



hrough the looking glass...

see the wonderful world of Lundby—an unending world of excitement and creative possibility. We offer expandable, electrified dollhouses with a breathtaking assortment of furniture, appliances, lights that light, and decorative accessories.

And it's not an empty world either. The Lundby family of flexible dolls includes Grandma, Grandpa, Mother, Father, and the kids—and our new Mother doll

that is "expecting"—a first in the industry!

When you get right down to it, it's truly a dream world for the young collector—and a dream world for the merchant who is looking for a top selling, full mark-up dollhouse line. Available exclusively from Jester Toys.



Lundby

To help you magnify your Lundby sales, we have created the mini-merchandising center. This is clearly one of the best display modules we have ever offered. It comes complete with an electrified display house plus a full assortment of boxed and packaged furniture and accessories—a real eye catcher. Join the family. Call your local Jester representative or contact us directly.



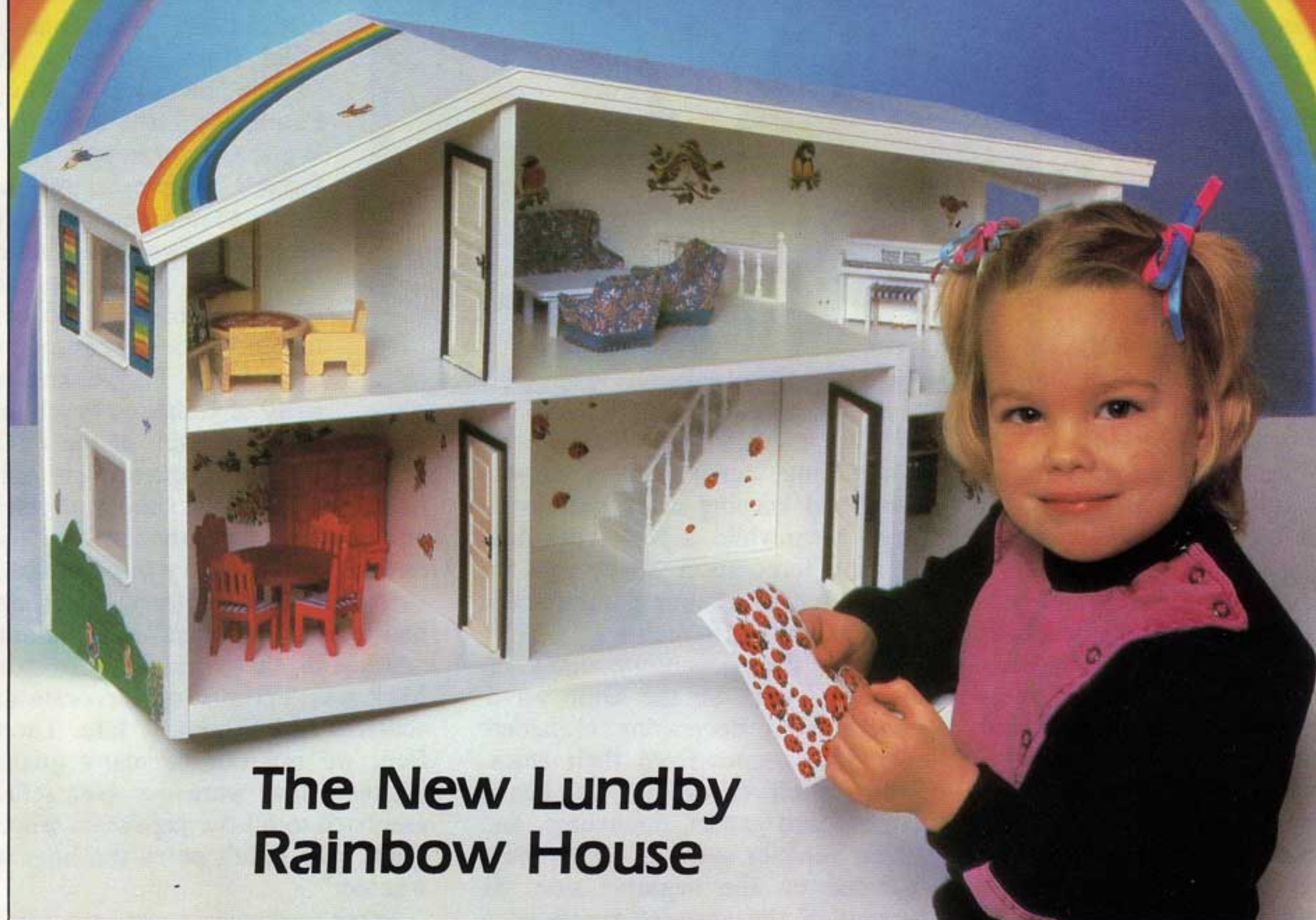
Jester
TOYS INTERNATIONAL LTD.

