

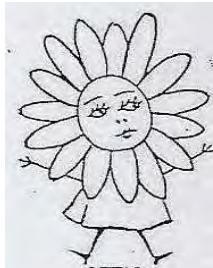
The Daisy Chain

Volume 30 Issue 3

August 2020



Aug, 2020



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

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

In the box at the upper left called Subscriber Password type Daisy Chain 2020 (**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 all are well and that life will return to normal soon for everyone. We at the Daisy Chain are well and can hardly wait to get out. Texas lifted their band on staying home however I have not been given the return to work in the government building so my life of teleworking continues.

As you stay at home think about an article you could write for the Daisy Chain. What haven't we covered. What do you want to know. A fresh view point is always refreshing. Hope to hear from you.

Hope you have been going to the Terrileedolls.com web site to use the accessory book and the index of past articles webpage www.terrileedolls.com. Patterns by Mary Hayden have been posted

Please see the article Glenda has written on organizing our accessory book. The following are articles that have been printed in the Daisy Chain that you can copy for insertion in the book.

For More Reading on the Accessory Page ~ Display items ~ See the following articles:

For More Reading on the Accessory Page ~ Display Items
Terri Lee Ferris Wheel ~ By Peggy Wiedman Casper ~ Do

Terri Lee Doll Houses By Sandy Dorsey – November 2014

Special note Sandy Dorsey wrote the article on the Ferris Wheel.

Special Note: Sandy Borsig wrote the article on the Ferris Wheel that is featured in this newsletter.

Glenda Kitto has a web page with clothes and dolls for sale visit terrilee.net

Chicca Hattie has a Web page with clothes and dolls for sale. Visit <http://www.technet.net/~chicca/>



COPYRIGHT © 2013 by the author. All rights reserved.

The Daisy Chain magazine and Little Mothers Talk is for personal use only and may not be sold.

The Daisy Chain

Front Cover ~ Glenda Kitto Collection

©2020 The Daisy Chain

Articles for the Dec 2020 issue due Nov 20, 2020



HI EVERYBODY!

Having fun yet?! Not yet? Then just wait!!

Well, in the meantime, let's turn our minds to Terri Lee and Little Lady. Remember my article on **Eva Heller**?? *You don't!* Then see Volume 27, Issue 3, 2017 of *The Daisy Chain*. The TL Co. wanted a hair care kit; LL Toiletries wanted an up-scale doll dressed identically to Eva Heller's LL logo.



Eva Heller's powerful Little Lady logo, created for the company in the mid-1940s, carried the company forward, ahead of the pack and into the 1950s with their unforgettable image of the little southern belle.



However, by the late 1950s, **Arnold Perlman**, President of Helene Pessl, Inc., must have felt the need to modernize. In 1957, Perlman chose another New York émigré artist, **August Albo**, to create four new Little Lady lithographs.



Perlman used the lithographs in an "Exciting Gift Offer." For one dollar--a "\$2.50 value"—the recipient received four "Decorator Prints," three packets of bubble bath, one miniature LL Toilet Water and a hand painted Castile Soap Doll. They arrived in a sturdy box with the lithographs (not shown) in a transparent envelope and the toiletries in a recessed area below. This gift box still had the bubble bath and doll, but no perfume or lip gloss.

Exciting Gift Offer...



4 LITTLE LADY "DECORATOR PRINTS"

... Four beautiful 8" x 10" reproductions of original oil paintings - to decorate and beautify any child's room.

4 LITTLE LADY TOILETRIES

An assortment of famous Little Lady good grooming aids for young girls . . . 3 packages of Bubble Bath Powder . . . 1 Castile Soap Doll . . . 1 Lipstick Pomade . . . 1 Toilet Water Miniature.



4 8" x 10" FULL COLOR PRINTS



PARTY TIME

BATH TIME



DANCE TIME

PLAY TIME

4 LITTLE LADY "DECORATOR PRINTS"

Children, and adults too, will adore these lovely 8" x 10" full color prints. Reproduced from original oil paintings by the noted children's artist, Albo, these captivating subjects will add sparkle, interest and decorative drama to any child's room.

Other interesting uses for these prints include decorating lampshades, waste baskets, book covers, gilt packages and other "do-it-yourself" projects.

LITTLE LADY TOILETRIES

Created exclusively for young girls by Helene Pessl, Inc., originators of children's toiletries, Little Lady's fun-time aids to good grooming are a delightful treat for youngsters who want to act "just like Mommy". Look for and ask for the complete assortment of Little Lady Toiletries at your favorite store.

© 1957 Helene Pessl, Inc.

tear off coupon and mail today

Send in today for this outstanding value

- ✓ ENCLOSE \$1.00 WITH THIS COUPON
- ✓ PRINT YOUR NAME AND ADDRESS CLEARLY
- ✓ MAIL TO LITTLE LADY PICTURES, P. O. BOX 303, NEW ROCHELLE, N. Y.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

This offer applies only to the United States and its territories. Void in states where prohibited or taxed by law.

250-6/7 MD

4 Little Lady "Decorator Prints"

... Four 8" x 10" full color reproductions of original oil paintings to beautify any child's room. Each picture fits easily into a standard frame. Plus . . .

4 Little Lady Toiletries
A good grooming treat for little girls . . . 3 packets of billowy Bubble Bath Powder . . . 1 hand painted Castile Soap Doll . . . 1 strawberry-flavored Lipstick Pomade - colorless when applied . . . 1 miniature Little Lady Toilet Water.

A \$2.50 value - all this for only

\$100
POST PAID

PRINTED IN U.S.A.

Albo's lithographs inspired another original idea in the brain of the very creative Mr. Perlman, no doubt: a line of Little Lady fabric. I've seen two kinds of fabric, cotton and a something thicker they called "Sailcloth." I've never seen an advertisement for these. Have you?? Let us know!

from chattipatty and Princess Tinkle



More about the Little Lady fabric and its uses in our next issue.



