

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

## Lundby's 60 Years of Success *A Big Party in a Small World*

### HISTORY OF LUNDBY OF SWEDEN *Part VI* Sixth Ten Years—1997–2007

EVERY YEAR SINCE 1947 has been filled with exciting developments for Lundby. And the success story continues into 2007, the 60<sup>th</sup> year of Lundby of Sweden dollhouses. At the age of 60, Lundby is truly a celebrity.

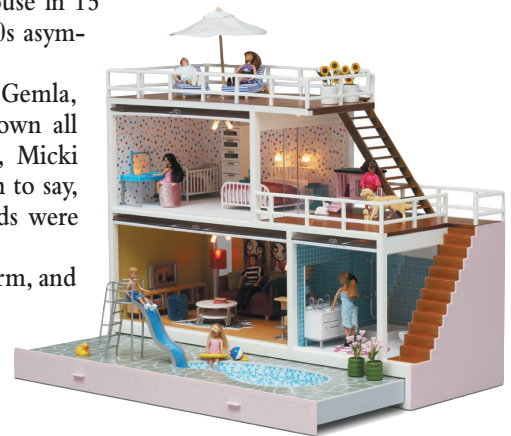
In 1997, Micki Leksaker A/B, an early competitor of Lundby, purchased the rights to produce the Lundby Gothenburg dollhouse, furniture and accessories. Two years later in 1999, Micki introduced a fresh, exciting line of Lundby, including the Gothenburg dollhouse and a complete line of furniture. In 2005, Micki employed architects to design the first new Lundby dollhouse in 15 years and named it the "New 2005 Stockholm." In 2006 the firm kept the original 1960s asymmetrical design of the Gothenburg dollhouse, but renamed it the Småland.

Micki Leksaker, founded in 1944, is located deep in the woods of Småland in Gemla, Sweden. The firm, owned by the Aronsson family, now has 55 employees and is known all around the world for delightful, fine quality toys. In a recent promotional piece, Micki describes their Lundby dollhouse as a "real global celebrity." The advertisement goes on to say, "Lundby—the Swedish doll's house for both mummy and grandma alike." Truer words were never spoken!

Furthermore, Micki pledges to keep up with developments in the fields of fashion, form, and design, which signifies a continuous story for Lundby dollhouses. Micki Leksaker, the Swedish Toy Factory, plans to go on living "happily ever after—forever!"

To view Micki's new Lundby line, however, we need only wait until after the 59<sup>th</sup> Spielwarenmesse International Toy Fair in Nuremberg, Germany, from February 7-12, 2008! For more information, go to [www.spielwarenmesse.de/index.php?id=4&L=1](http://www.spielwarenmesse.de/index.php?id=4&L=1).

Collectors all over the world celebrate Lundby's 60<sup>th</sup> anniversary and wish Micki success through Lundby's 70<sup>th</sup> anniversary and beyond. ♥



*The New 2005 Stockholm house, designed by Box Design architects, Ann Morsing and Behan Nord. Photo courtesy of Micki Leksaker.*



Photo by Catherine Browne

### “Swedish Childhood” Contest Won by Australian Member

OUR LATEST CONTEST, the call for photos of favorite Lundby pieces, inspired Catherine Browne, Baranduda, Australia, to enter five special favorites before the deadline date. The club slogan for 2008, "It's Never Too Late to Have a Swedish Childhood," was suggested by Jenni Nolan, who currently lives in Ireland, although she was also born and raised in Australia. (See Members in Focus in the September 2007 issue of *The Lundby Letter*.)

Three of Catherine's entries were Lundby items and two were from Barton's Caroline's Home series. Even though the winner, the silver tinsel Christmas tree, was not originally a Lundby of Sweden item, it was reportedly sold in Lundby packaging after the company purchased Barton in 1984.

*The Lundby/Caroline's Home silver Christmas tree represents Catherine Browne's memories of childhood. Catherine loves this miniature tree because she remembers that her Nanna had a full-sized silver tree just like it during the 1970s.*

For her entry, Catherine wins a complimentary membership in the We Love Lundby Club for 2008 and a "Sverigekalmanackan," a 2008 Swedish calendar depicting charming year-round illustrations by Erkers Marie Persson. Read more about Catherine, her family, and Christmas in the Southern Hemisphere in Members in Focus on Page 4. ♥

**PLEASE READ CAREFULLY** *this correction to the article on transformers in the September 2007 issue. The sentence in the third paragraph, "When the Micki Toy Company introduced a new series of dollhouses and transformers in 1999, collectors soon discovered that the new transformer would not electrify Lundby houses manufactured prior to 1999," is incorrect. Patricia Harrington has done additional research and has found the transformers ARE usable with almost all Lundby dollhouses manufactured prior to 1999, as well as post-1999 Lundby dollhouses. Please read further.*

## Great News about Lighting Up the North American Lundby World!

EVERYONE REMEMBERS the thrill of lighting a Lundby dollhouse for the first time. Now Cheeky Monkey Toys is making that reality much more available for collectors in the US and Canada by offering an imported transformer for North America that works in *ALL* Lundby dollhouses from 1974 through the current year.

