

The Daisy Chain

Volume 34 Issue 1

March 2023



A black and white line drawing of a girl whose head is a large flower with many petals. She has a human-like face with eyes, eyebrows, and a small mouth. She is wearing a simple dress and has her arms outstretched.

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In the box at the upper left called Subscriber Password type **Daisy Chain 2023 (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.**

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

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Front Cover ~ Mary Weaver

Articles for the June 2023 issue are due June 17, 2023

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Roller Skaters

YoursTerriLee

Terri Lee's first skating costume is a strange one. It is made of taffeta and ruffled net and is designed for "exhibition skating." The bottom has long legs and one would suppose it is suppose to flair out with spins and turns. It is trimmed with "real rhinestones" This is the description from the Lincoln Nebraska Fashion Parade.



This picture from Dennis Ross' collection shows that the hat for this costume was just a beanie trimmed in rhinestones. The top of the outfit also has rhinestones. This is one of the few times

that a Terri Lee costume actually came from the factory with rhinestones. Most other examples with rhinestones are formals. This costume seems very rare and it was quickly replaced with a shorter perkier version. The style of the top continued to be used for Ice Skating costumes. The Roller Skating hat underwent a dramatic re-design by the time the 1952 Fashion Parade from Apple Valley appeared as shown in this fabulous red example also from Dennis Ross.





The 1952 version of Terri Lee's Roller skating costume is made of ninon and ruffled net and comes with a "matching bonnet." There are examples of this outfit in both rayon "ninon" and cotton organdy. It is this reporter's opinion that the rayon version is probably older. The 1954 Fashion Parade shows the skating costume without a matching hat but the hat comes with the rayon AND the cotton version of this outfit.

To the right is the 1954 version shown with a flower headpiece which has not appeared even in MIB versions of this costume. Notice that this year the skates changed from white to metallic which may be silver, gold or pink. This is probably the cotton organdy version. Terri's skating outfit is re-designed again for the 1956 Fashion Parade and this time it is taffeta and netting with a completely different hat as shown below. The hat hugs the head and is much more streamlined.



1954



1956

This picture includes a slightly different version of the Skating Costume which I would date to about 1956 also. The skirt has much coarser nylon netting and includes two rows of ribbons. The style of these skating costumes is reflected in the Tiny Terri Lee skating costume which is taffeta and has a similar hat. Tiny Terri Lee appeared on the scene in



1955 and had the most complete wardrobe offering in 1956-1957.



Notice Tiny Terri Lee roller skates without ties are shown but they also came with ties as shown in the 1956 booklet

Presenting
Tiny Terri
Lee.



Terri Lee Roller Skating costumes came in many different colors, designs and fabrics. They are a favorite with collectors and command high prices when in excellent condition. Many have been found still in their original boxes.



Here are three examples from Dennis' collection. Lavender, mint green and yellow. The unusual example at the right is of ninon flocked with glitter flowers. I have photographed two different styles of skating costumes made with this fabric and also a formal ballerina dress. They have tags, little pleats, and square snaps but?? They are somewhat reminiscent of the flocked heart and Irish formals.

If you have more information about costumes in this fabric please email me with pictures and history.



1948 - 1951 Roller Skaters

Terry Bukowski

In the 40's and 50's Roller Skating was a very popular sport just as Ice Skating is today.

According to the Fashion Parade this outfit was for exhibition skating and is made of taffeta and ruffled net. It is trimmed in real rhinestones and the skates have silver bells on them. Also, this outfit comes in beautiful colors.

With Mary Hayden's insight into clothing and their history she e-mailed me the following

information. "One famous lady skater was Gloria Nord which fit into the timeline of our outfit. Mary also tried to figure out how Vi came up with this outfit, she found that during those years roller skating was popular, and they had US title contests if you look up information on them you will see similarities, there was a famous Scandinavian skater who wore some similar outfits. Mary felt the outfit fits the time frame of the late 30's or early 40's, definitely not the 50's. If interested in more information on roller skating check out the Roller-Skating Museum in Lincoln NE."



