

# The Daisy Chain




Volume 32 Issue 1

March 2022

A black and white line drawing of a girl whose head is a large flower with many petals. She has a face with closed eyes and a small mouth, and is wearing a simple dress.

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suemunsell@aol.com  
contrary128@gmail.com  
<https://terrileedolls.com>

In the box at the upper left called Subscriber Password type Daisy Chain 2022 **(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.**



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**Articles for the June 2022 issue are due May 20, 2022**

# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1948 - 1951

By Terry Bukowski & Glenda Kitto



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### SCHOOL DAYS

We have practical clothes that we love to wear in the cool Fall and early Spring when we are going to school. On school days, I wear a plaid skirt and my little jacket and Scotch hat with my green felt purse over my shoulder, so I am really dressed for school, shopping or visiting. I have two other types of skirts. One has a darling belt line with a little silk blouse, and the other is a jumper skirt with straps over the shoulder. I think I like one as well as the other.

40 Terri in Jumper

140 Terri in Scotch Outfit

1071 Scotch Costume

1072 Jumper Costume

1073 Plaid Skirt and Blouse

These were practical clothes that Terri Lee would wear in the cool Fall and early Spring to school. Three outfits for Terri are pictured under School Days. The first skirt is plaid and has a belt line that has goes up in the front and forms a U. The blouse that came with my skirt is red. (1073 - Plaid Skirt and blouse). The second outfit is a jumper the suspenders are very thin. (1072 – Jumper Costume). Both come with a silk blouse. The last skirt is a plaid skirt, has a jacket in a solid color with covered buttons that match the skirt and a hat that also matches the skirt. This outfit also comes with a felt purse which the *Fashion Parade* tells us is green. (1071 – Scotch Costume).





# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1948 - 1951

The wool skirt came in many colors and Jerri also had trousers that matched. From 1948 – 1951 they would have been very short, in 1952 they became longer.



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1948 - 1951

While the small strap jumper doesn't appear in the Fashion Parade after 1951 it was still being made and many contain the printed tag which would mean they were still being produced in 1952 and 1953.



Fashion Wardrobe

Skirts/Sweaters/Blouses  
Mar 2022



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1948 - 1951

The September 1948 *Jr. Magazine* contained a half page article telling “Little Mothers” about Terri’s school ensemble. Be on the lookout for plaid skirts, berets and covered buttons in matching fabrics! I also have a skirt in the same fabric as the first Terri pictured in the *Fashion Parade* that came with a blue jacket has a hat that matches the skirt, the buttons on the jacket also match the skirt.



### The TOY SHELF



"Hello, schoolmates!"

"I am all ready for the first day of school. Are you? Mercy me, girls have so many things to do. I thought I would NEVER get my clothes together in time for school."

"In what grade are you? I am in the first grade. My little brother Jerry will not go to first grade. He is too young. He will go to kindergarten."

"Mother let me wear my new school suit, so you could see it. Isn't it simply adorable? The pleated skirt is made of all-wool Scotch plaid. And oh, how bright and pretty the colors are! They are red, and green, and black. My suit has a wide band. It is cut high in front, just like mother's new skirt."

"My jacket is plain green wool. It is trimmed with tiny, plaid buttons that match my skirt. In school, I will take off my jacket. Underneath my jacket, I wear a dainty white blouse. It has a round collar, and puffy sleeves, trimmed with 'V'ail lace."

"Mother made my Scotch kilie cap of the same plaid material as my skirt. Oh, it is so gay and perky on top of my curls!"

"Father gave me a green felt shoulder strap purse, with a tiny comb inside. Now, I shall always keep my hair tidy. I will also comb Jerry's hair. He gets so mussed up when he plays."

"Goodbye for now, Juniors. I hope to see you at school."



**TERRIE LEE DOLL** — 17 inches tall, in pleated skirt of all-wool Scotch plaid, plain green wool jacket with plaid wool buttons, white blouse, Kilie cap to match skirt green felt shoulder strap purse with wee comb for Terri inside. (Choice of wig: blond, brunette, redhead). **Complete, postpaid, . . . . . \$16.95**

**TERRI'S SCHOOL ENSEMBLE** — skirt, jacket, blouse, Kilie cap, purse and comb. **Complete, postpaid, . . . \$5.75**  
 Note: Terri Lee dolls are guaranteed unbreakable. Made of Celatone, can be bathed in warm water. Hair genuine miniature wave-length wig, can be dampened and set in pin curls, or curled with an iron.



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1948 - 1951



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### TWINS

People turn to look at Jerri and me as we go down the street dressed as twins in our colorful hand made matching sweaters and berets. My skirt and his pants are the same color of flannel. My blouse is soft silk crepe and Jerri wears a beautifully tailored shirt.

120 Terri  
220 Jerri

4000 Terri complete costume  
5000 Jerri complete costume  
1055 Terri sweater only  
2055 Jerri sweater only

Included in the 1948 & 1951 Fashion Parades is a page called "Twins". Terri wears a white skirt with a silk crepe blouse and Jerri has on trousers with a tailored shirt. Both wear hand knitted sweaters with matching berets. I have seen the hand knitted sweaters in blue, green, navy and red. My Terri in the blue sweater set is missing her twin.





# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952

By Terry Bukowski & Glenda Kitto



560K Terri in  
Scotch Costume

530L Terri in  
Jumper and Blouse

530M Terri in Skirt  
and Blouse

### SCOTTIE GIRL

I have practical clothes that I love to wear in the cool Fall and early Spring when I am going to school. On school days I wear a plaid skirt, with a jacket and Scotch tam. I have two other types of skirts. One is a jumper skirt with straps over the shoulders, and the other has a darling belt line. I wear silk blouses with my skirts, and all of my Scottie Girl costumes are so pretty that I like one as well as the other.