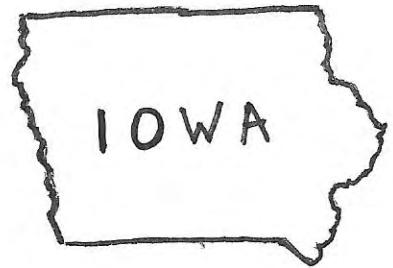
THE MYSTERIOUS AUGUST ALBO And Little Lady Toiletries

August Albo (11 September 1893 Suurupi, Harju County – 13 December 1963 New York City, USA) was an Estonian artist who studied at the Russian Royal Academy of Art but lived most of his life in New York City. The actual date of his death is unknown, most sources saying 1963 (which is most likely correct), although some individuals claim that they commissioned him to do portraits well into the 1980s. The details of his life are obscure, with no sure sources, but most seem to agree that he painted for the Czar in Moscow before the Russian Revolution. As a young man, he was also said to have been a ballet dancer (which may account for some of his most known work being of ballerinas), and a professional violinist. During the beginning of his painting career, he focused on abstract art. However, through appreciation for works from the old school of painting, he started painting with more realism. He was a very versatile artist, and could paint any given subject with incredible detail.

It's unknown how August Albo and Arnold Perlman met, but it could have been through the ballet, a common interest and also one for Perlman's family. Do you know? Let us know!



On The Road Again



I first met Sally Johnston and her husband Denny at the 2011 Convention in Kansas City. We had kept in touch with a few emails, Christmas cards, etc. When I found out the 2019 Convention would be back in Kansas City again I contacted Sally and encouraged her to come and she did. It was great seeing them again and we had a great time and told them we were traveling to Lincoln and Omaha, Nebraska and then across Iowa. They invited us to stop by their home in Montezuma, Iowa. It was a lovely little town and their home and yard was beautiful. I got to see her impressive Terri Lee collection and her cute little dog. Soon it was time to head on through Iowa. I would encourage all of you to visit if you can, there are so many neat things to see and do in Iowa. We will be heading out again soon and hope to see another Terri Lee collector. It could be you.

Sue Munsell



Aug 2020 5



Terri Tales

By Glenda Kitto

During this pandemic I have 3-times become the benefactor of adult “**little mothers**” purging closets and boxes that had been put away a long time ago. Each time these “**little mothers**” found me from their internet searches and found **terrilee.net**. Liking what they saw they determined that their childhood doll clothes should find their way into my hands.

Good fortune came to me. A pair of great loopy tagged yellow shirts, one for Terri another for Jerri. The other two collections all contained good clothing, duplicates and just require a little bit of refresh. Fortunately nothing needed to be washed. Just good lightly played with clothing and will soon be for sale on **terrilee.net**.



We have all been doing drawer and closet cleansing these past few months with thrift or auxiliaries’ being our benefactors. Some items are waiting for a time when we can hold a garage sale once again. We are a generation that was taught by those who experienced the Great

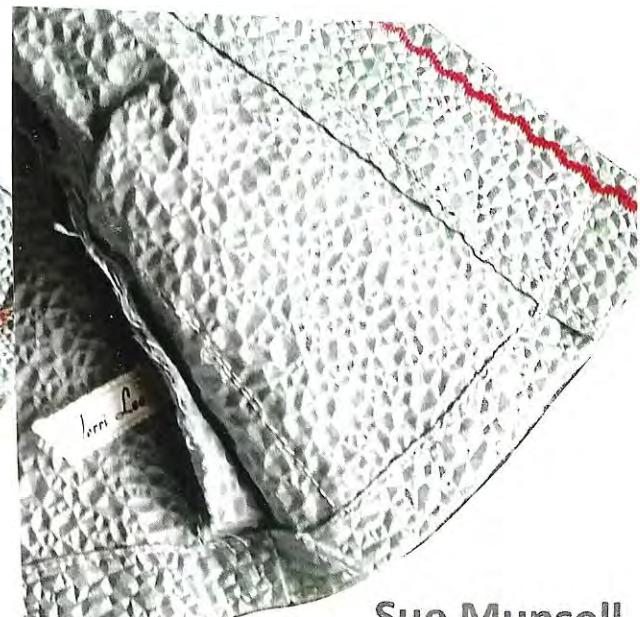
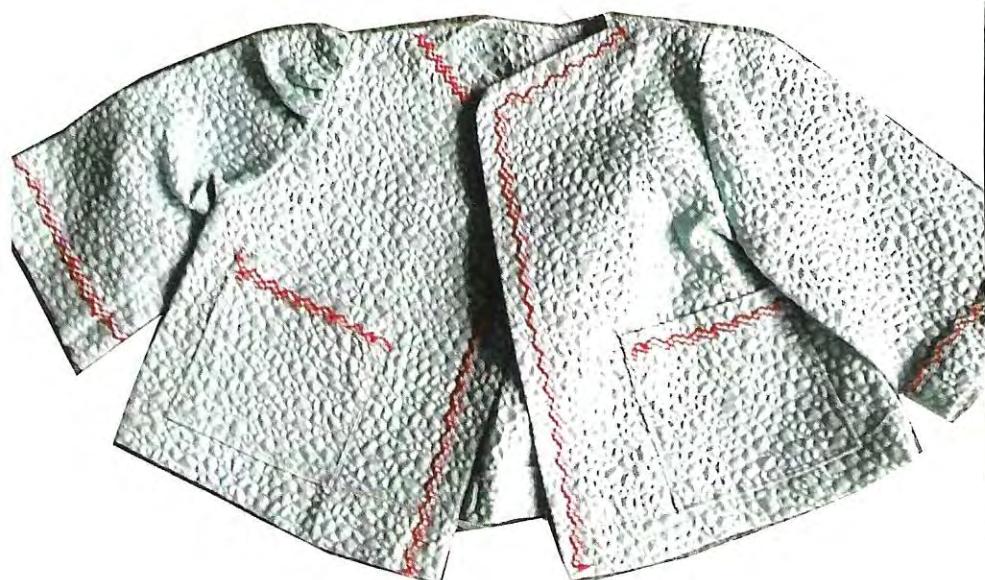
Depression and World Wars. We were taught that items could be reused. We were taught to recycle or make attempts to pass on items that were perfectly good. I have also been making good use of this time to update my **What Shall I Wear Today** book with copies from past Daisy Chain articles on Outfits. My **Accessory Book** has also seen additional articles copied and inserted into the appropriate chapters. My Terri Lee reference library continues to grow.

Wish I could visit with all of you face to face. I am missing my Terri friends.



Another outfit from the Marfan Era, this sport top and pants in the fabric same as the dress.

Here is another interesting fine, is it a beach coat? It is the same size as all the other beach coats I have. It is tagged. Let me know if you have ever seen it. Thanks again to Peggy Casper.



