

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



New Dating Research Pursues Clues from Lundby Packaging

FOURTH IN A SERIES

By Sue Morse

EVEN THOUGH MUCH PROGRESS has been made in discovering information about early Lundby, many gaps in our knowledge remain. We still need documented evidence in order to accurately date items that were produced prior to 1960.

Our ultimate objective is to finally begin work on that compendium we promised, “A Sixty-Year Timeline for Dating Lundby Dollhouses and Furniture—1947–2007.” That ambitious plan was in anticipation of Lundby’s 60th anniversary in 2007, but now in 2010 we have a 63-year timeline to develop.

One way to find more evidence is through Lundby packaging. Unfortunately, only Lundby catalogs list publishing dates, while the packages record the place of manufacture. Of course, that information is helpful too, but we will feature the points of manufacture in a future article. Our major focus in this series will be



The front and back panels of an early Lundby box containing a bedroom set, similar to, but not exactly like, those shown in the 1966 Lundby catalog.



Photos from the Morse Collection

determining the chronological use of colors and designs in Lundby packaging.

In this article we show photos of the earliest known Lundby packaging. Of course, once we start a search, new questions arise, such as why the name “Lundby Models” appears on a similar type of furniture box that Lundby of Sweden uti-

lized. Our European reporter, Reina Olthof, found the image on an internet site that has photos of old dollhouses, <http://www.museen.nuernberg.de/spielzeugmuseum/depot.html>.

We encourage you, like Reina, to always be looking for new knowledge about Lundby! ♥



Photo courtesy of Reina Olthof

Where does the name Lundby Models originate?

Looking Back: Five Years Ago

- ♥ **What's New at Lundby?** asked the headline of the Page 1 article of the June 2005 issue. The answer was a new dollhouse, the 2005 redesigned Stockholm from Micki Toy Company. Now five years later in 2010 the designers have introduced a sparkling new line of furniture and accessories for the 2005 Stockholm. See the article by **Patricia Harrington, ME**, on pages 3 and 4.
- ♥ **“It is one of the most ironic facts of Scandinavian dollhouse history that the company that made Micki Leksaker AB, Gemla dollhouses would eventually become the owner of the Lundby of Sweden trade name.”** This sentence begins the June 2005 article which details the minute differences between Lundby, Brio, and Micki Gemla dollhouses of the 1960s.
- ♥ **Carolyn Frank, VA**, wrote about the extraordinary Classic and Vision Collections, which contained three items each and are now considered to be rare and very valuable. These sets were designed to commemorate the 40th anniversary of the Lundby line in 1987.

A Cinderella Story for the Swedish Royal Family on June 19 Marriage of Crown Princess Victoria to Daniel Westling

By Sue Morse

THE DATE OF JUNE 19 is very significant to two generations of the Swedish Royal Family. King Carl and Queen Silvia were married on June 19, 1976. Another Royal Wedding occurs on June 19, 2010, as the daughter of the King and Queen, Crown Princess Victoria, 32, will wed Daniel Westling, 38, a luxury gym owner.

According to the Spring 2010 volume of the *ASI Posten*, published by the American Swedish Institute, two weeks of parties, concerts and exhibitions have been planned around the June 19 event in Stockholm. Sweden hopes to show the world that Stockholm is a "city full of love." ♥

Lundby issued a miniature of the official picture of the King and Queen in 1977. The photograph of the betrothed couple was taken by Hovet Pressbilder and placed into an original Lundby frame by Peter Pehrsson, Sweden.



Photo by Sue Morse

You too can have your photo taken at the Viking sculpture. Pictured is Sue's husband, Hal Morse, at the 2008 ScanFest WLLC gathering.

Plan to Attend the 6th Annual WLLC Convention at ScanFest

WLLC MEMBERS AND GUESTS are invited to gather **Sunday, September 5**, the day before Labor Day, for a day of celebrating Scandinavian heritage at ScanFest. The festival is held in an outdoor rustic park setting in Vasa Park, Budd Lake, NJ. This year will be our sixth annual We Love Lundby Club convention, and we would love to see you there!

ScanFest is packed with fun from various venues of entertainment, food, artisans, music, gifts, and souvenirs. The event is held rain or shine from 10 a.m. to 6 p.m.

