

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

Lundby of Sweden's 66 Years... and Counting!

Celebrating Lundby and Midsummer At 9th Annual WLLC Convention

IT'S A LONG WAY from the enchanted forest in Gemla, Sweden, to the historic Ohio River Valley city of Wheeling, West Virginia! Last July the WLLC was eagerly anticipating the September gathering in Gemla to meet members from four different countries, Spain, Sweden, UK, and US. We celebrated Lundby's 65th anniversary at Micki Leksaker headquarters in grand style.

With fond memories from our 2012 visit to Sweden still lingering in our minds, we soon realized that the June 22 date of our 2013 meeting was during the days of the Summer Solstice. Suddenly, we found another reason to celebrate, this time for one of Sweden's favorite holidays, Midsummer. In addition, we happily celebrated the 60th birthday of our new member, Colleen Armstrong, who came to our meeting all the way from Canada.

For refreshments we enjoyed Swedish strawberry cake and chocoballs, two tasty treats that Swedes eat during Midsummer. Recipes for these delicacies are included with the postings on the Members Only page.

The launch in the US and Canada of the Småland line, as well as Micki's new Lundby.com website, generated a great deal of discussion. Stay tuned also for information about plans for the 2014 convention, which will be held in the Washington, DC area.

All the members talked about Lundby items they had brought for show and/or tell. Since vintage Lundby transformers are in short supply, Maria has developed her own version of a working transformer; Geraldine showed two vintage Christmas trees, her recent Lundby acquisitions; Colleen was excited to share her find, a rare Queen's Silver Jubilee Royal lounge set, complete and mint in box. Lundby designed the set to celebrate the 25th anniversary of Queen Elizabeth's reign in 1977. Sue displayed a vintage Lerro bathroom and some kitchen pieces shown in Yvette Wadsted's book, *Scandinavian Design in the Doll's House*. Carole talked about her limited storage space and how she would like some good suggestions from members about storing her extra pieces. Another important question from Carole is whether Lundby collectors value empty boxes enough to take up valuable storage space! She'd love to hear from you!

The WLLC meeting was conducted in conjunction with the Dollhouse Toys n' Us Club and Marx Toy and Train Conventions. WLLC member Geraldine Scott, FL, planned all of our fabulous activities. Our eyes were popping while taking in all the museum visits, antique shopping, and ice cream stores! ♥



Photo by Paul Schreiner

Six Flags of Convention Attendees... Wearing wreaths of the flowers of Midsummer, WLLC members surround flags of countries representing those who have attended conventions. Colleen Armstrong, at left, is our newest attendee to add a flag, that of Canada. To the right of the flags are Geraldine Scott, Florida; Maria Cannizzaro, North Carolina; Sue Morse, Virginia; and Carole Thall, Ohio.

The six flags are symbols of Canada, Israel, Spain, Sweden, UK, and US. We're hoping to add more country flags to our collection at the 2014 convention!



The Lundby Convention Guessing Game featured 12 different miniature clocks this year. The winner, Geraldine Scott, guessed 9 out of the 12 correctly. She has certainly been doing her homework! Check out the key to the correct answers on Page 3. Photo by Sue Morse.

Lundby Early Cooking—Pots and Pans A Chronology

By Paige Baird

1 The first evidence of the cooking set is seen in the 1966 catalogue, cat no 6600. This set consists of three grey plastic pots with removable red lids, a black frying pan with an egg flip, a blue kettle and a red wall clock. All the pots and the egg flip have black paint on the tips of the handles. The frying pan has a red paint tip on its handle and is spray painted with black paint on the front.



2 In the 1967 and 1968 catalogues we see the pots, frying pan and egg flip still being sold as cat no 6600. The blue kettle is absent from the photo, however it is mentioned as being part of this set in the Dutch version of this catalogue but curiously not the English version. Was the kettle no longer sold with this set in English-speaking countries or did they omit to mention it was actually part of the set in the catalogue?



