

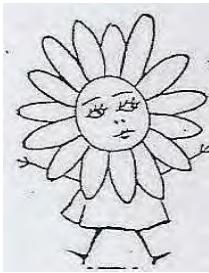
THE DAISY CHAIN

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In the box at the upper left called Subscriber Password type Daisy Chain 2016 (**You must capitalize the(D & C) our password is case sensitive**) Click on Login. Then click on the second box on the left in the upper menu, the box which says Current Issue. Scroll down to see the article and double click to enlarge the page. Click on download to print in color. **This will be our password for the year to make it easier for you to remember.**

In addition; on the website is an **INDEX** containing reference to all articles from Daisy Chain up to 2015 . A great way to easily locate an article from past Daisy Chains. I hope this will be on interest to you and you will use it.

Next up in the library will be patterns by Mary Hayden.

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Articles for Nov. 2016 issue due Oct 28,2016

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Front Cover ~ Wool Jersey Swim wear from Orlando, FL Convention 2005

Front Inside Cover ~ Collection of Wanda Houck

Back Inside Cover ~ Collection of Paulann Chrisner

Back Cover ~ **Collection of Mary Weaver**

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Hi Everybody!

And how has summer 2016 been for you?? Hot? Extra hot? That's what they're telling us! Well, it was plenty hot back in S.F. in 1951 when Terri and Jerri were only five or six years old. They stayed upstairs in their boxes while **chattipatty** came down to the backyard with her friends to frolic in the sprinkler! She's wearing one of those wool bathing suits, a bright red one, believe it or not! Boy-oh-boy! Can *YOU* remember how it felt to have one of those things on?! Cruel and unusual punishment! No doubt about it!!!! The wool was always scratchy, no matter what your mother told you! Next, it would get soaking wet and sag everywhere! And, one of wool's greatest qualities was that it held onto cold water and took forever to dry out while the inhabitant of the suit shivered in the sun! Remember? Remember???



Summer hasn't been so much fun this year for some of our "*Daisy Chain*" friends! That's why Terri, and Jerri, and Little Lady are sending GET WELL WISHES to everyone who needs them. For example, way down there in the Great State of Texas, **our "DC" editor** has been laid up for a while and so has **Judie Miles**. Say!! When are you guys going to be able to come out and play again??

Thinking healing thoughts! Love, chattipatty

Wool Jersey Swim Suits

Glenda Kitto

Wool Jersey was primarily used for underwear. We see that both Terri and Jerri had Wool Jersey Swim Suits with their cotton weave Beach Coats. In addition they proudly display the signature initials in felt!

Lincoln Era only!

#1038 Terri's Beach Coat - \$1.50

Cotton weave

#1037 Terri's Swim Suit - \$1.00

Wool Jersey

#2037 Jerri's Swim Suit

#2038 Jerri's Beach Coat



Photo created by Ellen Lawson, Pat Rather and Glenda Kitto

Jersey as defined by: <http://vintagefashionguild.org/fabric-resource/jersey/>

“Jersey (also called single knit) is the simplest plain knit fabric, with two distinct sides. The face has vertical ribs while the reverse has horizontal rows. Sometimes the fabric is used with the technical back on the outside.

Jersey can be light to heavy and made of any natural or manufactured fiber, although originally wool. It gets its name from its history of being made on the island of Jersey, in the Channel Islands off the English coast, and traditionally used for fishermen’s garb.

Uses: Wide range from socks, underwear and sleepwear, to day wear and sportswear, to evening gowns.”

Three of the top names in American swimwear all started out as knitwear companies. Portland Knitting Mills became Jantzen, West Coast Knitting mills made the Cole of California swimsuits and Catalina swimwear was produced by Bentz Knitting Mills, later to rename themselves Pacific Knitting Mills. For many years swimwear was knitted from wool and each of these companies found ways of incorporating a form of elastic, known as Lastex into the weave, which resulted in a more figure-hugging and flattering garment. Very soon swimwear changed to Latex and by 1950 all of Terri and Jerri’s suits were made of the new Latex.



Above a vintage 1948 Tina Lesser Suit of Jersey

An Additional Color for Tiny Terri Lee

By Dennis Ross

In Volume 26, Issue 1, February 2016, we discussed the TTL suspender skirts and wondered if more colors were used to make them than those we know existed. We pictured chartreuse, turquoise, and navy. This is the skirt with white loopy braid used for trim.

Little Mother Terri Bukowski sent a picture of an additional color, pink. So now we know for sure that at least four colors were utilized to create TTL's skirt.

Dear Readers, do you perhaps have an additional color?



From the collection of Terry Bukowski



From the collection of Terry Bukowski



Apple Valley. A quote from Violet Gradwohl, "I love the desert and I Love Apple Valley. It's because of this that I know it will become thickly populated someday and when that time comes, I'll go and find myself another desert" The desert seemed full of promises to Violet but it has never become thickly populated. According to Ms. Lightfoot Mrs. Gradwohl was ready to give up the business after the factory in Lincoln Nebraska burned to the ground. She was sick and tired from overwork and the climate in Nebraska. She was going to give up the entire thing. Why bother to try again?

One of the workers at the factory in Apple Valley is shown working on a wig board. She is putting curlers in the wigs.

But then Violet Gradwohl began to get letters, many letters from Terri Lee

San Bernardino Sun
August 17, 1954
By Sandy Dorsey

This is my third article highlighting the articles written by Marie Lightfoot for the San Bernardino Sun after Ms. Lightfoot visited the Terri Lee Factory in



NEW WAY... to put your hair up. Lois Buse demonstrates the way that the Terri Lee wigs are first curled—the same way any woman does, on curlers. Terri Lee is the only doll with hair that acts just like her young mistress's. When it's wet the curl comes out, but it is replaced just by using pins, curlers or a curling iron.