For more information, visit the club website and click on www.scanfest.org. Advance tickets are \$11.00 per person until September 1. Please email us at toysmlines@aol.com by no later than August 1 to confirm your plans to attend and to obtain a full schedule of events. ♥

"But It Looks So Real!"

By Renee Ganim

SO YOU JUST BECAME THE PROUD OWNER of the "Blue Leksand Bench" with the red seat? Or perhaps the "Red Bench" with the blue seat? Either way, where are you going to place it in the house? Will it go in the dining room, living room, kitchen, or perhaps the "playroom" you created in one of your many extensions?

Examining the history of this furniture piece takes us back centuries to a time when travel was on horseback or horse drawn carriage. The local Christian Parish Priest would go by different titles depending upon what country you were in. He would normally make many stops at homes along the way to visit the sick, etc. It was customary to provide hot drink in the winter time and give him a chance to "warm up."

Naturally, you could not have him going through the house with his muddy boots on and therefore the bench would be positioned where? You guessed it! At the **kitchen door**.

The Lundby design is authentic and it is a great piece of art. But please don't put it in the dining room or living room. It is unlikely that the **PARSON** (that's our name for him) would ever make it past the

kitchen with his boots on. Today, a genuine "Parson's Bench" in good condition will fetch quite a price at auction.

Unless you actually have a kitchen door, you will not be able to display the bench properly. My kitchen has a door but it is surrounded by appliances. Our imaginations will enable us to place it at the left wall, up front in the left room, lower level of the Gothenberg house *IF* we use that room as the kitchen.

Next time maybe we will talk about the "drain" in the Lundby shower. Is it SO real or not? Enjoy the summer and please feel free to email any POSITIVE comments you have. We are always looking for new subjects. Send all NEGATIVE comments to the editor! ♥

Renee

The blue Leksand bench depicts the parson riding his horse through the countryside.



Photo from the Morse Collection

Here It Is, Five Years Later! The New Stockholm 2010

By Patricia Harrington

LUNDBY DOLLHOUSE COLLECTORS know that over time, the original Lundby dollhouse, which was later called Gothenburg, was routinely updated. The form of the house was kept the same, but both the exterior and the interior were re-decorated frequently. All the furniture, dolls, and accessories were re-designed periodically to reflect changes in hair-styles, clothes, taste in furniture, even artwork to hang on the walls. The original larger dollhouse, later called Stockholm, was also changed frequently, again to reflect the changes in interior decoration in the “real world.”

When the Micki Company in Sweden took over Lundby, it maintained the same pattern of “keeping up with the times.” Although the original Stockholm was retired, a completely new modern Stockholm was introduced in 2005 (see articles in the June 2005 and September 2005 issues of *The Lundby Letter*). Now the architects Beban Nord and Ann Morsing have updated the house with new wallpaper and re-designed almost the entire collection of furniture, clothes, and accessories. Externally, however, the house is the same pink color with the sliding-drawer pool area, climbing-rose trellis, and roof terrace. The Micki Company is expecting the new edition to be on the market late summer or early autumn 2010.

Basically four types of changes have occurred: (1) addition of totally new items; (2) color changes for existing items; (3) regrouping or repackaging sets to include some 2005 items plus some 2010 items; and (4) retirement of some Stockholm 2005 items.

Among the totally new items are the “Barbecue Set” #60.9026 and the “Terrace Furniture Set” #60.9027. The grill is larger with more food, including corn-on-the-cob, and a bag of charcoal. The square table and four outdoor chairs are all in bright colors which thematically match

other colors in the re-designed Stockholm assortment.

There are several examples of color changes to existing Stockholm dollhouse items: the kitchen tile in set #60.9001 has been changed to match the new color scheme, the arm chairs in set #60.9028 have been reupholstered, and the Swimming Parents #60.9018 have new outfits. There are many more color changes, fun for collectors to see when they view the new catalogs at www.swedish-dollshouses.com now and the Lundby website once all the new items are available at www.micki.se.



There are many examples of combining new 2010 items with the original 2005 items: A brand-new espresso machine has been added to the kitchen accessory set



Stockholm 2010 House



#60.9029 from the 2005 Lundby line, replacing the Weber-type kettle grill; a pink Princess Cake has been substituted for the green one, the blue plates have been replaced with white ones, and the wall clock is now included in set #60.9029 instead of in the original plasma TV set. Another example is the combining of a brand-new nursery changing table with the original 2005 baby crib/cot; in addition, the blanket color has been changed, the baby is undressed, and a more recent

Gotland Dollhouse—

continued from page 3

white teddy bear has replaced the original brown one.