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FOR DANCING AND SKATING

Dancing and roller skating are such fun. They give us the poise we need when we grow up. My ballets, or formals if you wish to call them that, are made of Celanese taffeta and fine rayon net in beautiful colors, all trimmed in glittering sequins. I also have a white fur hand-made lapin formal jacket and a long white flannel formal coat trimmed in sequins to match my formal. My roller skating costume for exhibition skating is of taffeta and ruffled net. It is trimmed in real rhinestones and my skating shoes have silver bells on them. My skating costume also comes in beautiful colors.

70 Terri in ballerina	1066 White fur formal coat
90 Terri in skating costume	1075 Ballerina costume
1065A Long formal coat	1081 Skating costume

1948 - 1951 Roller Skaters

Terry Bukowski



My skater skirt was missing the ribbon tie. In looking closer at the construction of the skirt the net and panties are sewn together by the waist band of the panties. The top and beanie are identical to the Fashion Parade picture. According to Mary Hayden, “we know this much about the evolving clothing for TL these outfits were not sewn in a factory it probably is all original but the skaters I have seen had separate pants.

I think it will be a mystery, after enlarging the photo I would almost

argue it was an upgrade, they found a better or easier way to make the outfit using a ribbon to attach the skirt.

I used Ellen Lawson’s skater as my pattern. It was all original and had a ribbon waist. You could say it was just like the calypso shirt had”.

1948 - 1951 Roller Skaters

Terry Bukowski



Above is what the construction of what my skirt looks like. A taffeta band connects the panties and the netting skirt.

I also asked Mary what colors she had seen the outfit in, here is her response, “There is the yellow-gold, blue taffeta, being vintage it had turned to a grey blue, but then most of the blue taffeta did, rose-pink and white. The white also aged it was never bright white, I believe it was softer white. ”Did I see round snaps on your skater pants, if so then maybe yours is the very first version and they decided to make it a separate piece.

Mary also said, “I'm curious since the only reason I made one in white was I saw one somewhere, and it had emerald rhinestones, I thought it was awesome.”

1948 - 1951 Roller Skaters

Terry Bukowski

Rhinestones decorate the closure of the top and three are on the



sleeve. The beanie has a row of rhinestones around the edge and then one in each pie of the beanie. If you look closely at the Fashion Parade there are no rhinestones on this outfit, however there are what looks to be snowflakes not only on the roller skater but the formal as well. Last are the flowers used, they appear to be the same ones used for the bride's dresses, this is what I gave my doll to wear with her outfit. The skates used were white oilcloth with silver bells.

after this article for both Terri and Tiny Terri Lee.



1948 - 1951 Roller Skaters

Terry Bukowski

We loved this outfit so much it became the convention gift for 2014. Geri King made the outfit for Tiny Terri Lee from Mary Hayden's pattern.

Also available were a pin and stamp. Both from Dennis' art work.



I had Mary Hayden make me the outfit for Terri, while I waited to find the original.

If you want to make the first roller skater for your collection, I have attached Mary's pattern after this article for both Terri and Tiny Terri Lee.



Terri Lee's Fashion Parade

Roller Skating Costume

#1081

Materials:

- 1/3 yard 45" wide taffeta
- 1 yard 60" wide tulle
- 1 1/3 yards 1/2" wide single faced satin ribbon
- 4 small snaps
- 30 6mm rhinestones
- Thread

INSTRUCTIONS: All seam allowances are 1/4" unless otherwise stated.

Bodice: You will be making a bodice of taffeta, front, back and sleeves, and a bodice from the tulle for the lining.

1. Sew shoulder seams.
2. Set sleeves.
3. With right sides together sew taffeta bodice sleeves to tulle lining sleeves at hem.
4. With right sides together sew entire underarm seam, from taffeta edge to tulle edge. Turn bodice to right sides together.