"FIGHT, TEAM, FIGHT" . . . so say this pair of cheerleaders. They are two of the dolls at the Terri Lee Factory photographed by Curt Armstrong when he visited there recently. The one on the left is Jerry, Terri's brother. This pair likes nothing better than to get all of the dolls together for some good, old-fashioned football yells. They have to keep in practice, for it's almost "that time again."

owners expressing their sympathy. They told her how much they loved their dolls and urged her to rebuild. So Mrs. Grawohl decided she needed to rebuild her factory. She said she had seen the desert several years before and knew this was her chance, so she took it. Although she moved to California, Mrs. Grawohl leased a building in Lincoln and all of the sewing of Terri Lee fashions is till done in Lincoln. She plans to move the operation to California but hesitates to do so because of a shortage of labor in the desert area.

Notice that these appear to be the same Cheerleader dolls that are on the cover of the 1954 Terri Lee fashion Parade. This is the older sweater version that I usually associate with Lincoln rather than the flannel knit sweater Cheerleader outfits usually associated with Apple Valley. In 1954 the clothing was still being made in Lincoln.

The young lady on the right is an artist who is painting the faces of the dolls. Marie Lightfoot said "It is an amazing sight to watch their



LET'S FACE IT—Frances Porter is giving these Terri Lees something to look forward to . . . their faces. What's a doll without the essential eyes and mouth, so she does

blank expressions come to life."

After the wigs were curled they were dried in an oven. This was all done at the Terri Lee factory in Apple Valley and was one of the many tedious phases of the wig-making process.

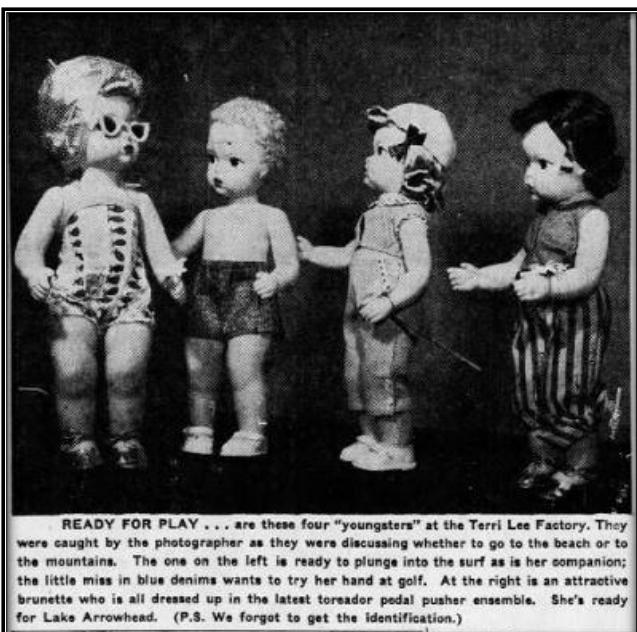
Below, four of the Terri Lee dolls in play outfits are "discussing whether to go to the beach or to the mountains." At the right is Terri Lee in a toreador ensemble ready to go to Lake Arrowhead.

Marie Lightfoot was very taken with the encounter with Violet Gradwohl and she finished her article in the San Bernardino Sun with

statement, "Someone once said never underestimate the power of a woman, and I won't after meeting Mrs. Vi Gradwohl and seeing what can come from a woman's idea that children should have a doll that looks real and will last a lifetime. At least, I won't underestimate the power of Mrs. Gradwohl." These articles were written at the time that the Terri Lee Corporation was at its height. Many of the most beautiful dolls and clothing costumes were offered in 1954 and sales were booming. Ms. Lightfoot gave us wonderful insight into the Apple Valley Terri Lee



BETTER THAN A HAIR DRYER . . . only we don't recommend it except for doll wigs. Mildred Herrington shows how "hair" is dried at the Terri Lee Doll Factory, one of the many tedious phases of the wig-making process. All of these steps are done right there in Apple Valley.



READY FOR PLAY . . . are these four "youngsters" at the Terri Lee Factory. They were caught by the photographer as they were discussing whether to go to the beach or to the mountains. The one on the left is ready to plunge into the surf as is her companion; the little miss in blue denims wants to try her hand at golf. At the right is an attractive brunette who is all dressed up in the latest toreador pedal pusher ensemble. She's ready for Lake Arrowhead. (P.S. We forgot to get the identification.)

Factory in 1954. She and her photographer enjoyed a great assignment and she was so impressed that she wrote three articles about her discovery of a wonderful business owned and operated by a woman.

A Terri Lee from Jewel Tea

by Pat Rather

Jewel Tea featured Terri Lee dolls! The dolls first appeared on the cover of the Jewel Tea Catalogue in 1951 and they continued to be advertised inside until Christmas, 1956.

For the complete story, consult **Sandy Dorsey's** booklet, "*Jewel Tea and Terri Lee*," research which she presented at the "*Daisy Chain*" Terri Lee Chicago convention in 2008. According to

Sandy's research, when most Americans lived in rural areas, pre-WWII, and did not drive much, the Jewel Tea Company was the sixth largest retailer in the USA. Why Terri Lee? One of Vi Gradwohl's relatives was in management at the Jewel Tea Company.

This Terri Lee, still MIB in her Jewel Tea shipping carton, was ordered from the 1955 Christmas catalogue. She is wearing the park-bench-in-the-rain dress which you can also see pictured in the ad to the right, "Set of 3 Cotton Dresses."



Terri Lee has a Wardrobe styled Just for Her
• Brown eyed little sweetheart is so lifelike she almost speaks!
• Her "Raysheen" hair can be combed, brushed, shampooed and set
• Included: membership in Terri-Lee club and monthly magazine
D—Brown Eye Terri Lee Doll...modeling after a real two-year old child, her hair is so lifelike you can even take a permanent wave. Or, hard-to-break plastic. Terri wears a flirting slip, con-can pants and a park-bench-in-the-rain dress. She has a detachable hair bow and dainty wrist corsage. Plus her outfit from the costumes above. C-10T144. 17-inch Terri Lee. 11.95

E—TV Lounge Set with Robe, Pajamas and Slippers. Clever jester style pajamas have a contrast solid color ruff at neck and pom-poms at front. Felt slippers trimmed in matching pom-poms. Complete outfit includes a robe. Plus a matching set of quilted pillows. C-10T145. 4-piece lounge set. 3.95

