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Blog

The Lundby Car

10/20/2009 at 4:58 p.m.

In 1974 Lundby expanded the Gothenburg house. Now two extension floors could be purchased separately: a garage and a basement. Of course, any garage must have a car!

So that year the very first Lundby car was released. Over the years the body remained the same; only the color changed.

1974 Car: "Wood" Version



The car is quite basic in form: it is a very angular convertible. There is some chrome-effect detailing on the grill, rear bumper, and hubcaps. A metallic rollbar serves as a windshield (no plexiglas or other material was ever added inside the bar). The style is very minimal. The orange-red interior consists of two folding front seats and a rear seat. Each front seat is equipped with a safety belt (with notches to adjust it to the doll), but not the back seat! Remember, in 1974 seatbelts—both in the front and especially the back—were more of an accessory than a real safety device! They were not mandatory at the time. Lastly, a little steering wheel is affixed to a flat dashboard. The car is so luxurious it even has a little gearshift lever! 😊

The car remained the same until 1980-81, when two new models were released simultaneously.

1980-81 Model: A Splash of Color!



Same shape, same accessories, no changes except the color. The blue car is a pretty metallic shade with white stripes on the sides and hood, giving the vehicle a more sporty feel. The interior is now light beige except for the two front seats, which are dark brown. The steering wheel, safety belts, gearshift lever—it's all there!

The red car has the same decorative white stripes, for a more distinctive look than the 1974 wood version. The red paint has a matte finish, not metallic. In all other respects it is identical to the blue model.

Dating Your Lundby Stockholm: Everything You Need to Know!

10/17/2009 at 11:38 a.m.

Today I'd like to go over all the little details that can help you date your Stockholm house.

The Stockholm model first appeared in the 1975 catalogue. This trapezoid-shaped house consists of six rooms (three downstairs and three upstairs) plus a small balcony and staircase with upstairs landing.



This earliest version has a leaf design on the entire rear facade (see photo) and a solid brown roof. A front panel clips onto the house with two little "daisy" knobs.



As for the inside, there are a few details of note: the floor of the two upstairs bedrooms is covered in a beautiful white carpet (later models were not carpeted). So if your house has carpet, you already know it's an early version! Another feature that is tremendously useful in dating your house is the presence of a large switch at the top of the stairs. This switch is maroon-colored in the earliest version, and became white starting in 1977.

The bathroom wallpaper in the 1975 model is dark beige with a tile pattern, and was replaced with a lighter, striped pattern in 1978. The wallpaper in the kids' bedroom is a mixed orange, green, and yellow floral pattern in the 1975 version. In 1977, more stylized red and yellow flowers appear on a white background. This decor remained the same until the end of the "vintage" Stockholm.



Also, the French doors on the balcony are brown in the early Stockholm, as are all the interior doors. The balcony railing is also brown.



Lastly, in this model the arches of the staircase and bathroom upstairs are black, and so is the arch between the dining room and living room downstairs. The stairs are white with a black railing.



Those are the features of the earliest Stockholm.

In 1979 the extension floor for this house first appeared. It has three parts: a large family room with brown wallpaper, a small laundry room with orange and yellow wallpaper, and a garage/stable portion with a brown stall.



A front panel slides into tracks on the sides and can be lifted out using two small finger holes. This panel disappeared from catalogues the following year, in 1980.



The stall could accommodate a horse. Lundby created two different horses in 1979 to go with this extension: a big, slender racehorse named "Golden Boy" with a brown coat and black mane, and a slightly stockier horse named "Golden Girl," also with a brown coat and black mane until 1981, and subsequently a blond mane.

The colors of this floor remained the same until late 1985 (I have three 1985 Lundby catalogues: the first two show the extension floor as it was in 1979; the third shows the new format discussed below).

In 1984 Lundby released what I call the second version of the Stockholm house. The architectural form remained the same, and only some of the details changed:

- 1) No more leaf design on the back of the house
- 2) No more pull-out front panel to cover the house
- 3) The roof, still brown, now has a tile design
- 4) No more switch at the top of the stairs, and the stairs are now black with a white railing
- 5) No more carpet in the bedrooms, which now feature "imitation carpet" paper
- 6) The three arches (staircase landing, bathroom, and separation between the living room and dining room) are now white

The balcony doors and railing, as well as the interior doors, are still brown.



This house, which can be called a "transition model" between the darker 1975 version and the subsequent, lighter version lasted only two years. In 1986/1987 the final Stockholm version appeared (I don't have the 1986 catalogue, but I do have the 1987 catalogue showing the new version).

Still the same architectural form (why change something that works? 😊) with a few new details:

- 1) All interior doors are now white, as are the balcony doors and railing
- 2) All the wallpaper is different and is now lighter, almost white. The stairs are now all white!



To go with this new version, in late 1985 Lundby released an extension with a matching lighter decor.



The stall in the garage is white now too. Here is the inside of the 1985 extension floor, showing the laundry room and stable:



For comparison, here are two photos of the same rooms in the 1979 extension:



If you have any questions or concerns about anything, please feel free to contact me! I hope this little rundown will help you date your Stockholm house. 😊

Hello, everybody!

5/18/2009 at 1:42 p.m.

I'm starting a new section here, the "Blog." In it you will discover my latest acquisitions, my thoughts on specific topics—basically a host of information from day to day.

To "kick off" this space, I've decided to tell you about my research on Lisa of Denmark. As very little information can be found on this brand, I emailed the town hall in Horsens, Denmark, where the company was based. I asked if they knew anything about the company and where its factory was located. I thought at least the buildings must remain. Lisa exported its toys worldwide, so it must have had considerable facilities. I also asked if they could put me in touch with anyone who had worked at Lisa. So far they haven't replied. I will keep trying and

send another email.

I also contacted the Danish embassy in Paris. A very lovely lady told me she had never heard of the Lisa brand. She was nice enough to contact several Danish organizations for me, including the Ministry of Labor and the Business Archives, who all told her the same thing. It's as if Lisa of Denmark never existed on paper!

Boxes of Lisa furniture are marked with an address: Loui Kiesbÿ, Rosenvænget 1, 8700 HORSSENS, DENMARK. The lady at the embassy said that "Loui Kiesbÿ" didn't sound very Danish. I think that was the manufacturer. In Google Earth I found a "Rosenvænget" street in Horsens—smack dab in a residential neighborhood! No trace of a factory or warehouse in the area, nothing at all! Lisa boxes are also marked with a phone number: 05 62 70 43. I didn't dare call, as I assume the number has been out of service for many years.

Lisa remains a true mystery!



MADE IN DENMARK BY
LOUI KIESBÜY
ROSEVÆNGET 1
8700 HORSSENS
DENMARK
TEL 05-62 70 43



**LISA
LISA**

