

A Quarterly Newsletter for Members of the We Love Lundby Club

Lundby & the We Love Lundby Club Built to Last

BLOW OUT THE CANDLES! We are celebrating the We Love Lundby Club's fifth anniversary. For a special holiday gift, a copy of the premier issue of *The Lundby Letter*, mailed in November 2004, will be sent to all current members.

You are reading the 21st issue of *The Lundby Letter*, which we originally dubbed our "Lundby Museum on Paper." Our stated mission was to form an international group so we could promote Lundby to both young and older collectors, chronicle the remarkable Lundby history, encourage enthusiasts to share information, and provide our members with assistance and

opportunities in acquiring vintage and current Lundby items. We believe our intent has blossomed into reality.

In future issues we'll look back five years and review our accomplishments by bulleting the major events covered in each newsletter and profiling the people who were the newsmakers! Now that the newsletter is online at www.toysmiles.com, we look forward to at least another five years of researching and revealing new information through our "Lundby Museum Online."



1/16 scale
1st edition



A Småland Christmas Gift from Micki **GOD JUL!**

SPECIAL THANKS TO KRISTINA ARONSSON, products manager at Micki Toys, who sent this photo of a newly released Småland package, 60.6034, that will surely be THE Lundby item to acquire this Christmas.

The set includes a Santa suit, previously one of the surprises in the 2007 Advent Calendar, a new Christmas tree, complete with lights and packages, and two small candles. Photo courtesy of Micki Toy Company. ♥



Photo courtesy of Stella Goodman

Seen at the beach in Swanage in Dorset are left to right, **Linda Bancroft**, UK; **Elisabeth Lantz**, Sweden; **Stella Goodman**, UK; **Sieglinde Nedomansky**, Austria; **Lis Garner**, UK; and **Claire Quick**, UK.

Lundby "Fairytale" Festival in the UK

THE SECOND ANNUAL GATHERING of European and Scandinavian Lundby collectors, held in September at **Stella Goodman's** home in the county of Dorset, UK, was, in Stella's words, "the best week of this year!" Last year's event was held in Vienna, Austria.

There was a great deal of talking about dollhouses and, of course, shopping in toy stores and visiting the beautiful beaches along the southwestern Channel coast of England. All who attended thought the days were like a fairytale, and they want to make it an annual event! ♥

Looking Back: Five Years Ago

The first issue of *The Lundby Letter* was printed in two colors, black and red, but later uploaded to the website in full color.

Newsletters were sent to 73 fellow Lundby collectors. Fifty responded to become charter members of the We Love Lundby Club.

The headline article featured **Yvette Wadsted's** "Home Swede Home Exhibit of Scandinavian dollhouses 1950-2000" at Bethnal Green Museum of Childhood in London.

The original Advisory Members were **Patricia Harrington**, **Larry Hotaling**, **Marion Osborne**, and **Yvette Wadsted**.

eBay had about 60 listings in the Lundby section. Today it is well over 1600 worldwide!

“But It Looks So Real!”

IT'S THAT TIME OF YEAR AGAIN! We all want to “light up” our houses for the holidays. I've had numerous requests for light bulbs and transformers this year, but nothing out of the ordinary. Of course, special thanks to Stella Goodman in the UK for keeping me in light bulbs. Little things can be such a treasure.

Just remember that if you are using a generic 5-volt output toy transformer they generally only provide 5 watts of power. Try not to light up more than 20-25 bulbs or you will get a higher rate of burnout. The Lundby/Jester 4-volt output transformer provides 10



The Lundby Christmas tree with a red plastic base. Editor's note: The base also came in blue! Photo courtesy of Renee Ganim.

watts of power and consequently won't run as hot. I generally light up only about 6 lamps, a fireplace and Christmas tree (3 bulbs) at one time so just about any 4- or 5-volt transformer will do.

So what about the tree? Sue Morse did a wonderful article for the Christmas 2001 issue of the Dollhouse Toys n' Us newsletter about Lundby Christmas trees. My favorite is the original “stick-like” example which came

By Renee Ganim

with a plastic base. I try to position it close to the light-up TV. The candles on the tree clash beautifully with the modern furnishings and electrical appliances. Well, everything can't be real and why not? Don't many people furnish their houses with antiques? Besides, my reasoning is that I like the old tree and it is worth saving for that reason only.

Here's another piece of exciting Lundby trivia. Does anyone know how many colors the base came in on this old tree? The one Sue showed in her article was yellow. Mine is red! If you have a different color, please contact me. I am putting a white cloth over the base so I really don't care about the color of the base. I am just going to use my imagination and enjoy the season. And so I hope that all of you will do the same! Merry Christmas to all, Renee. ♥



Photo courtesy of Jennifer Rosskamp

Which came first? Did Jennifer find Lundby or did Lundby find her?

