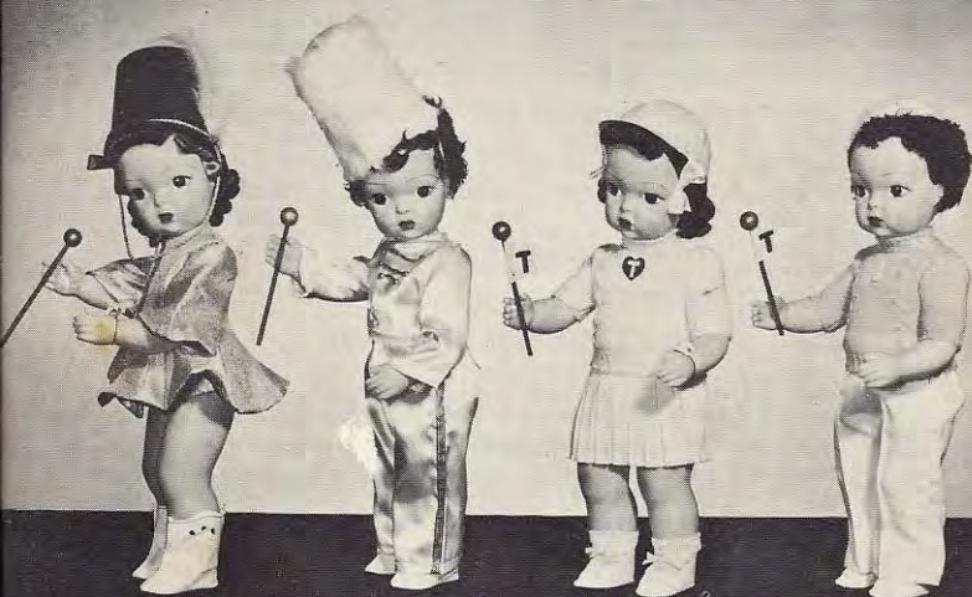


Terri Lee® Fashion Parade



terri lee® SALES CORP.

APPLE VALLEY, CALIFORNIA

TERRI LEE FASHION PARADE

Don't you just love a parade? *Jerri and I do!* We like to hear the music of the brass band, the marching rhythm, and the cheering crowds! To help cheer the parade along we wear our Cheerleader costumes, with initialed wool sweaters, and we even have a pennant to carry. Won't you come along with us as we start our Parade of Fashions? We're going to begin right away. There's the music! Let's go!

Our costumes, shown on the cover, are:

560H	Terri in Majorette	16.95	1560H	Jerri in Drum Major	16.95
3560H	Majorette Costume	5.95	4560H	Drum Major Costume	5.95
540W	Terri in Cheerleader	14.95	540W	Jerri in Cheerleader	14.95
3540W	Cheerleader Costume	3.95	4540W	Cheerleader Costume	3.95

My hair is made of beautiful Raysheen, and comes in platinum colors and *Jerri's* are platinum blonde, honey blonde, auburn and brunette. You can buy me to match your own hair! I have several different hair styles, and if you are careful you can shampoo and set my hair and keep me looking lovely. Our costumes come in many different colors and styles besides the ones pictured in this book, too.

LIFETIME GUARANTEE

Although *Terri* and *Jerri Lee* and all their friends are made of a fine unbreakable plastic, there is a Lifetime Guarantee on each one of the *Terri Lee* Dolls so that in case anything happens to yours you may have it repaired and put in perfect condition again. The *Terri Lee* Hospital is maintained to render this service to all Little Mothers. For a new wig or any repair, return your *Terri Lee* to

TERRI LEE HOSPITAL

Apple Valley, California

Charges are slight. The Hospital is a non-profit operation—an-	other of the many wonderful things about <i>Terri Lee</i> .
Replacement of broken parts.....	No charge
Restringing	\$1.00
New wig and repainting.....	\$3.50

Dolls received for repairs after November 1 are not guaranteed for Christmas delivery.

THE STORY OF TERRI LEE

Once upon a time, not long ago, there was a Lovely Lady who had a beautiful little girl with shining curls and bright eyes like stars and oh! so many pretty clothes! This little girl's name was *Terri Lee*. The Lovely Lady thought, "How nice it would be if there were a doll just like my *Terri Lee*!" And she made a doll that looked like the real little girl. Then she thought, "How nice it would be if this pretty doll had lots of costumes!" And she made lots of costumes for the pretty doll. Then she thought, "How nice it would be if every little girl in the whole country could have a doll exactly like this one, with pretty clothes!" And that's how *Terri Lee* Dolls and their many beautiful costumes came to be.

The Lovely Lady thought of important things like how some dolls get broken when they're loved too hard, how their clothes get mussed and soiled from being played with, and how their hair becomes all shabby after a little while. She wondered what she could do to be sure the *Terri Lee* Dolls would be lastingly beautiful. So she had the dolls made of a fine, strong, durable plastic that would be unbreakable. She had a special kind of fiber material imported to make the hair for the *Terri Lee* Dolls, that could be shampooed and set. And the costumes? Even though they would be made of the finest of materials, with fur and lace and handwork on some, they could be easily cared for.

Then she thought of having a real Doll Hospital and Lifetime Guarantee for the *Terri Lee* Dolls, where Little Mothers could send them in case anything happened to them, or where they could have new wigs put on them. That's how the *Terri Lee* Doll Hospital at Apple Valley, California, came to be!

