

SMURF

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



10th ANNIVERSARY

VOL. 10

NEWSLETTER 39

WINTER 1995



IMPS (Brussels)

IMPS

International Merchandising, Promotion & Services S.A.

EDITOR'S DESK...

Dear Members,

Our cover page is the Smurf Holiday Greeting Card received at Club Headquarters from I.M.P.S., Belgium. This greeting was addressed to the S.C.C.I. and **ALL IT'S MEMBERS!** We are pleased to share it with you.

We, at Club Headquarters, also extend wishes for a Joyous Holiday and a New Year filled with the best of everything for one and all!!!

Board of Directors
S.C.C.I.

It is now time to kick off our shoes and relax in our favorite easy chairs and read our Newsletter.

As reported in our Fall, 1994, Newsletter #34, store display items and advertising memorabilia were proving to be more and more popular in the collectible field.

We are pleased to report that our Smurf collectors do agree and have been writing to us showing interest. Our European collectors have joined in this endeavor and we are happy to be able to present some store display items from their countries. **PLEASE KEEP THIS INFORMATION COMING! "SHARING IS CARING."**

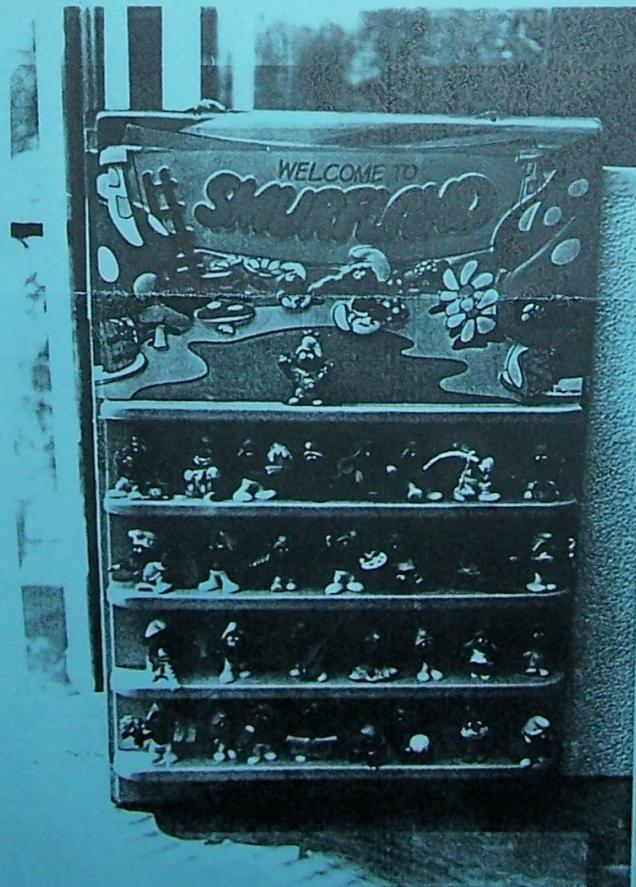
FROM THE NETHERLANDS

Submitted by: Paul D.

This beautiful "**WELCOME TO SMURFLAND**" shop display from the 70's is made of molded plastic, marked "Peyo" SEPP.

It measures 24" by 16" (61 by 40 CM) and will display approximately forty, 2" Smurf figurines.

Once again we report that the popularity of Smurf Displays is in part due to the beautiful, colorful, artwork. In this case the top of the display is marvelous!

