

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

## West German Factory Supplied Lundby to Europe

*Harald Thomsen Headed Hohenwestedt Office*

First in a Series by Sue Morse

ONE NEVER KNOWS WHEN AN INNOCENT COMMENT can mount an investigation for more knowledge. Several months ago, UK member **Paige Baird** offered to submit an article on Lundby items made exclusively in Germany. That rang a bell for me!

Before Paige could even write the first word of that article, I decided to look at my own Lundby MIP items to see if I had any boxes with information about Germany. Sure enough, I found three MIP items marked, “made in W. Germany.” These three sets are in addition to my swimmer dolls which were featured in the June 2007 issue of the newsletter. The swimmer doll packages also say “made in W. Germany.”

The exciting new information that I found on the boxes concerns the Lundby factory in Hohenwestedt, Germany. Imprinted on the boxes is *Lundby Schwedenmöbel, Hersteller: Spielwarenfabrik Harald Thomsen KG, 2354 Hohenwestedt/Holstein, W-Germany*. Harald Thomsen was the son of Axel Thomsen, the founder of Lundby. We first learned of the existence of this factory in Jim Hughes’s article about the Lundby-Lego connection in the March 2008 issue of the newsletter. The factory operated about 30 years, but the exact dates are unknown.

Yet another mystery soon presented itself to me. One of my MIP items marked “made in W. Germany” is the teddy bear. It has a label saying “Lundbytoy” that is pasted over another one, perhaps a Lundby label. That sent me to my catalog collection because I remembered a 1983 catalog entitled “Lundbytoy,” printed in German, Dutch, and French.

Only two other members from among those I polled possess the 1983 “Lundbytoy” catalog and those are **Elisabeth Lantz**, Sweden, and **Patricia Harrington**, ME. Elisabeth confirmed, “Yes, I have the same catalog as you and there were items made in Germany that were never sold in Sweden. Some of the items of furniture had different colors or fabrics. The German factory made Lundby by license from Lundby in Lerum, Sweden. I think that the German factory used Lundbytoy for a few years in the 80s. I have only seen the term, Lundbytoy, on the 1980s houses and the catalog from 1983. The German factory supplied Lundby to Germany, Austria, France, Belgium, the Netherlands, and Italy.”

Paige Baird, who originally drew our attention to this subject, recently sent



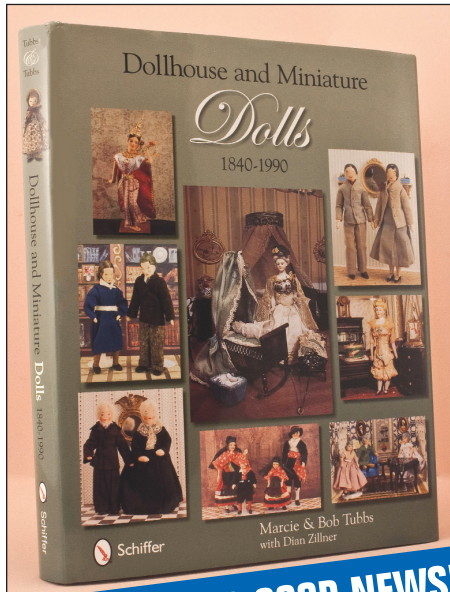
*Our European Lundby roving reporter, Reina Olthof, Holland, sent these photos from an online auction of a German-made Lundby Gothenburg. The house is filled with Lundby furniture and 1/16<sup>th</sup> miniatures from other manufacturers. The box displays information detailed above about Harald Thomsen.*

enough information to fill another article about items produced for the German market. Paige’s photos and descriptions, which will be unveiled in the June 2009 newsletter, are of the following pieces: the blue Leksand dining room; bathroom in dark blue; bathroom all in one piece—wine red and chocolate brown versions, and the red “Hollywood” garden swing.

In addition, Patricia Harrington has submitted not only photos of German-made items, but also scans of price lists that go with another 1981-82 German catalog, which we’ll reproduce in future issues.

If any of our readers have information about the German factory or photos of German items to share, please send them to [toysmiles@aol.com](mailto:toysmiles@aol.com), and we will feature as many as we have space for. Others will be posted to the website. The quest continues! ♥

A photograph of the “Lundbytoy” catalog appears on page 2.



