

The Daisy Chain

Volume

FA

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

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Articles for Aug 2018 issue due 20 Jul 2018



Hi Everybody!

2018!!!!

It's Spring at last!
Flowers are bursting
out; the fruit trees
are in bloom...

BUT, there's still time to go to Hawaii!! That's what **Sandy Dorsey** and her Terri Lees have been up to. They have been collecting hula outfits. Sandy has a new article on the outfits in this issue. Over the years the *Daisy Chain* has done full coverage on those Hawaiian costumes. Sandy tells me to look them up: 1) In 2000, **Pat Rather & Jacque Schwegman** vol. 10, issue 2; 2) In 2008, **Sandy Dorsey**, vol. 18, issue 2; 3) In 2008, **Dennis Ross**, vol. 18, issue 3; 4) In 2014, **Sandy Dorsey**, vol. 24, issue ??; and 5) Sandy's latest in this issue. Remember to read the August 1953 T.L. monthly magazine! It proves conclusively that **Terri Lee** herself was in Hawaii in August of 1953, and so was **Pat Rather**! There's a photo of Pat in her hula costume below, but her Terri was too shy to appear. On the other hand, Terri Lee collector, **Leslie Robinson** and her husband, Ted, have gone north...left Omaha and moved back to St. Joseph, Michigan. Don't you guys miss California???



Last fall while the wild fire was racing through Sonoma County, I spotted an interesting piece of Terri Lee advertising in "the great-garage-sale-in-the-sky"! It's a Terri Lee Inc. Retail Sales Brochure from 1947. I had never seen this item before. Read the article and enjoy! If you want, you will be able to print out larger copies of the photographs from the *Daisy Chain* website.

What else?? Well **Glenda Kitto** has a new-to-us article on Terri Lee history. **Terry Bukowski** continues to explore the dolls' sport and play clothes. So, get out your coffee cup, pull up a chair and enjoy the latest issue of the *Daisy Chain*!

In the meantime, let's pause and remember: longtime Terri Lee collector from Terri Lee's home state of Nebraska, **Connie Frank** of Scottsbluff, Nebraska, passed away. We send our sympathies to her family. Also, **Donna Gudaitis'** husband passed away suddenly in Pleasanton, California. Thinking of you, Donna.

Take care, everybody! See Ya next time!! chatti



Aloha Again

by Sandy Dorsey

Hula costumes have become my passion and there seems to be no shortage of examples. This is the third article about these cuties. Will wonders never cease. In the last article I showed an unusual Hula costume with a flowered bra and solid blue polished cotton shorts. Now I have found an example with both bra and shorts made of flowered fabric like that used in the redingote and playpen pad.



Both of these outfits are made with a lot of time and effort. The bras are finished with bias tape and tied with a ribbon. The shorts have several pieces and fasten with a snap on each side of the waist. Another new find is the use of fabric normally seen in the sarong outfit. This is the turquoise and gold flowered fabric which I had only seen on the sarong and here it is in a Hula Costume. This bra does not have bias edging but the shorts are several pieces and snap at the waist. It is tagged in the shorts.

Most recently I have discovered a very different fabric that even Wanda has not seen. And then it came up in two different colors but the same pattern. On the right is a deep navy blue cotton with gold pattern on the surface. I would almost call this Marfan style fabric.



I would almost call this Marfan style fabric. The construction of the bra is one piece with a small elastic band in the center. The tag is in the bra. The shorts are just 2 pieces with no snaps and elastic in the waist. This is a very simple costume obviously created to save money. The one on the right I found on eBay and the one on the left came from Sherry Ferguson through a friend. Both came with raffia grass skirts and leis.



The Hula costume was introduced in the August 1953 Monthly booklet for \$3.95. In the 1954 and 1956 Fashion Parades it was offered for \$2.95. Was that when the construction changed? If you have something else made in this metallic fabric please send me a photo!

Walking the Red Carpet

by Dennis Ross

On a recent rainy day, the dolls in the Apple Valley doll nursery were bored with board games so Terri came up with something she had always enjoyed preceding the Academy Award presentations on television - celebrities walking down the red carpet showing off their couture creations!

The dolls all agreed this would be a fun activity and they all rushed to line up. First to come out was Linda Baby in her white diaper trimmed with white Val lace. "And WHO are you wearing?" asked Benji, who was acting as narrator. "My inside white tag with pink lettering is printed with the Terri Lee name," said Little Linda Baby. "Great!" claimed Benji as he motioned Linda Baby to move right along. "Next we have Jerri Lee dressed in his navy slacks, white rayon shirt which looks like designer silk, and a sharp white wool jacket with spiffy white satin lapels! "Who are you wearing?" Benji inquired. "Oh, Terri Lee of course," replied a snooty (not snotty) Jerri Lee as he turned around for his audience to view all sides of his attire.

Next came Patty Jo and all eyes were amazed at how beautiful this doll looked. "And who was your gown designer?" asked Benji. "Oh, Terri Lee, but you know this is my original pink formal with a scattering of holiday bell shaped sequins that I've always been dressed in."

Patty Jo said, "You see I've only had one original owner who never played with me but just enjoyed me on a shelf in a locked cabinet. I stood there for many, many decades just smiling out to viewers as I held my original artificial daisy around my left wrist. To be very truthful, I'm so pleased to now be living here at the Apple Valley doll nursery." "Well, thank you. Folks, that about wraps it up here at the Red Carpet Fashion Parade. Thanks for tuning in and please join us next year!" Benji announced in his most grown up voice. Terri clapped and said it was better than watching the real thing on TV.



Play Dress & Play Suit Part 3

By Terri Bukowski

The third and last article on the basic play dress and play suit has some updated fabrics. As seen in the July 1954 Monthly Magazine Jerri Lee no longer has the play suit but in an outfit called a sport suit. Terri Lee's dress is longer called a play dress but a sport dress. Both could be purchased for \$1.95. Other fabrics were also used. The butterfly sports outfit can also be seen in the 1954 Fashion Parade. The outfit came in red and white and blue and white. The next



and white and red and white.

sport dress has dotted fabric.

