The magazine for Steiff Club members – Winter 2013

Rarities
School spirit

History
Mechanized marvels

Experts
The value of appraisals
Teddy Jeremy is resplendent in his silver-green tipped mohair coat as he waits for his friend the lion – made of felt in the style of classic Steiff characters – approaching from the background. “Paradise Jungle” is the theme of this year’s limited editions and is evident in each of the characters in the collection.
Dear Steiff friends,

Lots of people claim not to be superstitious. But they forget that we follow superstitious rituals in many everyday situations. For instance, in the Middle Ages, crossed fingers were used as a gesture to ward off witches and others considered to be or possess evil spirits, since it invoked the shape of the cross and was believed to offer protection or bring good luck. We still cross our fingers for someone or something today. And why should a penny be lucky? Because copper represented the Greek goddess Venus, and we all know what she represents. Evil spirits are chased away if we touch glasses when drinking.

And what about the number 13? In our culture, it is widely regarded as the unluckiest number. If we get the number 13 in combination with a Friday, then caution is most definitely the watchword! And there’s more: in some countries, people are so superstitious about this number that buildings often won’t have a 13th floor, or hospitals and hotels don’t have a room no. 13. There are lots of theories about why 13 is believed to be unlucky, and this editorial would never end if we were to list them all. However, perhaps in view of the fact that some countries believe it to be the luckiest number of all, we can hope for the year two thousand and 13 to keep the bad luck and trouble to a minimum, and bring lots of good and happy things. May the contents of this issue be some of them!

I wish you all a very healthy and happy New Year!

BEST WISHES,

YOURS,

INGE ZINNECKER
Steiff Club Manager
The first Sooty Show was aired in 1955. Two years later Harry introduced a best friend for Sooty, a little grey dog with floppy ears. His name was Sweep. They hit it off instantly and have been inseparable ever since. Stupid but lovable, Sweep is nearly always at the receiving end of Sooty’s tricks, but has been known to play a few of his own which usually backfire. Sweep is often referred to as ‘LoppyLugs’, on account of his ears, and ‘Bone-Brain’ or ‘Sausage-Brain’ after his favourite foods and talent for getting everything wrong. Sweep’s mistakes often exhaust the patience of Harry, Matthew or Richard. Harry Corbett would often look to the audience and say despairingly “Ooh … He’ll have to go that dog … he’ll have to go!” – a tradition continued to this day. Thankfully … he has yet to go anywhere! Sweep talks with a distinctive squeak and has a surprisingly good singing voice. Back in 1998, he surprised everyone on ‘Stars In Your Eyes’, appearing as Pavarotti, singing ‘Nessun Dorma’ — a performance which wows the crowds to this day!

Nearly all of us have our favourite Teddy bear. To those fortunate still to have him (or her) it is their own childhood companion. For many, who know his story and have been lucky enough to see him, it is Alfonzo. Pocket Alfonzo is a fun interpretation of this wonderful bear. Just 15 cm tall, he is made of red mohair. His Russian ancestry is evident in his cotton sateen Cossack outfit – just like the original one made by Miss Ball, the English nanny of Princess Xenia of Russia, the original owner of Alfonzo. Being pellet filled, Pocket Alfonzo is heavy and delightfully tactile. Made in a limited edition of 1908, he comes boxed with a certificate and a hand-signed 2008 first edition paperback edition of The Alfonzo Story (by Ian Pout) at £99 plus postage. To order please contact Teddy Bears, 99 High Street, Witney, Oxfordshire, OX8 6HY, England. Tel. 01993 706616, alfonzo@witneybears.co.uk, www.teddybears.co.uk (EAN 664410, 30 cm, Limited Edition of 2,000 pieces)

Sootty may be the nation’s favourite yellow Teddy bear, but Sweep remains everyone’s favourite little grey dog with the floppy ears. © Cadells Limited ® All rights reserved

(EAN 664229, 15 cm, Limited Edition of 1,908 pieces)
Encompassing traditions and celebrating inspirations, Steiff have captured every ingredient required to make a bear that overflows with nostalgia. The result is a winning design that pays homage to the spirit and romance Richard Steiff gifted his bears over 100 years ago. His stunning alpaca is quite exceptionally produced and skilfully woven. His expressive boot button eyes emanate warmth, intelligence and never-ending friendship. This is a bear that is extremely proud to join the celebrated series known as the ‘Jewel in the crown’ of the collectors’ world.

(EAN 664434, 36 cm, Limited Edition of 2,000 pieces)

Mesmerizing children’s toy rattles first began to be included in the Steiff range back in 1897. With a heart that beats the sound of magic it is no wonder such a bear was destined to follow these designs. Paying tribute to toys of yesteryear please clasp your hands around this enchanting bear, give him a gentle shake and wait for the surprise ... he rattles! Around his neck he wears a miniature rattle locket for all to see what’s hidden inside. Skillfully designed to encompass all the innovative periods of Steiff production, Rattle bear is a true traveller to last a lifetime.

(EAN 667726, 26 cm, Limited Edition of 1,500 pieces)

Steiff designed this Teddy bear to mark the 175th anniversary of the birth of Count Zeppelin. He is made of the finest light beige mohair, and is wearing the blue uniform and white hat that are known to us from the many pictures and portraits of the Count. Needless to say, his famous moustache is much in evidence! The bear is holding a miniature model of the Zeppelin in his paws.

