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THE **Lundby** LETTER

OF SWEDEN

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

A Bumpy Ride, But Lundby Bounces Back

HISTORY OF LUNDBY OF SWEDEN Part V

Fifth Ten Years—1987-1997

WITHIN A FEW YEARS AFTER ITS FIRST BANKRUPTCY in 1983, Lundby had regrouped and had relaunched several new dollhouse variations, furniture, dolls, and accessories. Later in that turbulent period, three new dollhouses captured collectors' hearts. The Norrland (1990); Salame & Signor (a 1990 variation of the Gothenburg dollhouse to accompany the book of the same name); and a 1994 redesigned version of the Gothenburg were each manufactured for only a short period of time.

Like a house of cards that could no longer bear the weight, the mistakes from over-reaching during the decade of the 1980s triggered Lundby's ultimate downfall in the early 1990s. One cannot imagine the dashed hopes that the toy world experienced when Lundby went bankrupt for a second time in 1993.

Before Lundby folded, however, Bo Johansson, a branch manager in Lerum, offered a set of dollhouses from the entire producing period to the Älvsborgs Länsmuseum in Vänersborg for a symbolic amount of SEK 1.250 or USD850! The We Love Lundby Club owes Mr. Johansson a deep debt of gratitude.

The entire production and stock went on sale to holding companies. Lundby was acquired in 1993 by the ScanBox Danmark Group, which also owned the Brio Corporation. A 1994 Lundby catalog, which listed 124 items, was distributed by Brio. According to that catalog, all Lundby houses and furniture were being manufactured in Sweden, whereas the dolls and small accessories were made in Hong Kong. Approximately 30% were new and redesigned items.

In 1997 the Micki Toy Company in Gemla, Sweden, once a competitor in the dollhouse world, obtained the rights to the Lundby name, along with the Gothenburg dollhouse and furniture.

By keeping a low profile to avoid what had happened in the past, Micki would gingerly shepherd Lundby through the next decade into 2007. ♥



The Norrland, a unique A-frame dollhouse which could be played with from all sides. From a 1990 Lundby catalog.



The 1994 Gothenburg has some new design features, such as the shutter treatment and lighter interior colors. From a 1994 Lundby catalog.



The Salame & Signor house, shown in a charming advertisement. From an undated Lundby advertisement provided by Patricia Harrington.



Third Annual WLLC Convention Held in Nation's Capital and Suburbs

A "SWEDISH WEEKEND" NEVER TO BE FORGOTTEN. That sums up the third annual convention of the We Love Lundby Club held Friday and Saturday, June 1-2. Seven members and two guests attended the gathering, which marked the 60th anniversary of

We Love Lundby Club Convention attendees lounging in the IKEA apartment in the Swedish Embassy on the Potomac River in Washington, D.C. Left to right, first row: William Montgomery, Carolyn Frank, Sue Morse, second row: Cheryl Miller, Jenny Richmond, Sharon Barton, and Linda Hanlon.

the beginning of Lundby dollhouses in 1947. One of those guests, **Carolene Haller**, later joined the club.

After a tour of **Sue Morse's** dollhouse collection at her Northern Virginia home on Friday morning, a formal meeting was held. Sue announced that her plans for the September 2007 tour to Sweden had to be postponed until a future date. She expressed appreciation to Scandinavian Seminars who had offered a 10-day tour; however, not enough members signed up to make it economically feasible. All attendees shared their "Show and Tell" and "Mystery" items.

Next, Sue distributed ballots for the Guessing Game, which included fireplaces made by Lundby, Lisa, Caroline's Home, Barton, Lerro, and Hanse of Denmark. **Linda Hanlon** won with four correct answers out of six, breaking **Roy Specht's** two-year winning streak on the Guessing Game!

The formal meeting ended at 12:30 p.m., when the group drove to Alexandria for a lunch and Lundby-related gift exchange at the 815 Restaurant, hosted by **William Montgomery** and **Carolyn Frank**. After lunch, we toured Carolyn's extensive collection of Lundby dollhouses, as well as her Ginny doll collection.