Sue Munsell

Tip Top Collection

by Wanda Houck

The **Tip Top Products Company** headquartered in Omaha, Nebraska, was the leading manufacturer in the hair care products industry. According to my **1959 Tip Top catalog**, they had factories in Mexico, Canada, and Venezuela, and warehouses in New York and Los Angeles.

Items included bobby pins, aluminum curlers, rubber curlers, wave clips, headbands, combs, and those prickly brush rollers ! Tip Top's initial connection with the **Terri Lee Company**, aside from both companies already being located in Southeast Nebraska, was that they molded the Terri Lee doll bodies. Soon came the Terri Lee Hairdress kit components - comb/brush, pink rubber curlers, and barrettes. Their vast array of adorable colorful plastic hair barrettes for little girls is what drew me in, and they are the focus of my collection.



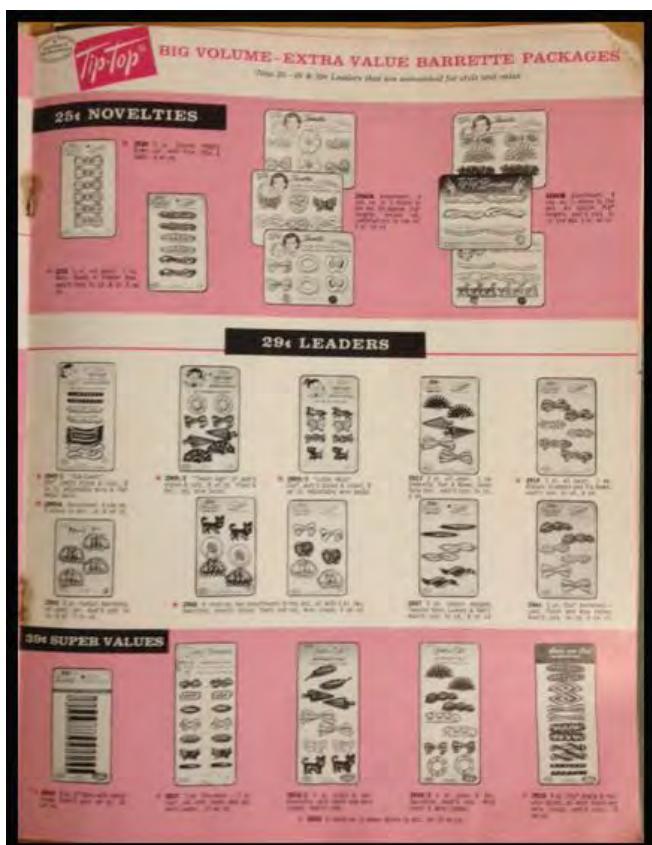
#2 Metal merchandiser rack, 19" high 12" wide, for displaying barrettes on the store counter top

#1 Barrettes on cards, hanging on the metal merchandiser rack



#3 Plastic carry cases with pairs of barrettes

Tip Top Catalog 1959



Delicate plastic cases filled with barrettes

The many styles of barrettes sold on board

Back cover of the 1959 catalog presents the Revolving Floor Unit.





#8 Doll curlers on cards, tiny pink ones, some had blue. We all know these were for Terri Lee because that's her picture on them ! Also shown here are plastic cases with pairs of barrettes and a white kitten purse and daisy barrettes.



#9 Little Miss Dress Up Kit with purse, curlers, comb, and barrettes, a deluxe Tip Top product for 59 cents !

I hope to find a yellow set some day!



#10 Sunglasses for Little Mother plus a comb and barrettes - note the daisy in each corner.



#11 Unusual card (and kind of scary!) holding red sunglasses for Little Mother. Again there is a daisy in each corner (same mold different color) and daisy barrettes - for 29 cents !



#12 Blue plastic Kitten Purse - for Little Mother



#13 Inside the purse is a pair of blue daisy barrettes



#14 One of the Hairdress Kits - The two different bow barrettes were the ones used in the kits most often, but possibly the butterflies were used too.



#15 Here I show another kit and in front a few barrettes obviously for Little Mother, as they are larger in comparison to the two sizes of bow barrettes shown with them.



#16 The butterflies were the same size as the bows, so I wonder if Vi Gradwohl had the little bows provided exclusively for the hairdress kits, because I studied the catalog pictures intently, and nowhere did I see any of the little bows.



#17 Kitties and Doggies , and the kitten purse and barrettes on card (10 cents and 29 cents !)



#18 Plastic cat banks by Tip Top. I discovered only 2 or 3 years ago that these existed. They are marked Tip Top made in USA on the bottom. The faces are very similar to the faces on the kitten barrettes. I hope to find a blue one next !

The Stay-At-Home orders give a bonus!

Up-Swept Hair

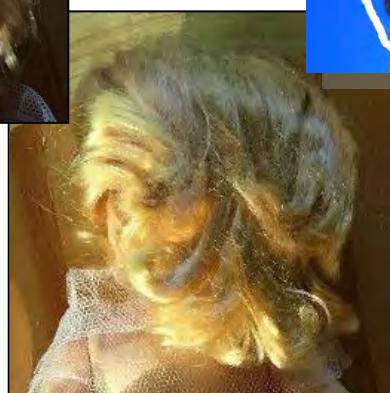
By Glenda Kitto



These curls captured my attention, now I wanted to see more. As I viewed the eBay auction, the photos were not especially good. Most were of the gown with only two of the hair. The



hair was what I wanted to see.



Why would an experienced Terri Lee collector even look at this doll a second time? The gown is OK but the doll needs a complete hair make-over. The hair is straight and could have been cut. **HOWEVER**, there was a mystery about this doll that I am certain most everyone overlooked.

What I saw was a clean doll with a shine to her hair. My first clue on why I needed to look a second time at her was the outfit, a Queens formal. Dolls with special hair styles were most often sold on dolls in formals.

The second clue: what were those curls hanging around her ears?



The back of the hair is what made me place a bid. I was hoping that by the way the hair appeared to be pulled back it could either have been cut **OR** it was meant to be pulled back. The price was low enough giving me the incentive to bid. What did I have to lose. Game-On!

Within a few days of auction end the doll was at my door step. Yep, she was a diamond in the rough!

