

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

Collectors Learn More about Hohenwestedt Products

Second in a Series by Sue Morse

LIKE MANY SERIOUS LUNDBY collectors, Paige Baird, UK, loves to solve a mystery. More than a year ago, Paige emailed me that she had accumulated several Lundby boxes with “Made in W. Germany” imprinted on the back and sides of the box.

Not only did Paige’s curiosity stimulate my own research on the German-made items, which resulted in the March 2009 article about the German factory, she also generously offered to share photos of some of her German-made items not shown here before.

Since Paige first brought the “Made in W. Germany” Lundby products to our attention, we have learned that most of these items are shown in two rare German catalogs, the 1983 Lundbytoy catalog and a 1982-83 German catalog, not yet posted to Peppe’s Old Catalogues on www.swedish-dollshouses.com.



Royal Blue Leksand Dining Room. The standard Leksand furniture was a much brighter blue. A royal blue corner unit and rocking chair are not shown, but were also offered in the same color. One can see the difference in the two blue colors in Patricia Harrington’s, ME, photo of two chests.



Bathroom all-in-one piece—Dark Red and Chocolate Brown Versions. Paige notes that these items are often sold by German sellers on eBay. A blue version of the connected bathroom was also made in Sweden and shown in 1970s catalogs.



Red ‘Hollywood’ Garden Swing. The red swing, which also comes in yellow, is the same scale and design of the orange-striped Lundby garden swing. Curiously, the arms of the red swing are square, but Lundby also produced a square-armed version of the standard garden swing.



Kudos to Paige for stimulating our research of Lundby products made in Hohenwestedt.

velous story about how she acquired a nice part of her collection.

About five years ago, Heike lost out on the bidding in an auction for a dollhouse, but that loss led her to contact the seller. Fortuitously, he happened to be a son-in-law of a worker at the Hohenwestedt factory. Having found many Lundby leftovers in his wife’s parents’ cellar, he offered Heike all of them—furniture, dolls, lamps, and accessories, some original in boxes—for a fantastic price.

Continued on page 2



Lundby Connections

MAKENZIE LOVES LUNDBY! Susan Gaus, who could easily be called the “Lundby Grandmother of the Year,” visited Sue in May to purchase some Lundby items for her granddaughter, Makenzie Smith from Sewickley, PA. Makenzie inherited her mother’s 1970s Lundby dollhouse, which was a gift years ago from Susan. Let’s celebrate passing on the love of Lundby from generation to generation!



German Member Relates Info about the Hohenwestedt Factory

After reading the article about the German Lundby factory, Heike Krohn, Germany, immediately sat down to write that she owns original boxes of Lundby dollhouses, extensions, and furniture sets manufactured in the Hohenwestedt factory. She shares a mar-

Hohenwestedt—

continued from page 1

But for Heike it was still a lot of money. Nevertheless, she trusted the seller and sent the money to his bank account. After only five days, the Lundby parcel arrived with a nice letter, which sadly, Heike has lost. She shares that opening the box of Lundby items was like Christmases and birthdays all rolled up into one. It was her best bargain ever!

After a year, she tried to contact the family again, but there was no response on the telephone or at their address. Heike says, "Now I have many questions, but no answers."

Heike notes that none of her German Lundby items are marked, except the swimmer dolls which have Lundby imprinted on the bottom of the shoes. All the boxes are identified with "Made in W. Germany" or "Hersteller: Spielwarenfabrik Harald Thomsen KG, Hohenwestedt/Holstein, W.-Germany." Heike's favorite piece from the German factory is the flower lamp, pictured here. Hers came without the box.



Readers are encouraged to send more information about the German factory or photos of German items to toysmiles@aol.com. ♥

Photo credits for this article: *Leksand dining room*, Paige Baird; *blue chests*, Patricia Harrington; *bathrooms*, Paige Baird; *Hollywood garden swing*, Paige Baird; and *flower lamp*, Heike Krohn.

WLLC Membership Totals 71

WELCOME TO OUR NEW CLUB MEMBERS, who have joined since the December 2008 Update: Sarah Lancaster, our first member from France; Joan Streever, Kentucky; Barbara Brown, Georgia; Linda Bancroft, UK; Wendy Benson, Australia; Sonja Spahn-Willy, our first member from Switzerland; and Karin Schrey, Germany.

