

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

## Lundby Evokes Memories of Our Childhoods

*“It’s Nice to Know I Have Something Special”*



Photo by Becky Bradley

Becky Bradley, who now resides in Florida, shares this photo of her beautiful Lundby house, all decked out for Christmas! Dollhouses are so important in our lives because they place us in a period in history, and we can return to those days any time we like!

WE GET MESSAGES from Lundby Lovers all over the world! Here is an example:

**“My name is Becky Bradley.** My parents purchased a wooden dollhouse and furnishings for me for Christmas in 1971. At the time, my father was a tech rep for the US Air Force and we were living in Bitburg, Germany. We lived in town on the top floor of a three-story house. My dollhouse had exactly the same number of rooms as our home—an eat-in kitchen, a living room, one full bath and two bedrooms. Did I mention there were seven of us? Yes, two parents and five kids aged 10, 9, 6, 2 and a newborn. I don’t know how my mother did it!

“My parents purchased my dollhouse and furnishings at our favorite toy store *Die Ecke*, and I spent my allowance there adding Lundby pieces to my house. I have a lot of interesting non-Lundby items as well—a wooden go-cart, baby carriage, rocking horse, and a wicker baby cradle

with the teepee top. I still have the Lundby catalog, which is of course in German.

“Out of curiosity, I searched on the Internet to see if I could find anything on my dollhouse. Imagine my surprise to find the We Love Lundby Club site with a picture of my dollhouse, including at least half of the furnishings I have! It’s nice to know I have something special.” ♥

### Grand Projects in Store for Members

FOUR YEARS AGO we first welcomed you to the We Love Lundby Club newsletter. Since then, we’ve uncovered many interesting tidbits about Lundby, both old and new.

Don’t miss the **“Letter from the Editor”** which is included in your mailing. It is chocked full of information about renewing your dues, the website, annual convention, and future articles. You’ll want to be part of all our plans as we endeavor to learn more about Lundby’s history. ♥



Photo by Paul Webb, the Canberra Museum & Gallery

Anna-Maria Sviatko answers questions about her collection for a local radio station.

## Playing House, Contemporary Dolls’ Houses 1957–2007

**Canberra Museum & Gallery  
Canberra, Australia**

AUSTRALIAN MEMBER Anna-Maria Sviatko adopted a homemade dollhouse from a neighbor’s shed when she was nine or ten years old. That was the beginning of her admitted obsession with dollhouses and miniatures that continues to this day.



Her exhibition of fourteen ¾ inch (1/16<sup>th</sup> and 1/18<sup>th</sup>) scale houses at Canberra Museum & Gallery was

opened by the Swedish Ambassador, HE Sven-Olof Petersson, in front of an enthusiastic crowd of 70 people on October 11 this year.

The houses were acquired over the past five years. Her first purchase was a Lundby which she bought at a local miniatures show in March 2003. Other dollhouses in the collection on display include Brio, Caroline’s Home, Kaleidoscope, Lisa, Tomy, Triang, and Vero. The exhibit runs through January 26, 2009.

*Continued on page 2*

## Playing House—

*continued from page 1*

See Anna-Maria's posts about the gallery opening here:

<http://theshoppingsherpa.blogspot.com/2008/10/opening-shots.html>

and here:

<http://theshoppingsherpa.blogspot.com/2008/10/thats-so-yesterday.html>

or download an interview she did with a local radio station about her collection here:

<http://theshoppingsherpa.blogspot.com/2008/11/cmog-cmag-cmag.html>. ♥

## HO HO HO!



*Jolly Old St. Nick wishes you all a very MERRY CHRISTMAS as he sits atop a Stockholm roof just waiting to go down the chimney. The Lundby grandfather doll playing the role of Santa looks dashing in the "tomtedräkt," or Santa suit from the 2007 Lundby Advent Calendar (the belt is from a Lundby father doll).*

Photo by Sue Morse

## "But It Looks So Real!"

By Renee Ganim

IT'S HOLIDAY TIME and many of us want to "check out" our dollhouses. We dust and clean, check the lights, etc. Those of us who celebrate Christmas might even put up a tree. We indulge in a hobby for pleasure. Our rewards are both immediate and continuous. We don't expect a return on our investment other than pleasure.