And then the Lovely Lady thought, "Terri ought to have a brother!" So she made *Jerri Lee*, and designed all sorts of wonderful outfits for him; after that came the rest of the beautiful

dolls in the Terri Lee circle, and finally Linda Baby. Linda Baby is the beautiful baby sister of Terri and Jerry, who is made of Rose-Petal Vinyl and looks like Terri, too. There were costumes made for Linda, just like real babies wear.

And then the accessories—the monthly Terri Lee Magazines, printed and sent to all Little Mothers; the Birthday Club, the Terri Lee Thrift Club, Terri Lee in 3-D, the wonderful wardrobe trunks and chests, the Fashion Racks, the Terri Lee Records; the Bassinettes and Play Pen and Nursery Chair for Linda Baby; the Terri Lee Walker and all the rest, were planned and created. There were so many wonderful things to make and it seemed that every little girl wanted them, so there had to be a special place to make all these things. That's how the Terri Lee Doll House in Apple Valley came to be! If you could see the hundreds of wonderful dolls, the thousands of beautiful costumes and accessories in the Doll House, you'd think you were truly in Santa's Palace! There's the Beauty Salon, where Terri's new hair styles are designed and made; the place where each and every Terri, Jerry and Linda's face is specially, separately hand-painted on; the rows and rows of Terri Lees dressed in their finest on a shelf for all to see—and everywhere you would feel the Fairylane magic that surrounds all things Terri Lee! The Lovely Lady waved her magic wand and created all this from her loving thoughts—

And she thought of everything, didn't she?

terri lee®



630C Terri in Complete Coat Set. 23.95
600A Terri in Coat and Bonnet only 20.95

630H Terri in Fur Sport Coat and Hat 23.95

630D Terri in Snow Suit 23.95

WINTERTIME

When it's freezy-cold and the icicles sparkle and the crystal snow flakes flutter down like fluffy stars, dress me warm and cozy in one of my cold-weather sets! Here are three of them. My pretty winter set with white fur and hat and galoshes, on the left, comes in soft pastel colors. The fur sport coat and hat looks like real leopard skin, and I like to wear it over a wool skirt and blouse. My snow suit has a warm parka, mittens, galoshes and a soft fur coat. I just couldn't get cold in one of these!

3630C Coat Set, complete with galoshes, purse and muff 9.95
3600A Coat and Bonnet only \$7.50

3630H Fur Sport Coat and Hat over Skirt and blouse 9.50

3630D Snow Suit, Costume complete with Mittens, Parka, Boots, Ski Pants, Short Fur Coat 12.50



5605 Terri in Irish
Colleen Outfit 16.95

SWEETHEARTS

When it's Saint Patrick's Day I feel perfectly dressed in my Irish Colleen Dress with its tight bodice, full sleeves, ruffly skirt and straw hat! I dance a happy step with the handsome laddies in this outfit. And isn't my Heart Fund Dress lovely? It's the one I wear because I'm the official child of the Heart Fund Campaign. Did you know that if you buy this outfit, part of the money is given to help children who are ill with rheumatic fever, through the Heart Fund? I love to be able to help others, don't you? I love the bright colors, the full pinafore and the little heart bracelet that says "I love you" that comes with this costume.

3560S Irish Colleen
Costume with straw
hat 5.95

3530C Heart Fund Costume
with pinafore, dress,
and bracelet 2.95



590C Terri in Spring
Coat and Hat with
Purse 19.95

1560J Jerri in
Spring Suit 16.95

540X Terri in Duster
and Pony Tail Hat 14.95

SPRINGTIME

Springtime! The flowers are so bright and lovely after their winter's nap! And Jerri and I love the warm golden sun and the fresh new green on the trees and grass, don't you? We like to take walks wearing our beautiful spring outfits. Here I am in my spring coat with the white under-collar and white felt purse, and Jerri in his matching spring suit. Our hats are felt, too, and so spring-time-ish! I'm wearing my taffeta duster on the other side of Jerri, with the peaked "pony-tail" hat. Isn't it cute? I can wear my duster all spring and summer.

3590C Spring Coat
with hat and purse, silk
lining in coat 6.50

4560J Spring Suit—
Coat, Pants and Hat,
silk lined coat 5.95

3540X Taffeta Duster
and Pony-Tail
Hat 1.50



560CN Terri in
Tea Party Dress
with Easter Bonnet
and Purse 16.95

530EN Terri in
Taffeta Sunday
School Dress
13.95

530K Terri in
Confirmation
Dress
Dress 13.95

540LN Terri in
Organdy Party
Dress and Hat
14.95

LET'S GO TO CHURCH

Here is a group of my costumes which is very special. In the center I'm in my white lacy Confirmation Dress that comes with its own little gold-colored necklace with cross pendant, and a veil with lace on net. Don't you think I look sweet? On the left, my dress has an exquisitely embroidered nylon blouse with organdy skirt, and the costume is completed with new Easter bonnet and purse to match. Next, you see me in crisp taffeta, and on the right I am dressed in pastel organdy with a lovely picture hat. And whatever your faith, please don't forget to go to Sunday School or Church every Sunday, and take me along!

3560CN Tea Party
Dress with Easter
Bonnet and
Purse 4.95

3530EN Sunday
School Taffeta
Dress 1.75

3530K Confirmation
Dress with
Necklace, Veil
2.50

3540LN Organdy
Party Dress
and Hat 2.50



530P Terri in
Birthday Dress
13.95

530F Terri in
Party Dress
13.95

530Q Terri in
Dotted Swiss
Dress 13.95

530U Terri in
Redingote and
Sundress 13.95

PARTY TIME

For birthday parties what could be prettier than my frilly Birthday Dress? It's a cheer ruffy dress worn over an organdy can-can petticoat, and you see me in only one of the soft colors it comes in. The dress on the right is my Redingote and it's worn over a bright colored Sun Dress, so it's really two different outfits! The two Party Dresses in the center are dotted Swiss and organdy that I wear over my can-can undies. Which one do you think is prettier? I can't choose which! I wear them to the parties I'm invited to and also to Sunday School. You can take me to parties with you, too, in one of these pretty dresses.

