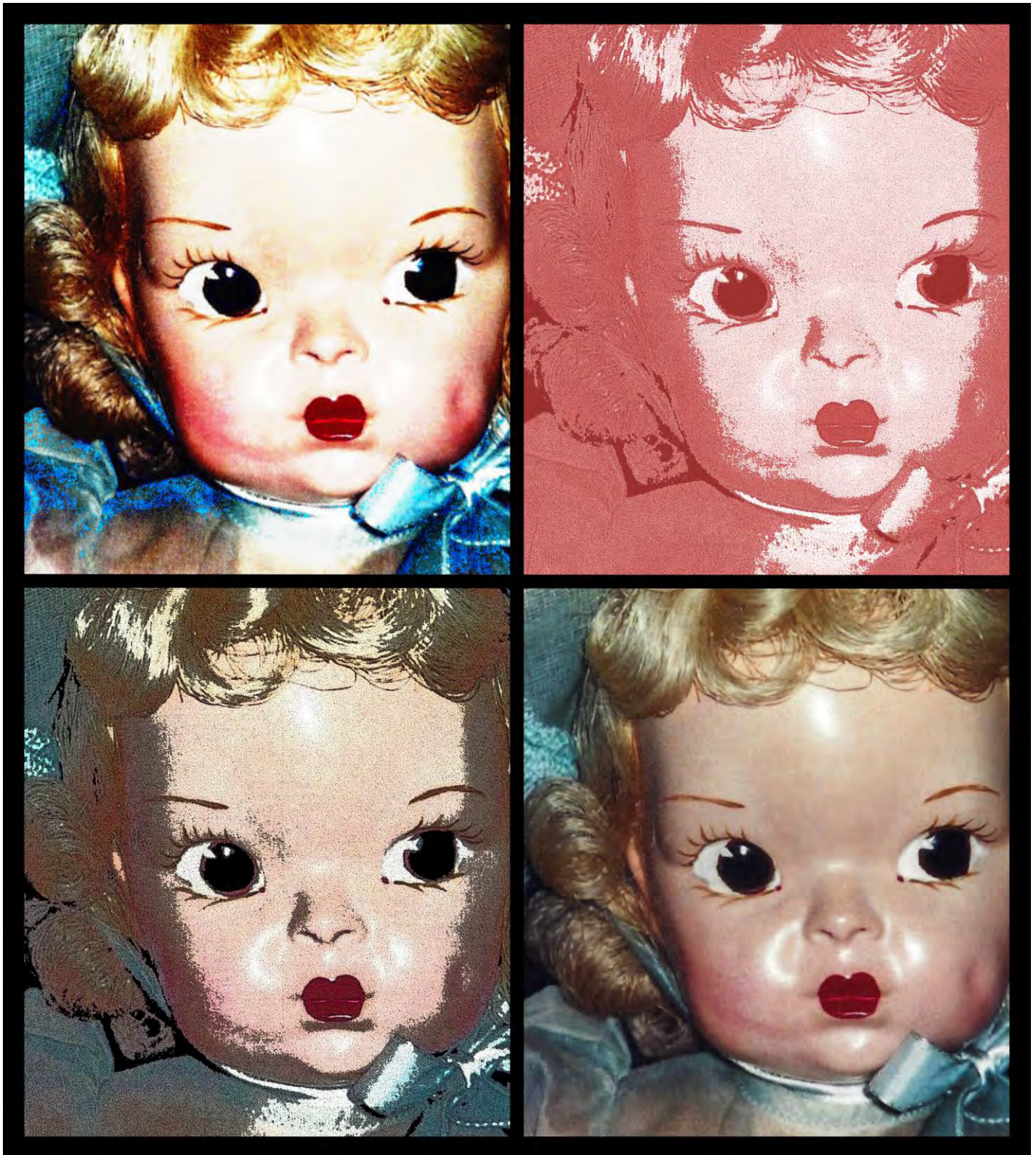


# The Daisy Chain





A simple line drawing of a girl. Her head is a large flower with many petals. She has a smiling face with closed eyes and a small mouth. She is wearing a short-sleeved dress and has her arms slightly out to the sides.

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

In the box at the upper left called Subscriber Password type Daisy Chain 2018 **(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.

Patterns by Mary Hayden have been posted.

**Please join me in wishing Marty Roden all the thanks for the wonderful job he did to produce the Dsisy Chain, he did it to perfection.**

**Anyone with items to sell please send your items to me before the May deadline.**

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

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**Front Cover ~ Judie Miles**

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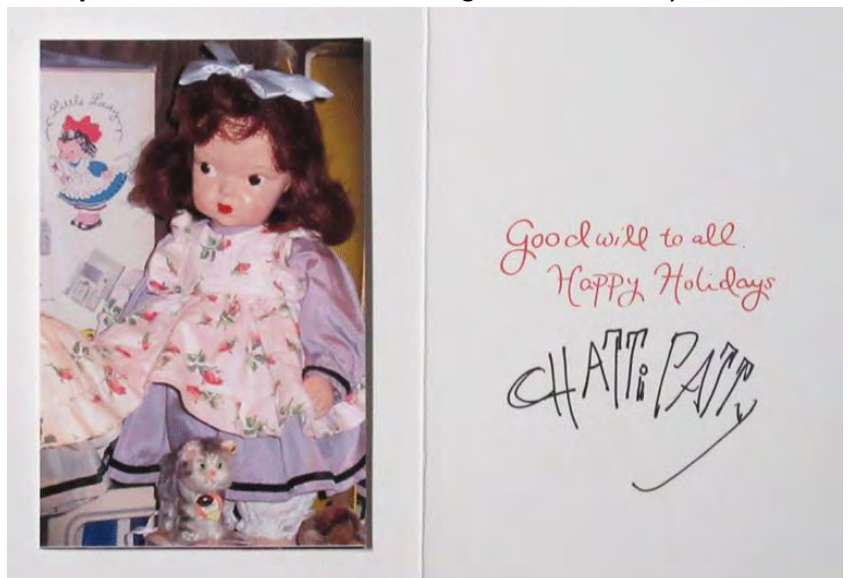
**Hi Everybody!**

2018 at last! HAPPY NEW YEAR! The last of the Christmas Card Club arrived right before New Year's Day. Thank you, all! **Sandy Dorsey's** fabulous Gene Autry, the DC's card, a far-out TL snow queen, designed by **Glenda Kitto**; **Dennis Ross'** Jerri Frankenstein to skedaddle you out to the Oct 2018 convention in Atlanta; the one-horse-open-sleigh + Snobbi from **Marcia Schultz**; Peggy's cover girl black doll in the blue smocked dress—so that's where she went—to Wyoming and **Nancy Gerlock's** house! Even **chatti** got her Little Lady cards out in a timely fashion this year, and if you didn't get one, she's included it here below! Next year, join the Christmas Card Club! We are waiting for *you*!

**Guess who** is retiring from the DC masthead... Read on!

In spite of no holiday card, **Ellen Lawson** is fine, everybody! We are looking forward to hearing from her.

