

OUR



SMURF
COLLECTORS
CLUB
INTERNATIONAL

24 Cabot Road W.

Massapequa, NY 11758

VOL. 6 NEWSLETTER 23 WINTER 1991

TO

METZ, FRANCE



1989 & 1990

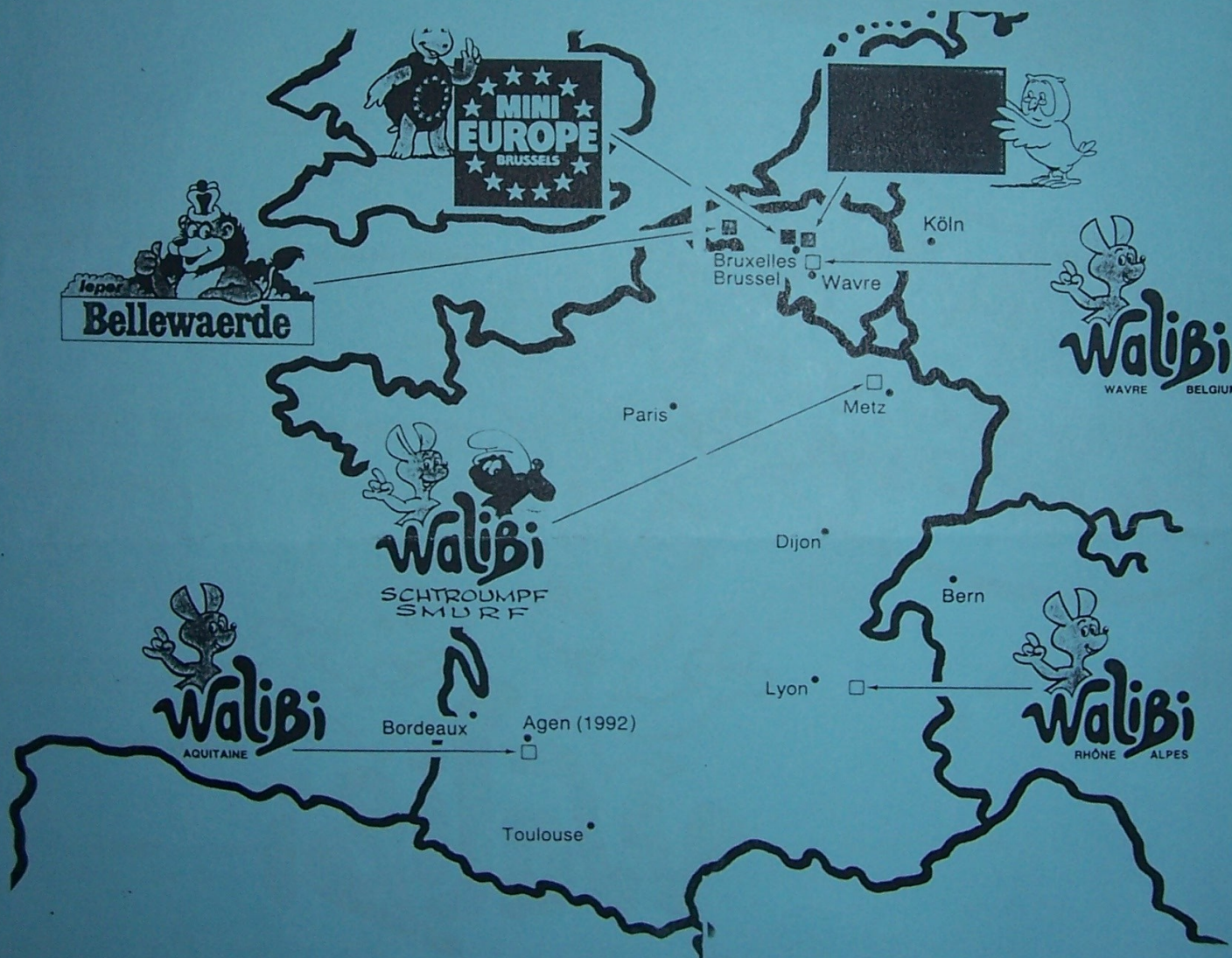


1991

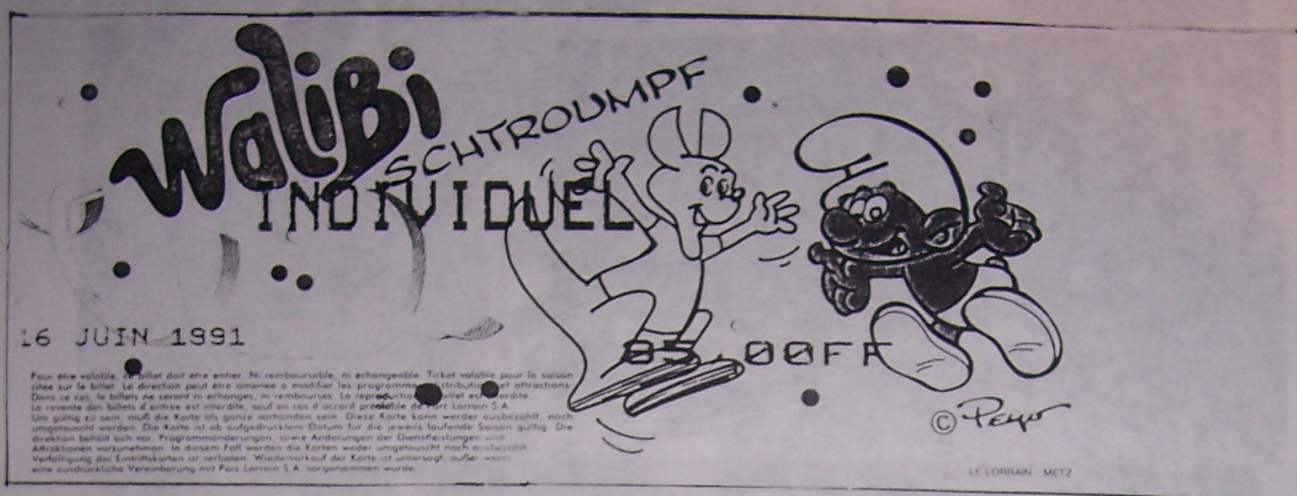
We know you have all been patiently awaiting a report from Metz, France, about the 103-million-dollar, 35-acre Smurf Park. We are now happy to bring this report to you with up-to-date news and information.

After two seasons, 1989 and 1990, the Park Management of Big Bang Schtroumpf found they were on the verge of bankruptcy.