3 In the 1970 catalogue, the pots and pans set is still displayed with the black frying pan. However, in the photo of the dollhouse kitchen on pages 1 and 2 we can clearly see the frying pan without the black spray paint. It's possible it may no longer have been painted black from this date onwards. It's certainly far easier to find the frying pan without the black paint on various auction sites.

Lundby often reused photos from previous catalogues in their latest one, even if the product was subtly different they did



not appear to reshoot it. The customer would certainly never notice. Lundby (or their supplier) probably decided it was far cheaper in terms of manufacturing not to spray paint the frying pan and the egg flip handle anymore.

In this catalogue the newly colored red kettle is now introduced as part of the 'Coffee party' set, cat no 6604 with fruit cake and four coffee cups on saucers. Once again previous photos of the blue kettle are reused throughout the catalogue with other furniture. This is the only time we see both blue and red kettles in one catalogue showing an overlap in color change.

4 In the 1972 catalogue, the original pots and pans photo from 1967 is reused. This is the last time we see this set. The red kettle is still part of the 'Coffee party' set, cat no 6604, now with the addition of two candle sticks, a fruit bowl and a silver foil platter.

5 In the meantime, an identical set to the Lundby pots and pans was being sold. The differences were the pot lids were not painted red and the tip of the frying pan handle is black. The kettle is the same mould as the Lundby one but is unpainted.



Underneath the majority of these pots and pans it says 'Hong Kong.' However there is the odd plastic pot that has no markings underneath at all. There must have been more than one manufacturer of these plastic pots.



6 There is also a yellow version of the kettle which is the same mould as the Lundby one. It is a mystery as to its origin, so if anyone can shed some light on this I'd love to know! Here is a photo showing all these

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A Micki "Must See" for Summer: The Lundby.com Website



Front cover of the 20-page Lundby Living magazine. From the [lundby.com](http://www.lundby.com) website.

NEW FOR SUMMER 2013 is Micki Leksaker's new Lundby website, <http://www.lundby.com>, with so much information and inspiration for big and small. In addition to sections on Lundby products, there are departments entitled "Summertime," "Summer Party in your Doll's House," "Style Your Home," "Grow Cress in Pots," "Swedish Design," and the lovely "Lundby Living" magazine, which you can download and print.

Be sure to experience this summer treat! ♥

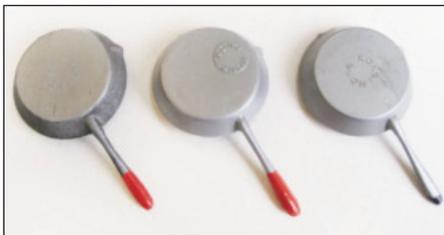
POTS & PANS

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kettles and the bases so you can see how they were painted and particularly the yellow kettle being made from a different plastic, probably cheaper.



7 Here are some images of the three different types of frying pan and showing how the oldest version was spray painted.



Editor's note: Paige Baird of the UK has been a member and friend of the WLLC for many years. Her fascination with Lundby has led her to research and compile information and images for an article about the Lundby early cooking pots and pan sets from 1966-1972. Paige hopes our readers will find all this information very interesting and welcomes any comments or photos of mint-in-box sets that embellish her findings.



Key for Convention Guessing Game

- | | |
|-------------|---------------------|
| 1. Lundby | 7. Caroline's Home |
| 2. Plasco | 8. Lerro/Lundby |
| 3. Shackman | 9. Barton |
| 4. Lundby | 10. Lisa of Denmark |
| 5. Lundby | 11. Lundby |
| 6. Lerro | 12. Lundby |

How did you do?



Rare Lundby boy doll. Courtesy of eBay seller.

Unique Lundby Doll on eBay

By Sue Morse

CORRECTION: THE ASSUMPTION that the "Lundby Doll Never Seen Before," pictured in an article from the April 2012 newsletter, is a girl doll was incorrect. Recently, **Paige Baird**, UK, revealed some new information about this first-ever Lundby doll. It's a boy, not a girl doll! And there is also a girl doll! If you are interested in more about these rare dolls, be sure to read the October issue!