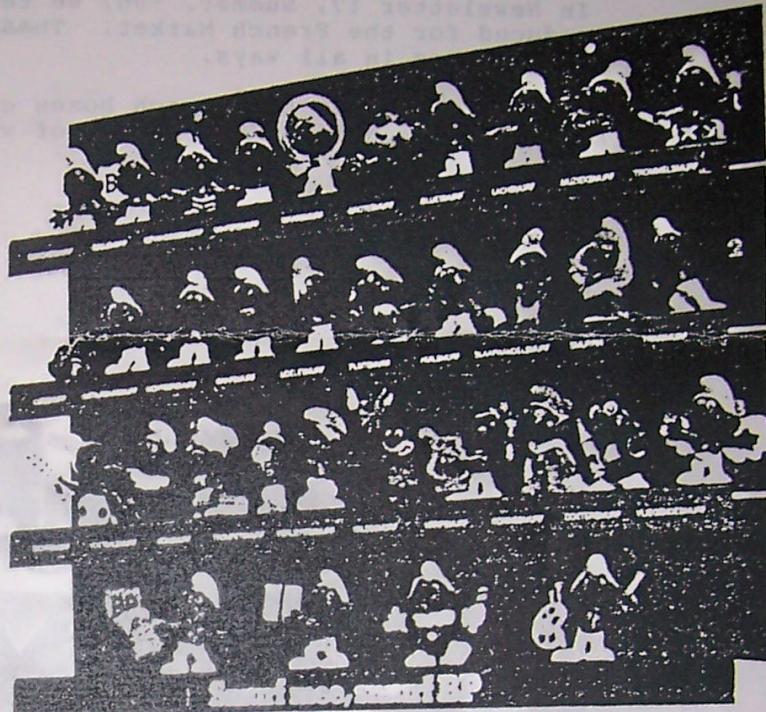


BRITISH PETROLEUM

BP PROMOTIONAL FIGURINE

The Gas Station display, featured on the right, lacks the artwork used on previously featured displays, but the **BP INSIGNIA** on it, and other printing on the display, placed it high on the list of Promotional Smurf collectibles.

1970'S



smurf BP

The display above was featured in a few different European countries.

NOTE THE BP EMBLEM
It is Green & Yellow.

We have reported that BP Promotional figurines were produced in the 70's.

Please add figurine #20052 Cleaner with the BP emblem shown above to the list of Promotional figurines produced.

If any S.C.C.I. members have information on, or photos of, this European BP Promotion we would appreciate your sharing it with us.

Thanks in advance!

FROM ENGLAND

Submitted by: Roxann W.

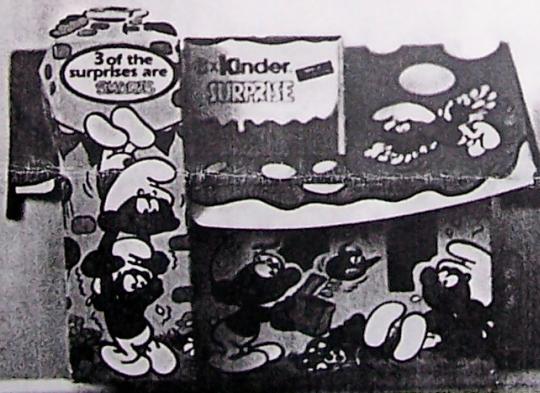
We have been informed that the Ferrero Kinder Egg Promotion in England is very unique! All of their cartoon characters were marketed in these delightful and colorful houses called

"SMURF KINDER HOUSES"

In Newsletter 17, Summer, '90, we featured the Kinder Egg Box that was produced for the French Market. These boxes from England far surpass the French boxes in all ways.

We also note that the French boxes came with only 3 Smurf Figurines. The English boxes held 6 Kinder Eggs of which 3 were Smurfs.

FRONT OF BOX



BACK OF BOX

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

STORE DISPLAY

WALLACE BERRIE....1979

These were the first store displays produced by Wallace Berrie.
How many of us remember entering our local shops and seeing these
delightful signs?

ALL IN FULL
COLOR



This was a Cardboard
Counter Top Display.

It measures 20" high
by 17" wide.



Smurfette Cardboard
Display.
Only photo is available.
Measurements etc. unknown

Hang-glider Cardboard
Display.
Design is on both sides
(two-sided) it hangs from
the ceiling by a cord.

It measures 18" high
by 21" wide.

PEZ ADVERTISING MATERIAL

FROM EUROPE

Plastic coated
Calender Card 1994

Size 4" by 2½"
Full Color

Front



Pez Store Display
U.S.A.
1989

Back

1994

Area for
store name
&
address

JANUÁR		FEBRÚÁR	
3 10 17 24 31	H	7 14 21 28	
4 11 18 25	K	1 8 15 22	
5 12 19 26	Sz	2 9 16 23	
6 13 20 27	Cs	3 10 17 24	
7 14 21 28	P	4 11 18 25	
8 15 22 29	Sz	5 12 19 26	