By the way, did you participate in **Wanda Houck** and **Mary Weaver's** St Jude Little Coco Helper Raffle? Well, they raised \$356.00 for the charity!! Who won the Little Coco? **Cookie Bolig**! Congratulations, Cookie!! Congrats also on your winners in *Doll News*.



Further Cookie news: Cookie and three frozen pizzas were run down by a pick-up truck. Cookie's clavicle was smashed & she picked up five staples in her head! A narrow escape! Speedy recovery, Cookie!

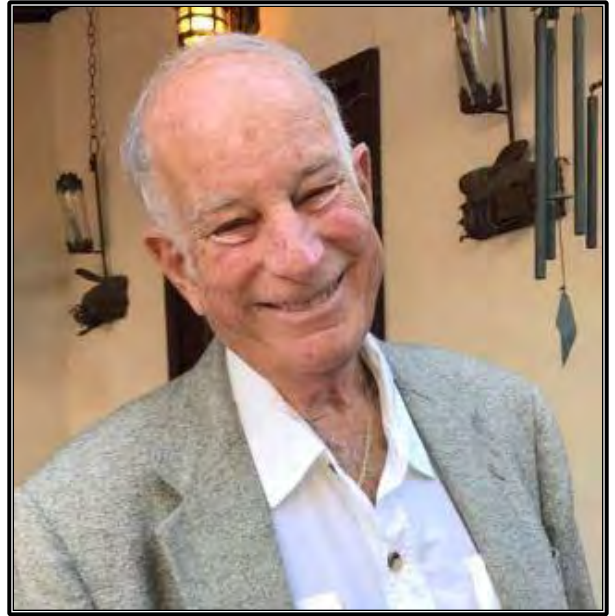
WOW! What an AMAZING article!!! **Mary Weaver** has found a lot of new information on the Terri Lee Fashion Shows! Finally!!! Well, up to now we've seen the occasional photo of matching TL/ child-sized versions of the Tea Party w/Ruth Miller hat and purse (Aug. '54 monthly magazine), The Days of Week Dress (1960 Magna Enterprises magazine), farmerette, Curtsey Coat Set, Southern Belle and Connie Lynn and TL in mink coats (Peggy's second book). Now you can get the whole story of the TL Fashion Shows from Mary's article!! And, in addition, here's some **health news** from Mary's corner of Texas. Her husband, **Louis Weaver**, very ill with pneumonia, has turned the corner and is recovering nicely. Thank heavens!

Well that's about it from **chatti** in danger-plagued-California! See ya in the spring!

# Eight Years before the Mast (head)

## Marty Roden to Retire from the *DC* staff

By **Dat Rather**



Did *you* know that for the last eight and a half years **Marty Roden** has been the **Production Supervisor** for the *Daisy Chain* newsletter? Four times a year, he's the person who receives the newsletter articles on disk from **Terry Bukowski**, makes sure that they are assembled, & printed correctly (no small task!), retrieves the pages from the printer, stuffs them into envelopes, addresses each envelope, seals it and, finally, takes the stack to the post office to mail. Luckily for us, **Glenda Kitto** has stepped up to do the job.

Mighty impressive, Marty! Especially when we consider all the other things you and **Dennis Ross** do for the *Daisy Chain* group.

At the *DC* conventions up through 2015, Marty provided technical assistance (slide, power point, microphones). Marty and Dennis conducted the Donor Raffle, tirelessly sold tickets, and in the final hours of convention, Marty was the MC for the raffle give-away and at other points during the convention. In addition, Marty and Dennis were responsible for wonderful convention gifts. Here are just a few: 1997 TTL Clothes Rack (w/**Dennis Ross**, **Sandy Dorsey**, **Glenda and Jerry Kitto**); 1999 TL Tea Party Set; 2001 wooden stick horse.

And WOW! Marty and Dennis's hospitality over the years!!! 1997 "Roundup" visit to Dennis' collection and chief Marty at the early luncheon in the garden; 2002 "Jerri Lee on the Mission Trail" visit and luncheon; 2009 "A Garden Party" visit and luncheon; 2014 "Roller Skater!" visit and meal.

I hear you can go on Dennis' Face Book and read about all their other activities the pair is part of: four-five dolls clubs, Marty is travel manager for the Arcadia Travel Club, Corresponding Secretary of the San Gabriel Doll Council, and I won't mention all the museums, theaters and art groups they belong to!!!

Although Marty may be retiring from Production and Distribution of the *Daisy Chain*, we know this will not be the last we see of Marty. He will continue to be an integral part of the *Daisy Chain* and the Terri Lee collectors.

Thanks again, Marty!

# Terri Tales

## Nancy Jordan remembers a time...

When she and her cousin played with their Terri Lees, both a pair of lucky "Little Mothers". Nancy with a "dotty eye" and her cousin Ginger with a Patent Pending. Nancy recently discovered these pictures in a scrapbook her mother had put together.

Here's a picture of my cousin, Ginger with her childhood patent pending Terri Lee she got for her birthday.

Cousin, Ginger's Terri Lee, patent pending Terri Lee & Linda Baby. Ginger no longer has her JL & TL as it was stolen where she left it at a doll shop for repair in Virginia.....a lady just took off with it with no luck of report. But she still has her Linda baby doll.....



Center picture is me with a Terri Lee. I was impressed when I found it in a scrapbook... this patent pending Terri Lee doll belongs to my cousin, Ginger, but it's dressed with my childhood Terri's purple ballet formal with some kind of sweater over it. Ginger & I played with our Terri Lee dolls back our childhood years.



Me & Terri  
in our Curtsy  
Coat sets



My mother thought it was too expensive to buy the original TL outfits they had at Adler's department store in Frankfort, Indiana. She had a seamstress lady sew beautiful outfits. Many look like they could have come from the same patterns Glenda mentioned in her article last year. I still have six of my mother made outfits.



Your TL friend, Nancy Jordan



# A Transitional Terri Lee Doll

By Sandy Dorsey (Yoursterrilee)

For Easter of 1950 Violet Gradwohl sent out a Pre-Friendship Club letter introducing a pique Easter suit and a Garden Dress. Recently I was able to purchase a doll with these two outfits from the original owner



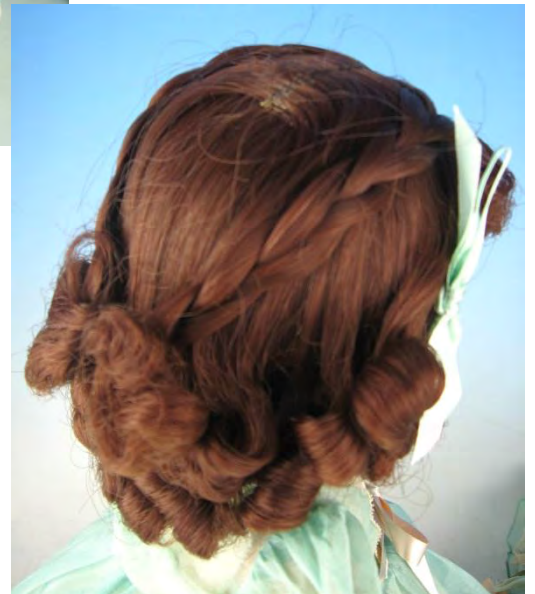
with a mannequin wig which is softer than usual. She has side braids.

