

SMURF

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



Volume 11

Newsletter 43

Winter 1996

TO ALL MEMBERS GREETINGS FROM IMPS:

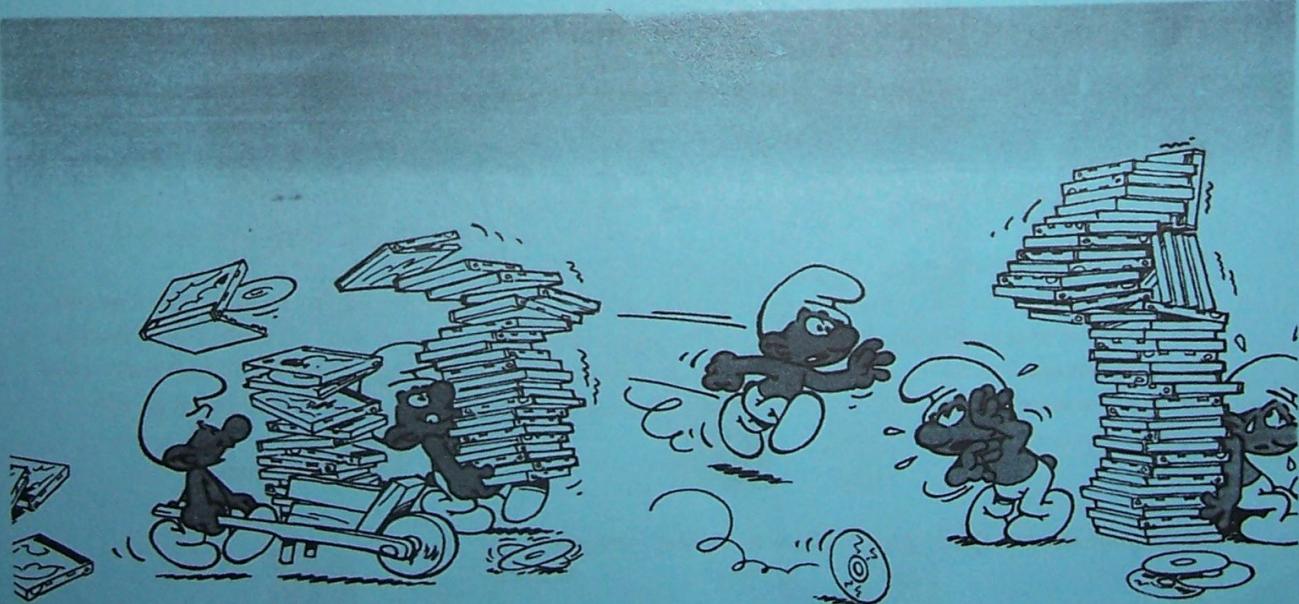
The Smurfs wish you
a Merry Christmas
and a Happy New Year!

Smurfs



imps

International Merchandising, Promotion & Services s.a.



and.....Season's Greetings to All

From the
S.C.C.I.

Collectors Comments.....

Dear Suzanne,

Thought our members might enjoy this out of our local newspaper!

Hazel W.



Dear Suzanne,

In St Louis, Mo. there is a Recycling Company by the name of "SMURFIT".

Janet from MO.

Dear S.C.C.I.,

Does anyone know when the Smurf Fun Club by Wallace Berrie was first introduced?

Kal from MI.

Dear Kal,

Membership applications first appeared in 10,000 retail stores on June 1st, 1983. The applications were in a counter top display, if I remember correctly.

Suzanne

Dear Suzanne,

The McDonald's Smurfs do deserve **Rave reviews!** I do love them! The differences are wonderful!

Many thanks!

Susan from CT.

The following are various other comments received about the McDonald's Smurfs:

Smurfy Great!

Pretty Nifty!

They sure brighten my day!

Truly special!

Really unique!

Now my all time favorites!

Extra Special!

The best yet!

Sure hope more are produced someday!

Never thought I would be a McD collector also! (Does this make me one?)

Wish McD would have a U.S. Promotion as well!

Dear Suzanne,

We are finally seeing some of the new Smurf items advertised in our local papers for Christmas.

Betty from Canada

Dear Suzanne and all members,

I love all of the new Smurf items, but I do not recommend the Berry Lovin' Baby Smurf. There was no tab to pull out to activate the battery, these are the instructions on the box "Pull Tab". I checked 17 of them in the store, not one had the tab and all of the batteries were dead. When feeding her, the berries don't really color her face, she wasn't made well at all. If it was any other toy I would have returned it. I only kept it for my Smurf Collection.

Kerrie from MI.

Has anyone else had this problem? Please let us hear from you!

Suzanne

Dear Suzanne,

I just thought that you would like to know that there's a Johan & Peewit book out called "The Black Arrow". It's available for \$8.95 plus \$3 postage. You can send a check to Fantasy Flight Publishing Inc., 201 Mc Andrews Rd. W #204, Burnsville, MN. 55337 or you can call 1-800-733-8529. All major credit cards are accepted.

Diana H. from N.J.

McDonald's Fast Food Promotion

September 1996

Reported from Germany and the Netherlands

"McDonald's 25th Anniversary Smurfs"

We are pleased to present this marvelous **McDonald's Fast Food Promotion** information for your reading enjoyment!

The reports from our European collector friends were that some towns sold out of these figurines in record time. This promotion was to have run for the entire month of September, with each series available for two full weeks. The first series of five figurines sold out way before the 15th of September. The second series began before the 15th of the month and, again, sold out before the anticipated 30th of the month! Of course, different areas reported different sell-out dates but this gives you an idea how popular our beloved **Smurfs** are in Europe!