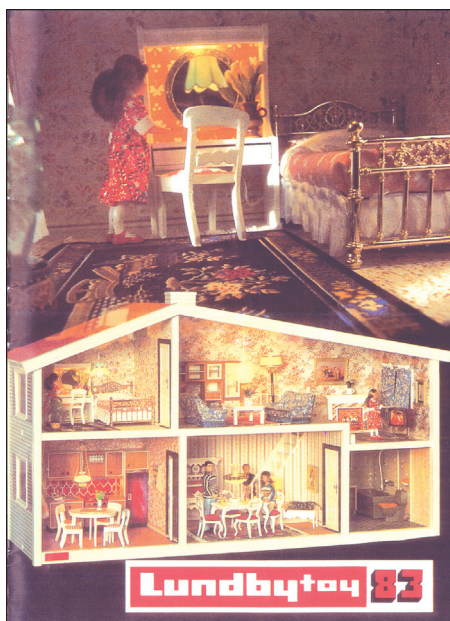
**LATE BREAKING GOOD NEWS!**

Authors Marcie and Bob Tubbs with Dian Zillner have announced that, in late March or early April, the Schiffer Publishing Company expects to receive a full shipment of their book, *Dollhouse & Miniature Dolls 150 Years – 1840 to 1990*.

Announcement cards will soon be in the mail to all We Love Lundby Club members. Be sure to get your copy so you can see the nice layout of Lundby dolls!



*Continued from page 1*



The 1983 "Lundbytoy" catalog cover. From the Morse collection.

## “But It Looks So Real!”

By Renee Ganim

**A**N EBAY AUCTIONEER OF COLLECTIBLES refused to describe his activities as “auctions.” He called them “sales.” When he was asked to explain this, he stated: “There are elements to an auction which just don’t exist at one of my sales!” I learned what he meant recently when I was successful as high bidder on a purchase. All names have been changed to protect the guilty.

The seller was “hide & seek,” and the location of the item was central Oklahoma. The seller was registered in 1999 and had 37 feedbacks, all positive, one of which was in the last year. The arrangement of the furniture seemed to disclose various flaws, etc. The seller professed not to have any knowledge of dollhouse furniture. Lot to be sold “as is” and there were to be no returns!

In the back of the lot was what appeared to be a pink Lundby bidet. I

could not see the bowl. The towels gave it away. I thought about asking the seller a question, but as you know the seller has the option of posting the question and answer if they so please. Well, if he does that, there goes my bargain.

I decided to go for it even though I didn’t really know what I was buying. eBay hides bidder identities, but they do have the feedback count so everyone would know it was me unless I waited until the end. I, of course, couldn’t tell who the bidders were. I won the auction and the bidet turned out to have a “toilet bowl” instead of a bidet bowl.

It was a perfect transaction. I didn’t know what I was buying. I didn’t know who I was buying it from. And I didn’t know who I was bidding against. It can’t get any better than that.



## “If You Knew Zelma Like I Know Zelma”

By Sue Morse

**B**ECAUSE OF SPACE LIMITATIONS in the December issue, I found that there was so much more to love about Zelma that I have written Part Two of her profile.

Miniatures have always been a part of Zelma’s life. In 1966, 43 years ago, Zelma and several other collectors began the “7-M Club (Miniature-Minded-Maidens-Monthly-Monday-Morning-Meeting). They meet 10 times a year, have no president, no minutes, no dues.

Zelma’s true joy, however, comes from going to shows. She recounts, “I started going to shows to help my dear friend, Bernice Kramer, in the 1960s. We did antique shows, doll shows, toy shows—miniature shows as we know them today. They have taken me all over the United States.”

Although she can’t really say that the packing and unpacking for a show are the thrills of her life, her love of the miniatures themselves is definitely in her blood. She gets a real high from seeing a familiar face from her hobby family. Zelma shares her point of view, “Look at it this way: there is always something to do, touch, see, and best of all, another friend to hug!” Make sure you seek out Zelma’s hug at shows you attend!! ♥

The photos—above left: *The Fink’s iconic sign for their booth at miniatures shows.* Photo by Sue Morse. Above right: *Zelma and Jules Fink at their 56<sup>th</sup> anniversary party on June 29, 2008.* Photo by Fink family member.

## Spring is in Bloom in the Greenhouse

Anna-Maria Sviatko, Australia, sends us another Lundby original from Katy's Clutter on Flickr.com. The leaflet about the garden frame, included as a promotion with the purchase of a Lundby dollhouse, offered the buyer an opportunity to fill in four labels with name and address to receive future catalogs. In exchange, Lundby would also send a free garden frame or greenhouse, complete with watering can and watercress seeds.