Two Dream Houses for Jennifer!

WE ALL HAVE A DREAM HOUSE. Jennifer Rosskamp, GA, a new member, shares a beautiful story about her quest for her dream house.

“It took awhile, but I was destined to find Lundby or Lundby was going to find me! As a child growing up in Colorado, I would dream of the beautiful homes that dotted the magnificent Rocky Mountains. While driving into this wonderland, I

couldn't help but notice how extraordinarily unique each home was. There were many styles of homes ranging from those made of stone and cedars to homes of stucco and logs, round or hexagonal-shaped homes, and varying peaked-roofed homes with flowing balconies.

These homes seem to tease me with an occasional reveal through the immensely hardy tree-lined streets and bridges.

Whether I skied or took in a nature hike, a holiday in the mountains was nothing less than enchanting.

Years later, I would move to Georgia due to my husband's job. Despite being far away from those beautiful mountains, I managed to find the home of my dreams. Much like many of the Colorado mountain homes I loved, my home was built with a distinctive 1970s architecture. It was actually built in 1976 with all the bells and whistles of its time. It has the sunken floor and vaulted ceiling in the great room, wrap-around balconies, and is perched on a six-acre wooded hillside. In addition, when I moved into the home in 1997, it still had the antenna on the chimney and flowery avocado/sunset hues throughout the interior.

Does this style ring a bell? ♥

Jennifer Rosskamp.



Smallest of the Small...Two Dala horses and a Dala pig in perfect scale for the Lundby dollhouse!

Photo by Sue Morse

Marion's Lundby Skyscraper of Delights

“MERRY MAID” MARION OSBORNE, UK, began construction on her Lundby skyscraper in August 1980 with the purchase of the two-level DeLuxe dollshouse, model 6040, later called the Stockholm. Over the years, Marion has added extension upon extension to build a high-rise dollhouse beyond compare.

What will happen to the “Lundby Skyscraper” in the future? Read all about Marion’s extraordinary story of how she took her hobby from two levels to nine levels in the March 2010 issue of *The Lundby Letter*. ♥



Photo courtesy of Marion Osborne



An Appreciation

On behalf of the members, it is with deep appreciation that I commend **Sue Morse** for her steadfast dedication to the We Love Lundby Club. She has worn numerous “journalistic hats” in her position as editor of *The Lundby Letter*, e.g., composing many of the columns and features, editing and proofing articles, and photographing members and their dollshouses. As co-founder of the Club, Sue has established the website, organized mini-conventions, coordinated member services (subscription renewals, mailings), and, perhaps the most vital of her tasks, has been her availability by email/mail to respond to inquiries on Lundby homes and their contents, thereby encouraging and expanding the line.

Thank you, Sue, for a body of work well done.

Carolyn Frank, December 2009

Maker of BRIO Look-Alikes Revealed

THE JUNE 2007 ISSUE of *The Lundby Letter* featured a photo of some orange plastic shelves that had been sent by two members in different parts of the world—**Anna-Maria Sviatko**, Australia, and **Marion Osborne**, UK. Quite independently, both collectors thought they looked like BRIO furniture.

In the last two years, several photos have appeared on eBay that showed items with a BRIO-esque look. But the photo of the white, gold, and orange kitchen seems to have led to a revelation. Anna-Maria picked up further clues about the unusual plastic pieces when she visited another Australian member, **Wendy Benson**, who happened to own two of the mystery shelves. Wendy also had a plastic fridge, with the same coloring as the shelves, and five white ant chairs which seemed to be made by the same manufacturer.



BRIO look-alike kitchen set.

Photos courtesy of Anna-Maria Sviatko

Recently Anna-Maria was finally able to answer her own two-year-old question by sending us the Flickr page of an Australian collector, who found on Australian eBay the same kitchen set in a box marked Europa, made by Rusco, an Australian company.

To find out more about the Rusco toy company, go to Rebecca’s Collections at <http://rebeccacollections.blogspot.com/2009/08/to-brio-or-not-to-brio.html>. The mystery has been solved. ♥



Lisa of Denmark/Lundby 520-521s Enchant the Collector

By Sue Morse,
with contributor,
Patricia Harrington

THE MID-1980S WERE VERY GOOD FOR LUNDBY. Not only did Lundby acquire the rights to Lisa of Denmark 525 Tudor-type dollhouse, featured in the September 2009 issue of *The Lundby Letter*, the company also took ownership of two small bungalows originally made by Lisa, the 520 and 521. All the bungalows were marked, "Made in Denmark." These same dollhouses were also marketed as Lundby for a brief period of time.

Patricia Harrington, ME, describes below the construction of her two houses, which came knocked down in two separate packages. The bungalows could be purchased at separate times.

