

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

The Spiral Staircase Casts a Spell on Collectors

THE FIRST KNOWN Lundby catalog features the dollhouse which Lundby produced as early as 1955. Another dollhouse firm, Lerro, designed a similar dollhouse with the same distinctive feature as Lundby's house, the spiral staircase. Trying to tell these two dollhouses apart has been maddening for researchers, as well as collectors!

If you ever should have the opportunity to purchase one of them, Elisabeth Lantz, Sweden, lets us in on the secret of telling the two makers apart. Elisabeth says, "It's quite easy to tell the difference. Lundby's dollhouse with the circular stairs had red bricks on the outside. Lerro started with the spiral staircase in 1957 and the house had yellow bricks on the exterior. Even earlier, in 1955 and 1956, Lerro made a three-room one-story dollhouse, which is pictured under Lerro on Elisabeth's website, www.swedish-dollshouses.com.

The two companies merged in 1960 after a fire at the Lerro plant. Soon afterward, the most popular dollhouse design Lundby ever produced was introduced, the Gothenburg with another unmistakable design, the asymmetrical roof. The Lundby dollhouse with the spiral staircase was produced until the mid-1960s together with the Gothenburg model. Afterwards the house with the magical spiral staircase went into dollhouse history. ♥

▲ The circular stairway from the living room on the first floor to the middle room on the second floor catches attention in Karin Schrey's Lerro dollhouse.

◆ Elisabeth Lantz's Lerro dollhouse from the 1950s shows the yellow bricks on the outside

"Modern Design in the Children's Room" Exhibit Draws Raves from Visitors

By Sue Morse

THE EXHIBIT of Karin Schrey and Bettina Dorfmann's favorite dollhouses closed March 13 at the Stadtmuseum Gütersloh, Germany. Karin reported that many visitors came with children and many grandmothers brought their grandchildren. Her own favorite dollhouse, the early Lerro, shown at the top left, held a prominent place in the display.

The director of the museum told Karin that one of the female visitors asked him whether she and Bettina would like her old dollhouse because it would suit the others in the exhibit. Karin said, "Yes, of course! We'll take it." If this gift ever comes her way, she hopes it is a Lundby dollhouse! ♥



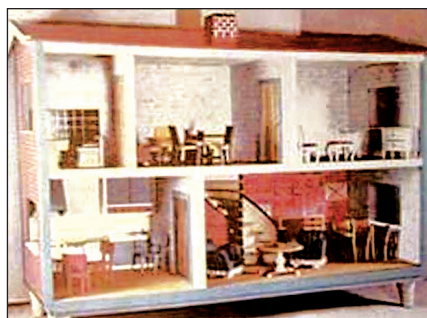
Bettina Dorfmann and Karin Schrey



Photo courtesy of Karin Schrey



Photo courtesy of Elisabeth Lantz



The Lundby dollhouse with the circular stairs appears on the first page of the earliest known catalog. One can see a tiny bit of the red brick exterior. Catalog photo courtesy of Peter Pehrsson's website, www.peppesdollhousepage.com.

Allentown, PA Toy Show Beckons Lundby Lovers

COME JOIN US IN ANTIQUE HEAVEN! CWLLC member Maria Cannizzaro, NC, who is planning the Dollhouse Toys n' Us meeting in the area of Allentown, PA for the first weekend in November, has invited the WLLC to join their group as well. The Allentown, PA Toy Show and surrounding antique and miniature shops promise to be stunning attractions during the Seventh Annual Mini-Meeting of the WLLC.

The plans are to arrive on Thursday, November 3, and then purchase advance tickets for the Allentown Toy Show during the day on Friday. Later that evening we will go to the Philadelphia Miniaturia in Cherry Hill, NJ, and then return to take in more of the Allentown Toy Show on Saturday. On Sunday we will all go to Adamstown, a fabulous antiquing haven.

More details about exact dates and hotel accommodations will be available in the July newsletter. Watch the website for updates on the meeting plans. We hope many members in the mid-Atlantic area, plus any others from faraway places, will want to join us! ♥



Photo courtesy of eBay seller, Mr. Cassidy

Can You Find the Lundby Painting?

