

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

Swedish Collectors Discover Rare 1960s Dollhouses



Elisabeth's 1960 Gothenburg with TV antenna. From the Lantz collection.

Remember Towering TV Antennas?

HAVE YOU EVER FANTASIZED ABOUT THE past? The photo of the remarkable Lundby Gothenburg with TV antenna in the 1961-62 Carl Franz Weber catalog takes many of us back to our early years. That very house is also shown in the Lundby Gothenburg dollhouse article on Jennifer McKendry's website, www.mckendry.net.

Elisabeth Lantz, Sweden, doesn't have to just dream anymore. On an early spring trip to Småland this year, she was thrilled to acquire a similar 1960 Lundby dollhouse with antenna.

Elisabeth had always thought that the TV antenna was put on the house to look good in the Weber catalogs, but she found the same hole for the antenna on the chimney in another 1960s house she bought. Elisabeth owns houses without this antenna so the TV tower was not sold with every house.

Has anyone else found an antenna hole on a vintage chimney or better yet, does anyone else own an antenna dollhouse? Check out Elisabeth's website at www.swedish-dollshouses.com. ♥

1960s One-Story House Restored to Original

ANOTHER SWEDISH LUNDBY COLLECTOR, Peter Pehrsson, visited Elisabeth Lantz in Stockholm in April. There he purchased an old Lundby one-story dollhouse, which had been painted pink with a black roof, not at all like its original colors of light yellow with a red roof.

Because Elisabeth has her own one-story house, Peter could use it as a guide to restore his dollhouse to its "like new" condition in 1961.

Peter's excellent find is the first time we have ever seen this one-story Lundby dollhouse. Many thanks to him for sharing his treasure! As Peter quipped, "It's not perfect, but it will do!" ♥



Front and back photos of Peter's restoration project. Peter not only repainted the exterior, but he also added new wallpapers. From the Pehrsson collection.



The Lundby aquarium becomes a widescreen HDTV! Courtesy of eBay seller.

Re-Purpose Old Bits for Crafting with Lundby

ADMIT IT! DON'T YOU ALL HAVE A BOX of fractured bits and pieces of Lundby? You're keeping them because you hope you'll find just the right spare part to fix them. You may have a three-legged table or bed, a lone pillow or bedspread, shower or bathtub missing the hoses, or other broken pieces.

Wouldn't it be challenging and fun to "re-purpose" or "bash" something new from your castoffs—either a piece of furniture or an accessory. We found a charming example of a custom piece on eBay recently. The scene on the TV screen, fashioned from the Lundby aquarium, comes from the 1965 Charlie Brown Christmas Special when the Peanuts gang gathered around the Christmas tree.

Our annual competition, sponsored by "Crafting with Lundby" this year, will provide the opportunity to show your ingenuity in building a new piece of Lundby. The result must be true to 1:16 scale. You could be the winner of a complimentary 2009 club membership and see your idea announced in the December newsletter and published in "Crafting with Lundby." The winner and runners-up in the contest will also be showcased on the club website.

We're sure this contest will set off a scramble for broken Lundby items on eBay! WLLC members only are eligible to enter the contest. Please send individual photos of all entries, with a description of how you designed the item, to **Carolyn Frank** at scorpio822308@yahoo.com by Friday, November 21. Good luck to all! ♥

“But It Looks So Real!”

By Renee Ganim

THE RESPONSES TO MY ARTICLE in the last issue of *The Lundby Letter* were very positive. One reader, however, asked if we, as frequent buyers ourselves, had ever been fooled. Our answer was that, in a way, we had been taken, but it was in a rather unusual way. I told the inquirer to wait for the answer in the next newsletter!

Those of you who watch “Antiques Roadshow” know there are three factors to consider when evaluating a collectible: 1. Condition, 2. Condition and 3. You guessed it, **CONDITION!**

My father, George Ganim, will add some information in a future article on this subject matter, but for right now, let’s talk about one of the most sought after of all Lundby sets in very fine condition. It is the red tiled “Continental III” kitchen. In order to meet the standards of a sophisticated collector, the set must be complete in every way—door knobs, drawers, crisper, etc. Even matching woods!

But what is the most important to the collector? The base on the fridge.

We estimate that more than 1/3 of the Lundby refrigerators out there are missing that small block of wood which the fridge sits on. So when we consider a purchase, we look at the fridge base first. Once I was examining a kitchen on eBay. It was so, so, but the base was there. I called my Dad to check it out. “Nice fridge, go for it,” he said. I emailed my customer in Austria and advised her that I might finally be able to put a set together for her.