■ **The basic bungalow 520** is 14" wide x 20" long and 8.25" high, with a chimney which extends up through the flat roof about 2". There is one large room and two smaller rooms, plus the flat roof makes a terrace. The two side pieces can be used interchangeably as you can alter the room walls a bit to suit your mood.



Photo courtesy of Antje Baxpheler

Note that when sold by Lisa of Denmark, the houses were numbered 520 and 521, but once owned by Lundby, the carton was also numbered 6034. Tape covers the numbering for the 520.

■ **The A-frame roof addition 521** with chimney extension makes the flat terrace roof of 520 into a two-story A-frame. The 521 chimney extension quite ingeniously pegs right into the original 520 chimney, creating the support for the A-frame roof. With the roof and chimney extension in place, it creates another room and the house stands 18.75" high altogether. However, the roof section is only 14" wide, so there is still a roof-top terrace 6" x 14".

Give yourself a holiday treat by visiting www.swedish-dollshouses.com, Elisabeth Lantz's website. See three versions of the Lisa/Lundby bungalows. Click on Muse-



↑
521 Bungalow

◆ 520 Bungalow

Both photos are
courtesy of Patricia
Harrington.



um, then under Lundby, click on Lundby Chronicle. Scroll down to 1985 to view photos of Elisabeth's 520. The next two 1985 bungalows belong to Patricia. You'll see the 520, furnished with mainly Lundby red rustic items and named "The Red House," while her 521 is decorated with Lundby blue Leksand furniture and goes as "The Blue House."

Collectors are joyful that Micki architects have designed another Lundby bungalow, the Gotland, which was released last year, almost 25 years later, and described in the June 2008 issue of *The Lundby Letter*. ♥

December 2009 Membership Update

WELCOME TO OUR NEW CLUB MEMBER, **Connie Smales**, Hawaii. Connie sent a photo of a Lundby dollhouse on display at the Swedish National Museum in Stockholm. The sign, printed in Swedish and English, reads:

"Goteborg" dolls' house from the mid-1970s. The style of the time is apparent in the décor, the medallion wallpaper, the orange and brown colour scheme that was predominant. Manufactured by Lundby.

Connie's daughter snapped the photo when she visited the museum in August of 2008. Some of the accessories are not recognizable as Lundby items, so a few cute 1/16th miniatures may have slipped in by little elves so they could be displayed also! Have any members ever seen a Lundby guitar?



Many thanks to you, Connie, and also to your daughter, for sharing this wonderful photo with us! Contact information for our new member and a few changes are included in the December 2009 Membership Directory Update. ♥



Photos courtesy of Peter Pehrsson

On the left, the Stockholm front slides into the slot. After the front was secure in the slot, one could lay a loose brown-paper flooring to give a more finished appearance, as shown on the right.

1979-1980 STOCKHOLM BALCONY MYSTERY SOLVED?

IN RESPONSE TO OUR MYSTERY QUESTION About the machine-cut hole in the Stockholm balcony, Peter Pehrsson, Sweden, has sent us two photos which show how the front panel slides into the slot. Very slick!

Elisabeth Lantz, Sweden, also added an interesting premise that Lundby made the balcony with the slot for only two years,

1979 and 1980. The Stockholm was introduced for Christmas sale in 1976 and the extension was new in 1979. Elisabeth says she can't find any evidence that the front and the slotted extension for the Stockholm were sold after 1980.

Do any of our members own this rare configuration or have any facts to confirm Elisabeth's findings? ♥

Charming Children's Stuga At ASI's "Discover Sweden" Exhibit



THE FALL 2009 ISSUE of "The Posten," the newsletter of the American Swedish Institute in Minneapolis, MN, featured a photo of the children's stuga, meaning little house, from one of their popular exhibits, "Discover Sweden." Stugas are a popular vacation home for Swedes.

This year the ASI is celebrating its 80th anniversary of promoting and preserving the Swedish heritage in America. In the words of President/CEO Bruce Karstadt, "Education has always been at the heart of the Institute's work." ♥

This little red cabin was such a hit that the museum has adapted and decorated it for the holidays as well.

The interior of the stuga, decorated with Swedish artifacts and holiday finery, provides a place for children to sit down for a snack with family and friends or check for letters in the mail box.



Photos courtesy of the American Swedish Institute

Lundby Connections

ANNA-MARIA SVIATKO has been interviewed and her collection filmed for the Australian TV show, "The Collectors," <http://www.abc.net/au/tv/collectors>, due to air next year. It will be a fabulous show and we'll be sure to cover it. Wish we could be there!