To the rescue came the WALIBI GROUP who purchased the park and re-named it Walibi Schtroumpf. The Walibi Group owns a number of amusement parks in Europe, including a Wax Museum in Brussels (see their parks below):



Let's start our tour of this beautiful Smurf Park with your admission ticket!!!!!!



and a MAP of the Park!!!!!!!!!!!!

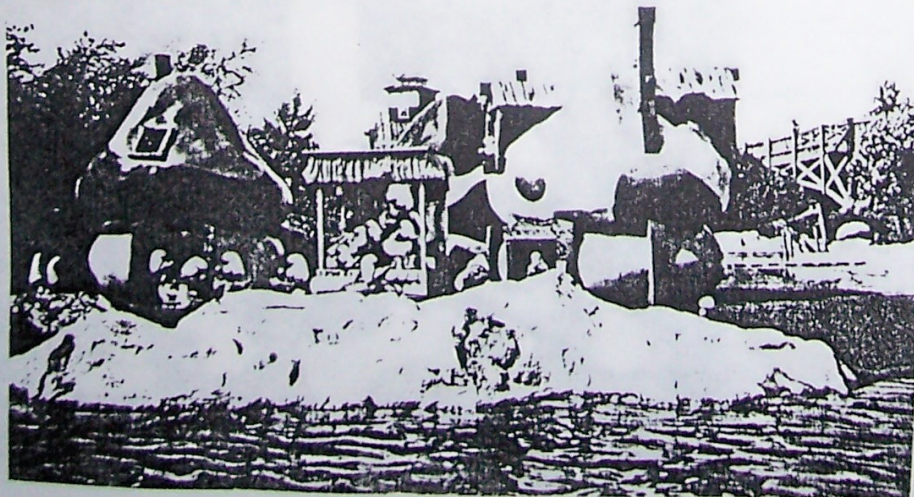
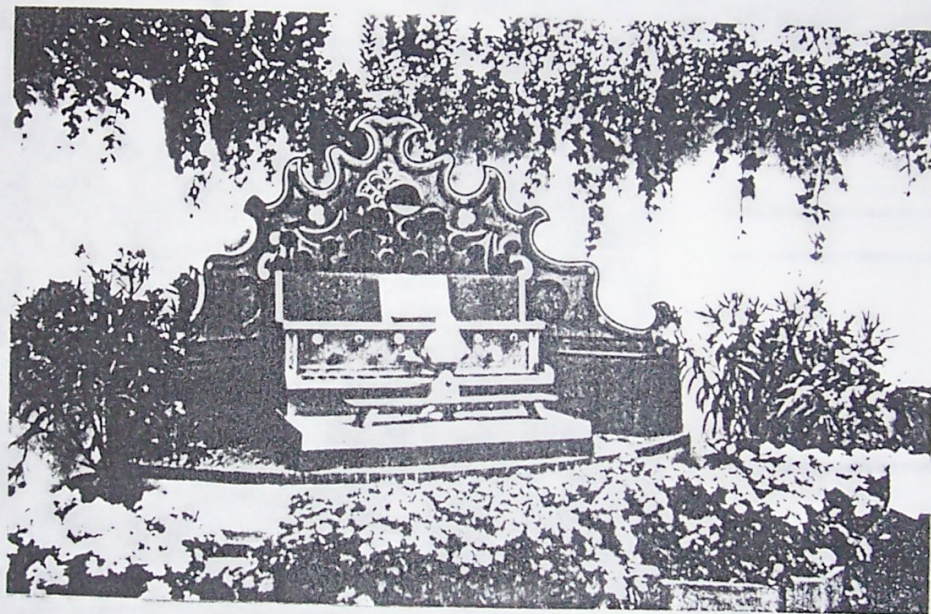
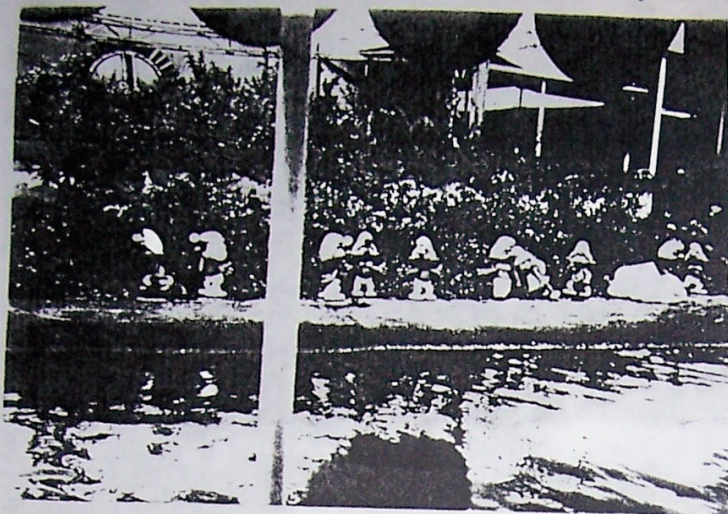


An amazing sight: Along the right-hand side of the Park, running the full length of the Park, is Europe's First WOODEN ROLLER COASTER!!!!!!

