS** this 80 Piece Smurf Village  
**VERY, VERY, Costly** but a **DY-NA-MITE** Collectible!!!

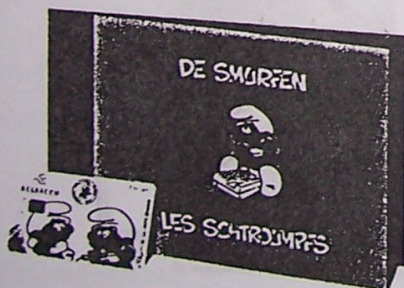
### Pixi

**R**emember the impressive chess set we presented a few issues back? Its makers, the French company Pixi, are continuing to release remarkable items for serious collectors. This Smurf village consists of a number of houses and a host of tiny characters just 1 cm. tall. What makes them exceptional is the level of detail and realism. To achieve this, the characters are all hand-painted.

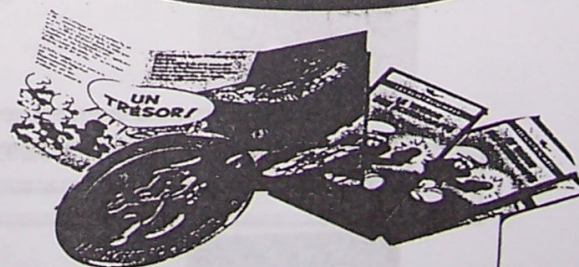


### Phone card

**S**taying in Belgium, Anthrax ran a limited series of phone cards featuring the Smurfs - again for collectors. They are so good-looking, one hardly wants to use them!



### Mint



**I**t's not every day that cartoon characters are honoured by having a medal stamped in their honour. But that is what happened in Belgium, where the royal mint released a special souvenir medal as a tribute to the Smurf creator Peyo - still one of the country's favourite creators. The limited series has become a must with collectors.





20043 Digger

Schleich Issued 1978

6156 Wallace Berrie Issued 1980

-/-/-/-/-/-/-/-/-/-/78/79/80/81/82/83/84/85/86/-/-/-/-/-/-/94/-/96/-/-/99/



20044 Lover

Schleich Issued 1978

6152 Wallace Berrie Issued 1980

-/-/-/-/-/-/-/-/-/-/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/-/-/-/-/-/



20045 Artist

Schleich Issued 1978

6126 Wallace Berrie Issued 1979

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20046 Emperor

Schleich Issued 1978

6127 Wallace Berrie Issued 1979

-/-/-/-/-/-/-/-/-/-/78/79/80/81/82/83/84/85/86/-/-/-/-/91/92/93/94/95/-/-/-/99/



20047 Trumpeter

Schleich Issued 1974

6153 Wallace Berrie Issued 1980

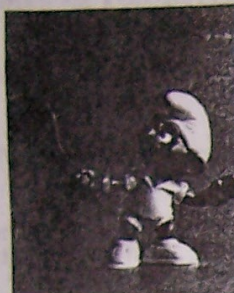
-/-/-/-/-/-/-/-/74/75/76/77/78/79/80/81/82/83/84/85/86/-/-/-/-/-/-/-/-/-/





20048 Flautist                      Schleich Issued 1978  
6161 Wallace Berrie Issued 1980

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20049 Tennis Star                      Schleich Issued 1979  
6149 Wallace Berrie Issued 1980

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20050 Pointing                      Schleich Issued 1979  
6155 Wallace Berrie Issued 1980

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20051 Bowler                      Schleich Issued 1979  
6150 Wallace Berrie Issued 1980

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20052 Cleaner                      Schleich Issued 1979  
Never Produced for the U.S. Market

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

**How to respond to an Ad:** Send your request to the Club with a self-addressed Stamped Envelope (SASE) the Club will respond with availability and asking price. Responses go out on a first come basis. Most items **FOR SALE** only has **one** item available.