Firstly, we would like to bring these facts to your attention: **McDonald's 25th Anniversary** was celebrated in countries overseas, and only those countries that had McDonald's Fast Food Restaurants for 25 years! Secondly, these very unique figurines were not produced by Schleich for this promotion. To our disappointment, the figurines bear only the marking "*Peyo 96.*" Neither Schleich nor I.M.P.S. appear on the figurines! **Each figurine does bear the "M" and Golden Arches emblem embossed on the back of it's hat.** All of the figurines are painted with a high-gloss enamel paint and the orangy-red color of McDonald's fame is used throughout the series. A distinctive color indeed!

Most of the molds have been altered and, for this reason, we will describe each figurine in detail, to the best of our ability, pointing out the differences from Schleich's designs.

The sets that came in German packages all bore series numbers; the sets from the Netherlands were not numbered. We will be using the numbers that appeared on the German sets. In years to come the following listing will be a valuable tool for identifying the figurines in this series. Enjoy!



Series #1

McDonald's #1 Guitar Player Celebrating McDonald's 25th Anniversary.....

Bright orange guitar with yellow strings.

The mold is #20023; no changes noted.

McDonald's #2 Smurfette Cheers for McDonald's 25th Anniversary.....

Green base 1" in diameter. Metallic gold

shoes, white dress with metallic gold dots,

bright orange Pompons.

The mold is #20149 with a larger base.

McDonald's #3 Majorette Leads the McDonald's 25th Anniversary Parade...

Green oval base with grass effect. Metallic gold used for shoes, top of baton, feather in hat and trim on uniform. Her uniform is the lovely bright orange as well as her baton and cap brim.

The mold is #20188 with a completely different

larger base (1 3/4" x 1 1/2").

McDonald's #4 Clown Smurf Celebrates McDonald's 25th Anniversary.....

White feet, orange clown suit with yellow buttons.

Yellow and orange candy cane. Metallic gold stars on hat.

The mold appears to be #20090; no changes to the mold noted.

McDonald's #5 Smurfs Happy Anniversary Gift to McDonald's.....

The box is bright yellow with the McDonald's orange bow.

The mold appears to be slightly taller than #20086.

Series #2

McDonald's #6 Happy Anniversary Cake.....

The cake plate is bright yellow.

The cake is bright orange with white frosting with yellow, green and orange sprinkles.

No mold changes noted; figurine #20100

McDonald's #7 McDonald's Thick Shake Smurf.....

Bright orange tray, McDonald's thick shake cup on tray with the yellow *M*, thick yellow straw in cup. This mold has been completely redesigned! The figurine is larger in width and height. The tray is larger, the cup and straw are redesigned in shape and size. The towel in left hand is also completely redesigned. It is not Schleich's #20162 Waiter!

McDonald's #8 Smurf Baking a Hamburger Bun.....

Brown Peel with a lighter brown Hamburger Bun on it.

The bun has white seeds all over the top! The Smurf is wearing a white apron.

This is also a completely new mold. It is not Baker #20113! The figurine and peel is a one-piece mold. The baking peel is not a separate plastic piece. The McDonald's baker is not wearing the cooks' hat!

McDonald's #9 Big Mac Smurf.....

The Big Mac Hamburger is 1" in diameter and 3/4" in height; quite large wouldn't you say? It is a double burger with center bread! The bun is light brown with white seeds, brown meat, green lettuce.

Figurines #20160 appears to have been used with no alterations to the mold that are apparent. Of course, the

Big Mac is unique!!!!

And last, but not least, an EXTRA, EXTRA SPECIAL SMURF

McDonald's #10 MCDONALD'S 25TH ANNIVERSARY SMURF

This unique Smurf is standing with his leg crossed over, holding a bright orange "25" with the "GOLDEN ARCHES" on top.

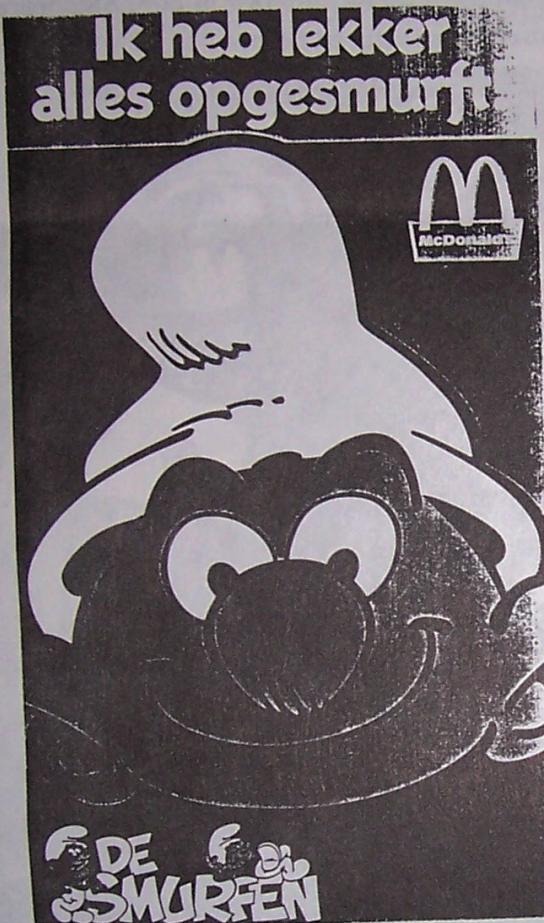
He appears to be giving the "thumbs up" sign !

Designed exclusively for this promotion!

The bright orangy-red color of the McDonald's "25" is used throughout this whole series.

