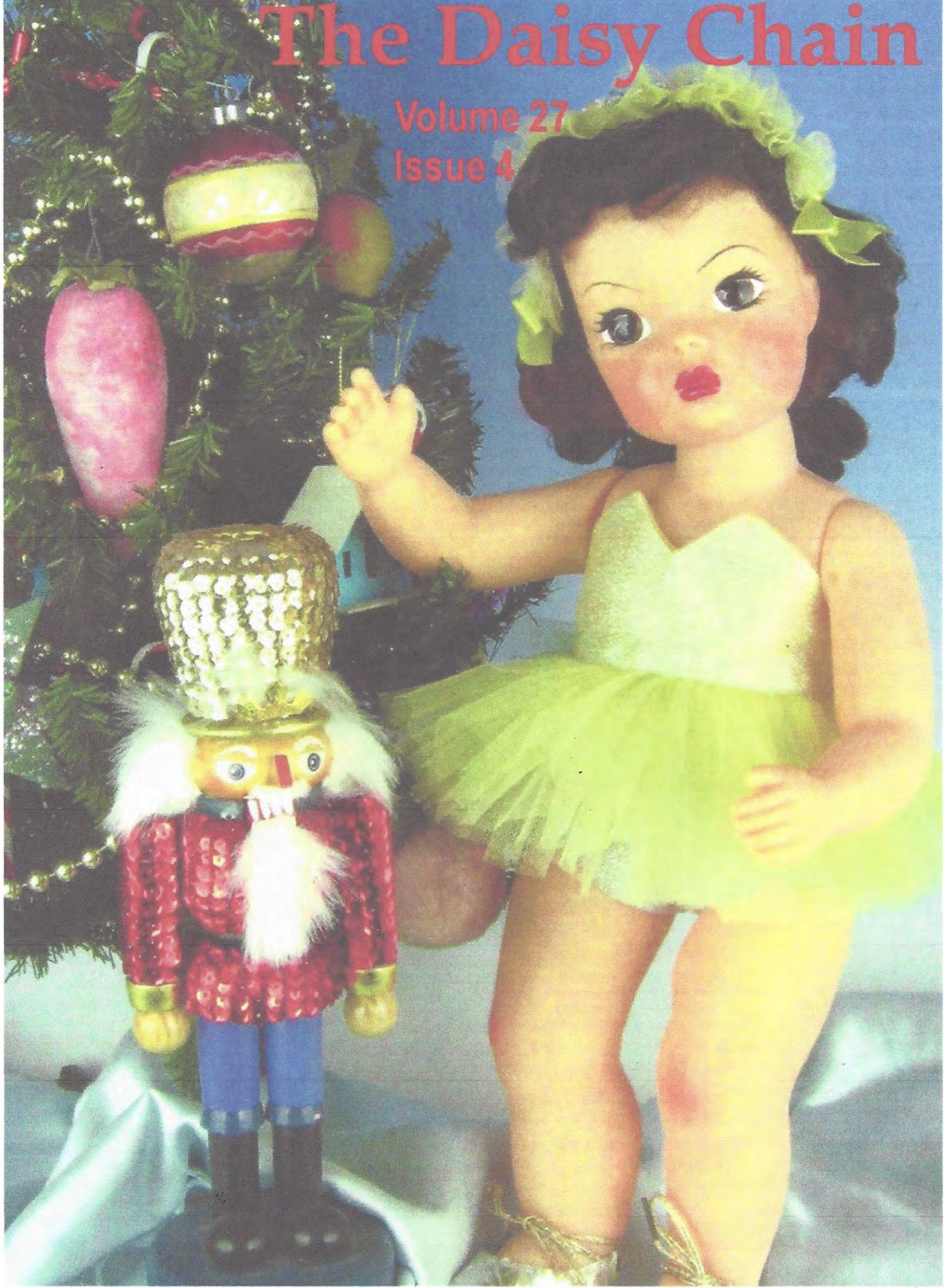


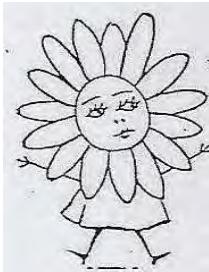
The Daisy Chain

Volume 27
Issue 4





Nov 2017



Editor:	Terry Bukowski	(210) 385-2141	terrybukowski@yahoo.com
Alt-Editor	Glenda Kitto	(909) 599-0585	gkittoco@adelphia.net
Co-Editor:	Sandy Dorsey	(760) 731-6581	sandilee43@roadrunner.com
Chatti Patty	Pat Rather	(707) 996-8300	ratherpat@vom.com
Jerri Lee:	Dennis Ross	(626) 446-9678	jerrileedoll@yahoo.com
Production Supervisor	Marty Roden	(626) 446-9678	roden_martin@yahoo.com
Pattern Editor	Mary Hayden	(360) 642-2151	contrary128@gmail.com
Web Page:	Eric Silva		http://wwwterrileedolls.com

To print the newsletter in color go to our Web Page: <http://www.terrileedolls.com>

In the box at the upper left called Subscriber Password type Daisy Chain 2017 (**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.**

Hope you have been going to the Terrileedolls.com web site to use the accessory book and the index of past articles. Please note at the bottom of several articles in this issue the footer notes when an article is an update to the Accessory book.

webpage, www.terrileedolls.com

Patterns by Mary Hayden have been posted.

~~~~~  
We have want ads this issue. Would love to start those pages again – Do you have anything for sale?

Don't forget to RENEW – form inclosed in the newsletter

**Christmas Cards** – Take a picture of your favorite doll and send a card. If you need a copy of our mailing list “Little Mother’s Talk” let me know and I’ll e-mail you a copy. The only way to get a hard copy is to renew before the Feb newsletter comes out.

## Little Mother Additions

Dorri Delgado POBox 6255 Edmonds WA 98026 [dorrid@yahoo.com](mailto:dorrid@yahoo.com)

Sheila Fleming 14858 Priscilla St. San Diego, CA 92129 sheiflemi@aol.com

Pat Gosh, PO Box 247, New Harmony, IN 47631, [patgosh@aol.com](mailto:patgosh@aol.com)

Pat Gosa P.O. Box 247, New Harmony, IN 47265 [patgosa@juno.com](mailto:patgosa@juno.com)

JOHN FRANKLIN 1521 WEST SECOND AVE NEW BRUNSWICK, NB E6A 3P1 [johnandjane@acm.com](mailto:johnandjane@acm.com)

Glenda Kitto has a web page with clothes and dolls for sale visit [terrilee.net](http://terrilee.net)

## COPYRIGHT

**The Daisy Chain magazine and Little Mothers Talk is for personal use only and may not be sold in any form. Furthermore, all pictures and articles published are solely the property of the Daisy Chain and cannot be reproduced or sold without permission. © 2017 The Daisy Chain**

**Front Cover** ~ Sandy Dorsey  
**Front Inside Cover** ~ Nancy Jordan  
**Back Inside Cover** ~ Loretta Surrett  
**Back Outside Cover** ~ Jerrie Moir

## **Articles for Feb 2018 issue due 15 Jan 2018**



## Hi Everybody!

Are you ready for the **TERRI LEE CHRISTMAS CARD CLUB?**

Just take an interesting photo of one of your favorite TLs, attach to a card, look up addresses in "Little Mothers Talk," send them off. *We club members do solemnly promise a TL card in return.* If you send yours out

right after Thanksgiving, cards will arrive all during December. I don't have it together yet, but I've heard of a few people who are *already ready* to launch their cards! *I can't wait!*

**October 2017!** What a month!! But, HEY! Now it's time for your Nov-Dec DC. Get your coffee & enjoy! I've got mine!! There's a wonderful article from LM (Little Mother) Mary Weaver on a visit to Aunt Wanda's. TerryB really is writing about birds this issue. And, all is well in & around chatti's home... Believe me!! We are thanking our lucky stars... But take a deep breath, chatti! Move on!!



For you present enjoyment, some vintage cards! Does the art look familiar to you? They are classic Christmas images widely sent during the 40's, 50's, 60's from Herbert Dubner, Inc., Crestwick, Norcross, signed by Eva '44, Eva Harta, Eva Heller.

What on earth do they have to do with Terri Lee???

Well! Hint! Hint!

