

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



Lundby Collectors Celebrate Early Christmas with 2013 Småland Items



Two 2013 Småland holiday sets are available in stores in North America. From the 2013 Lundby catalog.

JUST IN TIME FOR THE HOLIDAYS, cartons and cartons of Småland boxes are arriving at stores in North America, as well as other countries in the world. Collectors are celebrating the relaunch of Lundby sales in approximately 50 toy outlets in the US and Canada.

Although the entire new line isn't yet available, there are two sets with a Christmas theme for sale currently at Cheeky Monkey Toys and Amazon.com, as well as other online sellers. Those are the **Tree set**, which includes a tomte, a traditional goat, and packages for under the electrified tree, one of which is wrapped in the shape of a Lundby dollhouse; and a **Fireplace set**, containing a stocking-laden fireplace with advent candles, a package to fill, and a charming new painting by artist Lisa Rinnevu.

There's more good news from Dexter Chow of Cheeky Monkey Toys in California! He writes that they also have in stock the new Lundby US/Canadian transformer! Free shipping is included with orders for \$100 and over. ♥



Photo by Paul Schreiner

Maria and Jennifer pause for a portrait after a tour of Maria's growing Lundby corner of her extensive dollhouse collection.

More Stories of September 6—Small Homes, Big Heart Day

By Sue Morse

A YEAR HAS PASSED since our extraordinary visit to Gemla, Sweden, to celebrate Lundby's 65th anniversary on September 6, 2012. Those lucky enough to gather in Sweden last year yearn to relive or renew the enchanting days we spent together.

Four of the Gemla Gatherers did just that this past summer! Jennifer and Wayne Roskamp, Georgia, traveled to the Mooresville, North Carolina, home of Maria Cannizzaro and Paul Schreiner, for a reunion in July.

Maria sent the photo (above right) to show their Lundby smiles.



Peter Pehrsson, Sweden, created a new version of a Lundby rug with the 65th anniversary logo for each of us to take home as a memento of our trip.

Some remembrances of the visit turn out to be the kind that we don't necessarily think are important at the time, but later they make an impact on us.

At the end of that spectacular day, I was getting ready for bed at S:t Sigfrids, when I noticed that one of my earrings was missing. It was nowhere to be found. Somewhere between Gemla and Växjö

and S:t Sigfrids, the other earring slipped off my ear. It remains on Swedish soil to this day. ♥

Sue's remaining earring is waiting for its match to be found! It was a gift from fellow member Linda Hanlon, VA.





Photo by Sue Morse

Lundby lovers, with a Stockholm dollhouse in the background, are left to right Helen Guest, Virginia; Barbara Dugan, Maryland, and Sonja Spahn-Willy, Switzerland.

Swiss Lundby Collector Pays a Visit to the US

ON A PLEASANT DAY IN OCTOBER, three miniature collectors, Helen Guest, Virginia; Sonja Spahn-Willy, Zurich, Switzerland; and her dear friend and fellow doll collector, Barbara Dugan, Annapolis, Maryland, joined Sue for lunch and a tour of her Lundby collection. A good time was had by all! We look forward to the next time we can be together to pursue our Lundby passions! ♥

A Belated Thank You and Salute to Micki

By Sue Morse

THANK YOU TO ALL our wonderful friends at Micki headquarters, on behalf of the 60 members of the We Love Lundby Club, for hosting our special 65th anniversary celebration last September. It wouldn't have been special without your efforts.

Whenever a great company is formed, there must first be ambition. Then there is achievement!

Lundby's founders, Axel and Grete Thomsen, at the time about 40 years of age, must have had tremendous ambition to start their company at the end of World War II. With a similar zeal of entrepreneurship, the Aronsson family had already formed Micki Leksaker in 1944. Micki has reached its 69th year of business, an awesome achievement.

Micki Leksaker has a tremendous advantage of knowing its history because one family has remained in charge of the company throughout the years. Lundby, however, had a number of transformations and changes in leadership during its history. The first was a merger with Lerro in 1960, then, after a flourishing period in the 1970s, a bankruptcy and sale to the Stephen Karlsten group in the 1980s. There was a final sale in the 1990s, first to the Danish company ScanBox, and finally to Micki Leksaker in 1997. Those unsettled times in Lundby's history make research on the company very challenging!