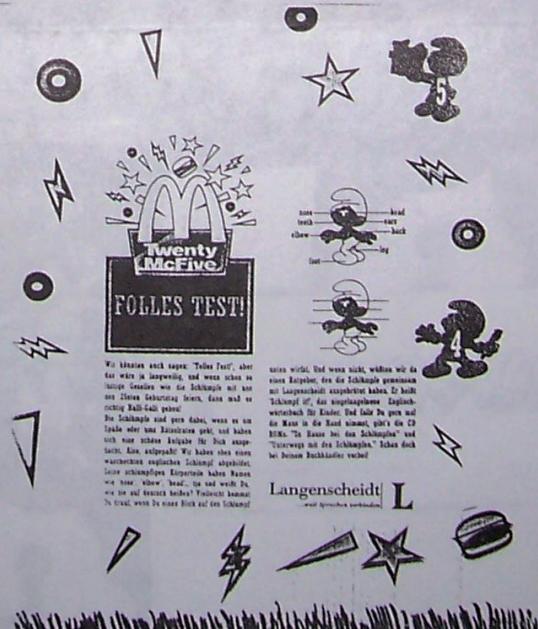
A showy and distinctive McD. color!

Appearing below are the Happy Meal Bags used in the Netherlands and Germany for this promotion.



Smurf je eigen masker

Smurf het masker op een stukje karton.



Wir können auch sagen: "Tolle Test!", aber das wäre ja langweilig, und wenn schon so langweilig: Gern schenkt der Schlämpel mit einer tollen Geschichte, die dann wohl erstaunlich toll soll gelten.
Der Schlämpel sind però dabei, wenn es um Logik oder um Kreativität geht, und haben nur einen einzigen Vorteil: Sie sind etwas leicht. Also, aufgepasst! Wir haben einen wahrhaftigen einschlägigen Schlämpel abgedruckt. Seine schwindgeplagte Kreativität haben Namen wie "Tolle Test", "Tolle Test", "Tolle Test" Da wir sie auf deinen Rechner heruntergeladen haben, Du kannst sie auf deinen Rechner heruntergeladen haben. Du kannst sie auf deinen Rechner heruntergeladen haben.

tausen wird. Und wenn nicht, wählen wir da einen Logiker, der die Schlämpel gemeinsam mit Langenscheidt ausprobieren kann. Er heißt "Schlämpel off", das bedeutet: Logisch, wenn du einen tollen Test findest, dann soll die Kreativität in der Kreativität sein, wirkt die CD EIN. "In Kreativität das Schlämpel" und "Überwegs mit dem Schlämpel". Ich denk bei diesem Buchköder reicht!

Langenscheidt L

www.langenscheidt.de

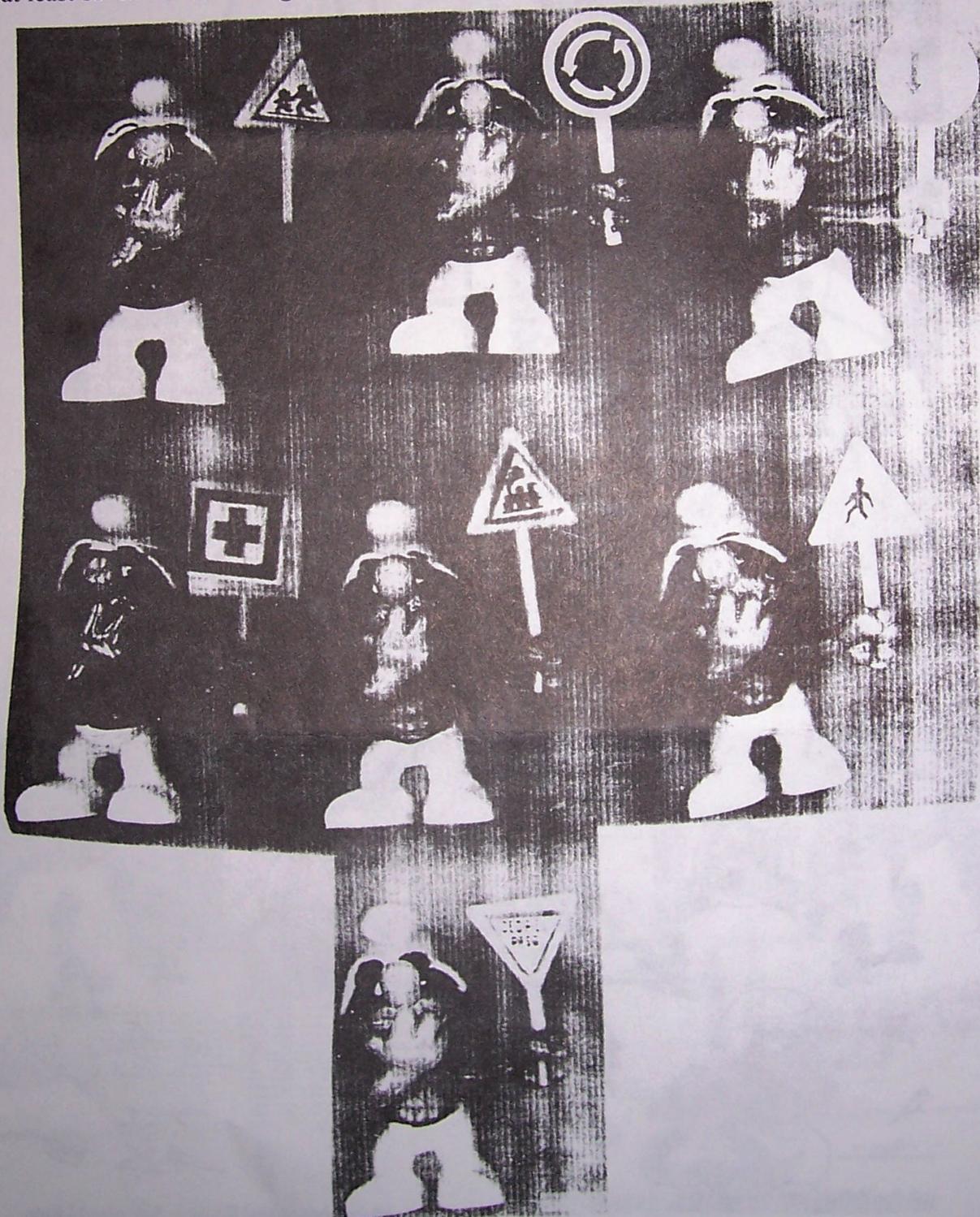
From Spain.....