Lundby has never manufactured its own transformers. The same Danish company that makes the post-1999 transformer for Lundby is also making the North American transformer for Cheeky Monkey Toys. Even though they cannot put a Lundby label on it, the specifications for the transformers are identical. Patricia has attempted to get the Danish company to manufacture the old-type Lundby transformer, but has not been successful. As a result, she has tested the current transformer and has made it hook up successfully.

While the prongs on the new plugs are a little longer than the original ones for

the older houses, they will stay plugged in and they will work. A tip from Elisabeth Lantz in Sweden: "Use a tiny bit, about the size of a grain of rice, of "sticky-tack" to hold them in place."

If you do not know for sure the dates on your dollhouse, *the transformer will work on houses from the mid-1970s on, which have plastic front frames.* The transformers in stock will NOT work directly connected to older wood-framed houses where the transformer holes are 1 inch or 12mm apart.

More good news! Patricia has volunteered to write more about connecting the new Cheeky Monkey transformers to old wood-framed dollhouses in upcoming issues of *The Lundby Letter*. Stay plugged in!

The direct link to information about ordering North American transformers from Cheeky Monkey Toys is <http://store.cheekymonkeytoys.com/ustrforludo.html>.



## Buy a Diving Board

### Donate to Cancer Research

ARE YOU MISSING THE DIVING BOARD on your Lundby swimming pool? UK member Paige Baird recently notified us that Lee Stemmer, an American collector and craftsman, has created a replica of the diving board for the 1972 Lundby swimming pool, by using the same wood and almost identical orange tape. He has made it exactly to the measures of the original one.

When Paige purchased one of Lee's diving boards to replace her lost one, she thought it was such a fine reproduction that she decided to buy 12 more. That purchase brought to mind a charitable project she wants to share with her fellow members.

Since Lise Jensen, Paige's collector friend and member of the WLLC, died of

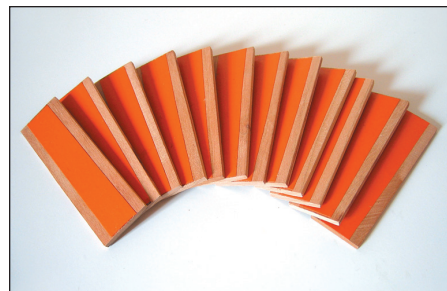


Photo by Paige Baird

cancer in 2006, it is Paige's plan to sell each diving board for \$10, plus the additional postage costs. Paige will then contribute the proceeds to cancer research in honor of Lise. Lee is also wholeheartedly supporting this project because he is a cancer survivor himself.

If you would like to order a diving board from Paige, please contact her at [solanas@btinternet.com](mailto:solanas@btinternet.com).



## Letter from the Editor

WHEN WE LAUNCHED THE *We Love Lundby Club* three years ago, little did we know that so many exciting things would be happening ahead. We are very happy to have been a part of bringing the good news to all of you who collect Lundby dollhouses and miniatures, as well as other Scandinavian 1/16<sup>th</sup> scale items, (per UK's Lis Garner's lovely "so fully compatible" description that she uses on eBay).

My goal for 2008 is to involve more members in the club's activities. Please let me know at [toysmiles@aol.com](mailto:toysmiles@aol.com) if you're interested in enlisting for any of the following activities:

**MEMBERSHIP CHAIR.** Not only would this volunteer contact potential new members, but also solicit contributions from appropriate businesses.

**TRAVEL COORDINATOR.** A volunteer or two are needed to work with me to plan a trip to Sweden.

**IDENTIFICATION COORDINATOR.** Member Catherine Edwards has suggested that we post queries in the newsletter so that other members can help reveal the identity of mystery objects.

**HISTORIAN.** Carolyn Frank has already stepped up to the challenge of this position. She welcomes others who would join her in this endeavor.

Although several of you responded that you would welcome an online-only newsletter, we plan to continue publishing a hard copy of the newsletter, for at least another year, as long as the club finances permit.