The "Garden Dress" outfit is aqua organdy with lace trim. The satin ribbon is two sided pink on one side and blue on the other. The dress closes in the back with hand sewn round snaps. An older type of lace is used on the bonnet and petticoat. The outfit includes a long petticoat



who lived in Illinois at the time the doll was purchased. The doll is in perfect unplayed with condition and gives me some insight of the transition of the Painted Plastic dolls and clothing.

The doll is painted plastic





and a lace trimmed chemise. It does NOT have a Loopy tag.

From the order form you can see that the pique suit came in green, blue or red and was available for Terri Lee and Jerri Lee. The Garden Dress could be ordered in White, aqua or yellow. Does anyone have this dress in white? It could be a confirmation dress, or a quincenera dress or even a wedding dress in white. There are no numbers to order the outfit. The dress and bonnet are listed at \$4.95 and the chemise is separate at 50 cents and the petticoat at 85 cents.

These outfits do not appear in the 1948 first Fashion Parade. They do appear in

Send to TERRI LEE, 2012 'O' ST, LINCOLN, NEBR.

THIS IS THE COUPON YOU CAN FILL OUT  
AND SEND TO ME IF YOU CANNOT FIND ME IN  
YOUR TOWN.

I AM ENCLOSING CHECK OR MONEY ORDER \$ \_\_\_\_\_  
FOR! (NO C.O.D.'S PLEASE)

- |  |  |
|--|--|
| <input type="checkbox"/> TERRI IN PIQUE SUIT.....\$11.95                                   | PIQUE SUIT<br>GREEN, BLUE<br>OR RED      |
| <input type="checkbox"/> JERRI IN PIQUE SUIT.....11.95                                     | 1ST CHOICE                               |
| <input type="checkbox"/> TERRI'S SUIT ONLY.....2.50<br>(SHIRT, JACKET, TAIL, SHOULDER BAG) | 2ND CHOICE                               |
| <input type="checkbox"/> JERRI'S SUIT ONLY.....2.50<br>(PANTS, SHIRT, JACKET AND BEANIE)   | GARDEN DRESS<br>WHITE, AQUA<br>OR YELLOW |
| <input type="checkbox"/> TERRI IN GARDEN DRESS<br>AND BONNET..13.95                        | 1ST CH. _____<br>2ND CH. _____           |
| <input type="checkbox"/> GARDEN DRESS & BONNET ONLY....4.95                                |  |
| <input type="checkbox"/> CHEMISE ONLY......50  |  |
| <input type="checkbox"/> LONG PETTICOAT, ONLY......85                                      |  |

PLEASE PRINT

MY NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

I HAVE A FRIEND WHO WOULD LIKE TO RECEIVE TERRI'S LETTERS

HER NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_





Page  
28

80 Terri in Garden  
Dress

208 Terri in Pique Suit,  
Beret and Purse

### SUMMER PARTIES

These two costumes come in mighty handy when I get invitations to late Spring and Summer parties. If it is a garden party or wedding party I wear my long organdy frock with chemise and long petticoat. My bonnet is made of organdy and lace, lined with a shade of satin to blend with ribbons and flowers.

My new crisp pique suit is in a 2 color tone combination. A very smart pique beret and shoulder bag set off my costume and make it just the thing to wear to informal parties. This is also my favorite outfit to wear to Sunday School. Jerri has a pique suit to match mine.

2208' Jerri, Pique Suit  
and Beanie

1067 Garden Dress and  
Bonnet

1057 Long Petticoat  
1079 Chemise

1074B Pique Costume  
only, Terri

2074B Pique Costume  
only, Jerri

the following Fashion Parades on page 28 with and without Gene Autry.

In the Fashion Parade the organdy dress is still called "Garden Dress and Bonnet" but now it has an order number 1067. It is referred to as a summer party dress. The introduction was at Easter 1950. No mention is made in the Fashion Parade of the colors available. The chemise and long petticoat are again

additional items. There is no picture of Jerri in Pique suit. The pique suit also has the new printed Terri Lee tag and not the old loopy tag. It has hand sewn round snaps.

The paint color on this doll is rather dark and I don't know if that was the original color or if it has aged. The shoes are slightly wider and more like the shoes used for composition dolls. She wears rayon socks. Her face paint is very nice but not distinctive.





# TERRI LEE FASHION SHOWS

By Mary Weaver



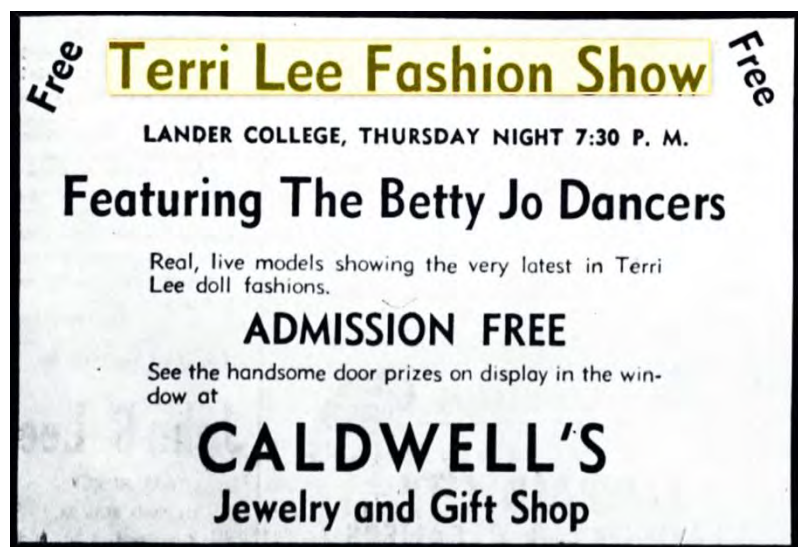
Mary Elizabeth, my granddaughter wearing the  
“childsize” clown Pajamas

## *Have you ever had a Terri Lee daydream?*

Early in my collecting years, I dreamed about finding old store stock in the attic of an estate sale. I always thought it would be fun to find one of the “**child size**” dresses from the ***Fashion Shows*** we have heard about. Of course I always thought it would be a “Days of the Week” dress. Well, I didn’t find that but I did find the **clown pajamas**!