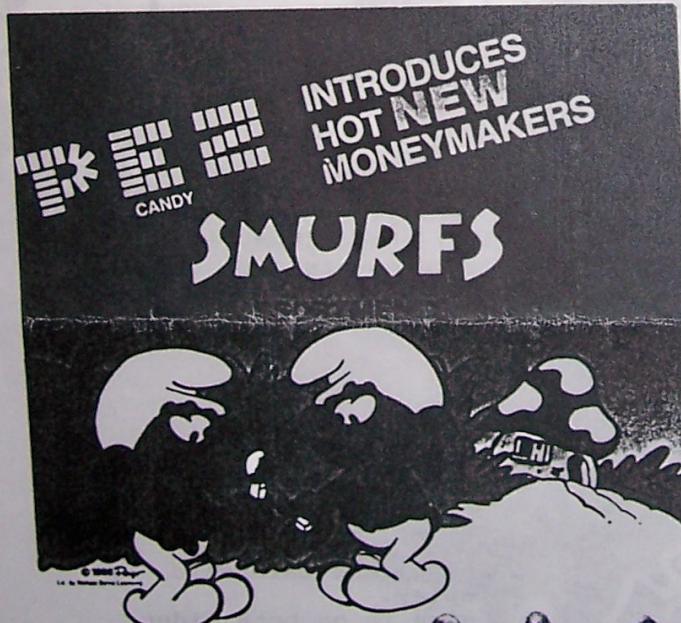
MÁJUS		JÚNIUS	
2 9 16 30	H	6 13 20 27	
3 10 17 24 31	K	7 14 21 28	
4 11 18 25	Sz	1 8 15 22 29	
5 12 19 26	Cs	2 9 16 23 30	
6 13 20 27	P	3 10 17 24	
7 14 21 28	Sz	4 11 18 25	

SZEPTEMBER		OKTÓBER	
5 12 19 26	H	3 10 17 24 31	
6 13 20 27	K	4 11 18 25	
7 14 21 28	Sz	5 12 19 26	
1 8 15 22 29	Cs	6 13 20 27	
2 9 16 23 30	P	7 14 21 28	
3 10 17 24	Sz	8 15 22 29	

MÁRCIUS		ÁPRILIS	
1 8 15 22 29	K	5 12 19 26	
2 9 16 23 30	Sz	6 13 20 27	
3 10 17 24 31	Cs	7 14 21 28	
4 11 18 25	P	1 8 15 22 29	
5 12 19 26	Sz	2 9 16 23 30	

JULIUS		AUGUSZTUS	
4 11 18 25	H	1 8 15 22 29	
5 12 19 26	K	2 9 16 23 30	
6 13 20 27	Sz	3 10 17 24 31	
7 14 21 28	Cs	4 11 18 25	
1 8 15 22 29	P	5 12 19 26	
2 9 16 23 30	Sz	6 13 20 27	

NOVEMBER		DECEMBER	
7 14 21 28	H	5 12 19	
1 8 15 22 29	K	6 13 20 27	
2 9 16 23 30	Sz	7 14 21 28	
3 10 17 24	Cs	1 8 15 22 29	
4 11 18 25	P	2 9 16 23 30	
5 12 19 26	Sz	3 10 17 24 31	



• The Smurf Show continues to be the #1 rated Saturday morning Network T.V. show. Plus local T.V. Monday-Friday starting Fall '86

• Over 36,000,000 kids weekly will be watching the Smurfs on T.V.

• 98% recognition with moms and kids.

• Kids will want to add Smurf dispensers to their PEZ collections!



This display only shows one style Pez dispenser, the regular Smurf.

Also produced were Papa Smurf and Smurfette. Variations in the dispensers were also produced; Red, White and Blue Bodies. With and without feet.

And an ERROR in production....
Papa Smurf with a WHITE HAT!