Can you hear all of us who love Lundby breathe a sigh of relief that now the Lundby line is shepherded by a sound and successful Swedish company? Micki Leksaker is Lundby's future! ♥

“But It Looks So Real!”

By Renee and George Ganim

THE SUBJECT TODAY is the Lundby washer/dryer. This will be the last of this series, since we have exhausted the subject. Future articles will be more oriented toward a cultural theme.

About 20 years ago, I had occasion to stay in an apartment in London. In the kitchen was a washer/dryer, which had little similarity to the Lundby version. In fact, it certainly resembled an American washer OR dryer, both front load versions.

So there it is—it looks so real. End of story?



So now what? The following facts have been researched to be true:

Statistics show that sales of dolls and related miniatures have shrunk in the last two decades.

Psychologists report that little girls do not wish to have a career of “cooking and cleaning.”

Progress in social media leads us to believe that 10 year olds, or earlier, are capable of handling Facebook, Tweeting, taking instant photos with their I-Phones and then emailing them to friends, and of course, the all mighty TEXTING!



So what does all this mean? Does it mean that the imagination has been killed? Or has the explosion of sales in the very violent “Play-Stations” and “phone apps” and violent action figures and cartoons caused a switch in the trend of children's imaginations? Is that why we NEVER have child customers, only adults looking to rebuild “their” childhood memories?

Perhaps this is how we explain the following incident: Several months ago we shipped a Lundby washer/dryer to the UK, to a customer who spoke fluent English, and agreed to pay our normal registered shipping fee of \$22.50 plus postage. Now can you guess the rest? I bet you can! We woke up one morning to find an eBay claim opened against us by a customer who claimed he received an “item not as described!”



Shall we say this “slightly out of touch with reality” eBayer was expecting a REAL WASHER/DRYER SHIPPED TO THE UK FOR \$28.00! We never laughed so hard in our lives! We couldn't help it! Here is an item listed under “Dolls & Bear” Dollhouse Miniatures, and we had the word “DOLLHOUSE” right in the title. Not to mention the fact that the description clearly stated it would fit any 1/16th INCH dollhouse home! Not to mention the fact that normally appliances are described with their necessary volt supply, and that US would be 110 volts and UK would be 220 volts! Obviously this buyer had not even READ THE TITLE, ITEM DESCRIPTION, ANYTHING!

So as this is our last article on this now worn out subject, and as this one is a BIG SENDOFF, did this “mistake” occur because:

The item REALLY did look so real? OR,

The poor Global economic conditions drive the “Hope” that a bargain such as this could actually be obtained?? In effect “NEGATIVE IMAGINATION.”

It's been a pleasure and we hope our articles were entertaining. As I

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BUT...!

continued from page 2

said, “this is some send off!” We look forward to writing other more culturally-oriented articles in the future, such as the one we wrote on Summer in Sweden with a reference to the Scandinavian slave trade. That article in the July 2012 issue of *The Lundby Letter* received more responses than all the “Looks So Real” articles combined! So we will try to come up with occasional educational and thought-provoking articles in the future. ♥

All the best, Renee & George Ganim

Editor’s note: Renee and George’s column has appeared in The Lundby Letter for five years (since the June 2008 issue). Thanks for sharing many fabulous insights in your musings about Lundby!

♥ *The front loading Lundby washer/dryer, #2570 introduced in 1980–81, depicted in this article is from the collection of Sue Morse who provided the photo.*

Follow Ups on Lundby Pots and Pans

LOTS OF POTS AND PANS have surfaced since the article in the July 2013 issue of the newsletter. The author of the feature, Paige Baird, UK, sent another photo of a mint Blue Box set. In addition, Sue purchased a set on eBay made by Shackman. ♥



The Shackman set (top) made in Hong Kong also got into the act! One lid and the egg flipper are missing. From the Morse collection. The Blue Box kitchen set shows the identical pots and pans. From the Baird collection.



Photo courtesy of Lillian Johansson

THE FIRST LUNDBY DOLLS

By Paige Baird

THE EARLIEST KNOWN Lundby dolls were likely to have been sold during the latter half of the 1960s. They were little girl and boy dolls, catalogue numbers 1030 and 1040. The little girl wore a yellow dress with a blue flower on her collar. She had blonde bunches (pony tails) and a red bow in her hair. The little boy was dressed in white trousers and a blue top. Neither of these dolls appear in any known catalogue from this period. You can see how they looked in this early packaging.

