

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

LUNDBY CHRISTMAS CHEER FROM ROY'S WORKSHOP

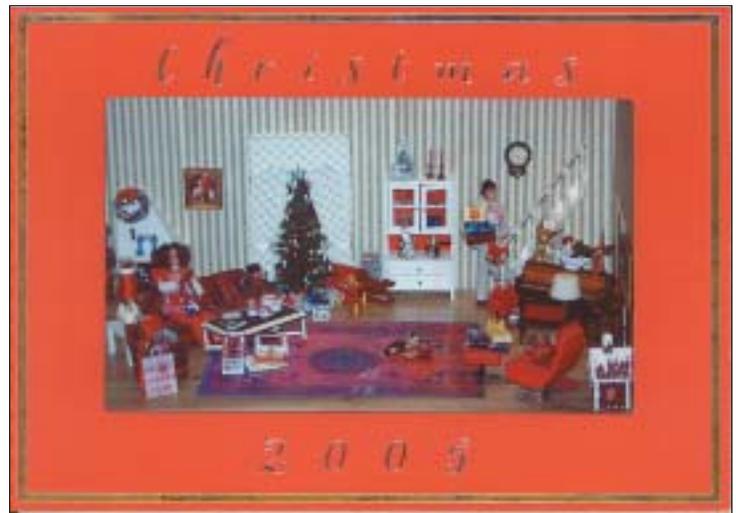
FOR ALMOST 15 YEARS, CREATING CHRISTMAS CARDS has been an essential part of Roy Specht's holiday preparations. Roy began collecting dollhouses in the early 1960s and decorated each and every one for Christmas. Then one year he photographed his custom house all decked out in holiday ornaments. The photo turned out so well that he decided to use it as a Christmas card.

That was the beginning of 14 special cards, as of this year, with a different dollhouse grouping each year. He has featured Plasco, Petite Princess, Marx Little Hostess, Ideal, Reliable, Young Decorator, Jaydon, Renwal, Sonia Messer, and outside Christmas scenes with the Keystone "Birches" and Sounds Like Home, all from his collection. His two favorites are the Sonia Messer card (2002) and the Mr. & Mrs. Claus card (2004).

Since Roy joined the We Love Lundby Club, he has experienced a revival of interest in Lundby of Sweden dollhouses. Specifically, he wants to recreate his daughter's 1974 Lundby house as closely as he can remember it. After acquiring an early 1970s house to use in his 2005 Christmas card, he's currently trying to regain the pieces of furniture that were in her house. Fortunately, Roy kept the swimming pool and patio pieces because he thought they were unusual.

Enjoy Roy's rich imagination in this greeting. His workmanship is equally as good as any commercially-made cards that highlight the miniature world. Did you notice the mini-We Love Lundby Club bag, all the red

furniture, the mom in a red outfit, and the pair of rare candlesticks? ♥



*Special thanks to Roy Specht for sharing his 2005 Christmas card with all of our members.
GOD JUL!*

We Love Lundby Club Mini-Convention Is Fun for All

THE WLLC'S FIRST MINI-CONVENTION was held September 17, at the Best Western-Morristown Inn in Morristown, NJ. We were all warmly greeted by Maria Cannizzaro, the hostess for the 2005 Dollhouse Toys n' Us Convention, our "mother" Club. All mini-convention attendees were members of both clubs. Linda Hanlon served as secretary for the meeting, so she deserves kudos for recording the information in this article. Although Carolyn Frank was unable to attend, she sent a lovely flower arrangement for all of us to enjoy. Several favors and mementos, including gifts from Lynne Stierman and her Northern Virginia dollhouse store, Once Upon a Time, were provided in We Love Lundby Club bags.

The members in attendance agreed the club's major issues are to increase membership and strengthen outreach, to find a new distributor of Lundby products, to

Continued on page 2



Roy carefully creates his beautiful card.

Photo by Bob Scott.



