

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

## Lundby Widens World of Play

### HISTORY OF LUNDBY OF SWEDEN *Part IV*

#### Fourth Ten Years—1977-1987

**V**ISUALIZE FIREWORKS IN THE SKIES OVER LUNDBY OF SWEDEN in the late 1970s and early 1980s! Lundby management must have been scrambling 24/7 to accomplish all that happened during this busy, bordering on frantic, decade.

Even though dark clouds were approaching on the horizon in the form of electronic toys, which appeared on the toy market in the late 1970s, Lundby continued to expand globally with its production during the late 1970s and early 1980s. It is widely thought that the decision to move production aboard caused Lundby's financial crisis in 1982.

Businessman Stefan Karlsten purchased Lundby that year from the founding Thomsen family and moved the company's production facilities in Hong Kong back to Lerum, Sweden. Even though the firm recovered slightly, Lundby experienced its first bankruptcy in 1983.

With the help of a heavy input of capital from the Swedish government, Lundby reestablished itself by acquiring the British firm, A. Barton Toys; Lisa of Denmark; and Plasty GmbH, a German company that marketed the Petra line. In addition to acquiring these major toy companies, the management under Karlsten in 1984 reopened a new factory, built beside the old one in Lerum.

To compete in the toy business, Lundby was constantly innovative and continued to create new versions of not only its own line, but Lisa of Denmark and Caroline's Home dollhouses as well. They used high quality materials, including wood cut from 150 year-old trees.

#### Keeping Up With Lundby

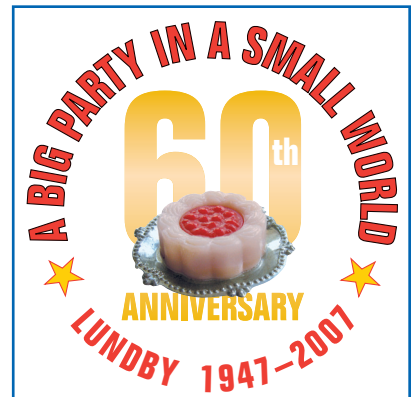
Many new dollhouses were introduced during this period. Those included the Manor House in 1981, the World of Play in 1982, Lundbynette in 1983, Lisa bungalows 520 and 521 in 1985, two versions of the Rainbow House, one decorated with a rainbow on the roof in 1984, and the pink Rainbow House in 1986.

Wonderful photos of all of these houses can be viewed in Elisabeth Lantz's Museum of Doll's Houses. Her collection of images can assist one greatly in the study of these dollhouses. We are grateful to Elisabeth for also providing the World of Play and 1982 advertisements, shown with this article. See: [www.swedish-dollshouses.com](http://www.swedish-dollshouses.com).



*Lundby apartment*

How clever of Lundby also to create the versatile room boxes that Patricia Harrington discovered recently. Called Lundby apartments, they were marketed in Europe in 1982. An unfurnished version of the apartment appears in the photo on the left. A more lengthy description of the apartments, along with photos of the furnished boxes, will appear



*Editor's Note: Our new logo, designed by Don Christian, is based on the winning slogan for the 60th Anniversary of Lundby of Sweden, created by Reina Olthof, Kornhorn, Holland. Lundby's miniature strawberry cake first appeared in 1974 in the coffee party set #6604. It was shown in catalogs until 1997, when the Lundby name was purchased by Micki Toy Company.*

*Strawberry cakes are widely used in Sweden to celebrate Midsummer and summer birthdays, when the strawberries are ripe. A recipe for Strawberry Cake is included in the envelope with your newsletter. Enjoy Summer!!*



*Continued on page 2*

## World of Play—

*continued from page 1*

in the September issue of *The Lundby Letter*.

### 40th Anniversary Stimulates More New Items

By 1987, the 40<sup>th</sup> anniversary of its founding, Lundby had firmly established itself as the most popular dollhouse company in the world. To celebrate its 40<sup>th</sup> year, the company launched a new line of handcrafted dollhouse furniture in wood, entitled “Collector’s Classics,” including a breakfront cabinet, desk, and swivel chair.