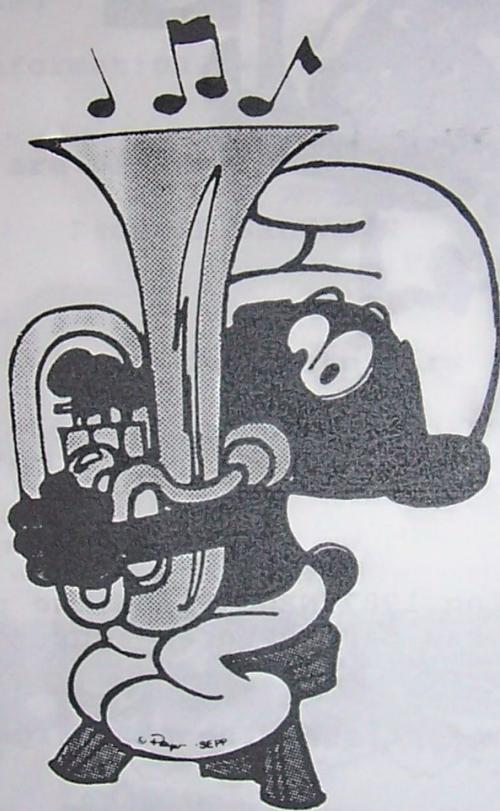
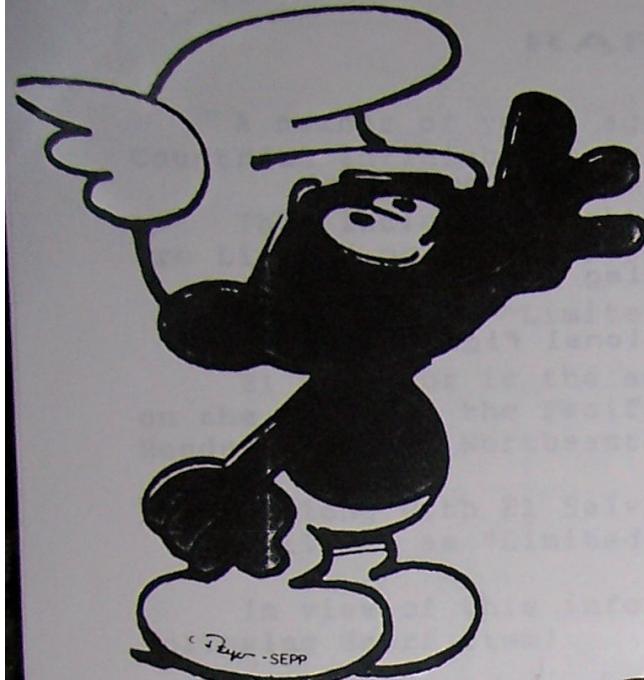
NATIONAL PROMOTION 1978

UPDATE:

These are $3\frac{1}{2}$ " Full Color Stickers!

Read all about this promotion in
Newsletter 23, Winter, 1991.

To the left is the "NATIONAL SMURF"
VERY RARE! Note the Wing on his
hat!



PROMOTIONAL FIGURES

In Newsletter IV, Spring, 1987, we had listed Promotional Smurf:

#20053 Ice Lolly with "Scholler" Flag

Featured below is a photo of this promotional figurine.



In Newsletter IV, Spring 1987 **NEWS FLASH**, we published information on #20121, Ice Skater, which had been used as a promotional piece for the **"ICE CAPADES."**

We have now verified the fact that the same figurine #20121, was also produced for **"HOLIDAY ON ICE."**

"HOLIDAY ON ICE" appears in black letters on the hat. See below:



RARE FIND

A number of years ago the Club published a list of different Countries in which Smurfs and Smurf Products would be found.

This included thirteen countries that were listed as "Smurfs are Limited or not very popular in this country!!!"

One of these "Limited" countries was **EL SALVADOR**.

El Salvador is the smallest country in Central America, bordered on the South by the Pacific Ocean, Guatemala on the Northwest and Honduras on the Northeast.

NOTE: Along with El Salvador, both Guatemala and Honduras were listed as "Limited".

In view of this information, we were surprised to learn of the following Smurf item!

We are pleased to present:

