

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

We Love Lundby Club
Maps Out
10th Anniversary Celebration

By Sue Morse



Image courtesy of eBay seller

The story tells how Sarah, a Lundby doll, and her owner, a girl named Anna Sofia Andersson, share a birthday party in a unique way.

YOU'RE INVITED TO A PARTY that will rival "Sarah's Birthday Party," an enchanting story published in the 1980s by Lundby of Sweden for their Pen Pal Club. Not only will we celebrate the 10th anniversary of the WLLC, we will also mark the 2nd anniversary of our visit to Gemla, the 67th anniversary of Lundby, and the 70th birthday of Micki Leksaker.

Remember the dates of September 17-21, 2014. My excellent assistant, Linda Hanlon, VA, and I have been filling each day with lots of fun activities! After arriving on Wednesday, attendees will gather on Thursday in Virginia to see my Lundby museum and a sculpture garden, with time for shopping at antique and thrift stores; on Friday we'll tour the House of Sweden and other attractions in Washington, DC; on Saturday we'll take in the Gaithersburg Doll Show, and go on to Klaradal, member Sue Kopperman's Swedish store in Olney, Maryland; later that evening we'll celebrate at our birthday bash. Departures will be on Sunday after a farewell breakfast.

Registration information and forms concerning travel and lodging accommodations have already been forwarded to all members. The last time the WLLC met in the Washington, DC, area was 2007 for our third annual convention.

For the past ten years, we've explored so much about Lundby and expanded our scope of influence. That is great cause for celebration! ♥

Seeking Your Top Ten List of
Stories in 34 issues of
The Lundby Letter

WHAT ARE YOUR FAVORITE STORIES from *The Lundby Letter* over the last ten years? Is one of them "Home Swede Home—Dollhouse Exhibition 2004-2005" from Autumn 2004 or "Lundby at a Crossroads" from September 2005 or "West German Factory Supplied Lundby to Europe" from March 2009 or "Lundby's 1983 Blueprint Promises Future Success" from July 2011? Which articles and features captured your fancy over the years?

We're sending you to your newsletter archives. We hope you've kept copies of every one! If not, check them out on the club website, <http://www.toysmiles.com>. Leaf through the 34 newsletters that have already been published (there will be three more this year). Send your top ten favorite articles to toysmiles@aol.com so they can be counted toward the final Top Ten List, which will be revealed at the convention!



Founders Retire—Position Open
for Club Manager/Editor

By Sue Morse

ALL MEMBERS are encouraged to consider the opportunity of becoming the next club manager/editor of the We Love Lundby Club. After 10 years of passionate pursuit of information about Lundby of Sweden, both founders of the We Love Lundby Club, Carolyn Frank, VA, and I, have decided to step aside at the end of this year. It has been pure pleasure being your editors and sharing this wonderful decade with all of you. Never have we regretted starting the club. Its success has surpassed even our wildest imaginations! There is still much work to be done. We'd still like to finish the promised compendium, "A Seventy Year Timeline for Dating Lundby Dollhouses and Furniture—1947-2017" and publish an index of the articles in *The Lundby Letter*.

Cheryl Miller, who updates our website, and I plan to keep the We Love Lundby Club website going strong; however, the newsletters will end with the three issues of Volume 11. We'll be asking for your input all year long to gather ideas about what kinds of communications you'd like, such as a blog, chat room, or Facebook. Where the club goes from here is up to you!

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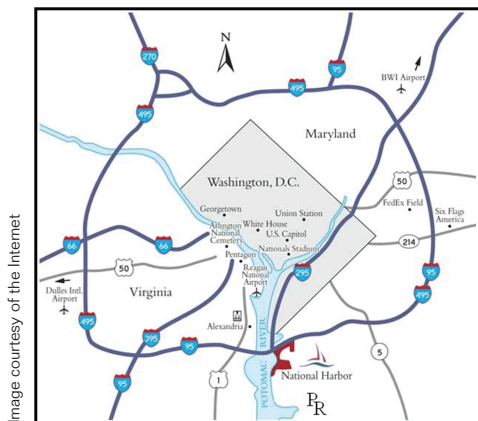


Image courtesy of the Internet

Convention activities will be held in the Washington, DC, metro area shown on the pictured map.