How about this litho, "Playmates"? Read on for a short article on the artist! Til next year, chatti



# Another Mystery!

## The GENE AUTRY Doll and the LNFPs

by Pat Rather

Dear Collectors,

If you went to the Terri Lee events in Lincoln, NE or Phoenix, AZ last year, you may remember the slide show, "Another Look at the Lincoln, Nebraska Fashion Parades" (LNFP). As I was putting the show together for Terri's 50th Birthday Party Celebration at Susan Girardot's 6th Terri Lee Convention, I kept asking myself: WHY ARE THERE 3 VERSIONS OF THIS LITTLE MAGAZINE?

At the time I made a guess, a hypothesis based on evidence from the three versions of the LNFP: interaction between the Terri Lee company and the Gene Autry representatives over the Gene Autry doll caused the TL company to have to issue 3 different versions of the LNFP. So far this is only a hypothesis. Here is the supporting material. Let me know what you think!

Pat



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 Terri'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*

1948  
Lincoln, Nebraska FASHION PARADE p.10.  
→ Note: "260 Gene Autry"

### GENE AUTRY and TERRI

The first Lincoln, Nebraska Fashion Parade was published in 1948 and had 28 pages.

When you leaf through this version of the LNFP, you will notice that none of the pictures have stock numbers beneath them.

There is much food for thought on page 10. For example, the title "Gene Autry and Terri" does not describe what we see in the picture.

Furthermore, the text and the picture do not mesh. In the text Terri introduces "Our newest friend...Gene Autry." Gene responds with words of greeting. However, no Gene is pictured. Instead we have Terri shaking hands with (his "sister") Terri...

As I worked on the slide show about the three LNFPs, I found that I could not write about this page. I left the page 10s until the last and ventured a guess about them.





GENE AUTRY

Our newest friend, Gene Autry, doesn't need to tell you he or Jerri when they're performing, because they're both on screen or radio. I'd like him for his singing voice, because that's a gift of soundness and magic.

I hope to join the circle of Terri and Jerri's friends, and circle, Chomp and I send our regards from the Flying Ranch.

360 Gene Autry

4086 Gene Autry costume

4087 Gene Autry costume—Round-up

*Gene Autry*



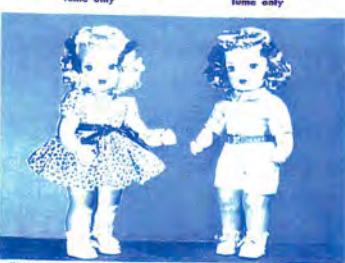
Page 19 260A Jerri in Gene Autry Costume 40 Terri in Riding Costume

READY FOR THE PONIES

Sometimes I get a chance to ride a pony that belongs to a friend of mine. The pony is always happier when I wear my riding costume, for we make a very smart appearance trotting down the lane. The colorful mahogany and white belt and leather belt set off my costume and add more a touch to make it complete. When Jerri and I ride together, we wear Gene Autry jeans and shirt with all the fixings.

1086 Terri, Riding Costume only

4087 Gene Autry Costume only



#10 Special—Terri in Parade Dress #20C—Terri in Tennis Costume

ALL DRESSED FOR PLAY

This is my most popular play dress. It is made of dainty flowered percale with val lace and satin ribbon trim. My percale panties match my dress.

Some days I like to get into my sport play togs—pique tennis shorts and sport shirt, with leather belt.

1070 Special-percale dress 1046C Tennis shorts and shirt only  
and matching panty only  
one size only

My hypothesis is this: the Gene Autry doll was to have been featured in the #1 LNFP in 1948 but arrangements to market the doll must not have been finished at the time the Fashion Parade booklet had to be printed. Gene appeared in #2, 1950.

Then, because the GA doll did not sell well, or for some other reason, the doll was taken off the market and the Terri Lee company was obligated to remove the Gene Autry name from their advertising materials. The name came off of the price lists immediately, but it took longer to revise and reprint the #2 '50 LNFP. Although the company replaced Gene on page 29 with two Pat. Pending, it did not succeed in entirely eradicating his name. There are two different page 10s in the #3 LNFP. Some say "260 A Jerri in Gene Autry costume." Others say "260 A Jerri in Round-up."

The GENE AUTRY name returned to the catalogue on jeans sets sold in Apple Valley but the doll was never made again. Since then the Terri Lee company's GENE AUTRY has steadily climbed in value but the LNFP connection remained unguessed until the slide show in 1996. WHAT DO YOU THINK???

The 2nd LNFP was published in 1950 with 2 additional pages added at the end, p. 28 & 29.

There are some changes. The text from p. 10 #1 LNFP has moved to page 29 in #2 LNFP. Page 29 is titled "GENE AUTRY."

Now, the curious thing about page 29 in #2 LNFP is that there are no stock numbers beneath the pictures. This page is done in the style of #1 LNFP.

To me this detail is significant. It seems to indicate that the page was put together earlier. I began to wonder if another photo had originally been intended for page 10 in the #1 LNFP...

Page 10 in #2 LNFP has a new title, "Ready for the Ponies" and a completely different text. They are more in line with the picture.

Notice the stock numbers beneath the picture: "260 A..." (#2 LNFP was revised to make ordering easier: outfit numbers are at the bottom of the page and doll numbers beneath the photograph.)

Finally, in #3 LNFP Gene Autry has left page 29 altogether and has been replaced by Patent Pending dolls. They were new in 1951.

#### SO, WHY WERE THERE THREE VERSIONS?

Could it be that the negotiations with the Gene Autry representatives delayed the release of the Gene Autry doll? Consider the date the company signed the Product Liability Insurance. (See Casper, FASHIONABLE TERRI LEE DOLLS, pp 87-91.) The final legal arrangements were not completed until Dec. 24, 1949. This is truly a bizarre date! It's too late for Christmas and right before the January shopping slump.

Terri and  
Jerri's FIRST Gene Autry OUTFITS  
by Pat Rather



PAGE # 10

|      |                                       |       |      |                                                                                             |      |
|------|---------------------------------------|-------|------|---------------------------------------------------------------------------------------------|------|
| 60   | Terri in riding costume               | 14.95 | 1046 | Terri, riding costume with leather belt, hat and boots.                                     | 3.95 |
| 260A | Jerri in Rodeo or Roundup costume.... | 14.95 | 1048 | Hat alone                                                                                   | .60  |
|      |                                       |       | 1047 | Boots, pr.                                                                                  | .35  |
|      |                                       |       | 1049 | Leather belt                                                                                | .25  |
|      |                                       |       | 4086 | Rodeo costume complete with sat-in shirt, flannel trousers, boots, hat and leather belt.... | 4.50 |
|      |                                       |       | 4087 | Round up costume, jeans, gingham shirt, leather holster and gun, leather belt, boots, hat   | 4.50 |

Prices Subject to Change Without Notice  
Effective January 15, 1951

RETAIL PRICE LIST FOR  
TERRI LEE "FASHION PARADE"

2012 O St.  
Lincoln, Nebraska

Terri Lee, Inc.  
1951  
LNFP  
Price List  
pg.10.

WHAT HAPPENED TO THOSE  
REMAINING GENE AUTRY  
OUTFITS?

Here's the LNFP 1951 Price List for page 10. By this time in 1951 the Gene Autry doll had been taken out of production and his name removed from the TL promotional material. However, you can see that there were still outfits for sale. The same numbers were used, #4086 for Rodeo and #4087 for Round-up. Curiously, though, if you check back to page 10 you will see that these outfits are not pictured there or anywhere else in LNFP'51.

FEBRUARY  
1953  
"TL Monthly  
Friendship  
Magazine"

Gene Autry's left-over Rodeo and Round-up costumes were sold for the regular dolls. No picture found its way into the literature until FEBRUARY 1953 magazine.

The dolls on page 3 are wearing Gene Autry outfits: tight wool flannel pants, satin autographed shirt (Jerri), shirt matching the pants' piping (Terri), GA boots.

This picture seems like one that was taken earlier, back in Lincoln at the time of the Patent Pending dolls. And, although it appears in FEB. 1953, no clothing is offered for sale in that magazine. Was the company still selling Gene Autry outfits at that point?

There must have been a good demand for Gene's duds! By OCTOBER 1953 the company had created a new Gene Autry rodeo outfit, tagged "Terri Lee." The pink or lavender pants had gold braid trim. The shirts were of heavy, stiff satin with a kind of splotchy paint style trim in gold, pink, chartreuse. The Gene Autry autograph had moved from the shirt down to the left pants pocket in this new, second Gene Autry rodeo outfit for Terri and Jerri.



