

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

## Lundby's 1983 Blueprint Promises Future Success

“LUNDBY OF SWEDEN DIGS INTO THE FUTURE” is the headline of a 1983 promotional brochure which reveals much about Lundby's plans to expand their Lerum, Sweden, factory during the early 1980s. Björn Thomsen, the son of Lundby founders Axel and Grete Thomsen, was the spokesperson throughout the brochure. Together with his brother, Harald, Björn was responsible for the marketing and distribution of Lundby on the European continent. Through Björn's words in the pamphlet, we learn the names of the “movers and shakers” in the company hierarchy at that time. Here is the word-for-word text of the brochure:

“In 1947, my father, a Swedish businessman, created the first Lundby dolls house and furniture, and over the years I have been proud to see the business expand. In December 1982, my family and I sold the entire Lundby Corporation to the family investment group, Karlsten, who had studied the worldwide market in dolls houses and dolls house furniture.

Stephan Karlsten has become personally involved as Managing Director, making sure that the original image of the company will continue. Karlsten has invested SEK 14 million, giving Lundby of Sweden a solid financial base, inspiring great confidence with both the banks and the suppliers.”

“By January 1984 Lundby of Sweden will be three times its present size”

“Bosse Johansson, who has more than fifteen years experience in the production of Lundby products, has been appointed General Manager, a popular decision amongst the employees, and recently Stephan Karlsten asked Colin Miller to rejoin the company. Colin is at present engaged in reestablishing the American, Canadian and Australian markets. Hakim Lagergren, one of Sweden's leading marketing consultants, has been given the worldwide responsibility to create a greater public awareness of Lundby and to provide many other ideas to ensure that all our toy retailers achieve good sales results and better profits.”

“New technology and modernized production to keep costs down”

“Lundby dolls houses and dolls house furniture are one of the

*Continued on page 2*

*Why are these men smiling? Every day they went to work to play! This revealing 1983 photo of Lundby company leaders is set among the dollhouses and furniture they developed and marketed into an international toy phenomenon.*

*Pictured left to right: Håkan Lagergren, Bosse Johansson, Stephan Karlsten and Colin Miller. Family spokesperson Björn Thomsen is shown in the inset. Photo from 1983 Lundby brochure.*

### Lundby Genealogy Anyone?



OUR FOUNDER AXEL THOMSEN was reportedly born in Denmark, probably around the year 1906. In the only photo we have found of him and Grete, (see the March 2008 issue of *The Lundby Letter*), he indeed looks to be about 50 years old in 1956.

Soon after that time, we lose track of him. Perhaps one of our members can locate information about Axel Thomsen in the “Births from the Swedish Death Index, 1947-2009.” It is written in the Swedish language, so our researcher would have to be fluent in Swedish. There is a fee to access the information through <http://www.ancestry.com>.

If you are willing to do some genealogical sleuthing on the Thomsen family or any of the other men who worked for Lundby, please contact us at [toysmiles@aol.com](mailto:toysmiles@aol.com) and we will offer some financial assistance. ♥

### The blueprint to dramatic increased production and sales.



From left to right: Håkan Lagergren, Bosse Johansson, Stephan Karlsten and Colin Miller.

“In 1947, my father, a Swedish businessman, created the first Lundby dolls house and furniture, and over the years I have been proud to see the business expand. In December 1982 my

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Björn Thomsen is responsible, together with his brother Harald, for the marketing and distribution of Lundby on the European continent.

## 1983 BLUEPRINT

*continued from page 1*

most popular toys in the world. Why? Because not only are they good to look at, but they offer unlimited possibilities for children to use their imagination whilst playing. This has made us at Lundby aware of the necessity for high quality—another attribute which has made Lundby world famous through the years. Lundby dolls houses and dolls house furniture last because of the unique use of carefully selected 100-200 year-old wood from valleys deep in the Swedish forest—exactly where is a well kept secret.