New Research into Large Lundby Dolls Points to German Doll Maker

By Sue Morse

DEFINITIVE CLUES AS TO THE MAKER of the 16" to 20.8" Lundby dolls still remain murky. However, recent research opens new possibilities that Lundby of Sweden's close ties to German companies in the 1980s might have led them to one of Germany's best known doll makers, Gotz.

Little was known about the large Lundby doll at the time it was featured in the September 2008 issue of *The Lundby Letter*. Several years before writing the article, I had purchased the pictured Lundby doll with hang tag on eBay. Later I found a Lundby doll catalog which presented 19 different dolls, ranging from 16" to 20.8" On the back page of the 1985 catalog is the Lundby of Sweden logo and the attribution, "Designed by Cecilia Lagergren." Neither the hang tag on my doll, nor the catalog, credits any doll company as the manufacturer.



Lundby doll box.

She writes, "I find it very interesting how similar the Pleasant Company dolls are to the original Lundby dolls. Both dolls originated out of Germany. I had never heard of Lundby before and since buying this doll I have learned a great deal about (the company). The doll furniture and other items they make are really quite incredible. I can see why so many collect their items."



Sue's Lundby doll.

"I vaguely remember in our product training at Pleasant Company that American Girl dolls were modeled after



Chef Frida Johansson at Turn Up the Heat, A Celebration of Women Chefs in the DC area.

Swedish Chef Turns Up the Heat

LITTLE DID I KNOW I would ever meet a real Swedish chef! Husband Hal and I agreed to participate in the 9th annual gala for the Ovarian Cancer National Alliance, www.ovariancancer.org in February. Appropriately called Turn Up the Heat, A Celebration of Women Chefs, the event featured foods and drinks for tasting.

At this event, we met Frida Johansson, chef to the Swedish Ambassador to the US, Björn Lyrvall. Frida was one of 40 women chefs from the Washington, DC region who were presenting their foods for our dining pleasure. Not only is Frida beautiful, she's a wonderful cook! Her menu was definitely a crowd pleaser! YUM!

- Mini Wallenberger with Potato Purée
- Lingonberries and Browned Butter
- Caramel Tart with Cream and Raspberry
- Lingonberry Lemonade with Vodka

We hope to see Chef Frida again during our visit to the House of Sweden in September! ♥



The caramel tart with cream and raspberry tasted divine!



This Lundby doll is for sale. Interested persons should contact me at toysmiles@aol.com.

It was pure speculation that I suggested that this Lundby doll might have been manufactured by Corolle, just because of the physical resemblance. That supposition remains doubtful now because a former employee of the Pleasant doll company emailed me last December and stated that she had purchased an 18-inch doll in a box marked Lundby of Sweden, made in West Germany. Her fascinating story provides clues as to the possible manufacturer of the larger Lundby dolls.

Gotz dolls. I cannot believe all the similarities that exist between the Lundby dolls and the American Girl dolls. One example is that they both have neck strings. I also think the Lundby doll I got at auction is eerily similar to the Samantha doll!"



Sue's Lundby doll hang tag.

Based on her own knowledge and research of the company, she adds, "In 1986, Pleasant T. Rowland, a former educator and publisher of educational materials, founded Pleasant Company, which was headquartered in Middleton, Wisconsin. At that time, Pleasant Company produced and marketed three 18-inch dolls, each of which was from a different period in American history. Each doll had an elaborate background story which was told in several professionally-written books. The three girls, Samantha, Kirsten and Molly, had a number of historically accurate outfits and accessory sets which tied into and were depicted in the various stories."

American Girl dolls were manufactured in New York by a subsidiary of Gotz

WHEN I SEARCHED the Internet for more information about the American Girl doll company, I found that in 1987, an American subsidiary of Gotz was opened in Baldwinsville, NY. This was one year after the Samantha doll was launched by American Girl. The Baldwinsville location



Sue's Lundby doll catalog

was used to aid in the assembly of what was known as Pleasant Company American Girl dolls during the 1990s. It included manufacturing and distribution centers, plus a Gotz Doll Shop and Visitor Center. This factory closed in 2004.