# Jerry and Jerry's SECOND Gene Autry OUTFITS

fallen  
2 of 2

JERRY HAS A  
NEW GENE AUTRY  
COSTUME, TOO! →

YOU CAN ORDER FROM  
YOUR STORE BY MAIL.  
CHECK COSTUME YOU  
WANT, AND SEND  
YOUR STORE THE MONEY!

(FRONT COVER)  
TERRI'S LONG  
FUR COAT  
AND HAT

\$2.45

((Page Two))  
TERRI'S FUR  
SPORT COAT  
AND HAT

\$2.50

((Page Nine))  
TERRI'S GENE  
AUTRY  
COSTUME

\$4.95

((Page Eleven))  
JERRI'S GENE  
AUTRY  
COSTUME

\$4.95

((Back Page))  
TERRI'S SNOW  
SUIT  
(complete)

\$2.50



- 11 -

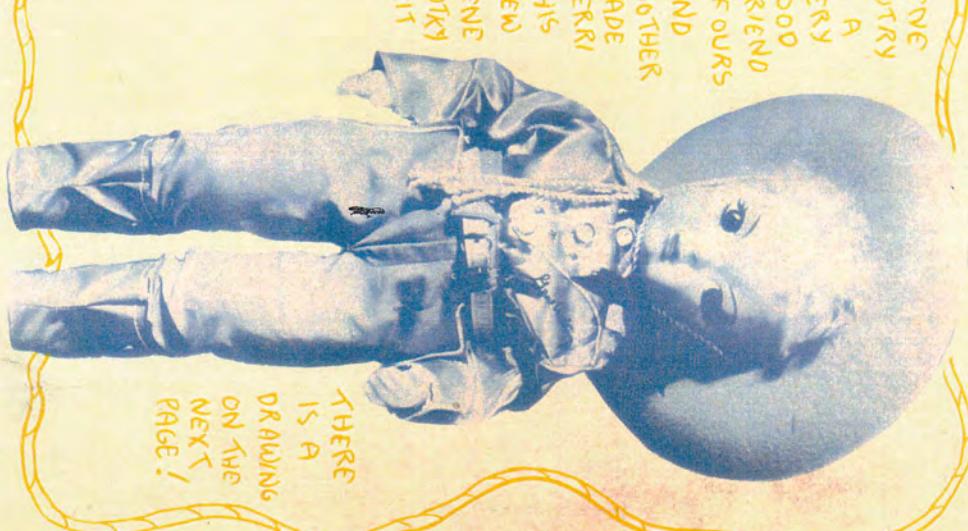
OCTOBER 1953

OCTOBER 1953 monthly magazine

- 9 -

GENE  
AUTRY  
IS A  
VERY  
GOOD  
FRIEND  
OF OURS  
AND  
MOTHER  
MADE  
JERRI

THIS  
NEW  
GENE  
AUTRY  
COSTUME



THERE  
IS A  
DRAWING  
ON THE  
NEXT  
PAGE!

# Gene Autry goes from Rodeo to Roundup

By Sandy Dorsey

One day when I went up to the doll room to work, Gene Autry said "Mommy I'm

tired of wearing this Rodeo Costume. Could I please go to the Round-up today instead of the Rodeo?" I was very surprised since my Gene Autrys have been in

their Rodeo costumes from the beginning but I said "Sure, I have a Round-up Costume you can wear." And that is how I decided to redress one of my Gene Autry dolls.



Page 29

## GENE AUTRY

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.

260 Gene Autry  
4086 Gene Autry costume  
—Rodeo  
4087 Gene Autry costume  
—Round-up

*Gene Autry*

Terri Lee's Gene Autry doll is most often seen in his earliest Rodeo outfit. The Rodeo outfit is flashier than the Roundup outfit and so it probably sold better. A rodeo is a competition for cowboys and cowgirls which usually includes roping, steer wrestling, bronco riding, bull riding and barrel racing. Here are three Gene Autry dolls in their "Rodeo Costumes." This is the Rodeo Costume that was offered in the number 2 Lincoln Nebraska Fashion Parade magazine. The satin shirt has Gene Autry's signature and is shown in pink,



yellow and blue. The pants are botany wool. Pat Rather thinks there should be pink wool pants also somewhere. Gene came with a wide belt, a neckerchief, a white hat, and special boots. The gun and holster came with the Round-up Costume only. The shirts are tagged Gene Autry.

A roundup used to be what the original cowboys did for their job, which is rounding up the cattle. Today the words Rodeo and Roundup are used synonomously with Roundup maybe being a bit more loosely defined. By the way she designed her costumes Violet Gradwohl showed us that in her thinking a Rodeo was a fancier place than a roundup. Since Vi was a lover of horses I'm sure that she attended many rodeos. I don't know about roundups.

The very first "Gene Autry Costume" appeared in the number 1 1948 Lincoln Nebraska Fashion Parade on page 10 "Gene Autry and Terri."

Jerri in Gene Autry Costume is introduced. It is a simple jeans and western shirt costume to go with Terri's riding costume which is the much sought after jodhpurs costume. Those jeans were very special jeans with many brads and a big letter A stitched on both of the rear pockets. These are very rare and you can see the brads in the picture.



Page  
10

### GENE AUTRY and TERRI

Our newest friend is Gene Autry. I don't need to tell you who he is! Jerri 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*



Number 1 Fashion parade 1948

On page 11 "Off to the Rodeo" we see much fancier outfits with Jerri in leather chaps, Terri in Cowgirl costume and Jerri with fur chaps. This is the first mention of Gene Autry and Terri Lee and it is in the 1948 version of the Fashion Parade. The actual agreement with the singing Cowboy was not completed until after this and so the Gene Autry doll was not shown in this Fashion Parade which only has 27 pages.



After the agreement with Gene Autry was signed, the 1950 and number 2 Lincoln Fashion Parade as seen on page 1 of this article had additional page 28 and page 29 added. On page 29 was the introduction of the Gene Autry doll. He had two different costumes #4086 Gene Autry costume - Rodeo and #4087 Gene Autry Costume- Roundup. The costumes are not marked exactly below the picture so that it is hard to determine for sure which is the Rodeo and which is Roundup but by following

the Gene Autry Costumes to 1954 where the fancy costume is named and marked Gene Autry Rodeo and the jeans costume is marked Round up I would believe that the wool pants and satin shirt costume is the Rodeo and the jeans and cotton shirt is the Round-up Costume. I can't tell from the picture if the jeans on page 29 are truly Gene Autry Jeans. I have talked with Pat Rather, an expert on Lincoln Terri Lee clothing, and she verifies that Peggy Casper told her about the unusual and special Gene Autry Jeans that are on page 10 in the 1948 version of the Fashion Parade but whether they were used for the Gene Autry Round-up Costume here in 1950 I don't know. Older Lincoln jeans did have brads but not as many as the special Gene Autry jeans. Special boots were made for Gene Autry also. The Gene Autry doll had a special off white hat and



always his signature scarf at his neck. The doll is only pictured in the #2 1950 Fashion Parade. By 1951 no Gene Autry DOLL is offered but Gene Autry Costume is on page 10.

Well Joker Gene, on the left in the first picture above, is the one who wanted to change from his "Rodeo Costume" to a "Round-up Costume" so I put the Flying A jeans on him with a delightful plaid shirt tagged Gene Autry and he was much happier to be a working cowboy.

Then I decided to research the different Gene Autry, Rodeo, and Round-up Costumes. In the 1952 Apple Valley Fashion Parade Page 22 offers Terri Lee In Riding Costume and Jerri in Roundup Costume and also NOT PICTURED Rodeo Costume. I wonder what the Rodeo Costume was. No Mention of GENE AUTRY. On Page 23 "Off to the Rodeo" offers Jerri in Fur Chaps, Terri in Cowgirl Leather Costume and Jerri in Leather chaps. No mention of Gene Autry there either.



540H Terri in Riding Costume

1540J Jerri in Roundup Costume

#### READY FOR THE PONIES

Sometimes I get a chance to ride a pony that belongs to a friend of mine. The pony is always happier when I wear my riding costume, for we make a very smart appearance trotting down the lane. My tooled leather belt and boots set off my costume and, of course, I wear a sombrero to make it complete. When Jerri and I ride together, he wears jeans, shirt, and hat with all the trimmings.

