

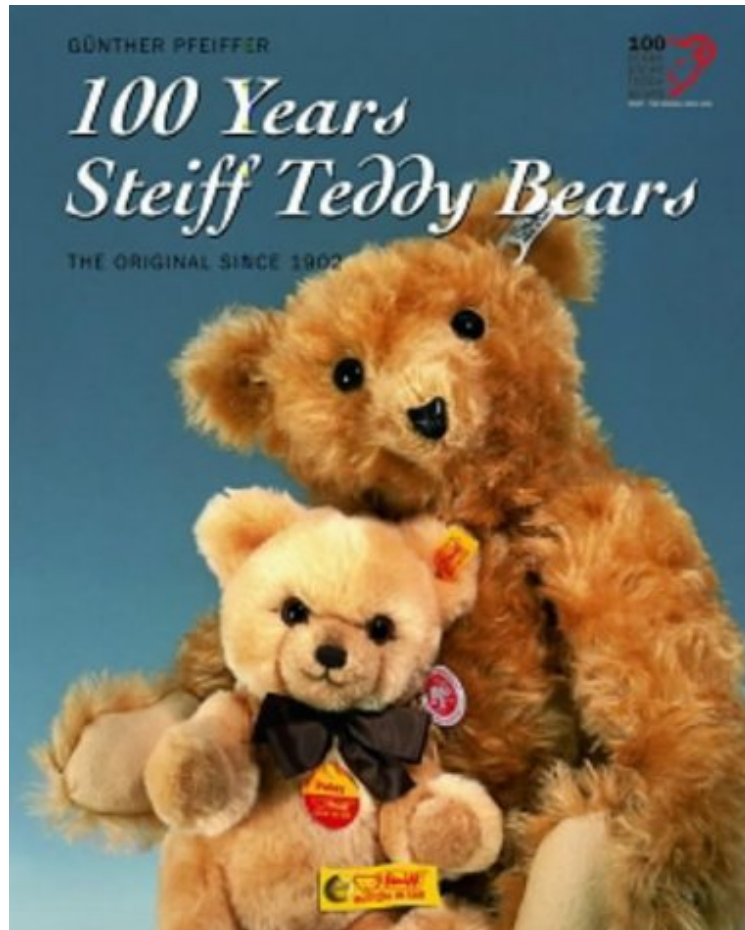
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## 100 Years Steiff Teddy Bears

**Gunther Pfeiffer, Gntner Pfeiffer : 100 Years Steiff Teddy Bears** before purchasing it in order to gage whether or not it would be worth my time, and all praised 100 Years Steiff Teddy Bears:

0 of 0 people found the following review helpful. Greatest stuffed animals ever!By GwenGreat steiff book!

-- The ideal book for the collector and enthusiastWith many new creations and innovative products, Margarete Steiff GmbH has managed to expand and consolidate its position in the collector's market without losing sight of its roots as being one of the most famous soft toy manufacturers to date. Margarete Steiff's oft-cited phrase, "Only the best is good enough for children" is as valid today as it was 100 years ago, which is probably why the company is as successful as it is. More than 8,500 different Steiff articles are currently available and every single one can be tracked by the clever Steiff identification markings such as the famous button, labels and chest tags.Invented in 1902 and shown for the first time in March 1903 at the Leipzig Toy Fair, Germany, the Steiff Teddy Bear soon became a best-seller. On this special occasion of its 100th anniversary, the Steiff Company has commissioned the only official illustrated Steiff Teddy Bear centenary book and opened the archives to release previously unpublished photographs and other historic

material.

From Library Journal  
The first stuffed toy bear appeared in 1902, and it became universally known as the "Teddy" bear after a political cartoon depicted President Theodore Roosevelt refusing to shoot a bear cub. Teddy bears are now hot collectors' items, and these three centennial books reflect the interests of adult collectors and enthusiasts. Schiffer's guides for collectors on many topics are well known, and this one by Hockenberry follows the Schiffer format, with a historical summary of early companies in the development of the teddy bear and a decade-by-decade chronology of collectors' bears with excellent color photographs and estimated values. Pfeiffer's book is a wonderfully illustrated and detailed history of the German Steiff company, maker of the most sought-after bears. Historic photos, dating from the founding of Margarete Steiff GmbH in 1880 to the present, provide an overview of the company's products and methods of construction. Current values are not given. *Teddy's World*, on the other hand, is a fantasy picture book with large color photographs of teddies posed in a variety of action and landscape settings. Envisioned by the creator of *Play with Your Food*, it contains 182 pages of full-color photomontages and several fold-out images. It is intended as a fun book, with very little text or collector's information. Of the three, the Hockenberry book is most useful for collectors and would be welcome in public library collections. The other two will appeal to enthusiasts, but are not essential purchases. Constance Ashmore Fairchild, formerly with Univ. of Illinois Libs., Urbana-Champaign  
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About the Author  
Gunther Pfeiffer retired from business life in 1995. His books on Steiff have become standard reference works for enthusiasts around the globe. He helps to organise and promote the Steiff Festival which brings a collection of Steiff articles under the hammer. Gunther Pfeiffer is a collector at heart and never ceases to be enchanted by the quality and beauty of Steiff products.