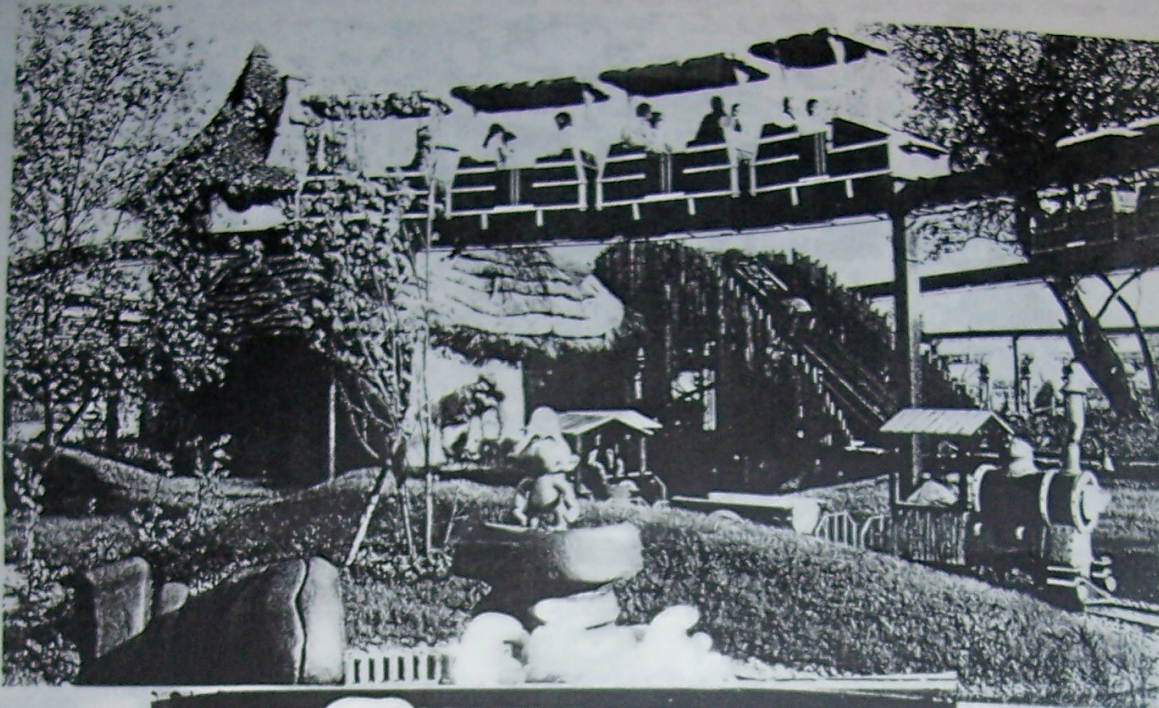
As we walk into the Park, our first impression is how beautiful the bright cheery colors are; no earthtones for the Parisians. All vivid colors, such as reds, bright "SUNSHINE" yellows, bright blues and greens. Everywhere you look, beautiful flowers of all kinds. A delight to behold!!!!

Our stroll continues up the path, lined with Smurfy lamp posts and signs, to the center of the park. We reach the man-made river and take a river ride. Along the shores are Smurfs galore set up in a variety of entertaining and attractive scenes.

A photo is worth a thousand words, so see for yourself!!!!



There is also an overhead train ride: Sky Cycle. Take a ride and see the views from overhead.

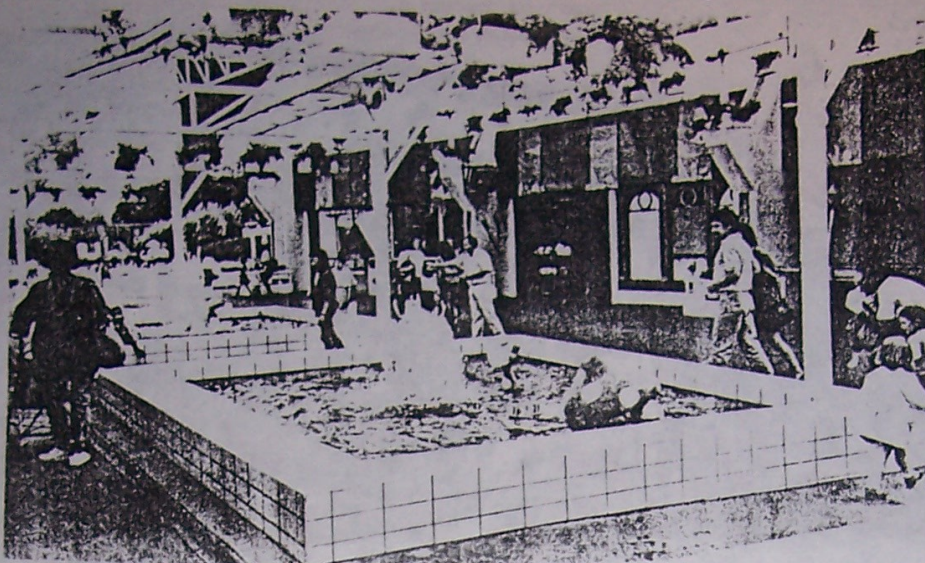


And an amphitheatre.



We hope you've enjoyed your tour of the interesting sights of this magnificent park. Now we're off to the shops.

On either side of Smurfy water displays are your eateries and gift shops.



My main objective was to find souvenirs bearing the OLD park name and logo ("Big Bang Schtroumpf") as seen on page one. I consider these to be the most choice collectors' items, as they were only produced for two years.

I located a photo booklet of the park, a tee shirt, and a record album with the Old logo. See the record album below:



Back of Album



Front of Album

What else could we find that was unique and different?
For "unique," (never seen before) how about Smurf Pampers for your baby? These are simply adorable, covered with delightful Baby Smurf designs:



Many of the newer 2" figurines were seen, but to my disappointment, no special park figurine!! Plushes aplenty of all sizes and styles. I had hoped to report on a vast treasure trove of Smurf collectibles designed just for the theme Park. No such luck!

As I strolled around the shops, I caught sight of this beautiful cloisonne pin. I was told that it was produced exclusively for the Park as it's insignia. It is marked Peyo, 1991, IMPS, Brussels. It appears to be a Smurf hot-air balloon!



All outlines are gold; 3/4". A real beauty!!!!

Upon further investigation, I located a whole batch of pins (love my Pin collection!). All produced and marked IMPS, Brussels.

Full-color on white backgrounds; 2" size.

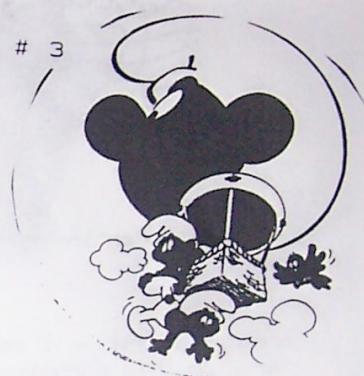
1



2



3



4



5



6



7



8



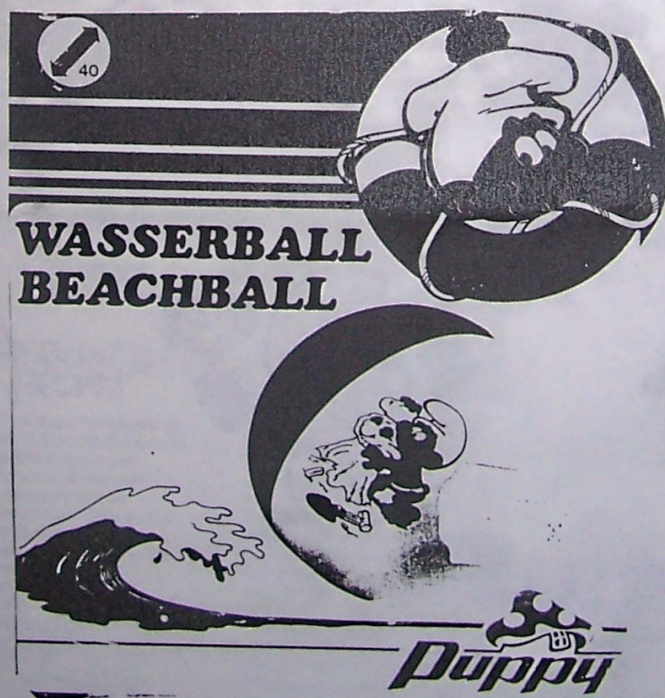
Also by IMPS, Brussels dated 1988, a great vinyl Smurfing placemat, featuring the Smurflings, in full color. The placemat measures 11½" by 17".



