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THE

LETTER

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

## Celebrating 60 Years of Lundby of Sweden Dollhouses

### HISTORY OF LUNDBY OF SWEDEN—Part I First Ten Years—1947-1957



From the Morse Collection.

The first electrified Lundby dollhouse came into being during the early 1950s.

*Editor's Note: To commemorate the 60<sup>th</sup> Anniversary of Lundby dollhouses and furniture, we will feature a decade of Lundby's history in each of the next six issues of The Lundby Letter. The information, starting with the first ten years and working up to the current decade, is a condensation of the text that appears on the club website, <http://www.toysmiles.com>.*

LUNDBY OF SWEDEN was established after World War II by Axel and Grete Thomsen in the village of Lundby in the northern part of Gothenburg. The company later designated 1947 as its official start-up year.

Grete Thomsen was very clever at designing dollhouse furniture for her niece, so her husband, Axel, decided to try selling the furniture. The department store, Ferdinand Lundquist (later NK), in Gothenburg was the first to place an order of 350 SEK.

The demand for Lundby dollhouse furniture increased, and in 1948 the Thomsens moved their fledgling company from their basement in the village of Lundby further north to Lerum for expansion.

Business flourished, although in the summer of 1950 the company was almost completely destroyed by fire. Production continued at various temporary places in Lerum until a new factory could be built. The range of products also increased to include an electrified dollhouse, which was produced in the same 1/16<sup>th</sup> scale that is used today.



### Wanted: An Anniversary Theme Song or Slogan

The We Love Lundby Club website needs a catchy theme song or slogan that symbolizes the 60<sup>th</sup> anniversary celebration. We need to tell the world that Lundby of Sweden possesses a proud history of producing the best dollhouses and furniture in the world.

Either a theme song or slogan would help set the mood, and that's where you come in. If you submit the best expression of pride in Lundby of Sweden, you will be awarded a special prize, a Lundby advent calendar. Send all entries to [toysmiles@aol.com](mailto:toysmiles@aol.com) by Friday, November 10. The winner will be announced in the December issue. ♥

### "I Need a House" Enchants Collectors

We all need a house! How exciting to have a video producer contact you because he needed some miniatures for the background of a song he planned to produce. This happened to member **Susanne Hjelm**, who owns a Stockholm dollhouse store, DockskaäpsMäster. Susanne contributed some wallpaper and furniture by Lundby and other Scandinavian makers for the song, "I Need a House," so that Swedish beauty Marie Serneholt could sing and dance throughout a fantasy background. You can watch the video on Peter Pehrsson's site, <http://dollhouse.mine.nu>. ♥



Photo by Peter Pehrsson.

Elisabeth Lantz arranged a small "Swap Meet" for some Lundby friends in her Stockholm home during the summer. Pictured, left to right, are Carina Viklund, Peter Pehrsson, Elisabeth, Marita Tunevall holding the Lundby flags, and Lundby dollhouse furniture to swap!



# Gothenburg Variations Both Delight and Confuse

SECOND IN A SERIES

By Marion Osborne



The  
Children's  
Corner

By Caitlin Butchart



From the Morse Collection.

A late-1960s to early-1970s "plain" or "economy" Lundby dollhouse without stairs, doors, or electrics. The standing legs were purchased from Elisabeth Lantz, who says the legs were sold from the late-1950s until 1973. Log on to [www.toysmiles.com](http://www.toysmiles.com) to see the full photo under House Tour.

EXCERPTS FROM

## "Dollhouse Items Sold by Lundby from circa 1970 – 1986 in Numerical Order"

By Marion Osborne

*Editor's Note: As promised, we are including in this issue some more helpful tips on dating Lundby houses to complement Anna-Maria Sviatko's observations in the March 2006 issue. As you wade through the maze of dating your Lundby dollhouses, we hope that Marion Osborne, UK, will help with her clues from her Lundby dollhouse research. The excerpts below are from her 18-page booklet, entitled "Dollhouse Items Sold by Lundby from circa 1970-1986 in Numerical Order."*

*In addition to contributing articles to several dollhouse magazines in the UK, Marion has also written three texts on dollhouses, all of which contain copies of actual catalogues, advertisements, and other documents. If you are interested in learning more about her books, contact Marion at [mike.osborne@ntlworld.com](mailto:mike.osborne@ntlworld.com).*

*Although Marion has a copy of the French version of the 1966-67 Franz Carl Weber toy catalog, in which the Lundby dollhouse appears, she acknowledges that it is not known for certain when the Lundby dollhouse that was later named the Gothenburg initially came on the market. She believes it was first sold in the UK about 1969.*

**1966:** Trim appears to be painted; wooden strips from ceiling to floor instead of banisters; chimney with hole under cap; plain brown wooden doors with white surround; brick paper on outside.