Rare Warehouse Find

THE TRAFFIC SAFETY SERIES

The next three pages feature Promotional Smurfs produced by Schleich before 1985.

Some very special Smurfs have been reported as being produced for our friends in Spain. All of the figurines are marked Schleich, West Germany. The figurine from Super Smurf # 40208, Signbearer, has been used for at least seven different "Signbearer Safety Smurfs" as featured below:



PROMOTIONAL SMURF-A-GRAMS FROM SPAIN.....

It has also been reported that a few Smurf-A-Grams (Smurfs on Triangular Plastic Stands) have been produced for Spain.

Once again, some were produced using this same Signbearer Smurf holding Spanish Flags, with Spanish messages printed on the triangular stands. They feature:

The Catalonian Flag

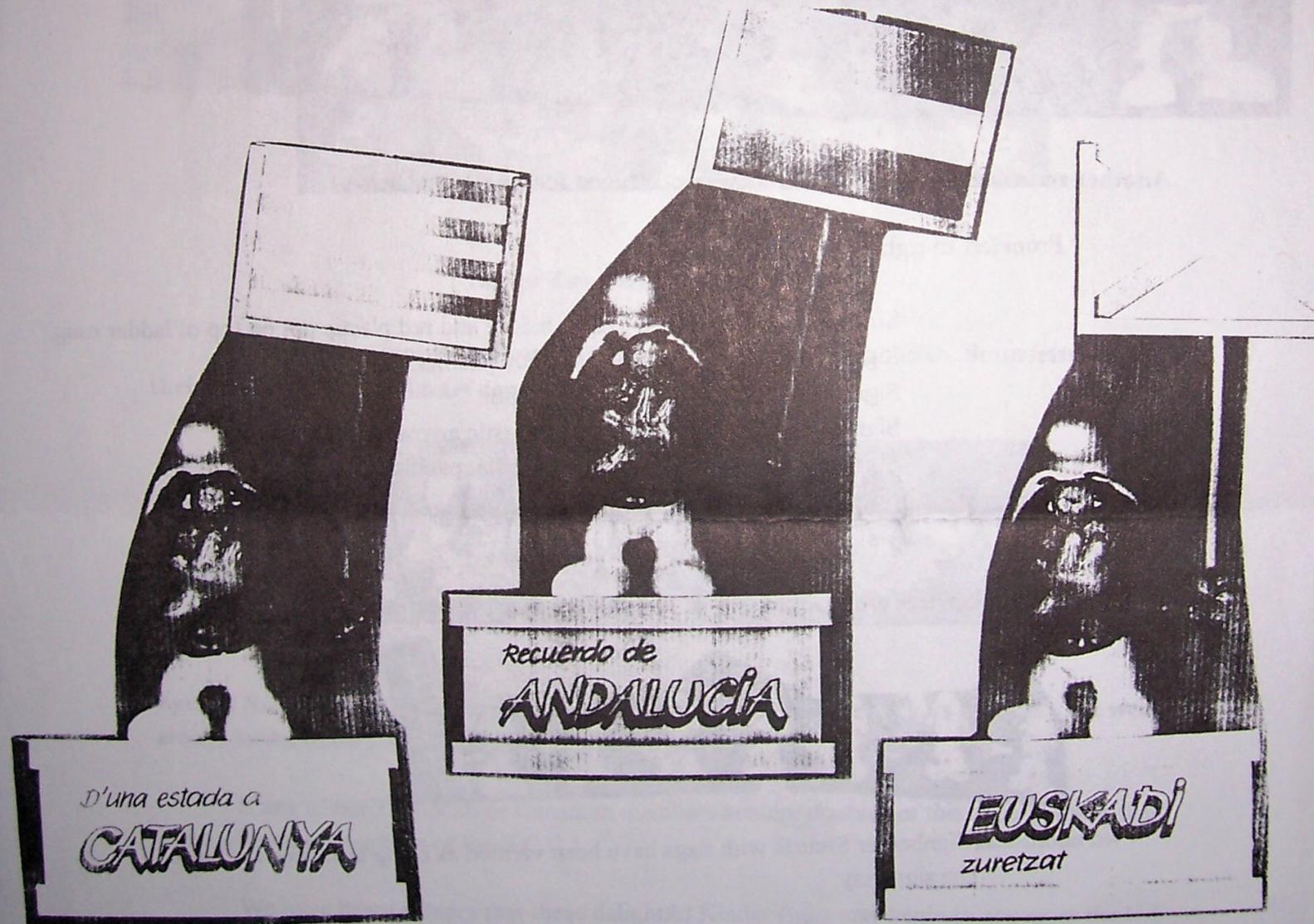
Printed Message: "D'una estada a Catalunya"

The Andalusian Flag

Printed Message: "Recuerdo de Andalucia"