(EAN 675380, 30 cm, Limited Edition of 1,500 pieces)
Sunny the Bunny

Presenting the next selection in the series of pastel rabbits from Steiff North America! Meet Sunny the Bunny, our latest and greatest Springtime creation. Sunny is handmade in Germany from pale yellow and white mohair and is holding a sunflower that is truly amazing. The detailed craftsmanship of both the rabbit and the accessory will amaze you. The sunflower is hand-sewn of wool felt and velboa fabric and delicately airbrushed for extra realism. Sunny is lovingly stitched by experienced Steiff artisans. This is truly our most breathtaking rabbit yet!

(EAN 682278, 22 cm, Limited Edition of 1,500 pieces)

Mini Dorothy from “The Wizard of Oz”

From one of the biggest films of all time comes a dainty interpretation of one of last year’s biggest successes! Presenting the 14 centimetre miniature version of Dorothy from “The Wizard of Oz”. This version of the popular character includes all the features of the larger original, but in a petite size … with the exception of one major addition: the famous ruby slippers! This Dorothy boasts the trademark shoes from the film handmade from a sparkling red, very unique material. In addition, her nose and mouth are hand-stitched of brown floss.

(EAN 682490, 14 cm, Limited Edition of 1,939 pieces)
USA/UK

**Gentleman Ben**

For collectors who love big bears, Gentleman Ben will be especially appealing. Standing tall with sparkling black eyes, he beckons to be hugged and held. Discovered in an online auction, Gentleman Ben is an amazing reproduction of the original. Steiff designers worked from exacting measurements and colour swatches to create this one-of-a-kind masterwork. His cinnamon fur is brown tipped and hand airbrushing provides attractive detailing. We’ve gone the extra mile to capture the endearing expression of the original – right down to his hand-stitched nose and mouth.

*(EAN 682292, 50 cm, Limited Edition of 1,000 pieces)*

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**USA**

**Charleston Bear**

“The Charleston” is a jazz composition that was written to accompany the famous Charleston dance. It was composed in 1923, with lyrics by Cecil Mack and music by James P. Johnson. 2013 marks the 90th anniversary of the song and dance sensation. To commemorate the occasion, Steiff is pleased to introduce a very special Teddy that pays tribute to the roaring 20’s. Made of wavy white mohair, this bear wears a sequined headband accented by a real feather. She looks just like a flapper! This fashionable Teddy celebrates one of the brightest, most optimistic periods of American history.

*(EAN 682391, 30 cm, Limited Edition of 1,500 pieces)*

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These special items are exclusively available in the respective countries.
Most people think of Steiff’s wonderful Teddy bears and lifelike animals as collectibles or playful toys for children. But did you know that Steiff has a century long history of working with companies to produce specialty products often made for business purposes? These can be one of a kind items, like special Studio or lifesized pieces for an organization’s lobby or reception area; gifts or prizes for employees and customers; or commercial items to help promote their brands.

The design and production teams at Steiff sometimes refer to these business requested items as “customer specials”. Customer specials can range from an entirely new design pattern – including the replication of a company’s mascot; to a standard line item in a different size, colour, or configuration; to something as simple as an unusual custom ribbon, a felt accessory, a unique tag, or other small differentiators added to an otherwise standard item in the line. Depending on the specifics of the order, customer specials are usually produced in limited numbers and are not distributed broadly through Steiff’s usual commercial channels. In the past, Steiff did not necessarily separately catalogue a customer special that was a modification of a standard line product. As a result, these finds are exciting, as well as frustrating, to collectors, who always want to know the full story behind unusual Steiff items.

The history of customer specials really starts in the early 1900’s, when Steiff began partnering with manufacturers and well known brands to create their logos, characters, and trademarks as Steiff products. For example, in 1913, Steiff was asked to create “Bibendum” out of felt in two sizes for a company in France. “Bibendum”, or “Bib”, is the Michelin Tire Man! The 1930’s marked the beginning of a long and still enduring relationship between Steiff and The Walt Disney Company. The wonderful velvet Mickey and Minnie Mouse dolls created between 1931-1936 are among the most precious and sought after finds for both Steiff and Disneyana collectors!

Fast forward two decades to the 1950’s, and Steiff was busily producing the mascots for many German companies. Examples include a promotional 12 rubber doll dressed in blue overalls for Englebert, a tyre manufacturer of the time; a 10 cm green and white striped velvet zebra for Arco; a 14 cm felt and mohair dressed Teddy mascot for the Breuninger Department Store; and 12 and 20 cm mohair, felt, and rubber “Trokky” bees for Paul Bendix, a linen manufacturer of the time. Another well-known commercial treasure of the 1950’s was Peck, a 12 cm green mohair and felt caricatured “germ” made for the Merck pharmaceutical company. Peck was detailed with orange felt feet and hands, large eyes, and rubber shorts. Given their extremely small production time frame and very limited distribution, these and other early 1950’s commercial items are extremely rare and seldom seen on the secondary market, especially in very good or better condition with their original accessories and ID.

The early 1950’s also ushered in a commercial relationship between Steiff and a major German company that is still in existence today – over 60 years later! In 1951, Steiff made the brilliant business decision to obtain exclusive rights to produce soon-to-be
German superstars in the form of hedgehogs Mecki and his wife Micki. These characters were designed by artist Ferdinand Diehl as the mascots for a very popular magazine called HörZu, which covered radio and television news. HörZu began publishing in 1946; the hedgehogs made their debut in 1949. Knowing a good thing when they saw it, Steiff approached the Diehl Film Company about Mecki and Micki. Diehl granted Steiff the exclusive licensing rights to produce the dolls in 1951, and they have been a mainstay in the line to this day. A few years later, Diehl went on to license his Larifari character to Steiff; however this doll was only in production from 1955 through 1957.