3540H Riding Costume

3540J Roundup Costume  
3540P Rodeo Costume  
(not pictured)

By 1954, in the black and white Fashion Parade, page 21 is called Dressed for the West" and offers Jerri in Leather Cowboy costume and Terri In leather Cowgirl Costume, On page 22 Terri is in Riding costume and "Jerry" is in Round up Denim Set. Also on page 22

22 there are two "real Gene Autry Costumes," Jerri in Gene Autry Denims 4550G and Jerri in Gene Autry Rodeo 4550E. "He looks very nice in his shiny shirt and autographed pants." On the dealer's price list these outfits were also offered on a Terri doll. So there is again some collusion with GENE AUTRY. I questioned why the Gene Autry shiny Rodeo Costume has him in white



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

majorette boots but I believe there are pictures of the real Gene Autry in white boots. I also wonder about the difference in the Round-up Denim Set and the "Gene Autry Denims" They both come with gun and holster and brown boots. This must be why we find so many denim jackets and jeans. The denim costumes are both \$4.95 each.

Here are some of the versions of the denim jackets.





The 1954 Gene Autry Rodeo Costume is very fancy. The shirt is a patterned satin with gold trim and the pants are cotton trimmed with gold. The costume does not come with a gun and holster. The pants were supposed to be autographed although this particular pair is not. The satin fabric used for the shirt is very stiff and not like the usual satin shirt material. This costume came in many colors including pink, blue, and lavender. This is a favorite among Terri Lee collectors. The price was \$4.95 for the costume or \$15.95 for Terri Lee or Jerri Lee dressed in this costume. This costume is the same price as the denims. It is tagged Terri lee.

In the 1956 Apple Valley Fashion Parade there is only one page for "Let's Go Western", no "Dressed for the West" no chaps. Terri Lee in Cowgirl Costume is similar to what we have called "Frontier Costume" except she has a cowgirl hat. It looks like white leather in the picture but has been found in many colors, such as pink, gold, beige, and blue. Terri Lee in Cowgirl is now \$18.95 but there are no prices just below the other dressed dolls on this page. It must be a mistake

1185 Terri in  
Cowgirl Costume  
18.95

**LET'S GO WESTERN!**

Yippee! Ride 'em Cowboy! Look at us all dressed up like real Westerners! My Cowgirl outfit on the left is made of soft leather, and is very dressy with lots of fringe. Doesn't it look nice, with the big Sombrero and white boots? And on the right I'm wearing my Riding Costume with its gay, striped western pants. And Jerri is shown in two of his cowboy outfits. They are both real Gene Autry outfits. On the Roundup costume he has a gun belt, even, and he looks very nice in the shiny shirt and with the leather embossed belt that comes with the Rodeo costume. We feel so dressed up in these!

1385 Cowgirl Costume 7.95

2859 Gene Autry Roundup 4.95

2858 Gene Autry Rodeo 4.95

1855 Terri's Riding Costume 3.95



as I suppose you could buy a dressed doll in these costumes. The names of the costumes only and the prices are listed at the bottom of the page.

Number 2859 Gene Autry Roundup is a jeans outfit which costs \$4.95. It comes with a gun belt and is shown with brown boots.

The 1956 Gene Autry Rodeo Costume is one that is not too familiar to most Terri Lee collectors. It is not seen very often and is easy to forget. The multicolor pants appear more frequently than the complete costume. It is shown again with white

boots and it does not come with a gun and holster.



Here is Jerri Lee in the 1956 "Gene Autry Rodeo Costume." I have dressed this one in the white boots but he normally wears brown boots in my display. The costume did not come with gun and holster.

What is unusual about this costume is the black piping

on both the shirt and the pants. It is the only outfit I can think of with black piping and the only satin cowboy shirt with black piping. So when you see the shirt you say this is different but why? The black piping stands out. The shirt must come in other colors to match the pants like green or gold but I only have the pink. If you have other versions please email me at

[Sandilee43@roadrunner.com](mailto:Sandilee43@roadrunner.com)



The last reference to Gene Autry I found was in the Terri Lee Magazine for September 1957. Terri Lee in Riding costume and Jerri Lee in Gene Autry Roundup Costume are on the cover. The price for the Terri's costume is \$3.95 and Jerri's costume is the same number as the 1956 one #2859. It is still \$4.95. The undressed dolls are priced at \$10.95. The dolls appear to be the same ones photographed for the 1956 Fashion Parade. All Apple Valley Gene Autry Costumes are tagged Terri Lee.



This outfit is in the collection of Dennis Ross. The shirt is tagged Gene Autry and the pants are botany wool. It doesn't quite fit the pattern of satin shirts for  
Rodeo  
Costumes.

The Gene Autry on the right is ready for a Roundup.



Illustration 95. Gene Autry memorabilia on display in Lincoln when he visited that city in 1950 includes hats, galoshes, shirts, *Western Stars* magazine, watches and other tributes to the merchandizing expertise of his management team. Violet Gradwohl paid a commission on each Gene Autry doll sold as well as on the costumes (*Rodeo*, 4086; *Round-Up*, 4087) which continued to be best sellers long after the doll was no longer in the line. Courtesy of Terri Lee Schrepel.

From Peggy Casper's book, the real Gene Autry showing his new Gene Autry doll in Round Up and Rodeo Costumes.

According to the article Vi Gradwohl continued to pay commissions on the costumes long after the doll was no longer in the line.



From Sue Munsell's collection: Gene in "Roundup Costume." The plaid shirt has white piping and is



tagged "Gene Autry."

Gene in white wool pants with pink stripe.  
Rose satin shirt is loopy tagged Terri Lee.  
Gene in "Rodeo Costume" Pink satin shirt with

autograph and blue  
wool pants with pink  
stripe. Tagged Gene  
Autry.



From Terry  
Buskowski, Jerri in  
the 1956 "Rodeo  
Costume. With green  
satin shirt and black  
piping.



## A Sign of the Times!

by Dennis Ross

As little Mother Linda Cantwell was giving her informative presentation on Gene Autry, one of her pictures from Peggy Casper's book was shown. It's the photo of Gene standing beside a display table presenting his namesake doll. What has always irritated me (being a teacher for 37 years) is the blatant misspelling of the word "miniature". I made a comment to this fact and the folks at the table behind me noticed this and agreed.

A few weeks later a package arrived at my door. Upon opening it up, I discovered the exact Gene Autry sign with one exception - the word miniature was correctly spelled. Little Mother Bonnie Davis was the person sitting behind me with her sister. Little Mother Bonnie had mentioned to me how very artistic both she and her husband were. They, in fact, have a fantastic full size merry-go-round set up on their premises which they have created on their own.

As it turns out, Little Mother Bonnie's husband is one of the last few true sign painters we have in this nation. He created the new sign on metal. It's beautifully hand painted and stands upon the easel which they provided.

There are six Gene Autry dolls in our collection and all six are ready for a full fledged shootout to see which doll gets to stand beside that fantastic sign. Thanks so much, Bonnie!





# FOLLOWING THE PAPER TRAIL - Part 2

By Glenda Kitto

A year ago we read a report from **Cookie Bolig** about her new discovery of computer key punch cards. At that time Cookie had many questions, most unanswered but she lead us through some great theories. (DC Vol 26 Issue 4 Nov 2016) WELL...with a new find from Terry Bukowski we can now place a date on the timeline of when the cards were introduced.

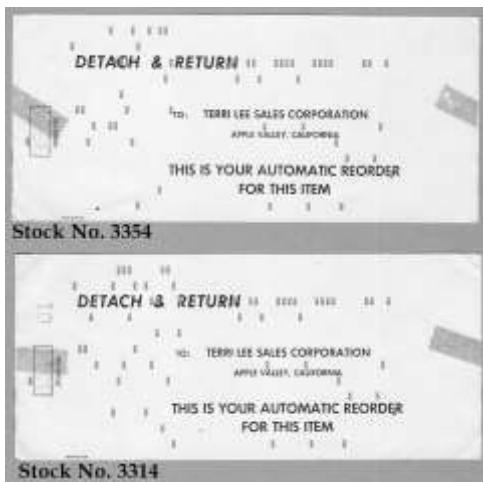
On the following two pages we have factory letters from Vi dated **MAY, 1957**. She writes to the Toy Buyer alerting the Buyer of an easy way to reorder the selling items AND to not be overstocked! Vi was a razor-sharp business woman. She knew if a store kept an inventory they would sell more, yet she also wanted them to think they would never be overstocked.