In addition, an interesting assortment of Smurfing, 48-piece board puzzles, dated 1988 (not shown).

Another objective I sought was products licensed by companies unknown to U.S. collectors thus far. In this pursuit I located a full-color poster of the Smurfs and Smurflings, by Scandecor of Germany dated 1988, size 24" by 16½" (not shown).

By Puppy, 1990 licensed through IMPS Brussels, we found a delightful wasserball (waterball or beachball).





The Smurf cartoon character was born in Belgium late in 1957 and became popular in Holland, Germany, France, Italy and Spain. It wasn't, however, until National Petrol acquired the advertising and merchandising rights in 1978, and presented a strong Smurf promotional campaign, that the entire WORLD began to sit up and take notice.

We are pleased to present the National Smurf Campaign as it was originally presented to the U K Petrol Market in 1978.

We consider this the beginning of the Smurf Craze that eventually reached all parts of the world.

THE SMURF SO FAR...

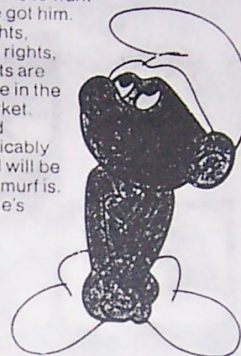
The Smurfs were born in Belgium, the creation of cartoonist Peyo, and in a few short years they've taken Europe by storm. Holland, Germany, France, Italy, Spain have fallen to their impish charm. Cartoons, books, models and even a full-length feature film have been made of them.

What's more they've proved a rip-roaring success when they've been used on garage forecourts. Because no-one can resist a Smurf, least of all the family motorist.



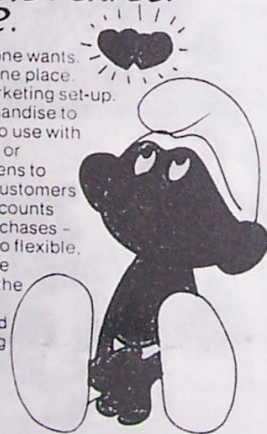
NATIONAL'S THE ONLY ONE FOR SMURF.

To know Smurf is to love him. To love him is to want him. And we've got him. Advertising rights, merchandising rights, promotion rights are National's alone in the U.K. petrol market. With Smurf and National inextricably linked National will be as popular as Smurf is. And we know he's irresistible!



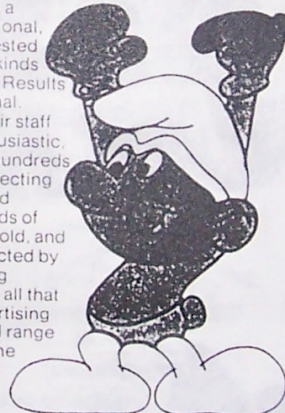
SMURF - THE PERFECT PARTNER.

Something everyone wants. Only available at one place. It's the perfect marketing set-up. Models and merchandise to sell at a profit. Or to use with Star Gift Vouchers or special Smurf Tokens to reward site-loyal customers by giving them discounts on their Smurf purchases - Smurf Bargains! So flexible, too. Just look at the range of items on the way - small and large, fun, toys and clothing etc. All big money-spinners.



SMURF RULES - O.K.

We know Smurf's a knockout for National, because we've tested him on different kinds of National sites. Results were Smurfomenal. Retailers and their staff were highly enthusiastic, and no wonder! Hundreds of customers collecting Smurf posters and stickers, thousands of Smurf figurines sold, and gallonage unaffected by local price-cutting competition. And all that without any advertising and only a limited range of offers. Everyone was Smurfing for more!



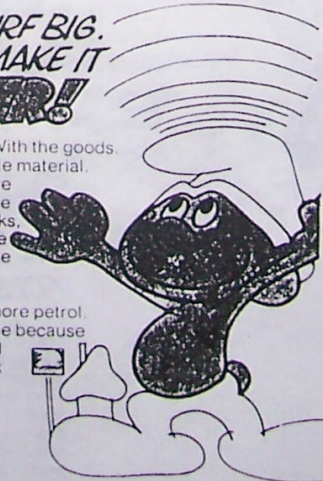
SMURF: THE RIGHT WAY TO EXTRA PROFIT.

All initial items will be merchandise that you'll be able to sell at a profit. So Smurf won't erode your profit margin per gallon. Which merchandise will sell best? Different customers will be hooked on different things. So it's vital to stock the widest range of merchandise possible and display it as big as possible. Because once a customer gets his first bit of Smurfmania he'll want more. And more. And he can only get it from you!



MAKE SMURF BIG. SO HE'LL MAKE IT BIGGER!

So make a splash. With the goods. With the point of sale material. The bigger, the more successful, the more dramatic Smurf looks, the bigger, the more successful, the more dramatic it'll be. That way, you'll sell more Smurfs and more petrol. Think big all the time because that's what National are doing. Just look at the advertising and point-of-sale spending...



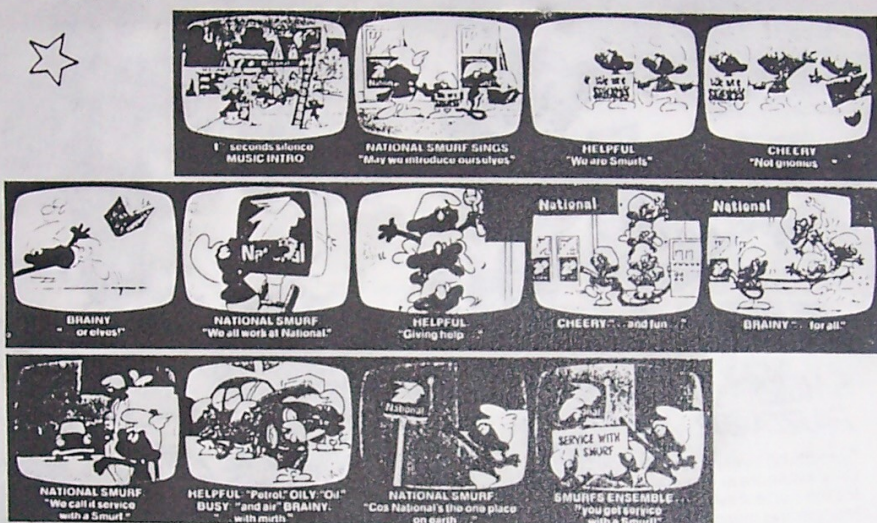
£450,000 ON T.V., RADIO AND CINEMA ALONE!