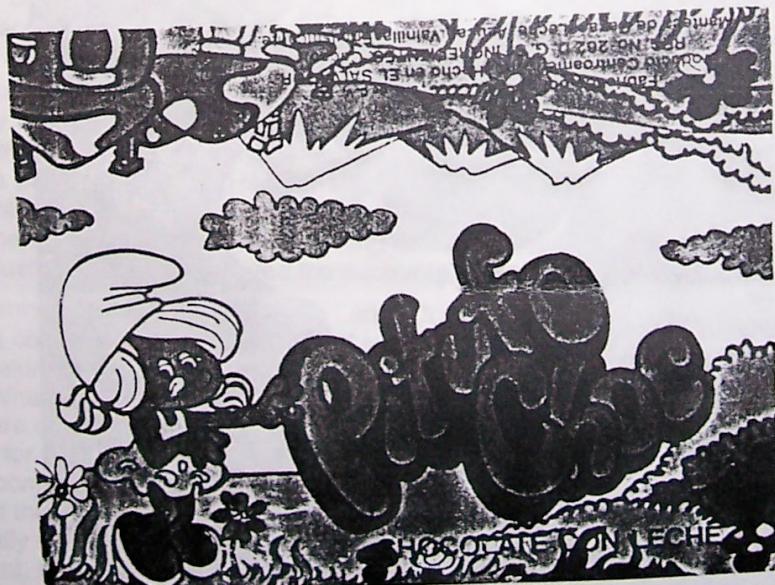
From **EL SALVADOR**

Produced by:

Delicia SA

Pitufo Chocolate Bars

Featured below is the wrapper. It is a Small Candy Bar measuring 3" by 3/4".



REMEMBER ME!!!

Submitted by:
Orzek from MA.

Life Size Adult Smurf Costume

Back in the early to mid 80's, Wallace Berrie had produced approximately one hundred assorted Smurf costumes to be used at numerous Store and Product promotions.

Yes, these were the life sized Smurfs as they appeared at Nordstrom, Dannon Yogurt factory in Conn., Rose Bowl Parade in Calif., and hundreds if not thousands of other Smurfy appearances at Malls and Shops across the U.S.A.

I have learned that these costumes were manufactured by the Fantasy Costume Co. in California. They were produced for Wallace Berrie to be used for promotional purposes.

I have been informed that the original cost of these costumes to Wallace Berrie was in the area of \$1500.00.



I am prepared to sell this very unique and rare costume. I will accept the **BEST OFFER** over \$500 received by Jan. 31, 1996. It's condition is good!

***Special Note:** Please submit all offers to the Club by the above date. Enclose a Self Addressed Stamped Envelope. All offers will be submitted to seller. The costume will be shipped directly to purchaser by Orzek upon acceptance of the best offer.

COLLECTORS' COMMENTS

My Reunion with the Smurfs

The Smurfs reentered my life because I had writers' block.

I had to write a 1,000-word feature article for my Public Relations Feature Writing class, and, frankly, I was low on great ideas. In desperation, I finally decided to do a humorous piece on the new variety of M&M candies. What did people think of the blue M&M, peanut butter M&M, and almond M&M? Was there still a fan club for the red M&M?

My professor suggested that I look through the *Encyclopedia of Associations*. She pointed out that if there was an M&M fan club, the *Encyclopedia* would probably list it. In the worst case, I might find another intriguing organization to profile. So, off to the nearest library I went.

The *Encyclopedia* turned out to be a gold mine of ideas. One page alone offered the American Carousel Society, American Cat Association, and the Ancient and Honourable Order of Small Castle Owners of Great Britain. I kept browsing the "Hobby and Avocational Organization" section, and then something caught my eye: SMURF COLLECTORS' CLUB INTERNATIONAL (SCCI), founded by Suzanne Lipschitz and based in local Massapequa, New York!

Here was an intriguing story. I remembered the Smurf craze of the early-to-mid 80's, my late childhood — becapped Smurfs and Smurfettes in the stores, in friends' homes, on TV, and everywhere else. I hadn't thought about the Smurfs in years. Yet a decade later, there was an organization of over 900 people who were devoted to collecting and displaying Smurf memorabilia. What appeal drew these members to the Smurfs? Had the Smurfs really been around since 1957 or 1958?

Few people would be better qualified to answer these questions than Suzanne Lipschitz, so I called her. Suzanne explained that to Smurf fans, the little blue gnomes represent cuteness and nonviolence. Moreover, Smurf Collectors' Club International actually has over 1,200 members — not 900 — and its members range in age from teenagers and twentysomethings to senior citizens.

Eventually, Suzanne suggested, "If you really want to understand these collectibles, why not look at my collection?" So, I did.

To a non-collector, the variety of Smurf characters was mind-boggling. In their glass display cases, Smurfs and Smurfettes painted, typed at computers, played bagpipes, climbed trees, and ice skated. There were Graduating Smurfs, Brides and Grooms, angels and devils, monks, even a black-garbed chimney sweep. I least expected to see four Knight Smurfs carrying pikes and wearing gold or bronze helmets!