Finally, some items, like the Hot Tub & Sun Bed set #60.9014, and the terrace glider and wooden table #60.9012 will be retired when the new items are released; the dressing-table set #60.9010 has already been discontinued.



Change in kitchen tile

Because of space limitations, not all the changes have been discussed in this article, nor have all the photos been shown. Lundby fans can now see all the new items in the 2010/2011 catalogs on Elisabeth Lantz's website,

www.swedish-dollhouses.com.

Our thanks to the Micki Co. for permission to upload the new catalogs, English and Swedish, to Elisabeth's site, and for permission to use the original photographs in this article. Special thanks go to Product Manager Annelie Baert for making both the catalogs and photographs available to this author. ♥



New for 1982! Easy Self Assembly Lundby World of Play

THE 1982 WORLD OF PLAY was one of many dollhouses introduced by Lundby during the early 1980s, a very innovative period for the company. Other dollhouses included the Manor House in 1980, Lundbynette in 1983, Lisa bungalows 520 and 521 in 1985,

The advertisement pictures many of the uses that were intended for enhanced play with a dollhouse. One day it can be a hospital, the next a farm. It can also be a ballet or riding school. Ad courtesy of Elisabeth Lantz.

Photo courtesy of Sue Morse



Das Puppenhaus: The Dollhouse

A Card Game from Germany

By Sue Morse

Game Card 1c pictures a 1970s Lundby Gothenburg and is included in Set 1. Our best guess on the date of the card game's manufacture is the early 1970s. Does anyone know more?

JUST WHEN YOU THINK you've seen everything, another creative use of dollhouse images appears. I was lucky enough to purchase this wonderful "play and learn" German card game from a Swedish miniatures dealer in the mid-1990s. The card deck, manufactured by the Berliner Card Company, consists of eight sets of four with images of dollhouses or furniture on all of the cards.

Many of the cards have images of Lundby dollhouses, as well as rooms of Lundby furniture, mixed in with German pieces. The graphic designer for *The Lundby Letter*, Don Christian, speaks some German. He kindly translated from German into English the Rules of the Game, which are printed on the back of the front card, and the cards in the sets.

Here are the Rules of the Game:

"The cards are mixed and divided equally among at least three players. The player sitting to the left of the dealer asks any one of the other players for a card which he/she needs to complete a group of four which constitute a set. If successful, the player continues by asking for further

missing cards. When he/she is unsuccessful, the player asked gains the right to ask for missing cards. The winner is the player with the most completed sets."

The sets consist of the following images:

Set 1 consists of Dollhouses: a. Old City House, b. Doll's Apartment, c. Single Family Dwelling, and d. Doll's Villa

Set 2 consists of Living Rooms I: a. Biedermeier, b. Empire Style, c. Classic d. Contemporary

Set 3 consists of Living Rooms II: a. Salon circa 1890, b. Farm, c. Modern, d. Garret

Set 4 consists of Bedrooms: a. Rococo, b. Rustic, c. Parents' Room, d. Annex Room

Set 5 consists of Children's Rooms: a. Teenager, b. Bunk bed or Double, c. Young Children, d. Nursery

Set 6 consists of Kitchens: a. Old German, b. Farm, c. Modern, d. Interior

Set 7 consists of Bath/Toilets: a. Primitive, b. Contemporary, c. Luxury, d. Modern

Set 8 consists of Work or Professional Rooms: a. Village Schoolroom, b. Basket Store, c. Laundry Room, d. Beauty Parlor

two versions of the Rainbow House, one decorated with a rainbow on the roof in 1985 and the pink Rainbow House in 1986.