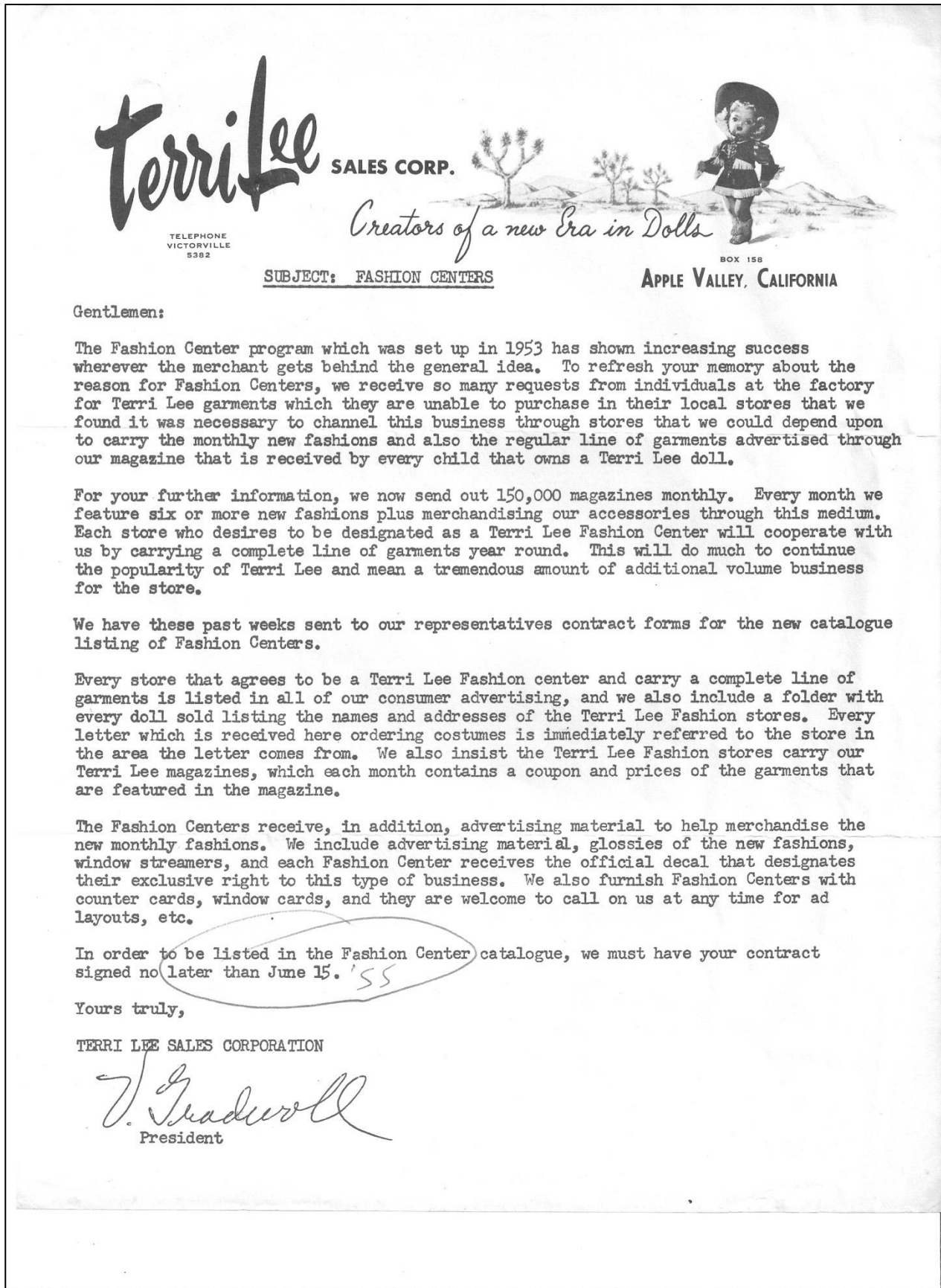
I couldn’t believe it when I discovered that they were for sale. The seller tells me that these pajamas were made by her mother at the request of Ruth Haas (a Terri Lee representative in the 1950’s) who just happened to be their neighbor in Darlington, IN. Ruth Haas was the TL representative in Indiana, Ohio, Kentucky, Tennessee, and Illinois. The seller’s

mother also made a couple of dresses that were used in these shows, but alas, they did not survive her children’s dress up parties. The seller told me that the children’s clothing was not for sale but was returned to the seamstresses. This policy might have changed during the Mar Fan period since we can see in Peggy Casper’s book that the Days of the Week dresses were listed for sale.



There has not been a great deal of information regarding the “Fashion Shows” and I guess I was confusing them with the “Fashion Centers”.

The letter from the TL Sales Corp tells us that the Fashion Centers were stores that carried the full line of Terri Lee items – not necessarily where the Children's Fashion Shows were held.





In fact, the newspaper articles we have located mention Fashion Shows as a fund raiser both in a church and also at a hospital. These newspaper items were located by Sandy Dorsey and are really fun to see. The letter from the company was sent to me by Terri Bukowski. I don't know what I would have done without their help.

Take a look at the photos from the newspapers (usually dated between 1953 and 1955). I wonder if that clown pajama in the center photo below could be the one I found!



### Doll Fashion Show Successful

Before a capacity audience young models displayed costumes identical to the clothes the dolls they carried were wearing at the Terri Lee fashion show Sunday afternoon at St. Mary's hall. The St. Mary's Parents club sponsored the benefit performance.

Mrs. Howard Maloney was commentator with music being furnished by Mrs. Thomas Hensler and Miss Mary Arnett. Models were Misses: Marilyn McKay, majorette; Susan Stuermer, tap dancer; Kristal Eaton, Scotch girl; Susan Rae Barrett, ballerina; Regina Belts, Southern Belle; Miriam Dolmyer, toe dancer; Sandra Collins, Tumbler.

Other St. Mary's pupils modeling costumes were Misses: Victoria Mercer, Judith Hubert, Patricia O'Neill, Karen McKay, Colleen Donnelly, Mary Margaret Fogarty, Lynn Simonis, Nancy Dandurand, Mary Catherine Carlson, Sharon Kent, Kathleen Howells, Katherine Mahlum, Susan Davis, Patricia Reynolds and Judith Armatta.

Guests serving as models were: Miriam Dolmyer, Kathi Ann Barrett and Marcia Miller.

Songs by St. Mary's first and second grade girls opened the program.

Door prize winners at the fashion show were Mrs. Clara Steffen, Mrs. Allan Howells and Miss Jo Ellen Kropp.

Proceeds from the performance will be used to purchase stage equipment for the new St. Mary's hall.

This collection of newspaper articles are all from one newspaper, the Albany Democrat Herald and promote a Benefit for St. Mary's Catholic Parish. Each Terri Lee is being held by a look-a-like young model in the third grade. The news article above indicates that 25 models participated. Twenty-five! Where are all the costumes? The article names seven costumes: **Majorette, Tap Dancer, Scotch Girl, Ballerina, Southern Bell, Toe Dancer and a Tumbler**. Could they have renamed the Masquerade costumes as Tap Dancer and Tumbler? The photo on the following page, also promoting the St. Mary's Parish event name an additional five costumes: **Garden Party, Bride, Formal, Sunday School and Ballet**. Not only was there a fashion show of models and Terri Lee dolls but the first and second grade children provided songs and dance to continue the entertainment for the benefit attendees.