I wish to thank our Advisory Members, who have continuously responded to my questions and requests with generosity, dedication, and authority. To show my appreciation to all of you for your enthusiasm and loyalty, I have enclosed, as a holiday gift, a copy of the poster advertising the 2000 Docksåp exhibit at the Vänersborgs Museum, a remarkable happening during Lundby's sixth decade.

With warm wishes for the merriest of Christmas holidays, *Sue Morse, Editor* ♥



## Lundby Connections

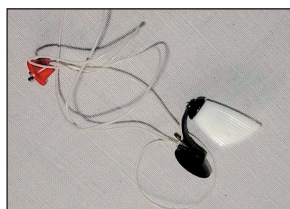
ALL DOLLHOUSE COLLECTORS will marvel at Kingston, Ontario, member **Jennifer McKendry's** completion of a major research project, her website history of dollhouses from the 1890s to the 1990s. Go to [www.mckendry.net](http://www.mckendry.net) and read all her articles on architecture, antiques and dollhouses. You will be amazed at the phenomenal amount of information.



Our one German member, **Heike Krohn**, came to our aid recently when we received an email from a collector, written only in German. Even though Heike was just home from the hospital after knee surgery, she was able to help Frau Piekarz with her question about obtaining a Lundby Stockholm dollhouse. Thanks, Heike, and we hope you are up and about again.



As soon as we hear from **Yvette Wadsted**, Sweden, that her book, *Scandinavian Design in the Dolls House, 1950-2000*, is available for purchase, we will post an announcement on the website, [www.toysmiles.com](http://www.toysmiles.com).



**Reina Olthof**, Holland, shares this early Lundby lamp, which she found on the Swedish eBay, [www.tradera.com](http://www.tradera.com). **Elisabeth Lantz**, Sweden, confirms it is a Lundby piece. Reina, who created the 60<sup>th</sup> anniversary logo, "A Big Party in a Small World," also submitted a photo to this year's contest of her favorite Lundby item, the "Greta chair," which we'll feature in the March 2008 issue.



A HOME SWEET LUNDBY DISPLAY HOUSE MAKES FOR A FINE CHRISTMAS. In December 2006, a Lundby angel (a hobby shop owner) sold this Home Sweet Lundby display house to **Charlene Williams**, FL, for a fabulous price.

Charlene had been eyeing the house for more than two years. When she heard that Lundby would no longer be imported into the US, she approached the owner about buying the house. At the time, however, the proprietor wouldn't consider selling it until she sold out all of her Lundby stock,

which was accomplished, thanks in part to Charlene's purchase of the lower level and furniture during the shop's 75% off sale, even before she got the house!



When the stock was finally all gone, the owner agreed to sell it to her for \$100, fully-furnished, all lighting and accessories. Charlene's patience paid off and she gave a wonderful Christmas present to herself! Photo by Charlene Williams.



If you are looking for a "lovingly used" Lundby Manor House from 1981-83, contact **Claudia Kreda**, NY, at [cloud99@aol.com](mailto:cloud99@aol.com), after the holidays.



Thanks to **Andrea Voinot**, CA, who reports that **Richard Smith** at [www.forbig-boys.com](http://www.forbig-boys.com) is no longer selling Lundby.



**Susan Baumgarten**, FL, is delighted to see the list of Lundby items on sale on the club website. She loves the newsletters, recipes, and "Crafting with Lundby."



**Peggy Smith's** Dollhouse Shop in Lancaster, PA, has some vintage Lundby items for sale. Her phone number is 717/397-2650. **Maria Cannizzaro**, NJ, finds old Lundby better than anyone we know!



### The Children's Corner

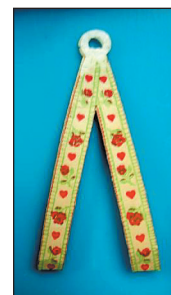
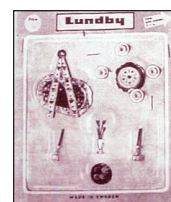
Caitlin wishes all Lundby Lovers a very Merry Christmas, and she'll be back at writing next year. We'll look forward to hearing if she got her TV for her thirteenth birthday this month.

Happy Birthday, Caitlin!

## Eye Candy for the Lundby Lover

By Sue Morse

A FEW YEARS BACK **Yvette Wadsted** sent me two photos of early Lundby accessories, which I tucked away for future reference. When **Reina Olthof** recently sent me a close-up image of the tray holder, the piece that intrigued me the most, I rediscovered Yvette's descriptions with new enthusiasm.