By 4:30 p.m. the group had traveled to Georgetown in northwest D.C. to visit the beautiful new building housing the Swedish Embassy, located on the Potomac River. During our escorted tour through the "House of Sweden," our guide, Anna Jarborg, photographed us in the stylish and luxurious IKEA apartment. Afterwards, we ate a delicious seafood dinner at Tony & Joe's restaurant along the Georgetown waterfront.

On Saturday, June 2, members attended the 138th Eastern National Antique to Modern Doll & Toy Show in Gaithersburg, Maryland. To break up the day of vintage toy shopping, we traveled to Olney, Maryland, to experience an early Midsummer Fest at Klaradal, Swedish Antiques and Furnishings.

Special thanks to **Sue and Peter Kopperman** and their son, **David**, for welcoming us into the "Klaradal Family" to experience one of Sweden's favorite celebrations. It was great fun to watch the Kopperman's Swedish friends, wearing floral wreaths on their heads, dance around the Midsummer pole and sing Swedish songs.

After visiting Klaradal, it was back to the Gaithersburg show for more shopping. This year's convention then came to a close at a delicious dinner at the nearby Golden Bull Restaurant. Look on the club website for additional photos from the 2007 convention. ♥



The Children's Corner

By Caitlin Butchart

Hello again, Lundby Lover's Club!

I hope everyone has enjoyed summer as much as I have! I decided to dedicate this article to my family rules, or one important rule anyway!

We don't have many rules in our house, but the ones we do have are kept to! We aren't allowed a television in our bedrooms until we're thirteen and we're not allowed our own computer until we're twelve. But the main rule that concerns the Lundby Lovers Club is one my sister, Brodie, has recently overcome.

In our family we (that means Mum!) feel it sensible to prohibit electrical lights in our dolls' houses until we're six. Transformers have to be plugged in, after all!

Last September was Brodie's sixth birthday and she was very excited because she knew she would be getting her first dolls' house lights. It was a grand unveiling and they do look wonderful.

As I've gotten older, the importance of rules for living becomes clearer to me. They are not just to make parents' lives easier, but they also keep us safe and ensure that we can all live peacefully together! I don't think anyone anywhere completely agrees with all the rules they have, but some of them make life all the more special.

I was thinking about rules because I'm coming up to thirteen soon, and I reckon I'm due a TV! ♥

Thanks for reading, Caitlin



House of Sweden

Photo by Sue Morse

FEEDBACK

Patricia Harrington wrote that she now believes the swimmer dolls (see article in June 2007 newsletter) were made by Plasty in Germany. At the time the package in the photo was distributed, Plasty was made by Hückel Co. Early Caroline's Home/Barton dolls also had similar positioning of the arms.

After we published a method of accessing more Lundby items in the last issue of *The Lundby Letter*, **Patricia** emailed that she has yet another method that one has only to execute once to get even more Lundby. Be sure to follow the steps to "Lundby Heaven." shown on the club website under "eBay Tips." ♥

Lundby Connections

I'M SURE ALL LUNDBY COLLECTORS subscribe to the thought, "We don't stop playing because we grow old, we grow old because we stop playing," written by C. Wyatt Runyan. Here, here!

Scandinavian Design in the Dolls' House: 1950-2000, the long-anticipated book by Yvette Wadsted, Sweden, is so near publishing that it's listed on www.amazon.co.uk/Scandinavian-Design-Dolls-House-1950-2000. Be sure to keep watching for the book's publication date.

Renee Ganim, NY, took pity on Sue Morse's constantly losing out at the end of so many eBay items by bidding the highest on a Mona doll to give to her as a gift! Mona is now a happy grand dame in Sue's Lundby Manor house. Thanks, Renee. You are a super eBay seller and friend!

Now that's entertainment! Charlene Williams, FL, captured some screen shots of Lundby furniture—the stereo cabinet, stereo and speakers, and the Romance armchair—from the "Charlie and Lola" British animated TV series, which is a favorite of her daughter, Joelle. Photo by Charlene Williams.



New member Susan Baumgarten, FL, writes that she wants the vintage garden/yard driveway and an extension (her third) for her Gothenburg. Originally purchased for her daughter in 1978, Susan is now having a wonderful time furnishing the dollhouse even more extensively than it was in the 1970s.

Remember Carolene Haller, VA, who wanted to sell her 1970s Lundby Gothenburg in the June issue? After attending the June meeting of the WLLC, Carolene not only decided to keep her house, but she also joined the WLLC!