I recall in my inventory-management days that we reviewed stock levels every quarter and adjusted the min-max buy levels based on the forecast issued by the Product Manager or in Terri Lee's case the Toy Buyer. The Toy Buyer would be responsible for not only the items brought into the store but the advertising that would persuade customers to come into the store. Nice!

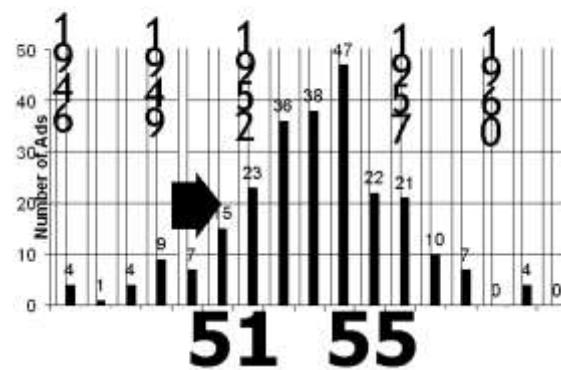
1957 was still a high volume sales time for Terri Lee. Inventory control was a good business practice for Toy Buyers and was one way to minimize excess inventory and keep out the competition. Vi even offers to send cards for existing on-hand stock. Making certain that by September when inventory should be at its highest the stores will have adequate stock in preparation of the holiday buying season and can easily submit reorders with ease. Vi also reminds Buyers to insert the new merchandise for holiday sales. Vi goes further with an alert to halt automatic reorders in December and review the min-max levels adjusting for the slower January – February sales period.

We can draw a correlation between the introductions of key punch cards with the store advertising research. 1957 was still a big year for Terri Lee. Vi wanted to not lose sales ground and hoped this would eliminate further sales decline. This was not to be as we know that sales did continue to decline. The push for a better inventory control method was a brilliant idea. Her "Little Mothers" were changing play practices and the more grown up Barbie was taking the doll market by storm.

Like we continue to say - these new discoveries is what holds our interest.



Terri Lee Newspapers Advertisements  
1946 - 1962



# terri lee

Creators of a new Era in Dolls



APPLE VALLEY, CALIFORNIA

ATTENTION TOY BUYER:

Each shipment of Terri Lee merchandise has the inventory control cards which we are currently using on all of our merchandise. If you will set up a basic stock of Terri Lee merchandise which you want to carry, you will find that by returning these cards to us as the merchandise is sold, you are only replacing the stock which is sold. These I.B.M. cards we will use in the I.B.M. machine which will make up your order, and by this method you will always have a stock of Terri Lee merchandise and you will never over-buy on any one item. If you would like to institute this system on the merchandise which you have in stock currently, and will send us an inventory of your stock, we will send you the I.B.M. cards to attach.

I am confident that by the consistent use of this method of inventory control your sales will double or triple on Terri Lee products.

You should set up your stock for the amount which you would like to carry during this season of the year, and then re-evaluate it and add the fall numbers and the winter numbers by the 1st of September, as you will of course need to carry a heavier stock than you need to for this time of the year.

During the month of December the cards should not be returned to us for re-orders, or you would be over-stocked for the month of January. It will mean that on taking inventory in January you will again set up a basic stock which will carry you for the first quarter of the year, which of course is a slack season so far as dolls are concerned, but heavy on garments.

If there is any question with regard to this method of inventory control, we assure you that we will welcome your comments and explain to you any part of the system which you do not understand.

Thank you.

Yours truly,

TERRI LEE SALES CORP.  
V. Graueloh, President

May, 1957



# terri lee

Creators of a new Era in Dolls



APPLE VALLEY, CALIFORNIA

ATTENTION RECEIVING DEPT: PLEASE ROUTE TO DOLL SALES CLEMK IN  
TOY DEPARTMENT

TO THE SALES CLEMKS:

These I.B.M. cards, or perforated cards, which you find on each  
Terri Lee garment and doll are to be saved and returned to us as  
re-orders once every week or two weeks, as you prefer, with the  
permission of your Toy Buyer.

By the use of these cards your stock will always be current and  
you will never be over-stocked on any item for the simple reason  
that you are only re-ordering what you have sold.

Yours truly,

TERRI LEE SALES CORP.  
V. Graedewohl, President

May, 1957



# A WEEK AT WANDA'S HOUSE

By Little Mother Mary Weaver

*"Some of us are going to Aunt Wanda's!"* That was the excited buzz in the doll room at Little Mother Mary's as I approached with my doll wagon. Who will it be? The dolls that had been to Aunt Wanda's knew they wouldn't get to go again and then there were those who knew they wouldn't go either as they had arrived in mint condition. It was pretty easy to guess who had a chance to make that 7 hour drive and meet the mint dolls in Oklahoma then come back home looking like they had just stepped out of their red box!

So, with eight Terri's strapped safely in the car seats, we headed up I-45 to spend a week in Edmond, OK. Several were grumbling that in their days, they did not have to ride in car seats. But since then, we little mothers have discovered just how valuable they are.

Wanda and Little Mother Mary spent the first 2 days browsing all of the antique stores in Edmond and Guthrie. No earth shattering finds, but they had a great time. The next few days were spent visiting, reminiscing and exploring all the wonderful things in Aunt Wanda's doll room. First, there are the dolls – all have a story of how they came to be in her collection. Then there is the big cedar chest with not only mint clothes, but unusual treasures that are perhaps among the rarest TL items. Next were the boxes of clothes for sale that will go to Evansville. I couldn't resist some of those things. There were binders of rare things found on Ebay, shared Christmas cards and then there was the binder of artwork that Wanda had done while she worked for Hallmark (15 years worth). The artwork that was chosen for production was represented in greeting cards, letterhead, puzzles, decks of cards, etc.



Then there were the times spent at the magical breakfast room table, where we shared wonderful food and the awe of Wanda's talent in sprucing up the lucky dolls that came with new ribbons and touched up eyes, cheeks and lips. Most of the dolls that came from Little Mother Mary's house had braids so they got a freshening of bangs and bows.



Every morning began with coffee on the patio, admiring Aunt Wanda's beautiful backyard, followed by a jog around the neighborhood and then a little imagination. That's when we got into a creative stage where we envisioned a Dr. Harry doll and a candy striper. Dr. Harry was involved with the Heart Fund campaigns and wore a Heart Fund pin

from the 50's. He wears a more updated pair of green scrubs and carries his stethoscope to listen to little hearts. Our candy striper is a throwback to an earlier era. Shouldn't there have been a candy striper TL?

Little Mother Mary had discovered a body from the miniature So Sleepy doll that was given as a gift at the **Tea Party in the Apple Valley Library in 1999**. Aunt Wanda and Little Mother Mary spent the first night in LA assembling these bodies and heads to go in tea cups for the tea party guests. These are very rare as only those people attending the 1999 convention received this prize.

### **Wake UP! We have a Surprise Auction!**

Aunt Wanda and Little Mother Mary had another So Sleepy head and created one more **So Sleepy to be auctioned** to the selected winner. The proceeds of this “by-mail-helper-ralle” will be sent to St. Jude’s Children’s Hospital. A minimum donation of \$50 recommended. Please donate generously so we can contribute to this wonderful charity. Send your “Helper Raffle” donations to Mary by mail. For each donation will be put in a hat (if donation is more than \$50 you receive more chances in the hat) (i.e. \$51 to \$100, 2 names in the hat, etc.) and the selected winning name drawn from the hat will be notified on January 6, 2018. All bids/donations will require a check made payable to St. Jude’s Children’s Hospital. All donations will be sent to the charity and you will receive a tax deductible receipt. Thank you one and all for making this unique “by-mail-helper-ralle” a success. If you have any questions, call Mary.

Visiting a Terri Lee friend is such a rewarding experience. I encourage it highly. You don't have to stay a week, just drop in for an afternoon. You will cherish that time spent one on one more than you can imagine. Thanks to Wanda for sharing her home and hospitality.