I have to admit that many of my favorite characters were the mischievous ones. One Baby Smurf from West Germany spilled cereal all over himself. (Haven't we all had sloppy days?) A "Naughty" Smurf stuck out his tongue at the world while wiggling his hands behind his ears. (Haven't we all felt that way from time to time?) Then there was the black Smurf gritting his teeth. (I've had those days myself!)

The best part, for me, was learning about the collectors. As a person with "wanderlust," I especially enjoyed the accounts of their Smurf-hunting trips to England, West Germany, and Hanna-Barbera Land (Ohio). It was impossible not to root for the traveling collectors, and I found myself sulking when they didn't find the pieces they were seeking.

What really impressed me was that in an era when many fashions, fads, and TV shows are dead in a month, these Smurf collectors have been devoted to their Smurf-hunting for five, ten, fifteen years or longer. Suzanne told me about collectors who own entire roomfuls of Smurf figurines, games, comic books, puppets, toys, souvenirs . . . How did these members find the time and patience to track all the pieces down, especially since Smurf collectibles are no longer produced in the United States? More important, how did they find the room? It was inspirational.

Incidentally, I submitted my finished feature story on August 10, 1995 — and received an "A" in Public Relations Feature Writing. Thanks, Smurf Collectors!

Smurfily yours,

Jill S. S

BUNTE-JOURNAL

March 20, 1980

Submitted by: Frances L.
Translated from German
by our Assistant Co-Editor
Peter

HEADLINE

"Peyo" can laugh well! With his 150 different Smurfs he magically creates sunshine in the hearts of children and millions to his bank account.

My Smurfs are beating Mickey Mouse!

The Belgian artist "Peyo" with his cute gnomes has declared war with Walt Disney. All of Europe is already Smurfed!

"You want to know why there are only male Smurfs? Very simple: Smurfettes with their gossip and quarrel mix up the whole male world..." "Peyo" leans back in his black leather armchair, laughs heartily. Then he glances over his gold-framed glasses at his wife and says: "What do you think to that, Janine?" But she offers no opinion and pours coffee.

We are on the Avenue de Boetendal, a fine address in Brussels. In front of us sits Pierre Culliford, better known as the artist "Peyo": The man who created the Smurfs, imaginative creations between man and animal, which only children are crazy about. The man, who loves children above all, and became with this love a millionaire on the side. The man who is called Europe's Walt Disney.

"Peyo" scratches his head while Madame Culliford passes cake. Suddenly he says: "Are these actually male Smurfs that I have been drawing for 20 years? Puzzling, I don't know. I haven't pulled down their little pants and checked it out." The last comment greatly amuses him and he laughs again..."Maybe they are without gender." "Smurfs are Smurfs" says Madame Culliford with authority. Whether they are without gender remains a puzzle. Certain, is that in the House of "Peyo" Madame wears the pants.

One looks back to early Summer in 1958, when in the house of somewhat successful comic artist "Peyo", the arrival of a baby was anticipated. Just for fun the 33 year old artist sat down and drew an imaginary figure. Just so, without much thought. Just as a present for his unborn child. With that the Smurfs were 2 months earlier on this earth than "Peyo's" daughter Veronique. Six weeks after her birth, gourmet food lover "Peyo" invited some other artists to enjoy fresh mussels. "Peyo" showed the drawings and new ideas to them, one was the little man with the big nose and ears. His colleagues were excited!

But, he couldn't think of a name for his creation. Lost in his thoughts "Peyo" made a butter bread sandwich and wanted to add some salt. He said to a friend; "Pass me the...eh...eh...le Schtroumpfs....." Schtroumpfs can be translated as "that something" or "that thing" - The French-speaking Belgians like to use that word when they've forgotten the name. That is how the name was found for the little gnomes.

continued

In Germany it became "Schlumpf," in England "Smurf" in Italy "Puffi" in Spain "Pitufos" etc. But behind the name is always the same gnome, even if now there are 150 different variations. From the Mailman Smurf to the Flute Smurf to Judge Smurf to the Beat-Smurf-Olympic Smurf to Laughing Smurf to Waiter Smurf - everything that children understand is represented.

Since the early 60's, the newest adventures from the land of the Smurfs appear weekly in the comic-newspaper "Spirou." The text and ideas for the drawings are all "Peyo's." As the three-dimensional figurines evolved, success was not avoidable.

