

October 2009



'MORPETH BEARS' REPORT

Morpeth Bears, Campbell's Store Craft Centre
175 Swan Street, Morpeth NSW 2321
Phone 02 49343938 Thursday to Sunday
or 02 49331407 any time. Fax 02 49342107
Shop open 10am-5pm Thurs till Sunday
Website: www.morpethgallery.com
Email: info@morpethgallery.com

Goodmorning,

Schildkrot Dolls

On our Claire Bears holiday to Germany & England in July, our very first 3 day stop was at Coburg, Germany. (Next year Coburg will host the biggest doll fair in the world, run over 5 days at venues throughout Coburg. Claire Bears is taking a tour there.) From here we ventured out on a day trip to visit a Doll Museum, bear artist Katrin Muller, Althens Bear manufacturers & Marion Paper Mache Showroom. We arrived in a tiny German village with a narrow winding road, on which one house had a swing sign that read, "Doll Museum". A lovely German lady met us and welcomed us to Schildkrot Dolls.

We wandered up and down the three story museum, peering into cabinets full of beautiful old dolls, some 113 years old. The odd bear in amongst the dolls appealed to Teddy, who was of course, along for the ride! It was an amazing collection, but not knowing that much about dolls, we could appreciate, but suspected were we doll collectors, we would not have wanted to leave! Upon finding out we were bear collectors, our host invited us up the hill to the Schildkrot Showroom. What happened next, meant that our tour ran about two hours late for the rest of the day! (We shortened the next stops as we went to get back to the hotel on time for dinner.)



Small Schildkrot Dolls around \$135.

A Little History

Schildkrot dolls began in 1873 in Neckarau, as a Hard Rubber Wares Factory, which produced hair combs and decorative objects, imported to France, Russia and Spain. They developed a material that competed with hard rubber, called celluloid. It was attractive, but unstable, being closely related in composition to dynamite! Another company in Berlin had also been experimenting with this new material, and when Fritz Jander, the chemist of the Berlin enterprise blew up the factory there, when an experiment went wrong, he came to Neckarau to seek employment at Schildkrot. He is known as the 'father of celluloid'.



Throughout WWI Schildkrot continued to build up their growing range of combs, adding jewellery, small containers & dolls. People soon realized the superiority of celluloid dolls compared with expensive and very fragile porcelain dolls, not very durable products made from paper mache, clumsy wooden dolls and unhygienic rag dolls. Celluloid dolls were promoted as the first lifelike dolls for play. In the early 1900's the company employed thousands of workers.

The company's logo was a tortoise, that's what Schildkrot means in German. This trademark has forever more been associated with quality – just like Steiff's trademark 'Button in Ear'. Even during WWII, despite the bombing of Neckarau village and 30% of the factory destroyed, they continued production. After an American takeover of the company after the war, cups, beakers, raincoat material, rubber shoe soles were made for the US occupied zone in Germany.

In 1967 Schildkrot developed an inflammable material, which could do justice to all the good qualities of celluloid. Tortulite was introduced and is still what Schildkrot dolls are made from today. In 1970 the company formally changed it's name to Schildkrot, and exhibited at the Nuremburg Toy Exhibition for the first time in 1972. Schildkrot dolls became a favourite play object of all children. In 1982 Schildkrot was sold back to a German toy specialist couple, and they continued to produce toddlers toys, dolls & ping pong balls. When 'The Wall' came down in 1989, the factory was relocated to the tiny village of Thuringia, near Sonnenburg, in formerly Communist occupied East Germany.

The Doll Collection

The museum was opened in 1996 to celebrate 100 years of Schildkrot. There are 600 old celluloid and tortulite dolls within. A brisk walk up the hill and we were now inside the 7,000 square metre factory & showroom of Schildkrot. Picture eight giggly highly excited women running around selecting dolls, bears and animals to add to their collections, and Norm, sitting calmly in the middle of the showroom drinking black coffee and observing the chaos around him!



Whilst Teddy amused himself by riding on an elephant, Shirley knew she had finally found the perfect dolls to compliment the Teddy's back at Morpeth Bears. 113 years of knowledge, tradition & quality – Schildkrot is a brand with the same pedigree as Steiff! And like a demon possessed (we did have an appointment at Katrin Muller's to get to), she made our first order of Schildkrot Dolls to sell at Morpeth Bears. There's a 55 page catalogue to view at the shop, and we are happy to place orders from it for you. 16cm Cupi like dolls are \$50. 18cm dolls start at \$125. 34cm – 46cm Dolls are \$290 - \$395 each. We know you'll love them, as we now do!