5 Lucon Drive,
Deer Park, N.Y. 11729
(516) 586-4110

1984

At the end of your Rainbow,

is our house!



The New Lundby Rainbow House

With more than 200 accessories to choose from, it doesn't stop there. We've had 50 new and beautiful products made to be played with over and over again. For this electrified house, you can select individual items, boxed room sets, or even our prepacked fully designed house. Just decorate, plug it in, and watch its color and beauty come to life. Lundby is the reason many people are buying a second house.



Lundby of Sweden USA Inc.

2 Gill Street, Woburn MA 01801

TEL: (617) 933-8610/Telex: 6817362

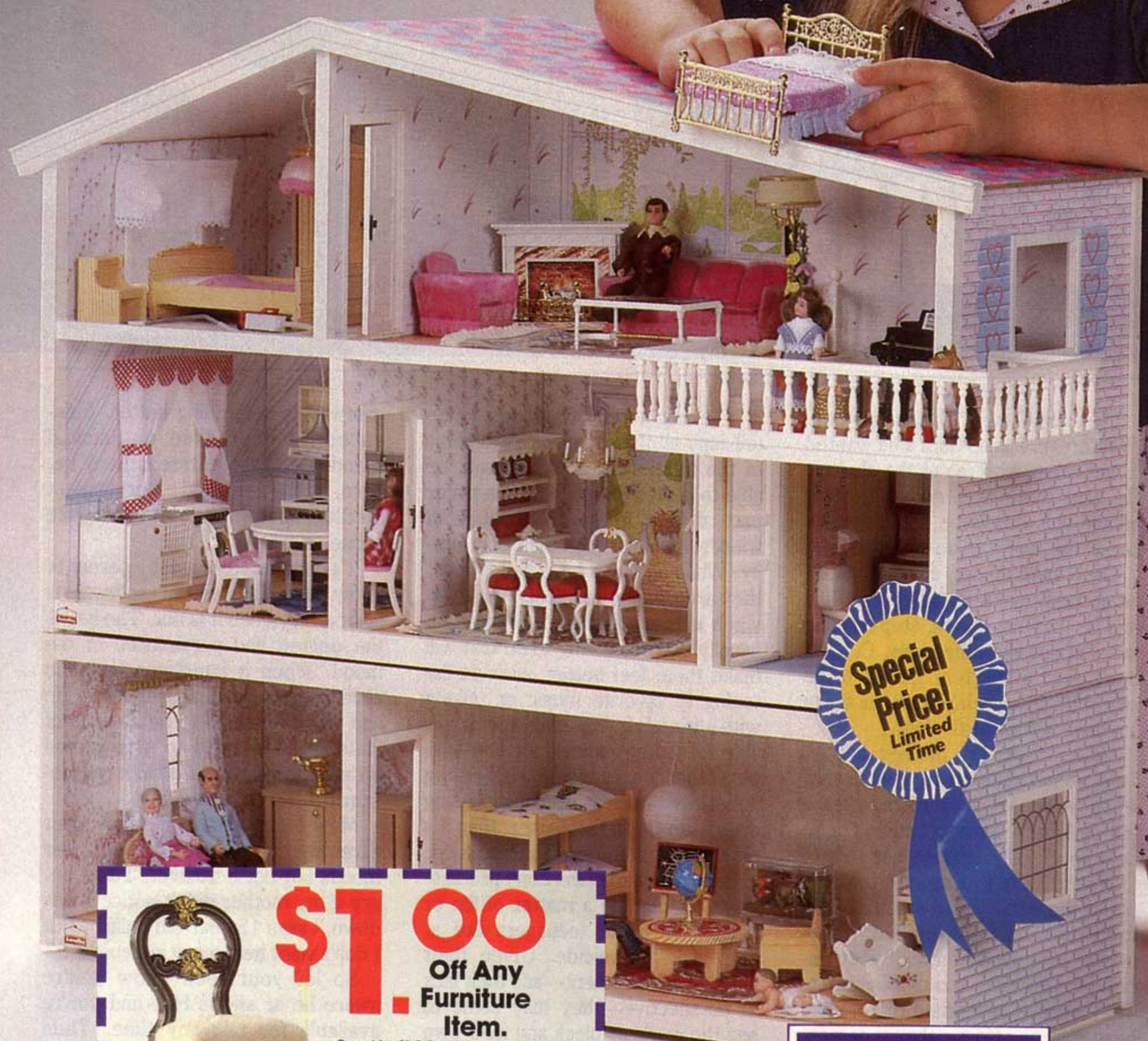
(Circle No. 36 on Reader Inquiry Card)

The Best For Your Daughter!