Now, when planning our new production centre, we are not going to change any of the products' high quality, but due to new technology and modernized production, we will be able to keep costs down in the future, an advantage for both the retailer and the final customer.

For your interest, we can tell you that the number of people assembling the furniture and houses at the new production centre in Lerum will be about 300.

Everything we do at Lundby of Sweden during the autumn of 1983 will provide the basis for a new era of success for Lundby dolls houses and dolls house furniture. What does this mean? Of course increased profits for all concerned. How big these profits can be depends also on your initiative."

"You are invited to join us."



### Another Hidden Lundby Painting

In the April 2011 issue, we published an eBay listing of Shackman paintings with a Lundby picture in the batch. Here's another recent eBay listing under Shackman. Where is the Lundby painting in this lot of miniature pictures? Photo courtesy of eBay seller.



Rococo furniture, including the drop leaf desk, shown in the earliest known Lundby catalog from the 1950s. Courtesy of Peter Pehrsson's website, <http://www.peppesdollhousepage.com>

## "But It Looks So Real!"

By Renee Ganim

WHEN SOMETHING BECOMES A COLLECTIBLE, it is hard to go back in time and put yourself in the mind of the item's creator. After all, Lundby items were intended to be toys.

In the instance of the Rococo drop leaf desk, it is, in hind sight, hard to believe that it was intended to be a toy. How can a 10- or 12-year-old child even begin to understand the nuances of such a piece? The desk is so artfully created that in the last few years it ranks #1 for customer questions about it. They ask, "Do the drawers open and close"? "What are the dimensions of the inside drawers and do they open and close"? "Is the mirror glass"? And so on and so on!

Consider the following interesting facts about Swedish history. When Napoleon installed Jean Baptiste Jules Bernadotte as King of Sweden and Norway in 1818, we assume that no one thought of the impact this action would have on the furniture business. Just as Americans were copying English styles, the Swedes took to French styles. Thus French furniture design became a part of the style in Swedish homes.

As a result, we have much of the entirety of early Lundby also modeled after drop-dead gorgeous Rococo or French provincial furnishings. From the bedrooms to the light fixtures, everything is either fluted white with gold leaf embellishments or crystal candelabras, and these decorative furnishings are furnished together with modern pieces that are sleek, made of plain wood, with leather upholstery, or big floral furnishings and patterned colorful rugs.

Many of Lundby's pieces are suited for a Royal Palace or billionaire's home, not for the home of an ordinary working person. We all can dream though, can't we?

In summation, the desk does indeed "look so real" but does it look real in the setting in a Gothenburg house? My vote is *no!* But that is only my opinion. ♥

## The Royals of Sweden—Then and Now

DURING A SHOPPING TRIP to Klaradal, I purchased a recent photo of the King and Queen of Sweden. Here are HM King Carl XVI Gustav and HM Queen Silvia in their royal finery. Behind them are the King's sister, HRH Princess Bergitta, and HRH Crown Princess Victoria, who will succeed her father to the Swedish throne.

The royals, also pictured in their 1976 Lundby photo, were married on June 19, 1976. This year the King and Queen celebrated their 35<sup>th</sup> anniversary. Photos courtesy of Sue Kopperman and Sue Morse. ♥





# Unusual Lundby Packaging Still Perplexes

FIFTH IN A SERIES

By Sue Morse



Photo courtesy of Elisabeth Lantz

The white patio set as pictured in the rare 1982 Lundby catalog. The umbrella, tire swing, and glider were also offered in the white wooden finish.

## 1982 White Patio Set Sold Only One Year

By Sue Morse

IT'S ALWAYS A THRILL to discover a Lundby set that appears in a rare Lundby advertisement.

If Marion Bewley of the UK hadn't emailed us last October, we might not have made the connection between a Lundby advertisement and the eBay listing Marion won of the white Lundby garden set, consisting of a sun lounger, two chairs, and table. However, Marion is a member of Dolls houses Past and Present, so she's aware that dollhouse collectors are always keen on rare finds.

