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THE **Lundby** LETTER

A Quarterly Newsletter Published for Members of the We Love Lundby Club



Vintage Lundby Dollhouses Get Older and Better Every Year

FIRST IN A SERIES

By Anna-Maria Sviatko

SO YOU'VE GOT YOUR EYE ON THE PERFECT LUNDBY House on eBay, but you aren't quite sure what year it is? Or maybe you're a purist wanting to know if that laundry sink would be OK in your blue-floored house. (Short answer: No).

Slap on your detective hats, grab your magnifying glasses, and come with me on a sleuth's shortcut guide to dating your house or anyone else's—with at least the air of confidence, if not the real thing. This article will feature how to date two of the best known Lundby dollhouses, the Gothenburg and the Stockholm.

Let's start with the **Gothenburg #6001**, which originates in the 1966 catalog. Here are some steps for dating your Gothenburg house:

The 1966 catalog shows the dining room flowing through to the bathroom area with a large opening and no door. The bathroom sits behind a wall at the back and there are two windows on that side of the house. By the 1969 catalog there is a door between the dining room and the bathroom and no windows in the bathroom.

And speaking of windows, before about 1973 there were wooden sills but no frames or glazing in the windows. The 1970 catalog I have shows windows available separately for sale.

From the mid-to-late 1970s, the trim around the front was brown. From the late 1970s onward, it was white. Check the stairs. Wooden banisters were superseded by plastic in the mid-1970s.

Let's move on to the **Stockholm #6040**. Ten years after the Gothenburg, the Stockholm arrived in Lundby catalogs in 1976. The first thing you must do as a Lundby "sleuth extraordinaire" is to check the color of the balcony railings. If the railings are brown, it was built between 1976 and 1984. If the railings are white, the house was built after 1984. The garage extension #6041 was new in 1979.

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Editor's Note: In response to numerous questions from our members about how to date Lundby houses and furniture, we have launched an effort to publish clues on unlocking the mysteries of vintage Lundby creations. We will focus on many different methods of dating, such as locations of manufacture, colors of packaging, and the design of houses and furniture.

To initiate our investigating Anna-Maria Sviatko, a very observant Australian collector, has written up some basics for dating two vintage Lundby dollhouses, the Gothenburg and the Stockholm. A similar article by Anna-Maria, "Dating Your Vintage Doll's House," appears on the Australian Lundby Toys website, www.lundby.com.au.

The Gothenburg or Göteborg was originally called the "Lundby Dolls' House" or "Popular Dolls' House." Various catalogs during the late 1970s and 1980s referred to the Stockholm as the "The super Lundby dolls' house; "Lundby Luxury Villa," and "Deluxe Dollhouse." Their current names were established in 1990.

Please join our detective team! None of us has all the answers, but if we keep searching we will help each other and all future Lundby collectors. If you have information that would assist us in identifying and dating Lundby houses and furniture, please send us your feedback.

Next issue: Marion Osborne's observations.

Catalog from the collection of Peter Pehrsson.



1966 Lundby dollhouse. Text: *Quality in each detail! Most popular dollhouse in Sweden with built-in electricity. Can be equipped with (standing) legs, 26 cm high in gray.* Copy translated by **Peter Pehrsson** from his catalog collection on <http://dollhouse.mine.nu>.

Vintage Lundby Dollhouses—

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Among other models of Lundby houses, I'm the proud owner of the rare 1947 model with the lovely circular staircase, but if you have a Lundby house with a flat roof, you should send it to me immediately for safekeeping! ♥

1976 Lundby dollhouse.



Photo from the 1976 Lundby catalog

Lundby Lore

By Yvette Wadsted

WHILE AGO, I contacted Formica in Sweden in order to find out the names of the designers of the Formica patterns found on Lundby kitchen tables from the 1960s and 1970s. The company had no idea that miniatures of these designs had found their way into dolls' houses. They were at the time planning a catalog called Formica Trends and thought it would be a good idea to include these miniatures.

They sent a photographer to me who took pictures of a kitchen from the 1960s and one from the 1970s. Four Lundby tables appear on the front inside page of the catalog. An English translation of the accompanying write-up follows:



Formica © Trends

Editor's Note: After searching the Internet, I found that the Formica Corporation was founded in 1913 by two young American engineers, Herbert Faber and Daniel O'Connor, who discovered a better way to make insulation materials for the growing electrical industry. Until then, manufacturers had been making insulators out of the mineral mica. So Faber and O'Connor named their innovation Formica, as it was a substitute for mica.

The decorative potential of the product was discovered in 1927 when the company began lithographing images onto the sheets of laminate. After the Second World War in 1946, Formica laminate entered the European market. The product was so successful that the brand name soon became universally recognized throughout the US and Europe.