In 1998, Pleasant Company was acquired by Mattel, Inc., the world's leading toy company. Pleasant Rowland took a seat on the Mattel Board as an acting VP for two years, but today she is no longer associated with the company.

At the present time, we have no confirmation of whether the Lundby dolls were made by Gotz, but it seems certain that Gotz made the basic parts for American Girl dolls.

We would be very appreciative if any member can provide any clues into solving the mystery. ♥

RETIRE

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Our retirement will provide a new opportunity for another club manager/editor. Applications are open to all members or interested collectors. The successor must be able to communicate well, and it's handy to have a PayPal account to collect dues. Please indicate your interest in this position by emailing me at toysmiles@aol.com. Please respond no later than June 30. We'll have an update for the July newsletter. ♥

News About Lundby Likes

HAVE YOU SEEN the new feature on Lundby.com? It's Lundby Likes, a place where links about Lundby doll houses are collected. There are inspiring blog posts, Instagram photos, and YOU tube videos, all about Lundby. You'll find it here: <http://lundby.com/en/lundby-likes/>.

Adorable Lundby dolls smile at all who visit Lundby Likes on the www.Lundby.com website. Image courtesy of Micki Leksaker.



Lundby Connections

ANN PADOVER, a new member and 70-year-old grandmother, reports that, while looking for a dollhouse, she found Lundby products at Dollhouses Trains and More in Novato, CA. She fell in love with the store's display so she bought a Småland dollhouse and joined the We Love Lundby Club. Ann wishes she had been a member when we traveled to Sweden so she could have purchased Lundby there!

Ann reports that she also had a delightful experience at Cheeky Monkey Toys in Menlo Park, CA. Even though Cheeky Monkey mostly does online sales for Lundby, a young employee who was knowledgeable about the Lundby inventory picked out her items so she could take them home with her. Ann assures us that she was very pleased with her experience at Cheeky Monkey Toys!! ♥

IMAGINE KNOWING TWO MERVIS FROM FINLAND. Recently I emailed our loyal Finnish member Mervi Pirinen that another Mervi from Finland had contacted the club website. The second Mervi was interested in purchasing a Småland garage. Hopefully the two Mervis have connected and perhaps have found the garage and even more Lundby together! ♥

IS THIS FURNITURE SCANDINAVIAN OR BRITISH? Can any of our members identify the furniture and accessories shown in the photo submitted by Nan Cashour, MD. She would be so appreciative of your interest and help.



TWO NEW BOOKS, *The Book of Tri-Ang Dolls' Houses 1919-1971* and *The Book of Tri-Ang Dolls' Houses Furniture 1919-1971*, have recently been published by Marion Osborne, UK, and join another dollhouse book on *Dol-Toi Dolls' House Furniture 1941-1975*. Contact Marion at mike.osborne@ntlworld.com for further information about these publications.

Marion's next project will be a book on G & J Lines and Box Back so she would welcome any photos and information about these companies. ♥

Boxed Sets of Lundby Furniture Offered in 1981 Sears Catalog

By Sue Morse



Sears packaging for Lundby sets.

RED RIBBON VALUE

This main switch lets you turn lights on and off with the mere 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

\$8199
Dollhouse without furnishings

Save \$20 when you buy both the Deluxe Dollhouse (1) and the Ground-floor Extension (2)
Separate prices total \$143.98 **\$123.98**

2 Ground-floor Extension For Dollhouse (1) **\$61.99** without furnishings

4 Dining Room

5 Living Room

6 Master Bedroom

7 Child's Room

8 Kitchen

9 Family Room

10 Bathroom

11 Patio Set

12 Organ and Fireplace that lights up

13 Laundry Room

14 Stereo

15 Aquarium lights up

16 Lamps light up

17 Christmas Tree and TV light up

18

19

20

21

HAVE YOU EVER received an email that helped you connect the dots? I did! A gentleman wrote me in February that his wife had recently discovered a Lundby boxed set of a Christmas tree and a television set. The only markings on the outside of the box were "Made in Sweden" and "49/14306." I immediately asked him to send digital images.

When I received the photos, something in my brain rang a bell! I remembered that Sears sold sets in their 1981 Christmas catalog, 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.

See above that very 1981 Sears catalog page that marketed the sets. Now we know why the packaging was not the standard Lundby packaging. Note #17 with the Christmas tree and television set!