As Marion was looking through the archived issues of *The Lundby Letter*, she discovered in the June 2007 issue the picture of Elisabeth Lantz's 1982 ad that shows many pieces of Lundby furniture in white rather than the usual pine wood.

After hearing from Marion, the next step was to email Elisabeth to ask her if she had the white patio set. The answer came back, "Yes." She indeed had the set, and she added that it was sold only in Sweden, and only for one year! Except for the 1982 ad she sent us for the newsletter, Elisabeth has seen it only in a small Swedish 1982 catalog, which is very rare. She notes that if you look in

ABOUT A YEAR AGO in the June 2010 issue of *The Lundby Letter*, we published a photo of an old Lundby box sent to us by honorary member, Reina Olthoff, Netherlands. Reina also alerted us to a German internet site for the Nuremberg Toy Museum, <http://www.museen.nuernberg.de/spielzeugmuseum/depot.html>, where she found the image.

The name on the box is Lundby Models, which we had never seen before. I tried several times recently to find this image again on the German website, but I was unsuccessful. If any members fluent in German are able to navigate this website, please let me know.

Here are the instructions once you access the website. Click on "Virtual Depot" in the right hand text box. Then you'll get a table of terms. Select Objektbezeichnung and type in "puppenhaus" or another related word. There is a section on Lundby as well. That's as far as I can go.

Reina also forwarded another image of the same type of Lundby packaging that



Photo by Reina Olthoff

appeared on German eBay last year. The two images of the Lundby Models box shown here contain authentic early Lundby items from the 1960s.

No one has yet come forward with definitive information about the origins of the name, Lundby Models. We still have a mystery on our hands! Much gratitude to Reina for bringing these photos to our attention. ♥



Photo by Sue Morse

other Lundby 1982 catalogs, you will see that the garden set is pine, not white.

It takes a village of Lundby sleuths! Thanks, Marion, for your extra set of collector's eyes, and Elisabeth, for your collection of rare Lundby catalogs! ♥



The white patio set won on eBay by Marion Bewley.



## Bronze Lamps with Red Satin Shades

LUNDBY OFTEN CHANGED designs of their items to update or improve the decoration. Many collectors have noticed that the bronze lamps with the red satin shades produced in the 1970s have two different lamp designs.

One lamp is a straight ribbed bronze cylinder while the other has a rim or base around the bottom. The straight lamp was first introduced in the 1970 Lundby catalog and the lamp with the base appeared in the 1975 catalog. ♥

## Lundby Connections

PASSIONATE MINIATURE COLLECTING can take up lots of space! Jennifer McKendry, an architectural historian in Kingston, Ontario, has such an enormous collection that she has dollhouses all over her house. Jennifer was honored last fall with a visit from the Little Dollhouse Company of Toronto, who featured her in a documentary on collecting dollhouse miniatures.

The six-minute video is entitled "Subculture: Little World, Big Passion." See it at <http://www.ryersonian.ca/article/11696>. You can stretch the screen to full size by right clicking and selecting Toggle Full Screen. This is a must-see!



Going on a fantasy camping trip is the perfect idea for summer! Adding to the Lundby tent and sleeping bag, Martha Stern, Israel, and her grandson, Dael, made another sleeping bag and a backpack, a fire (out of paper which Dael painted red), and a pizza in a delivery box. Amazing work for a six-year-old! Photo of Dael, left, and his brother, Naveh, courtesy of Martha Stern.



Yvette Wadsted, Sweden, emailed recently that she does not expect her book, *Scandinavian Design in the Dolls House*, to be available until the fall. The book is being printed now, but the cover is still undetermined. Yvette concedes that "not much gets done in Sweden in the summer." As a little teaser, she did reveal there is a chapter in the book about the Rococo style furniture. ♥



*The whole Lundby family engages in a summer golf outing.* Photo from a 1980-81 Lundby catalog.