An additional special series on innovations in technology was called “Lundby Vision,” and was comprised of a working TV, radio and clock. For further information on these pieces, see the Lundby Lore article by Carolyn Frank in the June 2005 issue of *The Lundby Letter*.

Looking back from the 60<sup>th</sup> anniversary year, we can say with confidence that by the end of its fourth decade, Lundby had greatly enlarged its status in the dollhouse world. There was much to celebrate! ♥

### “It’s a ‘Small World’ After All”

THE EXHIBIT, “SMALL WORLDS: Interior Design in Miniature,” ended its successful run at the American Swedish Institute (ASI) in Minneapolis on May 13. By all accounts, the display was very well received by young and old alike.

Member **Susanne Hjelm**, who set up the exhibit in February, praised the event recently, “The exhibit was something out of the ordinary, not just the Scandinavian items, but the whole of it.” Among the other miniatures displayed was a replica of the historic Amber Room from the Catherine Palace in St. Petersburg, Russia.

The daily newspaper, *StarTribune*, gave attractive coverage to the exhibit in an article published March 7. The report quoted ASI curator Curt Pederson’s comments about the display. He acknowledged, “Not all the miniatures have a Scandinavian connection, but their fanciful spirit would have pleased institute founder, Swan Turnbald, the original owner of the castle-like mansion that now houses the museum.”

A photo gallery of the exhibit, published March 6 by the *StarTribune*, can be accessed at <http://www.startribune.com/10001/gallery/1031969.html>. ♥

## Swimmer Dolls Reflect Love of Summer

By Sue Morse

SUMMER IS THAT SHORT, PRECIOUS TIME when families in northern Europe flock to the beaches and pools. Is it any wonder then that these Lundby swimmer dolls were manufactured in West Germany? There is no evidence that the swimmer dolls were ever sold outside of Germany, nor do they appear in any of the Lundby catalogs. Nevertheless, they don’t hide from collectors.

The swimmer dolls cut these fine figures only briefly. Finding just one of them seems to be a challenge, but to collect the entire set is almost impossible, unless you have many friends in Europe! In the family photos of



the swimmer family, **Paige Baird**, UK, shared her bikini-draped daughter, **Patricia Harrington**, ME, added the mom, and the father and son are from my collection.

Patricia believes that the dolls were manufactured to go with the large swimming pool, and they appeared for only a short period of time, just like summer! ♥

### Swedish Trip Postponed

Due to an abbreviated preparation timeline and a lack of participants, the tour of Sweden planned for September 2007 has been postponed until a future date. We will explore other opportunities for visiting Gothenburg, Vänersborg, Stockholm, and Gemla, all areas of importance to the history of Lundby of Sweden. Stay tuned to the website and newsletters! ♥



## The Children's Corner

By Caitlin Butchart

Hello again!

I hope the spring weather has been great for all! It certainly has for my family and me! Looking forward to the summer too!

I thought this article could be about the Midsummer Festival, a celebration of the Summer Solstice. The Midsummer Festival is as important as Christmas in Scandinavia! It signals the end of the long winter days and the welcome return of the sun.

In Sweden and Finland, Midsummer is a public holiday! It is the 3<sup>rd</sup> weekend of June around the 24<sup>th</sup> of the month. Everyone escapes from work and goes to spend time with nature. Like every major celebration, meeting family and friends is also special. Just as at Christmas, a feast is in order! The traditional delicacies of the Midsummer Festivals are fresh potatoes, with pickled herring or smoked fish from the nearby lake, the first strawberries of the season for dessert and some schnapps and beer to wash down the herring!

In Sweden *Midsommar* is celebrated around the Majstang on Friday. Everybody dances and sings around a tall maypole covered with flowers and greenery, and a great time is had by all. This festival dates back to pre-Christian times.



It was originally a pagan fertility festival with many rituals and special customs, which were all nature-based and conveyed the hopes for a good harvest in autumn.

As you can see I’m really interested, and there is lots more to know, but I don’t have enough space! Have a look yourself and maybe start a tradition in your area.

Midsummer is a good reason for a get together! So, best wishes for a wonderful spring and an even better summer. ♥

Love, Caitlin

## Lundby Connections

CONGRATULATIONS ARE IN ORDER FOR NICOLA GOLDING, UK. We are tickled pink to report that Nicola gave birth to Rachel Daniella Forbes, her first child, in the Royal London Hospital, Whitechapel, on March 22, 2007. Best wishes to all the family! Spruce up that Lundby dollhouse for baby Rachel!



