

# Terri Lee Fashion Parade



Terri Lee, Inc.

LINCOLN, NEBRASKA

## LEADING THE PARADE

Here are Jerri and I on the front cover all dressed up to lead the parade for our football team. Jerri is so proud in his high white fur shaker, with his dashing suit of white brocaded taffeta and red trousers with gold braid and buttons. He also wears drum major boots like mine. I am just as proud in my matching costume as Jerri is. I wear a white felt hat trimmed in gold with a red feather. How we both love the music.

(On two weeks notice, I can send you the costumes especially made in your school colors.)

110 Terri

1082 Terri's costume

210 Jerri

2082 Jerri's costume

You may order Jerri and me in your choice of any of 5 different wig colors. Please specify number.

- No. 1 Brunette
- No. 2 Light Brown
- No. 3 Auburn
- No. 4 Golden Blond
- No. 5 Platinum Blond

## THE STORY OF TERRI LEE AND HER FRIENDS

Hello there! I know that many of you know my brother and me and most of my little friends. But to you whom I have not met, I would like to introduce myself. My name is Terri Lee and my adopted brother is Jerri.

From South of the Border, I have an adorable friend. Her name is Guadalupe. From the very far North, I have a little Eskimo friend whose name is Nanook, which means "little white bear." A little girl from Alaska named her. Patty Jo and Benjie are two more of my very true friends who wear the same kind of garments I wear. You will meet us all in this little book and you will see all of our beautiful costumes.

To begin with, I am not a doll, but a real little girl. My mother is a sculptor so she made this figure of me so that all children could have a doll that looked like a real little girl, dressed like real children and did the same things that other children do.

She wanted someone practical that would not break, with hair that could be brushed, combed, and shampooed, and with clothes like yours, beautifully made that could be laundered.

You will love my beautiful hair. You can shampoo me with safety. Just shampoo my hair like mother does yours with the shampoo which I am going to recommend to you and show you in this book. Dry my hair carefully and then brush while it is still damp, with a very stiff brush. You may then style my hair any way you like it. Tie it down tight to my head if you wish to curl it with an iron until it is thoroughly dry. Then curl it in any type of hair style you desire, or braid it if you please. If you wish to put pin curls in you may set it while it is still wet. Let it dry thoroughly, then brush and comb, spray brilliantine, or some cream oil on it, put a brand new hair bow in my hair and I will look just as trim as I did the day I came to your house.

I will also forecast hair styles for you, for my wig maker is an excellent hair stylist. If you do not want to shampoo my hair and just want to re-set it dampen it with a moist piece of cotton, put a rubber band just around my curls and under my chin and in the morning I will be all set. A local hair dresser also may do the shampooing for you if you do not feel equal to the job. There are, of course, other dolls whose hair can be washed, but I am the original doll with washable hair. Of course you can give me a bath too with soap and warm water.

There is no doll in the world with a wardrobe as complete as mine. I am going to be a very important girl, for I am going to forecast the latest fashions for you. Everything will be adorable, just the thing you will love to wear. My tiny garments are all hand sewn and tailored to fit, made by highly skilled seamstresses. Each is labeled with its own tiny Terri Lee label. Only the most exclusive materials are used for them. Fine Celanese taffeta, soft flannels by J. P. Stevens, organdy dotted swiss, powder puff muslin, dimity and gingham by Dumari. Velveteen in my coat is made by Merrimack. The trimmings for all these beautiful garments are the very best we can obtain, satin ribbon, val lace, iridescent nail heads, and real rhinestones, sequins, eyelet embroidery, furs, etc. You can also learn to snap or unsnap your own clothes by dressing me. Even the little tiny buttons will help you learn to dress yourself. Also, please keep my clothes hung up nicely and your mother, I know, will show you how, by showing you how to care for your own clothes.

I am entirely made of a wonderful plastic called Tenite II. It is so strong that I am guaranteed to be absolutely unbreakable. If you compare my weight with the other plastic dolls, you will find me almost twice as heavy which is to keep me from breaking.