3530P Birthday
Dress 2.50

3530F Party Dress
Organdy skirt and
nylon embroidery
blouse 1.75

3530Q Dotted
Swiss Dress 1.75.

3530U Redingote
with Sun Dress
2.50



540R Terri in Rain Coat
and Hat 14.95

1540R Jerri in Rain Coat
and Hat 14.95

540Q Terri in School
Dress and Hat 14.95

SPRING SHOWERS

Rain, rain, go away! But we don't mind the sprinkles when we're all dry and warm in our new rain coats! The raindrops splash and the gray clouds hang low, but soon the sun comes out again and shines on the flowers and trees, and makes them grow. We like to walk in the showers in our pretty opaque plastic rain coats that come with rain hats in a whole rainbow of pretty colors! Won't you love having us with you when it pours, dressed in our rain clothes just like you'll be? No need to leave us indoors, because we can be bathed, go swimming, or be caught in the rain and it won't hurt our durable skin! But of course we'd rather be in our new rain coats, if you don't mind, when you take us out in the rain. Then you see one of my school dresses I wear with a little felt hat and purse, and inside the purse is a real comb.

3540R Rain Coat with Rain
Hat only 1.25

4540R Rain Coat with
Rain Hat only 1.25



540A Terri in
Pique Suit with
pleated Skirt,
Hat 14.95

1540A Jerri in
Pique Suit with
Straw Hat 14.95

540C Terri in
Summer Suit
with Straw
Bonnet 14.95

1540C Jerri in
Summer Suit and
Straw Hat 14.95

SPRING INTO SUMMER

Cool days, warm days—you can't tell just what the weatherman has in store for us in the springtime, can you? So Jerri and I like to wear our pique suits and if it gets too warm, he removes his coat. These suits are such pretty colors! Mine has a pleated skirt and full, loosely fitting coat. I have flowers on my straw hat that comes with it. Jerri's suit includes a shirt, coat, pants, and hat. The checked suits are trimmed in white, and I wear my little straw bonnet with that one. Jerri's is belted and has the creases in his trousers stitched so they'll stay in nicely. His straw hat is turned up and he wears it at an angle to show off his hair, and I like to tease him about it!

3540A Pique suit
with flowered Straw
Hat for Terri 2.95

4540A Pique Suit
with Shirt, Pants,
Coat, Straw Hat
for Jerri 2.95

3540C Summer Suit
with flowered
bonnet for
Terri 2.95

4540C Summer
Suit, Straw Hat
for Jerri 2.95



1530D Jerri in
Jeans and Shirt
with Leather
Belt 13.95

510C Terri in
Sun Suit 11.95

520J Terri in
Farmerette
Costume 12.95

520H Terri in
Pinafore 12.95

SUMMER FUN

Here we are in some of our Summer favorites! Jerri likes to play in his denim jeans and sport shirt, and he looks very nice, too, don't you think? The play suit is my pretty ruffy bloomer suit with plaid trim, and I know I'm dressed in the latest style in it. When I go to the farm I like to wear my Farmerette Costume with its slacks and shirt, because it's comfy and easily washed if I get it soiled. And the pretty frilly dress on the end is my newest Pinafore—don't you love it? I do! Look at the embroidery that makes the front and shoulder straps—the full skirt—the ribbons! I love this dress. Fine organdy is the material.

4530D Jeans and
Shirt with Leather
Embossed
Belt 2.50

3510C Sun Suit
with ruffles and
bloomer bottom,
plaid trim 1.00

3520J Farmerette
Slacks and Shirt
for Terri in sturdy
denim 1.95

3520H Pinafore
of Organdy and
embroidery 1.95



510A Terri in
Swim Suit 11.95

6601X Complete
Swim Kit 4.95

1510A Jerri in
Swim Trunks 11.95

520E Terri in
Swim Suit and
Beach Coat 12.95

WATER BABIES

The sun shines hot and the water looks so inviting! It's just the time to get a perfect tan, isn't it? So Jerri and I wear our swim suits to the beach or pool. First you see me in my Swim Suit that fits so nicely, and next to me is the Complete Swim Kit including everything I'll need for a day in the water and sun! There's a Swim Suit, Sun Suit, Beach Coat, Towel, Beach Shoes, Sun Glasses, plastic bandana and an inflatable Swim Ring inside this plastic bag! Jerri looks nice in his boxerstyle Swim Trunks, doesn't he? And I wear my swim suit and beach coat when he and I go swimming together. I love to swim, so don't be afraid to get me wet!

3510A Swim Suit
for Terri 1.00

6601X Complete
Swim Kit for
Terri 4.95

4510A Swim
Trunks for
Jerri 1.00

3520E Swim Suit
and Beach Coat
Set for Terri 1.95



510F Terri in
Play Dress and
Panty 11.95

510D Jerri in
Play Suit 11.95

510D Terri in
Play Dress 11.95

510D Terri in
Play Dress 11.95

LET'S PLAY

Let's play games! We can have lots of fun! I love to play with you and here I am in some of my play dresses. The pretty one you see on the left is my Special Dress with ruffly panties that match the trim on the dress. I love the full skirt, don't you? Jerri and I dress as twins sometimes, and we have twin Play Sets, as you see next in the picture. I like these outfits, don't you? The dress on the end is my bright-colored print with contrasting yoke, sleeve tops and skirt hem. All of these come in bright figured percale; some with fire engines, some with trains, some with birds, and some with flowers, every color of the rainbow too. Let's go play now!