1990

Quality...Handcrafted By Lundby of Sweden For Over 40 Years.

Lundby of Sweden is a leading worldwide brand of dollhouses with realistically designed 3/4" scale furniture and accessories. Lundby products are built to last and are intended to offer enriching experiences for your child.



Special Price!
Limited Time



FC 11/27/90

\$1.00
Off Any Furniture Item.

Good for \$1.00 off the retail price of any Lundby furniture item purchased before 2/28/91. No cash value. Retailers: Redeem for \$1.00 plus .08 handling, from Lundby Of Sweden USA, 2106 N. Forbes Blvd., #104, Tucson, AZ 85745. Or, Lundby of Sweden Canada, 3425 Laird Rd., Unit #5, Mississauga, Ontario L5L 5R8.



Catalogs available.



Shop These

Dollhouse Stores!

Toll Free
1-800-255-1003

In Arizona
602-623-7300

In Canada
416-569-6414

ALABAMA
Birmingham
Smith's Variety
2715 Culver Rd.

Fairhope
Fantasy Island
335 Fairhope Ave.

ARIZONA
Phoenix
Child's Play
1616 W. Montebello F
Chris-Town Mall

Tucson
Joshua Tree Toys
B-52 Park Mall

CALIFORNIA
Capitola
Kiddie World
807 Bay Ave.

Costa Mesa
Toys International
3333 Bristol St.
Southcoast Plaza

Corte Madera
Toy World
319 Corte Madera Town Ctr.

Glendale
Toys International
2229 Glendale Galleria
Glendale Galleria

Granada Hills
Toy To The World
10805 Zelzah Ave.

Los Gatos
The Wooden Horse
798 Blossom Hill Rd.

Los Angeles
Toys International
10250 Santa Monica Blvd.
Century City Shopping Ctr

Menlo Park
The Dollhouse Factory
1127 Chestnut St.

Monterey
Toys, Etc.
430 Del Monte Center

Northridge
Creative Play Resources
8921 Reseda Blvd.

Orange
Doll City USA
2040 N. Tustin

San Jose
Kiddie World
354 Boynton

Studio City
Buddy Brown Toys
12166 Ventura Blvd.

Woodland Hills
The Developing Child
19956 Ventura Blvd.

COLORADO
Denver
Playnix, Inc.
Belcaro Shopping Ctr.
759 S. Colorado Blvd.

Englewood
Playnix, Inc.
3530 S. Logan St.

Playnix, Inc.
Bellevue Square
4950 S. Yosemite

CONNECTICUT
Fairfield
Smart Kids
Turnpike Shopping Center
1953 Black Rock Turnpike

Greenwich
Smart Kids
151 Greenwich Ave.

Middletown
Amatos
395 Main St.

Rocky Hill
Wooden Toy
80 Townline Rd.

Stamford
Building Blocks
73 High Ridge Rd.

Southbury
Wooden Toy
106 Playhouse Corner

Vernon
Toying Around
Vernons Common
520-K Hartford Tnpk.

Wilton
Building Blocks
7 Danbury Rd.

Westport
Building Blocks
Post Rd. East
Playhouse Square

DISTRICT OF COLUMBIA
Washington, DC
Barston's Child's Play
529 14th St. NW

FLORIDA
Daytona Beach
Dunn Toy & Hobby
154 S. Beach St.

Orlando
Toy Parade
2318 Edgewater Dr.

St. Petersburg
Monkee Bars, Inc.
3993 Tyrone Blvd.

Tampa
Pirate's Toy Chest
1914 S. Dale Mabry

Wellington
C.T. Chukker & Co.
13889 Wellington Trace

GEORGIA
Alpharetta
My Story House
Haynes Market
3000 Old Alabama Rd.

Noah's Toy Shoppe
Rivermont Square
8560 Holcomb Bridge Rd.