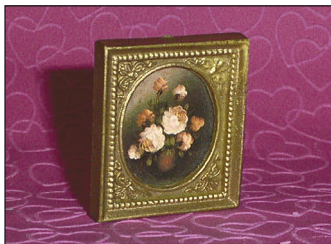
Thanks to Patricia Harrington, ME, we have discovered the World of Play is really just a garage addition like the ones sold at the time, minus the garage door. The top story is a separate foldable/unfoldable roof piece that creates a second story. Patricia states, "It was rather clever of Lundby since it was an inexpensive way to make a new house." Other features of the World of Play dollhouse to note are the dark doors with white frames and the light-colored wallpaper, a black and white design throughout all sections. ♥

Lundby Connections

MEMBER JULIE PLOVNICK, VT, has created English versions of parts of Valérie Braun's website, <http://maisons-de-poupees.e-monsite.com/>, and given them to her as PDFs that she can email to anyone who is interested. The sections Julie translated are Valérie's home page, her blog, and her pages on Lundby, Lisa, and Hanse dollhouses. Email Valérie at Valerie.braun@wanadoo.fr to receive Julie's translations. Thanks for adding this informative website to our repertoire!



Remember the little rose painting in the March 2010 issue? So far we haven't found one WLLC member who has seen it in any Lundby materials. The eBay seller related to me that she most likely obtained it in a collection from Europe. At the time of the sale she hadn't noticed that it had been modified in any way. Now she wishes she had kept the rose picture so our members could examine it. It's another Lundby mystery! Does any European member have this same painting in his/her collections?



Welcome to new club member, Lisa Muggeo, FL. Lisa got her first Lundby dollhouse from the Fort Lauderdale Burdine's Department Store in 1974. She learned about the We Love Lundby Club when she "googled" Lundby. That led her to the club website where she now revisits her Lundby childhood.



Micki Toy Company has named a new Product Manager, Annelie Baert, while Kristina Aronsson is on maternity leave. Annelie will take care of Lundby product duties at Micki for the next 12 months while Kristina cares for her baby. We'll let you know when we hear of the new arrival! ♥

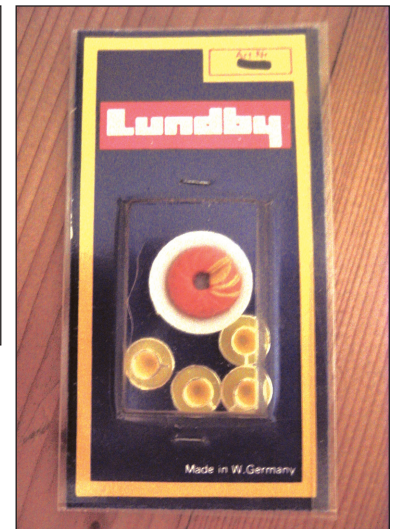


German Factory Produced Lundby for Almost 30 Years

Third in a Series by Sue Morse

TWO PREVIOUS ARTICLES in the March 2009 and June 2009 newsletters revealed amazing information about the output of dollhouse items by the Lundby factory in Hohenwestedt, Germany. Over a period of almost 30 years, many unique, as well as the most common, miniatures rolled out of the factory into eager buyers' hands under the management of Harald Thomsen, the son of Lundby's founders, Axel and Grete Thomsen.

The factory, which opened in 1956 (see the front-page article in the March 2008 issue of *The Lundby Letter*), produced Lundby items for export to European countries. WLLC member Heike Krohn has lived almost all her life in Germany and has an extensive collection of original boxes of Lundby dollhouses, extensions, furniture sets, and accessories identified with the following markings, "Made in W. Germany" or "Hersteller: Spielwarenfabrik Harald Thomsen KG, Hohenwestedt/Holstein, W.-Germany."



Photos by Heike Krohn

In the June 2009 issue, Heike showed us a photo of her favorite Lundby piece from the German factory, the flower lamp. Special thanks to Heike for sharing with us some additional photos for the June 2010 issue.

- **Three MIP German Factory Items**
The pictured sewing machine, replacement bulbs, and boxer dogs were all made in Hohenwestedt. Note that the German factory also labeled their items "Lundbytoy."
- **MIP Sugar Cake and Coffee Cups**
Made in West Germany, this set of the sugar cake and coffee cups was packaged differently from the Lundby coffee set #6604. The sugar cake appeared in the coffee set in two catalogs only, 1974 and 1975.

If any other readers know historical information about the German factory or have photos of German items, please send them to toysmiles@aol.com.



Matuska Flea Market Draws Collectors



TWO SWEDISH MEMBERS, Elisabeth Lantz, Åkersberga, and Peter Pehrsson, Nybro, made up a small convention of two when they met in Stockholm in late March to explore the downtown Matuska flea market.