Like the

butterfly dress this outfit comes in blue



Play Dress & Play Suit Part 3



The last play/sport dress is the sailor print dress. Tiny Terri Lee can be seen in the 1955 Tiny Terri Fashion Parade. Jerri Lee has a matching shirt with long pants. Again the fabric colors are navy or red. The tiny's have the same fabric with the reversal of fabric used, I have not seen it for big Terri. Jerri Lee does have the sailor print shirt with solid pants.



The following dresses while still the play/sport dress has a new feature added the sleeves are sewn so they have to be turned so the outfit now have cuffs.

Jerri Lee still has he play suit. Instead of navy and red colors the fabric is back to pastels.



Play Dress & Play Suit Part 3



The last play/sports dress I have with the turned up sleeve is the checked fabric dresses. I only have the two below colors. Are there more? I'm sure there is. As we have seen above with the navy dress there was a red version.

The last example of the play dress & play suit are the four to the right. Terri Lee, Tiny Terri Lee and Tiny Jerri Lee all have sleeves that sewn so that they go down, while Jerri Lee's sleeve is like the ones above and fold over.



Terri Helps Out Cinderella



by Dennis Ross

One of Terri Lee's most favorite times at school was when they had their square dance lessons. And today was one of them. Terri had worn one of her favorite square dance dresses to class. She had many to choose from: floral prints of many colors, gingham checks, again, of many colors, but one stood out to her as a particular favorite - The pink diagonal lattice print with pink ribbons on each side of the waistline and beautiful Val lace bestowed upon the bodice.

All the other girl dolls at the Apple Valley elementary school awaited to see what new frock Terri would wear each week to the square dance lessons. Today they had crowded around her exclaiming she was the best dressed doll in the world, but we already knew that, didn't we dear reader?

She shook her lustrous curls and thanked them for their kind words, for Terri had been taught to never boast or brag and to treat everyone kindly and fairly. The dance lesson went well. Jerri, her brother, danced with her as well as other boy dolls in her class and everyone had a delightful time even when Jerri and some of the other class clowns began acting up during the "dosey-dough" part. They pretended to be kneading bread dough which they all thought was hilariously clever. Terri just shook her head in disapproval of her brother's silly antics.

Their teacher swiftly got the young gentlemen dolls back into an orderly formation and proceeded with the square dance instructions.

Now Terri was back in the nursery playing with Linda Baby. Linda, just like the girls in Terri's class, also thought Terri's pink print dress was pretty as she touched the lace and cooed. Terri hugged her baby sister and saw that Linda was getting sleepy. She rocked the baby gently and the motion was so calming that they both fell asleep. It seemed only an instant of time had passed when Terri was awakened by a lustrous light and a tingling sound that was easily recognizable! Princes Tinkle was before them ready to whisk the two dolls off to Fairy Tale Land. Princess Tinkle, with a wave of her magical wand, bestowed the gift of flight to the two dolls who were now fully awake. The three arose and were soaring through the sky in no time. Linda, who hadn't flown with Princess Tinkle before, especially was loving the new experience. Down below was a majestic castle which Princess Tinkle said was their destination. Instantly they were in a very small attic room where a sobbing Cinderella was crouched upon the floor. "Why are you crying?" asked Terri. Since Terri had read the Cinderella story many, many times, she had an idea of why the girl seemed so heartbroken.

"My wicked step mother said I could only go to the ball if I had a dress to wear and I did. I found one of my dear deceased mother's old gowns. It needed some fixing up which my dear bird and mouse friends helped to do.

However my wicked stepsisters tore it apart to shreds. Now I haven't a chance at all to attend the ball and dance - dance with the prince. "Oh, I love dancing" spoke up Terri as Linda Baby nodded her little head in agreement. Right then Terri got an idea. "You may wear my dress I have on - my very favorite square dance dress," explained Terri. "Oh, I couldn't possibly do that, but thank you," said Cinderella. "That's very charitable of you, Terri, my dear. I, too, like the idea," agreed Princess Tinkle. She, of course, knew at the wave of her wand a new gown would appear for Cinderella, BUT to have Terri Lee give up her most favorite square dance dress was, indeed, a great act of unselfishness. Cinderella quickly shed her dowdy garments which Terri then put on as Cinderella joyously placed Terri's dress over her head. Terri helped her with the long half slip under the skirt of the dress to help the delicate fabric stand out prettily. Cinderella twirled around and smiled radiantly for this selfless act of kindness was the very first that the girl had been shown since her kind and loving father had died so many years ago. With a swift wave of her wand, Princess Tinkle transported the group to the massive, majestic King's castle where the ball was being held. Cinderella twirled once more proudly in Terri's borrowed dress and blew Linda and Terri a grateful kiss.

Suddenly, out of the darkness from behind a stone column the two wicked stepsisters advanced toward an unsuspecting Cinderella. "Watch out!" yelled Terri, who was the first of the group to catch sight of them. "And where do you think you're going, Miss Cinders?" snarled the ugliest of the sisters. She reached out and took hold of one of the pink satin ribbons at Cinderella's waist. In a second she'd ripped it off and stomped upon it with her big, ugly foot. The other sister, who after this author's second thought, was truly both meaner and uglier than the first sister, brought out a pair of scissors and whacked off half of the skirt. Terri's eyes filled with tears as she looked on to see her most favorite square dance dress being destroyed. Both Terri and Cinderella were sobbing at such viciousness. Princess Tinkle was red in the face (and you'll be hard pressed to ever see her angry). With a deft wave of her wand the two ugly stepsisters were hopping this way and that - for they had been transformed into toads, and deservedly so!

"Dry your eyes my dears," said a calmed down Princess Tinkle. With the next wave of her magical wand, Cinderella was transformed into the most gorgeous young woman imaginable. Her hair, the tiara, the gold and silver gown of moonbeams were all beyond belief. Cinderella smiled her thanks and before she entered the castle entrance, took one second to lift her dress hem to show what Princess Tinkle had produced for her feet - bunny slippers!!! "You'll be more comfortable dancing all night, my dear, and I do not believe in glass slippers-too dangerous!" she whispered as Cinderella disappeared into the castle. Terri was busy picking up the bits and pieces of what had been her favorite square dance dress.