3510F Play Dress
and Panties 1.59

4510D Jerri's
Play Suit with
Belt 1.00

3510D Terri's
Play Dress 1.00

3510D Terri's
Play Dress 1.00



570E Terri as Bride 17.95

1560B Jerri as Bridegroom 16.95

WEDDING BELLS

Here comes the Bride! White nylon, net, lace, bouquet—and such a beautiful veil! I love to wear my Bridal Gown to real weddings, so don't forget to take me! And Jerri Wears his Bridegroom Outfit, too—just like when we play at having a Wedding of Dolls. He looks very nice, doesn't he, in his black and white tuxedo with his little bow tie, and shiny black shoes! Let's play Wedding, shall we?

3570E Bride Dress 6.95

4560B Bridegroom Outfit 5.95



520C Terri in
Pedal Pushers
with cuffs, to
match blouse 12.95

520D Terri in
Tennis Shorts and
Shirt 12.95

520L Terri in
Toreador Pants
and Shirt 12.95

520K Terri in
Golf Togs with
Golf Club and
Hat 12.95

SPORTS OUTFITS

Here are four of my special outfits you're going to love! The first is my new Pedal Pusher costume, with the pretty blouse and trim on the turn-up cuffs. I love to go bike riding in this! Next is the Tennis outfit I wear when I play tennis. Then there's my beautiful Toreador set, with the colorful pants that tie at the calf, and the metallic-fringed collar on the blouse. It comes with its own belt. And finally, when I go golfing, I wear the Golf Togs on the right. They're denim and they button on the side of the pants, as you can see. A little golf club and a white molded cap complete my outfit when I'm dressed. Take me outdoors to all your activities with you!

3520C Pedal
Pushers of sturdy
broadcloth 1.95

3520D Tennis
Shorts and Shirt,
denim with
checked shirt
and trim 1.95

3520L Toreador
Pants and Shirt
with plastic belt,
metallic trim 1.95

3520K Golf Togs
of Denim with
Golf Club 1.95

1520F Jerri in
Sport Suit 12.95

520F Terri in
Sport Dress 12.95

1520A Jerri in
Town Suit 12.95

520A Terri in
Town Dress 12.95

TWIN SETS

Jerri and I have several matching clothing sets, and we like to dress alike when you take us out. The attractive patterns in the material are awfully pretty, don't you agree? First, on the left, our matching outfits for Sports—Jerri's Suspender-Pants and shirt with collar that matches the pants, and my tailored, full-skirted Sport Dress with the pretty white belt. On the right, and my Town Dress comes with ruffly pants that match the trim on the dress. This is another "Shorthand Secret" dress, and if you can read shorthand—it has a message for you. I love princess style dresses, don't you? Take us everywhere with you in our washable, practical Sport and Town Twin Sets!

4520F Pique Sport
Suit for Jerri 1.95

3520F Pique Sport
Dress with Belt
and Panty for
Terri 1.95

4520A Town Suit
for Jerri 1.95

3520A Town Dress
with Panties for
Terri 1.95



540E Terri in
Girl Scout
Uniform 14.95

540I Terri in
Brownie Scout
Uniform 14.95

540JN Terri in
Camp Fire
Uniform 14.95

540KN Terri in
Blue Bird
Uniform 14.95

OFFICIAL UNIFORMS

I belong to the organizations that you belong to, so you can take me along with you to your meetings dressed in real, official uniforms! I love all the activities you have in Scouting and Camp Fire Girls. Above, my Girl Scout and Brownie Uniforms just like your own, and my Camp Fire and Blue Bird Uniforms too! We learn and have fun and help others in these wonderful groups, and I'm proud, believe me, that my uniforms are official and have the approval of the organizations. You'll be happy to take me with you on your outings and to meetings dressed just like you—and I'll be happy to go! And don't forget when you buy one of these, part of the money goes direct to headquarters to help support each organization.

3540E Official
Girl Scout
Uniform 2.95

3540I Official
Brownie Scout
Uniform 2.95

3540JN Official
Camp Fire Girl
Uniform 2.95

3540KN Official
Blue Bird
Uniform 2.95



560P Terri in Sweater
and Beret, Skirt
and Blouse 16.95

1560M Jerri in Knit
Suit 16.95

560M Terri in
Knit Suit 16.95

AUTUMN STYLES

When the frost shines in the morning sunlight and the air is nippy and cool, you'll be wearing your new Autumn outfits—and so will we! Above, my pretty Sweater and Beret Set, with the pleated school-girl skirt and white silk, lace-trimmed blouse—don't I look perfect to go to a football game with you? Jerri and I like our twin knit outfits, with matching sweaters and hats. His of course has pants and mine, a circular-knitted skirt. They come in so many soft, pretty colors that we feel like Autumn flowers in them!

3560P Terri's Sweater
and Beret Set only 2.95

4560M Jerri's Knit Suit
with Sweater, Pants,
Hat 4.95

3560M Terri's Knit Suit
with Sweater, Skirt,
Hat 4.95



530M Terri in Skirt and Blouse 13.95

530S Terri in Squaw Skirt and Blouse 13.95

530R Jumper and Blouse, Broadcloth 13.95

530J Gingham and Organdy School Dress 13.95

TWO-PIECE OUTFITS

Wearing two-piece dresses is nice, isn't it? You can switch the blouses and skirts about and make different outfits! I have a lot of pretty separates that come as sets. Shown, first, my wool skirt with the white silk blouse. Next is my "Squaw Skirt" of Indian print and frilly dimity blouse. Then for very special school occasions I wear my pin check gingham with an extra overskirt of organdy. The outfit at the right end is my "Peasant" Skirt and Blouse, with full broadcloth skirt and lacy, puff-sleeved blouse.