Anna-Maria is also a member of the Lundby group on Flickr, <http://www.flickr.com/groups/lundby>. She recommends it highly as a great resource for our members. ♥



WE'VE ALWAYS KNOWN THAT DOLLHOUSES connect grandmothers, daughters and granddaughters. How could we forget that grandsons should be included too? See how Naveh plays with Lundby exercise equipment in his Grandmother Martha Stern's Stockholm. The Stern family lives in Israel. Photo by Martha Stern. ♥

A REMINDER THAT COPIES of "Lundby on CD," prepared by Jennifer McKendry, Canada, are still available. The cost of the CD is \$15.00, plus postage. Please email Sue at toysmiles@aol.com for more information. ♥

KIM MCCANDLESS, kmccandless@eircom.net, an Irish dealer of toys during the time that Lundby took over Caroline's Home in the UK, has "loads" of Lundby and Caroline's Home furniture for sale. If you are interested in seeing any of Kim's treasures, please email her. ♥

Members in Focus

TWENTIETH IN A SERIES OF ARTICLES

By Sue Morse

THREE VERY SPECIAL PEOPLE are being profiled here for our Fifth Anniversary Issue. Each in his or her own way, **Carolyn Frank, Don Christian, and Camryn Long** are all responsible for developing the “Wow Factor” that is still evident in the newsletter today.

A professional writer/editor, **Carolyn** has served the We Love Lundby Club in many capacities, chiefly as co-founder of the Club, Associate Editor of *The Lundby Letter*, and Feature Editor of “Crafting with Lundby.” Early on, she also authored the articles for “Lundby Lore” and “What’s New at Lundby.” Generously funding many club activities, she also coordinated the children’s birthday celebrations.

Our newsletter designer from the beginning, **Don** captures our vision when he creates a beautiful product from the text and images we provide him. He brings years of experience to his position, having established his own graphics company, Art by Christian, in 1963.

When she was nine years old, **Camryn** thought up the club name and went on to write “The Children’s Column” for one year.

Each of these original staff members has shared some comments about their experiences over the last five years.

Carolyn Frank, Associate Editor—“My affiliation with *The Letter* has been most rewarding to me. When Sue and I formed the We Love Lundby Club and began publishing *The Lundby Letter* in 2004, Lundby of Sweden and its products were not widely known. Our objective was to provide a venue for members to gain knowledge of Lundby’s history, share their collections, and form friendships.



It was with deep regret, due to a heavy workload of writing/editing, I relinquished my position as Associate Editor in 2006. I have continued, however, as an Advisory Member and Feature Editor of the Crafting with Lundby articles. I believe that our initial goals have been met, and under Sue’s able guidance, an informative website was introduced in 2006, and membership now stands at 67.” Photo courtesy of Carolyn Frank.

Don Christian, Design Editor—“Before you approached me to do the newsletter, I little realized how big the interest in dolls houses and related items was with adults. As a totally addicted collector myself—just not toys—I can relate to the interest your members have in Lundby. I have learned a great deal about the subject and admire the time, knowledge, and effort put into Lundby collecting by your members. The newsletter has been a joy to work on and a great way to keep my hand-in the field of graphics. I look forward to working on each issue and definitely read each and every word with interest.” Photo courtesy of Don Christian.







Camryn Long, Children’s Corner—“When I was nine, I used to play with dollhouses all the time with my sister, Shannon. It was the whole American Dream—a way that my sister and I could create a new world.

Today I am fourteen and a freshman at Glenelg High School in Howard County, Maryland. I play volleyball with my high school and my club team. I also compete in eventing, which is probably the toughest horse sport there is. (Naturally, my favorite Lundby piece is the horse.) I also play French horn in the Symphonic Band and Orchestra, and I play mellophone in the Marching Band.

It was a pleasure to be a part of the early beginnings of the club and the newsletter. I might get back into collecting dollhouses sometime. Because my Grammy gave my Mom a Lundby dollhouse, she may turn out to be a Lundby collector too!” School photo courtesy of Camryn Long.



Coming Up in the March 2010 Issue

-  Marion Osborne’s Lundby Skyscraper
-  Anna-Maria Sviatko’s TV Interview
-  Looking Back: Five Years Ago
-  Member Profiles

2010 Will Be Another Exciting Year for WLLC Members

DONT MISS the “Letter From the Editor” which is included in your mailing. It is full of information about renewing your dues, the website, and future plans and articles. You’ll want to be among the first to know when we reveal some more of the fascinating facts about Lundby’s history.

Membership dues for 2010 vary depending upon which of two categories you desire. If you still prefer a printed copy of the newsletter mailed to you, dues will remain the same: \$25 in the U.S.; \$28 in Canada; and \$30 for the rest of the world. If you prefer viewing, downloading and printing your own newsletter from the Members Only page on the website, your membership fee will be only \$15.00 regardless of where you live!

Consider giving a friend a membership in the We Love Lundby Club for Christmas. Contact Sue for further information toysmiles@aol.com.



 **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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