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

"But It Looks So Real!"

By Renee Ganim

TO BE A PURIST AND EXPECT EVERYTHING to fit perfectly can sometimes prove impossible, which usually means that you either miss a good opportunity or have cause for unhappiness. We Lundby lovers are always looking for the perfect fit, but as we all know, the pursuit of perfection may lead to disappointment.

As most of you know, I normally will not list an item that is incomplete or that I do not know anything about. Back in February, however, I violated my own rules and listed a "Lundby" knitting basket with only one needle. On February 7, Patricia Harrington, ME, emailed my Dad in his "Lundby Lab" and said that not only was there no Lundby knitting basket, but that this was the Lisa basket from set #491. Additionally, it was not even the same scale as Lundby! Patricia also sent a picture which included the How to Knit book and scissors. I quickly changed the item description and sold the basket.

For various reasons, I had to delay shipping to my customer. During that period of time, I discovered a lot on eBay which didn't even mention Lisa, but did contain a complete knitting basket (i.e. 2 needles) and the How to Knit book! My customer, Sue Morse, was happy to receive both and may be inclined to post a picture with this article.

The following story illustrates how one of my customers pursued perfection, but



The Lisa of Denmark knitting basket and How to Knit book. Photo by Sue Morse.

with a twist. Several years ago, Stella Goodman in the UK and I helped Lise Jensen, a WLLC member from British Columbia, Canada, to outfit a Lundby dollhouse for her daughter. Lise was ill with terminal cancer, but she kept looking for the items she wanted for her daughter's house. It came down to a search for a miniature set of dishes in red. The only set Stella and I could provide her was in blue. I didn't even have a red set in my own collection. After receiving my last email from Lise, I realized that she left all collectors an important message, "If I can't find a set of dishes in red, I guess I'll have to paint the blue set red."

Please share your knowledge with other club members. Sometimes the smallest things can help tremendously. ♥

Extreme Body Makeovers of Lundby Dolls

IN HONOR OF MARCIE TUBBS'S exhaustive new book on dollhouse dolls, the agenda at We Love Lundby Club convention August 21-22, in Coldwater, Michigan, will focus on Lundby doll body makeovers. As Louana Singleton, IN, asks, "Does anyone have partial Lundby dolls that we might trade parts to make whole bodies?" If you do, bring those body parts and clothing pieces to share so we can all create a new Lundby doll.

Be sure to order your book from Marcie at miniaturedolls@me.com and bring it with you as well! The meeting will be held



A Lundby family in dire need of a makeover.

in conjunction with the Dollhouse Toys N' Us Club Convention. If you need more details, please email Sue at www.toysmiles@aol.com.

BRIO®-Lisa of Denmark Link

By Sue Morse,
with contributors Elisabeth Lantz, Sweden, and Patricia Harrington, ME

IN THE EARLY 1960S the Swedish toy company, BRIO, was in direct competition with Lundby of Sweden and Micki Gemla in the manufacture and sales of dollhouses and furniture. (See articles in March and June 2005 issues of *The Lundby Letter*).

Just a decade later, however, competition gave way to cooperation between two Swedish and Danish dollhouse manufacturers. BRIO collaborated with Lisa of Denmark in the 1970s to manufacture the BRIO Mobilia dollhouse. Elisabeth Lantz, Sweden, has learned from BRIO officials that the reason BRIO licensed the Lisa model was because it was more economical. Although BRIO stopped making dollhouses before 1980, the company still sold the BRIO Mobilia line, probably no later than 1984.

When Lundby purchased Lisa of Denmark in 1984, another Lisa dollhouse, the 525 Tudor-type, was also being marketed as a BRIO Mobilia dollhouse. An article about this unique dollhouse is planned for a future issue. ♥

Editor's Note: All letters in the company name should be capitalized, as in BRIO. The letters stand for the first name of the father of the founding family, Ivarsson, his three sons, and their home in Sweden, Osby, thus Bröderna Ivarsson Osby (BRothers Ivarsson Osby).



