

# THE **Lundby** OF SWEDEN LETTER

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



## Creating Lundby Family Christmas Memories



↑ Memory created by Jennifer McKendry. ↓ Memory created by Peter Pehrsson.

OUR READERS WILL DELIGHT in peeking into two warm and wonderful Christmas holiday happenings. These two windows into Lundby family celebrations in their living rooms were fashioned by WLLC members, Jennifer McKendry and Peter Pehrsson. Thanks to Jennifer and Peter for helping us to wish you all a very *MERRY CHRISTMAS* and *GOD JUL!*



*Editor's Note: This is the second of six articles to commemorate the 60th Anniversary of Lundby of Sweden dollhouses and furniture (1947-2007). For more information on Lerro's role in Lundby's history, read the article on Per Börnfelt in The Lundby Letter March 2005, posted on the We Love Lundby Club website at [www.toysmiles.com](http://www.toysmiles.com).*

## Merge with Lerro Assured Lundby's Later Success

### HISTORY OF LUNDBY OF SWEDEN

Part II

Second Ten Years—1957-1967

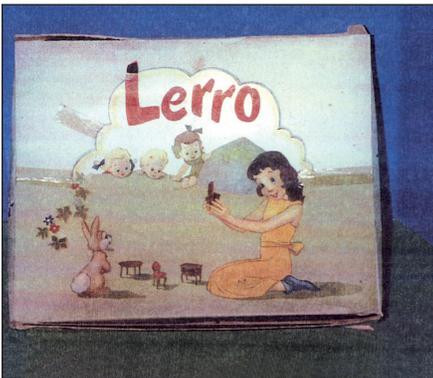
AFTER LUNDBY RECOVERED from a devastating fire at its Lerum factory in 1950, another fire in 1959 hit Lerro, a dollhouse firm that began in 1949 and was housed in a family residence. Lerro was owned by a well-known Swedish house interior designer, Per Börnfelt (1926-2005).

When the Thomsens offered Börnfelt a partnership with Lundby, he accepted the proposal. The two companies merged their assets and opened a new factory in Lerum in 1962.

Hundreds of designs from everyday Swedish life, from interior wallpapers to furniture to accessories, were Börnfelt's priceless contributions to the company. You will note from the photos of the boxed 1950s Lerro furniture how Börnfelt's early patterns and decorations hugely influenced later Lundby kitchens, living rooms, and bedrooms.

### Best Toy of the Year in 1967

Börnfelt's conviction that children wanted their toys to be realistic paid the company great dividends. The 1967 Lundby catalog advertised that the Swedish Toy Merchants Association presented their highest award to Lundby, as best Toy of the Year. That same year the factory in Lerum produced 35,000 dollhouses. ♥



Photos by Becky Norris.

Becky Norris of Fort Wayne, Indiana, transported these extremely rare boxes of Lerro furniture for "Show and Tell" at the recent Dollhouse Toys n' Us convention in Elgin, Illinois. Becky purchased the furniture about 15 years ago at the Shipshewana Flea Market.

# Lundby Lore

## Art in Miniature: Lundby Devotion to Realism

By Patricia Harrington,  
with many thanks to Antje Baxpehler for identifying the Fragonard painting  
and to Elisabeth Lantz for her photographs.

ONE OF THE MOST INTERESTING THINGS about collecting Lundby is the devoted effort made by the company to recreate miniature items from the “real” world. An example of this devotion is the reproduction of famous paintings or contemporary artwork, such as Lisa Rinnevo’s paintings for the new Stockholm 2005 house (see *The Lundby Letter* June 2006). Previously, WLLC member Jenny Bredenberg identified “Grindslanten” (see *The Lundby Letter* March 2006) by the 19th Century Swedish artist, August Malmström. Three more paintings shown in Lundby catalogs are:



1. “The Reader” by Jean-Honoré Fragonard; oil painting done c. 1770-72. The original is in The National Gallery of Art in Washington, D.C. First shown in the Lundby catalog 1967 and not shown after 1974-75.

Louvre, Paris. First shown in the 1983 Lundby catalog, and production continued until 1995.



3. “Ballerina” by Edgar Degas; pastel 1878. The original is in The Musée d’Orsay, Paris. Shown in Lundby catalogs from 1967-1970.

There are, of course, many more Lundby reproductions of famous paintings which can be identified. Research will continue and WLLC members are encouraged to submit other documented items. Most of the earlier Lundby miniatures were produced by another Swedish company, SUFA, which also produced Lundby, Lisa, and Lillbo lamps. ♥



2. “The Gleaners” by Jean François Millet; oil painting 1857. The original is in The

### You Pick the Winner of our 60th Anniversary Contest

In September we announced a contest for a catchy theme song or slogan that symbolizes the celebration of 60 years of Lundby of Sweden dollhouses. Honestly, we expected a torrent of replies, but we actually received only a few entries.