There's no pal like a Lundby pal: (Left to right) Geraldine Scott, Englewood, FL; Roy Specht, Reno, NV; Sue Morse, Falls Church, VA; Maria Cannizzaro, Morristown, NJ; George Mundorf, New York City, NY; Linda Hanlon, Fairfax, VA; and Judy Mosholder, Boswell, PA.

Mini-Convention—continued from page 1

compile a reference manual (with photos) of Lundby dollhouses and furniture, and to make plans for future get-togethers.

Maria made an excellent suggestion that we assemble a list of miniature dealers' websites to spread the word about the We Love Lundby Club. If the dealers are aware of our Club, they can steer interested Lundby collectors our way. Please send your dealers' names and email addresses to Sue at toysmiles@aol.com and she will contact the dealers.

BEWARE OF “WEEPING” STICKY VINYL

By Sue Morse

ONE OF THE GREAT BENEFITS of being a member of the We Love Lundby Club is that we can share the bad news as well as the good news about our individual houses and furniture pieces. If a problem is identified, someone has usually found a solution. Enter the “sticky vinyl” syndrome. It's enough to make a grown person weep!

Louana Singleton, Evansville, IN, wrote that she had discovered an annoying defect in a charming piece of Lundby furniture, the chesterfield sofa, #9528, shown in catalogs between 1986 and 1990. She lamented that her prized piece had “wept” a red stain onto the floor of her Stockholm house.

Knowing that I also owned a chesterfield sofa, she asked if I would see if the same problem existed with mine. Sure enough, without my earlier noticing anything amiss, my sofa had also “wept” onto my Gothenburg floor as well as onto the tips of the curtain hanging above.

Soon afterwards I mentioned the problem to my partner Carolyn, who also collects Ginny and other vinyl dolls. Her experience and research yielded the following information about sticky vinyl: “It was most prevalent in the mid-1960s to 1970s when doll manufacturers switched from the hard plastics (really a very hard vinyl) to the softer vinyls. The softer vinyls initially were not molecularly stable, so frequently with time, they turned ‘sticky,’” she pointed out.

As a solution, she suggests using a *non-acetone* nail polish remover (Cutex™) to clean hard plastic and vinyl. It must be used with extreme

care, however. “Try it first on a very small area to ascertain if it would substantially remove any color,” she advises.

According to Carolyn, the sticky vinyl problems were generally eliminated in the 1980s because the vinyls improved. Unfortunately, Lundby wasn't aware of the “weeping” problems with vinyl when they created the chesterfield sofa. The solution of the *non-acetone* nail polish remover, alas, is not a permanent one. Even with multiple applications of the nail polish remover to my sofa, I have found that the stickiness never completely goes away. Just be aware of the condition and be careful not to place your sofa directly on the floor of your house. If any of our members has found another method, and more importantly, a means of removing the resultant red stain, please contact me. We are open to trying all recommendations. ♥

Four different red living room suites (Lundby, Lisa, Barton, and Caroline's Home) were used for the Guessing Game. Roy Specht correctly guessed three out of the four, so his prize was the vintage Lundby wall clock shown in his Christmas tableau. Roy also won the Lundby Christmas tree during the regular convention gift exchange. During “show and tell,” Geraldine Scott showed her special Lundby find, a red Scandia trunk, which she purchased at a nearby antique mall for \$4.00. This eagle-eyed collector also later found a Lundby car for \$12.00! George Mundorf displayed three mystery pieces of wooden furniture that he had recently acquired. Judy Mosholder identified the Dol-Toi television set and Sue Morse later recognized the early Lundby buffet. However, another piece remains unidentified, and it appears elsewhere in this newsletter. Please help George find out what company made this lovely piece. All members expressed excitement for the continuation of our mini-convention in 2006 at the same time and place as the Dollhouse Toys n' Us Club gathering. More information on those plans will be in a future issue. Looking ahead to 2007, our group agreed that we'd like to hold the WLLC convention in Sweden to celebrate Lundby's 60th anniversary! Mark your calendars. ♥

Lundby Lore

By Carolyn Frank

LUNDBY OF SWEDEN expanded the play value of their dollhouse line in the 1970s by the introduction of two *movable* pieces—a **Hall Corner** and a **Sauna**. The items were unique in concept, as they allowed children to easily create additional rooms in their houses. Comprising two sections each, one longer in length than the other, the units were glued together in right angles to form “walls.”

