

Decorate for the Holidays with
Lenox China and Lenox Crystal



The Lenox Christmas Wreath Plate is a beautiful centerpiece for your holiday table. It features a classic wreath design in Lenox China, surrounded by a wide, flat rim. The plate is available in two sizes: 12 inches and 14 inches. It is a perfect gift for the hostess or a beautiful addition to your Lenox collection.

LENOX
Presents
The 1983 Colonial
Christmas Wreath Plate



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Make Your Holiday a Lenox Holiday at
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Teddy

He bears with us
through thick and thin

Stocks go up and stocks go down, but in toyland, there's always a bear market. Primarily responsible for this state of affairs is an almost-octogenarian bear cub named Teddy. In a fast-paced, fad-oriented and fickle-minded society, the forever young Teddy Bear remains one of America's all-time favorite toys.

"Never in the history of Wall Street was the country more at the mercy of bears than it is today," cried the toy industry's trade magazine, *Playthings*, in 1906. "Stuffed plush Teddies are fairly rampant, and indications show prospects of a long and continued reign."

How right they were. Fleeting fame has come to other stuffed animals. Lions and tigers have tried on occasion to push Teddy off center stage in the toy store window. One year, unicorns, true to type, tried to horn in on Teddy's act. Nonetheless, "our retailers tell us the Teddy Bear is still number one," Donna Leccese, *Playthings'* current associate editor, says. Douglas Thomson, president of the Toy Manufacturers of America, agrees. "There's no decline in this species. The Teddy is on the increase."

First among equals perhaps because each bear owner naturally thinks his or her Teddy is best is a seldom seen Teddy Bear who lives at the Smithsonian's National Museum of American History in Washington D.C. This delightful

chap, with his honey-colored coat covering a rather rotund belly, has bright black shoe button eyes and a wisdom-of-the-ages (if slightly smug) expression. He only meets his public occasionally.

We've had lots of requests for him, and he's been on a view of a number of times," Herb Collins, formerly the Smithsonian's chief curator of political history, says. "But we have to be careful: his joints loosen with handling and his coat fades in the light." Actually, for a bear who's been around since the turn of the century, he's in excellent condition. And the Smithsonian Institution wants him to stay that way because he's one of the first teddy bears made in America.

It was Herb Collins, now the executive director for the Smithsonian's National Philatelic Collection, who personally brought this teddy to the Smithsonian in 1964. President Theodore Roosevelt's grandson, Kermit, his wife and their children had been presented with the Teddy Bear, one of the originals from the Ideal Toy Co., by Benjamin Michtom, son of Ideal's founder. Michtom dated the bear to 1903, the year his parents went into the toy bear-making business. The Roosevelts decided that the teddy bear, named for the president, should go to the Smithsonian.

He almost didn't make it. A letter



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audience.*

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