Because we want to give more of you a chance to win, we have extended the deadline for ideas for a song or slogan to use all during 2007 on our website. Please put those thinking caps on and come up with a great theme. The prize is a Lundby advent calendar.

Send all entries to [toysmiles@aol.com](mailto:toysmiles@aol.com) by Friday, February 10, 2007. Three top choices will be emailed to the membership, and you will get to pick the winner! The March issue will reveal the successful slogan or song. ♥



### The Children's Corner

By Caitlin Butchart

HELLO AGAIN.

It's getting cold, isn't it? So I thought I'd do a little Christmassy article.

I was searching through my spare doll's house box, trying to find my Christmas decorations, when I started to think. Why do we have Christmas trees? What do they mean?

Apparently, back in the 7<sup>th</sup> Century a monk from Creditor, in Devonshire, traveled to Germany to spread the word of God. As legend has it, he used the triangular shape of the Fir Tree to describe the Holy Trinity of God.

The German people started to worship the Fir Tree as “God's Tree.” During the next five centuries, the tree became a symbol of Christianity all over central Europe. Prince Albert who married Queen Victoria, introduced the traditional Christmas tree, as we know it, to England in the 1800s.

So I hope that has interested you.

Warmest Christmas Wishes from Caitlin and Family ♥

Caitlin



Caitlin's doll's house box of spares yielded a charming scene around the Lundby Christmas tree. Photo by Lis Garner.



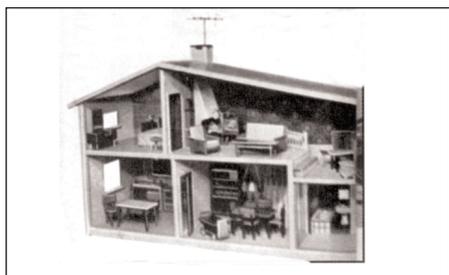


# Join Jennifer's Quest for Dated Early Photo of a Lundby Dollhouse

THIRD IN A SERIES

By Jennifer McKendry

WHILE A NUMBER OF ACTUAL LUNDBY DOLLHOUSES have been attributed to the 1950s or early '60s, it is difficult to date them precisely without comparing them to dated printed material in the form of catalogues or sales receipts. Unfortunately, there is little recent visual evidence that has survived from the 1950s of Lundby products. (The reader is referred to <http://dollhouse.mine.nu/> for scans of later Lundby catalogues and flyers.) Until such material is discovered, it will continue to be a guessing game about such important questions as — when did Lundby introduce the asymmetrical roof of the Gothenburg house?



Is this the first known dated photograph of a Lundby Gothenburg house?

The earliest surviving catalogue of AB Lundby Leksaksfabrik — once thought to be from the company's founding year of 1947, but now re-assessed as dating from the late 1950s — shows a house with a traditional gable roof over two-storey box-like form. By the next surviving catalogue in 1966, the ancestor of the Gothenburg House is easily recognized.

I have, however, discovered a relevant illustration from the 1961-62 catalogue of Franz Carl Weber, a toy seller with a chain of stores in Switzerland, which is reproduced in Dian Zillner's *Dollhouse & Furniture Advertising, 1880s-1980s* (page 115, under "Weber"). Although Zillner identifies it as a German dollhouse, its form is that of a Lundby product, indirectly confirmed by Weber's caption, which begins, "Modernes schwedisches Puppenhaus..." (Modern Swedish dollhouse).

The caption goes on to note that it was completely papered and painted, held many charming pieces of furniture and was safely wired for electricity. The dollhouse was 71 cm wide, 26 cm deep and 45 cm high. These measurements are about the same as a Gothenburg House from the mid 1970s, except the latter is a little lower because, by then, it no longer incorporated the television antenna that topped the 1961 house behind the chimney. It is

worth noting that the chimney cap has a lower open part in the top centre, characteristic of Lundby houses in the 1960s and first half of the 1970s.

Aside from the confirmation, via the antenna, that a television was part of the 1961 furnishings, other pieces appear to be in a simple "modern" style. The independent fireplace with its white slanted upper part is familiar because it was carried in the Lundby line until 1975 (catalogue number 5773).