As companies all over the world started to understand the value and prestige Steiff could provide as a premium and gift partner, orders for customer specials started pouring in from around the world – even as far away as America! For example, Steiff created an 8 cm “Ginny’s Pup” as a promotional item for Vogue dolls; a 17 cm “Butch the Cover Dog” as a promotional item for the Saturday Evening Post; and 12 and 14 cm Basset Hounds as promotional items for Hush Puppies Shoes.

It is interesting to note that although many customer special collaborations were modifications of standard line items, this was not always the case. “Ginny’s Pup” was Steiff’s Foxy Foxterrier with a raincoat and leash while the Hush Puppies Bassets were based on the company’s standard line Bassets from 1961 through 1963. However, just the opposite happened with “Butch the Cover Dog”. This black and white dog was produced in 1958 as a customer special, then modified slightly and relaunched to the world as Cockie the Cocker Spaniel from 1960 through 1976.

Steiff’s long list of past corporate customer special partners is astounding and comprehensive. Publishers, banks, vineyards and breweries, music groups, soccer clubs, technology companies, car companies, clothing companies, healthcare organizations, food companies, and seemingly countless others, have all enlisted Steiff to bring the magic of Giengen to their brands. Steiff’s customer specials have even been used in goodie bags for championship sporting events; in 2005 the company produced an extremely limited number of 35 and 65 cm cobranded Steiff and Porsche plush alligators exclusively as a gift for attendees at the 2005 Porsche Tennis-Grand-Prix in Filderstadt (near Stuttgart) Germany.

In the past year or so alone, Steiff has worked with Märklin, a toy company; Hapag Lloyd, a cruise ship line; Ontario Tourism Marketing Partnership, a travel advisory; Malteser, a relief organization, Lufthansa, an airline; and Hilton, a hospitality company, among others, to create specialty collectible items to motivate, inspire, and create brand loyalty among their many customers and advocates. These modern customer specials today are certain to be tomorrow’s finds for those collectors who enjoy Steiff’s slightly more unconventional – and cobranded – treasures.
The Steiff Club’s 20th birthday is now behind us. 2012 began with exclusive birthday celebrations for “Louis I” (see our report in the August 2012 issue), and many Club members also took the opportunity to support “the King” in very special appearances at the various birthday events throughout the autumn. A look back in pictures – and the editorial team’s warmest thanks to all Club members for joining in!

A look back at our 20th birthday

“Louis” was the focus again at the autumn 2012 events

The Steiff Club’s 20th birthday is now behind us. 2012 began with exclusive birthday celebrations for “Louis I” (see our report in the August 2012 issue), and many Club members also took the opportunity to support “the King” in very special appearances at the various birthday events throughout the autumn. A look back in pictures – and the editorial team’s warmest thanks to all Club members for joining in!
Although university life is full of books and rules and exams, it also usually includes a great deal of school spirit. University mascots, those silly or serious characters who appear on sweatshirts, in school literature, or even in person at big sporting events, help unify the campus and bring the different generations of graduates together.

During the 1950’s and very early 1960’s, Steiff produced a number of University mascots especially for the United States market. The early 1950’s were a time of great creativity at Steiff, so it is no surprise that the company would debut its innovative series of university themed mascots during this period. Mascots were produced for several of America’s “Ivy League” and top schools, as well as the country’s military training institutes. Mascots were based on the organization’s animal or character, but were not strict interpretations of them. Many Steiff mascots had cartoon-like slit or colourful eyes, to remind collectors that the items were both fierce and friendly at the same time. In some cases, numerous mascots for the same institution were produced.

The official launch of Steiff’s mascot programme began in 1951 with the production of two highly caricatured versions of the US Navy Goat. Both were 28 cm; one was sitting and one was standing on all fours. Each was made from white mohair and had leather hooves and horns; green and black “squint” style eyes, a long beard, and wore a blue and gold felt blanket with a large “N” on the side. These goats were entirely original designs and were manufactured through 1959. Steiff also produced a smaller Navy Goat in 15 and 25 cm from 1957 through 1960; this pattern is quite similar to the one that would later be seen on the standard line item Rocky the Capricorn goat, who appeared in the line from 1963 through 1976.

To keep up with the United States Navy-Army rivalry, Steiff created their own version of the Army Donkey in 1957. Donkey was produced in two sizes, 12 and 14 cm. The 12 cm size was based on Steiff’s classic and beloved standard line baby donkey pattern that was introduced in 1950. Small Army Donkey was standing, made from velvet, and had a little black mane. His details included a red leather bridle and reins and a blue and white felt blanket with an “A” on the side. The 14 cm Army donkey was standing, made from mohair, had a red yarn brindle, and a rather playful facial expression – including large round white and black googly glass eyes. And like his little brother, he also had a blue and white, or yellow and white, felt blanket with an “A” on the side.

In 1952, Steiff produced mascots for three Ivy League universities: Columbia University of New York, Princeton University of Princeton, New Jersey, and Yale University
of New Haven, Connecticut. For Columbia, who has had a lion as their mascot since 1910, Steiff produced a lion and lioness pair; both wore a light blue and white felt blanket with a large “C” on the side. The lion was 28 cm and standing on all fours. His general body shape was somewhat similar to Steiff’s classic “Papa Lion” but what made him really unusual was his facial design. He had an open, felt lined mouth with teeth and brown and black "squint" style eyes. The lioness was 21 cm, fully jointed, and based on Steiff’s “Mama Lioness” design of the time. Both the Columbia Lion and Lioness appeared in the line for one year only.