Educa Toys

Eduard Cramer began Educa Toys in 1896, in Thuringia, Germany. Almost all the manufacturers in the Sonnenberg region were producing millions of plush animals in the early 1900's and shipping them around the world. One of the exceptions was Eduard Cramer stuffed toys factory.

Eduard Cramer was born in 1858, the son of a tailor, who learnt his father's handicraft. He was talented and attended a tailoring school in Dresden, then took over his father's studio in 1896. It was his wife, who encouraged him to design animals, and he worked constantly to improve these designs, so they too could join the 'big league'. Step by step he designed a collection, which finally met with the approval of the Sonnenberg wholesalers. The first big order was for 6,000 Teddy bears. Success went on, they built a factory and Eduard's son and son in law joined the company. Their trademark became Educa, and they sold bears and animals to America and England.



Beautiful Rabbits \$310.



Indian Bear Baby Doll \$350.

The Teddies were distinguished by their originality, and nine standard sizes between 8" and 28" have been manufactured. They had glass eyes and were decorated with a pastel silk scarf with a slip knot, and many had growlers. Some walked, played music, had rattles within, and all were of the highest quality. Then, when Germany was split in two, many of these German toy manufacturers in Sonnenberg were cut off from their worldwide markets. The business was shut down.

When Schildkrot moved to Sonnenberg, they acquired the licence & copyright from Cramer's descendants, to bring Educa Toys back to life. Today, step by step, they are manufactured according to the original patterns, in Limited Editions. Just like the originals they are wood wool stuffed by hand, and the eyes are replicas of the originals used before the mid 1900's.

At Morpeth Bears, discover Educa Teddys, Monkey, Elephant (the one teddy rode) and a family of beautiful bunny rabbits. They are part of the 2009/10 collection, that had been released just a week before our visit.



Zoos exist to save animals from extinction.

As I arrived at Adelaide airport recently I was greeted by a large display of panda toys, panda signs and Korean tourists taking photographs with giant panda replicas. As we drove from the airport I noticed Pandas in shop windows and there was a huge 6m x 4m panda-shaped clock attached to the side of the ETSA Utilities building on Anzac Highway, counting down the days. Now, I was on a mission to find out what was going on!

Giant pandas, Wang Wang and Funi are only 2 of 27 pandas living in zoos outside China. They are due to make their first public appearance at Adelaide Zoo on 14th December 2009. This will be the first occasion that a breeding pair of Giant Pandas will live permanently in the southern hemisphere. Wang Wang and Funi will stay at Adelaide Zoo for the next ten years. Dr West said, "With less than 2000 Giant Panda remaining in the



Panda at Berlin Zoo

wild, scientists from Zoos SA Conservation Ark will work with our Chinese colleagues on research and conservation projects to help improve our knowledge of Giant Panda nutrition and reproductive biology". I have seen giant pandas in Berlin and Vienna Zoos and all I can say is – you must go and see them in Adelaide!

To make your trip to Adelaide complete, book in for a free tour of Haigh's chocolate factory. Haigh's have been making the most beautiful chocolates since 1915 and are the oldest family-owned chocolate manufacturing retailer in Australia. Yummo! Be sure to purchase Haigh's Chocolate new 125g milk chocolate giant panda. Part proceeds of each Giant Panda chocolate sold will be donated to Adelaide Zoo to help fund the Giant Panda nutrition and reproductive projects. They have shops in Sydney and Melbourne too, which Kylie and I always visit!

NEW Steiff Bamboo Panda

Released as part of the 2009.5 catalogue, 26cm Bamboo Panda has already arrived at Morpeth Bears. He is made from beautiful soft black and white alpaca. Because of his outstretched arms and his granulate filling he sits in the manner that relaxing pandas do. His face is expressive and jovial with dark button eyes and black alpaca around them. He has air-brushed paws and is fully jointed. Bamboo Panda is a limited edition of 1,500 pieces worldwide. He is waiting for you at Morpeth Bears. **An excellent Price: \$330.**



Steiff Bamboo Panda
\$330.



Little Jona

Steiff Little Jona - NEW

Recently, in the Steiff magazine, limited edition Jona was used to launch a competition for the best travel photos with your companion Teddy. My Teddy and I have lots of photos, so I submitted my entry as an A4 folder of photos with captions, along with my little book written about travels through Europe.