THIS EBAY LISTING UNDER SHACKMAN intrigued us so much that we bid on it and won it. The photo provided by the eBay seller shows a number of pictures made by Shackman and other miniature companies. Only one of these pictures can be attributed to Lundby.

Test your identification skills and see if you're correct by looking for the Lundby painting hidden somewhere in this issue. Let us know if you find it! ♥

“But It Looks So Real!”

By Renee Ganim

I JUST OPENED A “PARTS LOT.” I didn't buy it as a parts lot, but it came to me that way. The seller took all 30 or so pieces, dumped them in a bag with a little bubble wrap around the outside of the bag, and shipped it to me in a box. When I heard the rattle, I immediately called my demolitions expert. That meant the special box cutters which you can't take on the airplane. I was pleasantly surprised that only 8 pieces were damaged and the shower head (the one from the stall with only 2 walls) was in the bag.

I gave the shower stall over to my Dad for repair and received the comment, “This is odd. It seems that the shower drain is missing.” There was a hole in the corner where the drain should be. We checked all 79 broken shower stalls in our parts department and found ALL to have their drains. Is this a rare find? A “no-drain” error? Maybe as rare as the “no-crack” error on the light fixture.

Does the shower still “look so real”? My vote is NO! The drain should be in the center of the floor. This is a shower with poor drainage, and another wall would be nice too!



Photo by Sue Morse

The Lundby shower with drain in the corner.



Photo courtesy of eBay seller

cial enticement. The back of the tag reads:

“Your Lundby dolls house comes complete with super safe transformer. Mum or Dad can plug it into any wall socket and then connect the low amp flex to the two small holes in the rear of the dolls house. Buy Lundby extra safe lights and you can have lots of fun lighting up your Lundby dream house. Please note: We only guarantee this dolls house when Lundby lights and transformer are used.”

Don't miss our special bonus feature, “A Chronological Listing of Lundby Factories and Distribution Locations,” which is included on the Members Only page, along with the April 2011 issue of *The Lundby Letter*. ♥

Lundby Playtoys Ltd.

LUNDBY FACTORIES AND DISTRIBUTORS used many methods to market their products to Lundby customers. The tags shown with Lundby dollhouses from the Blackpool, UK, plant offered a very spe-

Two Red Versions of Continental III and IV Kitchens

THANKS TO CAROLE THALL, OH, who brought our attention to the two differ-



Photo by Sue Morse

Two versions of an incomplete red Continental IV Kitchen.

ent colors of red in the two new modern Lundby kitchens introduced in 1979. The Continental III kitchen set #9275 contained the stove and sink units plus the kitchen table and four chairs, while the Continental IV kitchen set #9276, included the stove, sink, dishwasher, and fridge.

The clear red is likely much rarer than the darker red with shading toward the edges of each piece. It is unknown where or when the variant color was produced. Do any members have the complete Continental IV kitchen set, in the clear red? ♥

Calling All Shackman Fans

B. SHACKMAN & CO., a manufacturer of paper goods, toys, and novelties since 1898, has recently come into our purview because the Shackman eBay site occasionally features Lundby items mixed in with miniatures made by Shackman and other companies.

It's great fun to hunt for them so we would suggest that you add Shackman to your saved items on eBay. One never knows when a Lundby item will be included in one of the Shackman lots. As an example, the pictures lot referred to in the article on page 2 includes a Lundby picture.

One of the items we've won recently includes a packaged set of bathroom and laundry items that surely was made by Barton for Shackman. If any readers have information to share about either Caroline's Home or Barton items with a Shackman label, please email us.



The dollhouse items in this B. Shackman & Co. package include an ironing board, iron, rug, and towel rack exactly like those offered by Barton toys. The package indicates that the items were made in England. Photo courtesy of eBay seller.