“My dears,” I have an idea that I believe you both will like,” she told them as they descended and made their way home to the Apple Valley nursery. The next thing Terri knew she was still holding Linda Baby and rocking her. Something caught her eye. “Oh, my!” she said as she looked carefully at the two garments laid out beside her. The square dance dress had been transformed into a shortened dress ... with only one ribbon now at the waist, and the ripped off fabric had been made into a dress for Linda Baby.

“Thank you!” Terri said and she was sure she heard a tinkle in reply.

The End.



Polished Cotton Sport Suit

Terry Bukowski



In the September 2012 newsletter is an article by Dennis Ross on the polished cotton outfits for Terri, Jerri and the Tiny's. Here is an excerpt from his article.

“One of the very last outfits made for big Terri, Jerri and Tiny Terri and Tiny Jerri was the blue and white and pink and white polished cotton ensembles”. (I could not find any Terri Lee advertisements but agree with Dennis since the tiny's have the outfit it had to be made after 1955. “The boys have a simple shirt and shorts and the girls have a romper and skirt which

utilizes the same pattern as the earlier “sport suits” which have the embroidered suspender straps. Terri and Tiny Terri have polished cotton rompers over which you place the skirt which fastens with one square snap in the back.”

Above is a picture of Dennis' complete set in blue. I recently purchased Tiny Terri Lee in pink and white I had Tiny Jerri Lee in blue. This outfit is like other Terri Lee outfits in that the reverse of fabrics is seen. My Tiny Jerri Lee has the blue polished cotton top and printed shorts, like Dennis' Terri Lee and Tiny Terri Lee. This outfit is not seen often so collecting the entire set may prove difficult.



“The Spirit of ‘76”

Forty-two years ago Region IV of the United Federation of Doll Clubs held a regional conference in Lincoln Nebraska celebrating the Bicentennial Birthday of America. By-way-of Nancy Goldstein we have a copy of the souvenir journal presented to all attendees in 1976. No, Nancy did not attend this regional conference but wouldn't we all have liked to have been there. Perhaps Peggy Casper attended and this led her to write her book.

This was a just a dozen-plus years after the close of the Terri Lee Doll company, which may explain why Terri Lee was not the inspiration for the Regional Conference. They may have wanted to forget the abrupt closing of our favored Terri Lee Doll Co. However, Terri Lee did warrant an article in the Journal which was rewritten and condensed from a program for the Lincoln Doll Club, March 7 1972. The Region IV Journal is chocked full of wonderful doll articles including Rosie O'Neil, Kewpie, How to dress a doll, About Doll Eyes, Paper Dolls and Wigs from Wigs. Surprisingly none of the articles name a particular author. Therefore we cannot lay praise upon an individual(s) but to the whole of the Lincoln Doll Club, Region IV who sponsored this event.

When Nancy Goldstein sent this Journal on to us she writes: *We already know most of the information in the journal essay but it's interesting to consider how it adds to the timeline and predates important books:*

- 1972 Lincoln Doll Club program on TL, referenced on journal p. 43
- 1976 Regional Conference in Lincoln, Nebraska, the journal essay on Terri Lee
- 1982 newspaper article folded inside the pages of the journal: one on a doll exhibit in Lincoln (not included in this DC article), and a jump page to a TL article we have seen before)
- 1983 Naomi Hency Book
- 1988 Peggy Casper Book



We forever are in search of new information regarding the creation of Terri Lee. What we believe is that this was the only Nebraska doll company even though Rose O'Neil was once a Nebraskan who at the age of fourteen won a ten-dollar gold piece for the best drawing by a Nebraska school child. It's the little factoids that peak our interest!

As a disclaimer I spoke with several persons in Region IV and made may attempts to contact the Lincoln Doll Club with no response. Having said this I solely elected to reprint the Region IV 1976 Journal article for the Daisy Chain. Glenda Kitto

TERRI LEE OF LINCOLN

It was a cold, bleak December afternoon in Lincoln, Nebraska, in 1944 when a group of civic minded homemakers were gathered around a huge table, mending dolls for children of the needy so that their Christmas might be brighter. As Mrs. Violet Gradwohl cemented together the jagged pieces of a broken leg, taking care not to interfere with the walking mechanism, she sighed, "Why don't they make a doll in a little girl's image, uncomplicated, with which a child can use her imagination--dolls with eyes that can't be gouged out, without walking devices that soon stop running, with chubby little legs and slightly protruding tummy, such as every little girl has?"

Her interest in dolls ran over into her Girl Scout Counselor work. Her girls dressed dolls to give to underprivileged children as part of the Scout's program of social welfare work. All the while, she mulled over in her mind the faults she felt dolls of the day had. She was determined to have a doll with a new style of body that did not break--durable, with attractive appearance and plenty of pretty clothes.

The First Step

Mrs. Gradwohl began designing and molding a doll's head. In a visit to the Lincoln Doll Club she described her trials and tribulations with various materials, including using some of her dentist husband's dental mediums, and messing up the kitchen range beyond redemption.

By 1944 she had accomplished several things toward making her dream a reality. Her niece, a sculptress in California, had sculpted the body in plaster, using her own two-year old daughter as a model. For a name Mrs. Gradwohl took that of her own daughter, Terri Lee.

Business Begins

Of course, it isn't easy to establish a new business at any time--especially so during wartime, when almost every commodity was distributed under a quota system because of shortages of all kinds. Vi Gradwohl had her own charm and plenty of determination to carry her through to the point when in August 1946 doll parts began to arrive in Lincoln in a one-room factory, with two employees.

The doll head was molded so that the eyes were part of the head itself. She selected artists to paint the eyes and all the features so that it retained its humanness. A local beauty school and salon owner subcontracted to make the wigs. The synthetic hair was manufactured by Mrs. Gradwohl's own patented process. Up to 1948, at least, the Terri Lee was the only doll to use this type of hair, similar to that used on manikins.

The first dolls were of composition, but later the material was changed to hard plastic. There are also some that seem to be of a whitish, soft rubber or soft plastic. It has been suggested that perhaps these were experimental in the transition from composition to hard plastic.

Within five years from the day the first dolls were assembled at the Lincoln factory the business had expanded so much that the plant was moved to a two-story factory with some 190 employees. The backlog of orders piled up, making it necessary to operate around the clock to catch up.