In 2000 Formica acquired Perstorp Surface Materials, once the Swedish company, Skånska Ättiksfabriken, for whom Sigvard Bernadotte created his Virrvar design in 1958. Per Börnfeldt (see page 4 of the March 2005 issue of The Lundby Letter) admitted using Bernadotte's Virrvar pattern when he designed the Lundby kitchen table. This design is still being used in Formica's PSM Classics series.

Trends in the dolls' house world.

Yvette Wadsted's interest in Scandinavian postwar dolls' house furniture was due to the fact that these miniatures depicted the Scandinavian way of life and followed the trends from 1950 through many decades. Yvette also noticed that the Formica patterns on the miniature kitchen tables were the same as found on actual kitchen tables, such as Virrvar, designed by Sigvard Bernadotte. Her idea and research have resulted in an upcoming book, *Scandinavian Design in the Dolls' House - 1950-2000*, published by Arvinius Förlag, out in the spring of 2006. A book for readers interested in design, and also a book for a look into the dolls' house world in miniature, 1950-2000. ♥

45 Renewals and 4 New Members Keep WLLC Going Strong

AS WE GO TO PRESS, our membership remains steady at 49. Although it's down from a high of 60 at the end of 2005, we are ahead of our total membership at the same time last year.

A hearty welcome to our new members: **Katarina Brama Löfgren**, Sweden; **Lise Jensen**, Canada; **Tina Freiwald**, Pennsylvania; and **Mark and Emma Phillips**, UK. For contact information, please consult the 2006 Membership Directory included with this issue.

One of the benefits of the We Love Lundby Club is that we can get out

the news that members are looking for specific items or that they want to sell or trade them. **Charlene Williams**, Florida, has a Caroline's Home transformer that is the UK model. She would be willing to exchange it for a vintage US model Lundby transformer.

If you live near Glen Falls, New York, and if you'd like a used Stockholm and/or a 2-story Gothenburg, contact **Veronica Fuller**. As long as you can go get them, she'll give them to you free. She lives 50 miles north of Albany, New York. ♥

An Appreciation For Jobs Well Done!

By Sue Morse

THE BY-LINES, “By Camryn Long” and “By Carolyn Frank,” will no longer grace the pages of *The Lundby Letter*. Each of these two writers has decided to take a break to pursue other requirements on their time, at least for now. After working with both of them since the inception of our newsletter, I am very sad to see them leave their writing positions.

From the very beginning, Camryn Long was part of the planning of the WLLC, perhaps as a captive participant because she’s my granddaughter! Camryn thought up the name of our Club and she had lots of wonderful suggestions for the Children’s Corner. She helped get us off the ground and we will forever be grateful to her. Her ePal, Caitlin Butchart, UK, will take over the helm for her.

Carolyn Frank has served not only as the Associate Editor of *The Lundby Letter*; but she also initiated and wrote three popular departments, Lundby Lore, Members in Focus, and What’s New at Lundby. And that’s not all—she managed membership, mailings, color copying, and many other projects. Thankfully, Carolyn’s knowledge of Lundby dollhouses will remain close at hand as she continues to write the feature attached to every issue, Crafting with Lundby, serve as an Advisory Member, and send birthday gifts to the younger members, a lovely tradition which she started.

Because of her experience as a professional editor, she has set a very high standard of excellence, which I always hope to live up to. I just wouldn’t have had the daring to start such a project without her moral support.

Thank you, Camryn and Carolyn, from the bottom of our hearts. Without your help, the We Love Lundby Club wouldn’t have happened! ♥

Lundby Connections

Elisabeth Lantz, Sweden, is our celebrity for this issue!

She was the only member to identify George Mundorf’s WLLC Mini-Convention mystery piece as Lerro, the company originally owned by Per Börnfelt. We hope that Elisabeth can help us with a future article on other Lerro pieces. Elisabeth has launched a new website, www.swedish-dolls-houses.com. Believe me, you must go immediately to Elisabeth’s website, and then to her Museum Page. I won’t spoil your fun by telling you what’s there!

One of the most vivid memories of my Christmas Day 2005 was a surprise telephone call from Stella Goodman, UK, to wish us a Merry Christmas. Stella was getting ready to take her Yorkie named Chewbacca for a walk. She spoke of how lovely it was to see a photo of Charlene Williams in *The Lundby Letter* and to hear of Susanne Hjelm’s shop. She would love to see it! Stella has informed many of her customers about the Club, and we’re so grateful to have her referrals. ♥



Photo by Jenny Bredenberg.

Lundby Featured Well-Known Painters in their Miniatures

WHEN JENNY BREDEBERG, UK, listed a Lundby painting on eBay, she also gave us a lesson in art history. As she wrote in her description, “The pictured painting, ‘Grindslanten,’ shows some young boys fighting over the tip received for opening the gate for a carriage. A classic image painted by August Malmström around 1900. The painting appears in Lundby catalogs from the 1960s through the 1970s.”

Lundby reproduced many other paintings by famous artists. Malmström, a Swedish artist and professor of art, lived from 1829 to 1901.



