

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

Swede Summer Meetings Connect Lundby Collectors

WE LOVE LUNDBY CLUB CONVENTION • Coldwater, Michigan

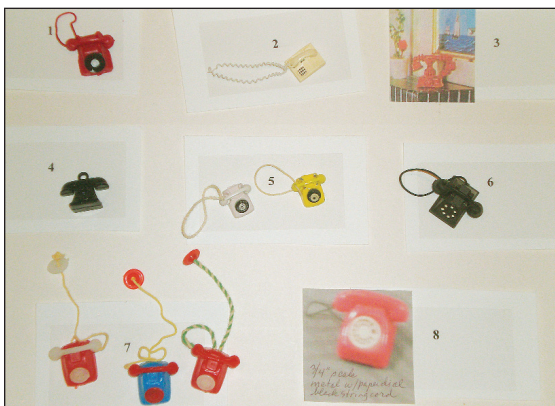


THE FIFTH ANNUAL WLLC convention was held August 22, at the Hampton Inn in Coldwater, MI. The meeting was convened in conjunction with the Dollhouse Toys n' Us Club, which was celebrating its 11th yearly gathering. Their four-day meeting included trips to antique malls and members' collections and lots of good fun and great Midwestern dinners!

Those members attending the WLLC meeting were Maria Cannizzaro, NC; Sue Morse, VA; Geraldine Scott, FL; Louana Singleton, IN; and Martha Stern, Israel. We were so excited to welcome Martha, who is our first member from outside the U.S. to attend a Lundby meeting. Guests were George Mundorf, NY; Hal Morse, VA; Bob Scott, FL; David Stern, Israel; and Barbara Wedler, MI, sister of Martha Stern.

After a captivating round of introductions and show and tell, we conducted our annual Guessing Game. The attendees were asked to identify eight 1/16th scale telephones, shown in the photo. One telephone was not identified and has been added to the Lundby Detective page on the website. We'd like all our members to have a try at identifying the Mystery Item. At our meeting, Geraldine Scott won the prize by identifying six out of the eight.

Members had an opportunity to view Jennifer McKendry's CD, which is available for purchase. Jennifer has compiled her 17-page Gothenburg article, a 10-page excerpt from her history of dollhouses; (both in PDF and in Word formats); 19 images of people, which can be printed and framed; 9 images of her Stockholm house; 11 miscellaneous images of details from Lundby houses, and catalogues and ads from 1974, 1976, 1980, 1989, and 1990.



The correct identities of the eight 1/16th telephones are 1. Caroline's Home; 2. Lundby; 3. Photo of Lisa phone; 4. plastic charm; 5. Lundby; 6. Renwal, 7. Lundby; and 8. Unidentified. Member Linda Hanlon owns this metal phone with a paper dial and black string cord. Can anyone positively identify it?



Club members and guests gather behind the Swedish flag, Front row, left to right: David Stern, Barbara Wedler, Martha Stern, Louana Singleton, and Maria Cannizzaro. Back row, left to right: Sue Morse, Geraldine Scott, and George Mundorf. The beautiful centerpiece sent by member Sharon Barton, CA, is surrounded by a display of Lundby items brought for show and tell.

Photo by Bob Scott

Bonus 2010 Calendars Added to CD

Here's your chance to order your very own Lundby CD prepared by Jennifer McKendry, who is an architectural historian in Kingston, Ontario, Canada, and expert on the history of Lundby and other dollhouse manufacturers. Jennifer is adding to the new CDs a folder on Lundby wall calendars for 2010, which can be printed. There are six miniature designs and one full size in PDF.

Add this excellent CD with high-resolution color images to your collection and also help the club with its expenses. The cost of the CD is \$15.00, plus postage. Please email Sue at toysmiles@aol.com for more information.

All files on the CD contain high resolution images and can be printed at home or at a professional print shop. Proceeds of the sale of the CDs will go for club expenses because Jennifer is generously donating all her expenses in creating the CDs from www.mckendry.net.