The dolls were so appealing and different that they were an instant success. Most attractive were the dolls' clothes, designed largely by Mrs. Gradwohl's daughter.

Disaster Strikes

Just when it appeared the production quota would meet the demand a raging fire destroyed the factory in the early hours of a cold winter night, shortly before Christmas in 1951. Mrs. Gradwohl was in the hospital at the time of the fire. When she returned home on Christmas eve she had decided to get out of the doll business. But there were so many letters from all over the country that assured her that children, mothers, fathers, and merchants would wait, no matter how long, until she could make delivery of the orders that were lost in the fire. A temporary factory was hurriedly placed in operation. It seemed it was no time to get out of the business after all.

However, Mrs. Gradwohl soon chose Apple Valley, California as the site for her new endeavor. The factory had a fairyland-like appearance, described by some "as a huge pink frosted birthday cake *** seen from miles around." By 1953, the company ranked fifth among the 300 major doll manufacturing companies, selling more than 100,000 dolls a year. In 1954 production reached 3000 dolls per day with 68 different costumes from which to choose. The sewing plant remained in Lincoln with 300 employees.

Variety of Dolls & Accessories

It would seem that Mrs. Gradwohl was always concentrating on new and additional ideas to further interest in her dolls. Terri Lee's playmates increased rapidly. First came Jerri, her brother, similar in size (17 inches) but, of course, with a different wig. Others were:

---Connie Lynn, a 20-inch, all plastic, sleeping doll with long natural eye lashes, and curly soft hair.

---Baby Linda, 11 inches tall, fully articulated, vinyl, with wardrobe, cradle and even a birth certificate.

---Tiny Terri, a miniature 10-inch duplicate of the original Terri Lee, except movable eyes with long sweeping lashes; and it walked.

---Tiny Jerry, brother of Tiny Terri, with the same added features.

By 1948 Terri Lee's friends included a Negro girl named Bonnie, and her boy friend Benji; Chiquita, a Mexican girl, and Nansook, an Eskimo.

Accessories were numerous: furniture, strollers, walkers, wardrobe chest and fashion rack with hangers, canopy bed, satin quilts and pillow cases, records, wardrobe trunk, musical bassinette, non-musical bassinette, playpen and a lamp with Terri Lee's photo on the shade.

Another Fire!

Success can be fleeting. In 1962 her business manager misappropriated funds to the extent it threatened the business. Then another devastating fire struck the "fireproof" factory. Both the Apple Valley and Lincoln plants closed down. Later the same year Mrs. Gradwohl arranged with I & S Industries of Gardena, California, to manufacture the dolls, and had them sold by Mar-Fan Co. in Glendale. The latter firm added a voice to Terri Lee---a phono-jack, inserted in the back of the head under the hairline. Several records were available.



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Illness and a nervous breakdown caught up with Vi Gradwohl so she withdrew from manufacturing and moved to Alexandria, Va. to be near her daughter. She died in July 1972.

What a sad end for the highly successful Terri Lee and her companions.

As years go by and the dolls become scarcer they have become increasingly interesting to collectors. The most sought after are the first dolls, made of composition. Next Baby Linda, which was made in limited number; and the smaller version of the regular Terri Lee.

Also, as times goes by and collectors continue to seek them out, their values doubtless will rise.

--Rewritten and condensed from a program for the Lincoln Doll Club, March 7, 1972.



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Terri Lee dolls made in Lincoln until 1951

Terri Lee dolls — believed to be the only commercial dolls manufactured in Lincoln — were created because the factory founder and owner became dissatisfied with other manufactured dolls while repairing dolls during World War II.

This is how they evolved, according to Journal-Star Printing Co. library files:

Violet Gradwohl, working as a Girl Scout counselor repairing dolls for the Lincoln social welfare toy shop during the war, discovered what she considered to be the basic faults of conventional dolls.

She thought dolls on the market were badly shaped, their bodies were easily broken and their hair wasn't attractive.

By 1946, Mrs. Gradwohl had created the prototype of her own doll — the first plastic doll on the market and the first to have hair made of celanese yarn which could be shampooed and set.

Her niece, California sculptress Maxine Stevens, sculpted the new doll's face and body using Mrs. Steven's daughter Adrienne as a model. Mrs. Gradwohl named the doll after her own daughter Terri Lee.

Established manufacturers told her the doll had a funny face and would never sell but Mrs. Gradwohl was undaunted and the Terri Lee Inc. company eventually became one of the leading doll companies in the country.

In August 1946, after learning the trade in New York City, Mrs. Gradwohl arranged for the manufacture of the doll parts. They were first assembled in Lincoln by



Terri Lee Dolls are believed to be the only dolls manufactured in Lincoln.

10 employees working in one room.

The fast-growing doll company was housed in several locations before moving to 20th and O Streets in 1949. Eventually everything for the doll was manufactured and finished at the local factory except for moulding of the plastic and the production of the doll shoes, stockings and straw hats. Orders were received for about 3,000 dolls a week.

Mrs. Gradwohl believed the doll was popular because it was the first on the market with hair that could be shampooed and set and because it had realistic details such as real buttons and buttonholes in its clothes.

The original Terri Lee doll was joined by a boy doll

Jerri, a black girl doll Bonnie later called Patty Jo and Patty Jo's companion Benjie, a Mexican doll named Chiquita and an Eskimo doll.

Extensive wardrobes were available. The girl dolls had 20 different garments and the boy dolls 12. The dolls were sold nationally and in foreign countries.

The factory employed about 190 people and ran both day and night shifts when a fire on Dec. 16, 1951, destroyed the factory and other businesses in the three-story building at 20th and O streets.

After the fire, the factory moved to Apple Valley, Calif.

Mrs. Gradwohl died in 1972.