Do any members have these dolls in their collections, especially MIP, or know when and where they were sold? If so, please send photos for the article. ♥

Lundby Connections

NEW MEMBER Marilyn Jewell of Alberta, Canada, writes that she found a Lundby dollhouse about a year and a half ago, and "fell in love with it." That statement has a familiar ring to it! Marilyn enjoys the website and has learned so much about her house. Here's a photo of her 1975 Gothenburg.



A 1976 LUNDBY DOLLHOUSE will be one of the items at auction at the **Red, Heart & Soul** November 12 gala at the Ritz Carlton Hotel in Tysons Corner, Virginia. The pictured Stockholm was donated to the WLLC by Joanne Brunke of Hoffman Estates, IL, after she realized her daughter's interest had waned. We decided to pass it on to Devotion to Children, <http://www.DevotiontoChildren.org>, a charitable organization committed to providing access to high quality educational and childcare programs for children aged six and under from economically disadvantaged families.

What better purpose for this Lundby dollhouse than to raise money for young children.



REVEALING RESEARCH on the Bild Lilli doll, which was featured in the April 2013 MIF article about Bibi Akerud, Sweden, inspired Linda Hanlon, Virginia, to share images of two Hong Kong Lilli dolls from her own collection. The Barbie look-a-like is 11 1/2" tall while the doll in the package measures 8" in height.



THE SWEDISH ROYALS have visited North America again, and were big in the news! The occasion for their presence was the 375th anniversary of the arrival on these shores of the *Kalmar Nyckel*, which carried Swedish settlers to Delaware in May 1638. King Carl XVI Gustaf and Queen Silvia also attended a number of ceremonies in Washington, DC, New York, and Philadelphia before landing in Wilmington, Delaware. ♥

Photo by Sue Morse



Sue and Peter Kopperman, along with their son David, who graduated from high school this year, pose in front of their Midsummer pole, which decorated the back yard at their store. Inside are so many delights for Swedophiles to purchase!

Midsummer in Sweden and the US

THE KLARADAL KOPPERMANS celebrated Midsummer twice this year, once at their store in Olney, Maryland, and then again in Orsas, a small town in Sweden. Three generations of the Kopperman family were present. It was a very special day for son David because he helped to carry the midsummer pole to its position for dancing. It was Sue's best Midsummer celebration to date.

Check out Sue's blog at <http://klaradal.blogspot.com/> for lots more photos and details of the Kopperman's trip to Sweden.



Excitement Builds for Småland in North America

PLANS ARE PROGRESSING for the launch of the Lundby Småland distribution in the US and Canada. Very soon we will be hearing what retail stores will be selling the Småland, the renamed Gothenburg, mainstay of Lundby dollhouse design. Photos of items from the 2013 Lundby catalog can be viewed on the Members Only page at

<http://www.toysmiles.com>.

Below is information from www.lundby.com with the address of Lundby North America and the contact information. More details will be unveiled soon about how the launch will be conducted.

Lundby North America, One Corporate Blvd., Grantsville, MD 21536
855/431-3920 info@LundbyNA.com

Looking for Lundby and Finding Lundby Plus

By Sue Morse

WHAT FUN IT IS to roam the thrift stores, charity shops, garage sales, antique malls, and/or eBay looking for Lundby! One of my fabulous finds on eBay was a mint set of Lundby Plus, #9460, the very rare wooden furniture that you can fit together into several combinations.

The set appears only in the 1988 and 1989 catalogs. Interestingly, the 1988 catalog refers to the furniture as Lundby Plus, but it is renamed the Build-Your-Own-Furniture Set in the 1989 catalog.