# VAMPIRES vs. LUNDBY?

By Sue Morse

CABLE TELEVISION'S HBO network just launched its fourth season of the acclaimed series, "True Blood." It has been brought to my attention that a Lundby dollhouse was demolished during one of the episodes in Season 3, which aired in 2010. With much reluctance because of the graphic content, I finally decided that I should watch it. So I rented Season 3, Episode 8, titled "Night of the Sun," from Netflix.

The sizzling episode ended with a fight between the lead character, Sookie Stackhouse, and, Debbie, a vampire who wanted to kill Sookie, whose Lundby dollhouse, clearly visible in the background,

was destroyed during the brawl. As if foreshadowing its impending fate, an earlier scene shows a side view of the dollhouse.

How are we to react to this violence against such an icon of childhood? What was the message from the episode's writer and director? Was the dollhouse meant to be a symbol of tradition, home, and family that vampires can destroy? Or was it a part of Sookie's childhood being attacked? Or am I reading too much into it?

*Caution when viewing because of bloody violence and sexual content.* You might just want to read about "True Blood" on Wikipedia! ♥

## SAVE THE DATE—SEPTEMBER 2012

A LONG-AWAITED OPPORTUNITY for the WLLC to travel to Sweden has presented itself. We will celebrate Lundby of Sweden's 65<sup>th</sup> anniversary (1947-2012) in September 2012 with a trip to Småland in southern Sweden. Kristina Aronsson, Product Manager at Micki Leksaker, has graciously invited the WLLC to visit their headquarters in Gemla, Sweden.

Preliminary plans are to hold a three-day gathering with time for visits to Micki's headquarters, and various toy museums in southern Sweden, such as the BRIO museum in Osby.

### There's Much More to Love about Sweden Besides Lundby

To get a flavor of what it would be like to visit Sweden, go to Sue Kopperman's website, <http://www.klaradal.com>, and read her blog about her buying trips and family visits to Sweden. A self-confessed "Svenskaphile," Sue brings a seasoned traveler's perspective to Swedish life.

You may have concerns about the expense of your journey to Sweden, so here's one idea about how to get to the 8<sup>th</sup> annual WLLC mini-convention.

If you need a new car, try Volvo's Overseas Delivery Program. Sue and Peter Kopperman, MD, have purchased a Volvo using this program and they think it's a great deal!

When you purchase any new Volvo through their Overseas Delivery Program, you'll receive a variety of added incentives:

- Two complimentary round trip flights to Europe on SAS

- Access to the SAS business lounges in the U.S.

- One night's stay at the Radisson SAS in Gothenburg, Sweden

Check with your local Volvo dealer for more information about how the Overseas Delivery Program works. While you are in Gothenburg, you can visit the Volvo Museum to experience the story of Sweden's leading vehicle manufacturer from the founding in 1927 until today.

Needless to say, you can also fly to Copenhagen, Denmark, rent a car and drive over the Oresund Bridge between Copenhagen and Malmo to Växjö for accommodations, which is the nearest large city to Gemla. Plans for this special convention of Lundby lovers in September 2012 are just in the beginning stages, so stay tuned for more definite details soon.

Please let us know if you would like to attend. What dates in September 2012 do you prefer? We promise to do our best to accommodate all who plan to attend.



# FEEDBACK FORUM



## ■ Many Shades of Red Kitchens

In the April 2011 issue we asked if any members had a complete Continental IV clear red kitchen. Not only does **Heike Krohn**, Germany, own the complete set of the kitchen in question, but she also has in her collection the Continental IV kitchen set in **four** different red shades of red!

Thanks, Heike, for sharing all your red kitchens.



Four sets of the Continental IV red kitchens. From the collection of Heike Krohn.

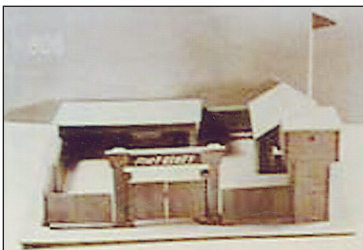
## ■ How to Promote Lundby

One way you can tell others about Lundby is to loan your dollhouse to a local toy store for display. **Anna-Maria Sviatko**, Australia, exhibited three of her Gothenburgs from 1957, 1967, and 1977 during the month of May to celebrate the store's launch of the new range of the Lundby Småland house and furniture.