We're back to the big league of really heavy advertising. No less than £450,000 being spent on TV, Radio and Cinema in the first few months alone. And that's only the beginning! Think how useful Smurf will be for your own local advertising.

The Smurfs will be cartoon characters representing the cheerful, friendly efficiency

that only National Retailers can give. In research on motorists throughout the country the commercial has scored really well. Some of the best research we've ever seen in fact.

The campaign breaks on May 20th with a burst of short commercials, quickly followed by the 30 second treatment shown here...

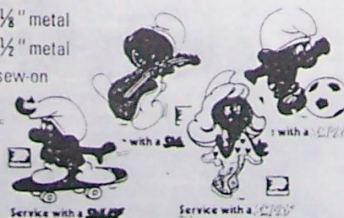


LAUNCH PACK

Item



- Figurines
- House
- Play Sets
- Pencil Sharpeners
- Tops
- * T-shirts (children)
- T-shirts (adults)
- Badges 2½" metal
- Badges 1½" metal
- Badges, sew-on
- Stickers
- * T-shirts (adults)



FREE STICKERS

The whole launch pack costs only £144.05, and every retailer who takes the pack will receive 2000 Smurf car stickers absolutely free to give away to his customers! The free stickers, consisting of four separate designs, will automatically be supplied when you order the launch pack. Issue these one design at a time to extend the initial impact of the launch.

AND
MORE...



The merchandise shown here is only the beginning. A whole range of exciting follow-up items are already in production - more figurines, including footballing Smurf and skateboarding Smurf - an attractive series of posters - a hanging mobile - childrens' books, transfers, mugs, carrier bags - and all designed with the same aim in mind - to get your customers to spend more money on your site.

FROM



ENGLAND.....

Members Fred & Chris

Although there is no longer a National Promotion in England we have, in our collection from the 1978 promotion, the following items that we would like to share with our fellow Club members.

STICKER



Full Color
4 3/4" round
with National
Logo

STICKER



BALLOONS

Yellow, blue
and White with
National Logo



Leather KEYCHAIN
with Metal
National Logo
insert
Marked
Made in
England



Metal Pins
1 1/2" size
Full Color

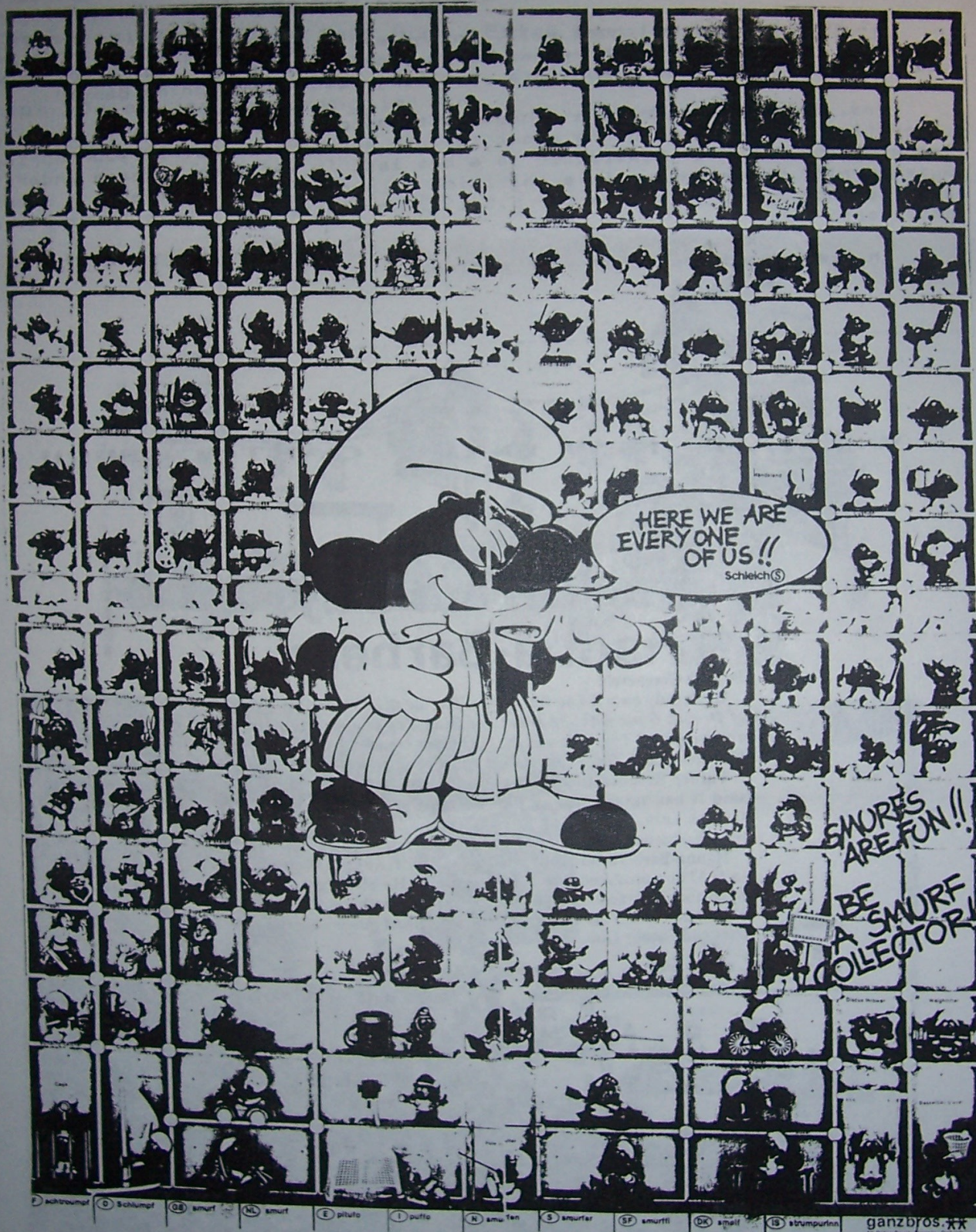


FIRST FULL COLOR POSTER

ISSUED 1981 BY SCHLEICH

SIZE 16" BY 22"

"HERE WE ARE
EVERY ONE
OF US!!"
Schleich®



1992...