Later versions of the boy doll were sold with white shorts (presumably it was now summer time). You can see him here in this post 1970 packaging.

ber bendy dolls and often sold them to other toy companies. The Lundby children were some of the earliest rubber dolls made with fake hair during the 1960s. Previous ARI dolls had moulded rubber hair. Here is an example of the full ARI family and the strong similarity between the girl and boy dolls to the Lundby children.

It’s also possible that the Lundby boy doll came with red top and white shorts, although we have yet to see one mint in box.



Photo from eBay seller



From the Baird Collection

These early Lundby dolls probably originated from West Germany as they are identical to German ARI dolls, which had already been in production for several years. ARI were major producers of rub-

Once again you can see how similar the Lundby dolls were in comparison to ARI dolls sold around the same time.

It wasn’t until 1975 that we were able to see the first complete Lundby family. By then, these little dolls were no longer in production. ♥



Photo from eBay seller



From the Baird Collection

Lundby Connections

YOU NEVER KNOW what will pop up on eBay! One of our club's 60th anniversary stickers from 2007 is currently listed as a Buy it Now for GBP 10.00! Many of us, like eagle-eye member Charlene Williams, Florida, watch eBay for Lundby items on a regular basis. Could this sticker be the same one that showed up about a year ago in a large lot of dollhouse furniture?

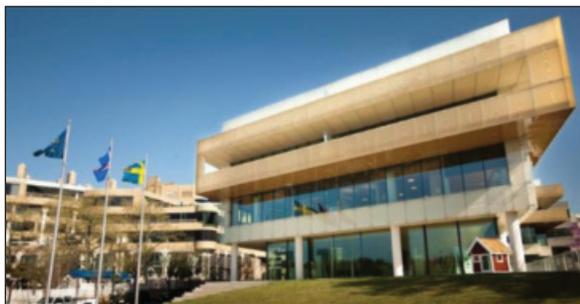


NEW MEMBER Jutta Bogut, Denmark, sent us a photo of one of her 12 Lundby dollhouses, purchased at an internet auction in Stockholm. Jutta sent the photo to Elisabeth Lantz, Sweden, who told her that her house is from 1963. Don't you love the early furniture and accessories!



ALL THE ARONSSONS at Micki Leksaker are celebrating their growing family! Kristina Aronsson, Product Development Manager, gave birth to a baby boy, named Tore, on October 4. He joins 3 year old sister Signe.

REMEMBER THE BETSY MCCALL DOLLHOUSE shown in the July 2013 issue? Marion Osborne, UK, sent us a photo from the 1966 Barton catalog to show how "exceedingly similar" their house was to the Betsy McCall pattern. Marion hopes to finish her book on Triang, Spot On, Dollie's Home and Jenny's Home by Christmas.



The Swedish Embassy, aptly named the House of Sweden, www.houseofsweden.com, is situated on the Potomac River in Washington, DC. Note the little red Stuga at the right of this beautiful building, which opened in 2006. Photo courtesy of the House of Sweden website.



Photo by Sue Morse

Sue Kopperman poses near a Mora clock and an 1839 painted cabinet, just two of many Swedish antiques available at Klaradal, www.klaradal.com, in Olney, Maryland.

WLLC to Celebrate 10 Years at 2014 Lundby Convention

PUT THE DATES of September 17–21, 2014, on your calendars for the 10th anniversary convention of the We Love Lundby Club. Plans are underway to gather in the Northern Virginia area so that we'll have easy access to visit the House of Sweden and other attractions in Washington, DC; and arrange stopovers at member Sue Kopperman's Swedish store, Klaradal, and the Gaithersburg Doll Show, both in Maryland; along with sojourns to antique and thrift stores and member's collections in Virginia. The last time the WLLC met in the Washington, DC, was 2007 for our third annual convention.

