

1981 Sears Catalog Marketed Boxed Lundby sets

Sears Roebuck was well-known for its Christmas catalog. In 1981 Sears delighted many with their sales of Lundby furniture and accessory sets, as well as the Gothenburg and Stockholm dollhouses, and a transformer. Some were identical sets to those in Lundby catalogs and other groupings had varying components. The item numbers were completely different than the Lundby catalog numbering system.

Shown on the pages below are the two catalog pages from 1981 which advertised the individual Lundby sets and their prices.

RED RIBBON VALUE

Save \$20 when you buy both the Deluxe Dollhouse (11) and the Ground-floor Extension (2).
Separate prices total \$143.98 **\$123.98**

Ground-floor Extension
For Dollhouse (11) & (2)
at left **\$61.99** without
Lundby sets

This magnificent
dollhouse has
lights on
and off
with the more
touch of a finger

Our Deluxe Dollhouse brings "real living" to
your dolls with carpeting, hinged doors and
other detailing... all of the finest craftsmanship

\$81.99
Dollhouse
without Lundby sets

Deluxe Dollhouse
with Ground-floor Extension

\$40.99
Contemporary Dollhouse
without
Lundby sets

550

1 thru 3 Dollhouses and Ground-Floor Extension
 Imported hardwood houses and ground-floor extension. Beautiful machine-tooled detailing. Plastic windows, staircase and bathroom. Wall-to-wall carpeting in bedrooms, floorcovering (dormer rooms), papered walls. Simulated painting on legend doors. Assembled and pre-wired for light hook-up with multiple outlets. Plastic chimney.

FOR AGES, ORDERING INFO: 3 years and up. Dolls, furnishings sold below. Requires transformer (order below). When ordering both house (1) and extension (2), order only 1 transformer. Not for children under 3 due to small parts.

(1) Deluxe 6-room Dollhouse. Features permanent die-cast floors in living, dining, living, decorative fireplaces on the wedding staircase and arches. Skyline in top bedroom and built-in open balcony. Main which lets you turn lights on and off. 36 1/2x11 1/2 inches high. Scale 1/4 inch=1 foot. **441.99**

49 C 1408A—Shipping weight 13 pounds

Deluxe Dollhouse (1) with Extension (2). Separately \$143.98.

49 C 1408B—Shipping weight 13 pounds **Set \$122.99**

(2) Ground-Floor Extension for Dollhouse (1). Add 3 more rooms to your deluxe dollhouse (1). Includes stable with simulated brick work and hinged doors, laundry room and den. Simulated stone and hardwood floors. Intricate laser-type laminate top. 36 1/2x11 1/2 in. high. Scale 1/4 inch=1 foot. **441.99**

49 C 1407—Shipping weight 13 pounds

(3) Contemporary 6-room Dollhouse. Measures 30x10x13 1/2 inches high. Scale 1/4 inch=1 foot. **442.99**

49 C 1408 1C—Shipping weight 13 pounds

4 thru 17 Deluxe Room Furnishings for Dollhouses up to 1/4 inch=1 foot scale.

CONSTRUCTION: Machine-tooled hardwood or plastic with cushioned fabric upholstery. Scaled to dollhouses and above. Assembled. Imported.

ORDERING INFORMATION: Dolls and transformer not included, order below. Not for children under 3 due to small parts.

(4) Royal Dining Room. Painted table with four chairs. Cupboard has open and close doors. Inl. mirror, two wall scones and chandelier. Doll not incl. **49 C 14237—Shipping weight 7 ounces** **Set \$19.99**

(5) Royal Living Room Set. Upholstered sofa and two armchairs. Oval coffee table, mirror and lamp. **49 C 14238—Shipping weight 7 ounces** **Set \$19.99**

(6) Master Bedroom Set. Blue and white double bed with headboard and end tables. Also includes pictures, lamp and radio. **49 C 14239—Shipping weight 6 ounces** **Set \$19.99**

(7) Child's Room. 2 twin beds, dressing table, stool, blackboard, lamp. **49 C 14240—Shipping weight 7 ounces** **Set \$19.99**

(8) Continental Kitchen. Sink, refrigerator, stove with doors that open and close. Simulated the backplash. Table, 2 chairs and hanging lamp. **49 C 14609—Shipping weight 7 ounces** **Set \$23.99**

(9) Family Room. Sofa, chair, table tennis table, set, paddles, floor lamp. **49 C 14258—Shipping weight 6 ounces** **Set \$22.99**

(10) Bathroom. Toilet, sink, tub, mirror, towel rack, towel, paper holder, lighted medicine chest, simulated mahogany-look paneled walls. **49 C 14212—Shipping weight 6 ounces** **Set \$18.99**

(11) Patio Set. Plywood easy chair, table, lounge chair. Umbrella, flower pot and swimming pool. **49 C 14256—Shipping weight 7 ounces** **Set \$19.99**

(12) Organ and Piano. Organ has matching bench. Lighted corner fire-dials, unupholstered wrought-iron and brass, grating, charred legs, blue wheels. **49 C 14200—Shipping weight 6 ounces** **Set \$13.99**