The Children’s Corner

By Caitlin Butchart

HELLO AND WELCOME TO THE CHILDREN’S CORNER.

Let me start by introducing myself. I am Caitlin Butchart, and I will be writing the articles for the Children’s Corner now, instead of Camryn Long. Can I take this opportunity to thank her for all the hard work she has done in the past.

Now, a little bit about me. I am eleven years old and I have had my Lundby Stockholm for about three years. My passion for Lundby grew when I became a member of this club. I think it is a great idea!

I have a sister named Brodie, who is five. She has a Lundby Dream House and finally got her electric lights for her fifth birthday that was in late September. She is a member alongside my mum, Lis Garner, and me.

I was thinking it would be nice if we could get the Pen Pal side of the Children’s Corner up and running as I’m sure lots of children out there would like the chance to talk to other Lundby-obsessed children. If anyone would like to email me at Tizwiz@hotmail.co.uk, I will promise to answer all emails. In your emails, you will need to explain a bit about yourself. Please list your hobbies and interests. That way I can try to match people with similar likes and dislikes.

Also if people have any ideas or suggestions for future Children’s Corners. Feel free to email me with them.

I hope you have enjoyed reading this as much as I have writing this!

Caitlin

Members in Focus

FIFTH IN A SERIES OF INTERVIEWS

HAVE YOU EVER WONDERED who is responsible for the treasure trove of Scandinavian dollhouses and catalogs on *Pepper's Dollhouse Page*? It's **Peter Pehrsson**, Nybro, Sweden, who was inspired to create his website, <http://dollhouse.mine.nu>, because of his early fascination with miniatures and toys. He designed his very first website featuring dolls and room boxes about eight years ago!

Although Peter includes information about all the Scandinavian dollhouse makers, he collects mostly items made by Lundby of Sweden. Peter began collecting dollhouses in the late 1960s, and he has owned a Lundby Stockholm since it was first introduced in 1976. His favorite pieces remain the Lundby Stockholm with the ground floor and front covers.

Always pursuing new items, Peter searches for them on eBay and Tradera. In answer to my question about which pieces he was seeking, he responded, "Everything that matters Lundby. I confess that I buy dollhouses and furniture by my heart." He's been a busy fellow because he now owns about 30 dollhouses.

Not only does Peter collect all things Lundby, he replicates favorite pieces. Peter notes that he has

By Sue Morse

always "puttered about with something." Last fall he decided to make a rocket lamp like the rare Lundby miniature of the 1960s. Although it is not an exact replica, he was happy with the result. When you visit Peter's website, be sure to click on Cut & Paste, so you can make your very own Lundby flag from the 1970 house.

Born in Kalmar, Sweden, Peter grew up in Nybro in the province Småland in southeastern Sweden. Nybro, the capital of the Swedish Glass Kingdom, is home to Orrefors, Kosta-Boda, and Nybro Glasbruk. Peter was educated in economics and is employed by Kährs in Nybro. In the 1920s and 1930s, Kährs was the leading manufacturer of toys in Sweden. Under the Photo Gallery page on Peter's website, he features some photos of a Kährs dollhouse and toy farm. Kährs' toy production ceased in the late 1950s, and currently, the company is the top producer of wood flooring in Europe.

Very recently Peter traveled to Stockholm to meet for the first time two other We Love Lundby Club



Photo by Peter Pehrsson.

Surrounding Peter Pehrsson are several dollhouses made by Lundby of Sweden—bottom left to right, the Gothenburg, the first electrical house, the Manor House, and the Stockholm. Because of Peter's valuable contributions to the We Love Lundby Club, we have invited him to be an Advisory Member. He joins a hard-working group of knowledgeable Lundby lovers.

members, **Elisabeth Lantz** and **Susanne Hjelm**. Peter says of his fellow Lundby collectors, "They are very nice and have done a huge amount of work on dating dollhouses and furniture. If anyone can help you, it is Elisabeth and Susanne."

I'm sure that I speak for many when I say that you too, Peter, have helped us learn a great deal about Lundby's history. Before Peter (whose nickname is *Pepper*) created *Pepper's Dollhouse Page*, he was convinced that he was alone in his hobby. It's not hard to understand that Peter has now found many new friends who also collect dollhouses. Peter's eBay User ID is *pehrsson*.



The Lundby Letter is published quarterly for members of the We Love Lundby Club. If you have any inquiries about an article, or if you are interested in submitting a story or project of your own, please do not hesitate to write or email us.

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Coming Up in the June 2006 Issue





-  New 2005 Stockholm Design
-  More on Dating Lundby Houses and Furniture
-  Caroline's Home
-  The Manor House and Furniture
-  Interviews with Members



Photo by Lisa Boutry.

Madlen Boutry-Klingbell expresses her delight in winning the 2005 House Decoration contest and a copy of *Salame & Signor*.