Our 60th member, Karen Johnson, contacted us because her business in the UK, Kittys Cavern Limited, will be stocking Lundby items basically because her daugh-

ter loves them. Karen also plans to venture into vintage collectible items as well. Visit her website at www.kittyscavern.com.

Would you like to join a cruise of the Christmas Markets along the Rhine November 29 to December 10, 2007? For details, contact Molly Cromwell, a noted dollhouse and miniatures travel consultant, at mollycromwell@aol.com.

Jamie's Miniatures Presents the Second Annual Bewitching Fall Classic Miniatures, Dolls and Teddy Bears Show, October 7 at the Belfast Curling Club, Route 3 (211 Belmont Avenue) in Belfast, ME 04915. For information, contact, Jamie's Miniatures at jamies@midmaine.com or 1-207/338-0516.

WLLC Advisory Member, Marion Osborne, UK, has written three texts on dollhouses, all of which contain copies of actual catalogues, advertisements, and other documents. If you are interested in

learning more from Marion, please email her at mike.osborne@ntlworld.com. Even though Marion recently underwent surgery, she is celebrating an all clear from the hospital by starting on a huge project of cataloguing Doltoi sets.

A miniatures collector in Alexandria, VA, made contact a few months ago about selling her collection. She doesn't have any Lundby items, but if you are interested in other fine miniatures, please contact Ruth Bruder at 703/768-4992. At 93 years young, she is an excellent example of someone who has not stopped playing! Photo by Sue Morse.



High on the Cloud Bathrooms

By Sue Morse

Ever since October 2000 when I saw the blue cloud bathroom in a Lundby dollhouse at the Vänersborgs Museum exhibit, I've wanted one. Who wouldn't also love to own a life-size version of this Lundby bathroom? One could easily get whisked away to dreamland!

The MIP set shown in the photo was also produced in pink, the same blue background with clouds, but pink facilities, as shown in the photo of the carton for the Lundby apartments. Yet another version was produced with pink clouds on a white background. So far I own only the bathtub from the latter set, thanks to Patricia's astute bidding on Tradera.



Photo by Patricia Harrington

The blue cloud bathroom set #8870 sold by Lundby in the early 1980s.

"Swedish Childhood" Favorites Wanted for Photo Contest

REMEMBER THE LOVELY THOUGHT, "It's Never Too Late to Have a Swedish Childhood," the runner-up in our contest last year to find a slogan for Lundby's 60th anniversary? Suggested by Jenni Nolan, Ireland, this motto won a special place in our hearts, and will become our slogan for 2008. To learn more about Jenni's Lundby collection, read the Members in Focus article on page 6.

Whether you are in your first, second, or even third childhood, you are invited to enter the club's 2007 "Swedish Childhood" contest. Please send still photos or digital images of your special favorites from Lundby's furniture or accessories, and you could be the winner of a fabulous prize and see your photo published in the December issue of *The Lundby Letter*. Runners-up in the contest will be used on the club website during next year.

Send all entries, with a description of the item, to toysmiles@aol.com by Friday, November 16. Good luck! ♥

Andrea Calls on Patricia

By Andrea Voinot



Photo by Andrea Voinot

Andrea, at left, beams during her visit to see Patricia's collection. Shown is a 1955 Brio house, filled with old Lerro and Lundby furniture, from Patricia's collection. The older houses are Andrea's favorites.

ONE OF MY FAVORITE THINGS about eBay is getting to know Lundby collectors throughout the world. I have won several items from Patricia Harrington on eBay, and as many know, she is incredibly generous with all kinds of information. So when our family planned a trip to Maine in May, I asked Patricia if I might come see her collection and meet her.

Maine was incredible, but the day we spent together was the highlight of my

trip. Patricia has an amazing collection. She very sweetly set up about 30 of her houses for me to look at (they were everywhere!) and patiently answered my endless questions about the things I had never seen. I loved her Caco and Erna Meyer dolls and the early Lerro and Lundby furniture. My favorite houses were the older ones from the 1960s and early 1970s – Lundby, Brio, Lisa, Hanse, and VERO – but they were all great to see.