If you make a great summer find this year, please tell us about it and send a photo for future issues! ♥

The separate wooden pieces of the Lundby Plus set fit together with removable pegs. Photo from 1988 Lundby catalog. ➔



One of my greatest finds! Photo from the Morse collection.



This Swedish mini-stuga beckons us back to nature and nostalgia.

Have You Ever Seen a Mini Stuga?

SWEDISH STUGAS are cottages, usually built close to a lake as a vacation home. Here we have a mini stuga playhouse! Last September Hal and I came upon this adorable house fashioned after a stuga, as we walked along the path around Lake Helga. The lake is adjacent to the St Sigfrids Folk High School campus where we stayed during our visit to nearby Gemla and other destinations in Småland.

Wouldn't you like to peek inside? ♥

Lundby Images from the Netherlands

A GENTLEMAN from Amsterdam, Wilbert Swinkels, sent us two vintage photos of a Lundby dollhouse from the 1966 and 1967 Hausemann & Hötte toy catalogs. Has anyone seen this material before?



Photo by Sue Morse



Photos courtesy of Chris Courtman

Q: Is this a Lundby house? The open plan, widely utilized by architects in the 1950s and so well executed in this mystery “Lundby Look-Alike” dollhouse, created a plaything that looked as real as the houses the children lived in.

A: No, it’s a 1955 Betsy McCall dollhouse!

Lundby Look-Alike Dollhouse Identified

By Sue Morse

MANY SCANDINAVIAN manufacturers copied Lundby’s design for their own dollhouses. The pictured “Lundby Look-Alike” dollhouse proves there were many Lundby “wannabes” all over the world, not just in Scandinavia!

While visiting the Museum of Miniature Houses in Carmel, Indiana, I first saw

one of these dollhouses, a recent acquisition of the museum that no one seemed to be able to identify. Although I agreed that it looked like a Lundby house, I knew it wasn’t. Fortunately, my search to find out its origins and history didn’t have to reach very far.

Carolyn Frank, VA, my discerning partner in the We Love Lundby Club, knew its identify immediately. “It’s a 1955 Betsy McCall* dollhouse,” she said. Carolyn had just recently won a pattern for the house from McCall’s magazine on eBay. Plus she had the magazine article showing the house and the contents! Readers could order the plans for 60 cents and build it from plywood. The house was slightly larger than 1/16, but not quite the traditional 1/12 in scale. Overall dimensions of the Betsy McCall dollhouse were 51 inches wide by 11 ½ inches deep by 18 ½ inches high. One unique feature of the house is the storage drawer beside the steps on the bottom right-hand side.

Carolyn also acknowledged that the English company A. Barton & Co. (Toys) Ltd. (the forerunner of Caroline’s Home) later copied the Betsy McCall design. *It is*



The plan of the Betsy McCall dollhouse is shown on Page 1 of the building instructions.

unknown whether their use was with or without permission. The kit originally sold for GBP 5.10.6 (five pounds, ten shillings, and six pence). Undoubtedly, Barton was drawn to its design because it looked so Lundby.

No one knows how many of these beautifully designed houses from 1955 (they had to be built from the plans provided) still exist today. As proven by the one sold this year, they do show up now and then on eBay. ♥

*Betsy McCall made her debut in May, 1951, as a paper doll in McCall’s magazine. The Ideal Toy Corporation transformed her into a 14” doll in 1952, and in 1957 McCall’s issued a license to the American Character Doll and Toy Company. American Character made Betsy in various sizes, but the 8” size is the most beloved by collectors. While Betsy herself was not scaled for dollhouse play, Betsy’s dachshund puppy, Nosey, has been found in an approximate 1/16th version. (Thanks again to Carolyn for these added facts about Betsy McCall.)



Remember September 6 “Small Homes ♥ Big Heart Day”

Please send photos of your celebrations of the first Anniversary of the Gemla Gathering!