Here are three photos for you to feast on: clockwise, the 1966 catalog photo; Yvette's collection of most of the same items; and Reina's paper-strip tray holder that now begs for the tray! The look is of leather or fabric, but the actual piece is paper while the tray is aluminum, just like the plate under the cake.

This captivating Swedish kitchen wall accessory is still popular today. I recently purchased a vintage tray holder at Klaradal Swedish Antiques and Furnishings in Olney, MD, and modern ones were also available. ♥



The 2007 Advent Calendar, the third one produced by Micki, is highly sought after by children and collectors alike because of the ingenious miniatures inside the 24 tiny panes.

## Members in Focus

TWELFTH IN A SERIES OF INTERVIEWS

By Sue Morse

FOR THOSE OF US LIVING IN THE NORTHERN HEMISPHERE, Christmas is a time for short days, long nights, snow and cold. Imagine celebrating Christmas in Australia where it's usually 40 degrees C (about 95 degrees F). Catherine Browne and her family adjust very well and love Christmas just as much as those who live near the traditional North Pole.

Christmas morning, which starts with the children opening Santa's presents, includes a rule in the family that the children love—they are *not* allowed to eat a proper breakfast on Christmas Day. They must eat “lollies,” dips, chips, nuts, chocolate (same goes for Easter). The whole family has a “huge” three-course hot roast dinner for lunch after which the adults sleep all afternoon and the kids play.

Catherine's family consists of husband Michael, Megan 17 years, Gemma 14 years and James 3 years, plus one dog Emily the Corgi. The family enjoys 4-wheel driving in their Jeep and camping; they love going to swap meets and looking for old bits and pieces and traveling.

Catherine was born and grew up in Albury, NSW, a rural Australian city with a population of around 60,000 people. When she was in primary school, Catherine kept all her school books in her bag so she could arrange her dollhouse furniture under her desk. She had her priorities even back then!

After working for 14 years as a nurse in an orthodontic practice, she ran a family day care in her own home for 12 years. When her son was born three years ago, she became a stay-at-home mum and now helps in the family business as a bookkeeper one day a week.

Catherine likes Lundby because the pieces are a good representation of homes and furnishings today. She comments that, because of Lundby's influence, in years to come people will be able to look back and



Photo by Catherine Browne

Catherine's three children, left to right, Gemma, James, and Megan, beam with happiness at “Carols by Candlelight,” an annual Christmas event in their community. Thousands get together in the city square and sing carols while waving candles. Catherine writes, “It's a truly magical night and we all get burnt by candle wax!”

imagine what we had in our homes. Otherwise, they might think we all lived in the Victorian era!

Through eBay and on-line groups, where she tries to find the elusive pieces



As shown in the photo, Catherine Browne received her first dollhouse from Santa when she was around four years of age. Her mum made the sofa as well as a few other little ornaments for it. Catherine admits she didn't know much about scale back then, so she also placed some Barbie accessories in her dollhouse.

“Sadly,” laments Catherine, “the house is no longer with me, but I plan to recreate it from the photo one day.” If anyone has any of the pieces in the photo for sale, Catherine would love to hear from you!

in her original dollhouse, Catherine has made some lovely miniature friends. She sends greetings to Stella, Lis, and Jesamine from Jelly16 (her eBay ID). The nearest miniature club is an eight-hour round trip to Melbourne.

At the moment Catherine's family is eagerly looking forward to moving into a house they are building in the late Victorian/Edwardian style. The house will have an attic which will be totally Catherine's to display her dollhouse collection, along with her old dolls, bears, and toys.

A Southern Hemisphere Lundby Museum is in the works! ♥

## WLLC Membership At 66, Highest Total Ever

FOUR MORE MEMBERS HAVE JOINED the WLLC, bringing our membership to 66. Welcome to Jacalyn Anderson, Baltimore, MD; Dexter Chow, Cheeky Monkey Toys in Menlo Park, CA; Virginia Petty, Minneapolis, MN, and Evonne Baldrige, Oshkosh, WI.

Contact information for our additional members is included in the December 2007 Membership Directory Update. Interested readers can obtain membership information by emailing Sue Morse at [toysmiles@aol.com](mailto:toysmiles@aol.com).

A 2008 renewal membership form and a return envelope are included with this mailing. **Please renew by February 1, 2008.**



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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### Coming Up in the March 2008 Issue

- 🏠 A Rare Mytery Item
- 🏠 Interviews
- 🏠 What's New At Lundby
- 🏠 Plans for 2008 Gathering