**1970:** Wooden house; tan painted frontal trim; wooden stairs; brick paper on sides; nondescript wallpapers and all blue floors.

**1971:** Paneled plastic doors.

**1972:** Trim is plain wood, room extension #6050 added.

**1973:** Brick paper on sides of house changes to white.

**1975:** Trim is tan plastic with plastic stairs and banisters; solid chimney; white brick paper outside; garage extension #6051 with two opening doors added.

**1979:** Trim is white plastic; black shutters printed on outside walls, printing on windows, two rooms in garage extension.

HELLO AGAIN.

I hope everyone had a great summer holiday! I certainly did! I've been tidying my Super Deluxe Caroline's Home dollhouse recently and have decided that this issue's article would be about my own doll's house. Our little patch of heaven, a place where there are no arguments, no mess (or very little) and you can do anything you want.

Personally, I love decorating doll's houses. Considering my house was made by Lundby, I have painted over the walls because sadly they were scribbled over by their last owner. Now it really is how I want it!

My favourite room in my house has got to be the bathroom, but I love my library as well (as I love books!).

Do you have a favourite room or maybe a favourite piece of furniture in your doll's house? If you do, email me at [tizwiz@hotmail.com](mailto:tizwiz@hotmail.com) and tell me. I'd love to hear all about it! ♥

Caitlin



*Caitlin would be delighted if anyone can identify the maker of the 1970s bathroom furniture in her Caroline's Home dollhouse. Please email her at [tizwiz@hotmail.com](mailto:tizwiz@hotmail.com). Photo by Lis Garner.*

**1980:** Up and over garage door in extension #6052.

**1981:** White plastic doors.

**1984:** Doors change to white with black surrounds.

**1985:** Rainbow house introduced.

During previous years noted above the wallpapers changed constantly. ♥





## Caroline's Home, a Dollhouse in Its Own Right and Time

According to Valérie Jackson Douet in her book, *Dolls' Houses: The Collector's Guide*, A Barton & Co. (Toys) Ltd. started producing Caroline's Home in 1976 to "combat the dominance of Lundby" in the dollhouse market. She described it as "an up-to-date open-plan house, with plastic windows, doors and furniture." When Lundby acquired Barton Toys in 1984, the design of Caroline's Home began to evolve so dramatically that the dollhouse shown in the 1991 catalog looked just like a Lundby house. Photos from the 1976 and 1991 catalogs.

## Rave Reviews for WLLC Website

**M**ORE THAN A YEAR'S WORTH of planning and several months of design work on the We Love Lundby Club website culminated with its launch last month. As soon as the launch email was sent, many members returned their best wishes and congratulations. Here are some examples of our members' positive responses:

A truly wonderful site. It has everything that a Lundby lover would like. It is easy to navigate, great info, pictures, etc. Super work to all who helped. (Sharon Barton, CA)

What a nice webpage. I have altered my About Me page on eBay and people should be able to access the site from there. (Stella Goodman, UK)

The new web page looks great and is quite informational. Congratulations! (Sue Kopperman, MD)

The new website is a hit. The house as a device for internal links is nice. (Jennifer McKendry, Canada)

Your webmaster has done a fantastic job. My congratulations to you all. A lot of hard work. (Marion Osborne, UK)

Sooooooooo very cool. Great job! (Geraldine Scott)

Special thanks to all our members who contributed their photos and wonderful ideas. There is more to come for your website. Keep the mailbox full with suggestions! ♥



### Cheryl Miller—Our "Window to the Web"

WORKING FOR SEVERAL TRADE ASSOCIATIONS, writing and editing, photographing, doing layout and design of many types—all those life experiences have prepared our webmaster, Cheryl Miller, for the exciting endeavor of web design. She also currently takes photographs of miniatures and writes frequent articles for *Miniature Collector* magazine.

Her latest article appeared in the July 2006 issue of *Miniature Collector* about member Linda Hanlon's collection of German antique miniatures. Shortly after the issue appeared, we realized Cheryl would be the perfect miniature lover to create the We Love Lundby Club website.

Cheryl's interest in miniatures began in 1980, when she took classes on how to complete a dollhouse. She has been creating dollhouses and room boxes ever since, including miniature versions of Monet's house in Giverny and the "Grand Staircase from the Titanic."

Because Cheryl wanted to display her miniature scenes on a website, she enrolled in the University of Virginia's Web Content Development Program. Cheryl completed the program in 2003 and has created a number of websites since then, including four of her own.