3560K Scotch  
Costume

3530L Jumper  
and Blouse

3530M Skirt and  
Blouse

24



In 1952 the Scottish Outfit has a makeover. This second rendition comes with a plaid wool skirt, a jacket made of velvet with lace trim on the lower sleeves and a Scotch tam in velvet. The shoes on my doll are velveteen and she came with a red purse.



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952

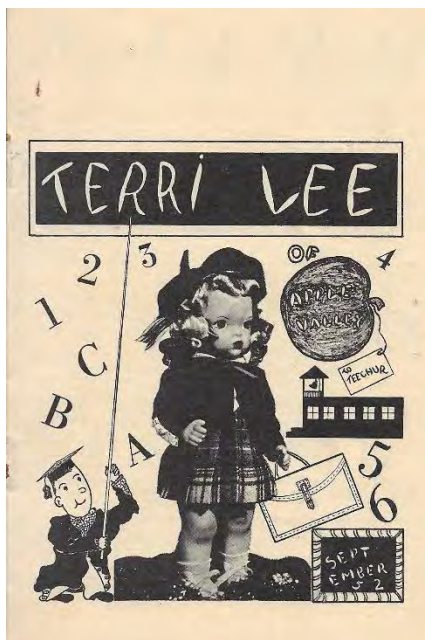
While this Velveteen outfit was only offered in the 1952 *Fashion Parade* it continued to be available through the years. It was even featured in three Monthly Magazines. First appearing in August 1954 as a coloring page. In January 1955 Terri Lee wearing the outfit announces her THRIFT CLUB. An article on the thrift club will be included. Finally in September 1956 the costume makes the cover of the monthly magazine with a coloring page.



August 1954



January 1955



September 1956



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952



The second picture in the 1952 *Fashion Parade* is a jumper and Blouse. The Fashion Parade calls it a jumper skirt with straps over the shoulders with a silk blouse. A clue to watch out for is if the jumper straps are lined with a color: Blue or Red. This will tell you that it should have a matching-colored blouse. This jumper also was made into trousers so Jerri could have a twin outfit as well.

The blouses come in several colors; the blue blouse has faded to purple over the years. Notice the different wool fabrics used.





# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952



The third picture is a skirt with what the *Fashion Parade* says has darling belt lines. It is nothing more than the skirt with a wide waist with the U cutout in the middle. There are so many versions of fabrics used it's a challenge to find them all.



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952

Other advertisements is how we date our outfits and this skirt was featured in the January 1953 Monthly Magazine.



The skirt also comes in solid colors. Terri's pants; the earliest version are the "short-short" as shown in yellow and the packaged blue set. The later version was longer as shown in pink. Terri Lee patterns cross the years and our only clue dating when an outfit was made is the clothing tag.





# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1952



The September 1953 Monthly Magazine also has a paper doll to cut out and play Terri Lee with.

The 1952 Fashion Parade also has a Twin page only it's call Sweater Twins. This outfit also made the cover of the September 1953 Monthly Magazine. I only have the skirt, blouse and sweater for Terri, the beret is missing as well as a Jerri twin.



Fashion Wardrobe

Skirts/Sweaters/Blouses  
Mar 2022

# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1954

By Terry Bukowski & Glenda Kitto



530M Terri's Skirt and Blouse 12.95  
530S Terri's Sewer Skirt and Blouse 12.95  
530R Jumper and Blouse, Broadcloth 12.95  
530J Gingham and Organdy School Dress 13.95

### TWO-PIECE OUTFITS

Wearing two-piece dresses is nice, isn't it? You can switch the blouses and skirts about and make different outfits! I have a lot of pretty separates that come as sets. Shown, first, my wool skirt with the white silk blouse. Next is my "Square Skirt" of Indian print and frill, dainty blouse. Then for very special school occasions I wear my pin check gingham with an extra overskirt of organdy. The outfit at the right end is my "Peasant" Skirt and Blouse, with full broadcloth skirt and lacy, puff-sleeved blouse.

5330M Skirt and Blouse 2.50  
5330S Sewer Skirt and Blouse 1.75  
5330R Jumper and Blouse, Broadcloth 1.75  
5330J Special School Dress 2.50

20

One thing to note is the change in Terri's wardrobe once the factory moved to Apple Valley. The weather is hotter and the cold weather clothing needed in Lincoln is no longer pictured.



Fashion Wardrobe



This description simply says "wool skirt with the white silk blouse". The waist band is straight and pleats are small.

Skirts/Sweaters/Blouses  
Mar 2022



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1954

One interesting item the skirt fabric below is also used in other outfits.



# TERRI LEE WOOL SKIRTS/JUMPERS/BLOUSES

## 1956

By Terry Bukowski & Glenda Kitto

The picture on page 20 of the Fashion Parade is titled School Styles but it is a bit confusing. Only the Sweater and Beret is being sold. The white skirt on the Terri is not mentioned. So where and when was the white skirt with small pleates sold?



1158 Terri in School  
Dress and Duster  
14.95

1122 Terri in  
Artist Smock 12.95

### SCHOOL STYLES

When the frost shines in the morning sunlight and the air is nippy and cool, you'll be wearing your new school outfits—and so will we! Above, my Sweater and Beret Set is a Must for everybody going back to school. Next you will see a new outfit I love very much—a School Dress with its own Duster and Hat. Then, next, I am feeling very creative and artistic in my Artist Smock just ready for all the paint brushes and clay they have in the classroom—who wouldn't feel that way in this outfit? I'm all ready for school. Please take me with you.