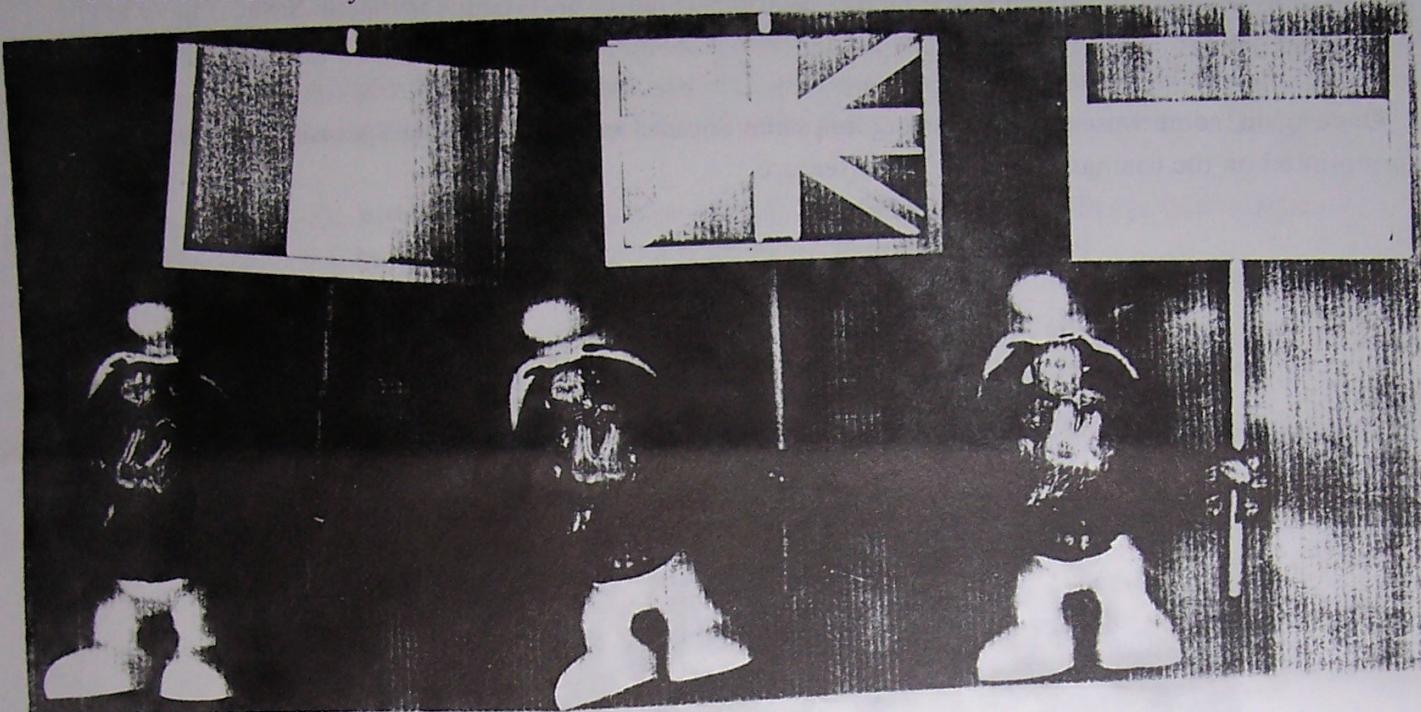
The Basque Flag

Printed Message: "Euskadi zuretzat"



Also produced before 1985 were the following Signbearer Smurfs with European Flags.

The figurines featured below appear to be holding the flags of France, Great Britain and WEST Germany! As of this writing we do not know if others had been produced. We will keep you posted if and when we are informed of any others!

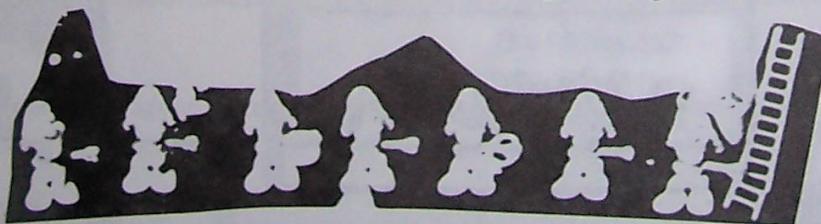


Another series of Signbearer Smurfs was produced for Spain, see below:

From left to right:

- Signbearer Smurf w/red plastic ladder and red plastic pot on top of ladder rung.
- Signbearer Smurf w/red plastic baby pacifier.
- Signbearer Smurf w/yellow plastic pot.
- Signbearer Smurf w/crooked red plastic arrow.
- Signbearer Smurf w/yellow plastic baby pacifier.
- Signbearer Smurf w/red plastic pot.
- Signbearer Smurf w/yellow plastic ladder.

All of the plastic pieces are inserted into or through the figurine's extended fist!



Two additional Signbearer Smurfs with flags have been verified as being produced for Spain
The signs say:

"Feliz Navidad" ("Merry Christmas")

&

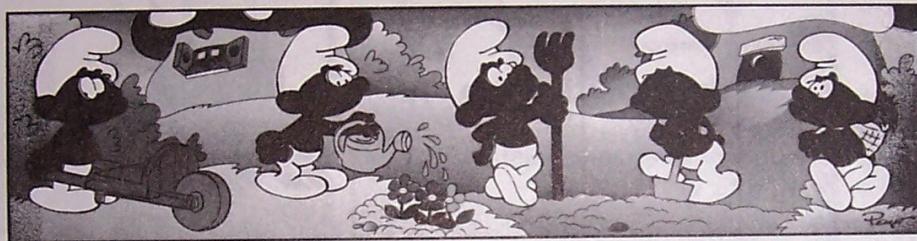
"Feliz Aniversario" ("Happy Anniversary")

For 1996/1997 Ferrero has produced a total of ten brand new snap-together figurines. Early word from our European friends is that it is strictly potluck to find a Smurf figurine! It is not a Smurf Promotion, per say, as in previous years. The distribution appears to be very limited at this point; the Smurfs are being located in very few countries.