The group indicated its desire to continue meeting with the Dollhouse Toys n' Us group, but also still persists with a strong hope to have an international meeting in Sweden in the near future. We weren't able to meet at ScanFest in New Jersey this year, but hope to take in the Scandinavian festival in 2010. ♥

“But It Looks So Real!”

By Renee Ganim

“MOMMY, I WANT TO GIVE ANNE A BATH but she has Mary Jane’s on!” My customer’s question was very simple, “Does Lundby have a doll without shoes?” At first I thought, a baby? But that would be unrealistic. A baby cannot be bathed in a full-sized bathtub. The swimmer doll might qualify, but he has a bathing suit on. Painted on shoes seem to have caused major complications.

Then I thought about an alternative. What about a shower and not a bath. Why? The child would not actually be administering the washing, but only placing the doll in the shower. Problem solved! But still, what about the shoes? A child wants realism, and showering with shoes on just doesn’t cut it! I posed the question to my professor friend and after she stopped laughing, she said, “You have nothing better to worry about?”

I asked my Dad, “Maybe the shoes could be “painted” out with a nude nail polish?” The answer was “DO NOTHING! DON’T EVEN THINK ABOUT IT!” He reminded me of the Chinese toxic paint scandal on the toys. He said all kinds of investigations could be launched if we did such a thing. We have the FDA, EPA, NBA, ASDA, USFSA, and a thousand more organizations ending with “A” to be wary of.

Oh well! It could have been worse. A friend of mine came in and found her little one giving a bath to a boy doll and girl doll in the same tub. These dolls had shoes which could be removed. But boy and girl in the same tub? No way!

Anybody out there with an answer to the question??? It is beginning to look NOT SO REAL! ♥

European/Scandinavian Lundby Festival Dorset, UK

Stella Goodman, UK, hosted the second annual gathering of European and Scandinavian Lundby collectors: Elisabeth Lantz, Sweden, Linda Bancroft, UK, Lis Garner, UK, Claire Quick, UK, and Sieglinde Nedomansky, Vienna, Austria. All of them congregated in September at Stella’s home in the county of Dorset, UK, on the southwestern Channel coast of England.

The group visited various sites in Dorset, such as Milton Abbas, according to Stella, the most beautiful village in Dorset; Poole, the most natural harbor in Europe; the New Forest; and Allworth Cove, Linda’s favorite spot.

Even with all these charming sites to see, we’re sure that the topic of buying and selling Lundby came up! Because the gathering occurred after the September newsletter deadline, we’ll publish a photo in the December newsletter. ♥

Lisa of Denmark 525 Tudor House Marketed as BRIO Mobilia

IN THE JUNE 2009 ISSUE of *The Lundby Letter*, we revealed the origins of BRIO’s licensing of the Lisa of Denmark brand to jointly produce the BRIO Mobilia dollhouse. Even though the design of the dollhouse is clearly Lisa of Denmark, it is marked BRIO Mobilia.

When the Lundby company purchased Lisa of Denmark in 1984, part of its acquisitions included another Lisa dollhouse, the 525 Tudor-type, which was also being marketed as a BRIO Mobilia dollhouse. This unusual dollhouse is pictured in an advertisement sent to us by Paige Baird, who found it very intriguing that the house contains a mix of both Lisa and BRIO furniture. Although the image is fuzzy, it does provide the best visual reference we have available. ♥



The BRIO Mobilia advertisement shows the Lisa 525 Tudor dollhouse. The Google translator disclosed that the headline in Finnish says “Dollhouse and Furniture” in English and the word, “Uutuus!” at the bottom means “New” or “Innovation.”



Patricia Harrington, ME, sent a photo of a “Tudor” style house, which is the term that Brits and Americans use for this type of house. To Patricia’s knowledge, however, Scandinavians do not use that name. What they do call it is “korsvirkeshus,” which is the same word for the English name, “half-timbered house.” Since the 525 house is from Denmark, it would be well-known to Danish children because half-timbered houses are found all over Denmark, especially in the countryside, which explains why it has a stable in it.