I know you will treasure me as a real personality and a true friend. I will listen to all of your troubles and we will have many happy hours together.

May God bless you and your dear ones. All my love.  
TERRI LEE.



Page  
5

## PLAY TIME

Here I am dressed for play with sturdy cotton washable clothes. I have on a little checked gingham dress trimmed in fine val lace which you can order in red, blue, or brown check. Jerri has on a checked gingham shirt and blue jeans like all the big boys wear.

10 Terri

200 Jerri

1070 Costume Terri

2070 Costume Jerri



Page  
6

## SCHOOL DAYS

We have practical clothes that we love to wear in the cool Fall and early Spring when we are going to school. On school days, I wear a plaid skirt and my little jacket and Scotch hat with my green felt purse over my shoulder, so I am really dressed for school, shopping or visiting. I have two other types of skirts. One has a darling belt line with a little silk blouse, and the other is a jumper skirt with straps over the shoulder. I think I like one as well as the other.

40 Terri in Jumper  
140 Terri in Scotch Outfit

1071 Scotch Costume  
1072 Jumper Costume  
1073 Plaid Skirt and Blouse



Page  
7

## LET'S HAVE A PARTY

When I get an invitation to a party, I have several dresses I can wear. Their style is simple, but they are made of the most beautiful materials obtainable and all fit so perfectly. Du-mari dimity, gingham, powder puff muslin in an array of pastel colors, Celanese taffeta and dotted swiss are all used. Jerri wears a beautiful white shirt and flannel or velveteen trousers. We always wear our best clothes to Sunday School and to go visiting.

10 Terri  
200 Jerri

1069 Costume Terri  
2069 Costume Jerri



Page 8

## WINTER TIME

These are my winter costumes. A soft flannel coat for school complete with muff, mittens and galoshes—all hand made. For Sundays and dress-up, I have a beautiful velveteen coat and bonnet. Both coats are hand-tailored and trimmed in fur. For real snowy days, when Mother wants me to stay warm, she dresses me in a sport shirt and jeans and my white fur Lapin jacket, fur trimmed parka, fur mittens and boots. We don't care if Jack Frost comes when we have warm things like this to wear.

**160** Terri—Flannel Coat

**1060**—Flannel Coat,

**170** Terri—Snow Suit

**1065**—Velveteen Coat,

complete costume

**180**—Velveteen Coat

**1090**—Snow Suit,

complete costume



Page 9

## THE AMERICAN GIRL

Here I am, a real Girl Scout and a real Brownie. I am truly proud to wear these uniforms and to have the permit to wear them. I have always wanted to be a Brownie or a Girl Scout because they do so many wonderful things and have so much fun besides. There are Girl Scout organizations all over the world. We are sisters whether we live in America or in a country far away.

Uniforms approved by the Girl Scouts of the United States of America.

Girl Scout  
Brownie Scout

Girl Scout uniform  
Brownie Scout uniform



Page  
10

## GENE AUTRY and TERRI

Our newest friend is Gene Autry. I don't need to tell you who he is! Terri adores him as the hardest riding, two-gun, rootin' tootin' cowboy on screen or radio. I adore him for his singing guitar and voice that weaves a spell of moonbeams and magic.

TERRI.

I'm happy to join the circle of Terri's and Jerri's friends, and I know that together we'll make this into an endless and lasting circle. Champ and I send our regards from the Flying A Ranch.

60 Terri  
260 Gene Autry  
1086 Terri costume only  
4086 Gene Autry costume

*Gene Autry*



Page  
11

## OFF FOR THE RODEO

When I go to rodeos, or for dress-up parties, I wear my white leather cowgirl costume. The skirt, jacket and gauntlets all come in white, brown or green leather trimmed with nail heads. My beautiful sombrero is laced with white shining cord. Terri has one costume with leather chaps and a shirt to match mine. He has another one with a plaid cowboy shirt and real fur leopard chaps. He carries a play gun with each costume.