To date, there is *no* evidence that Shackman imported any items made by Lundby. ♥

Call for 65th Anniversary Slogan Ideas

WHERE HAVE THE LAST FIVE YEARS gone? It seems that it was only yesterday that we developed a beautiful 60th anniversary slogan and logo, shown below. Stir up all your creative juices together and come up with a fabulous idea for the 65th anniversary of the founding of Lundby!

The winner will receive a free year's membership, plus other exciting prizes! Submit to toysmiles@aol.com. The deadline is September 30, 2011. The winner will be announced in the October newsletter and a new logo will be created for our 65th anniversary celebration in 2012.



Three Years Later, the Hohenwestedt Factory Saga Continues...

By Sue Morse

THROUGH THE RESEARCH of a Lego enthusiast, Jim Hughes, we first learned three years ago that Axel and Grete Thomsen, Lundby's founders, moved to Germany in 1954 and purchased a building located in Hohenwestedt. In 1956 Axel sold the factory to his son, Harald Thomsen, and Axel became the first sales manager for Lego in Germany. The factory in Hohenwestedt produced Lundby products for almost 30 years between 1956 and the early 1980s. (See the front page article, "Research Reveals a Unique Lundby-Lego Link in 1950s," in the March 2008 issue of *The Lundby Letter*.)

New information received from a blogger living in Germany named Astrid (who prefers going only by her first name or as diepuppenstubensammlerin, meaning the female dollhouse collector) shows actual photos of the building and of workers in the plant in 1966. The article and photos were published by the German toy magazine, "Das Spielzeug," after their visit to the factory of Harald Thomsen Hohenwestedt in northern Germany.

The exciting new contents of the resulting article are included on Astrid's blog. She translates the contents of the story as follows: "The family-owned company was managed by Harald and his wife Rita. Positive development of the company began

in 1954 when they attended the Nuremberg Toy Fair for the first time. By now they had a wood yard of their own and employed 75 people plus home workers. They sold wooden toys not only in Germany but also overseas. Their products

ranged from dolls houses with several rooms and light equipment (the name Lundby was not mentioned in the article), doll's furniture, painted German country style wardrobes and black boards, pull trucks in various sizes and large wooden tractors with trailers."

Astrid's research consists mostly of looking through old German journals to find ads of toy firms. She is sometimes lucky to find an old catalog, all of which are now very expensive on eBay.de. By scanning the photos and putting them on her flickr site, Astrid provides open access to all her finds. She points out that the next advertisement mentioning Harald Thomsen was not until 1970. By that time the factory was using the trademark of Lundby.

Our deep appreciation to Astrid for sharing this intriguing article and photos of the Hohenwestedt factory with us. Astrid's flickr site is <http://www.flickr.com/photos/diepuppenstubensammlerin/sets/72157623680285894>. We hope there is more to come! ♥

"Holzspielzeug aus Hohenwestedt," meaning "Wooden Toys from the Town Hohenwestedt," is the title of a favorable two-page article published by the journal, *Das Spielzeug*, meaning Toys, in October 1966.



Holzspielzeug aus Hohenwestedt

Wenn in der Spielzeug-Namen Hohenwestedt... die meisten an den... von dort aus wird... geschäftlich vertriebt. Das... wird in dem... auch Holzspielzeug... innerhalb weniger Jahre... Spielzeugfabrik Harald... ihren... Namen in der Brand... Der Familienbericht... von Harald Thomsen... Rita - unzufolge beza... Ein eigenes Holzlag... schinen, Qualitätsbil... tigte, waren noch die... zerkommt, und ein... mangelstelles Progra... die positive Entwick... nehrens. 1974 trat die... senmal in Nürnberg... Hinzunahme des... die Nürnberger Spiel... wo sie heute einen... Wiesdler Haus hat.

Neben einem freien... der Bundesrepublik... jenen. Export in meh... Länder und nach Über... Heute ist die Kapaz... Zeichen für die Beis... sen Artikel wie: P-H... tungsmöbel, P-Möbel... Kommoden, Tische, B... wagen, Schiebkarren... anderes mehr.

