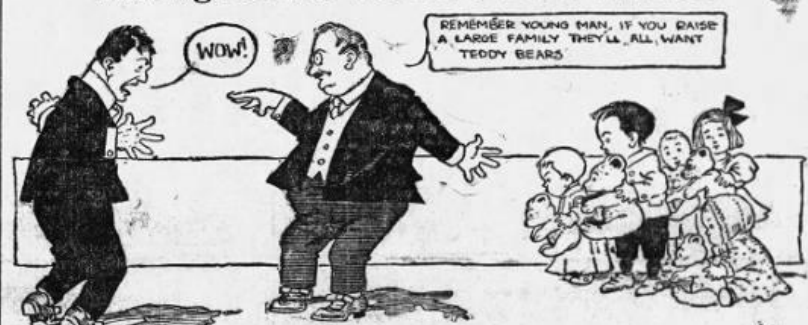


# Teddy Bears: 1907 Moral Panic



### Efforts to Find Supporter for Rev Fr Esper's Theory Among Boston Women Prove Fruitless.



ONE WAY IN WHICH THE TEDDY BEARS MAY BE RESPONSIBLE

ODY BEAR.

## RECOMMENDATIONS

## to Save the Old Doll. DENOUNCES

# TEDDY BEAR

St. Joseph, Mich., July 14.—The "Tidy Bear" fad was severely scored

Rev. Michael Esper from the pulpit  
St. Joseph's Catholic church to

The "Teddy Bear" is a social menace, an aider and abettor of race, suicide according to the recent admonition given by Reverend Micheal G. Esper of St. Joseph's Catholic church, of St. Joseph, Mo., to the Ladies Sodality when about to give a doll fair in the aid of the church finances.

"There is something natural," said Father Esper, "in the care of a doll by a little girl. It is the first manifestation of the feeling of motherhood. And, in the development of these motherly instincts is the hope of all nations.

"It is a monstrous crime to do anything that will tend to destroy these instincts. That is what the Teddy bear is doing, and that is why it is going to be a factor in the race suicide problem if the custom is not

# DENOUNCES TEDDY BEAR

St. Joseph, Mich., July 14.—The "Tidy Bear" fad was severely scored by Rev. Michael Esper from the pulpit of St. Joseph's Catholic church today.

# History Of the Teddy Bear

In 1894 Richard Steiff sketches his first drawings of the bear during his studies in the Nilsche Tiergarten in Stuttgart. He joined his aunt Margarete Steiff's company.



In 1902, He develops the world's first jointed teddy bear, the "Bear 55 PB". (55 cm standing and P=plush B=movable)



# The Moral Panic

- **Loss of Maternal Instincts in Young Girls:**
- **“Race Suicide”** : declining birth rates and population growth, which was considered a threat to societal stability at the time.
- **Undermining Traditional Gender Roles:** Girls should play with dolls which reinforce the idea of women’s roles as caregivers and nurturers, Teddy Bears were viewed as gender neutral.
- **Cultural Resistance to New Trends**
- **Anxiety About Changing Family Structures:**







**Thank**

**You**