The Danish word for the house is “bindingsvækshus.” The photo is of one in Ahus, Denmark.



Heike’s half-size Lundby display house.

Photo by Heike Krohn

Half-Size Display House Discovered on eBay

ABOUT SIX YEARS AGO, Heike Krohn, Germany, purchased a Lundby house on eBay. When she bid on it, she didn’t realize that it was not a regular sized Lundby dollhouse. It was just half a house, only 13.5 cm or 5.3 inches deep and without windows! It is definitely an oddity that bears notice!

It is a normal business practice for dollhouse companies to sell display houses to retailers. The houses usually have the furniture and accessories glued to the house floors or walls to keep items from disappearing while on display at the stores. In this photo of the empty display house, it is possible to see that Heike’s house also has marks where kitchen and bathroom items were glued to the wall, and lamps and tables were affixed to the floor.

Thanks, Heike, for sharing this mid-1970s design display house. It’s one of a kind, so far! ♥

NEW LUNDBY FOR 2009!

Part 2: Fresh New Items for the Småland House

By Patricia Harrington

LUNDBY IS JUSTIFIABLY RENOWNED for reproducing, in miniature, the latest in Swedish interior design for dollhouses. In the June 2009 edition of *The Lundby Letter*, the two new sets of colorful furniture and toys for the children's room were presented. In addition, Lundby has brought out seven completely new furniture sets for the kitchen, living room, bathroom, and garden/patio, all designed by the architects Ann Morsing and Beban Nord from the Box Design firm in Stockholm, Sweden (see articles about them in earlier editions of *The Lundby Letter*: September 2005, March 2008, and September 2008). One really nice feature is all the extra items included with the sets.

LIVING ROOM/LOUNGE—two new sets: The hot-pink upholstered sofa and armchair come with two white bolsters and a bright yellow “throw”; the pink and yellow colors match the area rug. The set is completed by a white coffee table with a transparent top and a pull-out drawer where the owner can display collector's items or just use it as storage for the books and game which are included with the set (60.2051).

In addition to this set, Lundby is offering a new, more-modernized version of the electrified corner fireplace, complete with log basket and a small white area rug (60.3045). The white fireplace and smaller

white “sheepskin” rug complement the white bolsters and coffee table in the living-room set, creating a visual wholeness to the room.

KITCHEN: Lundby has produced three new sets for a complete kitchen upgrade. Set # 60.2046 is a one-piece kitchen wall with built-in dishwasher, sink, drawers, counter-tops, shelf, and overhead cupboards. The tile is a new design and the appliances, cupboards, and drawers are a fresh white. Four lights are included, as well as 9 dish pieces and 2 food packages.



The second kitchen set #60.2047 has built in cupboards, drawers, counter-top and a shelf which match the first set, as well as identical tile and four lights. The free-standing stainless-steel refrigerator and stove have openable doors; the stove-hood is stream-lined and white. Additional included items are a cook book, two food packets and two pots with colorful lids.

The third set #60.2048 can be used as kitchen furniture or in a dining room. A round wooden table matches the wood shelves and counter-tops in the kitchen. The deacon's bench and 2 captain's chairs are bright red, made of plastic, with grey seat-cushions, made to look like sheepskin. In addition, the set includes 2 kittens and a potted plant. When you look at all the photos, you will see that the red in the furniture set is picked up in the glasses in set one and a pot-lid in set two; the second complimentary color is lime-green in both kitchen sets.

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BATHROOM: The architects have created a new modern bathroom sink and WC/toilet (60.2049), which can be used with the original tub and shower set (60.2034). The sink has a “marble” counter-top and the whole unit is free-standing with a separate large mirror. The WC/toilet is attached to a tile wall. The set includes a lamp, glasses, towel, and bathroom mat in a new color.