The Hall Corner, the rarest of the two items, was listed in the English editions of the 1970/1971 catalogs as, “Hall corner, with rack, mirror, illuminated.” It was designated: #8100. In the Swedish catalog for 1970, it was called a Hallvägg (hall wall).

Standing 5"/12.5cm in height, the Hall Corner's approximate lengths were: longer section with attached coat rack, 4 1/4"/10.62cm; shorter section with attached light, mirror, and low table, 2 1/2"/7.5cm. The

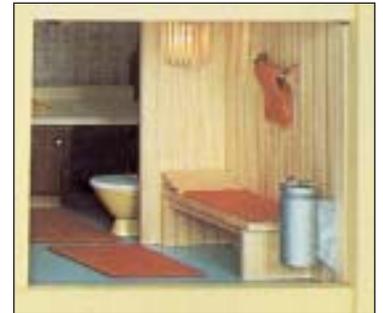
width was 1/4"/6.5mm. The item was constructed from pressed wood fibers, e.g., Masonite™. The sections were covered with an adhesive-type paper in red-orange with brown stripes, and the wooden coat rack, mirror frame, and table were painted white. The pegs on the rack and the knobs on the non-functional drawer of the table were small brass nails. Although the Hall Corner possessed an actual mirror, it was not as realistic as other Lundby pieces of the era.

The Sauna was also illustrated in Lundby catalogs of 1970/71. It was given as #8860. The Sauna, a steam room/cabinet for physical and mental relaxation, has had a long history with the Swedes and other Scandinavians. The miniature version proved to be both a profitable and an educational item in the Lundby line for a number of years.



Photos from 1970 Lundby catalog.

#8100 Hall Corner, with rack and illuminated mirror.



#8860 Sauna, with lamp.

A wooden bench and a decorative light fixture were attached to the shorter section of the Sauna. The longer section held the heater (with simulated coals) and a removable orange towel hanging on a rack. There was also a matching towel glued to the bench. The approximate dimensions of the Sauna were: height: 4 3/4"/11.9cm, length of longer section, 4"/10cm; length of shorter section, 1 1/2"/3.75cm; width, 1/4"/6.5mm. Birch or pine was used for the sections, and they were scored to represent paneling. The light was discontinued in 1974, and the other known variants include reverse placement of the shorter sections and color gradation of the towels.

Today the Sauna is a desirable item for collectors, and following the lead of many little homeowners of the 1970s, it is now often used as either a partition in the bathroom of the Gothenburg or as a compartment in the Extension/Ground Floor of the house. ♥

Post Scriptum: Many thanks to our Advisory Member, Patricia Harrington, for her invaluable assistance in the research for the present article.



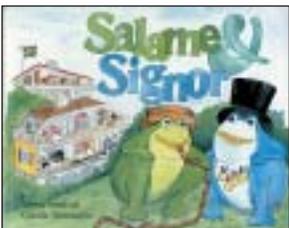
The Children's Corner

By Camryn Long

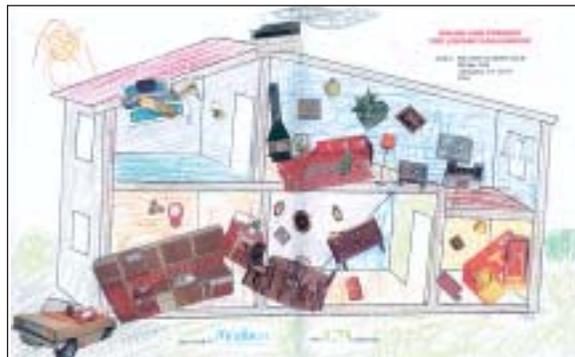
Dear Readers:

All of you who submitted entries in the House Decoration Contest gave the judges a very BIG task! They said it was a very difficult decision. I'm honored to announce that **Madlen Boutry-Klingbell**, daughter of **Lisa Boutry**, British Columbia, Canada, has won the 2005 Lundby House Decoration Contest.

