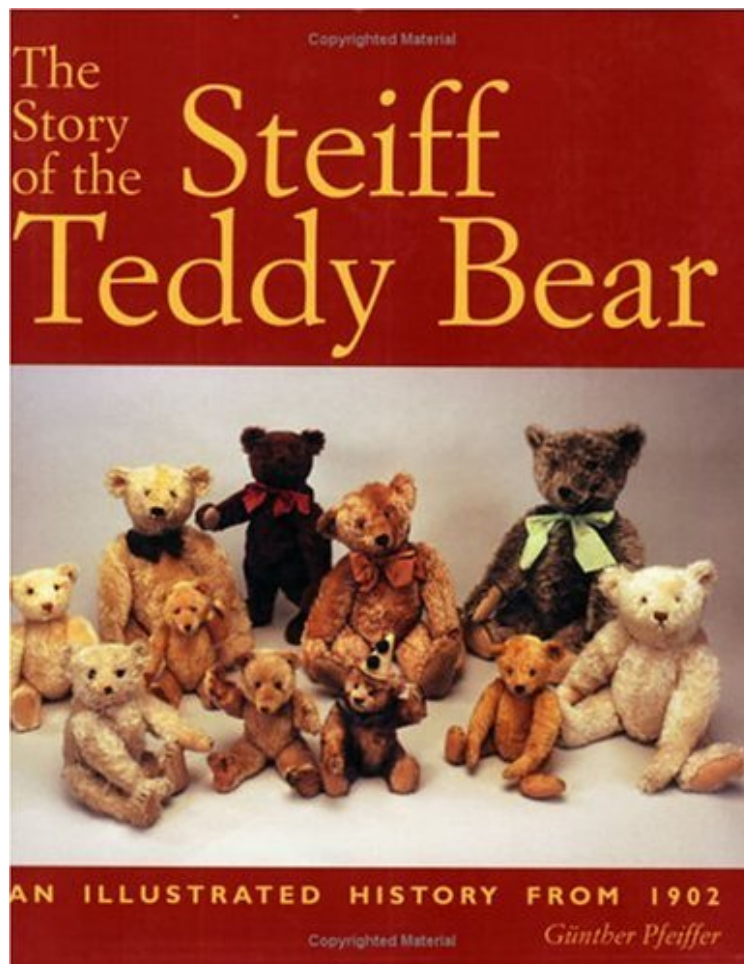


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# The Story of the Steiff Teddy Bear: An Illustrated History from 1902

*Gunther Pfeiffer*

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A host of mysteries have arisen surrounding the teddy's creation over 100 years ago in the small town of Giengen, in the south of Germany - who created him, what did he look like, and just where did his name come from? The results of extensive research are presented in this informative and entertaining volume, illustrated throughout with fascinating and beautiful photographs. Apart from the story of the teddy's creation, the 184 pages reveal a great deal of interesting and valuable information about the production of Steiff teddy bears, what they mean to people of all ages, the current situation in the collectors' and antique markets and an overview of the models produced over the last 100 years. Over 250 illustrations, including photographs from the archives of Margarete Steiff GmbH, provide a stunning backdrop for the exciting story of the teddy bear.

About the Author Gunther Pfeiffer retired in 1995 to leave more time for his hobbies, which has included writing numerous books and articles on the subject of the Steiff teddy bear. He and his team organize and promote the Steiff Festival that is held every year in Giengen, as well as the special auction at the festival which brings a unique selection of Steiff articles under the hammer. Although his former hobby has become a new career, Gunther is still a collector at heart and never ceases to be enchanted by the beauty and quality of Steiff products.