This photo of a Lisa dollhouse marked BRIO Mobilia is from the 1977 catalog, "BRIO Stora Leklåda" meaning "Large BRIO Toy-box," posted under Peppe's Old Catalogues on Elisabeth Lantz's website, www.swedish-dollshouses.com.

Patricia Harrington, ME, compares the BRIO Mobilia house to her Lisa house as follows: brown frame versus her white frame; red brick siding instead of yellow on the Lisa houses; large upper room has same pattern wallpaper but with blue background instead of brown; small upper room same paper; bathroom same paper; middle lower room has yellow walls instead of brown-brick paper; kitchen has different wallpaper. All flooring is different.



**Gold Chair
Proven to be
Commemorative**

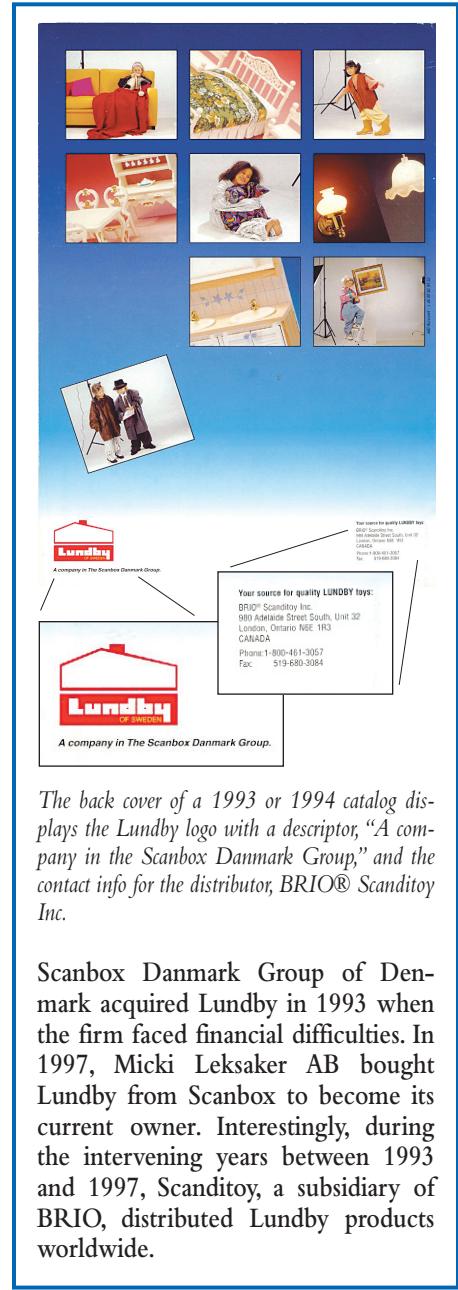
SOMETIMES IT TAKES YEARS to discover the origin of a Lundby item. Two years ago a visitor to the club website, Russell Sayer, UK, kindly transmitted a photo and asked if the Lundby gold chair could be a jubilee chair to celebrate the 40th anniversary of Lundby 1947-1987.

What better proof than this photo from the Swedish online auction, Tradera.com, of a listing of the 40th anniversary chair MIP! Many thanks to Patricia Harrington, ME, for recently bringing this to our attention. ♥

Certificate of Lundby Ownership

DURING THE HEIGHT of Lundby's worldwide expansion, new owners of a Lundby dollhouse were welcomed with an official Lundby Homeowners' Club certificate signed by Lundby of Sweden's chairman. The pictured certificate was signed by Stefan Karlsten, whose investment group purchased Lundby from the Thomsen family in 1982.

In addition, the proud new owner would receive an official membership card, birthday card, and Lundby gift certificate, good toward Lundby accessories.



The back cover of a 1993 or 1994 catalog displays the Lundby logo with a descriptor, "A company in the Scanbox Danmark Group," and the contact info for the distributor, BRIO® Scanditoy Inc.

Scanbox Danmark Group of Denmark acquired Lundby in 1993 when the firm faced financial difficulties. In 1997, Micki Leksaker AB bought Lundby from Scanbox to become its current owner. Interestingly, during the intervening years between 1993 and 1997, Scanditoy, a subsidiary of BRIO, distributed Lundby products worldwide.

NEW LUNDBY FOR 2009!

