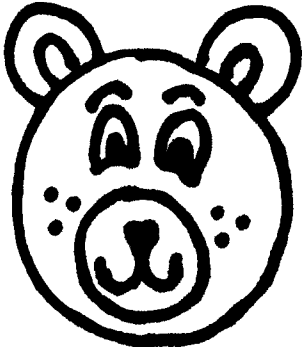


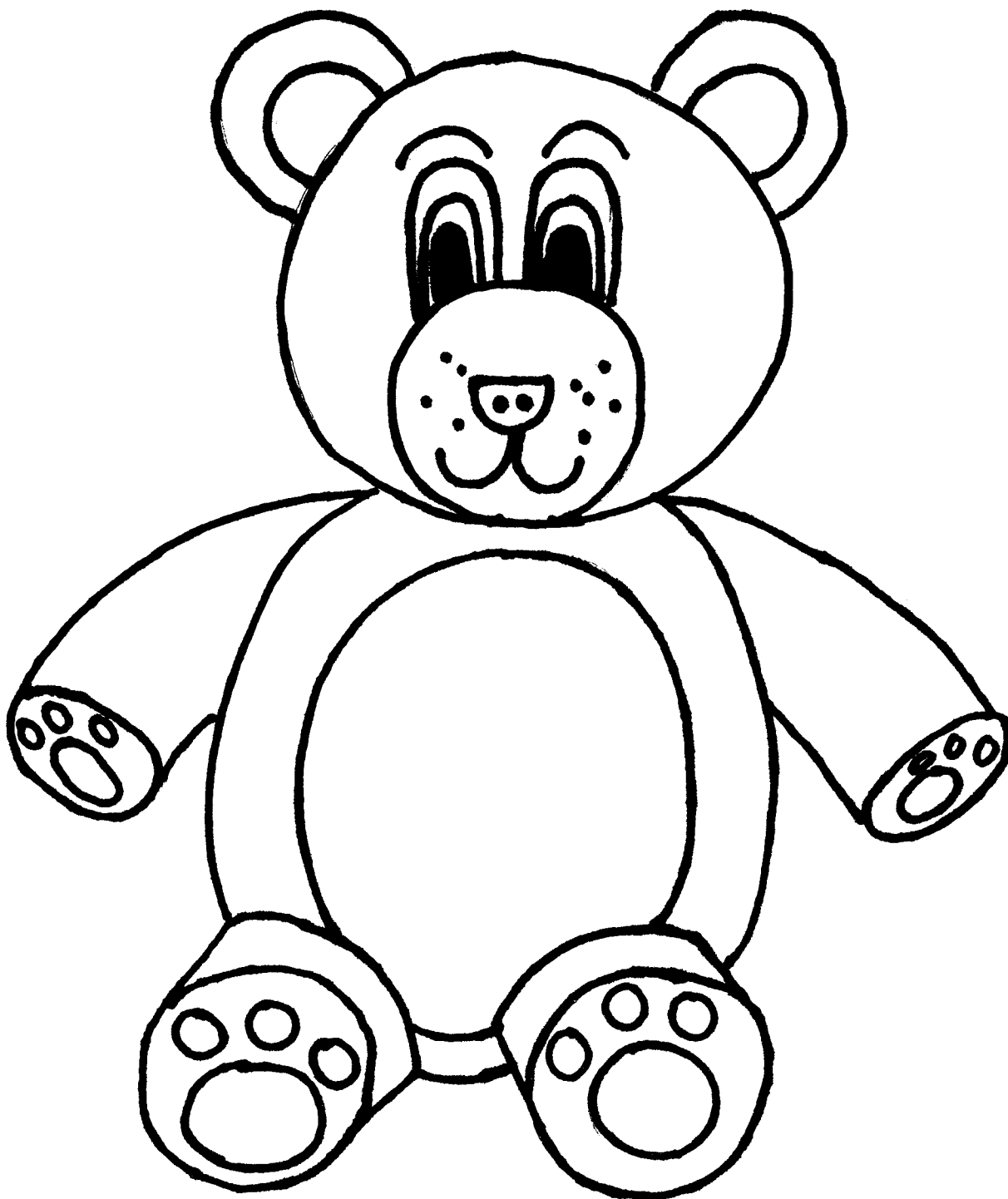
ELMIRA COLLEGE SIFE PRESENTS...