1842 Sweater  
and Beret only 1.95

1358 School Dress  
and Duster 3.95

1322 Artist  
Smock 1.00

20



I have two in my collection and both have the embriordry tag. The skirt below has the teddy bear ribbon that is seen in the broadcloth skirt.



# TINY TERRI LEE & TINY JERRI LEE

## 2004

By Terry Bukowski & Glenda Kitto



Terri Lee Associates announced one of the 2004 Editions would be Tiny Bonnie Lou & Benji Set. Item #90025 Ltd. Ed. 500 They were sold as a set and came together in a box to accomadate both dolls. They retailed for \$200.00. The outfits are made in a light-weight wool red herringbone. Tiny Terri Lee has on a hand knitted sweater. This is the first time “Tinys” were introduced in the ethnic dolls. They come with the walking mechanisms, just like the original Tiny Terri & Jerri Lee of the 1956s did.

2004 Tiny Terri Lee Collectors Dolls

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## Tiny Terri Lee Dolls

[2004 Editions](#)
[2005 - 2003](#)

**Tiny Bonnie Lou & Benji Set - 10"**

Item # 90025  
 Ltd. Ed. 500  
 Price: \$200.00 Retail  
 Size/Material: 10-Inch Hard Plastic - ABS

Tiny Bonnie Lou & Benjie are sold as a set dressed in coordinating costumes. Costumes are made in a light-weight wool red herringbone. This is the very first time "Tinys" have been introduced in the ethnic dolls. All Tiny Dolls continue to have the walking mechanisms.

[Enlarge Image](#)

**Tiny Terri CA Travel Doll - 10"**

Item # 40023  
 Ltd. Ed. 750  
 Price: \$100.00 Retail  
 Size/Material: 10-Inch Hard Plastic - ABS

<http://terrilee.com/2004-tiny-terri-lee-dolls.asp>

9/11/2005

# FELT PURSES

By Terry Bukowski & Glenda Kitto



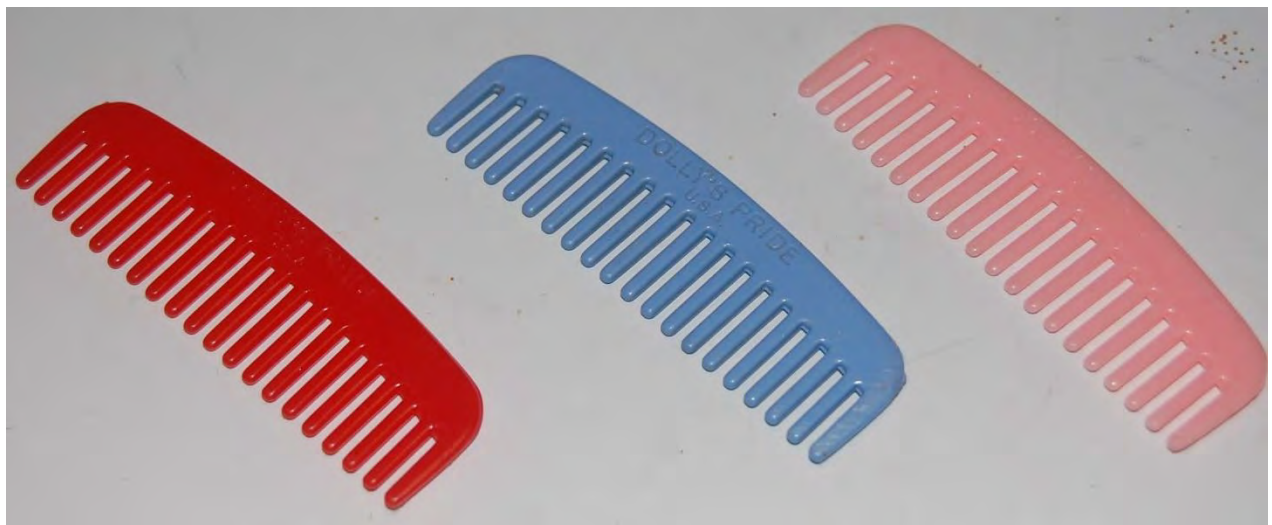
The felt shoulder strap purse came in different colors with or without decorations glued on it.

Snaps varied from a donut hole to a small snap with a solid top.

The purse was sold with the felt breton roller hat or with the outfit as in the case of the Scottish Outfit.



Tucked inside of Terri's felt purse is a comb made by Dolly's Pride. Someone once asked me did we know all the colors that were available. I have the three below. If there are other colors send me a picture and I'll add it to the page.





# *Little Mother Sews a Felt Purse for Tiny Terri Lee*

By Mary M. Hayden

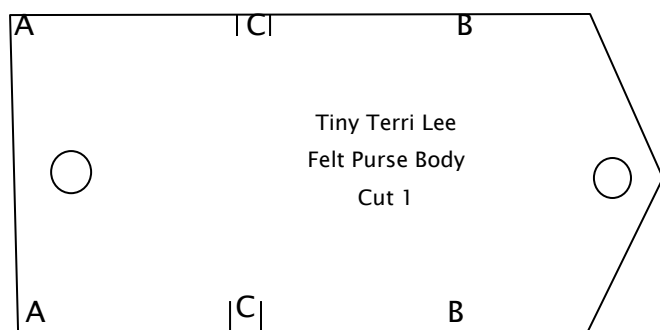
Tiny Terri Lee wanted a felt purse like her big sister, Terri Lee. So here is a pattern for you to make her one. Enjoy.