Princeton University has had a tiger as their mascot since 1879. During the 1950’s, Steiff produced three different versions of the Princeton Tiger. In 1952 only, Steiff produced a 25 cm standing version and a 25 cm sitting version with a jointed head; both had open, felt lined mouths with teeth and green and black “squint” style eyes. The body of the standing version would later reappear on Steiff’s tiger cub (1954 through 1975) while the body of the sitting version could later be seen in form on Steiff’s sitting Bengal (1959 through 1961). In 1957 and 1958, Steiff produced a 10 cm standing Princeton Tiger; this little cub featured round green and black cartoon style eyes and an orange and blue felt blanket with a large “P” on the side.

Yale University’s mascot logo has been Handsome Dan, the bulldog, since 1889. Steiff created two versions of Handsome Dan; a larger 28 cm sitting version in 1952 and a smaller 14 cm standing version in 1957. The larger Dan is head jointed and made from white mohair which has been selectively airbrushed with spots and shading. His head has amazing and interesting details, including one black ear and one white one, a very distinctive velvet lined muzzle and jowls, a flat black round glass button nose, and blue and black glass “squinting” eyes which are adjustable. Collectors may recognize these playful eyes which also appeared on Steiff’s Cheerio dogs, Petsy baby bears, and Lulac rabbits over time. Little Dan’s jowls are elaborately constructed and lined in pink velvet. And, like big Dan, his nose is made from black glass.

It is interesting to note that at the time, Steiff did not create a logo for another major Ivy League school, Cornell University, whose logo just happens to be “The Big Red Bear”.

Our final mascot under discussion today just might give you a little scare. Duke University, which is located in Durham, North Carolina, is one of North America’s largest and most prestigious higher education institutions. Duke has had a Blue Devil as the school’s mascot since the 1920’s. As part of its university mascot series, Steiff created a 28 cm standing Blue Devil Doll from 1954 through 1963. The doll, which is jointed, has a felt body and a rubber head and is dressed in a blue felt suit with white felt shoes. He has a blue felt tail and his head is detailed with little horns. Devil carries a metal trident or pronged spear. Because of his construction and materials, very few of these Duke Devil mascot dolls have survived to this day in very good or better condition. At the 2012 SteiffTeddy Dorado auction, held during the annual Steiff Summer Festival, a nice example of a Steiff Duke Blue Devil Doll achieved a hammer price of 750 euro.
They take my breath away!"  "I could stand and watch them for hours!"  "As a child, they made holiday shopping a marvellous adventure, not a chore!"

These are just some of the feelings Steiff enthusiasts have about the company’s remarkable mechanized displays. Almost everyone can remember the first time they saw one of these masterpieces — in a toy store, at a special event, or even in the window of a department store around Christmas time. Steiff’s fantastic moving display at Harrods in London, an interpretation of the Globe Theatre, attracts thousands of visitors each year and is a main attraction in this amazing toy department. It goes without saying that these moving displays, which can range in size from less than a meter to almost the length of a city block, are distinctive to Steiff, and have been part of the company’s tradition for over 100 years.
Steiff has always been able to advertise and merchandize their products well, in part because the items are so charming in design to begin with! Early catalogues and print advertisements feature happy scenes of bears, monkeys, dogs, and other popular characters chasing each other, playing games, or frolicking for the camera. Soon after, Steiff began creating more elaborate scenes featuring many more animals and dolls and props; these vignettes reflected things like life in a small town, farming, or sports, among others. In some cases, these were photographed for advertising purposes, while in others, the scenes were actually sold as a package to stores as displays. It wouldn’t be long before Steiff’s creative team brought these scenes to the next level with movement; in about 1910 the company launched the large-scale, mechanized window display pieces that it would continue to produce throughout the 20th century.

Today, Steiff’s moving displays are created, serviced, and maintained in what the company calls its Exhibition Department. The department is run and managed by two long time Steiff employees, Hans Rösch, who has been with the company for 22 years, and Werner Mühlbacher who has been with the company for 25 years. Both gentlemen have been involved with every moving display the company has produced over the past quarter-century or so, meaning...
that they have come up with the concept behind the display as well as its design, manufacturing, engineering, assembly, transportation, and maintenance. It is important to remember that these displays are built in Giengen but installed all over the world, so how an item is assembled - and disassembled for transport is a critical part of the overall process. Today, Mr. Rösch and Mr. Mühlbacher spend most of their time restoring older moving displays as well as working on site in stores and at events setting up or decorating other displays.

According to Mr. Mühlbacher, the most challenging part of any display is coming up with the concept of the project, not the engineering behind it. All displays, regardless of size or final destination, must tell a story, have movement that is enchanting, natural, and key to the theme, and be attractive and complete from every viewing angle. Ideas are first sketched out on paper and then the materials, animals, and movement engines are determined. The materials must be durable yet lightweight for shipping, assembly, and repair. No detail is overlooked; authentic materials are used whenever possible, but often details are painted or molded onto buildings, structures, and scenery that are part of the display. The engines that make the movement happen are hidden or embedded in the display’s structure; sometimes music or background sounds are also part of the presentation. The technology for sound, and also controlling engine noise, is also an important part of the planning process.
The Exhibition Department has had some remarkable achievements. According to Mr. Mühlbacher, moving displays for the FAO Schwarz store in Las Vegas and a jungle scene were among the most challenging projects completed by his team. All involved tremendous planning, precise construction and installation, but most of all, an enormous amount of creativity! The FAO Schwarz Las Vegas project, which was located in the Roman-themed Caesar’s Palace featured Teddy bears in togas and gladiators. And what was Mr. Mühlbacher’s personal favourite project of all times? A display based on a tour of Germany, or Deutschlandreise. This exhibit simulated a tour of Germany from North to South, and featured five highlighted regions within the country. Each region featured typical buildings, activities, and commerce of its area, brought to life by hundreds of moving Teddy bears and other animals. Overall, this exceptional exhibit covered a length of more than 20 metres.