Let's start now to prepare displays for a 2012 worldwide celebration of Lundby's 65<sup>th</sup> anniversary in regional toy stores and libraries! Thanks for the idea, Anna-Maria.

## ■ Lundby's Fort Kenty

We've published some unusual building sets made by Lundby, the castle shown in the December 2008 issue, and the hospital



Fort Kenty, shown in the earliest known Lundby catalog from the 1950s. Courtesy of Peter Pehrsson's website, <http://www.peppesdollhousepage.com>.

and the farm, pictured in the April 2011 edition.

**Karin Schrey**, Germany, emailed us about her recent purchase from an eBay auction. It's the remarkable Fort Kenty shown in the first Lundby catalog from the 1950s, shown on Peter Pehrsson's website.

Karin says, "It's so exciting to discover rare old Lundby items, isn't it!"



Karin's winning auction of the Lundby set. Is the large scale piece, the well, part of the original set or a bonus? Photo courtesy of eBay seller.



## Membership Update

A HEARTY WELCOME to our new club member, **Ellen Wallace**, TN. Here's a Lundby Tip from Ellen: "This may be an idea that many are already aware of, but here goes. Have you ever wondered if there is an easy way to install wallpaper and still have the little outlets available? Hold up the wallpaper (already cut to fit) that will be used on the interior wall. Shine a flashlight on the back of your Lundby house and the little outlets will shine through so they can be easily marked. Also I have found that a hand punch with a 1/8<sup>th</sup> inch circle is just about the right size for the outlets." Thanks, Ellen, for sharing your great tip with our members!

A July 2011 Membership Directory Update will be emailed or mailed to all members.

Annual dues for an electronic newsletter membership are \$15.00 USD. Annual dues for a printed and mailed newsletter membership are \$25.00 USD in the U.S.; \$28.00 USD in Canada; and \$30.00 USD in all other countries. Email Sue Morse at [toysmiles@aol.com](mailto:toysmiles@aol.com) for further details about paying dues. ♥



Come join us at the Comfort Suites on November 3 from 3:00-5:00 p.m. for a fun and informative gathering of the WLLC.

## Gather in Allentown, PA For Fall Fun with WLLC

HERE'S YOUR CHANCE to meet other Lundby Lovers! The 7<sup>th</sup> annual WLLC mini-convention will be held **Thursday, November 3, from 3:00-5:00 p.m.** at the Comfort Suites Hotel, 3712 Hamilton Blvd., Allentown, PA. The meeting is being held in conjunction with the Dollhouse Toys n' Us convention from Wednesday, November 2 to Sunday, November 6.

Please send an email to Sue ASAP if you plan to attend. She will send you more information about the meeting agenda and directions to the hotel.

WLLC members who attend the Lundby convention on Thursday may be also interested in participating in additional activities on Friday and Saturday, including the banquet, which is \$30 per person. You won't want to miss the Allentown Toy Show and several antiquing trips that are planned in the area. Contact **Maria Cannizzaro**, NC, at [mariacanz01@aol.com](mailto:mariacanz01@aol.com) for further information.

If you'd like to make overnight reservations, call the hotel at 610/437-9100 and talk to Julie Robertson to reserve your room. The \$84 per night charge includes breakfast.

Watch the website for updates on meeting plans. ♥

## Seeking 65<sup>th</sup> Anniversary Slogan Ideas

DON'T FORGET THE DEADLINE of September 30 for ideas for a 65<sup>th</sup> anniversary slogan to honor the founding of Lundby. Several have already been submitted, but you have lots of time to come up with a winning idea!

The winner will receive a free year's membership, plus other exciting prizes! Submit to [toysmiles@aol.com](mailto:toysmiles@aol.com). The winner will be announced in the October newsletter and a new logo will be created for our 65<sup>th</sup> anniversary celebration in 2012.