F—Brownie Dress and Bonnie. Just the right outfit for Terri Lee when her little mother takes her on picnics and camping outings. Brown denim dress has gripper snap closing, belt to match. Complete outfit includes a matching belt. Plus a matching set of quilted pillows. C-10T146. Brownie Dress and Bonnie. 3.95

G—Denim Pedal Pushers and Sport Shirt Set. Gay pink cotton print shirt is sleeveless. Shirt collar matches pants & cuffs on pants match the shirt. A wonderful play costume for Terri Lee. C-10T147. Pedal Pushers and Shirt Set. 1.95

H—Set of 3 Cotton Dresses. A whole wardrobe of dresses for Terri Lee...one with a matching purse for Sunday Best. All are beautifully detailed. In dainty washable cotton. Back closures. C-10T147. Set of 3 Dresses. 3.00

1955 jewel Tea Christmas

3

Accessory Book

Mint in Box



Add this page to your copy of "*TL MIB*," in the *Daisy Chain Accessory Book* which covers Terri Lee boxes from 1946 to 1962, + reissue boxes. Enjoy!



Sister Marie

By Sandy Dorsey
(Yoursterrilee)

Although I am not Catholic nun dolls are gathering in Dorsey's Doll museum. Sister Marie grew up with her "Little Mother" in Apple Valley California. The doll was given to her as a Christmas gift when she was a student at St. Mary's Academy, a Catholic school on Highway 18 in Apple Valley. The school was very close to the Terri Lee Factory. The school was run by the Sisters of the Immaculate

Heart of Mary. When the little girl was in the 5th grade the class drew names to exchange gifts at Christmas. The boy who drew her name had a crush on her. His family did not have a lot of money but his mother worked at the Terri Lee factory in Apple Valley. When the little girl opened the box and saw the doll she was the happiest little girl in the class. She loved the doll very much and kept it close by for many years. She has retired in Florida now and her children and grandchildren are not interested in the doll so Sister Marie came to live at my house. (St. Mary's Academy on Highway 18 in Apple Valley, now closed)



A New Confirmation Dress?

By Sandy Dorsey

In My previous article “Nylon and Old Lace” I discussed nylon confirmation dresses. Now I have found possibly a new taffeta Confirmation dress. The dress did not come with a veil or



other taffeta Confirmation Dresses which have the lace sewn vertically on the bodice and around the bottom the skirt. The new white taffeta dress is sewn in the fashion of the other taffeta and lace dresses which are in colors with black lace. These dresses have velvet ties at the waist. Does anyone else have this dress in white? What do you think?



a necklace but it looks so much like a confirmation dress that I cannot discount it. This dress has a printed tag and the lace is sewn around the bodice and the skirt unlike the



NEWS FLASH!

MIB Mary Jane Garments!

By Pat Rather

In 2015 at the "Daisy Chain" convention, **Cookie Bolig, Sue Munsell** and **Pat Rather**, author of "*The Almost Complete MaryJane*" 2000, undertook once again to resurrect Mary Jane. We compared TL and MJ garments, looked for more facts, found none. **Peggy Casper's** information in FTLD, pages 113-116, remains the most complete. #1 MJ was sold between Xmas '53 and end of the lawsuit in Nov.'54. MJ #2 was still being advertised by Togs & Dolls, Inc., 1359 Broadway, New York 18, NY, as late as 1956.

The MJ brochure, shown here with #2 head, advertises "36 pretty outfits." However, if you count them up yourself, you will find only 33. The numbering system is strange: 11-16, 21-22, 31-38, 41-47, 51-53, 61-63, 81-84. To judge by the MJ dolls turning up today, the majority of which are #1s, the company did not sell many of the #2 MJs between Nov. '54 & late '56. What happened to all of their pretty clothing?



BRIDAL SWEET! 063
bridal gown and veil



Each outfit you purchase is shipped
in this colorful, attractive box.

Write for your FREE autographed

Mary Jane[®]

picture!

*A beautiful 8 x 10 glossy
photograph of me, suitable for framing,
signed "Your loving doll, Mary Jane"
will be sent to you free. Just
send us a postcard.*

APPROXIMATE RETAIL PRICE LIST
FOR MARY JANE DOLL-FASHIONS*

STYLE NO.	STYLE NO.	STYLE NO.
011-\$2.00	035-\$3.00	052-\$5.00
012-\$2.00	036-\$3.00	053-\$5.00
013-\$2.00	037-\$3.00	061-\$6.00
014-\$2.00	038-\$3.00	062-\$6.00
015-\$2.00	041-\$4.00	063-\$6.00
016-\$2.00	042-\$4.00	081-\$8.00
021-\$2.50	043-\$4.00	082-\$8.00
022-\$2.50	044-\$4.00	083-\$8.00
031-\$3.00	045-\$4.00	084-\$8.00
032-\$3.00	046-\$4.00	
033-\$3.00	047-\$4.00	
034-\$3.00	051-\$5.00	

ACCESSORY NOTE: A FULL LINE OF THE LATEST ACCESSORIES, INCLUDING SHOES, HATS, SUN-GLASSES, ARE ALSO AVAILABLE FOR MARY JANE. SEE THEM AT YOUR MARY JANE HEADQUARTERS.



*your loving
doll
Mary Jane*

*prices slightly higher West of Denver

Well, well, well!!! It was illuminating to discover Mary Jane clothing reboxed by Doll Bazaar Manufacturers, New York 10, New York. They sold original, untagged MJ garments in boxes stamped with the same stock numbers we see in the MJ brochure above.

1) Bridal Outfit, 063 (box also stamped 070, a number that does not exist on the brochure). The bridal gown is still straight-pinned to the paper, a la MJ MIB custom. MIB set includes, veil, with its crown of pearls, satin panties, white satin slippers, a wrist corsage, and extra flowers. The creamy white, satin gown has the pearls on the high collar, the two panels of lace draped at the sides of the skirt, long, slender, satin sleeves trimmed with lace. O/f is untagged, but we have seen *identical* tagged MJ bridal o/fs before, albeit not in this pristine, mint condition.