Today, Steiff currently has fifteen major moving displays located in stores or trade exhibits. They consist of 11 huge ones, measuring 23 m long by 2.5 m high by 2.5 m deep, and four that measure over 5 metres long. Although the company is not actively building them today, they have in the past built more modest sized moving displays for smaller store windows and countertops. For example, a charming forest scene from around 1984 measures less than a metre in any direction and features two caramel coloured mask Teddies, a blond mask Teddy, a woollen miniature black Hucky raven with plastic legs, a green woollen miniature frog, and a soft plush squirrel. When the display is plugged in, the smaller caramel Teddy starts sawing a downed log, which is made from paper mache, and the larger Teddy drinks from his “honey” mug. This display, like many others of the period is made from wood; the background is stenciled with trees and the base is lined in short, green plush to resemble grass. These smaller scaled displays, which do occasionally appear on the secondary market, are a perfect way for collectors to bring the magic of Steiff’s Exhibition Department into their own homes.
The value of appraisals

What the experts look for when evaluating your collectibles.

Perhaps you have a vintage Steiff item in your collection you’ve always wondered about, or suspected was very unusual. How old is it? What is its story? And even perhaps, what is it worth? Many people take their special older or family Steiff treasures to antique toy specialists to learn more about them. These professionals often work through auction houses, speciality stores, or professional organizations, and meet with collectors at in-store events, collector’s conventions, and other doll and Teddy bear fairs.

In general, the word “appraisal” indicates a formal process that includes a precisely written document and an in-depth, physical, in person inspection of the item being appraised. Appraisal documents capture the history of the item; its size, condition, and materials; photographic images; and recent sales data of comparable items, among other factors. Formal appraisals are usually used for insurance purposes, include several tiers of value estimates, may take days or weeks to complete, and can cost up to several hundred euros or dollars each, depending on the size and scope of the item or items under review.

It is important to understand that there are several key differences between a formal written appraisal and an identification and valuation conversation with a specialist. Most free item evaluations at collector’s events are actually “identification and valuations”, meaning that a specialist looks over the item, asks a few questions, and then provides their best oral opinion on the highlights of the piece and a possible value range. In the vast majority of cases, this is plenty of information for attendees, who are often simply seeking the age of the item, a few details about its history or design, and a ballpark retail resale value.

So just how does a specialist identify and value a vintage Steiff treasure? The process is very personal, and varies considerably per person. But all specialists take the following five general categories into account in forming their opinions about a Steiff item under discussion:

**General Condition:**
Specialists consider the initial appeal and presentation of the piece, compared to as it would have appeared when new. Does the item have playwear, or is it in pristine condition? How is the face? Does it have any known restoration? Does the piece have any fading from the sun, loose or sagging limbs or joints, insect problems, or other
obvious structural issues such as rips, tears, holes, loose or weak seams, bare patches, or missing accessories? It is not unusual for a specialist to place their nose very close to an item and take a good hard sniff. They are checking for smoke and other odors that may indicate internal structural issues. Clearly, the better the condition, the more interest a piece has now, or could have in the future.

**Identification:**
Specialists look for the presence of Steiff identification. These can include – depending on the item and its year of manufacture – a button in ear, ear tag, chest tag, rubber bracelet, US Zone tag, assorted hang tags, washing instruction tags, special store tags, and other forms of identification. In a perfect world, an item would retain all of its original Steiff elements, and an experienced specialist should be able to tell you what those were originally for any given piece.

**Materials:**
Specialists consider an item’s external material or materials, as these are often good clues to its age and relative rarity in some cases. Steiff has used many, many different materials for its soft toys, including felt, velvet, mohair, wool plush, coat plush, paper plush, silk plush, dralon, woven plush, and trevira velvet, just to name a few. The company has also used more unconventional materials, such as leather, plastic, rubber, and wood, as design elements on their products over the years. Experienced specialists should be able to identify external materials and use this information in context to help date any item to within a decade or so.

**Details:**
Specialists look for those design features that define an item as relatively common, somewhat hard to find, or even a remarkable treasure. These things involve more obvious details such as an item’s eyes (shoe button, glass pupil, slit pupil, glowing, google, squint, etc.); its facial and claw embroidery (colour, fading, design, number of claws, etc.); and other details such as whiskers and accessories (collars, clothing, blankets, etc.). They also include less obvious details such as an item’s facial and/or body construction, type of seams, number of joints, stuffing materials, and presence or absence of a working voice or squeaker. Experienced specialists should be able to point out most Steiff design elements and explain what makes them interesting – or not – from the historical and pattern evolution perspectives.

**Size:**
Size can impact value for both larger and smaller items. In general, specialists place higher value on those items that appear in unusual, unconventional, or uncataloged sizes. In some cases, ironically, the smaller the item the larger its collector’s appeal, and in turn, its value. This may be true in part for two reasons. First, smaller items were more likely used and loved by children as toys, and therefore very few in good or better condition are still in existence. And second, smaller items take up less space, which is attractive to many collectors. On the other side of the coin, unusual Studio items also are of great interest to specialists. These life-sized items often need true detective work to unearth their origins and design evolutions. In general, specialists consider size relative to rarity and value on an item-by-item basis.