After shopping, Peter spent some time admiring Elisabeth's dollhouse collection. The weekend ended all too soon, he said, but he went home a happy collector. Thanks to Peter for sending this photo of his and Elisabeth's mini-gathering. Given the items they discovered, they may have some company next time!



Elisabeth and Peter enter the Matuska Flea Market in Stockholm. Photo courtesy of Peter Pehrsson.

Members in Focus

TWENTY-SECOND IN A SERIES OF ARTICLES

By Sue Morse

WHEREVER LUNDBY COLLECTORS LIVE IN THE WORLD, they are working in many different professions. One of our members, **Julia Holloway**, is a family doctor in the UK. Julia finds that collecting Lundby is a great way to relax and escape into a different little world away from the stresses of real life.

Julia grew up near Birmingham, England, and now lives in Kent. She still has her childhood dolls house, a mock Tudor "Pennine" from the late 1950s which is smaller scale than Lundby. The dolls house contains furniture from her mother, Dol-toi, Barton, and some Caroline's Home.

Later on, Julia became aware of Lundby and was amazed by the quality and detail of its furniture. Even though she was much too old for dolls houses at the time (or so she thought), she did buy the Royal living room set because she was so impressed by the soft upholstery.

When her own daughter became old enough for a dolls house, Julia knew it had to be a Lundby. So she bought a Gothen-

burg for her daughter and a Stockholm for herself! Before she knew it, Lundby items became harder and harder to find because of the company's economic woes in the 1980s and 1990s. By the time Lundby went bankrupt, Julia still hadn't managed to obtain the much-desired computer for her daughter.

Then she began her search of the second-hand market! The antique toy fairs drew her in to earlier dolls house furniture and occasionally she came across Lundby. To the surprise of the dealers, Lundby items were usually snatched up fast even though it was not really vintage at the time. By the time she had found the computer, her daughter had in her turn become too old for dolls houses, but Julia had by then grown back into them and become a collector. The universal cycle of dolls house collecting!

Julia's favorite Lundby pieces still include the computer, both new and old versions; other accessories that reflect the



Photo by Julia Holloway

Julia's original Stockholm house is delightfully filled to the brim. She also owns a second-hand Lundby Tudor house which she regrets not buying when it was originally sold in the 1980s. She remembers the Tudor didn't sell well because of the lack of electricity.

changing technology over the years, for example the stereo; the 1970s Lundby dolls with the hippy maxi skirts; the Shake suite; the Pop chair; and the Scandinavian bedroom with the op art bedding. On the one hand, she'd love to have some of the past Lundby, but she's also delighted with the new designs that are currently being produced by Micki Toy Company.

Like so many of us, Julia is searching for some items that would complete her daughter's house. She'd very much like to locate the hard-to-find Lundbynette dolls, the kitchen starter set and the limed oak dressing table of the bedroom starter set shown in the 1987 catalog. The design and historical aspects of dollhouse collecting are fascinating to Julia. She could not collect full-size washing machines or chairs, but displaying a miniature selection from previous eras is entirely possible and very satisfying. Julia appreciates that new Lundby design is carrying on this valued tradition of making miniatures to reflect the changes in society. ♥



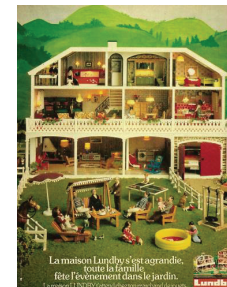
Photo from the 1987 Catalog

Pictured is the dressing table from Starter Set 38 that Julia covets. Wouldn't we all love to have these rare starter sets! More on them in a future issue.



Photo by Julia Holloway

One of Julia's favorite Lundby sets is her linden flower green kitchen that she has never seen in a catalog.



HAPPY SUMMER to all our members in the Northern Hemisphere! This charming Lundby advertisement of a family enjoying the out-of-doors is translated from French into English by friend Lisa Olafson. The poster says, "The Lundby house has grown. The whole family is celebrating the event in the garden." Ad courtesy of eBay seller. ♥



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.

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Coming Up in the September 2010 Issue

- 🏠 ScanFest & Convention Photos
- 🏠 A Gothenburg Cover
- 🏠 The Leksand Furniture
- 🏠 Member Profile