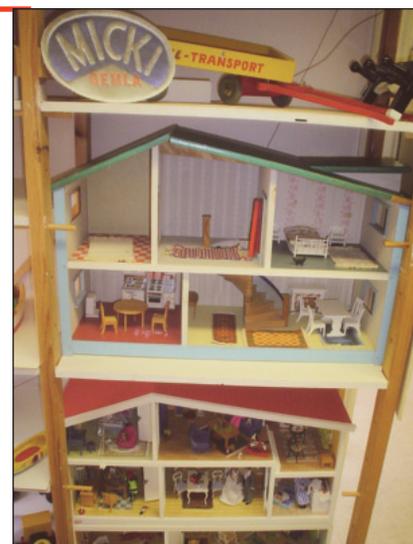
Not only will we celebrate the 10th anniversary of the WLLC, we will also mark the 2nd anniversary of our visit to Gemla, the 67th anniversary of Lundby, and the 70th birthday of Micki Leksaker!

Stay tuned for information about travel and lodging accommodations for 2014. We look forward to another wonderful international Lundby gathering. ♥

Two Dollhouses by Micki Leksaker Span 40 Years

ONE OF OUR STOPS during the September 6 visit to Micki Leksaker was the nearby Gemla Toy Museum, which celebrates the toy industry in Gemla. Many of the attendees huddled in one area of the museum to view and photograph a special exhibit—an early Micki Gemla dollhouse from the 1960s and the newly updated Lundby Gothenburg dollhouse introduced by Micki in 1999, a span of almost 40 years.

The Micki dollhouse appears to be a bit empty. Since Micki Gemla did not make its own dollhouse furniture, perhaps some club members have extra vintage Lundby pieces to help furnish the Micki Gemla dollhouse? ♥



Photos by Jennifer Rosskamp

◆ The Micki Gemla dollhouse at the top and the Lundby dollhouse below, both produced by Micki Leksaker.

◆ The Gemla Toy Museum opened in 1984.



"Enchanted" Catalog Page Reveals Original Prices from 1971

Editor's note: This black and white page showing a Lundby dollhouse and its accompanying furniture is reproduced from a catalog from *The Enchanted Doll House* in Manchester Center, Vermont. The shop was one of the best of its kind, a place that could make children's dreams come true. Unfortunately, it closed several years ago.

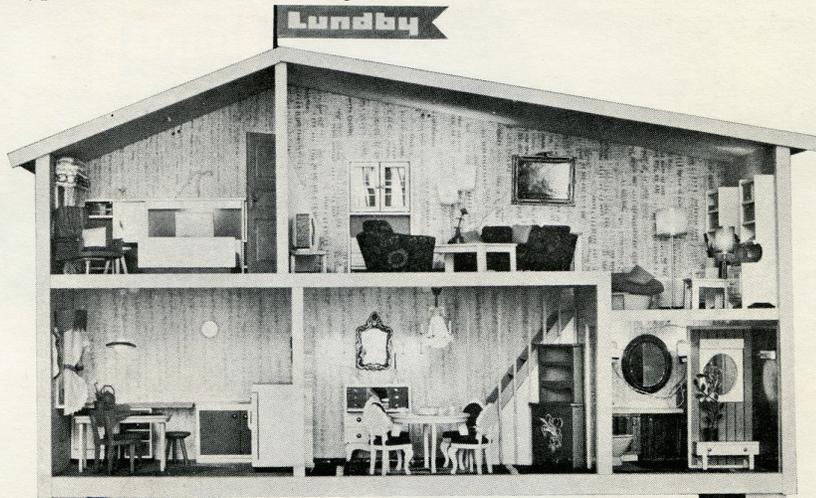
Many thanks to member Maria Cannizzaro, North Carolina, for sharing this special advertisement in *The Enchanted Doll House* catalog from 1971.



DOLL HOUSE AND FURNITURE FROM SWEDEN

by Lundby

This is a very complete dollhouse for a child 5 years and up. Attractive, electrically lighted, it is scaled $\frac{3}{4}$ " to 1". All kinds of fascinating accessories are included and more that can be added.