The package we bought arrived and my Dad reached in to unwrap the fridge. His face turned red as he uttered, “But it looked so real!” The base of the fridge was a sponge.

Next time we’ll discuss “Collecting three-legged furniture.” Also, is the orange on the diving board the same as that on the ping pong paddles?

Lundby is really a lot of fun, isn’t it!! ♥



From the Morse Collection.

Lundby Dolls Captivate

By Sue Morse

NOT ONLY DID LUNDBY produce the 11 ½ inch Petra fashion doll (see article in the June 2008 issue of *The Lundby Letter*) during the decade of the 1980s, the firm also marketed 15 larger-sized dolls, ranging from 16” to 20.8” in height, for a brief period in the mid-80s.

Although neither the hang tag on my “Lundby Doll” nor the 1985 catalog credits the Corolle doll company for manufacture of these dolls, the resemblance to other Corolle dolls is notable. Just as Sufa was commissioned to make lamps, pictures, and other accessories for Lundby, Corolle could have been consigned to make the Lundby dolls.

I’m very lucky to have won a Lundby doll on eBay several years ago, long before I knew there was a catalog of 15 dolls! My doll happens to be my favorite of all of them because she is dressed in Swedish Midsummer attire, complete with a floral headband.

If anyone owns a similar Lundby doll, please send a digital photo and I’ll check my catalog to see if it’s pictured. ♥



1985 Lundby Catalog.

Back to the Prices of the Good Ol’ Days!

WOULDN’T IT BE GREAT if we could teleport ourselves back in time? While trolling the Internet, Julie Plovnick, VT, found a digitized version of the *Grosse Pointe News (MI)* from September 18, 1975, with an ad for the Lundby Gothenburg, extension floors, and furnishings on sale at a Jacobson’s department store.

Jacobson’s ad writer did a great job promoting the dollhouse: “Our Lundby dollhouse and extensions for young interior decorators help develop creativity and imagination, and provide hours of fun. Of durable, smooth wood with tasteful wall coverings, it’s ready to be furnished with furniture and room accents from our collection.”

Prices for the Gothenburg are listed as follows: six-room dollhouse with stairway and windows, \$35; dollhouse extension, \$19; playroom and garage, \$21; swimming pool with patio lawn, \$15; wood/plastic automobile with safety belts, \$12; and individual furniture, lamps and decorating accessories, \$2.50 to \$6.00.

Julie adds, “Don’t you wish we could purchase the advertised items new, at the 1975 prices listed”? ♥

1975 Lundby ad in Michigan newspaper.
Courtesy of Julie Plovnick.

Thursday, September 18, 1975

Open Thursday and Friday evenings

our Lundby dollhouse and extensions for young interior decorators help develop creativity and imagination, and provide hours of fun. Of durable, smooth wood with tasteful wall coverings, it's ready to be furnished with furniture and room accents from our collection.

A. Six-room dollhouse with stairway and windows. 26¼" L x 9¾" D x 12" H at sides. \$35
 B. Dollhouse extension. 8" H. \$19
 C. Playroom and garage. 8" H. \$21
 D. Swimming pool with patio lawn. \$15
 E. Wood/plastic automobile with safety belts. 9" L. \$12
 Individual furniture, lamps and decorating accessories. 2.50 to \$6

Jacobson's
 2 HOURS FREE PARKING . . . JACOBSON'S WILL VALIDATE YOUR TICKET



Gotland Dollhouse Photos Display Micki's Innovative Style

By Patricia Harrington

THE LAUNCH OF LUNDBY'S NEW DOLLHOUSE, called "Gotland," was announced in the June edition of *The Lundby Letter*. It is designed as a doll-cottage, beach house, or small vacation home, but many collectors envision it as an addition to the newer Lundby houses, Gothenburg, Stockholm, or Småland (released 1999, 2005, 2006 respectively): in-law addition, rental apartment, guest house, retirement home, etc. This versatility is sure to make it a big winner for the Lundby Company (www.Micki.se), which will release the dollhouse in Scandinavian retail stores in September.