Does that mean therefore that we should overpay for damaged goods? This is an intriguing question and can be argued both ways. If a party planner requires tables and 200 chairs to set up an exhibit, we ask right away if three legged furniture or pieces with damaged paint can be included in the lot. Usually the answer is, "as long as it looks good." In this case the purchaser is paying for your ability to provide a package that contains both first quality and nice second quality (i.e., three legs) pieces in order to fill such a large demand.

But how about the swimming pool sold on eBay without ladder or diving board? We know how to reproduce a board, but who's working on the ladder? Sometimes, it's our fault. We get caught up in the excitement and forget that we are paying more than we should for a good piece. The only one that can save us is ourselves.

Knowledge is power!!!

Two hot tips from the Lundby lab. A prestigious research foundation has found that people are more inclined to "observe" in the direction of the language they read. When collecting three-legged furniture, try to get examples where the right side leg is missing when viewing the piece from the front. Less likely to be noticed.

In conclusion, our Swedish scientist friend says that we would be deprived of collecting three-legged furniture but not for Lundby's gluing the legs to cardboard backs for packaging. However, these pieces will become scarce like everything else and still be in hot demand. Therefore, we welcome comments and criticism, but we do not sell three-legged furniture. Only when it becomes rare, will we truly enjoy the profits!

Also, the orange color needed for the diving board and ping pong table paddles can be found on the large Centrum bottles. It is rather hard to soak off though. Or better yet, use the large Centrum box because the paper is easy to peel from the box.

We wish you the Happiest Holiday Season!!

Next time, the auction where you don't know who the bidders are, the seller is, or what you are buying. ♥

## Dollhouse & Miniature Dolls 150 Years 1840 to 1990

By Marcie and Bob Tubbs with Dian Zillner

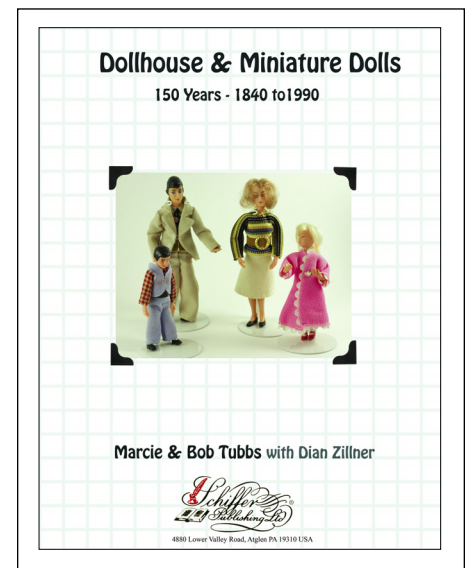
THIS WONDERFUL RESOURCE BOOK, featuring more than 525 color photos of over 1500 dolls, traces the history of commercially made miniature dolls—families, household help, community professionals, nationally costumed, and storybook characters over 150 years. Dolls made of wood, cloth, china, parian, all-bisque, painted-over bisque, paper, cardboard, plastic, rubber, composition, celluloid, and vinyl are pictured, many with dollhouse miniatures appropriate to their period.

Special emphasis is given to the dolls and doll makers of the Great Depression,

WWII, and the Baby Boomer Era, including many examples from Germany, the United Kingdom, Scandinavia, Japan, the United States, and elsewhere around the world. New research, some based on interviews with relatives and friends of mid-20th Century artisans, is featured throughout.

The place of these dolls in their historical context is also explored to help explain how their fashions, hairstyles, and subjects evolved over a century and a half. A richly detailed bibliography will help guide collectors to source material on this delightful subject, both traditionally published and on-line.