130 Terri  
230 Jerri with leather chaps  
240 Jerri with fur chaps

1085 Terri costume only  
2084 Jerri costume with fur chaps  
2085 Jerri costume with leather chaps



Page  
12

## APRIL SHOWERS

It looks like rain today, so Jerri and I have decided to wear our rain coats. We never get wet when we wear these, and we can wade around in the water as much as we want. Underneath my rain coat, I wear one of my regular little dresses. I rather prefer a dotted swiss under mine. Jerri wears his regular suit under his rain coat.

50 Terri  
250 Jerri

1050 Rain Coat only, Terri  
2050 Rain Coat only, Jerri



Page  
13

## IN THE GOOD OLD SUMMER TIME

Page  
13

I love sports that take me out into the sunshine. For bike riding and picnicking, I wear my pedal-pushers. For sun-bathing or even taking a dip in the water, I wear my beautiful sarong. My sun suit is crisp and cool for that long trip home from the beach. Jerri too has a sun suit that he keeps nice and dry for after swimming.

10A—Terri in sarong  
20A—Terri in pedal-pushers  
30A—Terri in sun suit

1035 Sarong only  
1036 Sun suit only  
1046 Pedal-pushers and shirt only



Page  
14

## PATTY JO & BENJIE

"Hello," my name is Patty Jo and this is my brother, Benjie. We are two of Terri Lee's playmates, and we represent part of America's colorful garden of many peoples. Originally, I was created from the pen of Jackie Ormes, a cartoonist on the Pittsburgh Courier, a national negro paper. Now I have been brought into the homes of thousands of children as their beloved playmate. My costume in this picture is my school dress of red checked gingham, and Benjie has on a checked gingham shirt and jeans, also for school. However, we both have loads more clothes, just like Terri's and Jerry's. Why don't we get better acquainted, you and I? I'll just bet we could have loads of fun together.

310 Patti Jo  
410 Benjie

1070 Patti Jo costume only  
2070 Benjie costume only



Page  
15

## SOUTH AMERICAN DANCING

Now, I will introduce to you Guadalupe, who is an adorable little girl from South of the Border. She is dressed in her gay taffeta dress which whirls about her flashing feet and clicking heels. The diamond-like sequins which trim her dress remind me of how I wish I were a little girl from Mexico or South America where everything is so beautiful and all the ladies are young and gay forever.

And, here are Patty Jo and Benjie again dressed in the traditional Calypso costume. In this costume, they dance the rhumba, samba and all the happy swift-footed dances of their colorful carefree country.

700 Guadalupe  
390 Patty Jo  
490 Benjie

1093 Guadalupe costume  
1091 Patty Jo costume only  
2091 Benjie costume only



Page  
16

## TWINS

People turn to look at Jerri and me as we go down the street dressed as twins in our colorful hand made matching sweaters and berets. My skirt and his pants are the same color of flannel. My blouse is soft silk crepe and Jerri wears a beautifully tailored shirt.

120 Terri  
220 Jerri

4000 Terri complete costume  
5000 Jerri complete costume  
1055 Terri sweater only  
2055 Jerri sweater only



Page  
17

## TWINS AGAIN

Hand knit suits are treasured by everyone. I treasure mine very highly because I know just how much time it takes to make one of these precious suits. Of course, these are just for wear on special occasions, so we must take excellent care of them just like Mother does. As you can see, Jerri and I have "Twin Sets" and we are sure that you will be as proud of them as we are.

150 Terri  
250 Jerri

1056 Terri's Hand knit suit  
2056 Jerri's Hand knit suit



Page  
18

## THE EASTER PARADE

Easter is the most beautiful time of year, and don't you love the beautiful Easter lilies in the markets and on the tables at home? How we plan what we are to wear for Easter and watch the skies hoping that it won't rain and spoil our Easter bonnets! My suit is of pique and my hat is trimmed with perky flowers. Jerri's suit is pique too, but he didn't want flowers on his hat because he says that boys don't wear flowers on their hats, just girls do that. One of our nicest Easter surprises is the Easter Bunny.