My examination proved that the hair was indeed glued differently than the traditional Terri's hair. The hair was glued to the face from the temple to the ears. Those curls at the ears were the spit curls appropriate for an Up-Swept hair-do.



At the nape of the neck the hair is glued towards the base of the neck so hair can be pulled up.



Nape of neck of an up-swept hair

Below a traditional TL neckline



The doll had not been played with. It most likely had been placed in a cabinet for display and over time the Up-swept curls fell. They are not the best at keeping a tight curl like the traditional style. Fortunately because the hair retained a shine it did not need to be washed which would have destroyed the special glue required of an Up-Swept hair-do. All she needed is to have curls placed back into her hair.

Now for the curl...

Because my collection already held a mint up-swept hair I could duplicate how the curls should be set.

Bangs are same as for a traditional Terri. The side curls at the ear would need clippies. Using the long Tip-Top metal curlers in a perpendicular mode the curls closest to the ears are set towards the ears. So basically it is three curlers to the left and three curlers to the right. I rolled the dry hair and just finger dampened each curl.



I think this was a good gamble. My vision of what she could be was true. Terri is once again a doll of beauty!

She is now PERFECT!

TWO PIECE OUTFITS



Terry Bukowski

Two piece outfits were very popular and Terri had several. In 1956 both Terri and Tiny Terri share this outfit, which was featured in the 1956 Fashion Parade and the November 1956 Monthly Magazine.

The skirt is made of

felt and is cut in a full circle with a sewn on waist band. Not much sewing to complete a skirt. Only Navy blue and red have been found. Appliqued flowers complete the design. Terri's skirt has two flowers while Tiny Terri's skirt only has one. The flowers are light blue or pink with green leaves. The flower applique has been found in several color combinations, two blue flowers, two pink flowers or a blue and pink flower combination. A tiny brass brad secures the flower.

The sheer blouse is a crisp organdy with lace running down the front, neck, and sleeves. This blouse is also used in the toreador and the velveteen snow suit for both Terri and Tiny Terri Lee.

Terri in the felt skirt outfit cost was \$13.95 and the outfit alone was \$2.50. Both cost more than other separates listed on the same Factory Price list page of 1956. This was also the case with Tiny Terri Lee as her outfit was in the top range of other outfits during the same time,

costing \$5.98 and the outfit alone \$2.19. Could it be attributed to the cost of felt?

While the 1956 Fashion Parade shows white oil cloth shoes completing the outfit, my Terri's chose to wear their oxfords which was so popular in the 50's.



3133 Tiny Terri in Skirt & Blouse 5.98
An organdy blouse, a felt skirt with appliqued flowers is nice for dress-up.
3333 Skirt & Blouse 2.19

3134 Tiny Terri in 5.98
Birthday Dress 5.98
3334 Birthday Dress 2.19

1956 Tiny Terri Lee
Fashion Parade

Tiny Terri Lee Cowboy/Cowgirl Boots



3135 Tiny Terri in
School Dress
& Hat 5.98

3185 Tiny Terri in
Cowgirl
Costume 7.49

At my grandmother's ranch I go Western in a real leather Cowgirl Costume. 3335 School Dress & Hat, 2.19 3385 Cowgirl Costume, 3.98

3335 School Dress 3385 Cowgirl
& Hat 2.19 Costume 3.98

3385 Cowgirl
Costume 3.98

By Terry Bukowski

The 1956 Tiny Terri Lee Fashion parade has available for purchase #3185 Tiny Terri in Cowgirl Costume for \$7.49. The outfit alone sold for \$3.98. The higher price is due to the wonderful leather used in the outfit. This special outfit needed a special boot that would only be used for the cowboy / girl outfits.



As seen in the close-up the boots are made of a flocked material and come in white or red.



The boots were also sold separately #3819 and cost \$.29



The dolls below are from the collection of Dennis Ross. You can see Jerri's Cowboy outfit consists of his jeans with either the blue or red and white shirt and has the leather jacket like Tiny Terri's. Jerri in his cowboy outfit also has on the flocked cowboy boots.



The Terri Lee Information Library

By Kitto & Bukowski

It goes without saying that we need to keep busy and as Covid-19 has kept us home, it gives us time for additional organization of Terri Lee. This just may be one of those busy projects that will keep you occupied.

The Accessory Book contains research about Terri Lee. It is our Wikipedia of information about Terri Lee. The Accessory Book first edition distributed in 1997 contained just 28 index tabs. I now have 60+ tabs and most likely should have more than that. It began with all the extras (non-clothing) that the Terri Lee Doll Company created for us Little Mothers. For more than 30 years we have gathered information which we have passed on to you our collector base in the form of the *Daisy Chain Newsletter* and Conventions. The Daisy Chain Newsletter with its annual update “Index” of articles; “What Shall I Wear Today” (WSIWT) by Mary Weaver and “The Accessory Book: presented by Terry Bukowski and Patricia Rather are the foundation of our research. Topics overlap and the many unique research articles gathered can be contained for easy research if organized.

My index of the Accessory book just keeps growing as we continue to gather detailed research. Special convention research projects or Daisy Chain Newsletter articles have all found their way into my ACCESSORY BOOK. I keep articles about clothing in WSIWT and other non-fabric clothing articles go into my ACCESSORY BOOK.

It is because of this massive amount of information that I decided the original ACCESSORY BOOK had grown too large and needs to be split into three Volumes of information.

Volume I ~ The Accessory Book

Volume II ~ Dolls

Volume III ~ What Shall I Wear Today

(This volume is now enhanced by all the clothing articles)

For each Volume we provide an index for you to embrace and make your own or use as presented. For the main tabs 1 – 31 - I used Avery 11129 and for the alphabet dividers I used either Avery 11387 (5 tabs) or Avery 11388 (8 tabs).

The December 2020 issue of the Daisy Chain will have a new index for the Dolls section and February 2021 will have a new expanded index for What Shall I Wear Today.