The afternoon went much too quickly and I had to tear myself away to get to the airport on time. I continue to think about all of Patricia's treasures, and I continue to rely on her whenever I have a Lundby question. THANKS, PATRICIA! ♥

Editor's Note: Andrea Voinot, Berkeley, CA, visited Patricia Harrington in Maine for a whole day May 24 to tour her collection of more than 30 houses, including Lundby from the mid-1960s to the 2006 Småland, Brio, Micki Gemla, Lisa, and Hanse, plus three German houses in 1/12th scale. Contact Patricia at newswedepat@yahoo.com if you are in the market for a Småland house, addition, and garden MIB. It would make a wonderful Christmas present!



Memories are Made of Lundby

Claudia Kreda, NY, says she must be going through a mid-life crisis, trying to recapture her childhood by searching for Lundby dollhouses. Her fondest memories were of playing with her dollhouse, creating stories, making clothes from scraps of fabric from her mother's sewing box, molding food out of colored clay, and making grocery bags for the food for the dolls to bring home from the market.

Sharing all of these memories with WLLC members from all over the world makes her realize that she isn't alone. ♥

Lundby Accessories Resemble Real Life in Sweden

In addition to Swedish Strawberry Cake, highlighted in the logo for the 60th anniversary of Lundby of Sweden, Lundby created another favorite accessory for the Lundby dollhouse from Swedish ovens, the Sugar Cake (Sockerkaka in Swedish). One can hardly differentiate the real from the miniature cake.

Just as you received a recipe for Swedish Strawberry Cake along with the June 2007 issue, here is a copy of a recipe submitted by Elisabeth Lantz, Sweden, and translated by Patricia Harrington. ♥



Photo by Elisabeth Lantz

The Lundby version of Swedish sugar cake is now very rare. It was produced and sold for only two years, and is shown in coffee set #6604 in the 1974 and 1975 catalogs.

SUGAR CAKE RECIPE FROM ELISABETH LANTZ

En vanlig god och enkel sockerkaka.

DU BEHÖVER:

- 3 ägg
- 3 dl socker
- 2 tsk vaniljsocker
- 75 g margarin eller smör
- 1 dl vatten
- 3 dl vetemjöl
- 2 tsk bakpulver

GÖR SÅ HÄR:

1. Smörj och bröa en hålförm, ca 1 1/2 liter. Sätt ugnen på 175 grader.
2. Vispa ägg och socker vitt och pösigt med elvisp.
3. Tillsätt vaniljsocker och bakpulver och rör ut med elvisp.
4. Tillsätt vetemjålet och rör försiktigt med elvispen.
5. Smält matfettet, håll i vatten och låt koka upp. Håll sedan det i smeten och vispa till en jämn smet. Så fort smeten är jämn så håll smeten i formen och ställ direkt in den i ugnen.
6. Grädda i nedre delen av ugnen i 175 grader, ca 45 minuter.
7. Låt kakan svalna i formen en liten stund. Stjälp sedan upp den. Låt kakan kalla under formen. (Kakan går att frysa.)

TRANSLATION & CONVERSION BY PATRICIA HARRINGTON

- 3 large eggs, at room temperature
- 1 1/3 C granulated sugar
- 1/3 C butter (5.5 Tablespoons)—butter important for flavor
- 1/3 C water
- 1 T vanilla extract *
- 1 1/3 C cake flour—gives better texture than regular flour, but the latter can be used.
- 2 tsp. baking powder

1. grease a tube or bundt pan, 1-1.5 quart size. Then sprinkle loosely with the finest grade unflavored commercial bread crumbs; invert pan and tap to remove excess crumbs.
2. set oven to 350° F; move oven rack to lowest third of oven.
3. melt butter in the water and heat until beginning to boil.
4. beat the eggs and sugar with an electric mixer on medium-high speed until mixture is light and airy and pale yellow.
5. add baking powder and gently blend in.
6. add flour and mix in gently with mixer until just blended—do NOT beat.
7. pour in butter and hot water mixture and mix until smooth—do NOT beat.
8. immediately pour into cake pan and place in the oven. Bake approx. 45 minutes until just done—place finger on top of cake; if indentation springs back, cake is done. Do not over bake.
9. let the cake cool slightly in the pan. Then invert onto a cooling rack and allow cake to slide out of pan, but keep pan over the cake while it cools completely. Freezes well.