If one reads the small print, it is revealed that this was an invitation from the Blackpool factory in the UK. What great fun it must have been to watch the seeds grow in the Lundby greenhouse!

Katy McGrath from the UK is the owner of the Flickr page and she welcomes any visitors at her site, [www.flickr.com/photos/23064365@N03/2379566887](http://www.flickr.com/photos/23064365@N03/2379566887). Katy tells that she has loved her Lundby dollhouse since she was 10 years old when Santa left it for her. She must have been very good that year! She remembers a large display at the Daniels Department Store, where all the houses were lighted and displayed at a kid's eye level.

Over the years, Katy's dollhouse stayed in the loft until she moved it to her own house. One day she typed in Lundby on eBay and she's been buying "bits & bobs" to add to her collection ever since. ♥

Original Lundby leaflet about the garden frame. Photo by Katy McGrath. ➡

Hi there! **GROW WITH Lundby**

**FREE Garden Frame.**  
for your **New Lundby Dolls house**

Thank you for buying the house that Lundby made especially for you.

You can now send for your **FREE** miniature garden frame with real seeds for you to grow. All you have to do is to fill in all four labels and return them to Lundby Playtoys Ltd.

With the labels, Lundby will send you each year's new catalogue full of exciting ideas for your Lundby doll's house.

Be a Lundby Girl and send right away.

SCISSOR CUT HERE

Please fill in all four labels and the details below and we will be delighted to send you your free miniature garden frame, complete with real seeds. Cut out along the line indicated and return complete section to: Lundby Playtoys Limited, The Hawthins Buildings, Preston New Road, Marton, Blackpool FY3 9TU.

1. Name ..... Address .....

2. Name ..... Address .....

3. Name ..... Address .....

4. Name ..... Age ..... Address .....

Please complete by ticking appropriate boxes.

I own a 6001 POPULAR HOUSE  I place my Lundby Dolls house  on the floor   
 I own a 6040 SUPER HOUSE   on the table   
 on a bookshelf

## Micki Toys Contain No Lead

REASSURING NEWS from Micki Toy Company! According to Kristina Aronson, Product Manager at Micki Leksaker AB, Micki's toys, including Lundby, contain no lead. Before any products are sent to potential customers, they are scanned with a spectrometer when they arrive at the warehouse.

Last August, the U.S. Congress passed the Consumer Product Safety Improvement Act, which imposed tough standards for lead and certain chemicals, called phthalates, in products for children 12 and under. The law applies to both new and used products. The standards went into effect February 10, but the Consumer Product Safety Commission issued a one-year stay of enforcement for some testing and certification requirements for manufacturers and importers of regulated products.

Much confusion exists with many retailers, however, because they are still not allowed to sell products that might contain lead. Then, there is the question of items manufactured before the ban. Many second-hand stores that resell children's products are worried that they are exempted for a year from the costly testing, but they aren't exempted from the liability. Many are left bewildered over the lack of guidelines.

This article is a compilation of recent reports from *The Washington Post*, *USA Today*, and *The Greenfield (MA) Reader*. Because the rulings affect all of us who love toys, we

## Online Database Could be Boon to Collectors

MANY MEMBERS and visitors to the website have indicated they would like to see a comprehensive photo gallery of Lundby items. Considering the hundreds, possibly thousands, of dollhouses and individual furniture and accessories manufactured by Lundby over a period of more than 60 years, the job would be a formidable one. However, we believe it is essential to leave an informative legacy for future collectors, as well as the current ones.

Even if you aren't a collector of Bossons plaster ware heads, you'll be impressed with their online database at <http://www.bossonsdatabase.com/home.whb>. Thanks to Charlotte from the UK, who found this database for us and suggested we do a similar cataloging.

We are looking for a few good collectors to help accomplish this huge task. Please let us know if you're interested. ♥

encourage our members to keep abreast of this issue by Googling "New Toy Safety Rules." Readers are also invited to weigh in on this subject, which is currently being hotly debated. ♥

## Lundby Connections

IT'S A COMMON PROBLEM with Lundby dollhouses. You puzzle over what to do about a ripped piece of wallpaper caused when removing a picture or other accessory. Stella Goodman, UK, sends us a simple remedy. Snap a digital photo of the same wallpaper in an empty room, such as the dining room that's pictured. Take the scan to a local printer, for example, Staples or FedEx Kinkos, and they should be able to make a good copy for you. Then you can carefully patch or re-wallpaper the damaged area.