In addition to designing the We Love Lundby Club website, Cheryl also recently launched another website of her own on Dutch artist Johannes Vermeer's work, *A Girl with the Pearl Earring*. You can visit this inspiring creation at <http://www.girlwiththepearlearning.org>. If you have questions about her services, please email her at [cheryl.miller32@verizon.net](mailto:cheryl.miller32@verizon.net). ♥

## Two New Members Bring Total to 57

WE ARE NOW 57 MEMBERS STRONG. Welcome to new members, Catherine Browne, Australia, and Theresa McEvoy, UK. Contact information for our additional members and a few changes are included in the September 2006 Membership Directory Update. Interested readers can obtain membership information by emailing Sue Morse at [toysmiles@aol.com](mailto:toysmiles@aol.com). ♥

## Lundby Connections

SEVERAL MEMBERS have already signed up to attend the Second Annual WLLC Mini-Convention which will be held Friday, October 20, from 4:00–6:00 p.m. at the Holiday Inn in Elgin, Illinois. If you are able to attend, please notify Sue Morse as soon as possible.

♥  
**Sparkle Aplenty!** After cleaning every one of her dollhouses for website photos, Sue Morse highly recommends using Windex Multi-Purpose Wipes. The pre-moistened cloths cut grime and dust and leave a nice fresh scent.  
♥

## Members in Focus

SEVENTH IN A SERIES OF INTERVIEWS

“IT’S A SMALL WORLD in more ways than one,” according to **Kristi Raymond**, who resides in Tucson, Arizona. Kristi became a dollhouse collector just one year ago as a total novice. Since there were no dollhouses in her childhood experience, we immediately ask, “Just how was it that Kristi discovered them later in her life?”

Kristi believes it’s because she has always been interested in the mid-twentieth century modern design style. She found some photos on a friend’s blog that showed miniatures of these designs. Not knowing that miniatures of her favorite style of furniture even existed, she decided it would be a fun and creative way to explore her interest. Later she found out that the photos her friend posted were of Lundby furniture from the 1960s!

While Kristi spent her childhood in Michigan and moved to Arizona when she was in high school, she relocated to the East to attend college. After receiving a B.A. in chemistry at Duke University, she returned to the Southwest. When I first met Kristi last September on email, she called herself a “dollhouse collecting newbie.” She purchased her first dollhouse, a 1960s Micki Gemla with the circular staircase, from me, and it was thrilling to welcome Kristi to the pleasures of the small world.

Now for that other small world. Kristi has met some wonderful people on eBay,

By Sue Morse

who have taught her about Lundby. She notes, “The international nature of this hobby is one of the things I love most about it.” She’s grateful for the help of eBayers **Patricia Harrington**, Maine, **Elisabeth Lantz**, Sweden, **Antje Baxpehler**, Germany, and **Jesamine Kelly**, UK. Even though Jes collects Tri-ang, not Lundby, Kristi and Jes became fast friends after one of Kristi’s earliest eBay purchases from her.

Last Christmas, Jes helped Kristi find a Tri-ang house for her mother, who was particularly interested in Kristi’s photos of the older 1/16<sup>th</sup> English houses. Kristi points out that good things can pass both ways between generations! Just this past summer, while Kristi was on a family vacation in London, she and Jes had a delightful rendezvous.

To future new dollhouse collectors, Kristi offers this advice: “Ask eBay sellers lots of questions. Join the We Love Lundby Club! Study the websites dedicated to Scan-



In addition to her 1960s Micki Gemla, pictured at bottom left, Kristi purchased an early Hanse of Denmark dollhouse on eBay. She currently longs for a one-story bungalow by Brio or Lisa and a 1960s Lundby house.

dinavian dollhouses.” Kristi praises **Peter Pehrsson** for his *Peppes Dollhouse Page* because the photo gallery and catalogs posted there have been invaluable to her.

Her favorite feature in *The Lundby Letter* is the member profile section. She finds it interesting to learn when and why people are drawn to dollhouses in general and Scandinavian miniatures in particular. It’s also nice to put faces to all the names behind eBay ids and websites. Kristi’s eBay id is jwkraymond. Thanks, Kristi, for sharing a small bit of your world with us! ♥

## More Lundby Connections

Scammers have entered the miniature world! Members **Sabina Pace**, UK, and **Patricia Harrington**, Maine, have recently called our attention to fraudulent sellers who are offering Lundby items on eBay. Sabina and Patricia reported the sellers to eBay, who subsequently removed them from the site. They caution bidders to be very careful, especially if it is a “Buy it Now” offer and you do not know the seller. If you are really interested in an item, in addition to checking feedback, write to the seller. Sellers who do not answer emails are suspect. Be safe in your bidding.

Barbara Pinkham, Princeton, NJ, has some Lundby items from the 1970s-1990s for sale. You can contact her at [barb3499@cs.com](mailto:barb3499@cs.com). ♥



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.

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## Coming Up in the December 2006 Issue

- 🏠 Lundby’s Second Ten Years—1957-1967
- 🏠 Dating Houses in the Early 1960s
- 🏠 Mini-Convention Report
- 🏠 Holiday Memories
- 🏠 Announcement of Song/Slogan Contest Winner
- 🏠 Member Interviews