If any of you would like a copy of a second page that shows prices for the sets, please email me and I'll send it to you. ♥

“A Sneak Peek Inside Rooms...”

HERE IS AN EXCERPT of a recent five-star review of *Scandinavian Design in the Doll's House* on Amazon.co.uk:



“This book is pure joy. An excellent look at Scandinavian dollhouses throughout the decades featuring stunning close up photography and of course, surprisingly modern furniture. It is a nostalgic trip and a visual treat. Stylish with a moderate amount of text throughout, this is a colorful, photographic history. The eye-catching, catalogue-style, hard cover makes it look like a coffee table book, but it is the intimacies of the full-page photographs that make this book a winner for me. It offers the reader a sneak peek inside rooms filled with retro, designer furniture: kitchens, living rooms, bedrooms. Each room is lovingly recreated - sometimes with a discreetly placed doll - and a time, a decade, is captured... This is a definitive reference book, a picture book feast for the eyes and a book I will certainly treasure.”

Thanks, Yvette, for sharing this wonderful review with us. Your excellent work is well appreciated by all Scandinavian miniature collectors and dollhouse history buffs! ♥

IF YOU ARE IN CHARLOTTE, NC, this summer on July 26, be sure to attend the Charlotte Area Dollhouse Clubs show at the Lions Club in Mooresville, NC. Member Maria Cannizzaro, NC, will be selling her dollhouse items and would like to see you there.



Before and after versions of the Chesterfield sofa. From the Morse collection.

Restoration Tip: Vinegar Helps Sofa Stickiness to Be Gone!

By Sue Morse

AS EARLY AS THE DECEMBER 2005 ISSUE of *The Lundy Letter*, we discussed a defect in a favorite Lundyby product, the Chesterfield sofa. The beauty of the design of this sofa has been compromised by a weeping red stain and stickiness from the breakdown of unstable molecules in the soft vinyl used in the production. One original solution to getting rid of “sticky fingers” was to apply a non-acetone nail polish remover to the surface. However, my sofa problem has persisted even with repeated applications.

Recently, I noticed that my sofa was covered with mold (probably from applying too much non-acetone nail polish remover) as shown in the first photo. Realizing that I had little to lose, I tried the well-known remedy of using vinegar to remove mold from surfaces. Voila! As seen in the second photo, the mold disappeared (as well as a bit of the paint). *After two months, the mold has not returned and the huge bonus is that the stickiness is gone and the weeping has stopped.*

Former WLLC member Louana Singleton, who first identified the sticky vinyl problem for us, also suggested covering the surface with flocking paint found at hobby stores. Has anyone tried that solution? Applying vinegar has certainly worked for me! ♥

Two versions of the Lerro TV: Another Mystery to Solve

WHICH TV IS CORRECT? Sue's Lerro TV has a blank screen, but the one owned by collecting friend George Mundorf shows a runaway pup pictured on the screen. If you are fortunate to own a Lerro TV, what image does it have on the screen? Get out your magnifying glasses and send a photo! ♥



Both are Lerro TVs. Does yours have an image on the screen like George's Lerro TV (shown above) or is the screen blank (shown at right) which belongs to Sue?



Distributor of Lundyby North America Shares Info and Hope for Future

FOR 36 YEARS, BEAU JAMES, who lives in Weston, CT, has been involved with doll and toy distribution in North America. It was a lucky day for Lundyby when he was hired last year to be managing director of Micki Leksaker's distribution of Lundyby in North America. His expertise and knowledge of the history of international doll companies, such as Madame Alexander, Corolle, Sasha, and Gotz, will help immensely in understanding and growing the Lundyby market.

From 1978-1989 Beau worked with International Playthings; from 1989-1992 he was vice-president of Marketing and Sales for Madame Alexander Dolls, from 1992-1993 he was vice-president of marketing for Gund; then he consulted for several years before joining Corolle dolls as managing director of North America through 2012. Within that time also he was president of Gotz Dolls North America for two years.