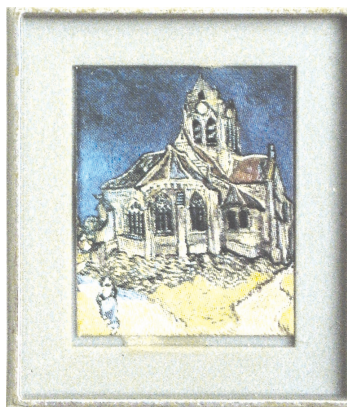
GARDEN/PATIO: The new outdoor furniture set #60.3044 is wonderfully adaptable. Even though it is in new fresh colors to match other items in the new Småland collection, it could be used with Lundby's Gotland summer cottage, or any earlier Lundby house, modern as well as vintage. While the two white plastic Adirondack chairs are new to the Lundby line, the “real” ones have been in existence for more than 100 years in North America! The Lundby set includes a small wooden table, glasses, a “Princess” cake, and 3 potted plants, in addition to the two chairs.

The new Lundby items for the Småland dollhouse are expected to be on the market late summer 2009, ready for Autumn and Christmas toy sales, according to **Kristina Aronsson**, Product Manager for Lundby. Log on to www.micki.se to see these products, as well as the current complete Lundby assortment. Unfortunately, there is still no Lundby distributor for North America, so our American and Canadian members will have to rely on their contacts in Sweden, UK, Europe, and Australia, as well as eBay in order to obtain these new items. ♥



The Courtyard of a House in Delft

ature reproductions of famous paintings or contemporary artwork. Recently, three more masters' works have been identified, one of which was actually reproduced in miniature by Lundby and sold during the 1980s; the other two were SUFA products and sold in sets by one of Lundby's many contemporary competitors, Lisa of Denmark, Lillbo, and Barton's “Caroline's Home,” during the 1970s:



The Church at Auvers

“The Church at Auvers” by Vincent Van Gogh; oil painting done 1890. The original is in the Musée d'Orsay in Paris. This miniature has been seen by Elisabeth sold as Lisa and Lillbo (both catalog # 62104) and Caroline's Home.

“The Derby at Epsom” by Théodore Géricault; oil painting done 1821. The original is in The Louvre, Paris. Due to variations in translation, the painting is sometimes called “The 1821 Epsom Derby” and “The Epsom Derby.” It is shown in Lundby catalogs from early to mid-1980s and is marked Lundby on the back.

Lundby Lore

Art in Miniature: More Dollhouse Realism

By Patricia Harrington,
with expert technical assistance from Elisabeth Lantz.

LUNDBY COLLECTORS CONTINUE to be fascinated by the devoted efforts made by the Lundby company to recreate miniature items from the “real” world. An example of this is the sale of mini-

“The Courtyard of a House in Delft” by Pieter de Hooch; oil painting done 1658. The original is in The National Gallery, London. Elisabeth and I have seen it as a verified Caroline's Home item in assortment #2304 on p. 7 of the catalog marked CH 1980b on her website www.swedish-dollshouses.com.

Elisabeth thinks it is possible that both the Van Gogh and the de Hooch were sold in Lundby assortments, like other SUFA reproductions during the 1970s, but she has not seen them in new sealed packages yet. Collectors can be sure about which label the individual miniature painting was sold under, only if they can see it in a catalog or own a set MIP.

Previously in our newsletter, four other famous paintings were identified for our readers. Please log on to www.toysmiles.com and follow the link to *The Lundby Letter*. See March 2006 and December 2006. In addition, the miniature reproductions of contemporary paintings by Lisa Rinneuo for the new Lundby Stockholm 2005 house were featured in *The Lundby Letter* June 2006 and March 2008. All of those miniatures were made by Lundby.



The Derby at Epsom

ART IN MINIATURE

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There are, of course, many more Lundby reproductions of famous paintings which can be identified. Research will continue and WLLC members are encouraged to submit other documented items. Most of the earlier Lundby miniatures were produced by the other Swedish company, SUFA, which also produced Lundby, Lisa, and Lillbo lamps.