Sometimes, when "Peyo" receives a call from the Smurf-factory, Schleich, he still can't believe it (the success). "Please, urgent, two new Smurf ideas are needed. Production in Portugal, and Hong Kong is to capacity. Now we've conquered the market in the Phillipnes. In the U.S.A. in one year, without advertising we've sold four million Smurfs. Where are the designs for the Super Smurfs? Urgently have to fly to New York." And with each Smurf that sells in the toy shoppe, rings the register for "Peyo." Because on the bottom of each Smurf is printed : Copyright Peyo.

What is the Smurf Philosophy? Non-smoker + non-drinker (alcohol) says it this way: "I have no message. And I am not a moralist. But when one looks (or follows) the nose of the Smurf it is obvious. They (the Smurfs) have succeeded, despite obstacles, in living as a community. Thats why there are no Smurfs with weapons. But why the children love his Smurfs as once the after-war generation loved Mickey Mouse, remains a puzzle to "Peyo." I can't explain it with my mind or thoughts, I've never worked with my head, but with my heart. And thaths what I will do until I die. Should my hands fall off first, then I'll draw with my feet."

The 53 year old Smurf-Father doesn't get his ideas from the playground or the kindergarten. He himself, is a grown-up child and refuses to emerge from his fantasy playground. "My wife does the finances, my daughter the organizing, my son gives advice, and 72% income tax is withheld by the Fiskus. My world are the children, and if they enjoy my Smurfs then I am content. It is as simple as that."

Only once did "Peyo" make a mistake. He was designing a Smurf, with slanted eyes, for the Japanese market. But in Japan the great idea of beauty is a face with round, European eyes. "Peyo" sat down and drew a Smurf without slanted eyes. And with that "Peyo" laughed heartily at himself.

From that Smurf - two million were sold in Japan, It's as simple at that!

FROM...

"LE JOURNAL de MONTREAL"

Submitted by Helene P.

Translated by Jill S.

Through her 350 Smurf characters, a grandmother is finding fulfillment in the "reality" of an imaginary world.

This "Nanny Smurf" knows everything there is to know about the (more than 350) little characters. This is her smurfic story!

Since "Peyo" created the Smurfs comic strip in 1958, the Smurfs have captured the imagination of many a child now grown up and of many an adult enjoying a second childhood. Take Smurf collector Anne, owner of one of the most impressive collections of Smurf memorabilia - more than 10,000 articles of all types, including 8,000 figurines. She takes the collection to exhibits far and wide, sustaining the awe and admiration of visitors.

Ten years ago, her first grandchild (the first of four) was born. "While doing my grocery shopping, I happened to buy a Papa Smurf, the first piece of my collection. Of course, like everyone else, I'd read some Smurf cartoons, but I had no idea that I would go overboard one day," says this charming Repentigny resident.

Without too much knowledge, she began picking up Smurf items here and there, selling duplicate pieces in the flea market of Saint-Eustache. "Then one day, a gentleman approached and told me about his own collection. He invited me to his home and there, I literally fell in love with the fellows. Two years later, I bought his collection instead of financing a trip to Spain. I have never regretted that decision," recalls Anne.

Friends bring her Smurfs from all over the world, and Anne herself finds them on trips or in flea markets. As a result, she now has 8,000 figurines and 2,000 other Smurf collectibles in her home, numbered, tagged and arranged neatly in boxes. Anne admits that she still needs many Smurfy items.

"Peyo's" albums (including the memorable Johan et Pirlouit and Benoit Brisefer) were translated into twenty-two languages before his death in 1992. Anne however, never met the man.

Anne also owns 140 of the 256 episodes of the Smurfs television cartoon on video. Her husband of thirty-nine years, Roger, never ceases to encourage her in her collecting. "After all," Anne says, "this requires a lot of organization, especially when it's time to lug all those boxes to the exhibits!"

She won the "Best Exhibit" prize at the most recent "Hobby Show" at Place Bonaventure. Anne asserts, "My Smurf displays impress kids and adults alike. At the exhibit, visitors from England were said to be flabbergasted when they saw them. You know, these little people, who each have their own personality, are as beautiful as Disney World's Mickey Mouse."

The Smurfs, born in a forest near Brussels, Belgium, are an integral part of the lives of Anne and her four grandchildren. When the kids visit her house, they never have reason to be bored!