Current estimates of value accompany the photo captions to help collectors and dealers determine current market pricing. The wide range of dolls, manufacturers, and dollmakers discussed and pictured



Marcie and Bob Tubbs created this title page sample for Lundby dolls for their publisher, Schiffer Publishing Ltd.

will make this an indispensable identification guide for anyone interested in the hobby. ♥

**Editor's Note:** *The promotion above will be printed on the flyleaf of this new dollhouse dolls book, due to be published in the spring of 2009. A "collector's discount" will be offered to WLLC members. When the book is available, a notice will be posted on the club website.*

Photo by Bob Tubbs



## Lundby Connections

**Y**ES, RITA, THERE WAS A LUNDBY CASTLE. In the September 2005 issue of *The Lundby Letter* Rita Gorenson, Iowa, asked if Lundby had ever made a castle. Until now we couldn't say for sure, but, thanks to an eBay seller, we can now definitely say that Lundby once made a castle. The one we were tracking sold for \$45. Photo from eBay seller.



WHATEVER HAPPENED to the transformer hole in the back of the Lundby house? Elisabeth Lantz, Sweden, has solved that mystery in her role as our "Lundby Guru." Elisabeth answered Vermont member Julie Plovnick's question about why her 1987 dollhouse lacked a hole in the back for the transformer. Elisabeth tells us that the opening disappeared on the Gothenburg house in 1981, with the house that came out with flowered wallpaper in the upper living room.



ALL OF US CAN USE A LITTLE RESTORATION! We're speaking of our Lundby dollhouses, that is! There are kits out there to help us remodel our dollhouses, but they are few and far between. Anna-Maria Sviatko sent these photos which were on eBay recently. Don't we all wish they showed up more often!



MARION OSBORNE, UK, KEEPS SENDING US MYSTERIES! The photo of this "Puppen-Tee Service" made in West Germany appears to have some of the same pieces as the Lundby coffee party set #6604, but it's in

an unusual packaging. Could this be yet another Lundby item made and packaged by a different company?



HAVE YOU EVER SEARCHED Google's Images? You can look forever at Lundby dollhouses by clicking on Images (located on the top left hand side) on [www.google.com](http://www.google.com). Enter "Lundby" and Voila. Click on an individual image and Google takes you to its home on the Internet.



BEWARE OF NON-LUNDBY ITEMS ON EBAY. Not only do sellers misrepresent non-Lundby miniatures and list them as Lundby, recently we've also seen some non-Lundby items sold in Lundby boxes, just as the one pictured here. If you are in doubt, be sure to email us. ♥

## Me and My Childhood Lundby

HEATHER MCCOY, who grew up in Green Valley, Minnesota, realized her Lundby dollhouse was something special from the beginning. She says it was her "most played with toy" ever. Her brother and she spent hours playing with the house—she was the mother and psychiatrist, and he was the teenaged daughter who had a band called "Jenny and the Marshmallows."



*How precious is this photo of Heather McCoy? We would love to see photos of other grownup kids with their Lundbys! We appreciate Heather's spirited response to our request to publish her 1970 childhood photo beside her beloved Lundby dollhouse. It appears on her Flickr page, <http://www.flickr.com/photos/addknitter/2807525756/>. ♥*

## Making Old 'Bits & Bobs' New

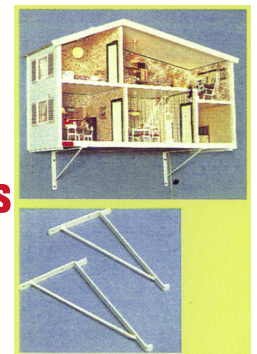
THE BASHING/RE-PURPOSING CONTEST, our competition for 2008, has produced dual winners: Patricia Harrington, ME; and Julie Plovnick, VT. Both Patricia and Julie used vintage Lundby items to create new pieces.

Patricia re-purposed a flower stand to transform a wall cabinet and a sink unit into a free-standing kitchen unit. Julie bashed a glass cabinet to construct a dresser and a medicine cabinet.

Heartfelt congratulations are extended to our two 2008 winners, who will have complimentary memberships during the year of 2009.