## Doll Fashion Show Sunday

St. Mary's Catholic church Parent's club is sponsoring a Terri Lee Doll fashion show Sunday at the parish hall. This show is a benefit and girls from St. Mary's academy third grade will model clothes identical to the costumes of the dolls they carry.

Mrs. Howard Maltney will be commentator for the show, Mrs. Thomas Hensler is in charge of music, and Mrs. Vince Barrett and Mrs. Francis McKay are responsible for the staging. Musical numbers will also be furnished by the first and second grades of the school.

Stage equipment for the recreation hall will be purchased with proceeds of the show.



SHOWN ABOVE IS A BEVY of girls and their dolls who participated in a dress rehearsal this week for the benefit doll and fashion show to be held this Sunday afternoon at St. Mary's parish hall. From left are Mary Fogarty, garden party costume; Jancie Frey, bride; Judith Armolte, formal; Karen McKay, Sunday school; Susan Barrett, ballet dancer. The picture shows Mira Armolte showing off her doll while the others wait their turn at the rehearsal.



The little girl in the southern belle at left was featured in Peggy Casper's second book.



I have included pictures of my grandchildren wearing the outfit, Mary Elizabeth (on pg 1 and Noah shown above.) Noah was pretty excited, but Mary not so much.



STRAUSS  
SAYS:



## ALL LITTLE GALS AND THEIR PARENTS

(and uncles and aunts,  
and grandparents)

have a date tomorrow  
(Saturday) on our  
Sixth Floor—to meet  
MISS RUTH HAAS,  
factory representative  
for TERRI LEE dolls.  
Miss Haas will be here  
all day, demonstrating  
Terri Lee's versatility.  
She'll show you how to  
wash and re-set Terri's  
hair—show you what  
a sturdy unbreakable  
doll she is—and what  
a magnificently  
complete wardrobe  
Terri has.

All day tomorrow—

Sixth Floor

L. STRAUSS & CO.

This assemble of three advertisements reference the personal appearance of Miss Ruth Haas, factory representative.

Miss Hass will on hand to demonstrate the versatility of Terri Lee including how to wash and re-set Terri's hair, presenting her magnificently complete wardrobe and to show you what a sturdy unbreakable doll she is.

**TOYLAND IS OPEN!**  
It's ready now! Block's enlarged and redecorated Toyland... a glittering array of toys, complete for your Christmas selections!

**The Wm. H. Block Co.**

## Terri Lee's fashion show

See Terri, first lady of dolls, in her many lovely ensembles...  
bandbox-beautiful on any occasion, wherever she goes.  
Shown are just a few of dozens of costumes.  
17" tall, she's sweet and fragile-looking, yet guaranteed  
for a lifetime of happy play. Available in  
platinum blonde, honey blonde, auburn or brunette.

Miss Ruth Haas, factory representative, will be in the  
department today from 2 to 5 p.m. to tell you all about Terri.

BLOCK'S TOYS, DOWNTOWN ANNEX

Terri goes to school... in a  
pale yellow dress, sweater  
and hat. Complete.  
14.95. Sweater and hat  
only 2.95. Dress only 1.00

Terri goes skating... in a  
metallic cloth hood, jacket,  
pants and skates. Complete.  
16.95. Outfit only 5.95

Terri goes West... in frontier  
pants, leather belt, shirt,  
boots and hat. Complete.  
14.95. Outfit only 6.95

Terri goes swimming... in a  
gingham suit and tiny cloth  
coat. Complete. 12.95  
Outfit only 1.95

Terri goes dancing... in a  
ruffled set, formal, white  
honey for coat and bandbox.  
Complete, 29.95. Coat set  
only 12.95. Formal only  
8.95

Terri goes to bed... in a  
let-trimmed P.J.'s with a floral  
print dunder and pike slippers.  
Complete, 15.95. Robe  
only 1.95. P.J.'s only  
1.95. Slippers only .60

**The Wm. H. Block Co.**

beautiful at birth...  
more lifelike than life  
**Terri Lee doll**  
with rhumba panties **10.95**

Terri Lee looks just like a little girl—she's that sweet-faced and round of leg!  
She's sculptured from a new, lightweight plastic called Terite that won't  
break or crack. Her soft, shimmering hair can be shampooed, curled and set  
in many styles. And you can make her the best-dressed doll in the world with  
her wonderful wardrobe of clothes!

Miss Ruth Haas, factory representative, will be  
here all day Thursday to tell you about Terri Lee.

**TERRI LEE TRUNK SET (14 pcs.) 24.95**  
Set includes Terri Lee doll with argyle dress and slip, percale school dress,  
blue jeans, shirt and belt, raincoat with hood, slip, pajamas, panties, house  
slippers, saddle outfit and hair dressing kit.

TERRI LEE CLOTHES:			
Rhumba pants...	2.95	Tennis shorts...	1.95
Hair dress 1.50	Flannel dress 1.95	Jeans and shirt 2.50	
Percale dress 1.00	Diaper...	Pink dress 1.95	
Flax dress and...	1.95	Home 2.00	
Party 1.95	School dress 1.95	Continuum...	
Pink coat and...	1.95	Blue 1.95	Spring coat 4.50
Jeans and...	2.50	Believe 1.95	Girls suit 12.50
Shirt and...	2.50	Garden party...	1.95
Shirtdress 2.50	Brocade 5.95	Fur coat 7.50	
Striped dress...	2.50	Roller skate...	1.95
and slip 2.50	5.95	Slip .65	
Pique suit and...	2.95	Ice skate 5.95	Charm .50
hat 1.95	Maxine 5.95	Palms 1.75	
Girl's suit 2.95	Rain suit 4.95	Nites 1.75	
Blouse 2.95	Singapore...	Bathrobe 1.95	
Blouse and...	1.00	Sweet 2.95	Housecoat 1.95

Block's, Indianapolis 9, Ind. 30-5-10  
Please visit our new, enlarged Terri Lee doll and clothes  
department.

same to, write or  
phone CA. 8511

BLOCK'S TOYS,  
DOWNTOWN ANNEX



Wanda Houck modeling a clown costume she created for an early TL Convention — Wanda painted all the details to match Terri Lee's outfit.





# Play Dress & Play Suit Part 2

By Terri Bukowski & Glenda Kitto

Continuing our exploration of the Play dress from the November 2017 issue we find the fire engine play dress on page 14 of the 1954 Fashion Parade to the left of the bird design dress. (Reference Nov 2017 newsletter for information on the bird dress). The Fashion Parade tells us all three outfits pictured 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.

The train play dress is not pictured. The fire engine is item #3510F while the bird outfits is item # 3510D. Little mothers could decide which fabric they wanted for Terri. The two dresses are pictured in the June 1954 Monthly Magazine as well. They look totally different. 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 fire engine play dress priced at \$1.59 was advertised in the June 1954 Monthly Magazine. It was more expensive as it included matching can-can pants. Given all the dresses in the Fashion Parade I wonder why the same dress was pictured instead of listing all the different fabrics that were available.