The interior plan of 1961 is familiar including the balustrade protecting the stair-well in the large upstairs room (furnished as a sitting room with fireplace) with its open modern form that includes a lower portion (sort of an extensive stair landing) accessed by a single long step. The staircase descending into the centre main-floor room (furnished as a dining room) is distinguished by floor-to-ceiling wood rectangular spindles, seen in real houses of this period and surviving in Lundby houses to at least 1972. Shortly after, they were

replaced by less "dated" white, turned uprights under a hand-railing.

The 1961 bedroom, kitchen and bathroom were in their familiar locations. The bathroom with its "built-in" tub and pedestal sink had a wide opening off the dining room — probably the same arrangement seen in the 1966 catalogue. This seems odd design concerning privacy but it was likely that the area at the front of the bathroom was meant to represent a hall with an imaginary wall and door separating the bathroom proper.

One day, someone may find a dated snapshot of some lucky little girl playing proudly with her new Lundby dollhouse. If it is a photograph taken sometime between 1947 and 1961, it will be deeply appreciated as an aid to reconstructing the history of the earliest Lundby houses. ♥

*Editor's Note: To add to the search for information on Dating Lundby dollhouses, Jennifer McKendry, Ontario, Canada, has written another 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](http://www.mckendry.net). Click on Antiques, Collectibles, & Vintage. She has just posted the section on 1890 to 1930 of an ongoing history of dollhouses 1890 to 1990.*

## Birthdays Always Remembered!

Not only is Christmas coming for Caitlin, but her 12<sup>th</sup> birthday is also approaching. We know that date because all 10 of the Junior Members of the WLLC receive special birthday presents every year. The gifts are purchased by Carolyn Frank, VA, former Associate Editor of *The Lundby Letter*, and currently an Advisory Member of our Club. Stella Goodman, UK, has also joined in with this generous effort by mailing the gifts which Carolyn purchases for the children in the UK.

Club members, and especially the children, give special thanks to both Carolyn and Stella for their devotion to keeping the hobby of dollhouse collecting alive for our next generation. Listed below, are the names and birthdates, from January to December, of all our Junior Members.

Madlen Boutry-Klingbeil  
January 21, 2003  
Joelle Williams  
April 24, 1998  
Johnie Freiwald  
May 22, 1993

Camryn Long  
June 2, 1995  
Catherine McNeil  
June 5, 1994  
Charlotte McNeil  
August 17, 1996

Brodie Butchart  
September 24, 2000  
Natalie Schlager  
November 10, 1995  
Shannon Long  
November 30, 1993

Caitlin Butchart  
December 20, 1994

## WLLC Members Meet, Share, and Plan for 2007

The second annual mini-convention of the We Love Lundby Club was held October 20 in Elgin, Illinois. Those in attendance were Sharon Barton, CA; Maria Cannizzaro, NJ; Rita Goranson, IA; Linda Hanlon, VA; Sue Morse, VA; George Mundorf, NY; Geraldine and Bob Scott, FL; and Roy Specht, CA. Two new members, Marilynn Abrams, CA, and Judy Toolen, MO, joined during the meeting and were welcomed into the club.

During show and tell, George displayed his yellow bat chair, one of the earliest pieces that Lundby made. Maria shared her purchases of a Lundby Christmas tree and some bunk beds. The bunk beds were the earlier ones because they have a ladder between the two beds.

While Marilyn was in Stockholm recently, she found a new 2006/2007 catalog of Lundby items, printed in Swedish, and brought it for the club's files.

Even though Jennifer McKendry wasn't able to attend the meeting, Sue displayed Jennifer's framed pictures of the Lundby family. Sue also showed a boxed set of Norwegian living room furniture in the same scale as Lundby that she had won on eBay. Some pieces, such as the corner fireplace, are very similar to Lundby.

Photos of Jennifer's box of portraits and a photo of the Norwegian living room will be added to the We Love Lundby Club website.

The members present discussed the celebration of Lundby's 60<sup>th</sup> anniversary in 2007. A June 1-3, 2007, gathering would coincide with the Eastern National Antique to Modern Doll Show in Gaithersburg, MD, and a trip to Sweden is planned for September. All members are asked to answer the enclosed questionnaire regarding your possible attendance at either or both of the celebrations. Mark your calendars! ♥



Dollhouse photos by Geraldine Scott.

### Did I Let One Get Away?

By Sue Morse

It was a dark, cold Sunday morning in October when Linda Hanlon, Sharon Barton, and I drove into the Antique-Collectible Toy & Doll World Show (Chicago Toy Show) at Kane County Fairgrounds in St. Charles, IL. Each had her mission and we only had two hours. We were on the hunt!