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

May I Have a word with you?

TO ALL CLUB MEMBERS:

From the Pen of Co-Editor, Susan

Haven't we all waited, at one time or another, for something wonderful? Remember the magical Tooth Fairy, Santa Claus, The Easter Bunny, or even the Great Pumpkin?

I'm writing this letter because our fearless Leader, Suzanne, is hesitant to admit that she believes in storks that deliver babies. She is hesitant in spite of the fact that Smurf lore assures us that this is truth, not legend.

At any rate, if all goes well, in the early Spring of '92, Suzanne will be at Ft. Hood, Texas, with her son, Bryan, and Daughter-in-law, Fran, eagerly scanning the skies with binoculars, awaiting "Stork Delivering Baby!"

Yes, Suzanne and Mel are scheduled to become grandparents!!! A third generation Smurf Collector is about to join our ranks. So, if your Spring '92 issue of the S.C.C.I. Newsletter is a bit late in arriving, please understand. Suzanne will be caught up in a whirlwind of exciting and distracting events and, perhaps, just this once the S.C.C.I. Newsletter will have to take the back seat!

Thanks, in advance, for your patience.

Susan

WE WANT NEW SMURF CARTOONS!!!!!!

Ted Turner Buys Hanna-Barbera

By Kirk Groeneveld

He already owned *The Wizard of Oz* and *Gone with the Wind*, and now Ted Turner owns the Flintstones and Yogi Bear.

Turner Broadcasting System said it has agreed to buy the famous animator, Hanna-Barbera Productions Inc.

Hanna-Barbera was founded in 1957 and produced a long list of cartoon characters, from the Flintstones and Yogi to the Jetsons and Scooby Doo.

The deal is valued at \$320 million. For that sum, TBS gets a library of more than 3000 half-hours of animated programs and more than 350 animated shows and movies.

Turner has called it "the world's finest animation library." He already owns the MGM film archives, one of the world's finest movie collections.

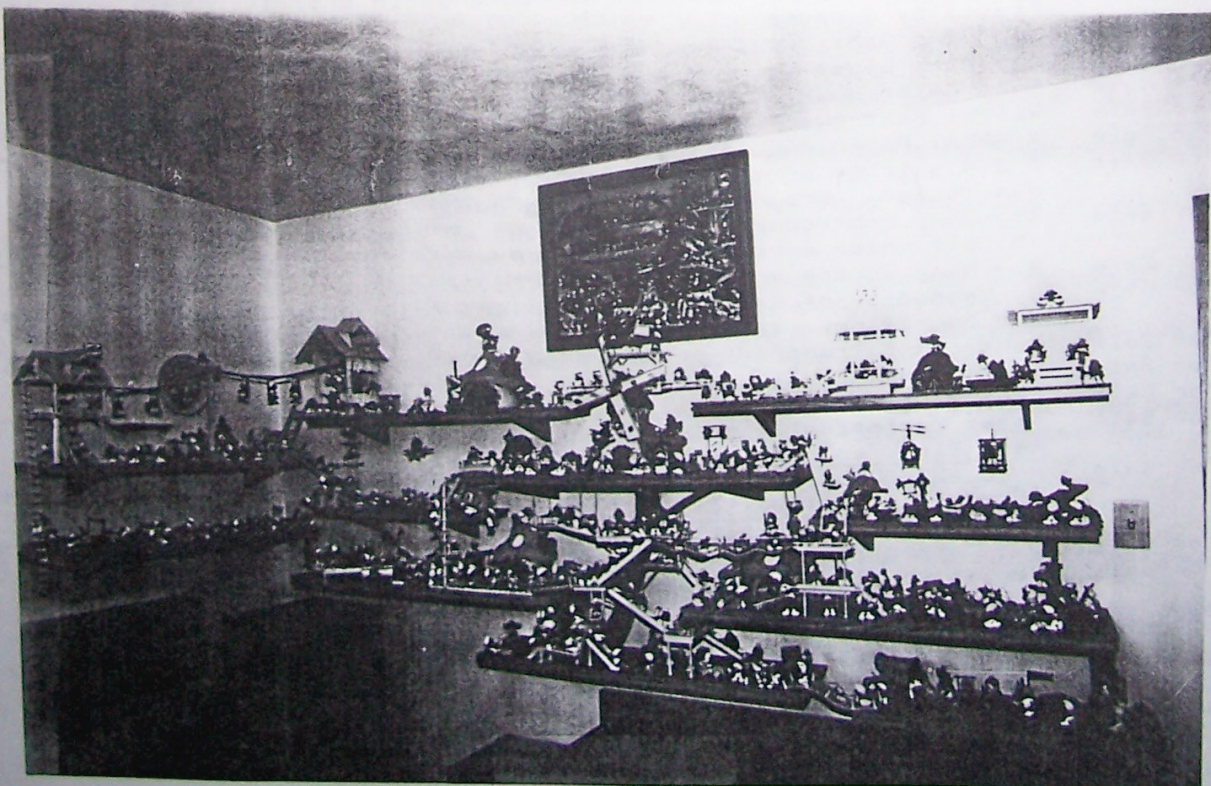
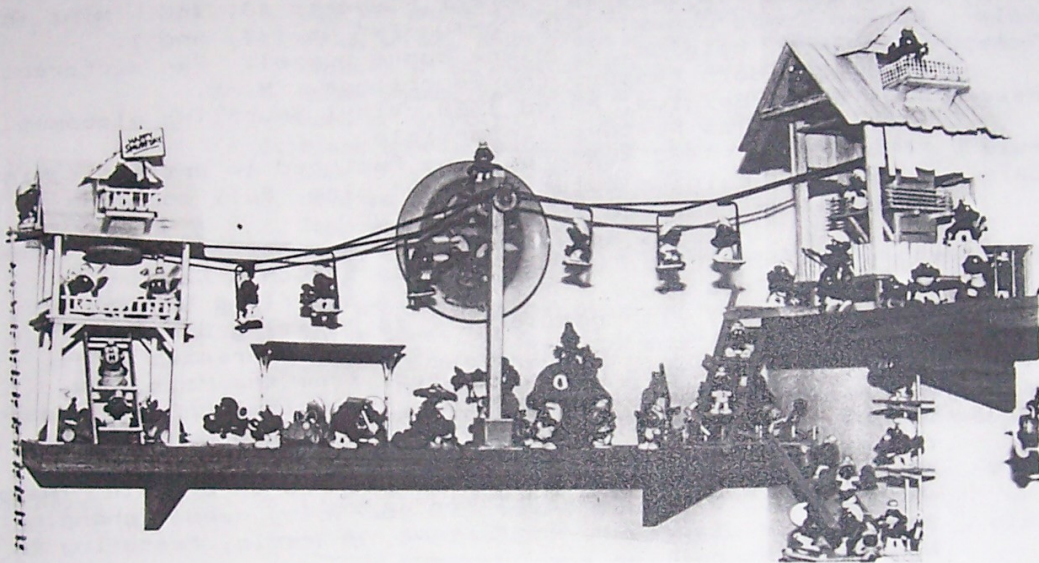
UNIQUE DISPLAY.....