Related Story Page 1D

Senior diners

1953 Spandex Swim Suit

By Terry Bukowski



While the last warm days are slowly leaving Texas, Terri Lee still enjoys swimming in the pool at her home. Having just purchased a new swim suit it was different from all the others she owned she wanted to show it off. Terri had posed for the cover of the May 1953 Monthly Magazine with Jerri Lee and Linda baby, however that swim suit like all her others was a solid color. In the June 1953 Monthly Magazine Terri is a paper doll wearing this swimsuit. There is no mention of stock number or price in either magazines. While the solid colors are beautiful and come in all shades of pink, red, purple, blue, and green, as

well as stripes both vertical and horizontal, and even one suit has small squares. Terri Lee's new swim suit out shines them all, a black and white diamond pattern with black trim on the top of the suit.





Now is the Time For Swimming

By Terry Bukowski

As seen on the cover of the July, 1954 Monthly Magazine Terri Lee and Jerri Lee have swim suits made of a new fabric. The swim suit alone cost is \$1.00 for either Terri Lee or Jerri Lee. There are no item numbers to select just a check by the item and enclosing money would ensure delivery. Jerri's swim trunks are made out

of the same fabric, I have only seen it in the solid color which matches Terri's. Colors I have found are red, green and pink all with dots in a gold metallic striped background

Notice how the jacket also has the reverse fabric combination.



Featured Terri Lee Dolls and Fashions

Category	Photo Description	Retail Price
506A	TERRI in Chemise-Silk, erose trimmed in vel lace	\$10.95
5602	Chemise Only	.50
1500B	JERRI in Skirt	\$10.95
5013	Skirt Only	.50
500C	TERRI in Can Can Pants-White tulle, rized nylon with pastel bow	\$10.95
5612	Can Can Pants Only	.50
519A	TERRI in Swim Suit with Sunpleases and Bandone	\$11.95
1510A	Swim Suit Only	1.00
1510A	JERRI in Swim Suit with Sunpleases	\$11.95
4619A	Swim Trunks Only	1.00
6601X	Swim Set in Plastic Beach Bag Includes: swim suit, bandana, sun glasses, swim ring, towel, beach shoes, beach coat, and sun suit	\$4.95
519C	TERRI in Sun Suit-Assorted gingham and matching nylon with nylon hat	\$11.95
519C	Sun Suit Only-Assorted	1.00
519C	TERRI in Can Can Pants and Skirt-White ruffled nylon with pastel bow	\$11.95
519C	Can Can Slip and Pants Only	1.50

Terri Lee
SALES CORPORATION
APPLE VALLEY, CALIFORNIA

On the “Featured Terri Lee Dolls and Fashions” page we find out the swim suit is #3510A for Terri Lee and for Jerri Lee #4510A both still costing \$1.00. If you look at the bottom of both advertisement pictured is a beach coat and the only way to purchase it would be to purchase the entire swim set in the plastic beach bag. #6601X includes swim suit, bandana, sun glasses, swim ring, towel, beach shoes, beach coat, and sun suit all items in the bag cost \$4.95. That could be the reason the beach coats have been hard to find.





Terri Lee, Inc.

Sales Brochure - 1947

By Pat Rather

Founded in 1946, Terri Lee, Inc. quickly got a handle on the post war doll merchandising game. Sometime in 1947, the TL Company had a set of photos taken



showing their current doll assortment (composition) and its expanding wardrobe. The photos were used to reach both the retail and the wholesale targets. For the retail audience, the carousel lid on the gift box showed it all: the five wig colors, the various dolls, girl, boy, white, black, Mexican, Eskimo, and the fanciest outfits, Vi Gradwohl's favorite "ballets".

Somewhat later, presumably for the next big Toy Fair, a luxurious brochure was prepared for the wholesale audience. Each sparkling clear, glorious, black and white photo is accompanied by a minutely detailed description, right down to the shoelaces, the price for a dozen dolls and their shipping weight.



Terri

is leader of beautiful modern and most charming dolls. The little white dolls are found with hair to greenish brown. The colored costumes are striped with red and blue white costume has a bodice of white lace with silver thread embroidery. They also include elegant (complete the costume)

Colors - American Beauty, white, little girl, long, peach and blue. Kismet white.

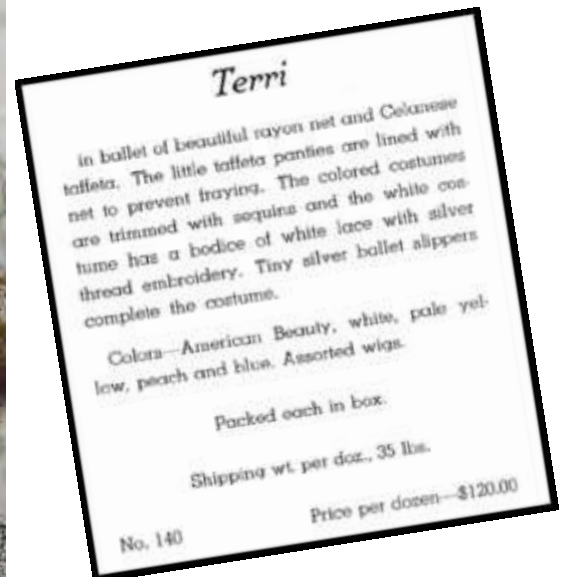
Twelve inch to four

Shipping at per dozen, \$5.00

Size 181 Price per dozen - \$10.00

Page Five

What can we discover from these black & white 1947 doll photos which, in the well-known, bright colors of the carousel gift box, are already deeply etched into our collector brains? Take a closer look at the text of the “ballet.” Read the description of Terri in her ballet of rayon net and Celanese taffeta carefully: “...the white costume has a bodice of white lace and silver thread embroidery.”?! It’s time to keep your eyes open for this early “ballet’ with its white lace and silver thread. Have we found it??



Ballerina courtesy of Judie Miles

This is the brochure which introduced the Patty-Jo doll and documented the inclusion of Jackie Ormes; Mrs. Ormes signed a contract with TL Inc. on August 23, 1947 which was to run until Jan. 1, 1950. Whereas the carousel box showed Bonnie Lou and Benjie, the sales brochure pictures Patty-Jo and Benjie. Notice that the two dolls are composition



Why did they advertise with this uncharacteristic PJ face? The image was used yet again in January, 1948, in an ad Mrs. Ormes herself placed in "Ebony" magazine. Look at the eyebrows! The eyes! Have you ever seen a Patty-Jo doll with this face? The page also shows the text from Patty-Jo's hangtag and all the relevant ordering information. Perhaps this was the only Patty-Jo image available when the brochure went to the printer.