3530M Skirt and Blouse 2.50

3530S Squaw Skirt and Blouse 1.75

3530R Jumper and Blouse, Broadcloth 1.75

3530J Special School Dress 2.50



1580A Jerri in Leather Cowboy Costume 18.95

580A Terri in Leather Cowgirl Costume 18.95

DRESSED FOR THE WEST

We're sure you'll love these outfits as much as we do—look at the fine, soft leather they're made of! Jerri wears his satin shirt and big broad-brimmed hat with his, and I wear my big hat too! Jerri's wearing his Western jacket, fringed leather cuffs, gun belt and chaps, and I wear my leather bolero, fringed cuffs, and short Cowgirl leather skirt. Aren't our boots darling? You're going to love dressing us in these, just as we'll love wearing them.

4580A Leather Cowboy Costume for Jerri 7.95

3580A Leather Cowgirl Costume for Terri 7.95



540H Terri in Rid-
ing Costume 14.95

1550F Jerry in
Denims 15.95

1550G Jerry in
Gene Autry
Denims 15.95

1550E Jerry in
Gene Autry
Rodeo 15.95

LET'S GO WESTERN!

Yippee! Ride 'em, Cowboy! Look at us all dressed up like real Westerners! I'm wearing my pretty Riding Costume with the big sombrero hat and white boots, and Jerry is shown in three of his Cowboy Outfits. First, the Denim Outfit with gun belt even, and then you see him in two of his real Gene Autry Costumes—the Gene Autry Denims and Rodeo Outfits! He looks very nice in his shiny shirt and autographed pants, and the leather embossed belt that comes with the Rodeo costume. We feel so dressed-up in these!

3540H Terri's
Riding
Costume 3.95

4550F Jerry's
Round Up
Denim Set 4.95

4550G Jerry's
Gene Autry
Denims 4.95

4550E Jerry's
Gene Autry
Rodeo 4.95



530A Terri in
Combination
Gingham and
Broadcloth School
Dress 13.95

530A Terri in
Chambray School
Dress 13.95

530A Terri in
"Shorthand
Secret" School
Dress 13.95

530A Terri in
Plaid Gingham
School Dress 13.95

TIME FOR SCHOOL

Comes Autumn, with the bright and beautiful colors on all the trees! Comes Autumn, comes school—and how I love to go to school with you! Here is a pretty assortment of school dresses! I have a lot of them, and there isn't room to show them all in this book. Above are four that I like very much. They are made of gingham and broadcloth, chambray and eyelet embroidery trim, and the one next to the end is another "shorthand secret" dress. On this one I will tell you what it says—"Two hearts beat as one." Then there is my beautiful Scotch plaid gingham with organdy stole effect trimmed in eyelet embroidery.

3530A Combi-
nation Gingham and
Broadcloth School
Dress 1.75

3530A Chambray
School Dress 1.75

3530A "Short-
hand Secret"
School Dress 1.75

3530A Plaid
Gingham School
Dress 1.75



540TN Terri in Masquerade
Costume 14.95



1540TN Jerri in Masquerade
Costume 14.95

MASQUERADERS

Domino, or Pierrette—what will you call me in my bright beautiful Masquerade Costume? If you love Halloween fun and New Year Eve and masquerading just any time, you'll want me in this outfit! I wear a mask, too, and my peaked satin hat with the pom-pom on it sets off the outfit. Jerri wears his matching Masquerader Outfit with his mask and full puffy pants. Let's go party-ing and when we unmask won't everyone be surprised to see who we are!

3540TN Masquerade Costume
for Terri 3.95

4540TN Masquerade Costume
for Jerri 3.95



530T Terri in Hula
Costume 13.95

540U Terri in
Dutch Girl
Costume 14.95

1540U Jerri in
Dutch Boy
Costume 14.95

540Y Terri in
Calypso Costume
14.95

INTERNATIONAL FESTIVAL

Around the world! We love to play with children of every land, and here are some of our costumes for different lands! My Hula Costume is authentic Hawaiian, with its lei and grass skirt—and I wear tropical flowers in my hair with it. Next you see me and Jerri dressed like Holland children, in light blue costumes with white lace and organdy trim, and real wooden shoes! And how do you like my Calypso costume? I wear fruit clusters in my hair and I love to dance a fast, whirly Calypso in this. Isn't it fun to dress like children of other lands?

3530T Hula
Costume 2.95

3540U Dutch Girl
Costume 3.95

4540U Dutch Boy
Costume 3.95

3540Y Calypso
Costume 3.95



570D Terri in Evening Formal 17.95

570F Terri in Bridesmaid Dress 17.95

SWEET AND LOVELY

How I adore being dressed in truly grown-up, long dresses! I'm all ready to go to the Doll's Dance in my long full flowery ruffled formal. You may want to take me to parties, too, dressed in this beautiful evening dress. Or the one on the right—my Bridesmaid Dress! I'm all ready to go to a wedding in this one, and I bet I'll catch as many eyes as the beautiful Bride herself! Don't you just love ribbons and flowers and swishy, rustly skirts? I do! All nylon too!