RED SHOES 053
beautiful ballerina outfit



RAINING QUEEN 038
yellow slicker rain outfit

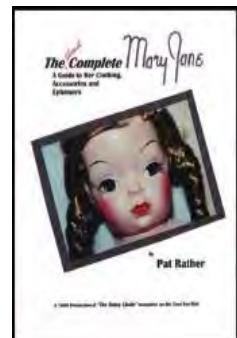
2) Red Shoes, 045 is in the wrong box. Its original number was 053. This set includes the tutu with all its flowers, matching satin panties and a pair of the incredible *red* satin shoes.

3) Raining Queen 038 is in correct box. This mint set includes, yellow slicker raincoat, two rain hats and a pair of bright red, vinyl rain boots.

4) What could #070 have been? MJ's Majorette o/f? She *must have had* a majorette o/f although showing her as a majorette would have been a direct challenge

to Terri Lee. Along with the three boxed, authentic o/fs, came an elaborate Drum Majorette o/f. School colors are red and white. Set includes majorette boots with golden tassels, a highly decorated red and white jacket with five gold buttons and gold piping. The right cuff has a twisted thread holder for MJ's baton! The o/f has a flared skirt, a pair of MJ creamy satin panties, a red plastic belt and a magnificent majorette hat with two matching gold buttons. The hat is made from the same fabrics with two sizes of gold piping and has a red satin chin strap.

I am most intrigued by this professionally made majorette outfit. Although untagged, it came together with the three bona fide MJ o/fs and their Doll Bazaar boxes. The measurements are Mary Jane's. Could this be her illusive majorette outfit? We need to find an earlier price/stock number list. In the meantime, the mystery continues!



Add these pages to
 your "**Daisy Chain**"
Accessory Book in the
 chapter "**The Almost
 Complete MaryJane.**"

It's all in the Details

Days of the Week Dress

by Wanda Houck

TERRI LEE
magazine



TM & © Terri Lee, Inc.

Prototypes – we see a lot of these mixed into our Terri Lee research. What we have noticed is that what is on the covers of many Monthly Magazines is not what we have found in actual pieces of Terri Lee clothing. It has come to my eagle eye that the cover of a 1960 TL Magazine with the Dress of the Week, AKA Days of the Week dress, is one example of a possible prototype. When I really, really looked at it I found that the print is totally different than any of the outfits we see on our dolls. An original copy of this magazine is rare which is why the pattern has been overlooked.

On the close-up on the right I see a pattern that is similar to an Indian print; perhaps a bird or leaf on a dark background with a swiggly pattern as a separation. I wonder how many TL Collectors have noticed this different in the "Dress of the Week" print on our dolls and the cover photo of little girl and her TL in the outfit?

We most often see this dress in Black and White. Several years ago we found one in Red and White with the traditional heart stripe.



Treasure Island Trip

by Dennis Ross

Jerri Lee was feeling down in the dumps. He was so still, so sad about not winning the oldest JL masquerade outfit on eBay. His sister, Terri, felt she had to do something to cheer her twin brother up. Looking through some travel brochures, she suddenly had a brilliant idea. Las Vegas!

She quietly ordered an Apple Valley limo to pick them up and then she packed up both suitcases since Jerri was not in a mood to pack his own. It wasn't too long before they were being ushered into the luxury limo and whisked to the awaiting motor coach. They watched as their suitcases were boarded underneath in the luggage compartment. Terri had chosen her deep turquoise velvet coat and hat and Jerri wore his matching velveteen suit with shirt. The twosome looked quite sharp as they found their luxury seats upon the coach.

Terri carefully arranged her coat as she sat down. She loved the crisp white taffeta lining. She had also brought along her felt mittens with the felt pink flowers on each mitten in case it was cool on the ride. They were attached to each other by a white satin ribbon. Terri liked that so she never had the sad fate of losing one.

After they were settled in their plush seats, the trip escort introduced himself and went over the agenda for the next three days. Jerri didn't perk up, Terri observed.

After a little while, the escort, whose name was Curt, passed out BINGO cards to while away the travel time. Five games were to be played. Five dollars were bet by each passenger. The gambling had begun! The first four games were won by nearby passengers. During the fifth and final game, Jerri perked up as he came nearer to completing a BINGO pattern. "G23", called out Curt. "BINGO!" shouted out Jerri. His numbers were checked out and indeed, he had won! \$20 was handed to a finally smiling Jerri. Terri breathed a sigh of relief as her brother jumped up to collect his winnings. Now things, perhaps, would be better on this trip, she thought to herself. Terri enjoyed the scenery as she looked out of the window. Yuccas were in bloom and their creamy white flower spires sprinkled over the desert looked lovely.

It wasn't all too long before they were shown to their suite at the Treasure Island resort hotel. It was quite spacious and the twins had plenty of closet space and dresser drawers to stow away the TL tagged outfits which Terri had so thoughtfully packed for them both. After a bite to eat at Panda Express, the twins were picked up by their awaiting limo and whisked off to the downtown spectacular light show on Fremont street.

Upon leaving the limo, Terri and Jerri were escorted by Curt to a good vantage point to watch and listen. Within minutes, the music began and overhead on the humongous arched roof a fabulous light show gyrated to the rhythm of the various songs. The show was not too long – 10 minutes – but what a fabulous experience!

Crowds pour in each evening to watch the nightly shows, explained Curt. Jerri, although intrigued by the show, yawned and was visibly tired, so Curt escorted the twins back to the awaiting limo. Before long, the dolls were ready for bed wearing their matching pajamas made from soft white cotton sprinkled with blue roses. For once, because Jerri was so very sleepy, he did not grumble about boys don't have flowers on their night clothes.



and pink tulips, purple hyacinths, and lavender digitalis were all exquisitely laid out in gorgeous drifts of color. Real birds were housed in Japanese birdcages.

Jerri's eyes lit up at the next stop – The Mob Museum. Housed in a former courthouse and post office, it has room after room of exhibits showing the mob effects on Las Vegas.