There is so much more to say about these pages! What have *you* noticed?

(therefore, early J.O. practice dolls). Black dolls sold after Jackie Ormes joined T.L. Inc, were first ethyl cellulose and then Tenite II plastic.

Here I am—

PATTY-JO and my boy friend BENJIE

...AS REAL AS YOU EVER HOPE TO SEE

We know you have seen us often in the Pittsburgh Courier where our creator, Jackie Ormes, has a terrific time keeping us out of trouble. We are 17" high and you can drop us and we will never break. You may also bathe us and shampoo us. Send no money. Pay postman \$11.65 plus thirty cents C.O.D. charges for each of us. We will come to you, either one of us or both of us, whichever you desire, beautifully boxed.

●

MAIL COUPON TODAY
to
TERRI LEE COMPANY
132 South 13th
Lincoln, Nebraska

CHECK HERE FOR DOLL DESIRED

Patty-Jo. ☐ \$11.65 plus 30c C.O.D. charges.

Benjie. ☐ \$11.65 plus 30c C.O.D. charges.

NAME

ADDRESS

..... Town State

Money refunded if not satisfied.

Here are a few random thoughts:

1) The text (later edited out) from the “True Story of Terri Lee Toddler” page is from the first hangtag: “I was born when my father was overseas and he never came back, so I am a “war” baby like so many of you.”

2) The Eskimo doll is “this still unnamed little girl.” We know they had a naming contest later. When?

3) The inside of front cover has new-to-us names of early T.L. reps. Perhaps someone could research them. 4) Jerri isn’t wearing his suit jacket even though it is described on page six.

You will be able to print out larger photos from the ***Daisy Chain*** website for your own Terri Lee Accessory Binder. Happy Hunting! Pat Rather

What follows is the complete 1947 Sales Brochure. All pages in the brochure were black and white with exception of red cover, inside front cover and back cover & the Carousel lid photo.



Cover at left

Both would be bright red background with gray type

Inside cover below



Terri Lee

Terri Lee Dolls were conceived and designed to fill a crying need for "something different" in the field of dolls.

They are specially sculptured to look like real little people—with such amazing results that we now offer you dolls so realistic of little children that you can only think of them as such. Their little personalities and moods change with every adjustment of the arms, legs and head. Their tiny garments are all hand sewn and tailored to fit by highly skilled seamstresses. Only the most exquisite materials are used. Fine celanese tulle, soft flannels, organdies, dotted swiss, batiste and trimmings of satin ribbon and val lace—garments that any child would proudly have her dolly wear. To every garment is affixed her own tiny *Terri Lee* label. Snaps or tiny pearl buttons are used exclusively so that a child may easily learn to dress and undress her dolly. The wardrobe is even more complete than a child's very own.

Unlike other dolls, *Terri Lee* is absolutely guaranteed to be UNBREAKABLE. Made of Celinex, a product of lasting beauty that will withstand the most severe punishment. They may be bathed with soap and warm water. The finish is also guaranteed to never chip, mar, crack or peel.

Their hair, too, is an innovation in the doll field. Only GENUINE miniature mannequin wigs are used. The wigs may be shampooed with soap and water, combed and recurled with an iron to any desired hair-do.

Each doll is 17" tall and beautifully packaged in a roomy multi-colored box with cellophane window framing the face. A special cardboard collar insert assures each doll arriving in perfect condition. Wardrobes are packaged in individual companion boxes.

There are many lovely dolls—but there is only one *Terri Lee*.

Page One

The True Story of Terri Lee Toddler

I am not a doll but a real little girl. I was born while my father was overseas and he never came back, so I am a "war" baby like so many of you. My mother is a sculptor so she made this figure of me to be your playmate. I love to stick clay on things while she is modeling.

My wardrobe is most complete, just like yours, and I am going to become a very important little girl—for I will forecast fashions for you—things you will love to wear. I will also forecast hair styles, for my wig maker is a professional hair stylist. My hair is different from other dolls. You may comb it if it becomes tangled, dampen each curl with a piece of cotton moistened with water, make waves and pin curls, and tie a me around my head just like your mother does yours, until my hair is perfectly dry. Then a spray of brillantime and I'll be just like new. Or, if you wish you may curl my hair with a curling iron. You may bathe me too with warm water and soap and, if you should happen to drop me, don't feel badly as I WILL NOT BREAK!

I have now an adopted brother, Jerri, and two little playmates, Patsy-Jo and Benjie. From the north I have a little Eskimo friend and from the South, Chiquita. I hope you will love us for I'm sure that we'll love you.

Page Two

Terri

in party dress of sheer perma-silk, dotted Swiss, flocked organdie or tiny checked tulle. Dress and unders are trimmed in fine lace. A satin sash completes the dress. Shoe laces are also of satin ribbon to match and there is a cotton bow in her hair. She is as fresh as the daisy she carries.

Wigs are assorted brunette, light brown, auburn, golden blonde, and platinum blonde. Dresses used are those most complimentary to the doll—and are either white, blue, pink, yellow or red.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 100

Price per dozen, \$84.00

Page Four



Terri

in ballet of beautiful rayon net and Cotonee tulle. The little tulle pants are lined with net to prevent fraying. The colored costumes are trimmed with sequins and the white costume has a bodice of white lace with silver thread embroidery. Tiny silver ballet slippers complete the costume.

Colors—American Beauty, white, pale yellow, peach and blue. Assorted wigs.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 140

Price per dozen—\$120.00

Page Five

Terri

Terri complete in winter costume. To her usual dress is added a soft wool flannel coat lined in Colosseum crepe or tulle, beautifully hand tailored and trimmed with tiny pearl buttons. The bonnet is also lined and hand finished, and a fluff of lace frames her face. Her white fur muff is lined with tulle. The felt mittens have tiny appliqued colored flowers of felt. The little felt goatees are hand sewn and trimmed in white lapin fur.

Colors—crisp, white, yellow, pink, and red. Assorted sizes.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 130 Price per dozen—\$156.00

Jerri

Jerri has a fine white batiste shirt and suit of soft wool flannel to match Terri's costume. The cap is lined with tulle and the jacket is hand finished.