570G Terri in Ballerina Dress 17.95

540MN Terri in Toe Dancer Costume 14.95

540NN Terri in Square Dancer Costume 14.95

INVITATION TO THE DANCE

I love to dance, and when I do I wear my lovely Ballerina or Toe Dancer Costume or Square Dancer Costume! Be sure you take me along when you go to your dancing class, or to a recital or square dance. Ballet is so much fun, and we can learn together, can't we? Maybe your instructor will let me watch from the wings when you're dancing on the stage. Left, my new lovely Ballerina Costume, with its full long skirt; right, my Square Dancer Costume—cool and lacy and tied at the waist with a ribbon; center, my short filly Toe Dancer Costume with silver lamé bodice. Ballet shoes, of course, complete the Ballerina and Toe Dancer Costumes.

3570D Evening Formal 6.95

3570F Bridesmaid Dress 6.95

3570G Ballerina Costume with Ballet Shoes 6.95

3540MN Toe Dancer Costume 3.95

3540NN Square Dancer Costume 3.95



630F Terri in Lamé
Formal Coat 23.95

690A Terri in Long
White Fur Coat and
Hat Set 29.95

630G Terri in White
Fur Cape 23.95

EVENING WRAPS

Over my pretty formals and other long dresses I like to wear my beautiful long formal coats and capes! Aren't they dreamy? Look at the sparkly silver lamé Long Formal Coat above—it's fitting to the waist, then it flares out full and pretty. And the White Fur Coat and Hat in the Center—I especially love this set! It's so soft and warm and pretty for winter evenings out! At the right is my short evening cape, white fur, that looks so lovely over my long formals or Bridesmaid Dress. Let's go dancing, and the cold snowy winter doesn't matter a bit!

3630F Silver Lamé
Formal Coat, Long 7.50

3690A Long White Fur
Coat and Hat Set 12.95

3630G Short White
Fur Cape 7.50



MINK FOR MILADY

"Glimmer, glamorous little star!" Genuine silver-blue mink coat to be worn for only rare occasions when I go to the theatre, concert or make my appearances on T.V.



560F Terri in Roller Skater
Costume. 16.95



560G Terri in Ice Skater
Costume 16.95

SKATING COSTUMES

Here I go sailing around the rink—and whether it's ice skating or roller skating doesn't matter at all, because I have outfits for both! My Ice Skating Costume is lovely, isn't it? Short and flary and sparkly—and look at the hearts that flash when I whirl! And my Roller Skating Outfit with its full fluffy skirt is pretty as a picture, isn't it? These come with real little ice or roller skates, too, so they're really quite complete. Take me skating—winter or summer—in my Skater Outfits!

3560F Roller Skater Costume 5.95

3560G Ice Skater Costume 5.95



500C Terri in
Can-Can
Pants 10.95

510G Terri in
Can-Can Pants
and Slip 11.95

1500B Jerri in
Shorts 10.95

500A Terri in
Chemise 10.95

UNDERMENTIONABLES

What every little lady knows is that pretty under things make for a feeling of being well-groomed and well-dressed, isn't that so? I'm wearing my full-ruffled Can-Can Panties in the picture above, and next to it, my Can-Can Slip that goes with the Panties, if you wish, as a set. Jerri wears his brightly colored shorts and finally on the right end of the picture I'm shown wearing my soft, silky chemise. And how do you like me in pigtails? They're very comfortable and practical, too.

5612 Can-Can
Pants .60

3510G Can-Can
Pants and
Slip 1.59

5613 Shorts for
Jerri .50

5602 Chemise
.50



Terri in Lounging Pajamas, Elf Shoes, and Housecoat

Terri in Nitey, Hand-Crocheted Bed Jacket and Slippers

Jerri in Pajamas, Bathrobe, Slippers

Terri in Pajamas, Slippers, Bathrobe

TIME FOR NITEY-NITE

Pardon my yawn—but I'm so sleepy now! It's been a busy day, and we've had such fun! Now off to Dreamland, in one of my pretty sleep-tight outfits. First, I'm in my Pajamas, Elf Bedroom Slippers, and soft, cuddly Housecoat—isn't it sweet? Next I'm wearing my nitey and hand-crocheted Bed Jacket and Slippers. Jerri's tired too—he's ready to climb into bed with his pajamas, bathrobe and Elf Shoes like mine. At the right I'm wearing my pretty flowery flary robe and I like this one for relaxing and even for breakfasting. Kiss me night now, and let's say our prayers and go to sleep.

5605 Lounging Pajamas 1.95
5614 Robe 1.95
5706 Elf Shoes .60

5606 Nitey 1.75
6603 Hand-Crocheted Bed Jacket and Slippers 4.95

6650 Jerri's Pajamas, Bathrobe and Slippers 3.95

6605 Terri's Pajamas, Bathrobe, Elf Slippers 3.95



560K Terri in Scotty Girl Costume 16.95

6105 Terri's Wardrobe Trunk 24.95

500C Terri in Can-Can Pants 10.95

READY TO TRAVEL

Above, I'm shown with my wonderful Wardrobe Trunk that comes with me inside and a whole assortment of beautiful costumes! You'll want one of your own, I know. You can take me on trips, or keep the trunk to use for my things in your room. I know you'll like what's been packed inside the Trunk—a Raincoat, Party Dress, Pajamas, Pedal Pushers, Dress, Shoes, Ribbons, oh—so many lovely things! And even (how thoughtfull!) a Hair Dress Kit for keeping my curls pretty! Left, I'm wearing my gay Scotty Girl Outfit with its brilliant tartan, its pleated skirt and tam.

