

# THE HISTORY OF THE TEDDY BEAR

## How the Teddy Bear was named

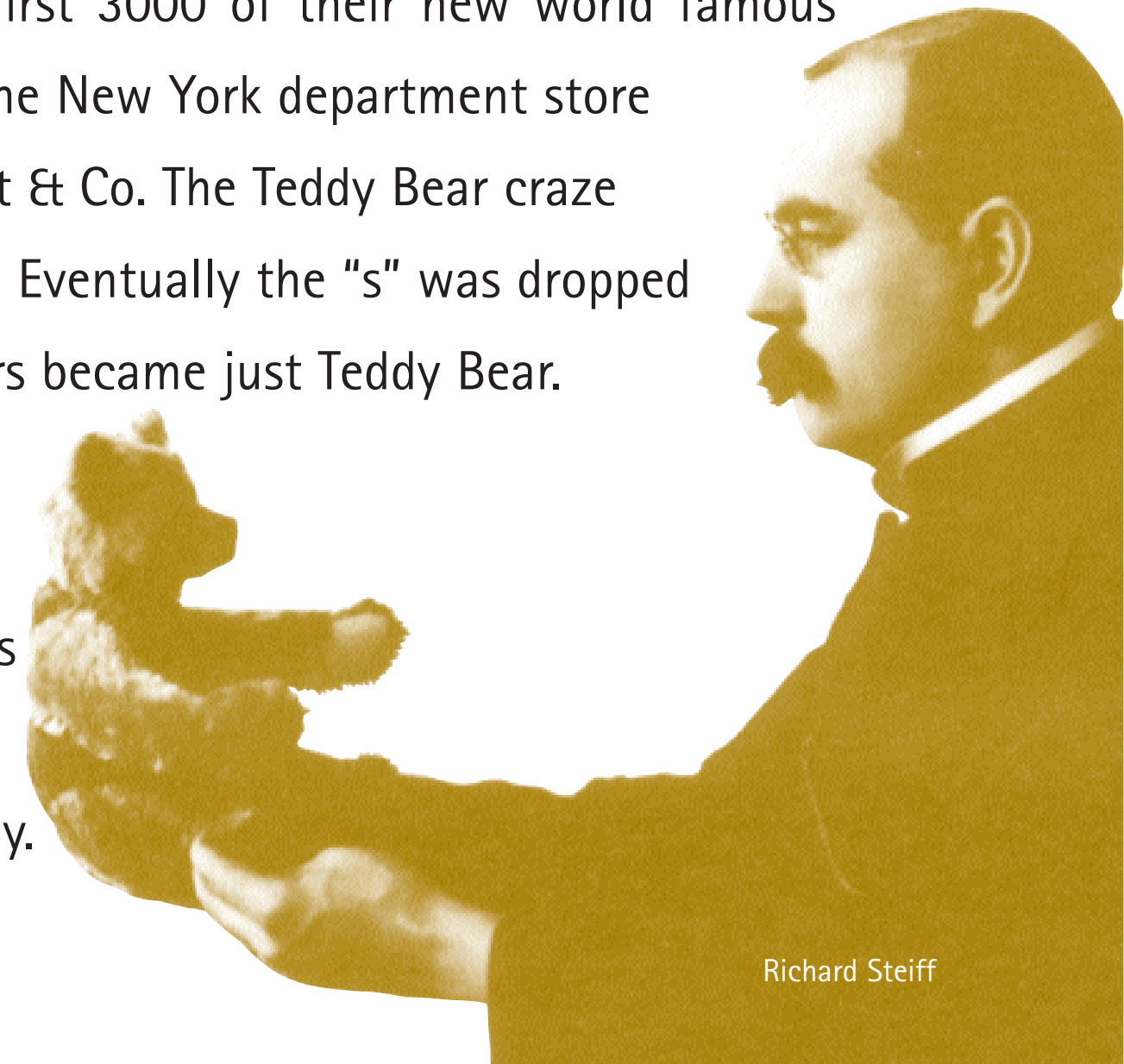
Toy and model bears have been around for a very long time. We know they were being sold in toy shops in the 18th Century. However, it was an event in November of 1902 which was to give the Teddy Bear its name. The President of the United States was Theodore (Teddy) Roosevelt and he was very keen on the outdoor life and in particular, bear hunting. On a bear hunting expedition in Mississippi he was unsuccessful in shooting any bears and in an effort to satisfy waiting photographers, a small bear was brought into the camp and the President was invited to shoot it. He refused and a cartoon by Clifford Berryman in the Washington Post publicised the event.



Theodore Roosevelt



In 1902 Richard Steiff was working on the first toy to have moveable limbs ~ the 55PB. In the Spring of 1903 Steiff sold the first 3000 of their new world famous teddy bears to the New York department store George Borgfeldt & Co. The Teddy Bear craze had hit the USA. Eventually the "s" was dropped and Teddy's Bears became just Teddy Bear. In 1907 Steiff produced nearly one million bears for sale ~ still a record today.



Richard Steiff

Not long afterwards Morris Michtom and his wife Rosie showed a toy bear in their New York store window and labelled it "Teddy's Bear". It was a great success. The Michtoms sold their entire stock to the wholesalers Butler Brothers, and went on to set up the Ideal Novelty and Toy Company ~ probably the first US teddy bear manufacturer.

"Blanche", has a Steiff button in her ear, brown glass eyes and a brown embroidered nose and mouth. She has cream cloth pads and is wood wool filled. Made c1910, she was originally owned by a German-Jewish girl, who escaped to Britain in 1939, where she joined the Secret Service, taking Blanche with her on dangerous assignments. After the war, Blanche's owner became a freelance foreign correspondent and died in 1974.



Steiff Button