## Materials:

9" x 3" piece of felt  
Small gripper snap  
Thread

## Instructions:

1. Matching (A) on the strap to (A) on the purse, stitch together using a blanket stitch.
2. Stitch from (A) to (B), going around bottom (C); then repeat on the other side. Cut out the pattern pieces.
3. At circles, add gripper snap for fastener, or you can use a sew on snap if you prefer.



## A Hint for working with FELT

I guess most of us have noticed the moth holes in vintage Terri Lee felt fashions. The reason is they were made of wool felt. Today we can still buy wool felt but it is usually a combination of wool and rayon. I try to find felt that is 80% wool and 20% rayon; it is very soft and works up so well. I will add that 100% wool is very stiff and will not so easy in most cases.

Happy sewing for Terri Lee and family.



# Move to I & S 1962

By Glenda Kitto

## FACTORY OUTLET Sale..... Terri Lee THE ONE AND ONLY LIFE-TIME DOLL....



**Terri Lee** . . . Has just moved all of her clothes and playmates to her new home at **I & S INDUSTRIES, 2134 W. ROSECRANS AVE., GARDENA**, and invites all children in San Fernando Valley to come and visit her.

**Terri Lee** . . . Loves her new home and new family—**MURRAY SANDS & SAMUEL LONGO** and all of her I & S "Aunties" and "Uncles!" She hopes S. F. Valley children and their parents will love her as much as the millions of other children do who knew her before she came to live with her new Daddys six short months ago.

**TERRI LEE** . . . Wants To Be Loved At Home—In San Fernando Valley—Before She Travels Elsewhere!

**Terri Lee** . . . Wants to tell the world that she is a very, very happy doll because of all the wonderful new clothes, ice skates, and everything that her new Daddys' have made possible for her—they've even given her a voice!

**Terri Lee** . . . Now talks and sings!—and she's singing for joy because her new Daddys love children elsewhere—and particularly those in San Fernando Valley. To prove it, they are going to let every little girl in this area buy a **Terri Lee Doll** at wholesale price from now until Christmas—and even give a **Terri Lee Playmate Doll** as an extra bonus!

**ONE TIME ONLY!**  
**OFFER WILL NOT BE REPEATED TO PUBLIC!**

**VISIT OUR FACTORY OUTLET—2134 W. ROSECRANS AVE., GARDENA**

Open Daily Now 'til Christmas, 10 A.M. to 9 P.M. Mail Orders Accepted! Hurry! Hurry! — Phone 321-9586

It always surprises me that new items continue to surface. This full-page advertisement of 1962 announces the move of the Terri Lee doll, her clothes and playmates to her new home at:

I&S Industries, Gardena, CA

The ad indicates that TL made the move "6-months ago". The ad was placed Dec 13 1962.

All I can say is that I want to go shopping at the Factory Outlet. Perhaps we can each pick up a Days of the Week outfit with all the bibs and aprons. I can always dream...



# Apple Valley Baseball Terri-Terrors

Glenda Kitto

In March of 2021 Terry Bukowski writes of the most elusively advertised 1957 Jerri Lee Baseball outfit. We had already known that the Terri Lee Doll Co. sponsored a Little League team named aptly the “Terri- Terrors,” per the team pic.




In 2005 *Terri Lee Associates* offered #20036 Jerri Lee Baseball.



The first Little League teams created by Carl Stotz of Pennsylvania was founded in 1939. The first league had just three teams each sponsored by a local business. Per Wikipedia Little League was restricted to boys only until 1973.

New research surfaced showing scores for our Terri Lee team for 1953 and 1954 in the Junior League.

1954



Affiliated with  
Little League Baseball, Inc.  
Williamsport, Pa.

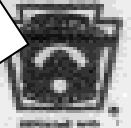
On Monday, Coillot pitched a thrilling no hit game in the first five innings of the battle between Terri Lee and Rotary. Rotary trailed with only one run until the bottom of the sixth when they got three more runs to make the final score 14 to 4.

Coillot was the man of the hour. In addition to pitching a fast game, he hit two beautiful home runs over the fence to be met at home plate by his team mates and managers. Johnson knocked another home run for Terri Lee to help put his team in the lead for the second half of the season.

Last week's scores include wins for Rotary who romped over the Elks on July 28th with a 9 to 2 victory; and Terri Lee who polished off the Elks July 27th. On July 29th, Terri Lee defeated the Lions.

Terri Lee, undefeated this half, promises to be in the big play-off with Rotary, first half winners, in the championship game to be fought at the Fair Grounds during the San Bernardino County Fair.

1954



Affiliated with  
Little League Baseball, Inc.  
Williamsport, Pa.

Little League baseball closed its first season in Victorville at the County Fair grounds last Sunday afternoon with an exciting play-off game between the Rotary and the All-Stars.

Managers Paul Atterton and Carl Williams coached the Rotary team to a championship season. Losing only one game during the first half of the season's play made them champions for the period. Competition became stronger during the second half and Terri Lee was tied with them for the lead when the Lions upset the balance by defeating Terri Lee in the last regular game of the second half by a score of 4 to 3. This automatically moved the Rotary boys up to top place with only two losses in the second half with Terri Lee holding a close second with three.