by Members Tom & Jennifer

I have enclosed some photos of our Smurf display which took us 600 hours to construct. The ideas for our display came from a Smurf Poster, by Peyo.

The materials we used were Rope, Balsa Wood, Dowel rods and Popsicle sticks.

Hope you all enjoy seeing it!



BUY...SELL...TRADE

How to respond to an Ad: Send your request to the Club with a S.A.S.E. Refer to the Ad number (S). The Club will respond with availability and 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.

- ✓ Ad #
- 340 For Sale Featured in Newsletter 22, Christmas Collectibles, by W. Berrie, 1983. "Night Before Christmas" 4" Porcelain tree ornament w cord. Hefty and Brainy, Mint in box.
- 341 For Sale 1978 NATIONAL PROMOTION, Leather Keychain with Metal National Logo insert, made in England. As featured in article.
- 342 For Sale 1978 NATIONAL PROMOTION, Balloons with National Logo, yellow, blue, and white. As featured in article.
- skip 343 For Sale 1978 NATIONAL PROMOTION, 1½" Metal Pins, full color, as featured in article. Dated 1983, "Verliefde-Smurf", "Vis-Smurf", "Jogger-Smurf", "Verdrietige Smurf" Mint. State which one you are interested in.
- 344 For Sale Smurf figurine variation. #20172 Smurf Jogger. West German version is wearing a Red & White suit. Hong Kong version wears an Orange & White suit with grey shoes. Red & White version available.
- 345 For Sale Figurine #20068 Football Player, 1973 "BULLY." Mint Condition!!
- 346 Wanted Smurf figurines with Green Paint dots. Submit lists with condition and price in first letter please.
- 347 Trade Will trade Playsets #5,7,8 for Playsets #6, #10. Mint in box.
- 348 For Sale German Comic Books, "Die Schlumpfe" No.1,2, and 3.
- 349 For Sale From IMPS, Belgium, 48 piece board puzzel. Two different scenes available. Both feature the Smurflings. Mint.
- 350 For Sale From IMPS, Belgium, dated 1988, Vinyl Smurfling placemat, full color, 11½" by 17" as featured in article.
- 351 For Sale From "Puppy" 1990 Wasserball as featured in article. Mint in package
- 352 For Sale From IMPS, Belgium dated 1988. 2" pins, full color on white back-grounds, as featured in article.
- #1 Snappy & Sassette #2 Naughty
#3 Smurfs in Balloon #4 Slouch & Nat
#5 Papa Smurf #6 Smurfling & Puppy
#7 Baby with rattle #8 Flirting Smurfette
- Please give us the number (s) you are interested in!!!
- 353 For Sale Beautiful Cloisonne pin, featured, from the Metz Park.
- 354 For Sale Big Bang Schtroumpf! TEE--SHIRT. Beautiful colors! Featured Scene----Papa, Smurfette, Baby, Smurfs, and Smurflings, riding a roller coaster. 100% Cotton, size large.
- 355 For Sale Adorable FRENCH Smurf PAMPER as featured in article. These pampers were ONLY SOLD one at a time if your baby needed changing!!!!
- 356 For Sale Scotch Tape dispenser, 1988, IMPS, Brussels, featuring in full color Nat with Caterpillar and Butterfly.
- 357 For Sale Big Bang Song record album as featured in article. 1989 made in France by disques.
- 358 For Sale Big Bang Schtroumpf small plastic shopping bag. Pretty blue with Old Park Logo.
- 359 For Sale Full Color booklet featuring all Walibi Parks.
- 360 For Sale Walibi Schtroumpf pamphlet featuring Smurf Park and map.
- 361 For Sale A GREAT PAPER COLLECTIBLE, an admission ticket to the Walibi Park.
- 362 For Sale A 3½" sticker of the Park LOGO as featured on front page of this Newsletter. Bright Yellow background!
- 363 For Sale Big Bang Schtroumpf photo pull-out of the park. Full color. 10 full color cards of the park. French. "THE PARK IN MOTION"
- 364 For Sale Big Bang Schtroumpf Post Card. Color.
- 365 For Sale By Scandecor of Germany, 24" by 16½" full color poster of the Smurfs and Smurflings. 1988.
- 366 For Sale Schtroumpf Transfers from France. 23 different transfer, 1" each.
- 367 For Sale Smurfagrams "I'm Blue without you" "You're #1 in My Book."
- 368 For Sale From West Germany, Small cottage with Blue Roof.
- 369 For Sale Great Variation!! #20214, Baby with Blocks. Pale Yellow outfit, Red, Blue, and Yellow Blocks.
- 370 For Sale RARE AND OLD!!! Figurines #20026 and 20027 both are the SMALL VERSIONS. FEET UP!!!! Will consider trades for promotional figurines. Send list if you have a trade offer.
- 371 For Sale G.B. promotional figurine "Magic Smurf" from Belgium. Not Mint!!!!
- 372 For Sale Variation figurine #20167 Smurfette Indian, Made in W. Germany, Caramel injected mold, interesting!!!
- 373 For Sale Full color poster by Schleich, 1981, "Here We Are Every One of Us!!" featured in this Newsletter. 16" by 22" mint, folded. This poster features some GREAT VARIATIONS!!!

NO TELEPHONE CALLS ON ADS IN THIS NEWSLETTER.....

All letters will be answered according to Post Mark Date.

VARIATIONS.....

continued from Newsletter 21

SPECIAL NOTE: We are constantly updating our variations. If you have a variation, paint or mold, that does not appear on our list please write to us giving all details. Thanks in advance.