Check made payable to St. Jude’s Children’s Hospital

Charity Auction – Send donations to Mary Weaver

Address: 2503 Meadow Tree Lane, Spring, TX. 77388

# An Apple Valley update

By Glenda Kitto

The first day of my road trip to Yellowstone began with an unexpected overwhelming desire to stop in Apple Valley. The only problem was that I could not recall how to get there, or what road it was on. Pulling over to the side of the road, taking out my trusty communication device, I called my Apple Valley expert, Sandy Dorsey, for driving directions.

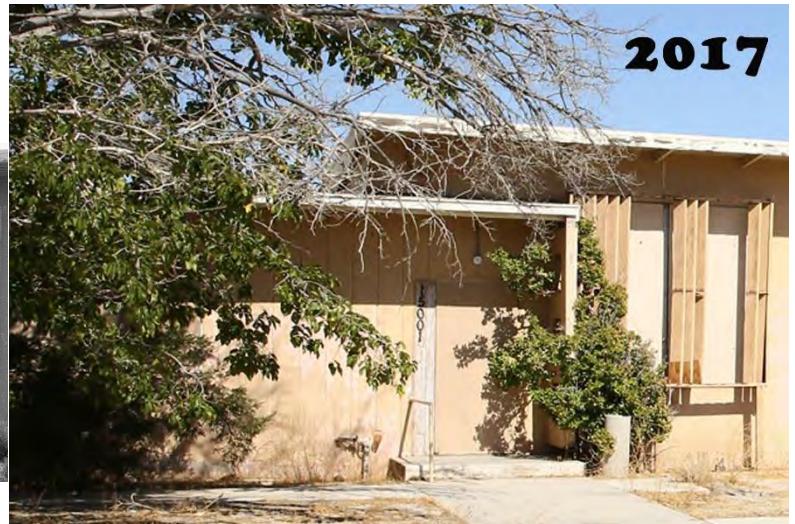
Sandy quickly got on her computer – Google Earthed the map – and directed me turn-by-turn to the site of our beloved long forgotten Terri Lee factory on Wakita Road.

What I found was a building boarded up with plywood on all doors and windows. How Sad. Here I thought I could walk right in and go up to the “toasting wall” and give a nod to all things Terri Lee. My last visit was in 2010 when Sandy, Roger and I had taken rubbings of the **Dedicated to Children** slab. We know the slab now resides in Texas and the draperies as pictured on pg114 of Peggy Casper’s book *Fashionable Terri Lee* had been secured by Sandy Dorsey. So what is left for me...memories of childhood and good friends.

Getting back to the building - It still stands, it no longer is surrounded by fencing, it is alone and wanting of a facelift.



Building is still pink, with lots of paint peeling. The town had posted a health hazard it seems a swarm of bees were the new resident in the tree at the front door. Bees were forcibly removed as are all vagrants.



The building now holds only memories of once was.

# Terri Tales

By Glenda Kitto

You just never know when a Terri Lee will catch your eye. My October road trip to Yellowstone had a slight detour as I began the drive with a visit to Apple Valley. Perhaps this is what caused my windfall that came my way in Montana.

My cousin, who know nothing about dolls directed me to a local store just 10-miles ways from Stevensville, Montana. Who knew a doll shop and museum would cause another detour. Upon arrival the shop was closed with a sign "by appointment or chance". Once again out comes my trusty communication device and a call to the owner. "Can I see your dolls? I am interested in Terri Lee's. Do you have any?"

Yes, I can meet you at the shop and Yes, I have a few Terri's in the museum. To my surprise there were 8 Terri's. And you can see who caught my eye; a doe-eyed Patent Pending brunette with a loopy tagged coat and hat and another Patent Pending blond cowgirl.



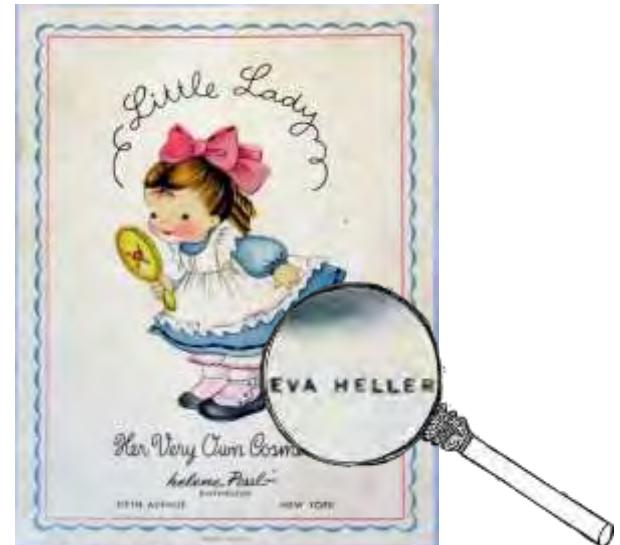
Pat Rather reminded me of a factory letterhead containing Maxine's name. What is also remarkable about the factory letter is that it was to a Marchion Hardware Co., in Anaconda, Montana, 1946. Anaconda Montana is just 6 miles away from where my husband's family is from in Deer Lodge. What a coincidence.! That initial stop in Apple Valley must have been an omen that a new TL would find her way to me. Yippee! I have now a pair of true Montana girls in my collection.

# Eva Heller

## Creator

### *Little Lady Toiletries* Logo

By Pat Rather 2017



Who was Eva Heller, creator of the powerful Little Lady Logo? Why don't we know more about her?

The artist, **Eva Heller**, had a short U.S. career; the artist, **Eva Herta**, had a long one, but **they were the same person**. **Eva Heller, ne' Eva Herta**, (1914-1997), was once a well-known graphics designer on the American scene.

Born in Vienna, Eva was musical and artistic. She sang and gave guitar concerts when she was 15. She graduated with honors from two leading art schools in Vienna. In 1937, she was awarded the Medaille D'Argent at the Paris World's Fair.



In 1938, Eva and her famous artist father, **Felix A. Herta**, fled the Nazis. They ended up in England in 1939 or '40 where there was a large group of Viennese emigres, and where Eva met and married **Frank Heller**, (1920-2007), later to be a famous social scientist. But soon, their paths separated.

When Eva immigrated to New York, she found her earlier designs being used by Macy's to promote playing cards, so she contacted the company and began to work free-lance. I found undated, unsigned Christmas cards as well as cards signed and dated, "Eva '44." In 1945, she drew children's lithographs

for Herbert Dubner, Inc. (See “Playmates,” lower right, on *chattipatty* page.) Cards she designed in 1946 for Dubner, Inc. are dated and signed “Eva Heller,” but by 1947 and thereafter, she was signing them “Eva Herta.” A divorce, no doubt...

Over the years, Herta worked for Dubner, Inc., Crestwick, and The Pollyanna Line. In 1954, unsigned ceramic Little Lady advertising figurines appeared in LL literature and in “better” department stores. At that time, Eva was designing ceramic figurines for the Goebel Co. (Hummel type). In 1957, she designed an “Eva Herta” doll with rooted hair. Finally, when she worked for Norcross in the 1970s, she drew her most well-known creation, “Gingham Girl” which generated a book.



### How was it that Eva Heller designed the Little Lady Logo?

Viennese emigres also came together in N.Y.C., where **Helene Pessl**, Viennese cosmetologist (and so much more), had arrived in 1938. Pessl’s American lines of cosmetics for men and women were not competitive, so she shifted her attention to an emerging market, children’s toiletries. In 1944, when she applied to register the trade mark “Little Lady,” she was sued by **Le Sonier, Inc.**

I have the original Le Sonier legal file, 16203. Trade Mark Search information in it shows that Pessl’s “First Use” was on Oct. 6, 1944. That means that Eva Heller must have designed the logo earlier during her free-lance period.

The Le Sonier suit continued into 1946 when Pessl won. Contained in the 16203 file is a "Christmas 1945 Gift Toiletries" catalogue from **R.H. Stearns Company** showing the Little Lady Gift Box, \$5.75 + 20% tax. High end stuff! Think of it! In 1945 minimum wage was only \$0.40!

### A miracle!

In 1996, I found one of these early Gift Boxes in a Bay Area antique store, saw the name on the lid, and wondered ... I've made the connection between **Eva Heller-Eva Herta & the LL logo**, a connection unknown, unpublished until now.