With Steiff treasures as well as every other type of collectible, above all an item is “worth” what a person is prepared to pay for it. However, having an experienced Steiff specialist review a few of your vintage treasure at a live event is a great way to get an informed perspective on their value as well learn something new about them as well. Who knows … your gut feeling might just be right and you could indeed have an exceptional treasure in your collection!
Do you have a new or vintage Steiff treasure that you would like to learn more about? The Steiff Club is here to help! Just send along a brief description of the item, its article number (from the back of the ear tag), a clear, high-resolution photo, your name and your home town to the following address:

Margarete Steiff GmbH, Attention: “Club-Post”, PO Box 1360, 89530 Giengen an der Brenz, Germany, or e-mail to carolyn@steiffusa.com, or info@steiff.de

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**Question:**
My son found this standing Steiff Dalmatian at an antique store, and gave it to me for a birthday present. I thought Steiff’s Dalmatians were always sitting. What can you tell me about this dog?

TE, Minneapolis, Minnesota USA

**Answer:**
Your new dog friend is indeed a Steiff Dalmatian that was made especially for the high end United States Toy Store FAO Schwarz. This standing pattern was based on Steiff’s standard line sitting pattern “Dally” Dalmatian. This particular model has an open mouth and a red leather collar. He was produced in 11, 22, and 28 cm from 1953 through 1955 only, and is considered quite rare.

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**Question:**
This tiny woollen Steiff swan has been in my family for two generations. My mother got it as a present upon her engagement many years ago. It is lovely and delicate. What can you tell me about it?

HS, Sydney, Australia

**Answer:**
What you have here is Steiff’s tiny pom-pom woollen Swan. He is 8 cm tall, lying, and made from white woollen yarn. He has an orange felt beak and tiny black button eyes.

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**Question:**
This tiny woollen Steiff swan has been in my family for two generations. My mother got it as a present upon her engagement many years ago. It is lovely and delicate. What can you tell me about it?

HS, Sydney, Australia

**Answer:**
His wings are made from longer white yarn while his feet are made from double thick black felt. This swan design was produced overall from 1964 through 1969 in this size only.

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**Question:**
I was looking at my collection of Steiff sheep, and noticed these black ones are very similar, but have different eyes and facial stitching. Is one a mistake? Are these the same pattern?

PS, Berlin, Germany

**Answer:**
These sheep in many ways are similar, but indeed are different designs. The one with the blue eyes is called Swapl. She is standing, unjointed, and has a pink nose and mouth. She was produced in 10, 14, 22, 28, and 35 cm between 1957 and 1964. The one with green eyes is called Lamby. She also is standing, unjointed, and has a red nose and mouth. She was produced in 10, 14, and 22 cm between 1954 and 1956. Because Lamby was only in the line for two years, she is considered a bit more unusual from the collector’s perspective.
Question:
Look what I found at a local antique store, a bearded doll in a grey velvet suit. The only reason I know he is made by Steiff is because he has a tiny Steiff button on his jacket. Who is he, and when was he made?
ET, Brussels, Belgium

Answer:
This doll is called Hubert the Hunter. He is 20 cm tall and head jointed. His body is made from fabric and is softly stuffed; his head is made from PVC. He has a red-brown plush beard. Hubert is one of eight “dolls in business clothes” that Steiff produced in 1978 only. The others were Jupp the Soccer Player, Lucky the Cook, Rusty the Chimney Sweep, Hein the Sailor, Rico the Mechanic, Florian the Fireman, and Herby the Gardner.

Organisation

Important: Changes in sending out Club information

In the August issue 2012 (page 4,) we mentioned that the posting dates for Steiff Club documents had changed. We are repeating the main changes again here. Please always note the closing date for paying subscriptions in your renewal notification. You will then receive your personal membership documents in the following quarter’s mailing, together with the Club magazine.

Club documents sent out quarterly

<table>
<thead>
<tr>
<th>Club magazine (sent by the beginning of the month)</th>
<th>Contains the renewal notification for members whose membership year starts as follows:</th>
<th>Closing date for payment of subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>January, February, March</td>
<td>15 January</td>
</tr>
<tr>
<td>February</td>
<td>April, May, June</td>
<td>15 April</td>
</tr>
<tr>
<td>May (was beginning of April)</td>
<td>July, August, September</td>
<td>15 July</td>
</tr>
<tr>
<td>August</td>
<td>October, November, December</td>
<td>15 October</td>
</tr>
</tbody>
</table>

Example: If your personal membership year starts in April and your membership expires on 31 March, you will in future receive the renewal notification with the February issue of the Club magazine. The closing date for paying the subscription is 15 April, and your renewal documents (membership card and Club gift) will be sent with the May issue of the Club magazine.

As the documents will now be sent quarterly, the date for paying subscriptions (closing date) may in some case be earlier or later, which means that the documents may be sent out earlier or later.
**Dates**

2 March 2013, from 13 hrs

**Auction Stuffed Toys & Teddy Bears**

Stadthalle
Bad-Godesberg, Kohlenzener Straße 80, 53777 Bonn am Rhein

Contact:

TeddyDorado GmbH, Marienstraße 2, 53343 Wachtberg
tel. +49 (0)228 20 76 738
fax: +49 (0)228 20 76 799

**16 and 17 March 2013**

**Teddybär Welt 2013**
Rhein-Main-Hallen Wiesbaden

Contact:

Agentur Spies Neumann
Max-Freemy-Str. 32, 50827 Cologne
tel. +49 (0)221 5 30 65 53
fax: +49 (0)221 5 30 56 89
www.teddybaer-welt.de