- #20126 Rollerskater Smurfette 1.Red wheels and stopper, white shoes with red laces, blue legs, white dress, pale yellow hair, red ribbon on pigtails.
2. Same as #1 but darker yellow hair.
- #20127 Superman 1. Yellow/gold cloud, red glove, white pants, red shoes, yellow/gold cape, black mask.
2. Yellow/gold cloud, red gloves, white pants, red shoes, yellow cape, black mask.
3. Orangy cloud, red gloves, white pants, red shoes, orangy cape, black mask.
4. White cloud.
5. Yellow hat.
#1,2,3,5,4 all have white hats.
- #20128 Amour 1. Yellow bow and arrow, red heart, white injected mold.
2. Yellow bow and arrow, red heart, blue injected mold.
3. Mustard bow and arrow, red heart, white injected mold.
4. Orangy/tan bow and arrow, red heart, white injected mold.
5. Orange bow and arrow, red heart, white injected mold.
Size of wing span varies in different country molds.
- #20129 Baseball Batter 1. Black shoes, red socks and belt, white uniform, 3 painted on back of shirt in red, dull brown bat.
2. Black shoes, orangy/red socks and belt, white uniform, 3 is not painted in on back of shirt, dull brown bat.
3. Black shoes, red socks and belt, white uniform, 3 painted on back of shirt in red, shiney brown bat.
4. Black shoes, red socks and belt, white uniform, 3 painted on back of shirt in red, tan bat.
5. Same as #4, ivory bat.
6. Same as #5, New Blue.
- #20130 Graduation 1. White shoes, blue gown and board with yellow tassell, brown brief-case, white diploma.
Two shades of brown briefcase have been verified.
2. White shoes, wine gown and board with yellow tassell, brown brief-case, white diploma.***
Dull wine and bright wine gowns have been verified.
3. White shoes, brown gown and board with yellow tassell, brown brief-case, white diploma.
***Available by writing the Club with a S.A.S.E.
- #20131 French Fries 1. Light yellow French Fries.
2. Darker yellow French Fries.
3. Orange French fries.
- #20132 Football (American) 1. Black shoes, white pants, red shirt with yellow 3, shiney medium brown ball, shiney yellow helmet.
2. Black shoes, white pants, orangy/red shirt 3 not painted, dull light brown ball, dull yellow helmet.
3. Black shoes, white pants, red shirt 3 not painted, dull medium brown ball, shiney yellow helmet.
4. Shiney black shoes, white pants, red shirt 3 not painted, bright shiney dark brown ball, yellow helmet.
5. Black shoes, white pants, red shirt with yellow 3, medium brown ball, orange helmet.
6. White pants, black shirt.
- #20133 Field Hockey 1. Black shoes, bright light green socks and shirt, medium brown shorts, medium brown hockey stick, white ball.
2. Black shoes, bright light green socks and shirt, medium brown shorts, light brown hockey stick, white ball.
1 and 2 are white injected molds.
3. Black shoes, bright light green socks and shirt, light brown shorts, tan hockey stick, white ball, blue injected mold.
4. Black shorts, white shirt.
5. Red shorts, yellow shirt, white shoes with blue trim.
- #20134 Judo 1. White outfit, black belt, red mouth.
Three different shades of blue have been verified.
- #20135 Tennis Smurfette 1. White base, white shoes, white dress with red dots, red racquet, pale yellow hair.
2. White base, white shoes, white dress with red dots, red racquet, bright shiney yellow hair.
3. White base with pink brush strokes, white dress with pink dots, red racquet, shiney yellow hair.
4. Same as #3 but has dull yellow hair, and this mold has a fuller rounder face.

AUCTION BLOCK

Results of Auction Block From Newsletter 22.....

Item #379 Sold For....\$50.00
 Item #380 Sold For....\$50.00
 Item #381 Sold For....\$50.00
 Item #382 Sold For....\$34.75

Item #383 Sold For....\$86.75
 Item #384 Sold For....\$45.00
 Item #385 Sold For....\$36.00
 Item #386 Sold For....\$50.00

BIDDING ON ITEMS ON THIS AUCTION BLOCK CLOSES.....February 8th, 1992

Rules:

1. Mail in bid Forms must be used. NO PHONE IN BIDS.
2. Offers to Top All Bids will not be accepted.
3. Failure to honor ALL BIDS will result in NO FURTHER BIDDING!!!!
4. Invoices will be mailed to all winning bidders on the day the Auction Block closes.
5. Payment must be received within 10 days, U.S., 14 days Canada, 24 days overseas, or the item will be placed on the next Auction Block.
6. Tie bids will be determined by the earliest postmark.

GOOD LUCK!!!!

Item #387	#20174	Papa with Book First Time Offered!! <u>ORANGY BOOK</u> , red lettering, math inside book.	Made in W. Germany Mint Condition Opening Bid \$15.00
Item #388	#20133	Field Hockey <u>Blue injected mold</u> . Lighter green shirt and brown pants, <u>CREAM</u> colored hockey stick.	Made in W. Germany Mint Condion Opening Bid \$8.00
Item #389	#20159	Violin Mustard hat, light brown violin and bow. All colors vary, RARE!!	Made in W. Germany Mint Cond. Painted in S.L. Opening Bid \$8.00
Item #390	#20014	Sunbather Very Rare! <u>Deep Rose w Black bathing suit</u> .	Mint Cond. Made in W. Germany Opening Bid \$18.00
Item #391	#20021	Sleepwalker <u>RED POM PON</u> on hat.	Made in W. Germany Good Cond. Opening Bid \$11.00
Item #392	#20115	Lion Tamer Rare "BULLY PAINT" <u>Yellow/Gold Stool with red Top</u> .	Made in W. Germany "BULLY" Mint Cond. Opening Bid 12.00
Item #393	#20114	Conjuror Rare "BULLY PAINT" <u>GREY HAT</u>	Made in W. Germany "BULLY" Mint Cond. Opening Bid \$12.00
Item #394	#20183	Legwarmer/Aerobic <u>PURPLE LEGWARMERS</u> , all shades vary.	Made in W. Germany Painted S.L. Mint Cond Opening Bid \$8.00
Item #395	#20139	Nurse <u>BLUE DRESS, WHITE APRON!!!!</u> Silver watch and details. Blue lines on needle.	Made in W. G. Painted S.L. Mint Cond. Opening Bid \$18.00
Item #396	#20054	First Aid <u>BLANK YELLOW CASE!!!!</u>	Made in W.G. Painted S.L. Mint Cond. Opening Bid \$7.00
Item #397	#2055	Golfer <u>White and Black Shoes (SPATS)</u>	Made in W. Germany Mint Cond. Opening Bid \$7.00