The cottage was designed by Swedish architects Beban Nord and Ann Morsing (Box Design), who also created the 2005 Lundby "Stockholm" (see *Interview with Beban Nord of Box Design*). It has several wonderfully creative features, such as:

A skylight which opens and closes; French doors between sitting-room and the porch; a two-sided fireplace accessible inside and outside; several built-ins, such as the sofa bed, a suspended bunk bed which can close up flush to the wall, indoor & outdoor shelves, kitchen-counter & appliance unit, and kitchen table; outdoors on side 2 of the house is a shower unit plus a separate toilet & sink unit complete with double doors and heart-shaped peepholes (a charming version of an outhouse, but with modern plumbing (see photo of Gotland's Side View bottom left on page 4); and a hanging-basket swing.

Two models available for the Export and Nordic markets

Gotland will be marketed in two models, but will be identical once fully furnished and with all accessories.



THE EXPORT VERSION #83.2000 is unfurnished, but includes one doll and 5 lights. See 2 *Export photos above*. There are 6 supplementary sets of furniture, dolls, pets, and accessories as follows: family doll set 83.2001 with mom, dad, boy, and girl in summer outfits and with some tote-bags



(Family doll set); pet set 83.2002 including dog with doghouse, cat, parrot & perch,



food dish & bone (Pet set); sitting-room set 83.2003 consisting of coffee-table, armchair, wood-basket with logs, books, a game, blankets, and assorted pillows (Sitting-room set); kitchen set 83.2004 which includes a sink, 2 kitchen chairs, dishes, pots & pans, a dish-drying rack, and



food items (Kitchen set); garden set 83.2005 with 4 potted plants, garden tools, and a little garden of sunflowers and veg-



etables for side 1 of the house (Garden set);



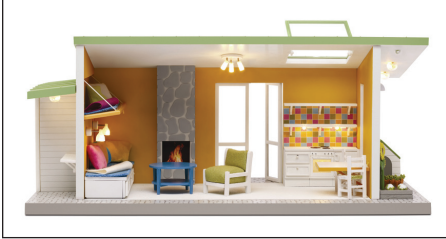
lamp set 83.2006 with 11 lamps (Lamp set).

THE SELF-CONTAINED FURNISHED MODEL FOR THE NORDIC MARKET #83.1000 includes one doll, 18 lights, doghouse, garden, kitchen chairs, armchair & coffee table, outdoor "kitchen" sink and counter, blankets & pillows. There are 2 additional add-on sets: family & pet set 83.1001 includes doll family of 4 & all

Gotland Dollhouse—

continued from page 3

pets; accessory set 83.1002 consists of all the extra small items for the kitchen, sitting-room, and garden. *The photos below display all sides of the furnished model:*

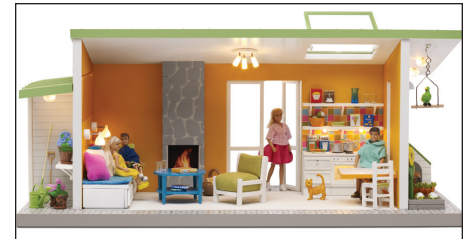
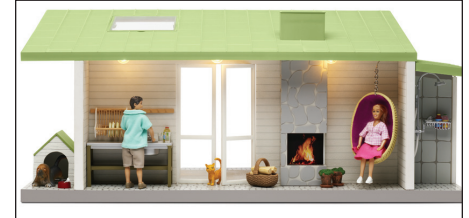


North American collectors must order from UK, Europe, or Australia

The transformer is also sold separately with different code numbers for different countries. There are no current plans to market the Gotland dollhouse in North America, but it can be shipped from UK, European, and Australian suppliers. *The Lundby Letter* will continue to update you on sources for this house. Please note that the North American version of a transformer is made by the same company which supplies Lundby; this transformer is available from www.cheekymonkeytoys.com.



The photos above and to the right show the house completed with the supplementary sets.



Photos courtesy of Micki Toy Company.

Interview with Beban Nord of Box Design

“Toy Design Requires Another Way of Thinking”

By Patricia Harrington

(Translated from Swedish and adapted from the February 2008 Micki Toy Co. newsletter article)

BEBAN NORD AND ANN MORSING, the Swedish interior-design architects at “Box Design,” are the creators of the new designs for Lundby, including the latest dollhouse, “Gotland,” and the Micki Children’s Room (see www.micki.se). Beban Nord was interviewed for a Micki newsletter article, February 2008, in which she talked about the close collaboration between the Micki Co. and Box Design during the past four years.

She said, “It started with a request to design a modern dollhouse, which resulted in the Lundby Stockholm [2005]. The work was both fun and different, and a completely new format. To design products for children requires another way of thinking.”