In June I attended the Steiff Summer Festival in Geingen and was invited to meet Steiff club representatives who were very excited about my entry. Joaquin Steiff even inspected Teddy and signed Teddy's passport. So now I am hoping for a prize.to be continued.

What I really wanted to say was, whilst I was at Club Headquarters I got to see the new Steiff items to be released as the 2009.5 collection. What instantly took my eye was these three little Jona Teddies. They are just soooooo.....cute. At 18cm they will make a beautiful baby gift and are a perfect size as your companion Teddy. When you pull little Jona out of your coat pocket or handbag, I guarantee you will create instant conversation with whoever sees him. He is fully jointed, open edition and comes in three colours: Light brown/beige, blond or brown. There will be a little Jona going into my collection for sure.

Price \$155. Available now at Morpeth Bears.

Steiff Classic 1910

The Teddy bear for 2010 is a new classic style, which is reminiscent of the Marionette phantom bear produced in 1910. This bear is not a marionette but it does have the same white stripe across the centre of his nose, which gave the impression of a shiny nose. This was the only old Steiff bear to have a white stripe across his nose and was originally manufactured for three years from 1910 to 1913. This new version is made of mohair and comes in a limited edition of 1,910 pieces worldwide for each of three colours. There is a 35cm russet colour version with growler \$330. 28cm black bear \$220. and 28cm light blond bear \$220. Also being produced is the 45cm replica in golden brown \$660.

You may order any of these bears.

The light blond 28cm bear has already arrived and is \$220.



Steiff Classic 1910, light blond, 28cm.
Available now \$220.

Hermann Green

On our recent trip overseas we visited the Hermann green factory. It is always great to look over the showroom where the number one of each bear is kept. Then for a walk around the factory. Manufacture here is still done the old way. Cutting, sewing, stuffing, making of outfits is all done by hand the old fashioned way. There is nothing modern here. Martin had put out some special bears from years gone by for us to purchase so I have brought some back for you. Some are prototypes, some end of lines, some special editions. All are very good prices.



Panda Bear

This 25cm mohair Panda Bear is one that Ulla Hermann had in her private collection because she loved it so much. She had brought it out for our visit and now it is at Morpeth Bears for one lucky panda collector. Limited to 250. Price \$240. (one only)



Little Baby Florian Cat

I couldn't resist this little white kitten. He is 21cm, mohair, very soft. His paws are pale pink and the end of his tail is a very pale pink showing through the mohair. He's a real cutie. Price \$165. (one only)



Love Bear

The 36cm love bear is made of a nice pink tipped mohair. The under colour is white and the snout is white. She growls and carries a pink shoulder bag with a little bit of bling on it. In the bag is a wooden puzzle, which makes up into a red heart. Limit of 50 pieces. Price \$320. (one only)



Rider Bear

Rider bear is from the "Summer Gardens" series issued on the occasion of the world's most famous Teddy Bear Show in Rheda-Wiedenbruck in Germany. He is 31cm, mohair and riding a mohair hobbyhorse. A really nice piece. Limited to 99 pieces \$320. (one only)

Charlie Bears

When Kylie and I were in Melbourne during August we met Charlotte (Charlie) and William Morris from Charlie Bears. They were over here from England. They are lovely people and oh so passionate about their bears. We were able to view and order the new range released in September 2009. I ordered lots of bears so no-one would miss out, however the Isabelle Collection of limited edition mohair bears has been over-sold by 6,000 bears and the maximum capacity of Charlie Bears for the year has been oversold by almost 40,000 bears.

This means that bears have been allocated and whilst our allocation is fair, we will not be receiving nearly enough bears. If you would like an Isabelle limited edition especially, then I suggest you come in and put your name on the wish list with Sue at Morpeth Bears.



Charlie and Kylie in Melbourne August 2009



Settler Bears

New range has just arrived with some nice outfits in country style fabrics.

Newborn Dolls

I am unable to get stock of these dolls at present. If you would like one before Christmas, be very very quick.

Ty Beanie Babies

All secondary market Ty Beanie Babies are on a BUY ONE GET ONE FREE sale regardless of price. That means you can buy one for \$25. and if you are lucky might find your free one valued at \$45.

Shirley

.....until next time, keep enjoying your bears.