Madlen has won a copy of the book, *Salame & Signor*, published by Lundby in 1988. All entrants will receive a Christmas Goat, a popular Swedish holiday accessory produced by Lundby in the early 1990s. You can either hang him on the Christmas tree or set him on his rug as a decoration. Merry Christmas! May all your Lundby dreams come true!



Madlen's prize and her art



A Year of Living Lundby 24/7

By Sue Morse

CAN YOU BELIEVE IT? *Poof!* A year has gone by since we founded the We Love Lundby Club in November 2004 with our first issue of *The Lundby Letter*. As we stated in our original letter to more than 100 Lundby collectors, "Our objectives in creating the Club include promoting Lundby to both the novice and the advanced collector, encouraging devotees to share information/photographs, and providing sources for acquiring vintage and contemporary items."

We further pledged membership benefits such as a "quarterly newsletter, addresses for obtaining lists for both old and new Lundby items, and access to our projected 2005 website." Little did we realize that we bit off a lot to chew! Both Carolyn and I were busy 24/7 trying to keep our promises to you.

This has certainly not been a boring year! So much has happened in our Lundby world! We happily reported the launch of a new 2005 Stockholm house; and, almost in the same breath, gave you the unhappy news that the U.S. and Canadian distributor would no longer import Lundby.

Thanks to all of you, our accomplishments are many. It's due to your enthusiasm for Lundby that We Love Lundby has become truly an international Club, with a total of 21 worldwide members from Australia (1), Canada (2), Germany (2), The Netherlands (2), Sweden (6), and the UK (8). We are also very happy that we have 9 youngsters in the Children's Corner!

Since our September issue, we've welcomed five new members, bringing our total 2005 membership to 60! The new members are **Jenny Bredenberg**, Wiltshire, UK; **Kristi Raymond**, Tucson, AZ; **Claudia Kreda**, New York City, NY; **Willemien Hendrickx**, Swalmen, The Netherlands; and **Anita Kinney**,

Falls Church, VA. For contact information, see the Member Milestones /December 2005 list in the enclosures.

Not only did we produce four newsletters this year, we also established a very effective panel of Advisory Members, planned a mini-convention, initiated birthday gifts for the children, sent a listing of Lundby items for sale to any member requesting it, and frequently burnt up cyberspace with almost daily emails.

Lundby Connections

Watch for the Asymmetrical Lundby Roof. Have you looked closely at the roof design of the houses in your neighborhood, especially if they were built in the 1950s and 1960s? **Jennifer McKendry**, Ontario, Canada, has written an article entitled "The Lundby Gothenburg Dollhouse: Its Evolution and Survival from 'Modern to Traditional'." You can read Jennifer's article, along with another one of interest, "Collector's Fever: Coveting Dollhouse Furnishings" on her website, www.mckendry.net. Click on Antiques, Collectibles & Vintage. After reading, you may find some Lundby-type houses in your area!

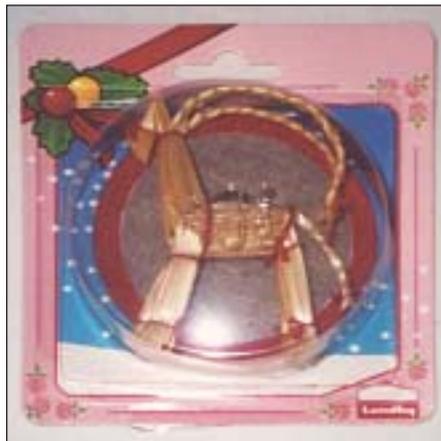
Jennifer has also been published at <http://dollhouse.mine.nu>. As many of you know, this website is owned by **Peter Pehrsson**, Nybro, Sweden. Click on About Dollhouses and you'll see a beautiful photo of Jennifer as

Although some progress has been made on the We Love Lundby Club website, it is still "Under Construction" at www.toysmiles.com. The launch has been postponed until 2006. Our Webmaster, **Anita Kinney**, plans some great features, such as a Lundby House Tour by decade, a history page, and posting past and future issues of *The Lundby Letter* on-line. We look forward to connecting to Lundby collectors throughout the world any time of day or night! ♥

well as her article on the Lundby Gothenburg dollhouse.