Theodore

Gets a

New

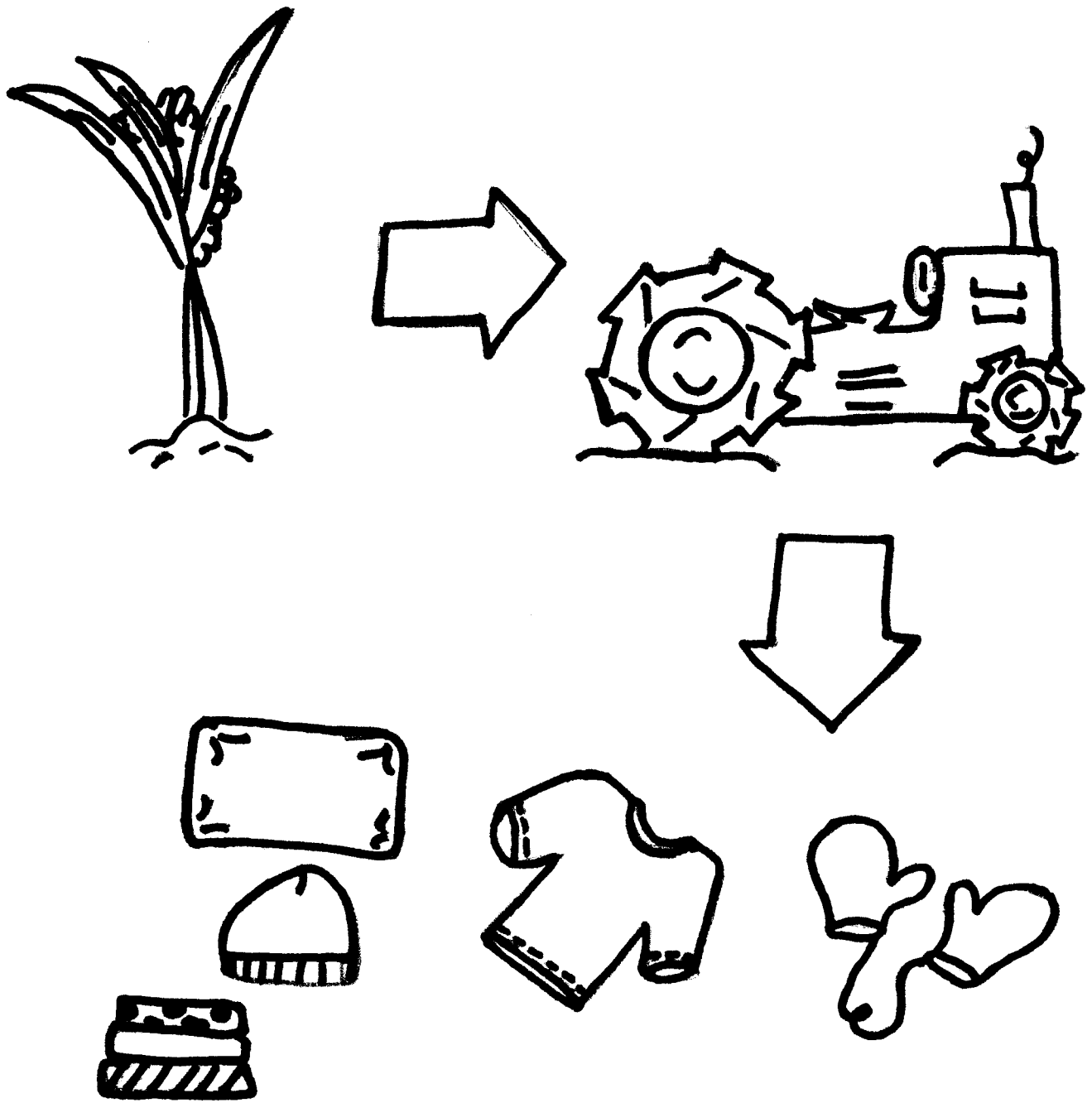
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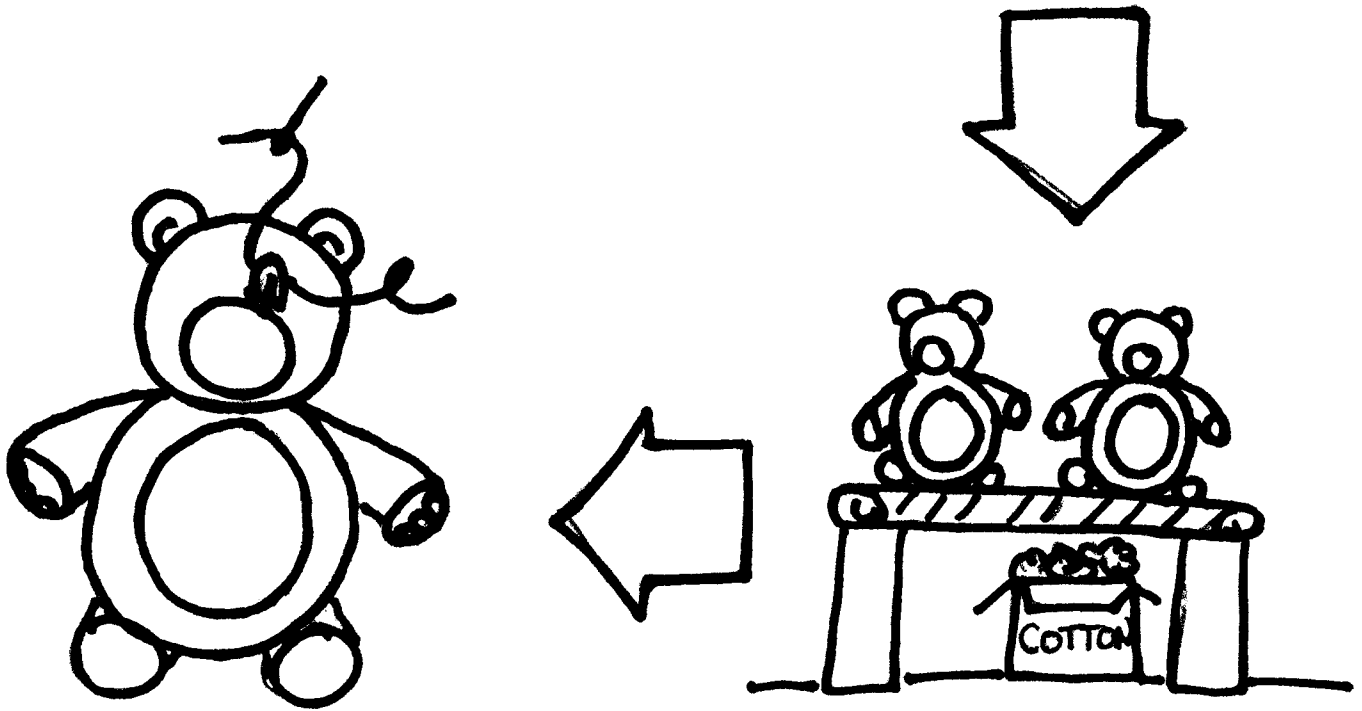
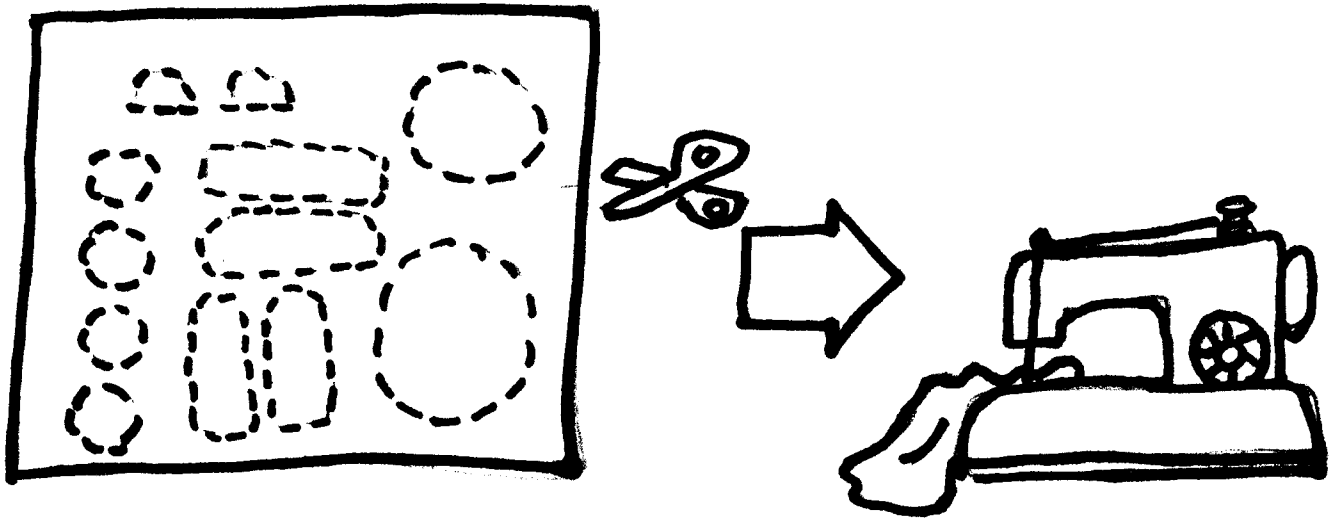
Hi there!! My name is Theodore, Theo for short. I am a Teddy Bear. A few days ago my buddy, Dylan told me a story about how he and I met. I thought this story was so interesting; I wanted to share it with as many children as I could.