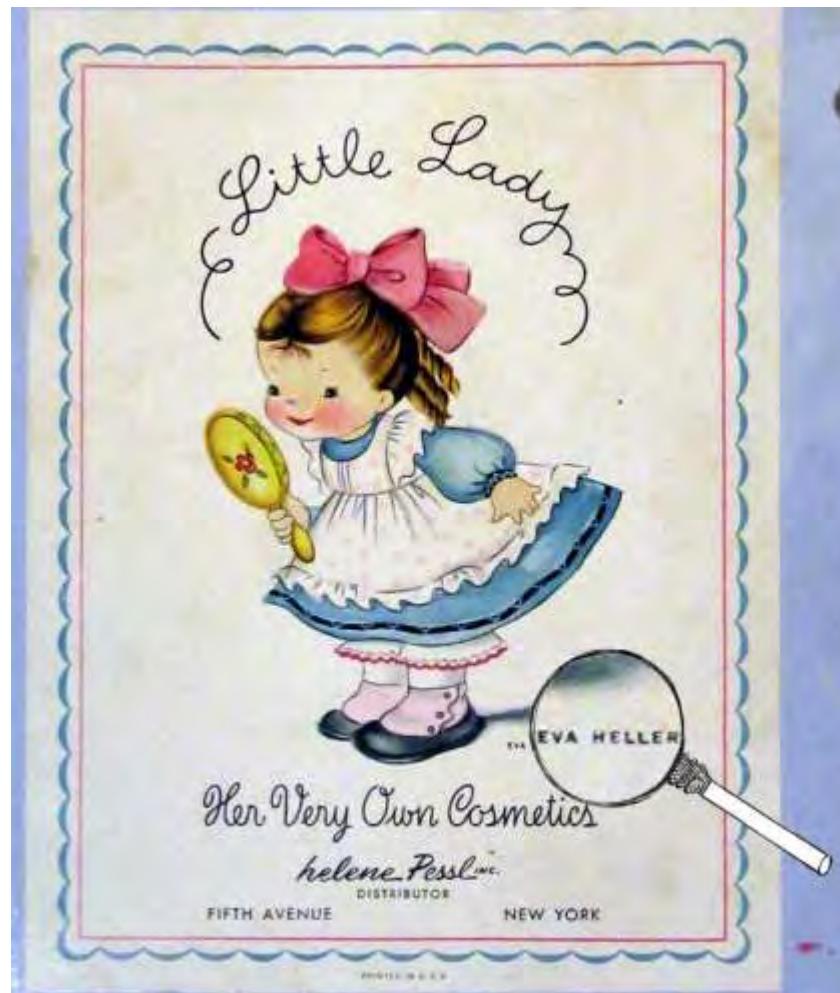


### What is the Terri Lee Company Connection to Little Lady?

**helene Pessl** (sic) designed the first Terri Lee Hair Care Kits. For a period between 1949-51, Terri wore a helene Pessl solid perfume daisy in lieu of her daisy flower. Little Lady Co. wanted an up-scale doll in their marketing plan, and so our favorite TL four-piece "Little Lady" outfit, was inspired *directly* by **Eva Heller's** powerful *Little Lady* logo.

Enjoy! Pat Rather,

2017 - Sonoma, CA



# Play Dress & Play Suit (Bird Design)

By Terri Bukowski



1954 and the Fashion Parade has updated outfits for both Terri & Jerri Lee. On page 14 the Let's Play page has Terri in her play dress and Jerri in his matching play suit. The Fashion Parade tells us all three outfits on the page comes in bright figured percale; some with fire engines, some with trains, some with birds, and some with flowers, every color of the rainbow too. For the Bird outfit item # 3510D would buy you Terri's play dress and item # 4510D would get you Jerri's play suit. Both costing \$1.00. This play dress and suit would serve well as it remained on the sale list

through 1957. What changed was the fabric colors or fabric design but the basic dress with collar and sleeves in a solid color and the body of the outfit in a printed fabric didn't. Looking at the different fabrics one would see several different outfits. The bird play dress costing \$1.00 was advertised in the June 1954 Monthly

Magazine along with the fire Dress with can-can Pants which cost \$1.59, because of the panties. Jerri could be seen in the Apr 1955 Monthly Magazine wearing his play suit for \$1.00. Since this play dress and suit have many fabrics I would use up the entire newsletter showing all the different styles. My plan will be to feature a different play dress & suit over several newsletters. What colors do you have?





The different contrasting color gives the outfit a new look.



## Terri Lee Goes to Her Own Convention

by Dennis Ross

A beautiful silver and gold embossed envelope arrived at the Terri Lee nursery in Apple Valley, California. Linda Baby, Connie Lynn, Jerri Lee and Terri all looked longingly at it but only ONE name was on it: Terri Lee. All eyes were on her as she carefully opened the elegant envelope. The crowd of dolls all watched for their sister's reaction to its contents.

A big smile lit up Terri's face. "It's an invitation to a convention... and I'm to be the guest of honor!" exclaimed an astonished Terri. The dolls all exchanged looks of awe. During the next few days, the dolls' nursery was bustling with activity for Terri was busy selecting which of her many tagged outfits to take along. She knew all eyes would be upon her since she was the topic of the entire convention.

Finally the day of departure arrived and the limo pulled up to the doll nursery. The driver placed Terri's six suitcases in the spacious motorcar's trunk. He then turned to her and inquired where the other five passengers were! "Oh, it's just me," she replied as he assisted her into the passenger seat. A raised eyebrow was his only silent response. "Well, the Queen of Dolls can't ever have too many outfits to choose from," she thought to herself.

The trip to the airport was swift and before Terri realized it, her baggage had been checked in by the kind limo driver and she was ready to board her plane. Terri smoothed out her red and white checked pinafore. She had this outfit in blue, green, brown and red. Her favorite was the solid red dress overlaid by the perky red and white pinafore.

Terri slipped the silver and gold invitation envelope out of her purse. Once again, she read it. Little Mothers Shelia Meyer and Rhecia Healy were the organizers of the convention bearing her name. "How very nice of them" thought Terri to herself.

The plane ride was smooth and it wasn't long before Terri found herself in another stretch limo motoring to the Holiday Inn convention hotel. Upon entering, Terri saw the many colorful banners bearing her name and welcoming the attendees of the convention. Little Mothers Shelia Meyer and Rhecia Healy were on hand to personally welcome Terri. She was led to the great convention hall where elaborate displays of her many costumes were artistically arranged for the attendees to peruse and enjoy.

'Welcome Queen of Dolls' on a huge banner waved gently in the breeze above the great room. Terri saw her many brothers and sisters from so many years ago. They had been living with Little Mother Peggy Casper

for decades. Sadly upon her passing, her doll collection had come to the convention in order to find loving homes with the convention attendees. Benji jumped up and hugged Terri so tightly that she thought she'd pop a button! "Please may I come live with you?" he pleaded. Before she could utter an answer, a patent pending Terri who had been ousted from Little Mother Sue Munsell's home, rushed up to Terri. With tears in her pretty brown eyes, she too requested that Terri allow her to come live with her in Apple Valley. "Of course you both may" exclaimed Terri. And a group hug was a sweet sight to see.

One of the most fun activities was visiting the lovely homes of two of the Terri Lee doll collectors. The first was the home of Little Mother Jan McGuyer where the doll room was loads of fun to see. Being a fantastic seamstress, it was a treat to see new doll clothing laid out on view. Little Mother Shelia Meyer's home was next. Terri was so excited to see box after box of mint tagged TL clothing. Dolls were displayed beautifully and each one waved and winked at Terri as she passed by to view them. At both homes, a delicious array of party food was laid out for all guests to partake in. "If only Jerri were here!" thought Terri to herself. "He'd be in hog heaven!" she smiled.

The TL party goers bid their hostesses good bye and all returned to the hotel conference room. Items for sale were all set up. Terri looked at all the Terri Lee furniture for sale. Her huge wooden hand painted wardrobe chest, such a rare item to find, was being sold by Little Mother Linda Lee, along with sister Linda Baby's tree cradle and play pen. Terri's smaller wooden wardrobe was on the sale table. Terri loved the hand painted angel gracing its door.

There were many raffle items laid out and a long row of dolls in competition. Terri looked at the many competition categories: Red Velveteen Snowsuits, Cheerleaders, Monkey Print outfits, Wheat print suits (TL and TTL) and lastly, Mama-Made Amish outfits.