Lundby Connections

ARE YOU A COLLECTOR OF DOL-TOI? After two years of writing and many more years of research, **Marion Osborne**, UK, has released her new reference book, *The Book on Dol-Toi Dolls House Furniture, 1944-1975*. It includes the furniture in room-by-room chapters, plus many of the accessories and dolls. If you'd like more information about the book, contact Marion at her email address, mike.osborne@ntlworld.com.

Marion never rests! Now that her project for Dol-Toi is finished, she's planning to write a book on Tri-ang.

For a delightful spring-time treat, watch the animated Lundby advertisement for the New Stockholm dollhouse, produced by Micki, on the Home Page of Peter Pehrsson's website, <http://www.peppesdollhousepage.com>.

Julie Plovnick, VT, has created a blog as a complement to her website. Follow it to read about items for sale, special offers, and her experiences collecting Lundby. She welcomes your comments at <http://vintagelundby.blogspot.com>. Read Julie's story about how Melanie rediscovered her childhood Lundby dollhouse.

Member **Sonja Spahn-Willy**, Switzerland, attended the Toy Fair in Nuremberg, Germany, in February and stopped by the Micki Toy Company exhibit. Thanks so much, Sonja, for collecting and sending us the 2010/2011 *Lundby Magazine*, the cover of which is shown here. Photo courtesy of the Micki Toy Company.



If you are planning to visit the American Swedish Institute in Minneapolis this summer, it's best to reconsider your itinerary. The Turnblad Mansion will be closed from May to October, 2011, for extensive renovations. A new cultural center will also be constructed on the campus, with a dedication in October 2012 in the presence of

the King and Queen of Sweden. Visit www.americanswedinstinst.org for updates on the exciting changes coming to the ASI!

The Lundby dollhouse shows up in many capitals of Europe. After Sonja reported seeing the Småland in a toy shop in Paris, **Linda Hanlon, VA**, sent us this photo of a Lundby dollhouse she spied at a shop in Rome, Italy. The sign reads, "Casa Delle Bambole" 79.90 Euro."

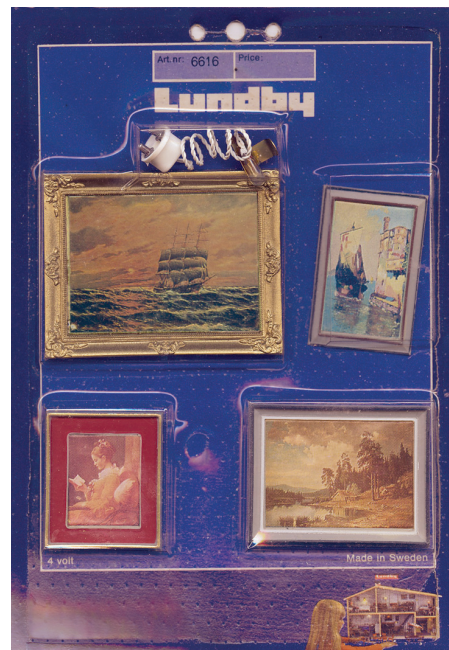


Celebrating the Change of Seasons

THIS QUOTATION BY MILTON from his *Tractate of Education* reminds us that many of our members are joyful over spring's arrival, while a few others in the Southern Hemisphere are looking toward autumn. Enjoy all the activities shown in the Lundby pictures below.

In those vernal seasons of the year, when the air is calm and pleasant, it were an injury and sullenness against Nature not to go out and see her riches, and partake in her rejoicing with heaven and earth.

JOHN MILTON (1608–1674)
English poet



April 2011 Membership Update



Our club just wouldn't exist without its faithful and enthusiastic members. At the beginning of our seventh year, we especially congratulate 31 of our **Charter Members** (*those joining in the first year*) who are still members. Their names are listed below. We are also indebted to all of you who joined *after* the charter year, 2004–2005.