First, I will tell you about the way I was produced, also known as the production of a Teddy Bear.



Cotton is the first product. It comes from a plant. That is what makes me fluffy and soft. Farmers work very hard to make this product. Cotton is used for many other things too; like, clothes, hats, mittens, bed sheets, and many more things.



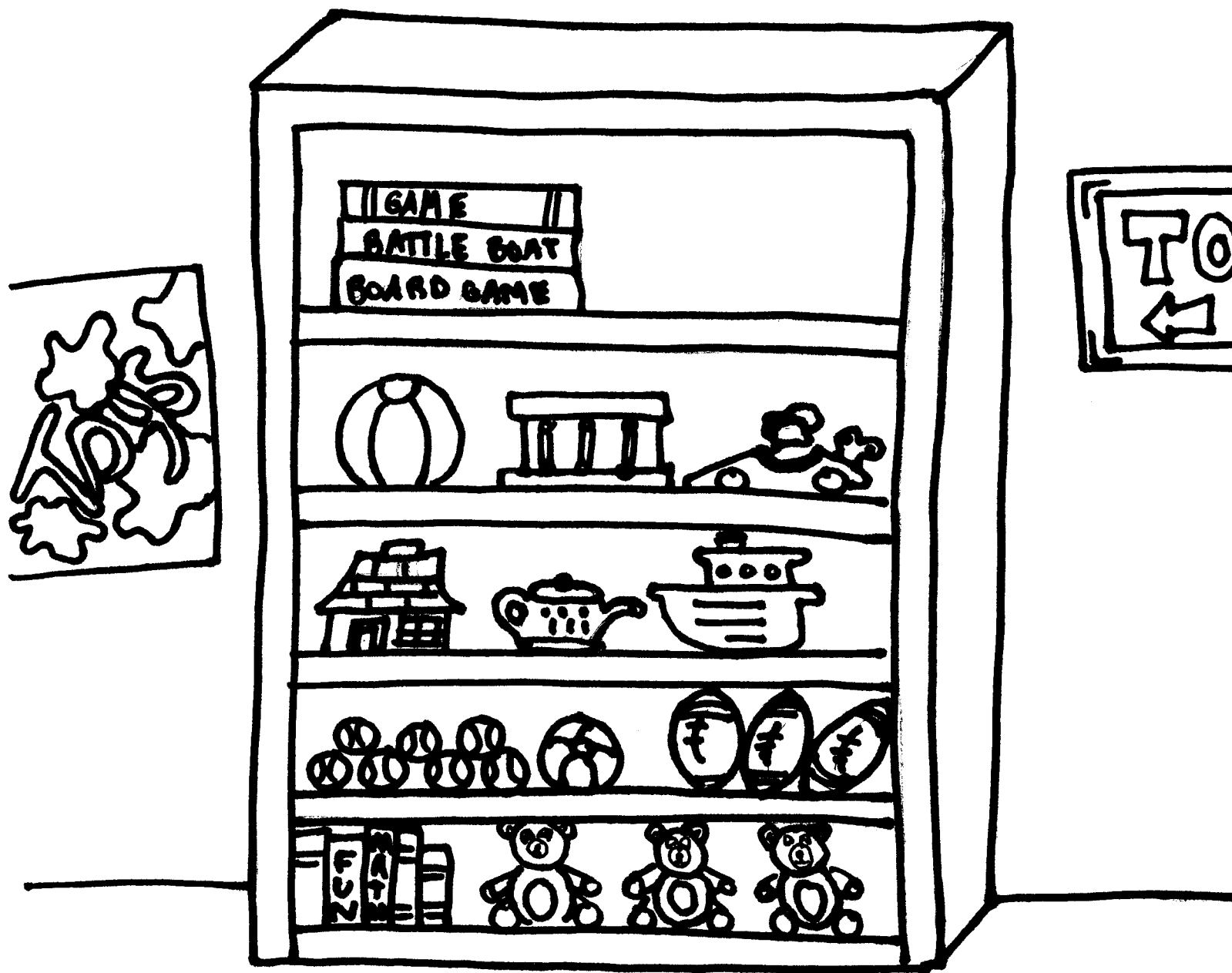
Next, I am manufactured. A seamstress puts me all together from all the products that make me up, which is mostly cotton. The outside of me is made out of fabric. The seamstress cuts the fabric in the shape of a Teddy Bear, then I am sewn together and cotton stuffing is put inside to make me fluffy and soft. After that, my two eyes and a nose, which are made out of plastic, are sewn on too. So now, I am all put together. But there are lots of Teddy Bears just like me that are manufactured.



Next, after lots of Teddy Bears are made, we are all put into cardboard boxes and shipped to the company warehouse. At the warehouse, we are all sorted through to decide where we will go. We all go to different retail stores. Some of these different retail stores are gift stores, toy stores, pharmacies, department stores, and many others. I personally was sent to a toy store.



Then I need to be priced. The toy store bought me for \$5. In order to make a profit, the Toy Store decides how much profit they want to make. The Toy Store I was placed at sold me for \$10. Usually, most Teddy Bears just like me sell for a similar price. If all the same quality Teddy Bears were sold at different prices, only the cheapest would sell. That is why most items, not only Teddy Bears, are priced about the same, no matter where you go.



When I arrived at the toy store I was taken out of the box. There are marketers at the toy store who decide how to sell me. There are different ways to sell a toy, especially a Teddy Bear. Children love to touch and play with me. Therefore, a good marketer puts me where children can do those things, usually on a bottom shelf.



While I was waiting on a shelf, marketers made a commercial about me. Dylan saw me on TV while he was watching his favorite Saturday morning cartoons. In the commercial it told Dylan how soft and warm I am. Dylan decided that he couldn't live without me. Then the commercial advertised that I was sold at the nearest Toy Store. He begged his Mom to bring him there to buy me. She told Dylan she would think about it. As soon as Dylan arrived to the Toy Store, he saw me and was able to pick me up because I was placed where he could reach me. As soon as Dylan showed me to his Mom, she loved me too. They bought me at the Toy Store and brought me home.