Jerri especially like the toys and children's books geared to the mob. Bugsy Siegel – Al Capone – Mickey Cohen – all these mobster guys had interesting stories to learn about and Terri and Jerri enjoyed the three floors filled with photos, artifacts, and videos.

Afterwards, Curt took the dolls to four antique shops. Terri looked for some dolls but did not find any. Jerri said he was hungry after all that, so Curt took them to a nice Italian restaurant where Jerri wolfed down a vegetable pizza. Terri had a salad and salmon as her main course.

Jerri smacked his lips and declared his dinner "delicious"!

The Las Vegas strip took on a whole different look at night. Each casino looked spectacular with the evening illumination casting a magical glow within the desert.

The bright desert sun streamed into the spacious room as Terri awakened the next morning. She dressed in her pink summer suit and laid out Jerri's matching pink summer suit as well. When they were both ready they were met by Curt to begin a glorious new day in Las Vegas. After the limo had picked them up. "I have an exciting day planned for you two!" Curt told them.

The limo pulled up into the luxurious Bellaggio Hotel. Curt then led the twins to the conservatory to view the Spring floral display. It had a Japanese theme with fresh pink cherry blossoms on trees and white

Terri changed into her clown pajamas with the red collar. Jerri put on his matching clown pajamas with the yellow collar. Each doll had on their felt elf slippers which echoed the colors found in the whimsical print found on the pajamas.

The television played on but was not watched by either doll for they were both sound asleep. Once again, the sun's rays spread its morning cheer to awaken our two slumbering dolls. Terri woke up first and arose to lay out the outfits for the two of them to wear. Today was Western day. They were both lucky to have a huge selection of handsome Western wear clothing. Terri had packed her bright pink cowgirl shirt and Jerri's matching cowboy shirt. "I love this bright neon pink" she thought to herself as she laid out the shirts in the spacious walk in closet room of their hotel suite. Next she unpacked their denim jeans and leather hand tooled belts. She had packed their hand tooled leather holsters and pistols as well since Nevada is a gun-totin state...but all in fun. She again thought to herself. Jerri awakened and began stretching and doing his morning exercises. This was a boy who liked to keep in shape! They dressed and pulled on their boots. Terri had her white pair while Jerri had his handsome brown pair to slip into.



They each arranged their beautiful marbleized felt hats upon their heads. These wide brims will help with Nevada's blazing sun, Terri told her brother.

Off they went to ride horses at a private ranch which escort Curt had arranged for them to visit. Terri loved Terri rode a white mare and Jerri had a gorgeous black stallion. All morning the dolls explored the vast open range which this ranch had so much of. It was a most pleasant ride for their both but all too soon it was time to put down

the reins and unsaddle the horses.

Departure time loomed near. Curt had the limo deliver the dolls back to their hotel suite where they finished packing and then checked out! The motor coach was awaiting them and they boarded. Terri was pleased that the tip, as short as it was, had done the trick of snapping her brother out of his sulky mood from not winning that masquerade outfit on eBay. "Imagine that clown suit going for over \$1600!" Terri thought. She shook her head in amazement over the outcome.

She then closed her eyes and settled back in her plush seat to be whisked back to the Apple Valley doll nursery.

Terri Tales

By Glenda Kitto

Washington DC, the site of this year's UFDC convention was well represented by Terri Lee collectors. Dennis Ross and Marty Roden presented a program in the International Ballroom titled "Creations in Felt by J. R. Wright". Marty reviewed the manufacturing process and Dennis was in character playing the parts of all the dolls in the program. J. R. Wright and his wife were in the audience and smiled and laughed with us as Dennis spoke. This was a very special event.

Cookie and Glenda volunteered their time as clerks for competition check in and judging. Several of us entered dolls in a variety of classifications. In the Terri Lee Class: Cookie Bolig's Painted Plastic Scotch Terri won the Blue Ribbon. Glenda Kitto's 1954 Bridesmaid won 2nd place. Nancy Goldstein's School Girl took a 3rd place. Another category – Dolls used in children's toiletry advertisement saw Glenda's Painted Plastic Little Lady win the Blue Ribbon. A Composition category containing any doll made of composition had Glenda's Compo taking a 3rd place. Paulann Chrisner won a Blue Ribbon in the Effanbee Historical class. Linda Cantwell volunteers her time as a competition judge. She is so expert at this. It takes a great deal of research to qualify as a judge. Additional Terri Collectors attended: Allyson Kovaleski & Connie Frank. If I missed anyone I give you my apology for the oversight. Several of the doll clubs in the area combined their dolls for special displays and Cookie brought two Terri's, a heart fund and a Little Lady, for the Special Display of advertising dolls. Marty, Dennis and Paulann were also table hosts for the big banquet.



Allyson, Nancy, Cookie



Cookie, Glenda, Allyson



U
F
D
C
**Hope to
see you
next year
In Orlando**



Let's Go Swimming – it's about the accessories...

By Glenda Kitto



Hi—Let's go swimming!

Lovable Terri Lee and her brother Jerri—the only dolls with a Lifetime Guarantee. Swim set complete with beach bag, towel, sun glasses, bandana, swim suit, sun suit, beach coat, beach shoes, and swim ring—complete set \$4.95

Terri in Swim Suit, bandana and glasses....\$11.95
Jerri in Swim Trunks and glasses.....\$11.95

The perfect playmate for your vacation.
Other Terri Lee fashions available at:

THE TOY SHOP
LYMAN E. COX

There is still time for the beach! Terri and Jerri are headed off for some late summer fun. They have their floaties and towels. What a splash-tacular time, the water is still warm and our brother and sister pair are packed and ready to go including their zinc-oxide for nose protection and Coppertone. Jerri actually played a trick on Terri at the beach and got away with it. He wrote "Terri Lee" on her back in Vaseline before he slathered her in Coppertone. I guess that's how the words "Terri Lee" appeared between her shoulder blades...What a rascal that Jerri is.

BEACH TOWELS:

While hunting for a Wool Jersey swimsuit I found 4 different beach towels. The oldest ones with the Printed Tags are from the early Apple Valley era. The ones in my collection are solid colors – pink or aqua terrycloth. 18" x 8.5"

The Embroidered Tags are generally found on the white terrycloth with a colored thread (red, blue or?) overcasting on the edges. These would be for your hard plastic 1952 -1956 dolls.