**How to Submit an Ad:** All members are provided with a Free Ad Form. These forms must be used, please send your ads with a S.A.S.E. Numerous Ads are sold traded etc. before publication and will Not appear in the Newsletters. If anyone is seeking a special item contact the Club with your request. **Want lists from our members are always welcome!**

**Special Note:** When there is more than ONE item in an ad you will be asked to "STATE INTEREST IN FIRST LETTER."  
This means to PLEASE tell us which item in that ad you are interested in! Thank you.

AD #		
1354	For Sale	<b>Special LIMITED EDITION PAIR OF HOCKEY SMURFS</b> , featured in Newsletter 54. Only 2,000 produced with this Special Paint. Mint in Package.
1355	For Sale	<b>Smurfette Clothes</b> to fit #642 Plush. By Wallace Berrie. 1. Blue Jean Overalls with Yellow terry cloth shirt. 2. Red plaid skirt with white blouse. Mint. Please state interest in first letter.
1356	For Sale	<b>List of Smurf Collectibles</b> , Puzzles, Linens, Records, Toys, to many to mention. Send for list. No figurines!
1357	For Sale	<b>Smurf #20007 Angry</b> , both molds Large and Small. Mint condition. Please state interest in first letter.
1358	For Sale	<b>History Smurfs</b> 20503 Christopher Columbus, 20504 Thomas Edison, 20505 George Washington, 20506 Abe Lincoln. Mint Please state interest in first letter.
1359	For Sale	<b>Christmas Cord Smurfs</b> 51906 Smurf w/face in wreath, 51912 Smurfette holding Candy Cane, 51908 Smurf Drummer. Mint condition. Please state interest in first Letter.
1360	For Sale	<b>Hosti, Germany New Generation Party Napkins</b> . MIP, great colors! 20 in the package. Featured in this Newsletter.
1361	For Sale	<b>Ice Capades Program</b> featuring the Smurfs, 1987 Edition, Full color. Mint
1362	For Sale	<b>"The Smurfs All Star Show"</b> record with Poster. By K-Tel, 1981. Sixteen different Smurf Songs. Mint.
1363	For Sale	<b>"The Smurfc Games"</b> book. By Random House, 1975. Mint 8" by 11" size book
1364	For Sale	<b>"The Smurfs and the Howlibird"</b> By Random House, 1976. Mint 8" by 11" size book
1365	For Sale	<b>"Romeo and Smurfette and 12 other Smurfy Stories</b> , Random House, 1978. Mint 8" by 11" size book.
1366	For Sale	<b>"The Smurfs and the Magic Flute"</b> featuring Johan and Peewit. Random House, 1975. Mint. 8" by 11" size book.
1367	For Sale	<b>Smurfy Note Pads. 5 Different pads, 50 sheets per pad.</b> 1. Smurf Jumping for Joy on blue paper, 2. Papa Smurf holding a pencil on pink paper. 3. Jokey Smurf on gold paper 5. Smurfette painting, on lavender paper, 6. Brainy Smurf holding a book on yellow paper. Mint Please state interest in first letter. Applause, 1983
1368	For Sale	<b>"The Smurf in the Air"</b> Mini Storybook. Mint
1369	For Sale	<b>"Smurf Cake"</b> Mini Storybook. Mint
1370	For Sale	<b>"The Fake Smurf"</b> Mini Storybook. Mint
1371	For Sale	<b>"Smurphony in C"</b> Mini Storybook Mint
1372	For Sale	<b>Millennium 2000 Cardboard Display Box, Full color, great graphics!</b>
1373	For Sale	<b>1985 Limited Edition Series Store Display</b> , features the Limited Edition Smurfs by Applause for 1985, full color. Mint. A true rare collectors item!
1374	For Sale	<b>Smurf #20136 Smurf Holding Pumpkin</b> , mint condition.
1375	For Sale	<b>#20498 Johan figurine</b> , mint condition.
1376	For Sale	<b>#20499 Pewit figurine</b> , mint condition.
1377	For Sale	<b>#20406 Smoogle figurine</b> , mint condition.
1378	For Sale	<b>#20407 Chitter figurine</b> mint condition.