3560K Scotty Girl Costume 5.95

6105 Terri's Wardrobe Trunk Complete 24.95

5612 Terri's Can-Can Panties .60



6107 Terri's Fashion
Rack with Hangers 3.95

500C Terri in Can-Can
Pants 10.95

6103 Small Wardrobe
Chest with Hangers
alone 8.95
6005 Complete with
Wardrobe 24.95

FASHION ACCESSORIES

Here are two answers to the question, "How to keep my things neatly?" First, my Fashion Rack that comes with its own hangers, for neatly rehanging each of my things after I've worn it. It's shown here with some outfits on it, but of course it comes without any so you may choose your own. The other arrangement for putting my things away nicely is the Small Chest on the right, and it comes with or without a selected assortment of costumes, as you prefer. Hangers come with it. This is a wonderful way to care for my pretty things, isn't it?



6658 Terri Lee Walker

TAKE ME FOR A STROLL!

Did you know? Have you heard? I can walk! Yes, look at me, above, all ready to go out for a walk with you! Place my feet in the little places made for them, belt my tummy to the back support, and push the handle—and away we go! I'll be the apple of your eye and everyone will stop to look at me, so dress me in my prettiest and let's take a stroll!

6658 Terri Lee Walker only 4.95



6657 Terri Lee in 3-D 2.95

CUT-OUTS

Look inside the beautiful box and you'll see a replica of me, and copies of twelve of my real outfits, reproduced in color and made of durable, washable plastic—and can you imagine, the doll and all the outfits are curved and shaped just like I am and just like my real costumes are when I wear them! This is another of my accessories that you'll love. Shown, Series No. 1 of the Terri Lee in 3-D Cut-Out Sets, containing one doll, twelve costumes each.

6657 Terri Lee in 3-D 2.95



1530H Jerri in
Doctor Outfit 13.95

L-6 Linda in
Bassinette 6.95

530G Terri in Nurse
Outfit 13.95

PLAYING HOSPITAL

Just like all boys and girls, Jerri and I love to play Doctor and Nurse! Here we are—Dr. Jerri in his white hospital uniform and glasses, Linda in her Bassinette, and me in my white nurse costume with a cap just like real nurses wear! We're playing that Linda has a cold and Dr. Jerri must give her some medicine, and she doesn't mind a bit, as you can see by her happy little face. I'm ready to help the handsome doctor with the treatment!

4530 Doctor
Outfit 1.95

L-6 Linda in
Bassinet 6.95
LF56 Bassinet 2.95

3530G Nurse
Outfit 2.50



520M Terri in
Lounging
Pajamas, Elf
Slippers 12.95

L2 Linda in
Kimona 3.95

Terri's Canopy
Bed. Complete
with canopy
cover and
spread 24.95

6655 Terri's
Quilt and
Pillow Set
2.95

5915 Terri Lee
Record .50

SWEET DREAMS

Here we are, Linda and I, ready to be tucked in. Linda is going to sleep in her Bassinette, of course, but she likes to listen to our "Dolly's Lullaby" record with me before I put her to bed, so she and I lie down on my pretty Canopy Bed under my satin quilt and we rest on my satin pillow as the record plays. Record shown, "Dolly's Lullaby" with the other side narrated by Terri Lee herself, "The Story of the Three Bears." It lulls me to sleep so sweetly—and maybe you'll like going to Dreamland, too, to the music!

5605 Lounging
Pajamas for
Terri 1.95
5706 Elf
Slippers .60

LF52 Linda's
Kimona 1.00

Terri's Canopy
Bed. With
Canopy Cover
and Spread
24.95

6655 Terri's
Satin Quilt
and Pillow
Set 2.95

5915 Terri's
very own
Record .50



L-4 Linda in Nursery Chair 4.95
510G Terri in Can-Can Pants and Slip 11.95

TRAINING BEGINS FOR LINDA

We big girls know that things like good habits and being dainty start early—and Linda loves "training time" on her very own little Nursery Chair! She will remind your own baby sister or brother, too, by setting a good example. She's like a real baby and real babies have to be taught about things like bathroom training. Linda will learn quickly, I know!

LF54 Nursery Chair only 1.95



L-9 Linda in Hand-crocheted Jacket and Bonnet, and Dress 9.95

L-3 Linda in Dress Set 4.95

L-7 Linda in Taffeta Coat and Bonnet, and Dress 5.95

LITTLE LADY STYLES

Linda wanted to show you these three outfits, so I dressed her in them for you to see. She loves her Hand-crocheted Sweater and Bonnet Set, which ties with a lovely ribbon bow, and doesn't she look cuddly-cute in it? In the center she's wearing the pretty dress you see in the other two poses too, under the sweater and coat. The outfit on the end is the beautiful Taffeta Coat and Bonnet Set—so dressy and so sweet! Won't you be proud, showing Linda off in her dressiest "Sunday best" things?

LF59 Hand-crocheted Jacket and Bonnet 5.00

LF53 Dress and Panty 1.25

LF57 Taffeta Coat and Bonnet only 1.00



L-11 Linda in Trunk Case with Wardrobe 10.95

EVERYTHING FOR LINDA

Linda follows in my footsteps, Mother says, with all her pretty baby clothes that look just as glamorous and beautiful as my costumes! Here is a complete layette all packed and ready for her, and you can see how happy she is, too. She doesn't know what to reach for first! You'll love the outfits in this set, from the perfectly-made little lacy, embroidered slips and "Fancy Pants" to the be-ribboned, rose-budded Kimono, and of course you'll adore her Taffeta Coat and all the other lovely little-little-girl dainty things! Linda will claim your heart for her own, Little Mother!