We are, however, pleased to be able to show, below, what the two five-piece sets look like so you will be aware of what Smurf figurines are being produced.

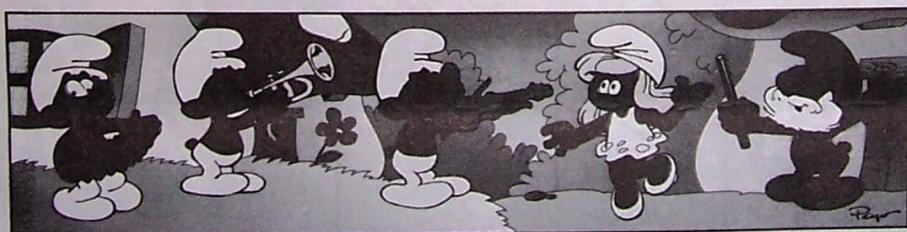
Series One "The Gardeners"

Smurf with a wheelbarrow, Smurf with a watering can, Smurf with a rake, Smurf leaning on a shovel and Smurf with a sack of wheat on his back.



Series Two "Musical Smurfs"

Smurf with accordion, Smurf with trumpet, Smurf with violin, Smurfette dancing to their music and Papa Smurf conducting.



Special Note: We are glad to report that this series does not have stickers for eyes. We were always losing those little stickers! The eyes are painted!

If any of our European or Canadian members acquire doubles of this series, please share them with other members of the S.C.C.I.

We have heard rumors that these delightful Kinder Eggs may begin to appear in the U.S.; a group of U.S. Kinder collectors is attempting to accomplish this. We will keep you posted on what we learn.

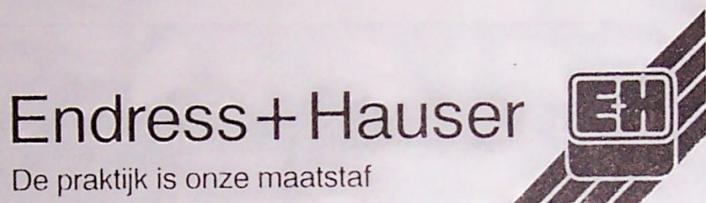
Special European Smurf Promotion from Belgium, Italy and France.....

"TEMPERATURE SMURF"

Made by IMPS for
ENDRESS & HAUSER

In September, 1993 Endress & Hauser produced a new temperature measuring instrument (see below.) A marketing plan was developed between IMPS and Endress & Hauser, to use a Smurf in their ads....and so the **Temperature Smurf was born!**

He resembles the Architect Smurf but is not a PVC figurine! He stands approximately 4" high and is made of plaster (breakable for sure!). He is handcrafted and hand painted, we are told. In the Smurfs helmet are the initials of the company "EH". **It is reported to us, that this was produced as a Limited Edition of 4000 pieces (partly numbered).**



From Germany & Holland.....

MINISTECK

by ECO



This is a very unique new item! Place it in the activity toy category of Smurf Collectibles. It contains a 13" x 11" plastic peg board. Included are hundreds of pegs to be placed into the board to create four different Smurfs:

1. Smurf Gymnast
2. Football Player (Soccer)
3. Brainy Smurf
4. Lute Player

The colorful pegs are white, tan, gold, green, red, orange, grey, brown, yellow, purple, black, and three different shades of blue.

Hours and hours of fun for all!



From Germany.....

New 1996 Smurf Collectibles

FROM

FACKELMAN

Licensed by I.M.P.S.

8" Plastic Water Bottle

featuring

The Smurfs Four Seasons Scene: Winter, Spring, Summer, Fall



7 1/2" Baby Thermometer



PROMOTIONAL FIGURINES

The following is a marvelous list of promotional figurines supplied to us by member Markus from Germany. I'm sure we would all like to pass along, in unison, a big "Thank You" for this information (Sorry, no photos supplied).

Smurf No. 20152 Miller with **Drawigran Spezial** printed on the wheat sack.

Smurf No. 20078 Beer with **Lowenbrau and a Lion Symbol** printed on a grey beer stein.

Smurf No. 20078 Beer with **Henninger** printed on a light blue beer stein.

Smurf No. 20053 Ice Lolly with **Interrent** printed on a yellow flag in left hand.

Smurf No. 20053 Ice Lolly with **Fahnenkoch** printed on a green flag in left hand.
This is a European flag manufacturer.

Smurf No. 20160 Green Apple with **Gloria** printed on the apple.

Information provided says that this is a fire extinguisher company.
This information is not verified.

Smurf No. 20160 Red Apple with "**I LOVE NY**" printed in white letters on the apple.

This information is not verified!

Smurf No. 20057 Thirsty with a black Coca Cola shaped bottle. No name on bottle.

This information is not verified!

Smurf No. 20072 Trumpet Player with **BASF** printed on the back of his hat.

This is a pharmaceutical company.

Smurf No. 20064 Toothbrush with **PDH Dental** printed on the back of his hat.

This is a toothpaste company.

Smurf No. 20209 Dentist with **zur belohnung von Dr. Wolfgang Koch** printed on the back of his hat.

This is a German Dentist.

Smurf No. 20062 Telephone with **Telekom** printed on his chest.

This is a German Telephone Company.

Smurf No. 20064 Toothbrush with **Fluocaril** printed in green letters on a white tube of toothpaste.

This is a toothpaste company..