Atlanta
Lenox Toy & Hobby
Lenox Square Mall
3393 Peachtree Rd. NE

Marietta
My Story House
Merchant's Festival
1406 Johnson Ferry Rd.

ILLINOIS
Glenview
Klippers
1314 Waukegan Road

Hinsdale
C. Foster Toys, Inc.
36 E. Hinsdale Ave.

Naperville
C. Foster Toys, Inc.
22 E. Chicago Ave.

Oak Park
C. Foster Toys, Inc.
810 N Blvd.

INDIANA
Indianapolis
Kits & Kaboodle
110 W. Washington

Kits & Kaboodle
6101 N. Keystone Ave.

Kits & Kaboodle
8701 Keystone Crossing

South Bend
Hobby Center Toys
Scottsdale Mall
Ireland & Miami Ave.

IOWA
Sioux City
Toys & Treasures Int'l
4400 Sergeant Rd.

KENTUCKY
London
Bettina's Doll & Gift Shoppe
I-75 at KY 80

MARYLAND
Baltimore
Barston's Child's Play
5002 Lawndale Ave.

Bethesda
Lowens
7201 Wisconsin Ave.

Burtonsville
Barston's Child's Play
15729 Columbia Pike

Cockeysville
Barston's Child's Play
11313 York Rd.

Gaithersburg
Barston's Child's Play
20032 Goshen Rd.

Whirlygigs & Whimsies
18761-Y N. Frederick Rd.

Potomac
Toys, Etc.
11425 Seven Locks Rd.

MASSACHUSETTS
Belmont
Great Explorations, Inc.
432 Common St.

Wellsley
Great Explorations, Inc.
555 Washington St.

Westford
Teaching Toys
160 Littleton Rd.

Concord
Toy Shop
4 Walden St.

MICHIGAN
Ann Arbor
Hobby Center Toys
Briarwood Mall
402 Briarwood Circle

Berkley
Doll Hospital & Toy Soldier
3947 W. 12 Mile Rd.

Livonia
The Toy Store
Laurel Park Place
37558 W. Six Mile

MINNESOTA
Duluth
Explorations
127 W. Superior St.

Minneapolis
Toy Boat
3001 Hennepin Ave.
Calhoun Square

Rochester
Toys & Treasures Int'l
111 Broadway South

St. Paul
Toy Boat
850 Grand St.
Victoria Crossing

NEBRASKA
Lincoln
London Bridge Toys
5221 S. 48th St. #10

Omaha
HMS Toys & Treasures
8730 Country Side Plaza

NEW JERSEY
Bergenfield
Childhood
10 N. Washington Ave.

Cliffside Park
Childhood
715 Anderson Ave.

Englewood
Childhood
32 N. Dean St.

Flemington
Rick's Toy World
Rte. 31

Ridgewood
Childhood
38 Oak Ave.

Somerville
Rick's Toy World
34 E. Main St.

Summit
Rick's Toy World
321 Springfield Ave.

Westwood
Childhood
102 Westwood Ave.

NEW YORK
Bridge Hampton
Penny Whistle Toys
Main Street

Brooklyn
Penny Whistle Toys
203 7th Ave.

Manhasset
Pied Piper Toys
2100 S. Northern Blvd.

New York
Manhattan Doll Hospital
176 9th Ave.

Mary Arnold Toys
962 Lexington Ave.

Penny Whistle Toys
1283 Madison Ave.

Penny Whistle Toys
132 Spring St.

Penny Whistle Toys
448 Columbus Ave.

Toy Park
112 E. 86th St.

Toy Park
626 Columbus Ave.

Scarsdale
The New Wooden Swing Co.
450 Central Park Ave.

Schnectady
Lord Jim's Dollhouses
809-11 Francis Ave.

NORTH CAROLINA
Albemarle
Doll Boutique
330 N. Second Ave.

Cary
Toys & Co.
206-D Waverly Place

Charlotte
Bedford Falls Toy Shoppe
2839-A Selwyn Ave.

Bedford Falls Toy Shoppe
625 S. Sharon Armitry

Greensboro
Toys & Co.
401 Forum VI

NORTH DAKOTA
Grand Forks
Home Of Economy
Hwy 81 North

OHIO
Akron
Hobby Center Toys
Chapel Hill Mall
Brittain Road

Hobby Center Toys
Summit Mall
3265 W. Market St.

Beachwood
Hobby Center Toys
Beachwood Place
26300 Cedar Rd.