The object of my treasure-seeking was a Swedish dollhouse other members told me they had seen in the Poultry Building the day before. Would it still be there?

When I finally discovered the mystery dollhouse, I was a little disappointed. It was small and rough hewn, possibly hand-made. The dealer, Bob Mannella from Minnesota, told me that he bought it from a Minneapolis couple who imported it from Sweden in 1954. They remembered that the house cost them \$354, including shipping.

Perhaps that frosty morning I made the worst mistake of my collecting life. I didn't buy it for the \$200 price that the deal-



er was asking. I just couldn't shake my original feeling that it was a one-of-a-kind dollhouse, not really associated with Lundby. But, foolishly, it didn't occur to me to pick up even one piece of the dining room or bedroom furniture to see if it was marked. It's possible that the furniture pieces were manufactured, as most certainly are the lamps. A month after the show, I keep asking myself, "Could the furniture have been early Lundby or Lerro?" What do you think? Does anyone recognize the dollhouse or the furniture? ♥



Photo by Bob Scott.

Linda Hanlon's Corner Fireplace, from the Gift Exchange

George Mundorf's Bat Chair for Show and Tell



Photo by Bob Scott.

## Lundby Connections

IN MEMORIAM... We have received the sad news that one of our members, Lise Jensen, Canada, passed away from complications of leukemia on October 14. Our club has joined many of Lise's friends in making a contribution to cancer research in her memory. To use a phrase I once heard another Canadian say, "Lise loved Lundby madly!"

Another great supporter of Lundby, Richard Matthes, 85, father of Linda Hanlon, also died in 2006. In the months since he passed, I personally have missed his cheerful smile, his devotion to miniatures, and his willingness to fix any broken Lundby piece in the "Rick's R&R bag" that I left at his doorstep. Now he looks down on me and guides me every time I use the Duro Super Glue he recommended. Rick, may you always Rest in Peace.

Mystery Fireplace #1 on the WLLC webpage has been identified. Ingela in Sweden visited the section under Lundby Detective and emailed us that the fireplace was made by Lerro. Since Mystery Fireplace #3 has a similar look to it, it must also be Lerro. Mystery Fireplace #2 has also been identified as Hanse of Denmark, but Jes Kelly's fireplace remains unidentified.



It's time for some new mysteries. Please submit your photo of an unknown item to me at [toysmiles@aol.com](mailto:toysmiles@aol.com).

The October issue of "Romantic Homes Magazine" featured a beautiful six-page article about Klaradal, Swedish Antiques and Furnishings, owned by Sue and Peter Kopperman, and located in Olney, MD. Sue and Peter also participated in ScanFest, an annual Scandinavian fair held the Sunday before Labor Day in Vasa Park, Hackettstown, NJ. The website is [www.scanfest.org](http://www.scanfest.org).

Lundby will always be a standout! Ten-year-old Rachel visited Linda Hanlon's dollhouse collection in Williamsburg, VA, recently. She was awestruck with the variety of dollhouses (Linda's collection consists of dozens of dollhouses and room



Photo by Sue Morse.

Carl XVI Gustaf became King in 1973 and married Silvia Sommerlath on June 19, 1976. The portrait of the King and Queen that Lundby used is the official portrait at that time. It was shown as a new item in the 1977 Lundby catalog.

## King and Queen Attend Ceremonies at House of Sweden

TWENTY-EIGHT MONTHS after groundbreaking, a sparkling new Swedish embassy building now graces the Potomac River in Washington, D.C. The House of Sweden was inaugurated October 22-23 by their Majesties, King Carl XVI Gustaf and Queen Silvia. While in the nation's capital, the King and Queen presided at a gala embassy dinner and lunched with President Bush and the First Lady at the White House.

We will bring you more exciting news about the new embassy in future issues. ♥

boxes from England, Germany, Sweden, and the US). At the end of her tour, Rachel remarked that she liked the Lundby house best. The things she loved most about the dollhouse were the electric lights and the opening doors of the oven and the refrigerator.

Louana Singleton, IN, wants to buy another Lundby Chesterfield sofa (#9528) and a copy of back issue #8 of *Dolls House World* magazine. Please contact her at 812/422-3304.

Has anyone ever heard of or used a solvent called Plasticote? It supposedly turns discolored plastic to a brilliant white again. None of the US members has seen it for sale here, so we wonder if it's available in the UK or in Europe.

## A Lundby Gem!

Marion Osborne, UK, sent this photo of a rare Lundby twin bed set (#9714), believed to be shown only in the 1972 catalog. The cardboard inserts were used to support lace bedspreads. One of the rare red orange twin beds is shown in the plain Lundby dollhouse.