PROMOTIONAL FIGURINES

"TV BARGAU"

We have been informed that **TV Bargau**, a European Sports Club, had the following figurines produced for promotional purposes:

- No. 20035 Soccer with **TV Bargau** printed on the back.
- No. 20049 Tennis Smurf with **TV Bargau** printed on the back.
- No. 20133 Field Hockey with **TV Bargau** printed on the hat.
- No. 20150 Australian Football with **TV Bargau** printed on the hat.

"DANONE YOGURT"

This promotion featured two Smurf figurines:

- No. 20135 Tennis Smurfette with **Danone** printed on the base.
- No. 20137 Surfer with **Danone** printed on the Surf Board.

"PRISMA"

This is a Computer parts company and they had the following for their promotion:

- No. 20046 Emperor with **Prisma** printed on his back.

"DUPUIS"

This company was the early license holder for Smurfs. They produced for their promotion:

- No. 20050 Pointing with **Dupuis** printed on his back.

"SABENA"

The origin of this promotion is unknown. Produced for this promotion was:

- No. 20071 Flying with **Sabena** printed on his chest.

The following article is a follow up to the article we printed in our last Newsletter. Thanks to all who sent it along to us. The author of this article can be reached at the Daily Telegraph, 1 Canada Square, London E14 5DT, England. It appears the controversy in England continues!!

OASIS VERSES THE SMURFS

Beware the little blue men

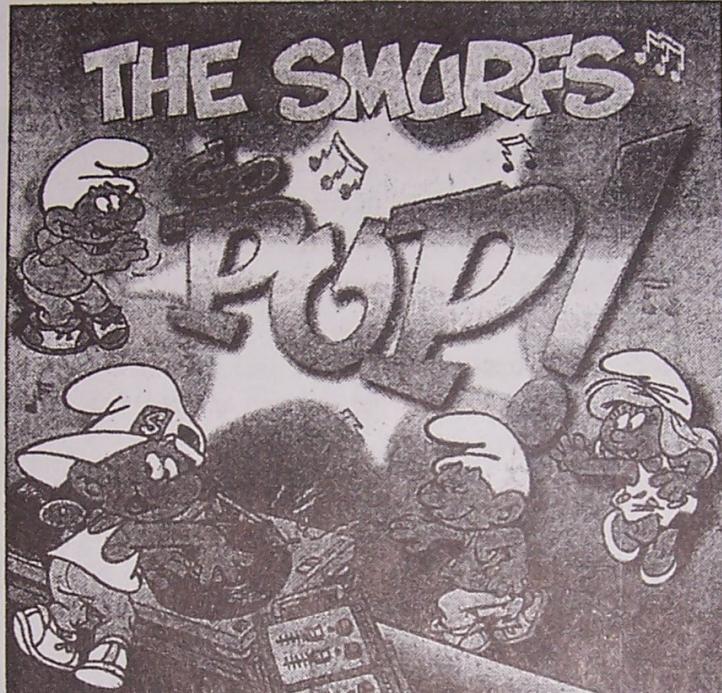
Some things are worthy of revival but oh no, not the Smurfs, pleads **Michael Wright**

IMAGINE Oasis will nae be chuffed by what The Smurfs are up to," chortles the taxi-driver as we career around the streets of Edinburgh searching for Smurffpop. In the event, this mission proves alarmingly easy. Instead of being consigned to where they belong — namely, the dustiest, most inaccessible shelves of the seediest second-hand record shop in town — the Smurfs have been hurtling up the pop charts and their albums are everywhere. A shop assistant in Virgin shakes his head sadly as he indicates where *The Smurfs Go Pop* is to be found, on the huge Top Ten racks arrayed prominently by the door.

Oasis have reason to be unhappy. All over the civilised world, it is no longer safe to switch on the radio. The little blue men are currently at No 4 here, outselling the Gallagher brothers' album (*What's the Story? Morning Glory*). Over the rest of Europe, they have shifted more than three million albums and have scored hit singles in Germany, France, Switzerland, the Netherlands and Spain.

The Smurfs even threatened to include a cover-version of the Oasis hit *Wonderwall* on their British album, rehashed as *Wondersmurf*. Things soon turned ugly: Oasis's parent company Sony has slapped a ban on any such Smurfy dealings, and there has been talk of little blue legs being chopped off...

Imitation, of course, is the sincerest form of flattery, and Oasis have been accused of a



Yes, it's definitely them — and Oasis aren't amused

sense-of-humour failure. But they do have a point. Never mind that Bach made cover versions of Vivaldi, and Brahms did the same for Haydn. These were not blue men with an alleged height of "three apples". And to suggest that anyone with a decent sense of humour would allow the Smurfs to butcher their songs into some kind of helium-voiced, pappy, giggle-ditty misses the point about the Smurfs.

In common with all that is most kitsch about Nineties post-post-modernism, the Smurfs are simply not funny in themselves. No: like the colour beige, elevator music and furry loo-seat covers, they have achieved a cheesy retro-appeal which is more to do with knowing winks and smirks of gosh-aren't-we-

sophisticated-and-ironic-to-pretend-that-we-like-this-stuff than with any inherent wit. The fact that they first came to prominence in 1978 fits with their current popularity, both in gay clubs hooked on everything Seventies, and among today's thirtysomethings, nostalgic for their childhood bric-à-brac.

The world of little plastic people with little plastic smiles was invented by the Belgian cartoonist Peyo almost 40 years ago, with the name evolving from the word *schtroumpf*, Flemish for thingummybob. The characters spread throughout Europe — BP was soon selling 250,000 of the plastic figurines a week, at 36p a time — and in 1978, the *Smurf Song* reached the

British charts. These days, a mint-condition Spaceman Smurf, in its original box, can fetch £1,000. Retails of Smurfabilia have so far reached a mortifying \$67 million. And that's not including sales of Smurf clothes shortly available from C&A.