Since both halves of the season were won by the Rotary team, the All-Stars were picked

**JUNIOR LEAGUE**

The first half of the Junior League season ended with the Elks team winning 4 games and no losses. Final game being a real thriller with a score of 1 to 0. Terri Lee Terrors being the looser of the game. Second place was won by the American Legion winning from Rotary 8 to 2. Terri Lee and Lions tied for 4th place.

Final standings for the Victorville Jr. League at the end of the half season:

	Won	Lost
Elks	4	0
American Legion	3	1
Rotary	2	2
Lions	1	3
Terri Lee	1	3

Our team needs required more experience – after 4 games in the 1<sup>st</sup> half of the 1953 season our team is in last place.

The 1954 season was a different story with a no hitter! Our team makes it to the finals and plays at the San Bernardino Fairgrounds taking a second place standing for the season. Nice Job!

# Terri Lee Fashion Parade

by Pat Rether

Some things are absolutely unforgettable! If you had poured over this little booklet when you were a child, you recognized it instantly years later!

Lincoln, Nebraska Fashion Parade 1948-'50, '51

## Terri Lee Fashion Parade



Terri Lee, Inc.

LINCOLN, NEBRASKA

The Fashion Parade for the Terri Lee dolls was a doll-world innovation! The little catalogue came in the box or tied to her wrist and contained pictures and ordering information for Terri's huge, ready-made wardrobe. Most--but not all--of Terri's outfits appear in one or another of the Fashion Parades.

As a collector you probably have many of these little booklets because you appreciate their value when you try to determine if an article is original or not.

A COMPLETE SET OF THE FASHION PARADES WILL NUMBER SEVEN.

Three versions were published while the company was in Lincoln, NE. After the move to Apple Valley, three more Fashion Parades were issued. One of them, the 1954 FP, also appeared with a special Christmas card cover stapled over the regular cover. Inside they were identical.

The chart below contains some other information about the FPs.

### Terri Lee's SEVEN Fashion Parades

YEAR	PAGES	PLACE	SIZE	OTHER LEAFLETS
* 1948	28	Lincoln, NE	3 3/4"x 5"	Price List
* 1950	30	Lincoln, NE	" "	Price List
* 1951	30	Lincoln, NE	" "	Price List, Linda Lee
* 1952	32	Apple Valley, CA	" "	Prices, Fashion Centers, Linda, Hair Care, Friendship Club &
* 1954	48	Apple Valley, CA	4 1/4"x 6"	after 1955 Connie Lynn brochure & registration.
* "	52	" " "	" "	Second cover had the Nativity.
* 1956	40	Apple Valley, CA	5" x 6"	As above and magazine subscription form.



1948, 1950, 1951

*Back Covers*  
**FASHION PARADE**  
**Lincoln, Nebraska**

**GUARANTEE**

If I break, return me to "Terri Lee Hospital" 2012 "O" Street, Lincoln, Nebraska for repair. There is no charge for repair except \$1.00 for handling and postage

#1 1948  
"The Short One"

The three front covers of the LNFPs are identical; however, each of the back covers is different from the others.

In 1948, proud of their new TENITE II plastic, the company promised repairs with no charge but postage. Unfortunately, they underestimated the ferocity of Little Mother hairdressers! Even though the 1950 "Life-time Guarantee" seems to promise more, the company has actually hedged their responsibilities. In 1951 they made a few minor changes on the back cover of the third LNFP

Remember: #1 is the short one. #2 has Gene Autry in it. #3 introduces the Patent Pending, unpainted Terri Lee dolls.

As you read through the LNFPs, you'll find some changes in the text which will give you information for your Terri Lee collection Treasure Hunt!!!

**LIFETIME GUARANTEE**

Although Terri Lee is unbreakable, a Terri Lee Hospital is maintained to keep your Terri Lee in perfect condition for her entire lifetime. She may be returned direct to Terri Lee Hospital—as often as necessary for the following operations:

Broken parts and necessary restringing	No Charge
Refinishing job (painting but no rewiggling)	\$1.00
New wig and refinish job	\$3.00

**TERRI LEE HOSPITAL**

2012 "O" Street Lincoln, Nebr.

Repairs received after November 1st will not be guaranteed for Christmas delivery

#2 1950 - Gene Autry

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Restringing	\$1.00 postpaid
New wig & repaint job	\$3.00 postpaid

**TERRI LEE HOSPITAL**

2012 "O" Street Lincoln, Nebr.

Repairs received after November 1st will not be guaranteed for Christmas delivery.

#3 1951 - Patent Pending



1948, 1950, 1951 *Back Covers*  
FASHION PARADE  
Lincoln, Nebraska

**GUARANTEE**

If I break, return me to "Terri Lee Hospital" 2010 "O" Street, Lincoln, Nebraska for repair. There is no charge for repair except \$1.00 for handling and postage.

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**TERRI LEE HOSPITAL**

2012 "O" Street Lincoln, Nebr.

Repairs received after November 1st will not be guaranteed for Christmas delivery.

#3 1951 - Patent Pendants



P. Rather  
3 of 5

# Terri Lee Fashion Parade

## 1952 Apple Valley



Terri Lee, Inc.  
APPLE VALLEY, CALIFORNIA



6104 Jerri's Wardrobe  
and Giraffe Rack

6005 Terri's Winter Wardrobe  
in small Chest

### OUR MINIATURE WARDROBE

In the Fall Mother prepares my wardrobe for Winter. In the chest are my hand-tailored flannel or velveteen coat, bonnet, white fur muff, mittens, and fur-trimmed galoshes. I also have my party dress, rain coat and hood, pedal pushers and sport shirt, flannel robe, bunny slippers and pajamas. My name is on the door.