(13) Laundry Room. Washing machine, table with sink, drainboard and two stools. Also includes ironing board and iron. **49 C 14208—Shipping weight 3 ounces** **Set \$13.99**

(14) Stereo. Turntable with dust cover, 2 speakers, album, stereo cabinet. **49 C 14209—Shipping weight 3 ounces** **Set \$10.99**

(15) Aquarium. Filled with simulated fish, reeds, sand and seashells. Plug in to simulate colorful background. **49 C 14298—Shipping weight 2 ounces** **Set \$7.99**

(16) Lamp Set. Three lamps include detailed floor lamp, table lamp and a hanging lamp. Plug in lamp to light them. **49 C 14244—Shipping weight 2 ounces** **Set \$10.99**

(17) Christmas Tree and TV. Celebrate the holidays with this charming tree, includes ornaments, star, candle decorations, tree skirt. TV is on chrome-look stand, has color picture on screen. Plug in TV to illuminate picture. **49 C 14206—Shipping weight 3 ounces** **Set \$13.99**

Extra Light Bulbs (four shown), 4 volts. Package of three. **49 C 14296—Shipping weight 1 ounce** **Package \$2.99**

(18) 6-piece Deluxe Doll Family. Set vinyl bodies with flexible joints. Natural skin color. Non-toxic. Contained in packages of real fabrics. Father 8 1/2 in. tall; mother, 6 1/2 in. tall; 3 children, 3 to 5 in. tall. **49 C 14174—Shipping weight 7 ounces** **Set \$17.99**

AGES, ORDERING INFO: 3 yrs. and up. Not for children under 3 due to small parts.

(19) Deluxe Family Car. Sturdy wood body with wide plastic wheels. Front seats fold forward, fitted with seat belts that farm. Imported. Dolls not incl. **FOR AGES, ORDERING INFORMATION:** 3 years and up. **49 C 14311—Shipping weight 14 ounces** **Set \$19.99**

(20) Dog Family and House. Dog family includes mother, two puppies, dog dish with bone, puppy dish. Dogs have authentic Breton breed details, markings and shading. Beautiful, realistic one house has authentically detailed face and markings includes beds, detailed saddle. Plastic and rubber. Imported. **AGES, ORDERING INFO:** 3 yrs. and up. Not for children under 3 due to small parts. **49 C 14303—Shipping weight 3 ounces** **Set \$9.99**

(21) Power Transformer. Use to light doll houses (1 thru 3). Just plug into your 110 v. AC outlet and connect to dollhouse. Input: 110-120 v., AC, 115, 60 Hz. cord. Output: 4+ DC. Multi-sockets. 110 v. connecting cable. Not recommended for children under 8 years of age. Order extra light bulbs above. **ORDERING INFORMATION:** Instructions are included. **49 C 14007—Shipping weight 1 ounce** **Set \$12.99**



NO BIDDING VALUE

Save \$4 when you buy both the Dream House Kit (22) and Furniture Kit (23).

Separate price: \$42.98

54-piece Furniture Kit \$12.99

22 10-room Dream House Kit \$33.99

(22 and 23) Ready-to-assemble Dream House Kit and Furniture Kit.

CONSTRUCTION: Pre-cut, printed linen thick plywood pieces are imported.

AGES, ORDERING INFORMATION: 14 years and up. Unassembled. Parts are numbered. Scale 1 inch=1 foot. Inset, incl. Requires glue, screws (not incl.).

(22) 10-room Victorian-style Dream House Kit. Classically styled 3-story house has printed plastic window panes with wood edge molding, chimney, fireplace, 2 porches, 3 dormers, 2 staircases with railings, room dividers with 1/4-in. wood moldings. 36 1/2x21 1/2 in. Approximate building time 18 hrs. **49 C 14292C—Shipping weight 12 pounds** **Kit \$32.99**

(23) 84-piece Furniture Kit for House (22). Fills 10-room house with furniture for living, dining, family and sitting rooms, kitchen, 2 baths, 2 bedrooms, den. Includes upholstery, fabric, paint, paintbrush, sandpaper. Non-toxic. Approximate building time 10 hours. **49 C 14154—Shipping weight 3 pounds 8 ounces** **Kit \$12.99**

Combination of Dream House Kit (22) and Furniture Kit (23). **49 C 14254C—Shipping weight 14 pounds** **Kit \$42.98**



Dolly Pops™ Popstown by Knickerbocker

Dolly Pops™ and her 2 friends each have their own molded plastic "building" that join together to form Popstown. Van Dolly Pops™ is an automobile that you can drive her in. 4 Popcorn outfits, one with a long to walk. Or take her to the Drive Shop to make the walking gears and other outfits. At the Toy Store, dress her in outfits with a teddy bear or bicycle. 12 1/2x21 1/2x18 1/2 in. high.

FOR AGES, ORDERING INFO: 3 to 6 years. **49 C 14016—Ship. wt. 1 lb. 8 oz.** **\$18.99**

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