

Business History Review

W I N T E R 1 9 9 2



Cover: The World of Stuffed Toys

The front cover depicts Richard Steiff, founder of the long-established German stuffed-toy firm, checking one of his creations. The back cover illustrates the variety of products designed for the diverse markets served by the multimillion-dollar plush toy sector. Clockwise, from top right, are: plush for young children; interchangeable special-occasion bears; "standard" teddy bears; characters licensed from literature and television; soft toys with music cassettes for infants; and collectible plush.

(Illustrations reproduced from the following trade catalogues: Richard Steiff and the collectible group from "Of Special Value: Steiff Replicas," Margarete Steiff, GmbH [1990], n.p.; baby display from Dakin, Inc., catalogue [1992], p. 67; special occasion bears from "Gund, 1898-1988" catalogue [1988], p. 7; "teddy bears" and "Lullaby bears" from Gund catalogue [1993], pp. 47 and 88; "Curious George" and group from "Gund Tidings," Gund, Inc. [1990], front cover.)

For an article examining the American soft-toy industry in detail, see pp. 637-670.

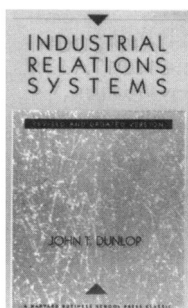
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