♥
Are you a Food Lover? The December 2005 issue of *Dolls House World* includes an article called, "Food Glorious Food," written by **Marion Osborne**, Nottingham, UK. Marion reveals that an unknown gentleman supplied miniature food items to Barton & Co. (Toys) Ltd., from 1957 to the late 1980s. Many fabulous food photos accompany this article!

♥
One is Never Enough! **Carolyn Frank**, Alexandria, VA, has discovered another link for vintage 1/16th scale minis: www.ktminiatures.com. A recent visit to the mail order website, owned by Celia Thomas, Gloucester, UK, revealed old 1/16th scale dollhouse items from Lundby, Barton/Caroline's Home, Dol-Toi, and other companies. ♥



Lundby's version of the Christmas Goat.

Christmas in the Old Days

Before Santa came to Sweden, a goat played the main role in Swedish Christmas celebrations. In St. Nicholas' revelations during the Middle Ages, the devil was pictured as a goat. Later on, the goat became the leading character in plays performed by youngsters. In the 18th Century a grown-up, wearing a goat mask, handed out the presents on Christmas Eve. Nowadays the goat only takes part as a popular Christmas decoration made out of straw. Info from the website, www.graphicgarden.com.



DOCKSKÅPSMÄSTER
 Owned by *Susanne Hjelm* and
Lilian Ericsson

A NEW WAY to obtain Lundby products has materialized! Member *Susanne Hjelm*, Enskede, Sweden, co-owns a dollhouse store, DockskåpsMäster, with *Lilian Ericsson*. Susanne has graciously offered to sell and ship the 2005 Stockholm dollhouse items to our US members at a very good price. In order to save on the heavy shipping costs, we suggest a plan whereby interested collectors should notify *Sue Morse*, who will collect the orders and money. If there are sufficient orders, Susanne will ship a large package every two to three months, and upon receiving them from Sweden, Sue will mail out the orders.

This method will hopefully cut down on the number of packages and shipping costs for Susanne, thereby reducing the total costs to customers. If you are interested in obtaining Susanne's complete cost listing for 2005 Stockholm items, please either contact her at *Susanne_hjelm@telia.com* or *Sue Morse* at *toysmiles@aol.com*.

Photo from the Morse Collection.



Salame & Signor Book Inspires a Lundby House

After Lundby of Sweden published the book, *Salame & Signor*, written by *Viveca Sundvall* in 1988, Lundby designers went to work, most certainly in collaboration with the illustrator, *Gunilla Wårnström*. That creative endeavor resulted in a *Salame & Signor* dollhouse in the Gothenburg design. Only produced for a limited time, the dollhouse is shown in at least

three early 1990s catalogs, but does not appear again after the 1992 catalog.

The charming house features a multi-colored pink tiled roof, a picture window on the top floor, which portrays the two frogs, *Salame & Signor*, along with *Florence the*

Peacock and *Margaret the Swan*, sitting on the window sill. One can see a Lundby Stockholm dollhouse in the lush distance. A door leading to the tranquil out-of-doors also is pictured in the dining room on the first floor.

If any of our members would like to purchase a *Salame & Signor* house, plus other Lundby Gothenburgs and furniture, please contact *Carol Ness* in *Mooreton, ND*, at 701/642-8198. ♥



Photos from the Osborne Collection.

Reconstructing the History of Hanse of Denmark

We are very grateful that *Marion Osborne*, Nottingham, UK, emailed us this photo of a 1960s Hanse catalog to help in the identification of some of your Scandinavian furniture finds. It's easy to see from these images where the confusion lies in recognizing Hanse and Lisa dollhouses. We are still pursuing leads on the Hanse Toy Company from two Danish antique dealers who have a shop in Copenhagen. We hope for some breakthroughs soon.

Photo by Sue Morse.