Jerri is available in all the various hair shades corresponding to Terri—thus making them suitable for twin sets.

Colors of suits—crisp, white, yellow, pink, and red. Assorted sizes.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 200 Price per dozen—\$84.00

Page Six



Terri and Jerri

Jerri has in addition to his regular suit a hand knitted sweater, V-neck, of all wool Flusher yarn, and bonnet. Terri has a pleated jumper skirt of soft flannel and a white batiste blouse trimmed in real lace. She also has a hand knitted sweater to match Jerri's. All sweaters button with tiny pearl buttons.

Colors—Royal blue or scarlet sweaters. Skirts and suits of wool flannel. Assorted sizes.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 120 — Price for Terri — \$120.00 per dozen

No. 220 — Price for Jerri — \$120.00 per dozen

Page Seven

Terri and Jerri

in raincoats and hats of beautiful and durable plastic. Their assorted color dresses and suits are topped with these adorable rain ensembles.

Colors of raincoats—yellow or light green.
Assorted wigs.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 110—Price for Terri—\$50.00 per dozen

No. 210—Price for Jerri—\$56.00 per dozen

Page Eight



Terri, the Cowgirl

Terri is dressed in genuine white leather trimmed skirt, jacket and gauntlets studded with brilliant nail heads. Grippers are used in strap on gauntlets and skirt. A yellow silk blouse, green felt hat-band with white plume, cord, white cowboy boots studded in red and trimmed with red cut-outs, complete her western costume. Assorted wigs.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 160

Price per dozen—\$420.00

Jerri, the Cowboy

Jerri also has a yellow silk shirt, genuine red leather chaps, jacket and gauntlets, studded with grippers, studded with brass nail heads and trimmed in white leather. He wears blue jeans and white cowboy boots like Terri. His felt cowboy hat is milkycolored and has a band of white leather. Assorted wigs.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 260

Price per dozen—\$110.00

Page Nine

Terri

In skating costume of shimmering silver cloth. Caresser outfit in pink, blue or American Beauty lines the entire costume—panty, jacket, skirt and bonnet. Deep aqua beadeded acetate lined with net may also be had. Both costumes are trimmed with real fur. The white skating boots have tiny tinkling silver bells tied to the bow. Assorted wigs.

Packed each in box.

Shipper wt. per doz., 35 lbs.

No. 150

Price per dozen—\$130.00

Page Ten



Eskimo

From Alaska and Northern Canada we present this still unnamed little girl. A white parka blouse, bright blue or red trousers, a broad wide white fur lapin coat lined to match her trousers, and a small felt parka lined with white lapin, white lapin mittens, mukluks edged with lapin, makes her the most adorable of dolls in represent our Northern friends.

Packed each in box.

Shipper wt. per doz., 35 lbs.

No. 900

Price per dozen—\$100.00

Page Eleven

Chiquita

is the little girl from South of the Border and is dressed as an American Beauty Mexican wearing beautiful skirt, trimmed with sparkling bands of blue and gold sequins. A beautifully designed white button blouse and petticoat trimmed in val lace peeps from under her bolero jacket. Flowers of the popular bougainville color of Mexico are in her hair and in her hand.

Packed each in box.

Shipping wt. per doz., 35 lbs.

No. 700

Price per dozen—\$120.00

Page Twelve



Patty-Jo and Benjie

THE STORY OF PATTY-JO

My name's PATTY-JO. . . What's mine?
I DO hope there is room in your heart for me, because I am one of Tyrol Ltd.'s playmates, and all of us represent America's colorful garden of native peoples.
Originally, I was created in you and not for you, as you are the Pittsburgh Courier, a national Negro newspaper. Through these pages every week, I count upon 200,000 readers. But folks kept writing and saying such nice things about me that my retirement, Jack Thorne, determined to make me available to doll fans and collectors, I've been brought back to life of all sorts.
I'm pretty dressed up for this business of meeting me public personally, but must admit I don't stay quite so fancy in the future. Indeed, big stars "Ginger" who always meet at my parties is often dressed in the night of me when I get into a REALLY interesting mood.
And, y'know what? . . . I didn't mind it at all.
YOU couldn't hold, either, for I'm made of tough, able Cellulose and my hair is a genuine shimmering red that can be regrown as easily as your hair. The only time I've curled or twisted back to style when dampened. It tied with a net or kerchief until dry, it's set like me again. Some of you might prefer a curling iron to keep my bangs just so. Whenever such you have will be all right with me.
Besides, my lovely dress and undergarments are removed, stored like a hanky and kept fresh as the day I came.
Why don't we get better acquainted, and we will! I'll just bet there is loads of fun we could have together.

Packed each in box. Shipping weight per dozen 35 lbs.
No. 300—Patty-Jo as pictured . . . \$54.00 per doz.
No. 400—Benjie as pictured . . . \$4.00 per doz.
Patty-Jo and Benjie are also available in various costumes—the same as Tyrol Ltd. just say follow:
No. 310—Patty-Jo fully dressed with ruffled and belt . . . \$ 96.00 per doz.
No. 320—Patty-Jo fully dressed with sequins and belt . . . 120.00 per doz.
No. 330—Patty-Jo fully dressed in winter costume . . . 136.00 per doz.
No. 340—Patty-Jo fully dressed in ballet costume . . . 150.00 per doz.
No. 350—Patty-Jo fully dressed in skating costume . . . 160.00 per doz.
No. 360—Patty-Jo fully dressed in evening costume . . . 180.00 per doz.
No. 410—Benjie fully dressed with ruffled and belt . . . 50.00 per doz.
No. 420—Benjie fully dressed with sequins and belt . . . 120.00 per doz.
No. 430—Benjie fully dressed in winter costume . . . 130.00 per doz.
No. 440—Benjie fully dressed in evening costume . . . 150.00 per doz.
Vino pure . . . \$4.00 per doz.

Page Thirteen



Wardrobes

No doll in America has a wardrobe comparable to that of the Terri Lee dolls. For exquisite materials, fine workmanship, completeness, practicality, and adorable beauty it has never been equaled in a doll's wardrobe.