Sharon Barton Maggio
Maria Cannizzaro
Carolyn Frank
Renee Ganim
Lis Garner
Rita Goranson
Linda Hanlon
Patricia Harrington
Linda Hubbard
Sue and Peter Kopperman
Claudia Kreda
Heike Krohn
Elisabeth Lantz
Angela Long
Jennifer McKendry
Cheryl Miller
Sue Morse
Marion Osborne
Peter Pehrsson
Mark and Emma Phillips
Kristi Raymond
Geraldine Scott
Roy Specht
Anna-Maria Sviatko
Lori Van Houten
Yvette Wadsted
Nanci and Dick Wilkinson
Charlene Williams

We send a hearty welcome to our new club members since January 2011. They are: **Carole Thall, OH**; **Mary Anne Jones, OH**, **Holly Weissbach, VA**; and **Tristin Evans**, our first member from Spain. After questioning in our last newsletter whether or not there is a flourishing miniatures movement in Spain, we were so delighted that Tristin, a miniatures shop owner in Alicante, discovered us and decided to join! Our query was answered.

A 2011 We Love Lundby Club Membership Directory will be emailed or mailed to all members. Our current membership stands at 65. ♥



The Start Collection from the 1990 catalog.

Clarification for Starter Sets and Start Collection

IN THE DECEMBER 2010 ISSUE, we displayed photos of the four Starter Sets from a catalog we thought was from 1990. Elisabeth Lantz, Sweden, emailed us that the correct date of the catalog showing the Starter Sets is 1988 instead of 1990.

In addition, Patricia Harrington, Maine, pointed out that it is sometimes confusing to differentiate the Starter Sets from the Start Collection, which actually appeared first in the 1990 catalog, thereby causing the confusion. The Start Collection is simple white wooden furniture meant for young children. Some pieces have a flower decal.

Thanks to Elisabeth and Patricia, we now can see the differences by the accompanying photo of the Start Collection shown in the tiny accordion-style catalog with the Norrland house on the cover. Thanks again for your expertise! ♥

Try It! You'll Like It! Join the WLLC

WE WOULD LOVE TO HAVE YOU AS A MEMBER of the We Love Lundby Club. 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. ♥

Lundby Sends Us So Much to Love!

EARLY ON, LUNDBY of Sweden launched its reputation for making different versions of the same miniatures. According to catalogs from the 1970s, the white bedroom with the red-heart design, called "Allmoge" (Swedish for country folk) or "Rustic" (the English translation), was introduced in 1970. It consisted of a double bed #7163, a wardrobe, #7164, and night tables, #7103.

Only two years later, a newer version was created. The two sets were even different sizes! This lovely bedroom design was made for only two years, which makes it a very rare find for collectors. After 1972, the "Blue Heaven" bedroom replaced the "Rustic" set.

Special thanks to Elisabeth Lantz, Sweden, who provided the above information. She is a lucky Lundby collector because she has acquired both sets.



Photo by Sue Morse

Cheeky Monkey Toys Update

Stay Granted until December 2011 in Toy Safety Compliance

By Sue Morse

A BONUS ARTICLE attached to the December 2010 issue of *The Lundby Letter* reported that Dexter Chow, our spokesperson at Cheeky Monkey Toys, was pessimistic about future availability of Lundby imports to the US and Canada because of the new toy safety directives, due to go into effect in February 2011.

Just recently, however, Dexter provided us some very good news regarding the importing of Lundby products, at least for this year. Another stay has been granted until December 2011 in the enforcement of requirements for the certificate of compliance.

Dexter shared that he has a very small refill shipment of Lundby arriving within the month and he will make a larger order in the fall for the holiday season. Unless there is yet another postponement, that order will likely be the last shipment. Stay tuned! ♥

This beautiful 1972 bedroom with the red-heart design is from Sue's collection. It is the smaller of the two versions, the bed being only 9 cm across (about 3 1/2 inches). The bedspread is made from a glorious fabric with an elegant swirl design in two colors of pink. A dark pink fringe decorates each side of the spread.

Did Lundby Make a Hospital and a Farm?



Farm

All photos courtesy of eBay sellers.

THREE RARE SETS reportedly manufactured by Lundby have shown up on eBay recently. We are certain that Lundby made the castle or fort shown in the December 2008 issue because there is a Lundby sticker with the photo. However, we are uncertain whether the hospital and farm displayed in listings online are actual products of Lundby.