23 March 2013, 12 - 15 hrs

Free datings and appraisals at the Steiff Museum in Giengen an der Brenz

Contact: (see above)
TeddyDorado GmbH

**27 and 28 April 2013**

**Teddybär Total**
in Münster
www.teddybaer-total.de

4 May 2013, 12 - 15 hrs

Free datings and appraisals at the Steiff Museum in Giengen an der Brenz

Contact: (see above)
TeddyDorado GmbH

(from 2 to 5 May 2013 the LBS Cup Beach volleyball competition will take place at the Steiff Museum)

28 to 30 June 2013

**Steiff Summer 2013**
in Giengen an der Brenz

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**VENUES**

**Germany**

2/1 (NI)  **Steiff Store by Kiki**, Stuttgart, tel. +49 (0)711 2 20 04 72
2/2  **Galeria Kaufhof**, Stuttgart, tel. +49 (0)711 2 03 61 69
2/16  **Spielwaren Kurtz**, Stuttgart, tel. +49 (0)711 23 85 20
2/18  **Galeria Kaufhof**, Munich, tel. +49 (0)89 23 18 31
2/20  **Spielwaren Bauer**, Ohringen, tel. +49 (0)779 41 94 9 50
2/21  **Galeria Kaufhof**, Oberhausen, tel. +49 (0)208 8 23 03 78
2/21  **Korb Rau**, Göttingen, tel. +49 (0)551 40 94 68
2/22  **Karstadt**, Dresden, tel. +49 (0)351 8 61 28 68
2/23 (NI)  **Steiff Store by Kiki**, Stuttgart, tel. +49 (0)711 2 20 04 72
2/25  **Lütgenau**, Dortmund, tel. +49 (0)231 5 49 05 21
3/1 (NI)  **Karstadt**, Bielefeld, tel. +49 (0)521 5 28 80
3/1  **Galeria Kaufhof**, Mannheim, tel. +49 (0)621 38 04 5376
3/2  **Spielzeugparadies Wagner & Raschka**, Bochum, tel. +49 (0)234 90 28 20
3/7  **Karstadt**, Göttingen, Tel. +49 (0)551 40 94 68
3/7  **Carl Schäffer Geschenke**, Osnabrück, tel. +49 (0)541 3 31 31 32
3/8  **Heinrich Roskothen**, Duisburg, tel. +49 (0)201 2 02 80
3/13  **Karstadt**, Darmstadt, tel. +49 (0)61 51 10 94 68
3/15  **Galeria Kaufhof**, Kassel, tel. +49 (0)671 85 37 74
3/15  **Karstadt**, Braunschweig, tel. +49 (0)511 43 19 68
3/16  **Antheum**, Cologne, tel. +49 (0)221 27 72 66 60
3/16  **Galeria Kaufhof**, Hannover, tel. +49 (0)511 60 14 37
3/18  **Bantel**, Schorndorf, tel. +49 (0)7181 2 00 90
3/20  **Galeria Kaufhof**, Mönchengladbach, tel. +49 (0)2161 26 17 80
3/20  **May**, Wildhut, tel. +49 (0)7731 91 180
3/21  **Galeria Kaufhof**, Ulm, tel. +49 (0)731 4 42 817
3/22 (NI)  **Karstadt**, Mülheim, tel. +49 (0)208 4 95 14 68
3/22  **Karstadt**, Frankfurt, tel. +49 (0)69 92 90 54 68
3/22 + 3/23 (NI)  **Karstadt**, Munich, Tel. +49 (0)89 33 18 43 55
4/20  **Paul Wolff**, Giengen, tel. +49 (0)7322 93 34 44
4/21  **Bären- und Puppenstube Engelmann**, Ratingen, tel. +49 (0)212 94 01 70
4/27 (NI)  **Karstadt**, Karlsruhe, tel. +49 (0)721 9 10 25 68
4/30  **Teddybär Total**
in Münster

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**Austria**

3/8  **Steiff in Wien**, Vienna, tel. +43 (0) 1 5124896
3/9  **Ellis Puppenstube**, Vienna, tel. +43 (0) 1 8616689

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**Belgium**

3/2 + 3/3  **Toyland**, De Panne, tel. +32 (0)58.41 13 85

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**Great Britain**

2/15 + 2/16  **Teddy Bears of Witney**
tel. +44 (0)993.702616 oder 706616
2/17  **Bear Garden**, Guildford, tel. +44 (0)1481 302381
2/24  **Bears on the Square**, Ironbridge tel. +44 (0)952.433924
3/24  **Ashby Bears**, Leicestershire, tel. +44 (0)1530.564444

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**France**

5/11  **Calin’ Ours**, La Baule Escoublac, tel. +33 (0)251.750321
6/8  **Gleckshampala**, Colmar, tel. +33 (0)389.244754

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**Netherlands**

2/16  **Berelijn**, Dordrecht, tel. +31 (0)78.6739228
2/23  **Hesemanns**, Brede, Tel. +31 (0)76.5212310

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Subject to change. Please contact the Club stores for further information. You will find further dates and addresses of Club stores at www.steiff.com
You may be surprised to learn what item is the latest to feature the famous Steiff button – it’s a beautifully crafted chair! This one-of-a-kind creation was made as part of the children’s charity project “Chairity2012” sponsored by Satcom Gemini GmbH and in celebration of the 60th anniversary of Baden-Württemberg. The charity project was initiated in 2008 and has been repeated for the “Herzenssache” (“Affair of the Heart”), a children’s aid project supported by SWR, SR and Sparda Bank (two Württemberg radio stations and a Württemberg bank).

The journey of the project began on August 8, 2012, when Mr. Martin Hampe, Steiff CEO, received a simple wooden chair and handed it over to the Chairity2012 team at Steiff. On August 20, it was placed in the hands of Mr. Dietmar Simon, who was excited by the challenge of this new form.