**Table of
Contents**

TERRI LEE

1	Displays
2	Furniture
a	- Baby Furniture
b	- Beds
c	- Photo Lamp
d	- Phonograph - Records
e	- Storage: Wardrobes, travel cases
f	- Walker
g	- Reproductions
3	TL Packaging
4	Outsourced products made for TL
a	- Helen Pessel Cosmetics
b	- Little Brother Sewing Machine
c	- Steiff
d	- Tip Top Company
5	Hand Held Items
6	Head & Neck Accessories
7	Sun Glasses
8	Jewelry
9	Leather
10	Law Suits
11	Paper Products of TL Company
a	- Birthday Cards
b	- Distributor Letters
c	- Fashion Parades
d	- Monthly Magazines
e	- Miscellaneous
f	- Patents
g	- Price Lists
h	- Publicity Photos
i	- Tags
j	- Thrift Stamps

**Table of
Contents**

TERRI LEE

A

C

C

E

S

S

O

R

I

E

S

12	Paper Products by General Public
a	- Doll Reader
b	- Doll News
c	- Doll Castle News
d	- Convention
e	- Jewel Tea
f	- Jr. Magazines
g	- Miscellaneous Magazine Articles
h	- Montgomery Ward
i	- Newspaper Articles and Ads
j	- Pertaining to Lincoln Neb
k	- Pertaining to Apple Valley
l	- Retail Catalogs - Misc. Dept Stores
m	- Toy Fair
n	- Lincoln NE Historical Society
13	Patterns
14	Shoes
15	Swim Accessories
16	TL Doll House on Wheels
17	Genealogy of Lee Family

Terri Lee

EARLY DISPLAY

by Pat Rather

Composition dolls were made in 1946-47.



This display of composition Terri Lee dolls must be a very early picture. These dolls are all wearing the normal children's clothing of the time. No fancy outfits are featured yet.

The backdrop looks like a small cottage. To some observers it suggests a shoe...you know, the one the Old Woman lived in!

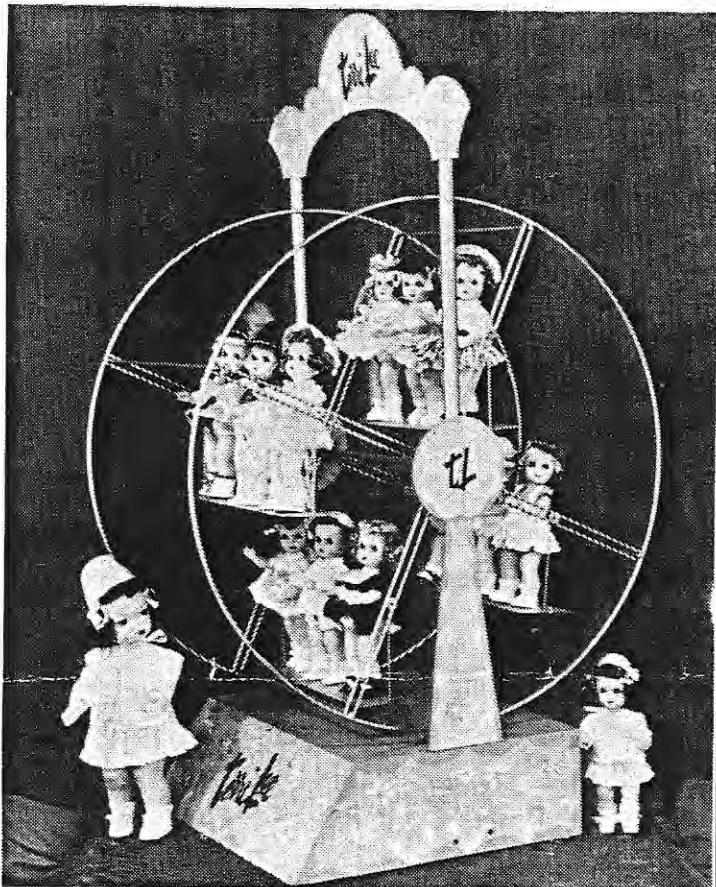
This photograph appeared in at least two places: in a magazine in NOVEMBER 1948 and on an undated PRICE LIST in which the company was already selling the "17" high--Plastic--Unbreakable" dolls. However, it was not unusual to find the company using older pictures in their ads. The doll line was changing very rapidly.

Vi Gradwohl's vision was to make "The Best Dressed Doll in America" and these words are emblazoned on the wall. What is less clear are the words written just below the dolls' head level. What does it say??? If only we could move them for a moment!

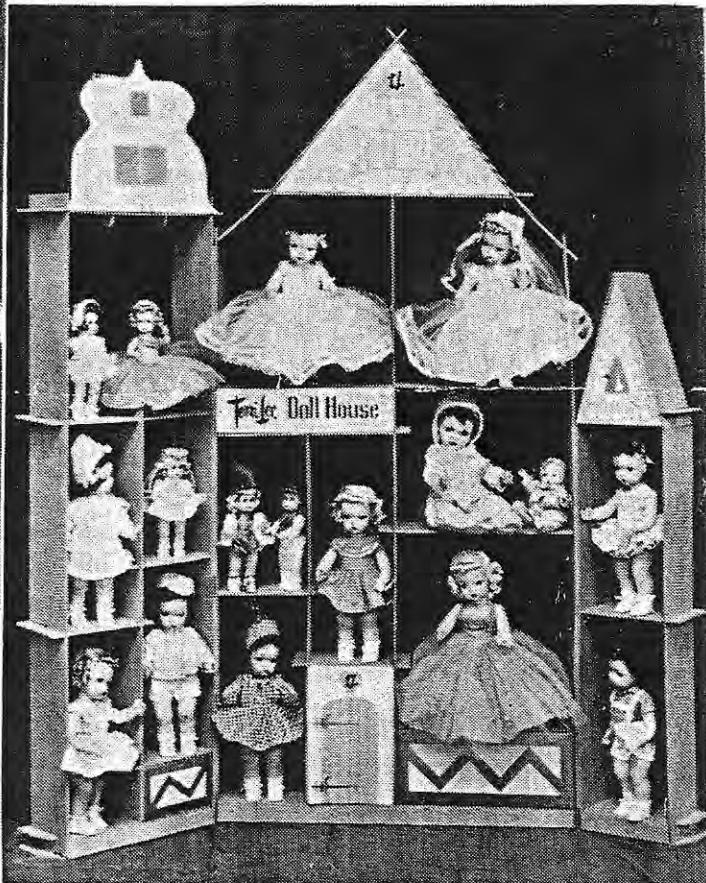
Another Terri Lee Original Idea!

To guarantee you even greater sales with the Terri Lee family.