## Play Dress & Play Suit Part 2

The train dress is revealed in the September 1954 Monthly magazine. This dress was mentioned in the 1954 Fashion Parade but not pictured. Different fabrics for a different look, cost \$1.00 for the dress alone.



The 1956 Fashion Parade pictured the play dress in the poodle print and Jerri in the barrel print. Jerri didn't have many matching play suits, I've found both the barrel and the bird print for him. The poodle is item #1307 play dress and panty cost \$1.59. The price has been steady for the play dress costing \$1.00 and if it comes with panties \$0.59. We have found the poodle dress in blue and pink.





# Play Dress & Play Suit Part 2

According to the 1956 Fashion Parade bright colors and a variety of prints, our play outfits are always pretty and practical. Let's go play now! The barrel print comes in several colors. Both Terri and Jerri can enjoy this play outfit.



The next play dress is the abstract print play dress. This play dress can be seen in the October 1955 Monthly magazine, item # 3510F Terri's play dress & panty (Masquerade Print) cost has remained \$1.59. The monthly magazine states "If you cannot locate Terri fashions in your town, you can order by mail from the nearest Terri Lee Fashion center in your state.) This right in line with the article by Mary Weaver in this same issue.

The dress is available for both Terri and Tiny Terri Lee.

Terri in her Hallowe'en Play Dress & Panty with masquerade print.



3540TN.....Terri's Masquerade Costume .....	page 1.....	\$ 3.95
4540TN.....Jerri's Masquerade Costume .....	page 1.....	3.95
4540W.....Jerri's Cheerleader Costume .....	page 8.....	3.95
L-8.....Linda Baby in Play Pen with Quilted Pad .....	page 9.....	7.95
C-190.....Connie Lynn in Taffeta Coat & Bonnet, Dress & Slip .....	page 9.....	19.95
3510F.....Terri's Play Dress & Panty (Masquerade Print) .....	page 10.....	1.59
3540W.....Terri's Cheerleader Costume .....	page 11.....	3.95
3560H.....Terri's Majorette Costume .....	page 12.....	5.95
4560H.....Jerri's Drum Major Costume .....	page 12.....	5.95
6100.....Deluxe Wardrobe Chest, Empty .....	page 12.....	29.95

(If you cannot locate Terri fashions in your town, you can order by mail from the nearest Terri Lee Fashion Center in your state.)

# Play Dress & Play Suit Part 2

Notice the different solid color trim.



The 1956 Fashion Parade on page 18 shows us the pet dress Jerri has a romper also. The dress has a shawl collar, while this is not the play dress in this article however Vi used the fabric in two variations for Tiny Terri Lee.





## Play Dress & Play Suit Part 2



I'm sure between 1956 and 1957 the company used other fabrics for the play dress. I'm sure you recognize these fabrics used in other outfits.



The dress to the right also comes in the reverse with the pattern bodice and solid color as the skirt.

The small checks are perfect for Tiny Terri Lee.







The last percale outfit that I can date is in the September 1957 Monthly Magazine, the page is called "Last call for Summer Play Days!" Hearts and flowers for this dress I have red and green.





# Sixty years ago it was 1958

By Glenda Kitto

What was happening in Vi Gradwhol's world in 1958? For starters there was only one Monthly Booklet – **October** with Terri and Jerri in Majorette outfits on the cover. This was a bold cover with a bright orange background. The big news from Terri was 2-fold:



- 1) that she was so busy getting her new ***"Magic Terri Lee Doll Kit"*** ready she hadn't had time to write
- 2) that ***"to-sew"*** kits are now available

*Be among the FIRST... Rush this as soon as you can!*



ALL FINISHED! Here we see Candy and Chuckie Greuzard with their completed MAGIC TERRI LEE DOLL KIT all finished! Candy has Tiny Terri's Dress sewn beautifully, and Chuckie has Tiny Terri all put together and ready to be dressed! My goodness, don't they look HAPPY?

## *Now you can start a "Sewing Circle"*

YOU can start your very own "Sewing Circle", and invite all your friends to enjoy regular "Sewing Bees" (just like the grownups do). Terri wants to help you get started, and here's her special "Sewing Bee" offer to YOU! Terri wants you to have her pretty "Birthday Dress", complete with Nylon Slip, Ribbons, Laces, and snaps) cut to fit and ready for you to sew! Won't Mother be surprised when she sees how well you can sew?



TINY TERRI has a pretty "Birthday Dress" just like Terri's, and you can get this one, too, and sew it yourself!

Terri's dress (to sew)	\$0.79c
Terri's dress (made)	\$1.95c
Tiny Terri (to sew)	\$0.49c
Tiny Terri (made)	\$1.49c

Just think of the money you'll SAVE, and the fun you'll have sewing them YOURSELF!

- 1) The ***"Magic Terri Lee Doll Kits"*** were going to revitalize Terri Lee Sales Corp. Vi had been working with educators and Child Psychologists to create the perfect "playtime education" toy. A child can now assemble their own Tiny Terri Lee and sew 4 outfits. The kits were complete with doll parts, hair, eyes, ribbons and 4 Tiny Terri costumes all cut to fit and ready to sew. The presale price of \$4.00 was a bargain and good until November 1, 1958.
- 2) Additional in the October Monthly Booklet ***"to sew"*** fashions were created. The first sewing kit was the ***Dotted Swiss Birthday Dress*** complete with nylon slip, ribbons, laces and snaps.

Terri Lee sewing kit \$.79

Tiny Terri Lee sewing kit \$.49 each

Through-out the year, 1958, sales of Terri Lee dolls were slipping. Vi had been pre-occupied with travel and horse racing. Earlier in the year Grace Hast had retired. Vi was pulled back into the company full time to reinvent the company, a restructuring of sorts. Research made of newspapers show a huge void in advertising relating to Terri Lee for 1958. Other “fashion dolls like Revlon, Walking Ballerina by Valentine Dolls and toys with space themes were the rage along with Maverick and Zorro. Lots of competition was out there. We find that in Lincoln, where Terri Lee Fashions were being designed and cut that they were selling odd bits and pieces and doll 2nds at what they called a Rummage Sale. Presumable this happened every year yet in 1958 this was occurring repeatedly with advertisements in Lincoln newspapers from April to July. From prior year advertising we saw this with the close-out of the Soft Vinyl dolls that did not sell as anticipated.

1958 April 2 Lincoln Evening Journal Pg 3

## RUMMAGE SALE

Final Clearance of . . .