The updated “Chronological List of Lundyby Factories and Distribution Locations,” originally distributed with the April 2011 issue, now includes Beau's name and contact information. Thanks, Beau, for all your hard work for Lundyby! ♥

Photos of Early Micki Toys Captivate

SEVERAL MEMBERS have asked for more information about the early toys produced by Micki Leksaker. No wonder! Those of us who were fortunate to visit Micki headquarters two years ago were fascinated by former Micki CEO Ola Aronsson's presentation about how Micki toys came into existence 70 years ago.

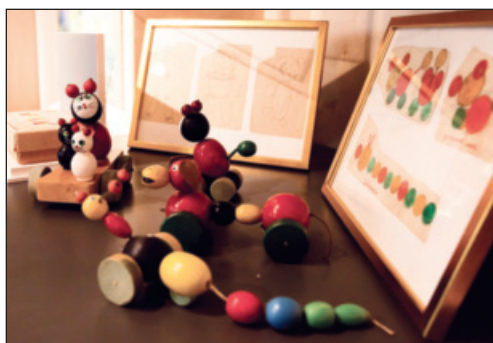
To remind yourself about the history of Micki toys, reread the article, "History of Micki Presented During the Lundby Club Visit to Headquarters," in the April 2013 issue of *The Lundby Letter*.

Included with this current article are more photos of the toys on Micki's museum shelves. Let us know if any of you own a vintage Micki toy or if you find them listed on eBay or Tradera.

In the last issue of *The Lundby Letter* Sue Kopperman, MD, shared photos of her Micki Leksaker golf game, discovered during a shopping trip to Sweden. ♥

Update on Book Loan Program

REMINDER TO OUR MEMBERS: If you are interested in borrowing the club's copy of the outstanding book, *Scandinavian Design in the Doll's House* by Yvette Wadsted, please let us know. Your name will be placed on a waiting list. Review it for a few weeks and then return it at your own expense for the next borrower. Let us know what you think! ♥



Some of the early toys using the ball and pin concept are shown above. Photo by Kristin Horn Sellström and courtesy of Micki Leksaker. At right, Jennifer Rosskamp, GA, and her husband Wayne photographed the glass (middle of top shelf), which was used to draw circles that eventually led to the original Micki toy design.



Image courtesy of Cheeky Monkey Toys



US Transformers Available for Lundby Dollhouses

GREAT NEWS!! Cheeky Monkey Toys, <http://www.cheekymonkeytoys.com>, see photo, is selling what many collectors have been hoping for—a transformer for the Lundby dollhouse that works with US electrical outlets! Has any club member ordered and tried out this transformer?

The transformer, manufactured by Micki Leksaker, is made to fit all Lundby dollhouses from the mid-1970s that have plastic frameworks. It sells for \$29.99. According to Cheeky Monkey, the prongs are a little long for the connections on some of the older dollhouses, but they will work and stay plugged in.

"Customers have been buying the new transformer," Dexter Chow, our contact at Cheeky Monkey Toys, reports. Since the company hasn't had any returns, Dexter assumes the transformers are working well and the buyers are well satisfied with it.

Please let us know your experiences with the Micki transformer for the US. ♥



April 2014 Membership Update

WELCOME to our most recent new club members, Ann Padover, California; Sheree Hopler, New Jersey; Arlene Alvarez, Arizona; Joy Haddow-Allen, UK; Phyllis Brown, Arizona; Peggy Kindler, Pennsylvania; Claudine Mercier, France; and Beau James, Connecticut..

An updated 2014 Membership Directory, including address and email changes, will be emailed or mailed to all members.

Annual dues for an electronic newsletter membership are \$15.00 USD. Annual dues for a printed and mailed newsletter membership are \$25.00 USD in the U.S.; \$28.00 USD in Canada; and \$30.00 USD in all other countries. Email Sue Morse at toysmiles@aol.com for further details about paying dues. ♥



Four Barton wall pictures.

WATCH FOR MORE ABOUT BARTON PICTURES

IN THE JULY ISSUE we'll show you how these Barton pictures were used to create another miniature treasure. ♥



The Lundby Letter is published triannually 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

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
Sue Kopperman
Elisabeth Lantz
Marion Osborne
Peter Pehrsson
Yvette Wadsted

Design: Don Christian
Website Design: Cheryl Miller Web Design

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Coming Up in the July 2014 Issue



New club manager/newsletter editor



10th anniversary celebration

Photo by Marion Osborne