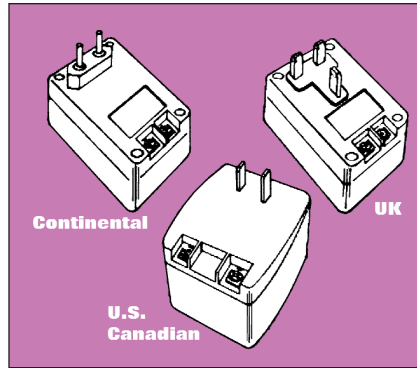
*If you have Swedish vanilla-sugar, use 2 tsp. instead of the vanilla extract—add to mixture at the same time as the baking powder, & add 1 T water to the water-butter solution. Vanilla sugar can be purchased at IKEA stores or at Scandinavian food shops. This cake is good by itself with coffee or it can be served with fruit or fruit sauce, whipped cream if desired. The variations are quite like what can be done with angel-food cake.

Transformers, Where Art Thou?

By Sue Morse

The vintage Lundby 4-volt transformer, which provides a safe and convenient AC power source for collectors wanting to light up their dollhouses, is becoming quite scarce.

Lundby began producing transformers in the 1960s to match the electrical systems in all their markets. According to Patricia Harrington, the European-style transformer shows up often in Sweden and Europe, but they simply cannot be used in the US, even with an adapter plug. As a result, US-formatted transformers are becoming increasingly difficult to find at reasonable prices. Working vintage transformers listed on eBay are inevitably sold for high prices. Recently a US transformer sold for \$55.00, plus shipping costs. Some have exceeded \$100.00.



This drawing of the Continental, UK, and US/Canadian plug-in transformers help the collector know which one to purchase. Illustration courtesy of www.cir-kitconcepts.com.



Lundby transformer

When the Micki Toy Company introduced a new series of dollhouses and transformers in 1999, collectors soon discovered that the new transformer would not electrify Lundby houses manufactured prior to 1999. Conversely, Patricia has used the older transformers successfully with three of her post-1999 houses, making the vintage transformers even more valuable to the collector!

One should avoid using other types of transformers (like for model railways) with Lundby houses. The electrical wiring is simply too precious to risk causing any problems with the connections. However, if you are fortunate to own any 4-5 volt transformer made for Brio, Lisa, Hanse, Caroline's Home, or Micki Gemla dollhouses, you can use these risk-free with your vintage Lundby houses.

The WLLC is pleased to announce that more US transformers will soon be available. Patricia, who became aware of a Danish firm that made the North American transformer for Lundby, has been researching for several months to find a way for US and Canadian collectors to buy transformers for their vintage Lundby houses.



An orange Brio transformer that can also be used as a power source for a pre-1999 Lundby dollhouse. Photo courtesy of Patricia Harrington.

es. She put Cheeky Monkey Toys in touch with a representative from the Danish firm. Neither one of the two companies knew about the other until Patricia brought them together! As a result, Cheeky Monkey Toys has arranged to import the US transformers, and they are currently promoting their pending arrival on their website, www.cheekymonkeytoys.com/ustransformer.html.

Cheers to Patricia's entrepreneurial spirit! We wholeheartedly look forward to the return of the 4-volt transformers. ♥

LOOKING FOR LUNDBY?

Check out the club website at www.toysmiles.com for Sue Morse's List of Vintage Lundby Items.

Lundby Apartments Created and Marketed in Europe

"KNOCK YOUR SOCKS OFF" was Lundby's middle name in the 1980s. Jauntily wallpapered room boxes, which could be arranged in many different combinations, were introduced in 1982 onto the dollhouse stage in Europe. No evidence exists that they were ever exported worldwide nor do they appear in any catalogs.

WLLC members Elisabeth Lantz and Patricia Harrington each recently acquired a set of the Lundby apartments, and photos of Patricia's furnished boxes appear on Elisabeth's website, www.swedish-dollshouses.com. Patricia explains, "It was clever of Lundby to make room boxes for Western Europe, since they are common there, and could be used individually or together."

Each box consists of two square rooms, which can be arranged either one on top of the other, as shown in the photo of the furnished boxes, or sitting side by side. Another photo shows the carton, marketed in France, with the colorful rooms mounted on the wall. ♥



Patricia furnished her apartment as a first home for the bridal couple (Erna Meyer dolls).