Again, the slogan deadline is **September 30, 2011**. ♥

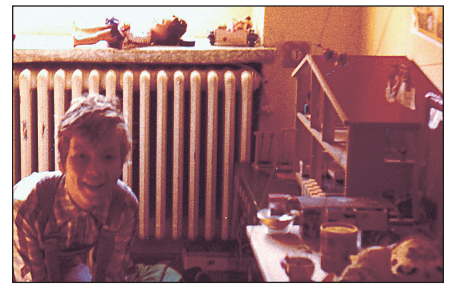
## Members in Focus

TWENTY-SIXTH IN A SERIES OF ARTICLES

By Sue Morse

JUST OVER A YEAR AGO, I received an email from Nicola Schenk, Minden, Germany, who clearly has a “Lundby Obsession.” She even admitted that she is besotted with Lundby by suggesting that I take a look at her blog, <http://pueppilottchens-spielzeug-blog.blogspot.com> and her flickr photos. I’m sure you’ll be as interested in Nicola’s story as I was.

Nicola’s children are all grownups now. Annina & Mara, who are twin sisters, are 23 years old and Cosima, her youngest daughter, will be 18 this summer. All the girls preferred to play with Barbie dolls, so they didn’t ever have a Lundby dollhouse. Happily, as a result, Nicola’s childhood Lundby stuff, which was stored in the attic, outlived their childhoods in good condition. Nowadays, they cannot believe they have a mum who wants to “clutter up” the whole house with toys, dolls, and dollhouses. But, yes, Nicola is the one who is still playing.



Nicola and her Lundby Economy House in 1977

Currently Nicola owns three fully-furnished Gothenburgs, and a Stockholm Villa with the garage extension that is nearly fully furnished. Her latest acquisition is a Gothenburg economy dollhouse that she’s still working on. Nicola is a purist and wants every house to be furnished with the appropriate items one could have purchased during the period. In all of her houses live special families named something with “Lund-” at the beginning, such as the Lundgrens, the Lundboms, etc. Nicola tells us, “It’s great fun for me to write little stories about my dollhouse families and what is happening in my little “Lundby Village.” And write she does on her informative blog.

Nicola adores the vintage Leksand dining room from her childhood that is so very Lundby and nostalgic. See it at <http://www.flickr.com/photos/32082400@N00/4149806603/in/set-72157622800428474>. She would love for Micki Leksaker to make a tiny new Stockholm for the doll children to play with.

After visiting the WLLC website over and over again to read *The Lundby Letter*, Nicola decided to join the club so she wouldn’t miss any future newsletters. Nicola wants to thank Elisabeth Lantz and Peter Pehrsson, both from Sweden, for their fantastic web pages which made her much smarter about Lundby than she was before!

To all the members of the WLLC, Nicola sends greetings from Germany. For more facts about Nicola, visit this page on her blog: <http://pueppilottchens-spielzeug-blog.blogspot.com/search?q=facts>. ♥



Nicola and her Gothenburg in 2011

Born in 1966 in Berlin, Nicola grew up as a toy lover. She was blessed to have many toys to play with. One of them was the Lundby Gothenburg economy dollhouse shown on her blog. <http://pueppilottchens-spielzeug-blog.blogspot.com/search?q=economy>. So now all Nicola’s collections are fueled by the wish to get back her childhood toys.

“My Lundby enthusiasm was reawakened in June 2009, when I ‘made the mistake’ of retrieving my vintage Lundby furniture and my Caco family, called the Lundbys of the attic, where they had slept for a long time in a shoe box. Since my economy house had unfortunately gotten lost, I searched for another dollhouse on eBay. After I bought a Gothenburg with an extension from the 70s, I was hooked,” explains Nicola.

Photos courtesy of Nicola Schenk



**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 October 2011 Issue

-  2011 Småland and New Stockholm Designs
-  WLLC Children Growing Up
-  Winner of 2012 slogan contest