Jerri's garments hang so nicely on the Giraffe Rack. He has a rain coat and hat, knit sweater and beret, sun suit, swim trunks and beach coat. For regular play Jerri has jeans and a shirt. For night he has pajamas, bunny slippers and robe just like mine.

6102 Giraffe Rack alone  
and 6 hangers

6103 Small Chest alone  
and 6 hangers

The cover of the 1952 Apple Valley Fashion Parade is identical to its 3 Lincoln predecessors. Of course, the address is different although an occasional '52 FP turns up with the Lincoln address stamped over. It does seem odd that the company used the same "Leading the Parade" picture. They were no longer producing painted dolls and Terri's majorette outfit had changed as well.

The 1952 FP is often found with a hole punched through one corner. The company began to tie the booklet to Terri's wrist where "Little Mother" would be sure to find it. The tiny catalogues were a great sales tool and the company started to include other leaflets: Linda's brochure, a retail price list, an invitation to join the Terri Lee Friendship Club, a list of "Fashion Centers," stores which carried a larger assortment of Terri Lee items, so that "big" mothers could place their orders by mail.

Inside, the color photos showed an up-dated wardrobe. Some outfits were from their Lincoln days but were pictured in a FP for the first time: Heart Fund, Irish Colleen, lace wedding gown, groom, ballet-length bridesmaid, doctor, nurse, etc.

The back of the '52 FP was very different. Previously, the "Lifetime Guarantee" had appeared there. In '52 it moved inside to page 2. Clothing & clothing storage took over the back cover. This was a good move since the well-being of the company depended on vigorous fashion sales.

How complete an inventory are these various FPS? Well, up to 1956 almost all of the outfits were shown either in a FP or monthly magazine. Then the magazines began to appear irregularly and there were no further FPS. This explains why in the last years outfits appear on price lists but are never pictured.

1952 Apple Valley FASHION PARADE



Terri Lee®  
Fashion Parade

1954  
Apple Valley

1954 FASHION PARADE



"LEADING THE PARADE"  
appeared in a new version on the cover of the black & white Fashion Parade of 1954. With 48 pages, it is the longest of the fashion booklets. The Terri Lee company was at its apex!!! This FP included Linda, her furniture and her layette. There is also a bed and a walker for Terri.

The layout of the black and white cover is still very similar to the preceding 4 FPs. However, there is a new, registered trademark signature and a new company name.

Some FPs in 1954 were mailed with an additional Christmas card cover. It was stapled over the black & white cover. Aside from the extra 4 pages, the two booklets are exactly the same.

Terri Lee® SALES CORP.  
APPLE VALLEY, CALIFORNIA

(Cover Xmas Card)  
1954 FASHION PARADE





# 1956 in Apple Valley

TERRI LEE FASHION PARADE

## Meet the Terri Lee family

TERRI LEE & DAUGHTERS in 1955. This family photograph first appeared in a Christmas card that the company sent out in 1955. Terri Lee was 28, Connie Lynn 9 and Linda 7 in this picture. Connie Lynn is holding the Linda doll...and the story goes that the Linda doll was named after Vi's youngest grandchild, Linda, but modeled with inspiration from Connie Lynn's baby pictures. Connie Lynn did get a doll named after her in 1955, but that doll is supposed to have been influenced by Linda's baby pictures...



The original Connie Lynn, Terri Lee and Linda

*Terri Lee* SALES CORP.  
APPLE VALLEY, CALIFORNIA

Copyright TERRI LEE SALES CORP. 1956

"MEET THE TERRI LEE FAMILY," a 40-page, black & white issue with a color cover, was the 7th and final Fashion Parade. This last booklet showed shortie pajamas, drop-waist dresses, Curtsy coats. But what else was happening in Apple Valley which would soon lead to the end of the company there?

Between 1955 & 1957 the Terri Lee company expanded in an amazing way! There were seven new dolls: Connie Lynn (1955), Little Coco (1955 but unsuccessful), Tiny Terri Lee (1955), Tiny Jerri (1956), the Chicano dolls (19??) and So Sleepy (1957). There was a newly built production plant which increased floor space from 10,000 to 38,000sq. ft., a 300% increase! In April, 1957 the company took out a \$230,000 loan although by April, 1958 they were being sued for non-payment of wages. November 20, 1958 a fire burned out much of the new plant. Soon after that the company closed. By May, 1960 everything including the ranch home had been auctioned off. A combination of over-expansion, under-capitalization and poor management ended the Apple Valley endeavor.

Hindsight is a wonderful thing! What if...Vi Gradwohl had continued to have those great "new era in merchandising" ideas? What if...Vi had arranged to advertise Terri Lee on TV during Saturday morning cartoons the way the makers of Chatty Cathy did? What if...Vi had switched from "Fashion Centers" and middlemen to direct, mail-order catalogue sales the way the Pleasant Company has done with their "American Girl" dolls? What if...

# Terri Lee Fashions for the tiny Terri DOLL

by Pat Rather

## ★ THE FIRST CATALOGUE:

In 1955 & 1956 the Terri Lee company created two new catalogues to show off the wardrobe of their new line of Tiny Terri Lee dolls.

The first catalogue, "PRESENTING TINY TERRI LEE," appeared in the fall of 1955. It showed 32 outfits and all of them were for Tiny Terri. This catalogue probably came out at about the same time as the new doll did. Tiny Terri was released to the public at an Apple Valley debut in November of 1955.

The first catalogue was also used as a kind of wrist tag for Tiny Terri. (See our pages on WRIST TAGS.) Its miniscule size is to scale with the doll. Booklets once tied to the doll's wrist will have a hole in the left, upper corner.