There's the beloved giant Smurf telephone, the collectible which is dearest to her heart. We haven't even mentioned yet the giant hockey rink (complete with players and spectators), the giant Puppies, Smurf buttons....

Anne explains proudly, "It's fun to see kids reactions. They believe in this. They identify with these characters."

At the time of the interview, Anne was occupied with "smurfing up" her suitcases; by the time you read these lines, she will be somewhere in Greece with Roger, no doubt in search of little Smurfs.

The Smurfs are an imaginary world, to be sure - but how real they are in the everyday existence of this grandmother bordering on Smurfism, for whom the Smurferies of life are now without number!

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. Send your Ad with a S.A.S.E. Numerous Ads are sold, traded etc. before publication and will not appear in the Newsletter. If anyone is seeking special item (s) contact the Club with your requests. Want lists are always welcome.

Ad

865 For Sale **Smurfland Display** from the Netherlands, as featured in this Newsletter. Mint Condition.

866 For Sale **BP Promotional Figurine**, #20052 Cleaner with BP Emblem on front of shirt. Mint. Condition.

867 For Sale **National Stickers** 3½" full color, as featured in this Newsletter. Please state which ones you are interested in. All in good condition.

868 For Sale **Life-sized Smurf Costume**, as featured in this Newsletter. Will accept best offer over \$500 by Jan. 31, 1996. Submit all overs to the Club with a S.A.S.E.

869 For Sale **Pitufo Chocolate Mini Bars**, as featured in this Newsletter from El Salvador. RARE ITEM.

870 For Sale **Store Displays** as featured in this Newsletter. "Welcome to Smurland" and "Hang-glider Smurf" Condition good, shows some age! Not torn, slightly discolored!

871 Wanted **Smurf Talking Scale with Tape Measure**. Prefer mint in box, but will consider all offered. Please state condition and price in first letter.

872 Wanted **Pewter Smurfs**, singles or doubles, any condition. Please describe the figurines you offer with asking price in first letter.

873 For Sale **Assorted Smurf items**. Necklaces, glasses, Thermos, Wind-up Walkers, Puzzles, Paper Table Cloth, etc. Send for list.

874 Wanted **Baby Mobil**, mint in box only. Please submit asking price in first letter.

875 Wanted **Smurf Lunch Box**, any design, condition not important but please price accordingly. Smurf Colorforms & Stickers also wanted prefer Mint. Submit asking price in first letter.

876 For Sale **Smurf Pencil Tins (Round)** From France. Matches the Tin Boxes featured in our last Newsletter. Mint.

877 For Sale **Smurf #20413 Groom**, New Paint variation, Bright Shiney Royal Blue Bow Tie, made in Germany, Mint.

877 For Sale **Smurf #20051 Bowler**, New Bright Blue paint. Mint.

878 For Sale **Smurf #20191 Brainy Referee**, Variation, Small round stand, light green.

879 For Sale **Smurf #20161 Clumsy**, Made in China. Mint.

880 For Sale **Smurf #20023 Rock n Roll**, made in W. Germany, Bright orange/w yellow instrument, Mint.

881 For Sale **Smurf #20043 Digger**, made in China. Mint.

882 For Sale **Smurf 16 Month Calendar**, 1982-83. Mint Condition.

VARIATIONS

Special Note: continued from Newsletter 37
We are continuously updating this section at Club headquarters. If you have a variation, paint or mold, that does not appear on our listing, please write to give us the details. Thanks in advance.

#20187 Handy Plumber White pants & hat, medium brown tool box, silver wrench.
White pants & hat, medium brown tool box, silver wrench, New Bright Blue Paint!
White pants & hat, red/brown tool box, silver wrench.
White pants & hat, brown tool box, silver wrench.
Light green small round base, lavender boots and baton, medium pink outfit with gold trim.
light green small round base, hot pink boots and baton, pale pink outfit with gold trim.
#20188 Majorette White pants & hat, dark brown dustpan with black trim, brush handle dark brown with yellow/gold bristles.
White pants & hat, light brown dustpan with black trim, brush handle light brown with gold bristles.

#20189 Smurf w Dustpan White pants & hat, dark brown dustpan with black trim, brush handle dark brown with yellow/gold bristles.
White pants & hat, light brown dustpan with black trim, brush handle light brown with gold bristles.

WHO AM I?