To be fair to the Smurfs, several artists have happily allowed their songs to receive the little blue plastic treatment, including *Smurf Hillbilly Joe* (*Cotton Eyed Joe* by Rednex), *Alright* (*Supergrass*) and *The Noisy Smurfs* (*It's Oh So Quiet* from Björk). Wet Wet Wet's *Love is All Around* receives a horribly mawkish makeover to become *Find this Smurf*.

But these Smurfs are not the same Smurfs we all know and hate. Some of their voices have broken. Gone is the helium-fuelled castrato binkle-tinkling, although that sonically processed Smurf twang remains. Gone, too, is Father Abraham, the smurf's avuncular human sidekick.

Their songs are almost hip. The production values on the album are good too, with ultra-bright digital sound.

"The Smurfs are back and we're planning to stay," runs the lyric to one of the most terrifying songs on *The Smurfs Go Pop*, continuing: "We've not been around for a little too long / And we've come back to where we belong".

Sorry, Smurf chums, you've got it all wrong. The only place you belong is deep in the heart of a blazing rubbish tip. Getting excited about little green men from Mars is one thing. Getting excited about little blue men from Belgium is quite another.

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 this Newsletter. If anyone is seeking a special item contact the Club with your requests. **Want lists are always welcome!**

AD

986 Wanted **SMURF CARTOONS**, can anyone provide me with copies of the following episodes? "Lost Smurf", "Gargamel's Second Childhood", "Wolf in Peewit's Clothing", "Bigmouth's Roommate", "Smurfs of the Round Table", "Mummy Dearest", "Once in a Blue Moon". Would be grateful! Will pay costs!

987 Wanted **PLUSH**, Baby Smurf #4690 , Smurf T-Shirt Plush "Hug Your Smurf" or "I Smurf You" #650, Smurfette #605. Any or all in new mint condition please! Please submit asking price in first letter.

988 Wanted **Smurf Telephone, Desk Set, 1983 Christmas Plate**. Please submit condition and asking price in first letter.

989 For Sale **Spiral Notebooks, full size, with attractive Smurfs covers in full color**. Covers say, "Smurf Sports" "Time to get Smurfin" "Smurfy friends stay in touch" "Gargamel and Azrael" "To Smurf or not to Smurf that is the question" "I Love Work....I can Dream about it for hours". Mint condition.

990 Wanted **Smurf Egg Cup** by Paso, licensed by Sepp. Mint condition please. Please submit asking price in first letter.

991 For Sale **QUICK FAST FOOD RESTAURANT SUPER SMURF PROMOTION** as featured in Newsletter 41. All have the Quick emblem on their hats. Mint in package.

992 For Sale **Mc Donalds Smurfs** as featured in this Newsletter. Please list the ones you would like in order of your preference. All are mint in packages.

993 For Sale **Smurf Christmas Cord Series** please state what you seek in first letter.

994 For Sale **Super Super Moonlanding Set**, no box, good condition .

995 For Sale **Super Super Western Set**, in box, has been put together, good condition.

996 For Sale **Pencil Holder with Smurf Figurine on Swing**, good condition, no box.

997 For Sale **Jubilee Issue Promotional Set by Schleich 1985**. "Peyo" gold leaf series, Mint in Blister packages. Complete 19 piece set. Prefer to sell as set, but will consider separating set after Jan. 30th.

998 For Sale **Promotional Smurf-A-Grams from Spain**, as featured in this Newsletter. All mint .

999 For Sale **Promotional Signbearer Smurfs with European Flags**, as featured in this Newsletter. All mint.

1000 For Sale **Activity Set by Eco, from Germany and Holland, "MINISTECK"**. Mint in box.

1001 For Sale **8" Plastic Water Bottle by Fackelman, Germany**. Four Seasons Smurf Scene. Mint.

1002 For Sale **Smurf Thermometer 7 1/2" by Fackelman, Germany**. Mint.

1003 For Sale **Smurf Coloring Books by Hemma, Germany**. 8" by 11" size, 1993, Great covers etc. Mint

1004 For Sale **Smurf Activity Books by Hemma, Germany**. 9" by 12" size, 1996, Mint.

1005 For Sale **Super Smurf #40213 Chain Gang with Rock**, mint in fair box.

1006 For Sale **Topps Smurf Head (Candy Holder)** as featured in our last Newsletter with counter top box. Mint no candy!

1007 For Sale **Smurf Annual Book 1980** by Stafford Pemberton Publishing. English, hard cover, has slight tear on cover, book pages are good.

1008 For Sale **Smurf figurine #20195, #1 Graduate**. Lettering is slightly rubbed off. Good condition.

1009 For Sale **Handicapped Promotional Pair**, as featured in Newsletter 41, from France. Smurf on crutches and Smurf in wheelchair. Mint.

1010 Wanted **N.B.C. Promotional items**, produced when the Cartoon appeared on their station. Information also wanted on any items you have in your collections!

1011 For Sale **Smurf figurines, selling large collection. No List!** Please submit your want list! Include variations you seek, I have variations and country markings! All good to mint condition. Also available Super Smurfs. Most mint in box, send your want lists also!

Our Variation Section will be continued in Newsletter 44.

©, 1996

Smurf Collectors' Club International Newsletter, ALL RIGHTS RESERVED. REPRODUCTIONS IN WHOLE OR PART OF ANY MATERIAL WITHOUT WRITTEN PERMISSION FROM THE EDITOR IS PROHIBITED.
Published Quarterly, June, September, December, March.