Part 1: Micki's "Children's Room" Line in Miniature

By Patricia Harrington

LUNDBY IS JUSTIFIABLY RENOWNED for re-producing, in miniature, the latest in Swedish interior design. The Micki Company itself, which owns Lundby, is famous worldwide for its own toys and its "Children's Room" line of furniture and matching accessories from bedding to toys.*

This year the Micki Co. has chosen to re-create some of its own "Children's Room" line in Lundby dollhouse size. The pieces are absolutely enchanting! One new set (#60.2050) includes colorful bunk beds, a rug, and a delightful pink table and stool set decorated with a little hedgehog. The table and stools are identical to the human children's pieces (#84100300 & #84101000)* which were designed by the architects Ann Morsing and Beban Nord from the Box Design firm in Stockholm, Sweden; they also designed the miniature version of the table and stools for Lundby (see articles about them in earlier editions of *The Lundby Letter*: September 2005, March 2008, and September 2008; log on to www.toysmiles.com). The other items in the Lundby set are very similar to pieces in Micki's line of furniture for youngsters.



New Lundby 60.2050

The second new Lundby set (#60.5078) of children's toys includes a pink doll-carriage exactly like the larger version that Micki makes for small children*; the color and crown décor is the creative work of Elisabeth Årbrandt, art director for the Årbrandt Design Co. The Lundby set includes a teddy-bear, rocking horse, and small car, and is sure to be a hit with collectors, as well as children.

The new Lundby items for the Småland dollhouse are expected to be on the market this coming summer, according to



New Lundby 60.5078



Micki Doll Carriage #10208800



Micki Children's room #84100300 + 84101000



Close-up Micki #84100300

Kristina Aronsson, Product Manager for Lundby. More about the other items will be in Part 2, coming September 2009. ♥

*Log on to www.micki.se to see these products.

Photos courtesy of Micki Toy Company.

Clarifications and Corrections

REGARDING THE ARTICLE IN THE DECEMBER 2008 ISSUE about whether the metal wall brackets sold by Lundby are sturdy enough to support a Lundby dollhouse on the wall, **Patricia Harrington** clarifies that she has used the brackets with a wooden two-story 1960s house, which is heavier than the ones made of plastic and masonite. The house was fully furnished. She did not, however, try the brackets with either the 1970s Stockholm or with a three-story Gothenburg.

Patricia explains that she screwed one bracket into a stud; then the other one was used with "molly screws" or "toggle bolts," which are made for hollow walls. Both items come in different sizes for different weights, so it is just a case of buying the appropriate screws or bolts.

A correction was made concerning the December article about the MIP Lundby apartment furniture. Patricia owns a carton for the apartments that states they were made in Sweden (fabrique I Suede), not in Germany.

Circa 1890 Map of Göteborg and the Lower Göta

The village of Lundby, the birthplace of Lundby of Sweden, is shown on this historical map of Göteborg and the Lower Göta. According to the eBay seller, the antique map is a circa 1890 book plate wood engraving, which illustrates the terrain, topography and environs.



You can find Lundby in the lower right-hand corner slightly to the west of Göteborg. Lerum, the city where Lundby established its headquarters in 1948, is located to the north of Göteborg, out of the range of this map. From the Morse collection.



Surprises in 1981 Boxed Sears Sets

LUNDBY NEVER FAILS TO ASTONISH US! More than two years ago, Advisory Member Carolyn Frank, VA, cast the winning bid for this 7-piece boxed Lundby kitchen set on eBay. The set includes a table, two chairs, an electric ceiling lamp, sink, stove, and refrigerator.

According to Dian Zillner and Patty Cooper who praise Lundby dollhouses and furniture in their book, *Antique and Collectible Dollhouses and Their Furnishings*, the kitchen set was 1 of 17 various groupings offered in the 1981 Sears Christmas catalog, in addition to the Gothenburg and Stockholm dollhouses. Listed at \$23.99, the kitchen was the highest priced room setting.

Zillner and Cooper describe Lundby furniture as “so popular that it was carried in national mail order catalogs in the United States as well as in the Lundby catalogs distributed throughout the world.”