Photographs and instructions for the winning projects are given in the Crafting with Lundby insert which is included in your packet. The winners will also be showcased on the club website during 2009. ♥

## Rare Lundby Brackets



WOULD YOU HANG YOUR LUNDBY DOLLHOUSE ON THE WALL? Shown in catalogs from 1983 to 1987, a set of metal brackets #6056 was sold by Lundby for mounting a dollhouse on the wall. My MIP set of brackets is as yet unopened because of my concern that the metal is not strong enough to hold a furnished house safely, as is pictured in this 1983 catalog. Photo from 1983 LundbyToy catalog. ♥

## Members in Focus

SIXTEENTH IN A SERIES OF ARTICLES

By Sue Morse

**C**AN YOU REMEMBER gifts presented to you when you were three years old? The memory that **Zelma Fink, MD**, has of receiving her first miniature (a little closet that opened to reveal an ironing board and iron) at the tender age of three is so strong that she never stopped collecting.

One of the best-known and best-loved miniature dealers on the East coast, Zelma has shared and passed on her passion to many others. Her loyal following includes WLLC members **Marilynn Abrams, CA, Sharon Barton, CA, Maria Cannizzaro, NJ, Carolyn Frank, VA, Linda Hanlon, VA, Geraldine Scott, FL, Roy Specht, NV**, and me too! The eight-story dollhouse (comprised of a two-story Gothenburg and six extensions) on the We Love Lundby Club website is one that I purchased from Zelma several years ago. Being the clever dealer she is, Zelma bought the dollhouse from a collector and sold it to another one!

At any toy or miniature show where Zelma and her husband, Jules, set up their tables, the display always draws in many buyers to look through the charming miniatures for sale, some of them very old.



There's so much more to learn about Zelma. As her husband Jules would sing, "If you knew Zelma like I know Zelma!" We'll find out more about Zelma in our next issue!



As Jules Fink hands a purchase to one customer at the Eastern National Antique to Modern Doll & Toy Show in Gaithersburg, MD, Zelma inspects a miniature for another collector.



Zelma Fink flashes a terrific smile as she presents a program at a dollhouse club meeting.

Photo by Sue Morse

## MIP Apartment Furniture Discloses Unique Packaging

THE SEPTEMBER 2007 ISSUE of *The Lundby Letter* reported on yet another Lundby product, the Apartment set, that was unknown before **Patricia Harrington, Maine**, and **Elisabeth Lantz, Sweden**, each acquired a set for their very own. The Apartment set produced for the French/Belgian market consists of small boxes of four rooms that could be stacked or arranged horizontally.

To quote the article, "No evidence exists that they were ever exported worldwide nor do they appear in any catalogs." However, now that we have learned about the German factory in Hohenwestedt, we surmise those Apartment sets were produced there.

Through photos of the Apartments, we know that the design and colors of some of the furniture were unique. Now we see that the items were also packaged differ-

ently. **Reina Olthoff**, our roving reporter in the Netherlands, sent us an eBay listing from a French seller showing the unopened packet containing the blue kitchen.

**Paige Baird, UK**, emailed the second photo of the unpackaged single kitchen units in blue. She says she has seen the unusual single units in the red color scheme many times. The blue, however, appears to be very unusual. Paige also believes that the blue kitchen, as well as the red kitchen, may have been produced only for the French-speaking market as it says "Frigo" on the front of the fridge—this is the word for fridge in French. ♥



Photo by Sue Morse



**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.

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

### 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  
Elisabeth Lantz  
Marion Osborne  
Peter Pehrsson  
Yvette Wadsted

Design: Don Christian

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### Coming Up in the March 2009 Issue

-  German-Made Lundby
-  Lisa-Brio Connections
-  Lundby Tudor House
-  Interviews



## Gotland Assembly Tip Sheet

By Patricia Harrington,  
with super assistance from Elisabeth Lantz, Stella Goodman,  
Linda Bancroft, Seiglinde Nedomansky, and Carolyn Frank

**T**HE GOTLAND DOLLHOUSE is a charming addition to your Lundby collection and a great gift for a child over three. It requires partial assembly, so I have collected experiences from four We Love Lundby Club members so far, including myself, and two Lundby fans, one each from Austria and the UK. General advice is that it can be a bit tricky and time-consuming, so if you have bought it for a child, do not leave it until the night before Christmas to assemble! The Lundby directions are really good visually, and you will have no problem following them, but the following tips should help:

### A. PRELIMINARIES

1. Before you even open the carton, make sure you have Phillips-head screwdrivers #0 and #1. I checked and they are available in model-train stores, computer/electronics stores, and even at chain hardware stores. In Sweden they are called “stjärnskruvmejslar” and in UK “pozidrive” or “crosshead.” Make sure you buy ones with very small-diameter handles due to small spaces you will be working in under the roof.
2. It also helps to have good lighting as well as a small hand-held flashlight.
3. More tools to have handy: a small hammer, an awl, and a small block of wood.
4. You will need an extra person to help you when you install the French doors, back wall, and roof; also to hold the flashlight while you install the teensiest screws under the roof in step B-7.
5. Place a towel on the large flat surface where you are going to work; it not only protects the house pieces, but when you drop a screw (and you will), the towel also keeps it from bouncing far.
6. Have handy a small bowl to hold all the teensy screws.
7. Unpack Gotland and make sure you have all the parts shown on the direction sheet.

### B. ACTUAL ASSEMBLY

1. Follow the Lundby printed directions step by step—it is really easy in the beginning.
2. When you are installing the side

walls in the first 2 steps, hold the block of wood on top of the plastic edges and tap GENTLY with the hammer at 2-3 places to make sure the walls are set down as far as they will go in the base plate—this helps avoid some tiny misalignments in the next steps. Please do NOT use the hammer directly on the plastic house pieces—you don't want to break something.

3. Install the doors as directed and insert the wall over the doors and into the base as directed. Have your helper hold the wall and doors upright while you GENTLY apply the wooden block and small hammer along the top edge of the wall to make sure the plastic pieces are tamped down into the base plate as far as they will go. Many of the problems that my sources have had have been at this step. So check to make sure the doors will open easily and also that they will remain in the closed position.
4. Continue following directions for the fireplace and remember to plug it in!
5. Now for the roof. At this point it is also handy to have your helper hold the side walls absolutely vertical and stable while you place the roof on all three walls. Check around in every dimension to make sure all connections are properly aligned. If necessary, tap with the wood block and hammer if you see any little gaps. With your helper still holding the side walls, slide the roof section as shown in the diagram to “lock it” in place. Again, if necessary, tap with the block and hammer to ensure that it is firmly in place.
6. IMPORTANT: Now look carefully all around at every point where a wall meets the roof. If you see any irregularities, do some more tapping and see if the alignment improves.
7. Continue assembly and make sure you use the 14 longer screws in the bottom of the house as shown. Repeat step B-5.
8. Next there are 6 teensy-tiny screws to be placed and they will set perfectly IF you have properly aligned every

connection! I had to do some tapping with the woodblock and hammer at this point because even 1 mm misalignment will mean the screws will not set. This sounds worse than it actually is—I am just trying to help you cope. One of my advisors suggests that you skip any of the 6 teensy ones if you are having trouble, and are only going to use the Gotland as a display house! But if it is going to be played with by a child, then you will have to get most of those screws set properly. Advice from Austrian owner was that she did not have as difficult a time as the rest of us had at this step, so I suspect that even miniscule variations in manufacturing tolerances will make this step more or less difficult.

9. When you go to install the kitchen shelves, you may discover the kitchen wallpaper is a solid piece. I ran my fingers over the paper until I could feel the openings for the shelf brackets. I then used an awl to open those holes. I found that tapping the front edges of the shelves with the block and hammer also made it easier to get them in all the way.
10. Use the block and hammer to help you install the soap dish in the shower stall.
11. Another club member slightly modified the plastic sprues (little plastic knobs that stick out from manufactured plastic items where they were attached to the mold) on the shelves and soap dish by “shaving” them to make them fit, but I would try the awl and hammer-tapping trick first.

The lights and the rest of the house pieces are easy to install. Plug in your transformer and ENJOY your little cottage. The lighting system is ingenious, allowing you to “play” from all four sides. Love that Lundby! ♥