20 Terri  
220A Jerri

1074 Terri's Spring suit  
2074 Jerri's Spring suit



Page  
19

## LET'S PLAY WEDDING

Did you ever see anything so beautiful as a June wedding? There is so much rush and fuss, that no matter where we stand, we seem to be always in the way. After the wedding, it is very gay, and we too join in the fun. Mother finally consented to make me a wedding dress, so that I could play "grown-up" too. It is simply beautiful with its shimmering white satin elegantly trimmed with val lace, corsage, and sweeping veil of gossamer net.

She also designed a bridesmaid's dress of taffeta, ruffles, lace, and a large frilly bonnet that looks as though it came from Paris.

70B Terri as Bride  
80B Terri as Bridesmaid      1087 Bridal costume  
1088 Bridesmaid's costume



Page  
20

## FOR DANCING AND SKATING

Dancing and roller skating are such fun. They give us the poise we need when we grow up. My ballets, or formals if you wish to call them that, are made of Celanese taffeta and fine rayon net in beautiful colors, all trimmed in glittering sequins. I also have a white fur hand-made lapin formal jacket and a long white flannel formal coat trimmed in sequins to match my formal. My roller skating costume for exhibition skating is of taffeta and ruffled net. It is trimmed in real rhinestones and my skating shoes have silver bells on them. My skating costume also comes in beautiful colors.

70 Terri in ballerina 1066 White fur formal  
90 Terri in skating coat  
costume 1075 Ballerina costume  
1065A Long formal coat 1081 Skating costume



Page  
21

## A FROLIC WITH NANOOK

Nanook, my friend from Alaska, has come to visit me. A little girl in Alaska named her "Nanook," which means "little white bear." She comes from a land of nothing but ice and snow. I copied my snow suit from her. Her eyes sparkle at the beauty of my ice skating costumes —silver lame' lined with ice blue satin and taffeta brocades of blue and white. The silver bells on my skates intrigue her too.

100 Terri in Ice costume 1080 Ice skating costume  
800 Nanook only  
1090 Snow suit complete



Page  
22

## SLEEPY TIME

Oh! Hum! It must be time for bed. I am so sleepy, I can hardly keep my eyes open long enough to put on my beautiful pajamas and bathrobe of flannel that has a fuzzy bunny on it for trimming. I even wear bunny slippers. Jerri wears the same for cool weather, but Mother styles his differently. In the summer, when it is hot, I wear my cool batiste nightie, bedjacket and satin bowed slippers. Jerri just slips on his P. J. trousers when it is warm.

**1010 Pajamas only**  
**1011 Bunny slippers**  
**1015 Nightie**  
**1020 Bathrobe**  
**1025 Bed jacket**  
**1026 Bedroom slippers**

**1027 Hand crocheted bed jacket**  
**2010 Jerri P. J.'s**  
**2011 Slippers Jerri**  
**2020 Bathrobe Jerri**



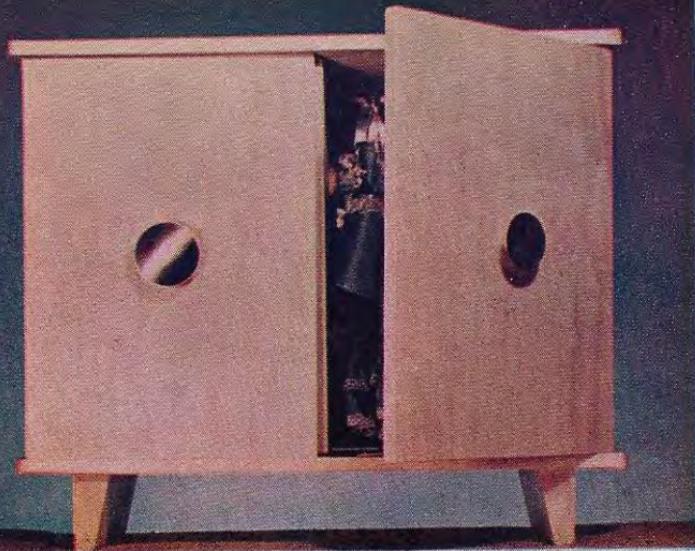
Page  
23

## AT THE BEACH

We have such wonderful fun at the beach. Jerri and I have beautiful wool swim suits and beach coats that we wear after our swim. Our bathing suits and beach coats are monogrammed with our initials.