Editor’s note: In early July a collector named Chris Courtman notified me that she had purchased a dollhouse on eBay that was advertised as Lundby. As soon as I saw the photo, I knew it looked familiar, but it wasn’t Lundby. Thinking it might be a European house, I emailed Elisabeth Lantz, Sweden; and Heike Krohn and Karin Schrey, both members from Germany, to ask if they could identify the house. Meanwhile, Chris emailed me back saying she had discovered that it was a Betsy McCall dollhouse. Once she told me that, I kicked myself, because I had written an article eight years ago on this very house! Dah! The article is an updated version of my column, “Calling all Lundby Lovers,” in the winter 2005 issue of The Dollhouse Toys n’ Us newsletter, copyrighted by the editor, Geraldine Scott, Englewood, Florida.

Members in Focus

THIRTY-SECOND IN A SERIES OF ARTICLES

By Sue Morse

HAVING COLLECTED LUNDBY for nearly four decades, Carole Thall, OH, has gained not only a large number of miniatures, but also valuable knowledge to share with other Lundby lovers! Carole's first Lundby dollhouse, the Gothenburg shown with the dust cover in the September 2010 issue, was purchased in 1975 for \$25, plus \$5 for the dust cover.

Carole adds, "That price was expensive then, and I wish I could have bought all the other Lundby items the Lazarus Department store in Columbus was selling!" It has taken Carole most of those 40 years to add to her collection, and she is still working at it!

There was much excitement when Carole's son's vacation schedule worked out for her to travel from Columbus to Wheeling so she could attend the June convention. Her enthusiasm was catching! She had such a good time that her girlfriend told her that she must go every year!

Born in Chicago, Carole moved to Columbus, Ohio, when she was a teenager. After taking classes at the Columbus College of Art & Design, she followed the path of her father, who was employed by the Federal government. Carole worked for the Ohio state government for more than 37 years and also at several retail jobs on and off over the decades.

During those years she acquired 50 dollhouses from garage sales, flea markets, eBay, and Craig's list. We all know what Carole means when she states, "The thrill of finding and acquiring them is a high."

Carole's treasures were well loved, but the sheer number strained her storage capability. In the last few years, she has been downsizing so she can concentrate on her miniatures and other endeavors. She shares her house with her 32-year-old son and six cats. Lucky for her son and her pets, she is a very good cook. Her friends always request her sweet and sour meatballs, BBQ brisket, and rum balls.

Lundby's early Rococo items are Carole's favorite pieces. When asked what Lundby pieces she's still seeking, she answered, "Any pieces I don't have, and since seeing catalogs I don't have...too much! LOL! I plan on producing a list with catalog numbers. Hopefully someone will have extras or spares they would be willing to sell."



Photo by Sue Morse

In addition to Lundby, Carole has collected many other vintage lines, such as Petite Princess, Ideal, Renwal, and others. No wonder she was "in heaven" while she was on the tour of the Kruger Street Toy and Train Museum in Wheeling.



Photo by Aaron Thall

Carole's Gothenburg dust cover, cracked, brittle and yellowed from age after almost four decades, still fits her dollhouse just perfectly.

July 2013 Membership Update

WELCOME to our three most recent club members, Marilyn Jewell, Alberta, Canada; Diane Pearson, UK; and Laurie Molnar, Louisiana. We also welcome back Paige Baird, UK. An updated 2013 Membership Directory, including address and email changes, will be emailed or mailed to all members.

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 US; \$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. ♥

We hope the Lundby designers at Micki are listening because Carole would like to see a redo of the ping pong table, and possibly some sporting equipment like golf clubs and bag. She says it would be nice also to have a working Lazy Boy chair and some ceiling fans!

Carole admits that "she just really enjoys and appreciates people and beautiful things." That trait has led her to Lundby. Her energy is so electric that she lights up everyone around her as well.



Coming Up in the October 2013 Issue

- More on Småland Distribution
- More on Early Lundby Dolls
- Member Profile



The Lundby Letter is published triannually 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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THE LUNDBY LETTER

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