Note that the box is unusual because it is brown cardboard with a charming black and white illustration of the set. Oddly, the item number is 49/14609, and the table top design is different than the picture on the box. It’s hard to make out, but the box says “Made in Sweden.” ♥



Boxed Sears kitchen set. Photo courtesy of eBay seller.

“A Little Girl’s Dream”

MARKETED BOTH AS A CAROLINE’S HOME and as a Lundby dollhouse, the English Tudor dollhouse was introduced in 1987. The dollhouse required self-assembly and could be played with all around. The roofs lifted up for additional play. Note the addition of the balcony and the patio doors on the right in the Lundby version of the Tudor dollhouse. ♥



Caroline’s Home English Tudor dollhouse. Photo courtesy of Lis Garner, UK.

Lundby English Tudor dollhouse. Photo by eBay seller.



Members in Focus

EIGHTEENTH IN A SERIES OF ARTICLES

By Sue Morse

WHEN ELISABETH LANTZ WAS A CHILD, she moved with her family from Stockholm, Sweden, to Lerum, where the Lundby factory was located. Can you imagine having Lundby right under your nose and not begin collecting it? This was Elisabeth's experience. It wasn't until she received an old Lundby dollhouse from her sister-in law about 11 years ago that she realized that the colors, wallpapers, carpets, and accessories of the 1970s houses and furniture brought back many memories from that period in her own life.



Photo by Peter Pehrsson

At the same time Elisabeth received her first Lundby dollhouse as a gift, she also bought one for her daughter, Sofia. Soon, her hunt was on for more Lundby dollhouses! The collecting bug bit her so hard that now in 2009 her home in Åkersberga, Sweden, resembles a miniatures museum, containing numerous Swedish and Danish dollhouses.

Elisabeth's rarest older Lundby houses include the TV antenna house from 1960 and the one-level house from 1962. She's very pleased to have found the more recent Lundby Apartments, the World of Play dollhouse from 1982, and the Tudor house from 1988.

Among her rarest furniture discoveries are the green pieces Lundby sold with the Apartments in Europe and a German Lundby bedroom from 1971 or 1972, which she has never seen again or even in a catalogue. In answer to a question about what new Lundby items she would like the Micki Toy Company to introduce, Elisabeth enthusiastically revealed that she wants Micki to redesign the car and garage for the Småland house.

During the time Elisabeth has been collecting, she has also researched the history of all of her acquisitions. In January of 2006, she created her website, www.swedish-dollshouses.com, so she can share what she has learned with other Lundby devotees. Every question I've ever asked Elisabeth about Lundby has been greeted with a cheerful and spirited response. One senses that she has a deep passion and respect for how dollhouses have preserved her Swedish heritage for future generations to enjoy.

When asked to tell us what is the most interesting about being a Lundby collector, she answered, "A great big bonus is all the nice people you meet."

Ordinarily, Elisabeth would celebrate Midsummer, the upcoming big Swedish holiday, at home, but this year she will experience the Summer Solstice with her daughter in London. We wish our lovely Lundby friend, Elisabeth, a very pleasant trip and we'll think of her on that special day in June. ♥

Elisabeth not only has amassed a huge collection of Lundby dollhouses, she also displays Lerro, BRIO, J.Udd, Nalbryn, Tinakullan from Sweden and Lisa, Hanse, Salingsboe, ANWI, and Tekno from Denmark.



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

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
Patricia Harrington
Elisabeth Lantz
Marion Osborne
Peter Pehrsson
Yvette Wadsted

Design: Don Christian

© 2009, We Love Lundby Club. All rights reserved.
Permission has been granted to use the Lundby logo.

Celebrate Midsummer with a Maypole From The American Swedish Institute

WE FOUND THIS SMALL SWEDISH WOODEN MAYPOLE (Majstång) in the Swedish shop at The American Swedish Institute. At a height of 8½", it is a good scale for decorating the Lundby dollhouse.

Handmade in Sweden, the maypole is painted white with yellow and blue ribbon detail and is a great value at \$13.00. Check out www.shopschwedish.com or contact The American Swedish Institute in Minneapolis, MN, at 612/871-4907 or <http://www.americanswedishinst.org>.



Coming Up in the September 2009 Issue

- Part II of new Småland furniture
- Report of Michigan Meeting
- The Lisa 525 Tudor House
- Interviews