#1--1955 TTL only

The first catalogue also substituted for the December, 1955 monthly magazine. Instead of sending out that last magazine of the year, the company sent a clever Christmas card. It opened to show Santa with a pack. In the pack was a removeable Tiny Terri catalogue inserted through a slit in the paper. (See our pages on the magazines.)

## ★ THE SECOND CATALOGUE:

The second catalogue was also called, "PRESENTING TINY TERRI LEE." It was copyrighted in 1956. It shows about 60 outfits for Tiny Terri and 14 or 15 for Tiny Jerri.

The second catalogue does not seem to have been used as a wrist hanger.



# 2 -- 1956 TTL and TJL

Tiny Terri and Jerri fashions were also advertised in the October 1956 monthly magazine. The pictures are identical; however, they were not as easy to see. The paper used in the monthly magazine was of a poor quality.

HAPPY HUNTING for these darling little catalogues with Princess Tinkle, that lovely lady who so resembles Mrs. Gradwohl!!



# TERRI LEE BRIDE - 1948 - 1951

By Terry Bukowski

**Version 3** is the last Lincoln Wedding Gown with a train! This third version of the wedding gown with a train is made of delicate, batiste fabric and trimmed with lace measuring 1 ½". Like the other two, it has a princess waistline. Like the second gown (and the two shorter gowns, which follow this one in 1951 and 1952) it has a strapless, white taffeta under slip. The veil has a cap of netting with the netting three fourths in length, what is interesting is that the lace trim

which is different that the lace that adorns the gown goes around the head and snaps on one side. A bouquet of flowers adorns the head piece.



# INTRODUCING TINY TERRI LEE

By Terry Bukowski

Tiny Terri Lee burst onto the market in November 1955. With not much time for the 1955 Christmas season, quick marketing was employed. Given the need to meet this rush

the November 1955 Terri Lee Monthly News Bulletin sent to the dealers featured Tiny Terri Lee as a reduced picture of Terri Lee. The doll could not have been tested or bullet #4 never would have been stated. The swiss fiber wigs of the curled hair Tiny Terri's did not permanently hold its curl. Not all dolls have the painted side eyelashes. Were they left off as an oversight to meet the Christmas rush or was there a cost savings measure employed during the 60s when the company went through so many changes?

1. Made of indestructible plastic she is guaranteed.
2. She walks, stands, and sits.
3. Has closing eyes with real eyelashes, she sleeps.
4. Her hair is permanently curled, retains curl after shampooing — no hair pins or bobby pins needed.
5. Wig will not come off.
6. Garments have the same fine quality, design and workmanship that won for Terri Lee fashions the quality market.
7. Correctly proportioned.
8. Terri Lee offers the finest at the lowest price for Terri Lee assures you of the best.

#### 9. Tiny Terri Lee Fashions fit

Wig Colors to look for:

Curled:

Auburn  
Brunette  
Honey  
Platinum

Pigtails:

Auburn  
Blond  
Brown

## Terri Lee

Nov., 1955

### MONTHLY NEWS BULLETIN

CREATORS OF THE NEW ERA IN DOLLS

#### TINY TERRI LEE HERSELF—10 inches tall

Dressed with the same meticulous care, magically identical in every detail—a replica of Terri Lee

With the same high style, identical fashions as her big sister, Terri Lee

The only unusual and Best Miniature Doll on the market

Introducing the newest member of the family now ready for your Christmas season



Terri Lee

17 inches tall, Presents

The newest member of her family—TINY TERRI LEE

She is a replica of her big sister in everything but size

Correctly proportioned—just 10 inches

Same fabulous wardrobe in quality design

Place orders immediately for deliveries

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

NOVEMBER ☐ \$50.00 ☐ \$100.00 ☐ \$200.00 ☐

Each Month Thru. Dec. 1955 ☐

Name of Store \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signature Toy Buyer \_\_\_\_\_

Your Sales Keep Growing —

Because Her Wardrobe NEVER Stops Growing

**TERRI LEE SALES CORP. APPLE VALLEY, CALIF.**



## INTRODUCING TINY TERRI LEE

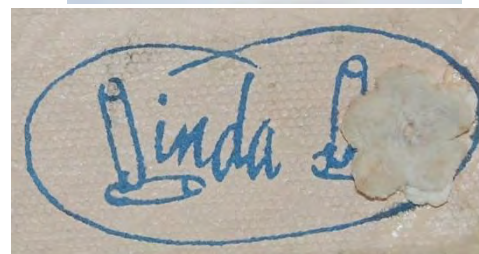


The platinum and honey blond wig were not available in the pigtail version. The wig for the pigtail has a single row of stitching down the back. The wigs don't seem to have consistency in the amount of fibers in each wig or the length of the wig.

# LINDA LEE OR LINDA BABY SUITCASE

By Terry Bukowski

Advertised in the 1954 Fashion Parage on page 41 number L-11 is “Everything For Linda” with a cost of \$10.95. Or just the empty suitcase LF-61 could be purchased at a cost of \$2.95. Everything for Linda included a blanket trimmed with satin ribbon, fancy pants, kimono, taffeta coat, dress, slip, creeper set, nightie, shoes & socks. The suitcases were originally made with Linda Lee at the bottom. A sudden shift from Lee to Baby forced the company to come up with innovated ways to sell the inventory on hand.



Above is a pink version, the color on the suitcase doesn't show up well. There is also a white top with a red lower as pictured below. A flower was glued on top of the Lee and in the case below it was peeled off or was never there.