Can you identify *George Mundorf's WLLC Mini-Convention Mystery Piece*?

Members in Focus

FOURTH IN A SERIES OF INTERVIEWS

By Carolyn Frank

CHARLENE WILLIAMS, a gifted young collector, received her first Lundby dollhouse, a Stockholm, at the age of six. A Christmas present, the house and its furnishings delighted her for many years. The Stockholm accompanied Charlene and her family on their travels from New York to Texas, and, later, on to their home country, Jamaica.

Sadly, the beloved Stockholm met its demise, as Charlene wrote us, "When I went to boarding school as a teenager, my mother, thinking I had outgrown the dollhouse, gave it to my young cousins. It had survived a move across the United States, and across the sea to Jamaica, but it couldn't survive my cousins, who totally destroyed it! I actually almost cried when I saw the state the house was in. I was only able to save the corner cabinet, a rug, a framed picture, and a mirror."

It was the loss of the cherished Stockholm that led Charlene on a quest to recreate the dollhouse of her childhood. In 2000, she "... discovered the wonder that is eBay! I immediately set out to find the house and furniture that I had all those years ago. My original house only had four rooms of furniture (Royal Living Room, Royal Dining Room, Blue Heaven Bedroom, and the red Continental Kitchen), so I replaced those first, then furnished the bathroom and guest bedroom. I went on to purchase every item from the 1970s that I could find, just because I got my first house in the 1970s, and that period is so special to me."

A fully-furnished, four-level Gothenburg, from the 1970s has joined the Stockholm in her collection. She also has the Claremont Chalet from the Caroline's Home line and Tomy's Smaller Homes & Gardens house. The collection is displayed in her living room and "it's quite a conversational piece!"



Photo by Khari Williams.

Charlene Williams, with her daughter Joelle, celebrates her regained 1970s Stockholm dollhouse (in background), a Caroline's Home Claremont Chalet (at left), and the four-story Gothenburg on the right.

She is still seeking the following vintage pieces: the Brown/Orange striped Patio Furniture (#8870, #8871, #8873), the removable front for the Stockholm, the miniature dollhouse (#6625), the Brasilia Swivel Chair/Ottoman (#5473, #5474), and the original Stockholm Extension (with the burgundy interior wallpaper).

Charlene claims Montego Bay, Jamaica, as her hometown. Three years ago she moved to Tampa, FL, with her daughter, Joelle, to complete her graduate studies. She graduates this month with a Master's Degree in Teaching. Being a full-time mother to a lively seven-year-old daughter and a student, "leaves little time to devote to my collection, but *The Lundby Letter* keeps me up to date with everything that's going on in the world of Lundby!"

Charlene's User ID at eBay is: islandgirljm. ♥



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
We Love Lundby Club
6347 Waterway Drive
Falls Church, VA 22044
Email: toysmiles@aol.com

Editor: Sue Morse
Associate Editor: Carolyn Frank
Advisory Members: Patricia Harrington
Larry Hotaling
Marion Osborne
Richard Smith
Yvette Wadsted
Design: Don Christian

© 2005, We Love Lundby Club. All rights reserved.
Permission has been granted to use the Lundby logo.

Coming Up in the March 2006 Issue

- 🏠 New 2005 Stockholm Design
- 🏠 Dating Lundby Houses and Furniture
- 🏠 Caroline's Home
- 🏠 Wish lists.
- 🏠 Interviews with Members
- 🏠 And much more



It's Time to Renew for 2006

We want to welcome back all of our 60 members next year. Your membership in the We Love Lundby Club is a great way to stay connected to the world of Lundby. You will receive four issues of *The Lundby Letter*, opportunities for networking and gatherings, and chances to sell, purchase, or trade Lundby items. Each membership is "per household" and includes all family members who are interested in Lundby.

A 2006 Renewal Membership Form and a return envelope are included with this mailing. Because we value you as a member, we plan to include with your Renewal Membership Card a red heart-shaped We Love Lundby Club pin. Please renew by **January 31, 2006**. If you have any questions, please email Sue at toysmiles@aol.com.