"That will be a difficult job judging all those gorgeous costumes!" documented Terri aloud.

Little Mothers Shelia and Rhecia introduced their guest of honor and Terri made a little speech saying how honored she was to be the center of all this adoration!

A buying time was announced and everyone had fun shopping for shoes, shirts, shorts and all items pertaining to their favorite doll. Then Rhecia and Shelia announced it was time for one of the day's formal program presentations.

Terri's attention was diverted to a most outstanding display of one of her most beloved group of outfits: The Heart Fund series. Terri was proud that a percentage of each Heart Fund sale went to the American Heart Fund Association to help sick little boys and girls. She truly did love each and every one of the red and white creations, very, very much.

Suddenly the first presenter walked up to the podium in front of the great hall. Silence spread over the entire room

Little Mother Susan Pirkle showed the group the many faces of Terri Lee, which showed how different the face design changed throughout the decades of production - from the 1940s to the 1960s. Little Mother Rhecia Healy next spoke about the same fabric which other doll companies used to create clothing for their doll and TL tagged outfits used it as well. She wondered who copied who? Little Mothers Wanda Houck and Sue Munsell continued this same topic to show even more examples of identical fabric utilized by the TL company as well as quite a few other companies.

Following this informative talk, Little Mothers Shelia Meyer and Susan Pirkle spoke about "Rare Outfits."

"So much wonderful information all of it pertaining to me!" Terri silently said to herself.

At the end of the day a great pizza dinner was served. "Oh, too bad Jerri isn't here because this is his favorite meal" Terri told her table mates. Throughout the convention days, so many kind attendees gave out doll related gifts - "how sweet" thought Terri as she thanked each one.

The following morning the presentation was all about Gene Autry - "America's #1 Singing Cowboy" presented by Little Mother Linda Cantwell.

A guest speaker, Patricia Gosh, a past UFDC National President, spoke about "Archiving" and how to preserve dolls and their clothing in a correct manner. Another guest, Rachel Hoffman, gave an interesting talk about "The Life and Legacy of Peggy Casper".

"Memories" was a PowerPoint presented by Little Fathers Martin Roden and Dennis James Earle Ross. It told about the days gone by and life in the 1950s in Fort Branch, Indiana.

A coloring contest just like in Terri Lee's monthly magazine was a treat for the attendees. Prizes of felt doll purses were given out to the participants, of which there were many.

Terri Lee was so impressed that so many Little Mothers and Fathers still considered her to be their favorite doll and still referred to her as the Queen of Dolls. They all hugged her warmly and encouraged her to return

next year to the 2018 TL convention. "I'd be most honored," replied a blushing Terri Lee as she blew a kiss to all in the room.

An adorable pin depicting Terri dressed in one of her farmerette outfits was one of the many convention gifts given out to each attendee. Terri was passed the little enamel pin which had been designed by artist Little Mother Wanda Houck. Wanda also had drawn the coloring page for all the attendees to have fun coloring just as they had done as kids upon receiving their TL monthly magazines.

Little Mother Jacque Schwegman had created a gorgeous TL calendar with full color photos of, guess who? You knew! Terri Lee!! Terri clutched hers to her chest and had a tear in her eye. She was so enthralled that every person in this enormous room loved her so very, very much. Little father Claren Hosselton came to the front of the meeting room to assist Little Mother Shelia Meyer in passing out the biggest gift of all. The boxes were wrapped in white and tied with blue ribbon and bows. Everyone was so amazed when they saw the contents: a tagged TL outfit! Each attendee was gifted with a gorgeous genuine TL outfit. "Oh, I love mine." "Gosh, I have this color but not the one you got - want to trade?" These TL convention goers, mostly senior citizens, had been turned back into 9-10-11 year olds and having the best time of their lives. Terri was so pleased to have had the honor of actually experiencing how popular she and her extensive wardrobe still was after all these decades.

When it was decided to hold the 2018 convention in Atlanta, Georgia, Terri made a promise to herself to be there! Will you?





Jerry Rubenstein - manager of the Terri Lee doll clothes factory in  
Lincoln, Nebraska

by Dennis Ross

Terri and Jerri are constantly searching for more tagged clothing to fit into their already bulging wardrobe closets and over packed giraffe rack. So it was no surprise to Little Father that they found some items on Ebay and when they arrived, an interesting note and photo were enclosed....



Hi and thanks for your purchase. I thought you might like to know that my dad (Jerry Rubenstein) was the manager of the Terri Lee doll clothes factory in Lincoln, Nebraska in the mid 1950s (until the owner replaced him with her son-in-law).

He kept us--(me the tallest one, my sister the little dark-haired girl)--and the rest of the neighborhood provided with Terri Lee outfits. I thought I'd sell some of them, as there are no more little girls in the family.

Best wishes,

# EBAY FINDS

By Sandy Dorsey

(I didn't get any of these)

Keeping an eye on ebay. I am addicted. Sometimes there are great things on ebay and somethings there is nothing at all. So I have to keep a close lookout. Recently this "Irish Colleen" was sold on ebay. She is in mint condition but seems to be missing part of the costume. This hat usually doesn't go with Irish Colleen. I would guess that was what was available that day. Her face painting dates to 1957-1958. She also doesn't have a belt or half-slip but she is a beauty. The red ribbon and silver rickrack make her look like a Christmas present. Who would have thought of putting Tiny Terri's hat on



Linda Baby?  
But doesn't  
it look cute!

You might  
not even  
look at this  
ebay page.  
Terri Lee's  
hair is a  
mess and it  
doesn't look  
promising.  
But look  
again. This

Jerri Lee yellow suit is the checked yellow and white suit that matches with Terri Lee's yellow and white checked wheat suit. I don't even have it! It sold as a "Buy It Now" for \$25.



## **TERRI LEE ITEMS FOR SALE - FREE SHIPPING!**

I will email or text pics of any item you want to see, so you can see how nice they are.

1. 16" Nurse cap \$14
2. Leather tooled belt \$12
3. Beach jacket & \* swimsuit -white waffle pique', red checks, new elastic put in legs by Sue Munsell \$25
4. Irish Coleen green taffeta dress, white organdy pinafore, straw hat - green bodice/one sleeve little different green, possibly fume faded, still looks very nice \$200

## **REMEMBER: FREE SHIPPING!**

5. Spring coat, red check, no collar \$30
6. Spring coat, navy check, no collar \$30
7. Velvet coat/hat, a very pretty dark blue, no tag \$60
8. 16" To Dancer, shocking violet, tutu/panty/hairpiece/silver shoes \$70
9. L6" Campfire - skirt/shirt/cap/scarf, emblems on skirt & cap \$60
10. 16" Jerri denim jean, TAGGED! \$13
11. 16" majorette royal blue pleated skirt, white brocade satin jacket \$40
12. 16" Jerri WHITE sailor jacket - this is top to the Jerri outfit \$60
13. 16" long formal coat - silver lame' w/pink lining \$50
14. 16" Terri Dutch outfit, first scalloped apron w/big embroidered flowers/cap/blue cotton dress/wooden shoes \$65

## **REMEMBER: FREE SHIPPING!**

15. Cowgirl/boy shirt, hot pink (pink lightning!) satin \$27
16. Curler card by Tip Top, girl & "Terri" doll, with 4 pink rubber curlers \$22
17. Tiny Terri Toe Dancer outfit - pretty yellow tutu/panty/hairpiece/ & silver shoes \$65
18. Tiny Terri Brownie outfit / dress/belt/cap \$35
19. Felt / fur galoshes \$23
20. Felt mittens, probably first ones, have pink/yellow/blue felt flowers, would be just right with oldest velvet or wool pastel coat. \$22
21. Black oilcloth shoes \$40

I have a list of literally hundreds of Terri Lee items for sale. My list is free, just email or text if you want me to send it to you.

wanda.houck@sbcglobal.net ph: 405-833-6204 or 405-340-3958

# JERRI'S FUN PAGE

by Dennis Ross



**What fruit do vampires eat?  
*Neck-tarines!***

**Why did the skeleton go to the food court?  
He was the grim sweeper!**

**Where do you wash a vampire?  
*In the "bat" room!***

**What do clouds wear under their shorts?  
*Thunderpants!***

**Why did the grape take a raison to the dance?  
*Because it didn't have a date!***



Your Terri friend, Nancy Jordan | 2016