**FABRICS . . . 25c yd. & up**  
Taffetas, Satin, Ginghams, Challis, Organdy,  
Nylon Net, Tulle, Embr. Pique

**DOLLS (2nds) . . .**  
(10) Terri Reg. 10.95. . 3.95  
(13) Conni Reg. 12.95. . 4.95  
(28) Tiny-Terri Reg. 3.79. . 1.75 2 for \$3

**LACES, TRIMS, Etc. . . 1c yd. & up**  
Eyelets, Bias, Cording, Thread Bruids,  
Insertions

**DOLL GARMENTS (2nds) . . .**  
10c ea. 3 for 25c

No Phone Orders!

**TERRI-LEE FASHIONS, Inc.**  
4139 "O" Open 8:30 A.M.-5:30 P.M.

## FINAL CLEARANCE!

**Friday & Saturday Only**

The selection is limited, therefore the balance  
of our fabric, lace, ribbons, trims and doll gar-  
ments, will not be priced but will be sold at  
**YOUR PRICE!**

## TERRI-LEE FASHIONS, INC.

Open 9-5      4139 O St.      No Phone Orders

NEWSPAPERARCHIVE® 1958 Jul 10 Pg 10  
Lincoln Evening Journal

What should have been exciting news about the “*Magic Terri Lee Doll Kit*” was over-shadowed by another fire at the Apple Valley Factory in November...Arson - it just cannot get any worse.

The ever inventive, risk taking Vi was once again in the middle of a crisis. A woman who brought us the Queen of Dolls, the first racial mixed line-up of a family of dolls with Bonnie Lou, Patty-Jo and Benjie, celebrity connections with Gene Autry and a variety of co-advertising champions – Jewel Tea, Montgomery Wards, Little Lady Cosmetics, Peter Pan Peanut Butter and Steiff was being taken to task by the rise of popularity of the “high-heeled fashion dolls”. What a challenge! Her target market was growing up. Children were being influenced to be teenagers before their time. Playtime was changing. Was it because of television? Could this have had such an impact? The Mickey Mouse Club, American Bandstand, Leave it to Beaver, Adventures of Ozzie and Harriet, I Love Lucy, Ed Sullivan, the Gale Storm Show, Sea Hunt and the Rifleman – all these shows were presenting the teenage idols we aspired to become. Playing with dolls with chubby bodies was becoming unfashionable. Our “Fashionable Terri Lee” unfashionable? How Can This Be?

1958 is just the start of the many challenges ahead for Terri Lee. Will she survive? For us, YES! Terri Lee will always be our fashion queen!



# TERRI AND JERRI ATTEND RJW CONVENTION

by Dennis Ross

Terri had ordered an Uber ride for her brother Jerri and her to get to LAX. It actually was less expensive which gave Terri more money to spend on tagged outfits whenever she found a garment which she didn't already have in her wardrobe closet. Jerri, being the boy he was, couldn't care less. It was a comfortable ride for the two dolls and before she knew it they had pulled up at the American Airlines check in. Terri's suitcase, as usual, was much larger than her brother. "A girl needs to change outfits more often than boys do" she told the check in attendant as he barely was able to lift her suitcase. For the flight, Terri had chosen a blue wool suit. Jerri wore his matching outfit. "People in the 1950 dressed up for a flight!" Terri had explained to him earlier that morning. "We need to carry on that fine tradition!" she urged. All eyes were on the two dolls as they made their way to their plane seats. They passed a multitude of tee shirts and very distressed Levi denim jeans. "It's so sad the way clothing standards have diminished!" she whispered to Jerri. Buckled in, the dolls were now ready for their 4 hour and 50 minute flight to Philadelphia.

From there they have to make a connection in order to get to Albany. "I'm hungry!" Jerri told his sister. "When will they serve us our first meal?", wailed Jerri. Terri had to suppress a giggle at her brother's wishful thinking that this was going to happen. "In the 50s - yes, now - no way", She told him. Half an hour later Jerri sadly looked at his airplane meal - a tiny bag of pretzels and a plastic glass of water. "I'll starve before we reach Philadelphia" he wailed. Terri just shook her auburn curls and smiled.

"We need to hurry so we do't miss our connection," Terri told her brother. "But I'm famished! How can I hurry?" he replied. "You'll survive" his sister said. "Next time I'm packing food instead of clothes!" Jerri decided. Terri just shook her head. The dolls tried to hurry off the plane but since they had been seated in the very last row

it took a while. "Come on Jerri" urged Terri as they made their way through the Philadelphia airport. Jerri had paused to look at pizzas being served at one of the many eateries within this spacious airport. "But I'm so hungry" wailed Jerri. His sister took his hand and dragged him onward.

As it turned out, the plane was a little later in getting in so the twins had to hustle to their connecting flight which was taking them to Albany. They just made it. Due to turbulence, the flight attendant announced beverage service was canceled. "Not even a glass of water?" wailed poor starving Jerri when he heard the news. It was a short 36 minute flight.

Upon landing the dolls went to baggage claim and waited for their luggage. Nothing came down the baggage chute. When Terri inquired what might be the delay, she was informed that the suitcases were still in Philadelphia. Terri thought about all of her beautiful tagged outfits and how she may never see them again. "We'll keep checking and if the luggage turns up here in Albany, we'll send it to the Hilton Hotel", the lost luggage attendant told the two dolls. Sadly they boarded the Hilton shuttle and journeyed to their awaiting beds.

"Oh, I just dislike having to wear the same outfit two days in a row," complained Terri. "Aw... I don't care!" smiled Jerri. The motor coach was already awaiting to take the twins to Benington Vermont for their exclusive tour with R. John Wright at his doll design studio. He met the twins at the door and took them directly to his office to show them what he had been currently working on. A 15 inch Shirley Temple doll was laying on a work counter with many photos of possible dress choices. "She almost had as many as I have!" Terri observed.

"Tonight you'll see the originals!" promised R. John Wright. The twins enjoyed being shown around the design room, the actual workroom and conversing with the artists creating the felt forms, tassels, arms and legs. Others worked on handcrafted wooden accessories for the various doll. The newest doll being made was the flying winged money from the Wizard of Oz series, which was Jerri's favorite. Terri received a call that their luggage had just been delivered to their room.

After a delicious dinner that night which actually filled Jerri up. R. John Wright led them into the special exhibit room where antique



compositions Shirley Temple dolls stood displaying authentic Shirley Temple dresses. However, even more impressive, was the collection of actual outfits which the real live Shirley Temple wore when she was 5 years old. Terri loved seeing all these vintage costumes from the 1930s. "This is truly a treat!" she graciously told R. John Wright. Jerri, though, was yawning and Terri knew the time had come to head her tired little brother up to his bed. "Oh, goodie!" thought Terri to herself as they rode the elevator up to their third floor suite. "I'll be able to wear a different fresh outfit," as they entered their room and saw the late luggage safely stacked at the foot to their beds.

Terri carefully sifted through her suitcase to find the right outfit for the day. She was glad to get her beautiful TL tagged costumes back in her possession. Finally she came upon her royal blue sailor girl costume .... not the navy one which was back in Apple Valley in her larger, wooden wardrobe closet. No, this was the brighter version, in royal blue, which she dearly loved. She dressed in the skirt and top and completed the ensemble with her sailor cap perched upon her auburn curls at a jaunty, rakish angle.

