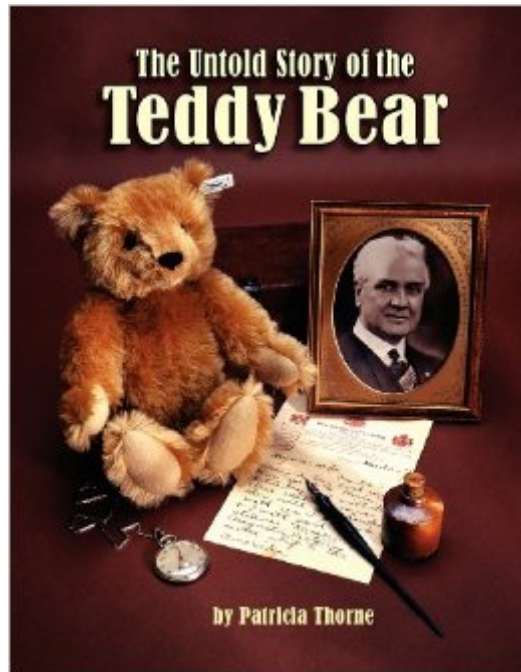


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# The Untold Story Of The Teddy Bear



## **Synopsis**

The Untold Story of the Teddy Bear solves a mystery in the history of the Teddy Bear. When the Steiff Company of Giengen, Germany created what we know as the classic Teddy Bear in the fall of 1902, the first to be made of mohair with movable arms and legs, no one would buy it. After being presented to toy buyers in the United States and Europe, no one was interested, partly due to its cost, size, and weight. Then along came a toy buyer, in the spring of 1903, who saw it on display at the Leipzig Spring Fair in Germany, and bought 3,000. According to the Steiff Company, they have no document that reveals the buyer's name. The only record they have is the amount of the sale, though they know he was an American representing an American company. Having financial troubles at the time, Margarete's small shop of handmade toys was about to be taken over by its creditors, so it was this sale of the little bears that saved the company. Not having that many toy bears on hand to fill such a huge order, however, many townspeople were enlisted to help so that the shipment would arrive at its destination in time for Christmas. As revealed in *The Untold Story of the Teddy Bear*, the first true history of the Teddy Bear, the author's grandfather was the American buyer, representing Carson Pirie Scott & Co. of Chicago, who placed that first large order of Steiff's new toy bear and gave it the name "Teddy," now referred to as the "Teddy" bear. The author tells the dramatic story of her grandfather's life and the difficulties he had to overcome, before becoming a successful international buyer, and the remarkable story of Margarete Steiff, founder of her little company of handmade toys. The text also documents the history of the now famous toy bear, in advertisements and editorials, from the time it arrived in the United States in 1903 to its sudden rise in popularity by 1907. Included is the story of the revival of handmade Teddy Bears after World War II, with colorful photographs that illustrate the work of today's talented, award-winning artists. With this book, the author ties together the people, dramatic events, and circumstances that resulted in the establishment of the world's most beloved toy and what these endearing bears have come to mean to children and adults all over the world.

## **Book Information**

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## Customer Reviews

I don't consider this book well-written. It is interesting and has a good story about the author's grandfather. I would have liked to see better proof of the statement she is making. Also, the introduction leads one to believe there are a lot of teddy bear artists mentioned when there were only two or three and she does not tie them into the plot of the book. However, being an avid teddy bear collector I consider this a book that should be in a collector's library.

Well written. Great research. I love reading about and learning about the history of things we have today in our lives. The Teddy Bear is so important and so comforting to so many people of all ages. I found the bear artist profiles interesting and i visited their web sites from the links provided. I really enjoyed this book. A must have for all Teddy Bear collectors. 5 Stars!!

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Teddy Bear Treasury, Volume II: Identification & Values: A Salute to Teddy  
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The Story of the Steiff Teddy Bear: An Illustrated History from 1902  
Teddy Bears and Steiff Animals (Teddy Bears & Steiff Animals, Second Series)  
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