Claudia Kreda, NY, nearly fell off her chair when she saw the 1974 Gothenburg dollhouse shown on the front page of the March issue. She had one just like it, but it was mistakenly discarded. She has been desperately seeking another, so if any member can help her find the exact house, she'd be truly grateful. Claudia also is looking for the cover to the basement/stable/garage level of the original Stockholm house. You can reach her at [cloud99@aol.com](mailto:cloud99@aol.com).

Carolyn Frank, VA, heartily recommends Whoowhoos, a UK eBay seller and Lundby retailer. The owner, who is currently selling the Småland line, states, "It gives me so much pleasure being able to sell these fantastic houses to new generations as well as being a real nostalgia trip for me!" To access the Whoowhoos, go to eBay stores and enter the name under Find a Store.

Looms were and still are an integral part of Swedish homes. If you'd like a miniature loom for your Lundby house, Patricia Harrington, ME, has found a site selling them and a craftsman who makes them. You can access the site at [www.tingitraotyg.se](http://www.tingitraotyg.se) or you can write to the craftsman, Conny Nyholm, at [conny@tingitraotyg.se](mailto:conny@tingitraotyg.se).

Are you aware that Anna-Maria Sviatko from Australia (aka The ShoppingSherpa) has an eBay store where she is selling off the now discontinued Gothenburg range of Lundby items? Sue can vouch that her international delivery is excellent. The items were well-wrapped and arrived very quickly, within a week to the U.S.

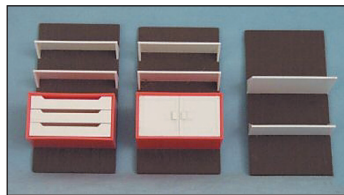
The evolution of Lundby's chimneys could take up an entire page, but we'll try to fit

in just a blurb about one of them. Rita Goranson, IA, sent a photo of a drawing of a chimney, not a three-dimensional one, on the roof of a Lundby house she had recently purchased. A quick check of the catalogs revealed that the house is from 1987. After that period, chimneys on the Gothenburg totally disappeared.



Our WLLC webmaster, Cheryl Miller, is the featured author of an article, "Making Monet" in the May issue of *Dolls House World*. It's worth buying a copy of the magazine just so you can salivate over the photos of Cheryl's miniature room boxes of Monet's studio, dining room, kitchen, and garden.

Brio or Brio Look-alikes? Both Anna-Maria Sviatko and Marion Osborne, UK, have sent pictures of some "Brio" shelves with orange cupboard edges. Can anyone verify their manufacturer?



Would you like to buy a late 1970s 4-story Lundby Gothenburg dollhouse, completely furnished? Contact Carolene Haller at 703/670-7471 or [dhahaller@msn.com](mailto:dhahaller@msn.com).

## A Scandinavian Fest with Vendors, Performers, and Artisans!

Interested in an all-day celebration of Scandinavia that's close to home in the USA? Attend the 23<sup>rd</sup> annual ScanFest, held in rustic Vasa Park, in Budd Lake, NJ, on Sunday, September 2.

Gates open at 10:00 a.m. rain or shine. Member Sue Kopperman, Klaradal Swedish Antiques and Furnishings, will be one of the many vendors, who invite you to soak up some Scandinavian moments.

For more information and driving directions, visit [www.scanfest.org](http://www.scanfest.org). Watch the club website for updates.

## Lundby Collectors Connect in June

A SMALL, BUT ENTHUSIASTIC GROUP of We Love Lundby Club members attended the 2007 We Love Lundby Club Convention on June 1-3. Watch for a full report in the September issue of *The Lundby Letter* of the tour of the House of Sweden, the 138<sup>th</sup> Eastern National Antique to Modern Doll & Toys Show in Gaithersburg, MD, and early Midsummer Fest at Klaradal in Olney, MD.

## Memories are Made of Lundby

ALL MEMBERS ARE INVITED to join those who have stepped up to tell their favorite Lundby memories. Here are a few:

Maria Cannizzaro—"Finding a whole box of vintage Lundby in an old toy store when they were getting rid of things in their storeroom."