At one point in the late 1970s, Barton bought SUFA and then sold the miniature paintings as “Caroline’s Home” items, according to Elisabeth. And as we all know, Barton was later bought out by Lundby! ♥

Lundby Connections

OUR “ROVING REPORTER” FROM THE NETHERLANDS, Reina Olthof, has made two new discoveries about Hanse, the Danish company that created a dollhouse similar to Lisa of Denmark. First, Reina sent a photo of a different and sturdy style of a Hanse dollhouse, made especially for the Dutch market. Reina’s friend, Willemien Hendrickx, also of the Netherlands, is the proud new owner. Secondly, Reina saved this image of a Hanse box from Marktplaats. Marked Princess and Veronique, the Hanse pieces were made for a particular market. Special thanks to Reina for these fascinating photos. ▶



IN THE JUNE 2009 ISSUE, LINDA HANLON, VA, noticed the photo of the Lisa items (knitting basket and How to Knit book) in Renee’s column and realized that Grandmother Stover, a U.S. miniatures maker in the 1950s and 1960s, sold sets that included the same knitting basket and book. Linda also noted additional Grandmother Stover accessories shown in the Old Catalogues page on Peter Pehrsson’s web site. Both the 1979 Lisa catalog (the metal trays with decals, listed as “telephone trays”) and the 1987 Caroline’s Home catalog (the salad bowl with wooden fork and spoon, the loaf of bread, and cookbook) display items marketed by Grandmother Stover.

You can see for yourself at www.peppesdollhousepage.com. Special thanks to Elisabeth Lantz, who gave the Old Catalogues Page a home, www.swedish-dolls-houses.com, while Peter reinstated his own website.



EVEN BEFORE THE WE LOVE LUNDBY CLUB was formed in 2004, a Lundby collector named Lynn Silvestri from Maryland sent me an odd photograph, and I’ve been wondering about it ever since. Does anyone in the club know why Lundby made a large gaping machine-cut hole in the Stockholm balcony?

Does it provide a slot for the front panel? Why do some Stockholms have the hole and others do not? It was not a mistake because I have an instruction sheet for assembling the balcony, which shows the same hole. Please help clear up this mystery! Photo by Lynn Silvestri.



◀ *An empty 1991 Caroline’s Home.*
Photo courtesy of Linda Bancroft.

A furnished house from a box back.
Photo courtesy of Marion Osborne. ▼



A Caroline’s Home Made in W. Germany!

THE ORIGINAL CAROLINE’S HOME was introduced in 1976 by A Barton & Co. (Toys) Ltd. of the UK. By 1984, the name was owned by Lundby. We have recently learned that something fascinating then happened to Caroline’s Home. It moved to West Germany!

A great deal of interest has surfaced lately about that Caroline’s Home dollhouse, shown in an international Lundby catalog, dated 1991. See the article in the September 2006 issue of *The Lundby Letter*. Marion Osborne, UK, sent a photo of it from a Hamley’s 1990/1991 catalog. Linda Bancroft, UK, also emailed photos of one she had purchased. Elisabeth Lantz, Sweden, owns the same house and knows it was sold in Sweden up until 1992 or 1993.

Some time after Lundby acquired the German company, Plasty, in 1984, the

same year that Barton was purchased, a newly designed dollhouse came on the market. It was probably a more economically-made combination of a Caroline’s Home and the Salame & Signor version of the Lundby Gothenburg. The dollhouse has the same multi-colored tile effect on the roof. However, the house is made of cardboard, including the roof. It has a plastic frame that just slots together. Lacking stairs, the house has arched interior doors, and the windows and doors are part of the wallpaper.

The dollhouse and its own special furniture were manufactured in Germany. Sold under the name Caroline’s Home, the boxes are marked Lundby Toy, Plastyweg, Postfach 12:20, D 6823 Neulußheim, West Germany. ♥

Members in Focus

NINETEENTH IN A SERIES OF ARTICLES

By Sue Morse

IT TOOK SOME YEARS UNTIL THE LUNDBY FEVER came over Karin Schrey, Ratingen, Germany, after she bought her first Lundby dollhouse only 10 years ago. She put it in her cellar and forgot about it. Then about five years ago she started to collect German doll houses of the 1950s and early 1960s. Sometimes she found in them “tiny little furniture,” which didn’t really fit the larger size houses. Much later she discovered it was Lundby furniture.