SWIM RINGS aka Floaties:

They are found in a variety of colors: White with a solid red, blue, yellow, green on reverse side. Also found with a yellow top color with a blue solid reverse. Most certainly there are more colors to be found. Pat Rather notes that the swim ring on cover of May 1953 issue is different than what we have previously found, a prototype perhaps?

Swim rings are all identified on the face with "*terri lee*". 11.5" diameter

1954 price list #5910 \$1.00 ea.

1956 price list #1882 \$1.00

BANDANA:

Let's not forget that Terri needed to keep her hair neat. She has a plastic Bandana. Our dotted Swiss plastic Bandana is a triangle with the widest part at 25" x 18" length to the point. Bottom to tippy top is 12.5" tall. This was sold in the Gift Combination sets or a dressed Terri #510A in swim suit with Sunglasses and Bandana. I have 3 bandanas and they are all pink. If you have another color please let me know as we all want to know plus I'm up for a trade.

Reviewing all the price lists and monthly booklets it is my assumption that the beach towels and Bandanas were sold exclusively as a part of the Gift Sets unlike the Swim Rings which could be purchased individually.



Gift Combination Sets of 1954

price list #6601X "Swim Set in Plastic Bag" aka "Let's Go Swimming" included a swim suit, plastic Bandana, Sunglasses, inflatable Swim Ring, Towel, Beach shoes, Beach Coat and Sun Suit \$4.95

1956 – 1957 price list #1886 \$4.95

Lincoln era Beach Gift set included:
swim suit, beach coat and sun suit.
#4001 \$4.00 ea.

Upon occasion a really lucky collector may find a doll sized rubber swim cap with chin strap. The rubber swim cap has not been validated as an authentic Terri Lee product but who knows what will be found in our ever continuing research.





Featured
Terri Lee Dolls
and
Fashions

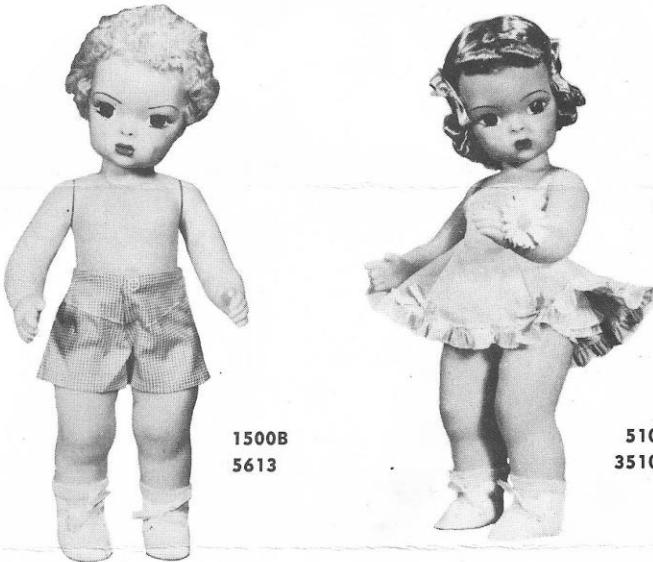
Catalog #	Photo Description	Retail Price
500A	TERRI in Chemise—Silk crepe trimmed in val lace	\$10.95
5602	Chemise Only	.50
1500B	JERRI in Shorts	\$10.95
5613	Shorts Only	.50
500C	TERRI in Can Can Pants—White taffeta- tized nylon with pastel bows	\$10.95
5612	Can Can Pants Only	.60
510A	TERRI in Swim Suit with Sunglasses and Bandana	\$11.95
3510A	Swim Suit Only	1.00
1510A	JERRI in Swim Suit with Sunglasses	\$11.95
4510A	Swim Trunks Only	1.00
6601X	Swim Set in Plastic Beach Bag Includes: Swim suit, bandana, sun glasses, swim ring, towel, beach shoes, beach coat, and sun suit	\$ 4.95
510C	TERRI in Sun Suit—Assorted gingham, and polished cotton with eyelet trim	\$11.95
3510C	Sun Suit Only—Assorted	1.00
510G	TERRI in Can Can Pants and Slip—White taffeta- tized nylon with pastel bows	\$11.95
3510G	Can Can Slip and Pants Only	1.59



510A
3510A
1510A
4510A
6601X



510C
3510C



1500B
5613

510G
3510G



500C
5612

500A
5602

Terri Lee

SALES CORPORATION
APPLE VALLEY, CALIFORNIA



MONTHLY NEWS BULLETIN

CREATORS OF THE NEW ERA IN DOLLS

NOW IS THE TIME TO SELL *terri Lee* IN HER SWIM SUIT

Yes.... You Can take *terri Lee* Swimming!
(SHE'S LIFETIME GUARANTEED)



THIS IS *terri Lee* IN
HER NEW SWIM SUIT
... and MATCHING BEACH COAT of
CHECKED GINGHAM and TERRICLOTH

12⁹⁵

SWIM SUIT
— and —
Beach Coat
ONLY **1.95**

SWIM KIT SET with Plastic Beach Bag ... Towel ...
Sun Glasses ... Bandana ... Swim Suit ...
Sun Suit ... Beach Coat ... Beach Shoes ...
and Inflatable Plastic Swim Ring ... COMPLETE **4.95**

**Get in the swim with the sales leader
Order your July Fashions now**

The packet assortments for July in \$50.00, \$100.00 and \$200.00 shipments will be made up from the items listed under July Fashions. The above mat and glossies will be sent with all orders.

JULY \$50.00 \$100.00 \$200.00

Each Month Thru. Dec. 1955

Name of Store _____

Street _____

City _____ State _____

Signature Toy Buyer _____

Your Sales Keep Growing —
Because Her Wardrobe NEVER Stops Growing

TERRI LEE SALES CORP. APPLE VALLEY, CALIF.