Thanks, Stella, for being such a good Lundby friend to everyone!



WE'RE ALWAYS ON THE LOOKOUT for Lundby items we don't have. This time, however, your editor is on the lookout for a Lundby sales and marketing person who worked for Lundby in Sweden during either the 1980s or 1990s. Send any clues to the whereabouts of this important person to [toysmiles@aol.com](mailto:toysmiles@aol.com).



SOME OWNERS OF THE CHESTERFIELD SOFA, one of our favorite Lundby pieces, are still

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## Members in Focus

SEVENTEENTH IN A SERIES OF ARTICLES

By Sue Morse

**O**PPORTUNITY IN THE NAME OF JULIE PLOVNIK, VT, came knocking at my door in early January. Julie ventured from Vermont to Washington, DC, so she could join friends to attend the Inauguration on January 20. Her arrival gave us a perfect chance to meet face to face after numerous connections by email.

As Julie toured my collection, she and I chatted about her introduction to the We Love Lundby Club, which she found on a Google search in late 2007. What prompted her to look for Lundby is the rest of the story!

Julie's mom gave her a Stockholm dollhouse in the late 1970s when she was about nine years old. Before leaving for college, she carefully packed everything up, but years later she decided to give the dollhouse and furnishings to her husband Tom's goddaughter.

After finding the We Love Lundby Club website and seeing Lundby items listed on eBay, Julie started to seriously miss her dollhouse. When she asked for it back, she received a box of most of the furniture, but a note saying the house "hadn't fared well" in one of the family's moves. Can you imagine her devastation?

It was time for Julie to find a new Lundby home! She promptly won an eBay auction for a fully-furnished four-story 1980s Gothenburg dollhouse. Several months later, local listings led her to a Salame & Signor house and a furnished Stockholm like the one from her childhood. Last fall, Sieglinde Nedomansky from Austria

helped her acquire a Lisa house from Germany. She was hooked! Now Julie sells her extra miniatures in the Looking for Lundby? section on the club website.

When it comes to communicating, Julie's mind works a-mile-a-minute. Here are just a few of her suggestions about how club communications can be improved.

An online forum, such as in Yahoo Groups, where club members could meet each other and discuss issues of interest at any time. She notes a current Lundby Yahoo group in Dutch.

An advice section in the newsletter where members can ask questions and share tips and tricks, such as the best way

Julie poses in front of Sue's eight-level Lundby dollhouse purchased from Zelma Fink!



Photo by Sue Morse

to repair torn wallpaper, clean and restore dollhouses and furniture, bid on eBay, etc.

Develop a detailed 60-year retrospective catalog to help collectors identify and match pieces, including information on the design inspiration and manufacturing process for each item.

A pretty tall order, Julie. However, you have inspired us to put forward a similar idea to the retrospective catalog (see the article on the online database in this issue). With Julie's enthusiasm, vision, and help, we can take advantage of this opportunity!

### AUGUST 21-22, 2009

Mark your calendars now! Plans are underway for the 2009 WLLC Convention to be held in Coldwater, Michigan, in conjunction with the Dollhouse Toys N' Us Club Meeting. More details are included in the sign-up sheet in your packets. Keep watching the website for updates.



### Where in the World?

One third of our 70 members are from outside the United States. You'll find names, mailing addresses, and email addresses in the 2009 Membership Directory. This directory, only available to members, is enclosed in the newsletter packet, along with your 2009 membership card and "Crafting with Lundby."

Here is the geographical breakdown of the We Love Lundby Club membership: Australia-3; Canada-2; France-1; Germany-1; Ireland-1; Norway-1; Sweden-5; UK-9; USA-47 ♥



### Lundby Connections—

continued from page 3

having issues with bleeding from the "sticky vinyl." (See the December 2005 issue of the newsletter.) Member Louana Singleton, IN, found a solution by flocking the sofa to stop the bleeding, as shown in the photo. For another flocking activity, be sure to read the enclosed March 2009 issue of Crafting with Lundby. Happy Flocking! Photo by Gary Frayser.



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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### Coming Up in the June 2009 Issue

- More on German-made Lundby
- Lisa/Brio Link
- New sets for Småland dollhouse
- More plans for 2009 Gathering
- Interviews