

Bear Market

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If you haven't qualified for a Chase Banker Bear, don't despair. If the Santa Bear didn't bring you a Running Bear in jogging suit and shoes, or a Ballerina Bear in tutu, do not flag. If you can't decide between a Smokey Bear or a Misha Bear, you can at least have all their pictures, in "The Teddy Bear Catalog" issued by Workman Publishing, which describes more than 200 varieties.

Correctly, there is only one Teddy Bear and the authors have carefully researched the Teddy Roosevelt hunting story that started things off in 1902. Think of how far things have come. What kind of world would it be without Pooh Bear or Yogi Bear? Who can resist

engineer bears, bellhop bears and bon vivant bears; bears that roller skate and dance cheek-to-cheek; musical bears with light bulbs for eyes; bears reading books and bears pouring tea? There is even a U.F.B., Unidentified Flying Bear, in a silver space suit; a Basic Brown Bear, a Plain Bear in a button-front sweater, and a bear called, simply, Jerome.

Which brings us to the Ultimate Bear: shabby and soiled, often one-eyed or one-eared, its fur worn bald in spots by years of obstinate affection. It is the bear from which many of us were finally, painfully, parted but have not forgotten. The Teddy Bear Catalog makes it all right again.

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