Canton
Hobby Center Toys
Thursday's Plaza
4667 Dressler Rd.

Cincinnati
The Toy Shop
The Westin Hotel
21 E. 5th St.

Hobby Center Toys
Beachmont Mall
7500 Beachmont Ave.

The Toy Shop
Kenwood Towne Center
7875 Montgomery Rd.

Columbus
Child's Play
2660 Sawmill Place Blvd.
Plaza at Sawmill Place

Dayton
Hobby Center Toys
Dayton Mall
2700 Miamisburg-Cntrl

Elyria
Hobby Center Toys
Midway Mall
4364 Midway Mall

Findlay
Hobby Center Toys
Findlay Village Mall
1800 Tiffin Rd.

Kettering
The Toy Store
Town & Country
300 E. Stroop Rd.

New Philadelphia
Hobby Center Toys
Monroe Mall

North Randall
Hobby Center Toys
Randall Park Mall
1993 Randall Park

Toledo
Hobby Center Toys
Franklin Park Mall
Monroe & Talmadge

Hobby Center Toys
Southwyk Shopping Cntr.
2040 S. Reynolds Rd.

Hobby Center Toys
Spring Meadows
1542 Spring Meadows Dr.

Worthington
The Toy Store
Worthington Square Mall
107 Worthington Square

OREGON
Jacksonville
Scheffels Toys
Corner of Ca. & Oregon Sts.

Portland
City Kids
Corner of 2nd & Yamhill

City Kids
Downtown Portland
Pioneer Place

City Kids
Portland Int'l Airport

PENNSYLVANIA
Ardmore
Wayne Toy Town
106 W. Lancaster Ave.

Pittsburgh
Toy Kingdom
5408 Walnut St.

Toy Kingdom
Water Works Mall
946 Freeport Rd.

Wayne
Wayne Toy Town
163 E. Lancaster Ave.

RHODE ISLAND
Warwick
Dwyer's Dollhouse
1944 Warwick Ave.

SOUTH CAROLINA
Columbia
Be Beep A Toy Store
4525 Forest Dr.

Creative Kids
718 Saluda Ave.

SOUTH DAKOTA
Sioux Falls
Toys & Treasures Int'l
1706 S. Western Ave.

TEXAS
Fort Worth
Toy Time
6100 Camp Bowie

Houston
Child's Play
12506 Memorial

Toys Of The World
11962 Westheimer

Toys Of The World
5882 Westheimer

VERMONT
Essex Junction
Timeless Toys, Inc.
Essex Towne Market Place
Susie Wilson Rd.

South Burlington
Timeless Toys, Inc.
Shelburne Square
1350 Shelburne Rd. #115

VIRGINIA
Chesapeake
Classic Doll & Toy
3115 Western Branch Blvd.

Culpeper
Tricia's Doll Shop
406 N. Main St.

Norfolk
The Dolling Shop
761 Boush St.

Richmond
Toy Center
10441 Midlothian Trnkp.
Pokeno Green Shppng Ctr.

Toy Center
5811 Patterson Ave.

Vienna
Once Upon A Time
120 Church St.

Virginia Beach
The Dolling Shop
1550 Lasken Rd.

WASHINGTON
Bellingham
Children's Company
400 36th St.

Bellevue
Thinker Toys
10680 N.E. 8th

Edmonds
Teri's Toy Box
Downtown Edmonds

Issaquah
Scheffel's Toys
3310 E. Lake Sammamish
Pkwy.

Marysville
Children's Company
105 Marysville Mall

Seattle
Frederick & Nelson
5th & Pine

Teri's Toy Box
University Village Mall

Magic Mouse Toys
Corner of 1st & Yesler

Spokane
Frederick & Nelson
710 W. Riverside Ave.

CANADA
ALBERTA
Calgary
Funworks
2132 Crownchild Tr NW

ONTARIO
Elmira
Krafts By Us
19 Church St.

Kingston
Play & Learn
Catarqui Town Centre
945 Gardiner's Rd.

Ottawa
Lolligo
240 Sparks St. C-1

Thornhill
Historic Martin
46 Centre St.

Toronto
Daisy House
1567 Bayview Ave.

Whitby
Baby Shack Boutique
131 Brock St. South

OTTAWA
Toronto
Merryland Toys

QUEBEC
Hemingford
Enterprises Marie Rose
482 Champlain

Montreal
Les Jouets Flouppers
5208 Queen Mary Rd.