July, 1955

PUBLISHED BY

terri Lee SALES CORP.
APPLE VALLEY, CALIFORNIA

Vi Gradwohl President
Grace Hast Assistant
Ray Colbern Manager
John A. Schultz . . . Adv. Manager

JULY FASHIONS

3520E—	Terri's New Swim Suit & Matching Beach Coat . . .	\$1.95
3520D—	Terri's Tennis Costume	1.95
5909G—	Terri's Glamour Sun Glasses50
4510A—	Jerri's Swim Trunks	1.00
3540A	Terri's New Cotton Suit and Straw Hat . .	2.95
4540A—	Jerri's New Cotton Suit and Straw Hat . .	2.95
LF72—	Linda's Pajamas	1.00
CF1450—	Connie Lynn's Pajamas	1.98
3530F—	Terri's Organdy Party Dress	1.75
3530A—	Terri's New Long Torso School Dress . .	1.75

★

NEW, SMART
JEWELLED
GLAMOUR GLASSES
5909G—ONLY **50c PR.**

★

terri Lee

HAIR DRESS KIT

includes

Nylon Bristled
White Plastic
Handled
Hair Brush . . .
Clear Plastic Comb . . .
Hair Net . . .
Bow Barrettes . . .
12 Curlers . . .
Beautifully Boxed
—ONLY **\$1.50**

JERRI'S FUN PAGE



by Dennis Ross

**Why did the mushroom
go to the party?
He's a fungi (fun guy)!**

**What occupation would a
snake enjoy?
A librarian. I would like
saying "shhh!"**

**What is a pig's favorite
karate move?
The pork chop!**

**What did the blanket say
to the sick duvet? Looks
like you need a pill-ow!**

**What's in a honeymoon
salad?
Lettuce alone!**

**What kind of phone does
a turtle have?
A shell-ular phone!**

Little Mother Makes a SWiM SUit For Terri Lee

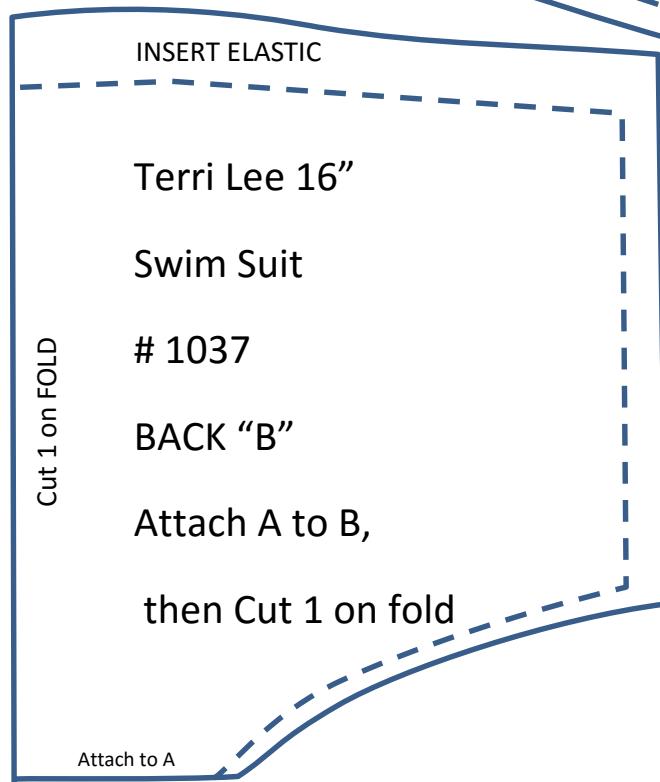
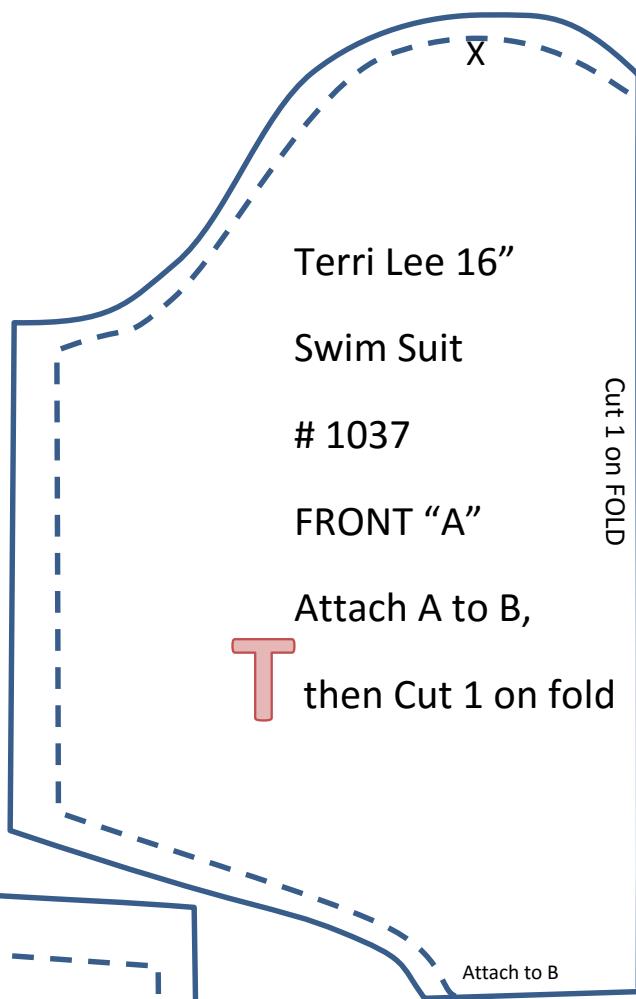
By Mary M Hayden

Materials:

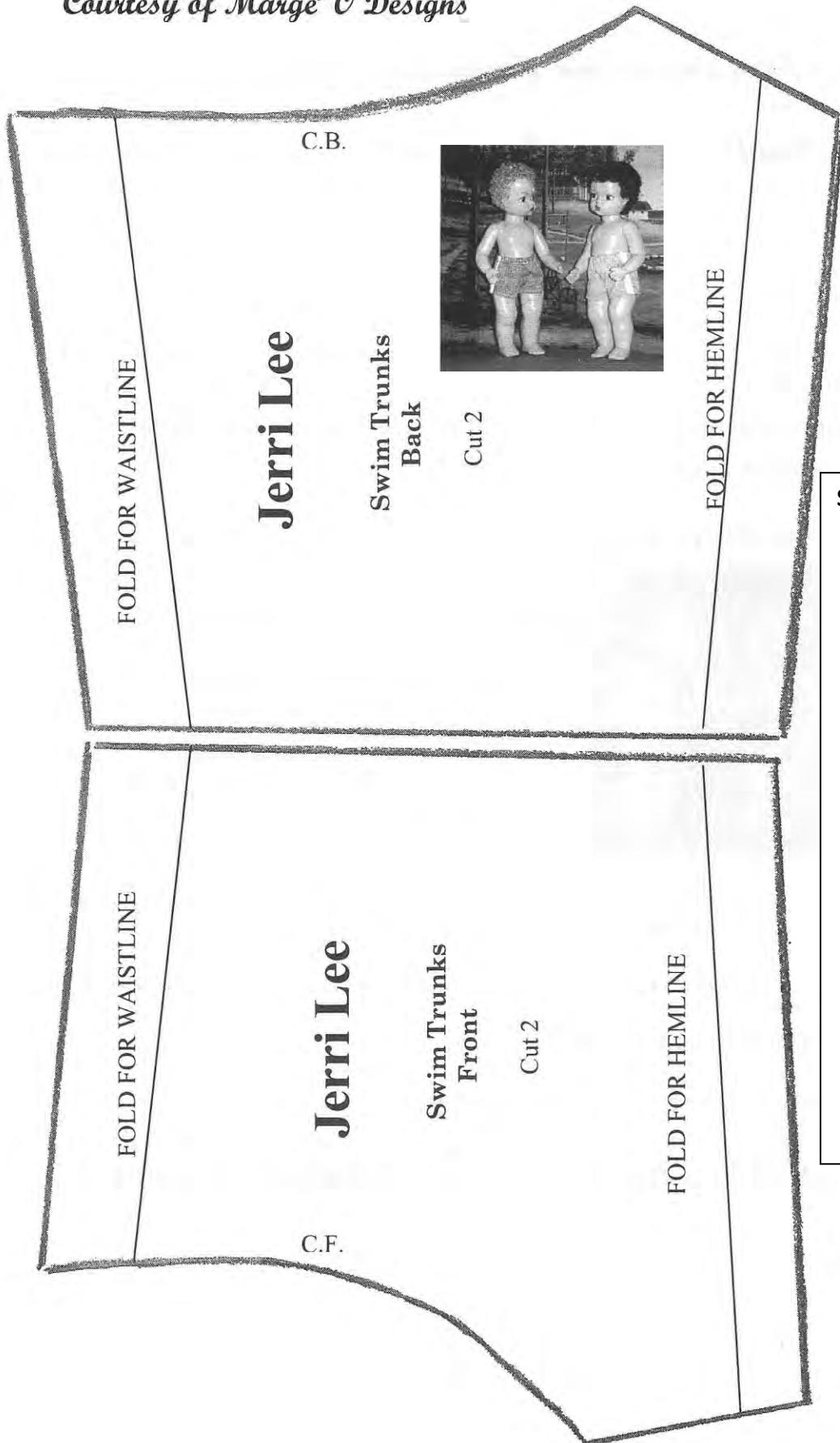
$\frac{1}{4}$ yard jersey knit fabric, $\frac{1}{4}$ " wide elastic
 $\frac{1}{4}$ " wide satin ribbon, White wool felt

Instructions:

1. Trace pattern from DC and cut out. Tape A to B to make a one-piece pattern. Cut out 1 on fold of fabric.
2. Double fold top of BACK and insert a 3" piece of elastic, taking at both sides.
3. Stitch a small turned edge at top of from and add 10: pieces of ribbon at the "X" mark.
4. Stitch a small turned edge around leg openings, stitch side seams.
5. Take a piece of felt, $\frac{5}{8}$ " by $\frac{3}{4}$ " and cut into a "T". Stitch or glue on suit.



*Little Mother Sews a Swim Trunks for Jerri Lee
Courtesy of Marge' O Designs*



Materials:

1/4 yard cotton fabric
1/4" elastic 9" in length

- ♥ Cut 2 fronts and 2 backs
- ♥ Use the side seams as grain direction.
- ♥ Sew all Seams $\frac{1}{4}$ " unless stated otherwise

Sewing Instructions:

1. Stitch Center Front (C.F.) seam
2. Stitch Front to back at side seams
3. Fold waistline $\frac{1}{8}$ " and fold again $\frac{1}{2}$ ". Stitch in place at inner edge to form a casing
4. Cut $\frac{1}{4}$ " elastic 9" long. Insert into waistline casing. Tack ends of elastic to fabric to hold in place
5. Fold hemline $\frac{1}{4}$ " and fold again $\frac{1}{4}$ ". Stitch in place
6. Stitch center back (C.B.) seam
7. Stitch crotch seam (seam between legs)

You can add a stripe down the side if desired. Have fun!

Mar

Terri Lee is once again in the NEWS!

Lincoln Journal Star and the Nebraska State Historical Society are taking orders for a 'Lincoln Memories...' book. It must include a segment on Terri Lee since the Gradwhols and Gene Autry are shown in the ad. Order yours today. A discounted price is offered for your pre-order that will ship after 12/02/2016. Orders go to Lincoln Journal Star, Attn: Lincoln Memories, 926 P Street, Lincoln, NE 68508.

If you recall, the Lincoln Historical Society held the elaborate exhibit on Terri Lee therefore I would imagine they submitted the article about the Gradwhols and *The Terri Lee Company*. Terri Lee will forever be in the news.

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- Hundreds of stunning historic images.
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\$29.95 plus \$2.17 tax per book. Pick up order at the Lincoln Journal Star office (926 P Street, Lincoln) after 11/28/16.
Quantity: x \$32.12 = \$ total

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