When her parents gave her a 1970s Caroline’s Home, which was no longer loved by the people who owned it, Karin realized that the “tiny little things” were the right size for the house and started to seek Lundby on eBay auctions and at flea markets and antique markets. She raced to the cellar to retrieve her Lundby dollhouse and “the rest is history...”

Karin wonders whether there are “male” and “female” Lundby dollhouses because it seems there are more and more overnight. “They are like rabbits,” she says! Her collection has grown to five Lundby dollhouses from the 1960s (she would “die for” the very first Lundby house with the red wallpaper and lovely staircase), one from the 1970s, two Stockholms, two Caroline’s Homes, a Salame & Signor house, the later Caroline’s Home that resembles a Lundby dollhouse (see the article on page 5), a 1970s BRIO house, and a Lisa house with two extensions.



Clever Karin Schrey! She created a four-story dollhouse, which is a combination of two Lundby dollhouses, the mail order dollhouse underneath her earliest Gothenburg from the 1960s. In addition to the Lundby items, her house contains some 1950s German dollhouse pieces. Photo by Olaf Schrey, Karin’s nephew.

One day Karin googled Lundby of Sweden and found the club. It wasn’t too much later that she met Heike Krohn, who also lives in Ratingen. Heike taught Karin so much about Lundby that, without Heike’s help, Karin believes she would have made many mistakes.

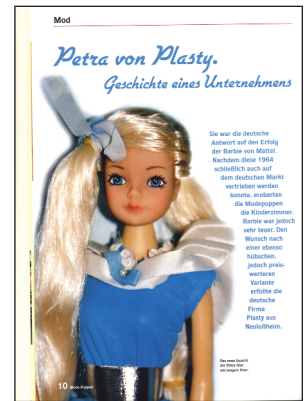
One hat that Karin wears is producing museum exhibits; the other is being a professional journalist who writes for the German magazines, “DollsPuppen” and “Teddyskreativ,” books for museums, and a club letter for a teddy bear company. Together with Bettina Dorfmann, a Barbie specialist, she published a magazine on fashion dolls.

Karin has translated into English an article which she wrote on Petra, a Ger-

man fashion doll made by Plasty to compete with Barbie. Carolyn Frank, Virginia, has edited the piece and it will be posted on the club website’s member page as a bonus for the September issue.

One of the best aspects of collecting, Karin feels, is the nice contacts she makes. She thinks there are many more interesting facts to discover about Lundby’s business connections with other companies, such as Plasty and Lego. After reading the newsletter article about the Lundby items produced in the German factory, Karin thinks there must be many German doll households with Lundby furniture.

There’s much more to be discovered!



The front page of Karin’s article about Petra provides a sneak peek. Photo courtesy of Karin Schrey.



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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NEWSLETTER GOES ONLINE

The first issue of *The Lundby Letter* was printed in November of 2004. We are now in our fifth year of production. To celebrate this exciting occasion, we are posting the September 2009 issue (Vol. 6, No. 3) onto the We Love Lundby Club website at www.toysmiles.com. Details about accessing the member page have been emailed to all WLLC members. If there are any questions or concerns, please email Sue.

Coming Up in the December 2009 Issue

-  Five-Year Anniversary Issue
-  Member Interviews
-  520-521 Bungalows



Membership Update

WELCOME TO OUR FIVE NEW CLUB MEMBERS, who have joined since the June 2009 Update: Maggie Martos, CA; Annemarie Thomas, MA; Kit Caton, our first member from Denmark; Martha Stern, our first member from Israel; and Jennifer Rosskamp, GA.

Contact information for our new members is included in the September 2009 Membership Directory Update. ♥