Jerri was still mumbling about it was too early to get up. Terri encouraged him to dress in his navy sailor costume so they could get down to the banquet room for the special R. John Wright breakfast, which was going to feature scary mice. That perked Jerri up and he quickly washed his face and hurriedly dressed. "Ready. I am, Ma'am," he laughed as he saluted his sister. Off the twins went to the hotel elevator. The lovely breakfast of scrambled eggs, strips of bacon, diced potatoes and assorted sweet breads was right up sailor Jerri's alley! Upon completion of the meal, he proclaimed it a big hit! The souvenir turned out to be a mouse depiction of Bride of Frankenstein which Jerri thought was the cutest little thing he'd ever seen.

Next it was time to peruse the salesroom where Terri found some little sailor outfits for her favorite Teddy bear. Later, at lunchtime, they met with R. John Wright and his wife, Susan, and had a ravioli lunch which again, Jerri found to his liking. After the meal, a costume contest was conducted. What a fun sight to view! The theme was Hollywood so the costumes were depicting stars of the big screen. Charlie Chaplin, Shirley Temple, and the Snow White Witch were real stand outs! In fact the witch won first Prize! Terri and

Jerri clapped extra loud cause they both thought that really was the best costume.

In the afternoon, a special program was presented about the 1920s silent child star, Baby Peggy.

Moonlight and Magnolias was chosen for the dinner theme. "Oh, Gone With the Wind characters may show up at dinner, Jerri", Terri told her brother.

The chicken dinner was a rather disappointment to Terri. It was half a chicken. The plated presentation looks as if the poor bird has simply climbed onto the dinner plate and expired. Jerri attacked his and ate it. Terri could not bring herself to do the same. She graciously pushed the plate aside and actually contemplated using her napkin to cover up the poor deceased bird. The dessert was a peach cobbler which was much better. The souvenir doll turned out to be the daughter doll of Rhett and Scarlett from Gone with the Wind, Bonnie BlueButler. Terri loved her doll's riding outfit - a blue silk velvet. After the meal, everyone was invited to go the neighborhood Palace Theatre built in 1936 to see the 3 hour and 59 minutes version of Gone with the Wind. Terri and Jerri had never seen it and were thrilled to take advantage of the opportunity. At the conclusion, as Terri was wiping tears from her pretty brown eyes, she declared "That is a tasteful movie!" and even Jerri nodded in agreement as he too, wiped a tear away indiscreetly.

The hotel shuttle awaited and the dolls boarded and were whisked back to the Hilton Hotel. It was past midnight - a very late night for two little dollies!

The following morning the two twins dressed in their bird print outfits. Jerri placed his white plastic belt across his waist and fastened it. They both chose brown and white saddle shoes for their matching footwear.

A mid morning program was set up, "Hollywood's Little Princess", a documentary about the life of Shirley Temple. It showed how the Shirley Temple doll was so successful as well as other items which she sponsored and promoted. Her adult life which led her into the Political scene was also covered in the documentary.

It ended just in time for lunch. The theme was the Brown Derby and the authentic Cobb salad which was created at this Hollywood



restaurant, was the featured entree. Terri loved it ... Jerri not so much. He brightened up at the cake served for dessert, however.

In the afternoon, "What Ever Happened to Baby Jane", was the featured film of the day. Terri and Jerri hadn't seen it before and were on the edge of their seats trying to figure out how it would end. Just as it was about to finish, the projector's battery ran low and a technician had to come in and fix things so that the twins could finally see the conclusion of the film.

The final banquet was held inside the Hilton ballroom, Hollywood themed favors and flamboyant centerpieces evoked the glamour of Old Hollywood.

Everyone had dressed up. Terri had talked Jerri into wearing his sharp looking white tuxedo jacket with the satin lapels and she had chosen her red tulle long formal with rows of sequins curving down the front. She added her short bunny fur stole around her shoulders since the Albany nights were now getting chilly. The table decorations were luxurious and so was the food. Lettuce wedge salad with chopped bacon, onions and tomatoes as colorful garnish, short ribs, mashed potatoes and green beans, and for dessert, a slice of chocolate cake. Jerri was in food heaven! At the end, "That's Entertainment" was the program before the Baby Peggy doll was given out as the souvenir doll.

Terri loved the little felt doll all hand made. The doll held a fitting small accessory: a miniature felt Kewpie doll! "What a wonderful convention!" whispered Terri to her brother. "I do hope they hold one again next year!"

The End

# Jerri's Fun Page

by Dennis Ross



**What' an egg' favorite place to vacation?**

***New Yolk!***

**What do you call a pig that does karate?**

***Porkchop!***

**Which of our Presidents was least guilty?**

***Lincoln. He is an a cent (innocent)!***

**How do you catch a school of fish?**

***With bookworms!***

**What's the difference bet3en a fish and a guitar?**

***You can't tuna fish!***

**Why did the dog cross the street twice?**

***He was chasing a boomerang!***



**FOR SALE:**

**(All for 16" doll)**

4. Cotton pique' with pastel embroidery on sleeves, matching panty \$38 postpaid
5. Sunday taffeta, orange with white eyelet around hem \$42 pp
6. Cotton school dress, dark brown with check gingham pinafore \$42 pp
7. Organdy, yellow with embroidered flowered bib, ribbon ties at waist \$42 pp
8. Organdy, pretty lt. green skirt, white bodice with embroidered flowers, ribbon ties at waist \$42 pp
9. Cotton windowpane check of purple with red rosebuds, elastic waist style \$32 pp
10. Cotton windowpane check of pink with blue rosebuds, elastic waist style \$32 pp
11. Cotton "Shorthand Secrets" print on coral red \$40 pp
12. Taffeta - purple with rows of black lace for trim, black velvet ties \$58 pp
13. Polished cotton - rich yellow with white eyelet bib with embroidered flowers - yellow ribbon ties at waist \$58 pp
14. Cotton plaid, the grey & pink squares plaid, white collar & cuffs \$28 pp
15. Cotton print - tiny blue check with navy antique fire engines, navy collar & cuffs, matching navy panty \$42 pp
16. Taffeta - Little Lady Dress - I dyed it purple, it's vibrant and pretty, black velvet trim. Bodice has a slight smudge but Pinafore would cover \$36 pp
17. Snowsuit - red velvet jacket/pants/cap \$48 pp
18. Velvet coat and hat a pretty deep blue, not navy, no tag, so nice \$65 pp
19. Jerri raincoat - lt. red with small dots - has the cap & belt! \$40 pp
20. Jerri raincoat - yellow with small dots, plus cap, but no belt \$36 pp
21. Jerri - jacket for his white sailor suit, which is the rare version of sailor suit - jacket only, black trim \$48 pp
22. Western shirt - hot pink satin \$34 pp

Much more on my big list, loads of tiny things, plus some dolls, so just ask for it.

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