The TERRI LEE FERRIS WHEEL



Beautifully-finished with electrically-driven motor, of comparable character and originality experienced and expected in the TERRI LEE FAMILY. A traffic-stopper! Doll braces on platforms. Incomparable display piece for the incomparable TINY TERRI LEE! Approximately 53" high.



More eye-appeal! The DOLL HOUSE charming and sturdy. Accommodates ALL Terri Lee dolls of various sizes. Approximately 76" high at peak. Delightful display for the TERRI LEE FAMILY!

The TERRI LEE DOLL HOUSE

Our NEW ERA in Dolls has given rise to a NEW ERA IN merchandising. We are confident you will want to CASH IN on the greater profits which are available to you because of TERRI LEE. The low cost of each of these beautiful displays is \$75.00, BUT WAIT! Because this display was designed especially for showing Terri Lee Dolls, we are anxious to ensure their use for this purpose only. If you will sign the attached contract agreement we will give you a 33 1/3% discount, making a net price of \$50.00, f.o.b. Chicago.

FOR THOSE DESIROUS OF HAVING THE PERFECT FERRIS WHEEL DISPLAY, our President, Vi Gradwohl has personally selected a group of 12 dolls and also of 24 dolls — the most eye-appealing and record selling Tiny Terris and Tiny Jerris, the perfect selection for bumper sales. The package of 24 dolls comes to you at a net price of \$78.56, making your gross return \$137.82. Look at the figures again. Your Ferris Wheel is paid for!

WON'T YOU LET US HEAR FROM YOU?

Apple Valley, California
August 13, 1956

TERRI LEE SALES CORP.

TERRI LEE FERRIS WHEEL

Terri Lee Ferris Wheel

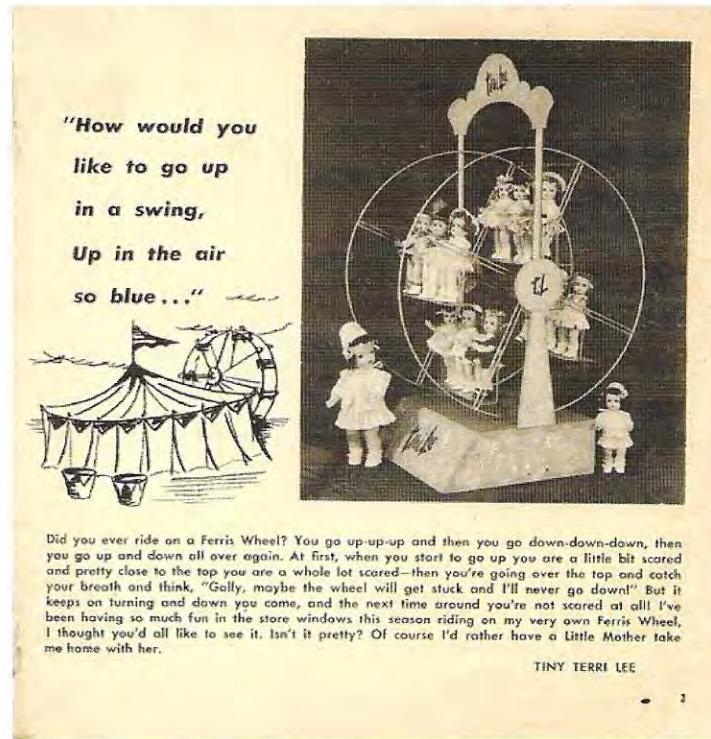
By Sandy Dorsey

The Terri Lee Ferris Wheel was offered to dealers in 1956 to be used to as an attention getter for the newly introduced Tiny Terri Lee dolls.





The Ferris Wheel was designed and produced by a very prominent store display company located in Chicago, Illinois. W. L. Stensgaard and Associates were in business from the 1930's through the 1960's and had contracts with Walt Disney, Jantzen, and Fostoria among others.



As shown in the December 1956 Monthly Booklet

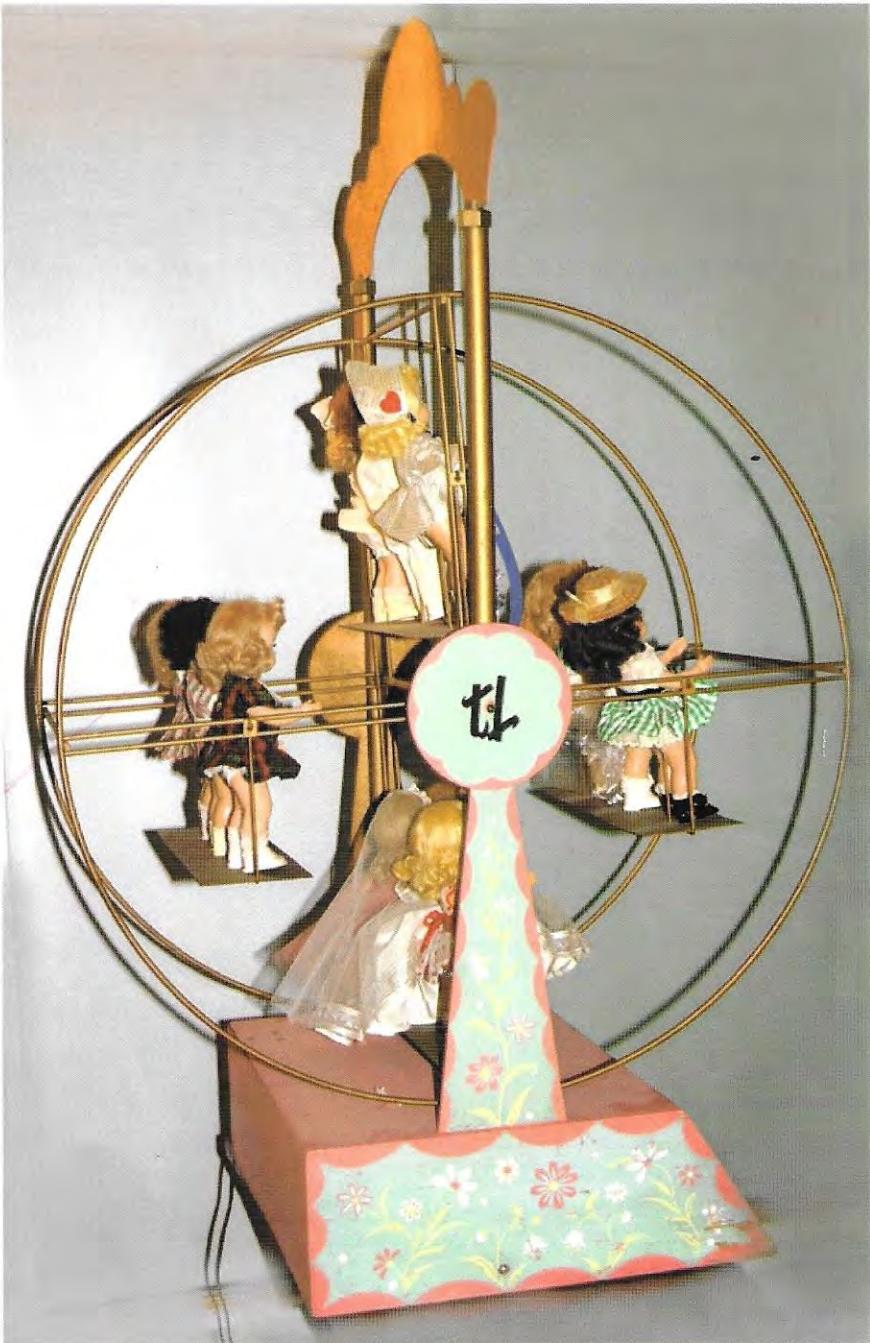
The Terri Lee Ferris Wheel was a store display item offered to retailers in 1956. According to Peggy Casper in her article for the Doll Reader Magazine of October 1987 there was a brochure sent out to stores about the Ferris Wheel explaining that "Vi Gradwohl has personally selected a group of 24 dolls, the most eye-appealing and record selling Tiny Terris and Tiny Jerris for the display." It was claimed that The Ferris Wheel priced at \$75.00 would be paid for by the special price of the 24 dolls. This was an attempt to focus sales on the Tiny Terri Lee dolls which were new at the time.