Does anyone own either or both of these sets? ♥



Castle

Hospital



Members in Focus

TWENTY-FIFTH IN A SERIES OF ARTICLES

By Sue Morse

AFATHER-DAUGHTER TEAM in the annals of dollhouse collecting is a rarity indeed. The WLLC is proud to feature **Renee Ganim**, NY, and her dad **George** as our Members in Focus this issue. How did that collecting partnership come about? Since fathers are first in our lives, let's pursue some of George's experiences before Renee's.

George first met Renee's mom, Loretta, at a school dance when she was but a 13-year-old high school freshman. The two young people were both first generation Americans. At that time, not a single member of either of their immediate families had any post high school education. George later became the first in his family to graduate from college, and he



Renee and George took time from visiting Loretta, who is confined temporarily to a nursing home for rehabilitation for hip surgery, to pose for a willing nurse-photographer. Renee holds the shower stall described in her regular column, "But It Looks So Real," on page 2 of this issue. George displays a rare Lundby piece, a vintage double lamp.

and Loretta married immediately upon his graduation. George worked as a Certified Public Accountant, while Loretta was a "stay-at-home" mother until Renee started school. Then mom had her chance to go to college on a part-time basis. She went on to complete "all but dissertation" status at the doctoral level.

George got into Lundby when he was enlisted by Renee to rewire the lamps. This wiring project has now grown to be referred to as the "Lundby Lab." Now George cleans, photographs, ships, and does all other tasks necessary to list Lundby items on eBay. George strongly maintains that their Lundby pursuit is all for enjoyment, not for profit! Being an accountant, he knows that if they were to employ a high school student at \$8.00 per hour to help with their dollhouse items, they would certainly *lose* at least \$2.00 on each piece.

Now for Renee's Side of the Story!

Born in Brooklyn, NY, Renee moved to the suburbs at age one, graduated from Bryn Mawr, and didn't go back to being a "big-city" girl until she went to law school in Albany, New York.

Renee claims Swedish heritage on her mother's side, whose first language was Swedish. Naturally, Renee took like a magnet to Lundby of Sweden dollhouses.

Even so, Renee had little time for dollhouses because she had health problems as a child and was encouraged to take up ice skating as a sport. Between skating and school, dollhouses took a back seat.

That would soon change, however. At age 12 she recovered, left skating, and had time to be a girl again. Her passion for Lundby grew to the point that it was not a toy to be set aside after childhood, but it became a toy when she was an adult as well. Renee comments that her interest is healthy but not obsessive. She clarifies that her so called "dealer" image is just public relations. Her major desire is to further the hobby of collecting Lundby as a whole in a healthy manner.

In fact, their eBay business is an offshoot of their family enterprise, which was started before Renee was born. Lundby is only a small part of the business and is supported by George since Renee dedicates much of her time to caring for her mother who is in poor health.

Renee and George are amazed by the power of the Internet. They are both definitely deriving much pleasure and education from their efforts because they have already had contacts with collectors from 26 different countries.

In any partnership, agreement is essential. Renee and George are totally in accord that their purpose in selling Lundby is to have fun and share their expertise. They do not want to make their hobby too technical. Renee adds, "A hobby should not consume you but should be used for comfort and intellectual pursuits." Those are wise words and actions for all of us from the Ganim father-daughter team! ♥

Coming Up in the July 2011 Issue

- 🏠 2011 Småland Designs
- 🏠 More Lundby Packaging
- 🏠 Lundby Plus or Build-Your-Own-Furniture Set



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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In Memoriam

WE ARE SADDENED TO REPORT that we have recently lost two individuals who were very important to our club—a former member and collecting friend, **Marilynn Abrams**, who died February 13 after a tragic car accident near Carson City, Nevada, and **Ruth Christian**, the wife of over 50 years of our graphic artist, **Don Christian**. Ruth passed away December 19 after suffering Alzheimer's disease for several years.