A TERRI WARDROBE FOR WINTER consists of her winter costume as pictured on page 6, also a bathrobe, nightgown, raincoat, swim suit, raincoat, and raincoat, also a bathrobe, nightgown, raincoat, swim suit, raincoat, and raincoat.

No. 1005—**TERRI WINTER WARDROBE**—\$168.00 per dozen.

TERRI SUMMER WARDROBE includes an extra cotton play dress, wool jersey raincoat, swim suit, raincoat, and raincoat, also a bathrobe, nightgown, raincoat, swim suit, raincoat, and raincoat.

No. 1000—**TERRI LEE SUMMER WARDROBE**—\$129.00 per dozen.

With a hand crocheted bed jacket and slippers substituted for the silk crepe bed jacket and felt slippers.

No. 1001—\$144.00 per dozen.

JERRI'S WARDROBE has a simple rack with leather sofa and hat. It is long-sleeved light blue and has six drawers. This wardrobe includes robe, pajamas, bunny slippers, sun suit, swim trunks, raincoat, bathrobe, nightgown, raincoat, swim suit, raincoat, and raincoat.

No. 1003—**JERRI WARDROBE**—\$135.00 per dozen. Each packed in box. Shipping wt. per 1/2 doz. 13 lbs.

Page Fourteen



Price List of Individual Wardrobe Garments

Wardrobe garments same as described in wardrobe may be purchased individually. These are packaged individually in cellophane envelopes.

Number	INDIVIDUAL GARMENTS FOR TERRI	Price per doz.
1010	Pajamas and slippers	\$15.00
1015	Nightgown	12.00
1020	Bathrobe	15.00
1025	Pinafore and panties	15.00
1030	Crope bed jacket and slippers	15.00
1030A	Hand crocheted bed jacket and slippers	36.00
1035	Swim suit	6.00
1040	Sun suit	9.00
1045	Beach coat	6.00
1050	Raincoat and hat	12.00
1055	Hand knitted sweater and beret	36.00
1060	Coat, bonnet, muff, mittens and galoshes	72.00
1070	Dresses (any standard dress used in \$84 price)	15.00
1075	Ballet costume	42.00
1080	Skating costume	42.00
1085	Cowgirl costume	42.00
1090	Winter outfit	72.00
1095	Terri rack with hangers	24.00
INDIVIDUAL GARMENTS FOR JERRI		
2010	Pajamas and slippers	15.00
2020	Bathrobe	15.00
2035	Swim suit	6.00
2040	Sun Suit	9.00
2045	Beach coat	6.00
2050	Raincoat and hat	12.00
2055	Hand knitted sweater and beret	36.00
2065	Jeans and shirt	18.00
2070	Suits (any standard suit in \$84 price)	15.00
2085	Cowboy costume	42.00
2095	Jerry Giraffe rack with hangers	15.00
3000	Merry-go-round display—complete with turntable	35.00
3005	Merry-go-round without turntable	25.00

(See color plates)

Page Fifteen

132 So. 13th St.

Jerri Lee Inc.

Lincoln, Nebraska

NUMBER	COST
100 Terri—Assorted wigs and dresses	\$ 84.00
101 Terri—Brunette wig	
102 Terri—Lt. brown wig	
103 Terri—Auburn wig	
104 Terri—Blonde wig	
105 Terri—Platinum wig	
110 Terri—Assorted wigs and dresses—with raincoat and hat	96.00
120 Terri—Assorted wigs and dresses—with sweater and beret	120.00
130 Terri—Assorted wigs and dresses—assorted winter costumes	156.00
140 Terri—Assorted wigs—ballet costume, assorted colors	120.00
150 Terri—Assorted wigs—skating costumes, assorted colors	120.00
160 Terri—Assorted wigs—cowgirl costume	120.00
170 Terri—Assorted wigs—in jumper suits	84.00
200 Jerri—Assorted wigs and suits	84.00
210 Jerri—Assorted wigs and suits—with raincoat and hat	96.00
220 Jerri—Assorted wigs and suits—sweater and beret	120.00
260 Jerri—Assorted wigs—cowboy costumes	120.00
270 Jerri—Assorted wigs—dressed in blue jeans	84.00
300 Patty Jo—Brunette wig only—assorted dresses	84.00
310 Patty Jo—With raincoat and rain hat	96.00
320 Patty Jo—With sweater and beret	120.00
330 Patty Jo—With winter costume	156.00
340 Patty Jo—Ballet costume	120.00
350 Patty Jo—Skating costume	120.00
360 Patty Jo—Cowgirl costume	120.00
370 Patty Jo—Dressed in jumper suit	84.00
400 Benjie—Assorted suits	84.00
410 Benjie—Fully dressed with raincoat and hat	96.00
420 Benjie—Fully dressed with sweater and beret	120.00
460 Benjie—Cowboy costume	120.00
470 Benjie—Dressed in blue jeans	84.00
700 Chiquita—Black wig and costume, only as shown	120.00
800 Eskimo—Fully costumed as shown	100.00
WARDROBES	
1000 Terri wardrobe, summer (cape bed jacket—felt slippers) Doz.	120.00
1001 Terri wardrobe, summer (crocheted jacket and slippers) Doz.	144.00
1005 Terri wardrobe, winter Doz.	100.00
2000 Jerri wardrobe, summer only Doz.	120.00

F.O.B. Lincoln, Nebr.

Terms, 2-10-30



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
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
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
23. Curtsey Coat, camel with brown velvet trim, and hat - one moth hole 1/8" in sleeve, Terri tag, no Curtsey tag \$190
24. 16" Redingote - cotton underdress tiny blue flowers, organdy overdress lovely blue \$90
25. 16" formal, floor length, gorgeous pink, unused, with silver slippers \$70

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

wanda.houck@sbcglobal.net cell: 405-833-6204 home: 405-340-3958

Jerri's Fun Page

by Dennis Ross



What do lawyers wear to court?
A Law Suit

Why was the skeleton afraid to cross the road?
He didn't have the guts!

Why do birds fly south for the winter?
The train takes too long!

What do sheep like to eat for lunch?
A Baa-longa sandwich!

What does a rock sleep on?
Bedrock!

What helps cows do math?
A cowculator!