The French carton for the Lundby apartments showing various arrangements. Photos by Patricia Harrington.

Members in Focus

ELEVENTH IN A SERIES OF INTERVIEWS

By Sue Morse

IT WAS THE PERFECT PLACE AND OCCASION for the first face-to-face international meeting of two We Love Lundby Club members, Jenni Nolan, Ireland, and me. Jenni traveled from her home in an area of Dublin called Glenageary to meet for tea at the Four Seasons Hotel, the last stop on my May 2007 tour of Ireland. As Jenni said, "The first international meeting was in a very glamorous location, even if you had to do all the jet-setting!"

I recognized her right away because she was wearing her heart-shaped club pin, and she had that happy Lundby smile on her face. During our visit, I learned that Jenni is relatively new to Lundby collecting, so her enthusiasm was soaring. She couldn't wait to show me her very first eBay purchase of Lundby, the 1970s picture of the King and Queen of Sweden, which she bought from another WLLC member, Paige Baird, UK.

Although Jenni has been collecting dolls and dollhouses since she was a child, she didn't know about Lundby until she moved with her family from her native Australia to Ireland several years ago. Jenni was born in Melbourne and grew up in the country town of Wagga Wagga.

The move for her husband's job brought about many changes to her life. After she settled into her new home, she ventured on a holiday to Sweden in July 2001. Jenni wrote in her diary on July 13 that she first fell under Lundby's spell at NK, the big department store in Stockholm, by finding a brochure for Lundby dollhouses in the toy section. Friday, July 13 was a "lucky day" for Jenni. It was love at first sight!

One of Jenni's favorite things about Lundby is that the company keeps producing pieces that follow the latest furnishing

trends in new houses, particularly with the new Stockholm house. Because the modern pieces were more available, she has purchased nearly all of them.

Not too long ago, on another trip to Sweden, she discovered a 1980s Stockholm dollhouse in a vintage toy shop. To the embarrassment of her children, Josephine, age 16, and Joshua, age 14, she somehow persuaded the crew to let her take it aboard a flight back to Ireland. Actually, both her children are very supportive of her obsession with all things miniature, although Josephine has threatened to write to the club, offering to form a support group for relatives of those afflicted with the Lundby bug!

Jenni is grateful to all the members of the We Love Lundby Club, because "the feeling of understanding and acceptance you get from talking with someone who shares the same interests and passions is very up-lifting." Jenni's slogan that won runner-up in last year's contest, "It's Never Too Late to Have a Swedish Childhood," is a true creation out of her devotion to the love we all share for the Swedish style, no matter where we live in the world. ♥



Photo by Sue Morse

Jenni Nolan during her visit to share a cup of tea and Lundby stories at the Four Seasons Hotel in Dublin, Ireland.

Six New Members Bring Total to 62

NINE MONTHS INTO THE YEAR, the WLLC is 62 members strong, the highest membership ever. Welcome to new members, Susan Erhlich, FL; Patrick Frieslander, VA; Carolene Haller, VA; Karen Johnson, UK, Nan Cashour, MD; and Ian Thompson, UK. Contact information for our additional members and a few changes are included in the September 2007 Membership Directory Update. Interested readers can obtain membership information by emailing Sue Morse at toysmiles@aol.com. ♥



Please Share Your Thoughts

Your feedback about the club newsletter and website is very important. Tell us what you like and what you'd like us to do better. We also need to know what do you would think about printing your own newsletter from the club website versus receiving one in the mail. Postage costs continue their upward spiral, and it would save the club a great deal to post the newsletter on the website. Those who would prefer a printed copy could request one and your wish would be our command!

Please send your opinions to Sue Morse at toysmiles@aol.com or send a letter to 6347 Waterway Drive, Falls Church, VA 22044. ♥



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

We Love Lundby Club
6347 Waterway Drive
Falls Church, VA 22044

www.toysmiles.com Email: toysmiles@aol.com

Editor: Sue Morse
Advisory Members: Kristina Aronsson
Carolyn Frank
Patricia Harrington
Marion Osborne
Peter Pehrsson
Richard Smith
Yvette Wadsted

Design: Don Christian

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Coming Up in the December 2007 Issue

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