“It is important to think about the target group, children, and that the products are not designed for adults. We have emphasized playing and really made products for children. This is also important for the furniture and every detail in the Micki Children’s Room. Play and function go hand in hand.”

Beban explained how much fun the projects have been and what a good working relationship the architects have with the Micki Co. “During the creative process, ideas are bounced back and forth.” The Micki newsletter interviewer then asked Beban, “What does one have to consider when designing small furniture for the dollhouse or the children’s room?” She responded, “Regardless of whether it

is furniture for the dollhouse or the children’s room, it’s a matter of making high-quality furniture pieces which are fun and have several functions. They have to be aesthetically appealing and also be affordable. They cannot be too detailed for the dollhouse, rather quite simple forms, but nevertheless should have several functions to increase playing; for example, the sofa is also a sofa-bed. Often we ask children what they think, not only our own, but others who are asked to test things.”

In regards to the final products, Beban explained, “In order for the final result to be good, everything needs to be well thought-out, from display materials and packaging to the final product. Micki is really good at this, plus the company has great experience with toys.” ♥



Lundby Members Connect in Austria and the USA



Fellow eBayers gather in Vienna on the Danube: left to right, Sabine Schmid, Austria, (*Whoopie_doo*) and her daughter Melanie; Stella Goodman, UK, (*Bluecatsmum*); Elisabeth Lantz, Sweden, (*Fruentimret*) and her daughter Sofia; and Sieglinde Normandasky, Austria, (*Barbie_cat*). Stella's friend, Linda Bancroft, UK, (*Far_apart*) was the photographer. Courtesy of Stella Goodman.



Club members enjoy a meal at the New Jersey gathering. Left to right are George Ganim, Loretta Ganim, Renee Ganim, Maria Cannizzaro, Paul Schreiner, Sue Morse, and Hal Morse. On the wall behind our table was a beautiful reproduction of "The Gleaners," painted by Jean François Millet in 1857. Lundby began marketing a miniature replica of this painting in 1985.

JULY AND AUGUST ARE SWEET SUMMER MONTHS for gatherings (at least in the Northern Hemisphere).

International Festival Vienna, Austria

WHAT A PERFECT PLACE for Lundby collectors to meet—in historic Vienna, Austria. For the first time, friends from the UK, Sweden, and Austria, who met on eBay, gathered July 25–27 to share their passions for their dollhouse collections. For a wonderful gallery of photos of their visit, go to the website of the host, Sieglinde Normandasky, <http://nedomansky.aon.at>, and click on Events: You'll see the photos at International Lundby Festival, Vienna, Austria.

Here's a bonus! For a peek into photos of Sieglinde's trip to Stockholm in October 2007, click on Lundby weekend in Stockholm, Sweden.

If anyone is in Rome, Italy, October 3–5, your editor, who is going on a tour of the Amalfi Coast, will be happy to arrange another International Lundby Festival, even if it's with only one other member!

Dollhouse Convention Mount Olive, New Jersey

A SMALL BUT SPIRITED GROUP of WLLC members met August 30 at the Marriott Residence Inn in Mt. Olive, NJ, to network and to share their passions for and knowledge about Lundby. It was just three years ago that the first convention was held in conjunction with a Dollhouse Toys n' Us Convention in nearby Morristown.

Sharon Barton, CA, who couldn't attend in person, sent a floral arrangement and her sweet message of "My Lundby heart is with you." Congratulations to Renee Ganim, NY, and her father

George, who won the annual "Guessing Game" contest by predicting the manufacturers or country of four out of eight miniature TVs.

Even though this year's attendance was minimal, those in attendance decided to hold another gathering in 2009 in the USA (more on our plans later). Sue Morse, VA, and Maria Cannizzaro, NJ, will be the organizers for the trip to Sweden, which has been postponed until 2010.

On the second day of the gathering some participated in ScanFest at Vasa Park, Budd Lake, NJ. The annual event is held outdoors and offers lots of Scandinavian food, music, fun and vendors selling Nordic items. Members Sue and Peter Kopperman, MD, reported that sales of Swedish antiques and furnishings at their booth were very brisk. And the weather couldn't have been more perfect! ♥

Lundby Connections

LAST ISSUE WE HAD FIVE WLLC members in California. Now there are six! Tracy Neher, Cottonwood, submitted her membership and this photo of her cat Ty, who also loves her Lundby dollhouse. Others within an hour and a half to a six-hour drive of each other are Marilyn Abrams, Union City; Sharon Barton, Highland; Dexter Chow, Menlo Park; Britt Rodriguez, Valencia; and Andrea Voinot, Berkeley. Perhaps a mini-meeting is in your futures!