Mr. Simon was charged with transforming an ordinary piece of furniture into a coveted designer item. Using the title “When Architecture Meets the Elephant Button”, Mr. Simon drew from objects around him as his inspiration. These included fine Steiff Schulte mohair, the historic elephant logo, and the acclaimed architecture of the 1903 building – which was designed by Richard Steiff.

After dozens of sketches, Mr. Simon created a chair that echoes the essence of Steiff’s 1903 building, which is still in use today. For the seat and backrest of the chair, he chose a silver-grey mohair typical of Steiff Teddies. The backrest features an embroidered crest of the elephant button.

The colour of the chair matches the patinated tone of the building, which is a pastel green. Between the legs of the chair, glass windows – one etched with “1903” – further develop the theme associated with the historic structure. Peer through the windows and you will see a one-of-a-kind Teddy bear designed especially for the chair.

Mr. Simon’s masterwork ‘ArchiTed’ was displayed in the Steiff Museum through the end of October. It was then delivered to Staatsgalerie Stuttgart, where it was exhibited, along with chairs from 60 other participating companies, beginning November 5. On that date, all pieces were featured in the online auction “eBay Stars and Charity”.

The auction ended on 7th December with the Steiff chair earning a winning bid of € 1,310 in the live TV show “Herzenssache”. It is now in the hands of a private owner, but can be enjoyed in the pictures on this page.
Margarete Steiff immortalised in a medal

The State Mints of Baden-Württemberg present the Margarete Steiff medal.

The medal in honour of Margarete Steiff was presented at the Steiff Museum in a ceremony with musical accompaniment on 23 November, 2012. The State Mints of Baden-Württemberg have been presenting one of these exclusive medals per year since 2007 to honour one worthy inventor from Baden-Württemberg. This year’s edition is dedicated to the descendants of Margarete Steiff, the inventor of the first soft toy for children.

The Margarete Steiff medal makes the world-famous company founder from Giengen the first woman in the series of commemorative medals; the earlier recipients were Artur Fischer (2007), Count Ferdinand von Zeppelin (2008), Karl Maybach (2009), Karl Drais (2010) and Carl Benz along with Gottlieb Daimler (2011).
The State Mints of Baden-Württemberg are the biggest coining operation in Germany, and look back on 600 years of history. The mints in Stuttgart and Karlsruhe not only produce coins as legal tender in Germany and for foreign central banks, but collector's items as well. The medals are manufactured in the best production methods; artists Prof. Ulrich Böhme and Werner Mebert are responsible for their designs.

The Margarete Steiff medal set consists of four separate medals: a 65 mm high-relief medal in 205 g fine silver, patinated and with a clear varnish; a 65 mm bronze medal; an 18 mm gold medal in 2.5 g fine gold, and a 40 mm silver-coloured shiny cupronickel medal. They are all placed in an elegant case; the cupronickel medal is also available in an attractive medal card.

The portrait of Margarete Steiff is on the front of the medal. She is holding the first Teddy bear with movable arms and legs, one of the most important inventions to be developed during her lifetime true to her motto of "Only the best is good enough for children". This leitmotif is depicted on the back of the medal, together with milestones in the history of Steiff’s success.

The medals are available on the mints’ website at www.staatlichemuenzenbw.de and at the Steiff Museum.
News travels fast, and that was the case even one hundred years ago! As an innovative company, Steiff has always looked to the happenings of the world for product inspiration. Historically rich and classic examples of that include the Titanic Mourning bears; the series of cold-weather dolls and animals inspired by Byrd’s Antarctic Expedition; and Laika the Space dog, among many others.

The United States Presidency has always held special interest for Steiff. After all, it was Teddy Roosevelt’s hunting adventures that helped to name Richard Steiff’s newest bear creation at the turn of last century! Roosevelt’s successor, William Taft, was known as “Billy Possum” – in part because his favourite meal was roasted opossum with sweet potatoes. In response to this, Steiff produced two mohair opossums.

Thomas Woodrow Wilson, the 28th President of the United States, was elected to this position in 1912. But unlike Roosevelt and Taft, Wilson did not have an animal symbol or mascot associated with him. But that did not stop Steiff from celebrating his inauguration! To welcome the new President into office, Steiff designed what is now called a Dolly Bear, and launched this new novelty at the Leipzig Spring Trade fair of 1913.

Dolly Bear was unique in many ways. Dolly launched the introduction of colourful bears into the Steiff line available to the general public. Steiff had produced red and blue bears prior to 1913, but these were special orders and samples only. Dolly Bear was produced in red, white, and blue to match the colours of the United States flag. Each model was made from mohair, five ways jointed, and had a solid red or turquoise-blue body and limbs and a white head. Their heads were detailed with a festive and colourful neck ruff, black shoe button eyes, and brown facial stitching. Each had a “hug me” voice in its belly.

The original Dolly bears appeared in the line from 1913 through 1918 in 25, 30, and 32 cm. In addition to red and blue bodies, Steiff also produced this model in green and yellow. According to company records, 2,621 examples of the 25 cm model were produced, 2,270 examples of the 30 cm model were produced, and 1,555 examples of the 32 model were produced.

Today, original Dolly bears are extremely rare and seldom if ever seen on the secondary market. In honour of the 100th anniversary of the introduction of Dolly, Steiff has introduced a replica of this famed item. This new Dolly bear, like his forefathers of a century ago, is made from the finest mohair and is detailed with red yarn ruff. He is made in a worldwide limited edition size of only 1,000 pieces and could become a colourful addition to your collection!

Red, white and blue

Our Dolly bear replica echoes the events of 1913.
FAVOURITE