Accessory Book



Furniture – Baby Furniture  
Mar 2022



# Photo - Lamp

Update by Glenda Kitto



1954 Publicity Photo

A beautiful hand-painted, hand-laced fiber glass lamp picturing Terri Lee or Jerri in gold finished steel.

12 ½" tall

12" wide shade

4 ½" cylinder

Monthly Magazine 1955 September

When the Accessory Book was initially presented in 1997, Pat Rather created the first documentation re: Photo-Lamp. Since that time, 35 years later we are still awaiting the Jerri Lee lamp. In 1997 we knew of 3 lamps, as of this writing I believe just 5 are in known collections.

35400	Terri's New Broadcloth School Dress & Felt Hat.....	page 1.....	\$ 2.50
5920	Terri's Poodle, with Autographed Blanket.....	page 1.....	4.95
45506	Jerri's Real Western Roundup Suit with Felt Sombrero, Cowboy Boots, Pistol and Belt.....	page 8.....	4.95
CF1400	Connie Lynn's Figured Dimity Creeper.....	page 9.....	1.98
5614	Terri's New Housecoat.....	page 10.....	1.95
5916	Terri Lee Lamp.....	page 10.....	13.95
L-10	Linda in New Musical Bassineffe and Tree.....	page 11.....	14.95
6103	Terri's New Wardrobe Chest, Natural Wood, Hand Painted.....	page 12.....	8.95
500C	Terri in Can Can Pants.....	page 12.....	10.95

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

A beautiful hand-painted hand-laced fiber glass lamp picturing Terri Lee or Jerri in gold finished steel frame-height of lamp 12½ inches



10

(mid 1954 is time period TL/JL is first listed in Dealer Price lists)

Price point in 1954 – 1955 \$13.95

Price point in 1956 dropped \$10.95

A further reduction for 1957 \$ 5.95

Pat Rather acknowledged color variations:

- the shade in the publicity photo is Green, others: tan or yellow
- the Organdy Party dress is known in both Blue and Yellow, this writer believes pink and green are possible as the Party dress can be found in all four colors.



On display in Dayton, Ohio 1991



Owner unknown



Bukowski Collection



Kitto collection – Yellow Organdy Party dresses for TL and TTL to match with the Photo – Lamp.

Below is also in the Kitto collection – Blue Organdy Party dresses for TL & TTL. Unfortunately, the shade is a remake and not to correct size.

Please advise if you have located another lamp OR if you have won the “brass-ring” and have the extremely rare vintage Jerri Lee lamp.





# Photo - Lamp

*by Pat Rather*



If Terri Lee could have a bed, Little Mother could have a LAMP!

The lamp is a very light weight affair! The fiber glass shade is laced with gimp, a plastic covered cord popular in the 1950's for children's craft items. It perches on top of the base on three metal legs.

The base is a light metal frame designed to hold a rolled photograph of the doll. In SEPTEMBER 1955 the monthly magazine advertised the lamp, #5916 "Terri Lee Lamp, for \$13.95. It appeared in the 1956 "Fashion Parade" as #1890 at \$10.95.

Even though the bulb is only 7.5 watts, it was still too hot and too near the photograph. Its heat dried out the picture. That is probably why so few have made it into the 1990's.

In NOVEMBER 1956 and in JANUARY 1957 the monthly magazine advertised the lamp as "Terri or Jerri Photo Lamp." Either no one was paying any attention, or the lamp was just too ephemeral for only three have turned up, all with Terri's picture with some variation in color.

# Terri Lee – Party Time

## SPRING IS COMING

I think these girls are ready for spring  
In their cute dresses. If you look  
Closely you can spot the differences.  
All are organdy but the bodice is  
Different on them. One has flowers  
And the other has asterisks which on  
A keyboard is above the 8. Clearly  
Would be great for identical twins so  
You could tell the difference in them.

Sue Munsell



Fashion Wardrobe

Dresses – Party Dresses





## FOR SALE – Terri Lee Clothing

Call Wanda Houck, (405) 340-3958, [wanda.houck@sbcglobal.net](mailto:wanda.houck@sbcglobal.net)

Wanda will send pics if needed. Call about the dolls.

1. Dress - white organdy, small lace trim, red ribbon ties - loopy tag - excellent \$95
2. Campfire outfit - skirt/shirt/cap/red scarf - emblem on both skirt and cap \$85
3. Cowgirl shirt - shocking lime green satin, repair on shoulder needs to be redone better, needs pressing \$40
4. Cowgirl vest and one gauntlet, white \$45
5. Gene Autry gun belt - has a big buckle so I think it's for GA, no gun \$40
6. Majorette outfit - white brocade satin pleated skirt (needs pressing) , red taffeta top, no panty - Hat is tall white felt with spidery gold all over, red feather (probably first majorette hat, hard to get). white boots Hat has its elastic strap \$160
7. Majorette outfit - maroon taffeta pleated skirt, gold top, gold panty, maroon hat, yellow feather - no boots included. \$110
8. Velvet coat and hat - pretty wine color, lace inside hat, I put fur puffs back on excellent \$90



March 2022

# TerriLee®

## FOR SALE – Terri Lee Clothing

Call Sue Munsell (314) 878-7641, [suemunsell@aol.com](mailto:suemunsell@aol.com)

Spring coat blue & white, has attached collar \$60.00



Call Terry Bukowski (210) 385 – 2141, [terrybukowski@yahoo.com](mailto:terrybukowski@yahoo.com)

The following dresses are \$45.00



The following skirts are \$30.00



March 2022