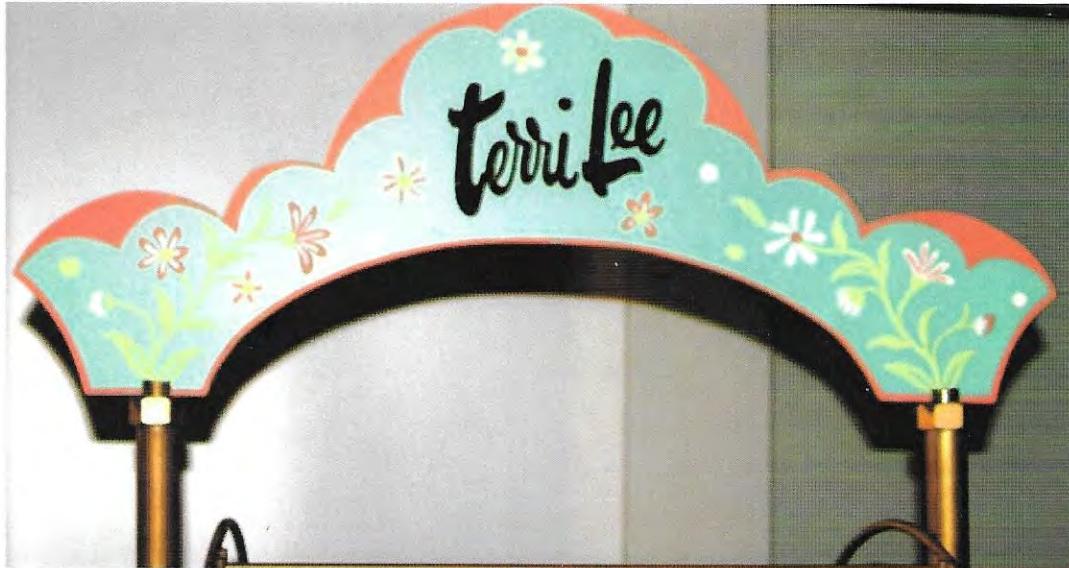


50 inches high

The diameter of the wheel part of the item is 31 inches. The wheel is made out of metal and painted gold. There is side trim consisting of a circle with the initials TL and a painted flower vine

The Terri Lee Ferris Wheel consists of a large metal wheel with 4 shelves mounted on a masonite base. It also has a decorated masonite top piece. The top and the base are colorfully painted turquoise and pink with lots of flowers and with the name Terri Lee prominently displayed. The total height of the Ferris Wheel is 50 inches.





The top of the Ferris Wheel is 23 3/4 inches wide and 10 inches high.

The base is 20 inches wide and 6 1/2 inches tall. The side of the base is a trapezoid which measures 18 1/2 inches along the bottom and 14 1/4 inches along the top.



There are 4 shelves for the dolls to be displayed on. Each shelf has 3 attached doll stands which are 5 inches high. Each shelf measures 14 inches wide and 4 1/2 inches deep



It runs by a small motor under the base which turns a wheel which turns the big wheel.



Terri Lee's GLASS HOUSE

The LAST and the MOST AMAZING DISPLAY

by Pat Rather

NOTE TO THE READER: Before you read any further, get out your Terri Lee book, FASHIONABLE TERRI LEE DOLLS by Peggy Casper, and open it to page 143. You will need the visual information in Illustrations 214 and 215 in order to understand this written information.

You probably remember well the pictures from page 143 of Fashionable Terri Lee Dolls by Peggy Casper. These pictures in Illustrations 214 and 215 show two views of the last and the most amazing of all of the displays of Terri Lee company products.

According to Peggy's sources, the store measured 10' x 18' and was to be leased to any retailer who ordered \$3000 worth of Terri Lee dolls and accessories. That would be...what?...\$45,000 to \$60,000 worth of Terri Lee items in present parlance!

The picture can be easily dated since there is a stack of monthly magazines in the foreground on the store counter. If you look carefully, you will see that they are clearly the AUGUST 1957 "So Sleepy" issue. Check it out!

An actual letter advertising the appearance of this "Glass House" has been found. The letter gives a date in the fall of 1957 and it invites children and parents to see:

...a glass house in front of (the) store, built especially for me, and my brother Jerri, and for all the other members of the Terri Lee Family. It is lovely! And you can see all of us and our wardrobes there.

If you can get there for the opening or during the following week, BRING YOUR TERRI LEE DOLL AND THIS LETTER WITH YOU, AND YOU WILL RECEIVE A GIFT.