Here's another interesting tidbit from UK member Marion Osborne. She tells us that the apples in the dish shown with the early 1960s bookcase are actually painted dried peas. See how the paint has chipped

from the "apples" in this photo submitted by Marion.



Looking for Lundby? Soon the WLLC website will be updated to feature member Julie Plovnick's items for sale, in addition to Sue Morse's inventory. You are invited to check them out and consider making up your holiday wish list! ♥

Members in Focus

FIFTEENTH IN A SERIES OF ARTICLES

By Sue Morse

EMMA PHILLIPS, UK, GOT HER CHILDHOOD DOLLHOUSE BACK, thanks to her knight-in-shining-armor husband Mark and his quest on eBay.

It must have been like Camelot for Emma to grow up in Kent, England, so close to Five Oak Green near the premises of A. Barton & Co. (Toys) Ltd. Her original Caroline's Home dolls' house, along with a plentiful supply of furniture on the doorstep, was a Christmas present in 1983 when she was eight years old.

Twenty-one years passed. In the meantime, Emma had lost her dollhouse, but she had gained a husband who would go to the ends of eBay to find her another one!

On May 24, 2004, Mark placed an advertisement on the Internet with www.dollhouse-info.co.uk, an independent website for the dolls' house and miniatures enthusiast, in order to hunt down another Caroline's Home dolls' house for his wife.

Wouldn't you take note of this message? "I hope you can help me. My wife had a Caroline's Home Doll's House around 1983'ish. It was unfortunately discarded during clearance of the parental home and I am desperate to replace it if possible. Look forward to hearing from you. Please email me."

Mark relates that he received an overwhelming response to this plea to replace a part of his wife's childhood. He was amazed that people were so kind and helpful. "The replacement of Emma's dolls' house was in sight," he explained. "We were directed toward eBay, where we had previously searched without success. However, this time an item was available, and after frenzied bidding, the dolls' house was ours!"

Without Emma's knowledge, Mark arranged to meet the seller to collect the dolls' house at a local supermarket so he could surprise her with its early arrival. One day when she came home from work, she was sent upstairs under false pretenses. To her delight, the new Caroline's Home dollhouse had made it home to Emma. Mark adds, "In the process of replacing Emma's Caroline's Home, we documented the items and wrote a diary of the discovery and purchase of items."

In the course of Mark's search, he realized how deeply satisfying it was to obtain a replacement home for Emma. The search gave them a common interest, leading to



Emma and Cece stand in front of Emma's retrieved and refurbished Caroline's Home.

Photo by Mark Phillips



An avid collector, Mark displays his Spurs current home football shirt and his Lundby Gothenburg.

Photo by Emma Phillips

Mark's purchase of a Lundby Gothenburg, which, after more purchases on eBay, is very well furnished.

Emma's favorite miniatures are the original pieces that go with Caroline's Home, including the bits of food. Mark likes the Lundby swivel leather-effect chair, the red and blue cars, and the picture of the Queen and Prince Philip, which complements the living room of his Gothenburg. They would love to have a swimming pool! Both dolls' houses are displayed in the living room where Emma and Mark and their guests alike can enjoy them. Both are on timer switches that come on in the evening.

Mark is a liability adjuster which involves investigating liability insurance claims and Emma is employed as an insurance broker. In their free time, they are both avid Tottenham Hotspur (football) fans. They have a new mischievous three-year-old cat named Cece and he is a breath of fresh air!

Because eBay was the culmination of Mark's quest for Emma's dolls' house, it's quite understandable that they are big eBay

fans. They send special thanks to eBay seller Stella Goodman (bluecatsmum) for introducing them to the We Love Lundby Club. Mark and Emma Phillips's eBay User ID is 70srainbowchild. ♥

Cabinets of Curiosities Exhibit

Canberra, Australia

During all of the Southern Hemisphere winter, Anna-Maria Sviatko has been gathering together her dollhouse exhibition, which runs from October 4 through January 26, 2009. The Swedish ambassador to Australia will open the exhibit.

Visit <http://theshoppingsherpa.blogspot.com> and click on the Parade of Houses link on the left of the page. Shown are her houses which will be part of the exhibit. Anna-Maria will be blogging the gallery opening, so you can feel like you're right there! ♥



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 December 2008 Issue

- German-made Lundby
- Announcement of the Winner of the Bashing Contest
- Plans for 2009
- Interviews