Linda Hanlon—"Selling Sue Morse her first Lundby house in 1996."

Judy Mosholder—"Knowing I almost passed up my Lundby dollhouse with the original hangtag."



Jenni Nolan—"All my memories to do with Lundby are treasured. They are my 'Happy Place' in life when the going gets tough."

Kristi Raymond—"It was great, and a little bit surreal, to see my houses on Elisabeth Lantz's website!"

Louana Singleton—"Purchasing a like-new Lundby dollhouse with garage extension, some furniture, and lighting in Carmel, Indiana."

## Members in Focus

TENTH IN A SERIES OF INTERVIEWS

By Sue Morse

**A** WORLD TRAVELER, **Stella Goodman** was born in Manchester, England. By the time she was 22 years old, she had moved to Hong Kong, and then on to Singapore. Among other places, she has visited the U.S. four times. Now she has settled down in Dorset in southern England by the sea.

Stella began collecting Lundby 23 years ago in 1984, when she bought her daughter her first Lundby house. Stella recalls that she probably bought the house for herself. She paid £20 for the fully furnished house.

Over the years Stella went on to collect what she wanted, and now she has five Lundby houses that are mostly furnished. Her most recent buy from eBay was the new 2005 Stockholm. Although she didn't really like it that much because it's mostly plastic, she got such a good buy for £30, and it was partly furnished! Now she is very pleased with it.

Often Stella, whose eBay ID is bluecatsmum, gets asked, "Do you have a blue cat?" It's a clever story that Stella is happy to tell by answering, "Well, sorry, but I don't like cats at all as they kill my birds. The name originated when I was trying to find a name for eBay. That evening my daughter, Catherine, came down ready for going out dressed in blue. Her friends call her "Cat" and I thought well, here's a name, so there we are. BlueCatsMum."

### The Lisa Dollhouse That Went Around the World!

Because this writer has purchased many eBay items from Stella, I know firsthand what integrity and resolve that Stella offers her customers. Once I purchased a Lisa dollhouse (from Stella's own collection) and I chose to have her ship it via Surface Mail. Even though she sent it in late December 2005, it still hadn't arrived at its destination by March 2006. One day Stella got a message that a package meant for the U.S. had been returned to England. Sure enough, it was the Lisa house Stella had sent off months ago. We speculate that it must have gone around the world!!

Not to be dismayed, Stella immediately sent the package by Air Mail (at her

expense), and 10 days later, it arrived safe and sound at my doorstep. Stella's devotion and grit to please her buyers are what keeps them coming back! Her 100% positive feedback rating out of almost 2900 sales on eBay is an astonishing record of accomplishment.

Stella's "About Me" page demonstrates her loyalty to the We Love Lundby Club, because she encourages visitors to her site to go to the club website as well. She shows special kindnesses to and concern about our members in many ways, such as making a phone call to me on Christmas Day 2005 and contributing to the Cancer Research UK when member **Lise Jensen** of Canada passed away.

Thank you, Stella, for being a terrific ambassador for Lundby of Sweden. ♥

### Coming Up in the September 2007 Issue

- 🏠 Lundby's Fifth Ten Years—1987-1997
- 🏠 Report the June Gathering
- 🏠 Lundby Apartments and Transformers
- 🏠 Interviews



Stella set up her five-level "fave" house in her conservatory, especially for all the members to see!

Photo by Catherine Goodman



Excitement was in the air when Stella won this rare 1968 Post Order house on eBay.

Photo by Stella Goodman



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.

#### THE LUNDBY LETTER

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### eBay Alert!

Have you noticed lately that the number of Lundby items on eBay has dwindled down to a precious few? Be aware that eBay no longer allows listings to appear on eBay.com if they are originally listed on other eBay sites, such as ebay.co.uk.

In order to access the whole list of Lundby sale items, type in **Lundby** in the Search box. When the listings come up, scroll down to **Worldwide** (left-hand column) and click on the link. Scroll back up to **Search** and click. The full listings for Lundby will come up on the screen, and you'll have the whole world of Lundby to see. ♥