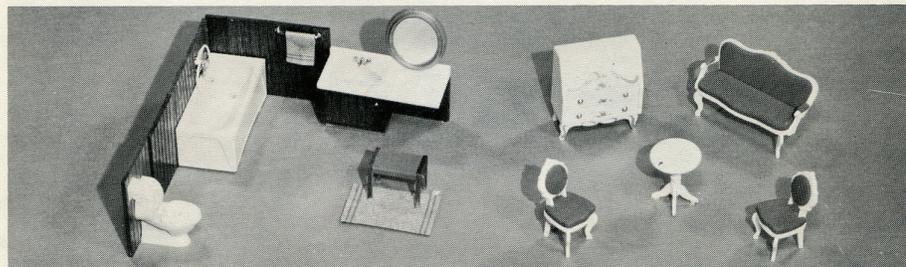


"SIX ROOM FURNISHED HOUSE WITH STAIRWAY" - 26" w x 15 $\frac{1}{2}$ " h x 10" deep. Complete kitchen, dining room, bath, hall, library, living room, bedroom, complete accessories, pictures, clocks, curtains, lamps, rugs, mirror. Each room lighted electrically. Transformer included. 17 - 6011 - \$110.00 Exp. Col.

DOLLHOUSE WITH STAIRS unfurnished but wired.* 17 - 6010 - \$ 38.00 Exp. Col.

Furniture sets separately, All $\frac{3}{4}$ " to 1":

KITCHEN SET	- 17-9272 - \$8.00	HALL SET	- 17-8100 - \$4.00
QUEEN ANN DINING		LIBRARY SET	- 17-9540 - \$7.00
ROOM SET	- 17-9305 - \$7.00	LIVING ROOM SET	- 17-9530 - \$7.00
BATHROOM SET	- 17-8812 - \$5.00	BEDROOM SET	- 17-9720 - \$7.00



To give you an idea of a few more separate sets; Clock-wise:
 MAHOGANY BATH SET - 17-9886 - \$8.00
 SALON SET - 17-9418 - \$8.00
 GARDEN SET WITH SWING - 17-9802 - \$7.00

*Note: We can sell you a complete electrical set with all wiring, lamps needed and transformer to convert your own doll house and magically light it.
 FULL ELECTRIC SET UP - 17-6565 - \$25.00



FOUND:



Sue Kopperman took these images of the Micki golf game on her cell phone.

An Old Micki Golf Game

ON MY LAST VISIT to Klaradal, Sue Kopperman showed me these photos of a vintage Micki toy, a golf game. She purchased it during one of her shopping trips to Sweden, and realized later that it carried the Micki logo.

We wonder if any of our members either own or have photos of old Micki toys. Perhaps they too should be in the Gemla Museum! ♥



Can Rune Characters be Translated into English?

REMEMBER THE PHOTO in the July 2013 issue of the Kopperman family at Klaradal's celebration of Midsummer? Did anyone besides our graphic artist, Don Christian, notice the runic inscription on David Kopperman's shirt? The reason that Don spied the characters is because, taking a course in calligraphy, he became interested in non-Latin alphabets. Among those that piqued his interest was Futhark. Starting in about 150 AD, the runic alphabet was used to write various Germanic languages before the adoption of the Latin alphabet. After Christianity came to Scandinavia, the various versions of Futhark were adapted or Latinised into Medieval Futhark and used occasionally for inscriptions and decoration.

David Kopperman's mom, Sue, told me she purchased the shirt at the American Swedish Museum in Philadelphia. At the time of her purchase, she was told that the characters say, "If you can read this, you are a Viking." Don comments: Indeed, that is what the letters spell out—English written in a Futharkian alphabet. The only change needed was to substitute a *k* for a *c*. *C* does not exist in Futhark.

Lundby made the child's table, with rune characters, but Don assures us that they have no particular meaning. ♥



Photo by Sue Morse

With Estonian DNA in his background, David is truly a Viking, whether he can read the rune characters or not!

A Lundby Julebok for your Dollhouse or Tree

A JULEBOK WITH HIS SPECIAL RUG harkens the upcoming holidays. Greetings to all We Love Lundby Club members. The Julebok (Yule goat) is one of the oldest Scandinavian and Northern European symbols of Christmas. ♥



October 2013 Membership Update

WELCOME to our new club member, Jutta Bogut, Denmark. 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 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. ♥



Photo by Marion Osborne

Coming Up in the April 2014 Issue

- Member Profile—New Distributor of Småland in North America
- Early Micki Toys
- More on Early Lundby Packaging

Lundby 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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