Wouldn't it be wonderful to find this "glass house" tucked away in some old warehouse?? HAPPY HUNTING!



September 7, 1957

ANNOUNCEMENT

TO OUR FRIENDS IN SOUTHERN CALIFORNIA

If you can possibly get to Newport Beach from where you live, there is A TREAT IN STORE FOR YOU!

RICHARDS - that big, beautiful store on Lido Isle - has a glass house in front of their store, built especially for me, and my brother Jerri, and for all the other members of the Terri Lee Family. It is lovely! And you can see all of us and our wardrobes there.

RICHARDS' TERRI LEE DOLL HOUSE OPEN ON SEPTEMBER at 10:00 a.m., on thursday the 19th.

If you can get there for the opening or during the following week, BRING YOUR TERRI LEE DOLL AND THIS LETTER WITH YOU, AND YOU WILL RECEIVE A GIFT.

We hope you can get there in time for a gift, but if you can't, come when you can. I think you will just love our new house. We think it is scrumptious!

Your friend,

Terri Lee

P.S. Remember - RICHARDS, The Lido Shops on Lido Isle, Newport Beach, Calif. Open daily, 10:00 a.m. to 7:00 p.m. including Sunday.

DISPLAYS
BY TERRY BUKOWSKI

NEW ERA MERCHANDISING

To guarantee even greater sales with the Terri Lee Family dolls Vi created what she called a NEW ERA IN merchandising. Three displays, the merry-go-round, the Terri Lee Ferris Wheel, and the Terri Lee Doll House were created for eye-appeal visual merchandising to entice young mothers.

MERRY-GO-ROUND

The first display item is the merry-go-round. The merry-go-round dates to the early composition dolls and is pictured on the early clothing boxes from Lincoln Nebraska.



The merry-go-round was made by Dewey & Wilson in Lincoln Nebraska and is motor driven. Stores bought them to make a permanent doll display.

On the top left side by the merry-go-round Jerri rides his stuffed horse. This stuffed animal was made in the early fifties and is stuffed with cotton batting, has button eyes and felt ears.



Little Mother Sews Rumba Panties for Tiny Terri Lee

By Mary M. Hayden

Little things have a way of getting lost, don't they?

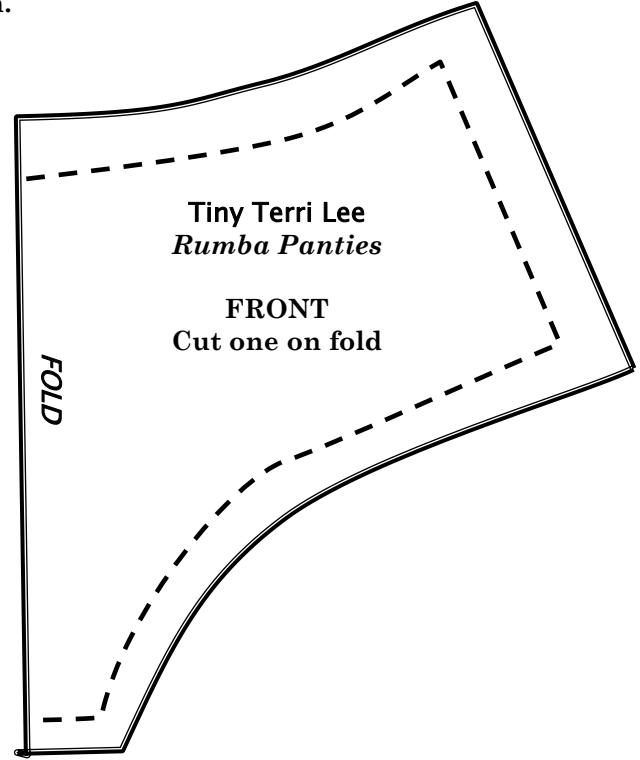
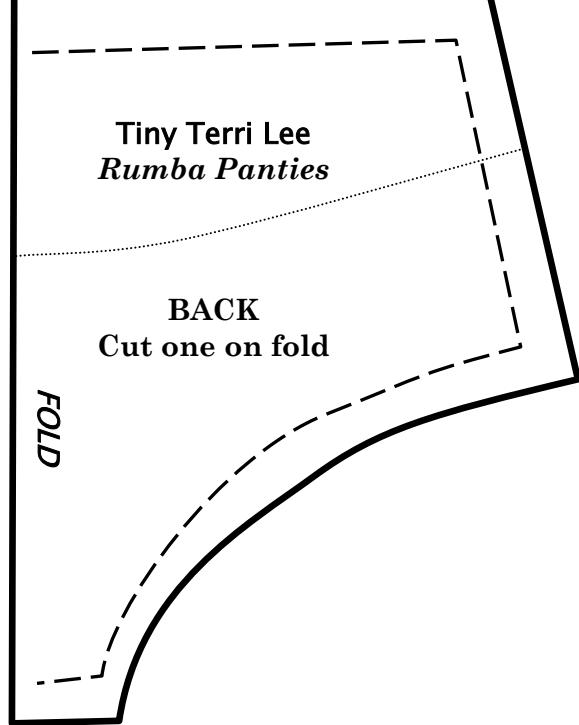
This is so true of Tiny Terri Lee Panties. So here is a quick little pattern to make Tiny Terri Lee very happy. Enjoy

Materials:

$\frac{1}{4}$ yard fabric
 $\frac{1}{4}$ yard of lace trim
1 yard of $\frac{1}{4}$ " elastic
Small decoration, flower or ribbon
Thread

Instructions: Sew all seams $\frac{1}{4}$ "

1. Gather lace and sew on panties back where indicated by dotted line.
2. Add a small flower or ribbon for decoration.
3. With right sides together sew front to back at side seams.
4. Turn under leg openings(bottom) along dashed lines.
5. Stretch and stitch elastic to leg openings
6. Turn under waist (top) edge and stretch and sew on elastic.
7. With right sides together sew panties crotch.



Jerri's Fun Page

By Dennis Ross



5. What do Japanese restaurants serve on Halloween?

Spook Yaki!

6. Why did the banana go out with the prune?

Because he couldn't find a date!

1. Which state has the smallest pop cans?
Mini-soda!
2. How can you tell when a vampire is sick?
You can hear it coffin!
3. What do skeletons say before they begin dining?
Bone appetite!
4. What room are ghosts afraid of?
The living room!