Photo by Marion Osborne.



From the Morse Collection.

## Tomte Is Coming!



Tomte, one of the most familiar creatures of Scandinavian folklore, is the Swedish version of Santa Claus. Viktor Rydberg's poem, Tomten, featured the first painting by Jenny Nyström of this traditional Swedish mythical character, which she turned into the white-bearded, red-capped friendly figure associated with Christmas ever since.

## Members in Focus

EIGHTH IN A SERIES OF INTERVIEWS

JUST PROVIDE Sharon Barton, Highland, CA, with a Red-Eye airline ticket for a weekend in Chicago, Washington, DC, or Philadelphia, and she will be completely happy. She knows that she'll soon be joining her fellow Dollhouse Toys n' Us and/or We Love Lundby Club collectors at a nearby vintage doll and toy show. On these jet-setting two-day trips, Sharon has attended some of the biggest shows in the country in Brimfield, MA; Atlantic City, NJ; Allentown, PA (her favorite show); St. Charles, IL; and Gaithersburg, MD. Many of her destinations have been meeting venues for the past eight conventions of the Dollhouse Toys n' Us group, as well as two mini-meetings of the WLLC.

What drives Sharon to squeeze these trips into her already busy schedule? One reason is because she likes to be with her closest and dearest friends from dollhouse

collecting. However, an even more profound experience, the second childhood, grabs the dollhouse collector, and it usually starts to grow during a life crisis. Sharon says of her reawakening, "At the young

age of 45, I began searching for our childhood dollhouses to help my sister heal after our mother died." Sharon and her sister played with a Marx red roof house, which she hasn't been able to identify and find, but she remembers hours and hours of fun.

During her regular weekday schedule at home in California where she has lived since she was three years old, Sharon's job and family life revolve around the people who mean so much to her. Her family consists of her husband, Steve; two daughters, and three granddaughters.

After working as a vice president and director for the Easter Seals and Goodwill Industries, Sharon became the owner In-Roads Creative Programs, Inc. six years ago. Her business provides support for patients and their families, both adults and children, who are terminally ill, mentally retarded, or mentally ill. Sharon comments that her business and her family and pets keep her busy 24/7, but she is so thankful she can help ease the pain and provide comfort.

Fueled by her initial desire to help her sister, Sharon's knowledge of vintage dollhouses and toys has grown as she meets more club members and visits places coast to coast. She advises beginning dollhouse collectors to educate themselves by talking with individuals they can trust. Additionally, Sharon highly recommends reading Dian Zillner's books on dollhouses, where collectors can glean information that will help them make good buying decisions.

Sharon's most beloved holidays are Halloween, her family's birthdays, and

By Sue Morse



Photo courtesy of the Atlantic City Hilton.

Who knew that the Sopranos would be in Atlantic City, NJ, during the same March 2006 weekend that Sharon and Sue attended the Collectibles Show at the Convention Center? Here Sharon shares the spotlight with actors from the hit HBO series: Bobby, played by Steven R. Schirripa; Christopher, played by Michael Imperioli; and Pauli, played by Tony Sirico.

Christmas. It's no surprise then that her favorite Lundby items are the children, the family, and the Christmas tree! ♥

### Club Membership Stands at 59

Our heartiest welcome to three new members, Marilyn Abrams, Union City, CA, Judy Toolen, Lake St. Louis, MO, and Cheryl Miller, Oakton, VA. Contact information for our new members and additional address changes are included in the December 2006 Membership Directory Update. Interested readers can obtain membership information by emailing Sue Morse at [toysmiles@aol.com](mailto:toysmiles@aol.com). ♥

### It's Time to Renew for 2007

Stay connected to the world of Lundby. Many great things will be happening in 2007 that you won't want to miss! We invite all our members to rejoin for next year. You will receive four issues of *The Lundby Letter*, opportunities for networking and gatherings, chances to sell, purchase, or swap Lundby items, and access to the We Love Lundby Club website anytime day or night. Each membership is "per household" and includes all family members who are interested in Lundby.

A 2007 renewal membership form and a return envelope are included with this mailing. All NEW members will receive a red heart-shaped We Love Lundby Club pin. Please renew by February 10, 2007. If you have any questions, please send an email to [toysmiles@aol.com](mailto:toysmiles@aol.com). ♥



Photo by Bob Scott.



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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### Coming Up in the March 2007 Issue

- 🏠 Lundby's Third Ten Years—1967-1977
- 🏠 Plans for Gatherings in June and September
- 🏠 Announcement of Song/Slogan Contest Winner
- 🏠 Member Interviews