### Costumes only

**1037 Terri swim suit**  
**1038 Terri beach coat**  
**2037 Jerri swim suit**  
**2038 Jerri beach coat**



Page  
24

## MY WARDROBE TREASURE CHEST

I love to have you dress me the same as you when you take me out. For that reason, I have costumes for every occasion. My De Luxe wardrobe you can buy complete, or you can buy it as a real treasure chest by adding one garment at a time. The chest is beautifully finished in blonde wood, with shiny brass knobs, one drawer for my many bonnets and undies. It is very modern in design and is 28 inches by 18 inches by 9 inches. You can get all of my clothes in it. Of course, if you buy it complete it will cost you less.

1001 Wardrobe complete with clothes

## LARGE CHEST WARDROBE

- 1030 Pinafore and panty.
- 1035 Sarong and sunbonnet.
- 1040 Slip.
- 1041 Panty.
- 1060 Coat, bonnet, muff, mittens, galoshes.
- 1065 Long formal coat.
- 1071 Scotch plaid skirt, flannel jacket, cap, shoulder bag with comb.
- 1074 Pique suit, straw hat.
- 1075 Ballet.
- 1080 Ice skating costume, ice skates with bells.
- 1081 Roller skating costumes and roller skates with bells.
- 1082 Majorette costume and hat.
- 1085 Cowgirl costume, silk blouse, cowgirl hat.
- 1086 Jodhpurs.
- 1087 Bridal costume.
- 1088 Bridesmaid's costume
- 1090 Snow outfit, jeans, white shirt, boots, mittens.
- 1096 Shoes and stockings.
- 4000 Skirt, blouse and sweater set.
- 4001 Swim suit, beach coat, sun suit.
- 4002 Silk bed jacket, nitie, bedroom slippers.
- 4006 Raincoat hat, gingham play dress.
- 4007 Peddle pushers, and shirt.

"Chest by Rohana"

## TERRI'S WINTER WARDROBE

Mother prepares my winter wardrobe in the fall. In it is my hand-tailored flannel or velveteen coat, bonnet, white fur muff, mittens and fur-trimmed golashes. You may have a taffeta party dress, if you like. I have my raincoat, hat, my pedal-pushers and sports shirt. My flannel robe has a little fuzzy bunny for trim and bunny bedroom slippers. My pajamas are a rayon or cotton print.

1005 Terri's Winter Wardrobe

Page  
25



Page  
26

## TERRI AND JERRI'S WARDROBE

Terri, too, must have his wardrobe. The giraffe holds his garments nicely. He has a raincoat and hat for rainy days, a hand-knit sweater and beret, sun-suit, and for the beach, he has his monogramed swim-coats and beach coat. And for regular play he wears his jeans and shirt. I almost forgot to tell you about his pajamas of striped chambray, bunny slippers, and robe to match Terri's.

My summer wardrobe has a giraffe rack like Terri's. It has the following garments—6 plastic hangers, sun suit, swim suit, beach coat, pinafore and panty, raincoat and hat, hand knit sweater and beret, batiste nitie, bed jacket and slippers.

**2000 Terri Wardrobe    1000 Terri Summer Wardrobe**



Page  
27

## LITTLE LADY

Here I am, a true Southern Belle in blue taffeta dress, trimmed in narrow black velvet ribbon, a rosebud chintz apron, a large bow in my upswept curls and with eyelet trimmed pantaloons and petticoat.

I look like the Little Lady who represents helen Pressl toiletries. helen Pressl, the originator of toiletries for children, has made a hair dress kit for me. It is just what you will want for both your hair and mine. In it are shampoo, hair lotion, comb, brush and curlers.

**90C Terri in Little Lady costume  
1099 Little Lady costume only  
3000 Hair dress kit**

## **GUARANTEE**

If I break, return me to "Terri Lee Hospital", 2010 "O" Street, Lincoln, Nebraska for repair. There is no charge for repair except \$1.00 for handling and postage.