LF61 Trunk, empty 2.95



L-10 Linda in Musical Bassinette and Tree 14.95

IN THE TREE TOP

This is something different, and how Linda loves it! When the music box plays "Rock-a-bye Baby" Linda's right in tune! This is her Musical Tree Bassinete, a basket all fluffy and ruffly with ribbons and nylon net, that hangs from a limb of the tree stand. What a precious bundle Linda is in this sleep-basket, and how sweet you're going to say she is in your own nursery! She'll be so happy there, and you'll love my baby sister just as you do me. Her Kimono Set is so dainty with lace and ribbons and rosebuds! You'll want to dress her in these after her bath, and then snuggle her all cozy and comfy in her bassinette for a doze. What could be sweeter?

LF60 Musical Bassinette and Tree only 10.95

L-2 Linda in Kimono 3.95

LF52 Kimono only 1.00



L-8 Linda in Play Pen and Creeper Set 7.95

LINDA'S PLAY PEN

Just like every baby who loves to play and creep about and who must have a special place so she won't get into too much innocent mischief, Linda has a Play Pen! It's just the right size for her, and it comes with a pad so she won't be sitting on such a hard surface. Linda will safely play and sun-tan in her Play Pen indoors or out, and you'll not worry about her creeping off to chase a butterfly while she's inside! She loves her Play Pen, and I do too. Don't you?

Linda wears her Creepers when she plays, trimmed in lace and ribbon of course.

LF58 Play Pen 3.95

L-12 Linda in Creeper Set 3.95

LF62 Creeper Set only 1.00

HOW TO CARE FOR MY HAIR

My hair is made of fine Raysheen. When you first buy me I've just come from the Hairdressing Salon at the Terri Lee Doll House in Apple Valley, California. There my hair has been cut, curled and arranged in the hair-do that has been designed for me. After you've played with me for awhile, my hair may need to be recurled or re-arranged, and here's how to do it.

First and most important, please be careful! My hair should be combed section by section, always supporting it firmly where it is fastened to the head, as my hair does not grow in the scalp like yours. You can wash it with any of the nice detergent shampoos—don't use soap. Avoid tangling as much as possible while shampooing. Brush or comb it in sections when it has dried. Dampen lightly but completely on top and underneath each section as you curl each separate one, then roll up on regular hair curlers or the ones in my Hair Dress Kit. If you use too much water when you roll my hair, it may curl too tightly or be fuzzy—so use only enough to dampen it. Be sure to let it dry thoroughly before you remove the curlers. This usually takes about 24 hours. You may put me in the fresh air but never under direct heat, please. You needn't comb or brush after taking out the curlers.

If you have a curling iron, you may use that on my hair. Be sure it isn't too hot, and curl my hair a section at a time just like you do with the curlers. You must not use water with a curling iron. My pigtails are Saran and not Raysheen, and cannot be curled on the curling iron.

When you give me a new hair-do, pretend you're fixing your own hair. Then you'll be careful and gentle with my hair, and when you've finished I'll look lovely.

For a new wig or any other repairs I may need, send me to the Terri Lee Doll Hospital at Apple Valley, California, and I'll return to you looking just as I did the day you first saw me. Have fun with me, and I'll always be

Your loving friend,

end,
terri-fee®

MAIL ORDER BLANK

If you cannot locate the Terri Lee items you want in your local stores, you can mail this order form to any TERRI LEE FASHION CENTER. Write for a list of Fashion Centers if you do not have a recent one, but your order must be sent to a store—do not send it to Terri Lee.

Name..... St.

City.....State.....

Please send me:

Enclosed find \$..... This includes total of above order plus Tax.

If it does not bear a "Terri Lee" label—it is not a Terri Lee Product.

ABOUT YOUR TERRI LEE COSTUMES

This, your Terri Lee "Fashion Parade" Brochure, has been prepared to show you selected costumes representative of the hundreds in her lovely wardrobe. We haven't space to show all of them, but you may see more at your Terri Lee store. We hope you like the costumes we chose.

Terri Lee designers and the staff at Apple Valley, California, spare no effort in creating the loveliest, finest, and most practical as well as glamorous of outfits for Terri Lee Dolls—we feel sure that no wardrobe, for doll or not, could surpass the array of costumes for Terri Lee. Colors, trims, tiny buttons, lace, materials—everything that goes into the creation of Terri Lee Fashions is chosen fastidiously; the workmanship and packaging speak for themselves, and every effort is made to assure Little Mothers of being able to take care of her doll's things as carefully and as regularly as she does her own. Learning as children to care for fine things, we feel, teaches the lesson of care that lasts a lifetime—just as you care for your possessions in childhood, so will you care for them always. And so the wardrobes for Terri Lee have been chosen and designed to extend to all Little Mothers the love, the warmth, the happiness that the people at the Terri Lee Doll House themselves feel for children the world over.

Good luck, and have fun!

terri lee®



LF65 Rocking Cradle on Metal Stand only 7.95
L-14 Linda in Rocking Cradle Set 19.95

This is a picture of Linda's big, pretty Rocking Cradle. Mother can dress this with a fluffy nylon tulle skirt, or perhaps in some pretty material to match your own room. Comes in white enamel only.

* LULLABY LINDA *

Linda, our baby sister, loves her beautiful Bassinette Cradle. It's so fluffy and ruffy and sweet she sleeps like an angel. Here she is, all ready for beddie-bye on her satin pad and quilt and pillow inside the Cradle. The Cradle rocks her gently into Dreamland, and she dreams away while the moonbeams dance and the stars twinkle. Isn't Linda darling in her Rocking Cradle?

* SEE BACK COVER *



L-14 Linda in Rocking Cradle with Skirt, Pad, Quilt and Pillow 19.95

All prices subject to change without notice