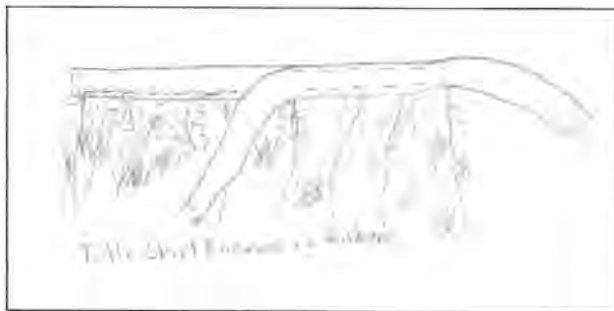


5. Sew lining to bodice by stitching around entire neck edge, front and hem leaving a small 1 1/2" opening at the back of the bodice hem, this is where you will turn to the right side.
6. Turn right side out, hand stitch opening. Add snaps at front.
7. Place 3 rhinestones on bodice and 3 rhinestones on each sleeve where noted on pattern.

Skirt:

1. Gather skirt 60" ruffle down the center. Sew it around the outside edges of the skirt, omitting top gathered edge. Make 6 of these. Gather the top edges.
2. Cut 2 pieces of ribbon, one 30" long and one 10" long.

3. Taking the 10" piece, turn in $\frac{1}{2}$ " on each end. With wrong sides together, set the 6 gathered sections of tulle equally on ribbon.
4. Center the wrong side of the 30" piece of ribbon over the right side of the tulle sections on the 10" piece of ribbon.
5. Sew around all edges of the ribbon, encasing the gathered tulle sections.



Beanie:

1. You will make one beanie of taffeta and one beanie of tulle for the lining.
2. To make top loop, cut a piece of bias 3" long by 1" wide. Turn in $\frac{1}{4}$ " along each long edge then fold in half, sew down each edge. Set aside.
3. Sew 2-3 piece section of the beanie together. Fold the bias loop in half, sew about a $\frac{1}{2}$ " loop at the top of beanie where sections meet on one of the 3 piece sections.
4. With right sides together sew the 2, 3 piece sections together, making the taffeta beanie.
5. Sew 2- 3 piece sections of the tulle beanie.

6. With right sides together sew one side of the beanie leaving one side free for turning.
7. With right sides together sew the hem of the taffeta beanie to the tulle beanie, turn, hand stitch the tulle seam not sewn earlier.
8. Using the pattern as a guide, set rhinestones on the beanie. On 3 sections, set 3 evenly along the hem, the other 3 section, set 2 along hem. Set a rhinestone in the center of each section.

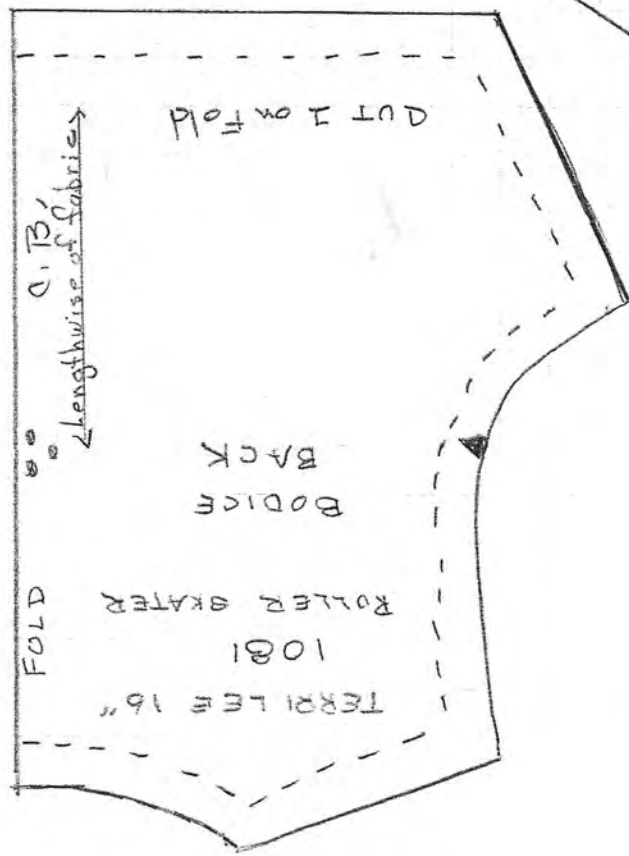
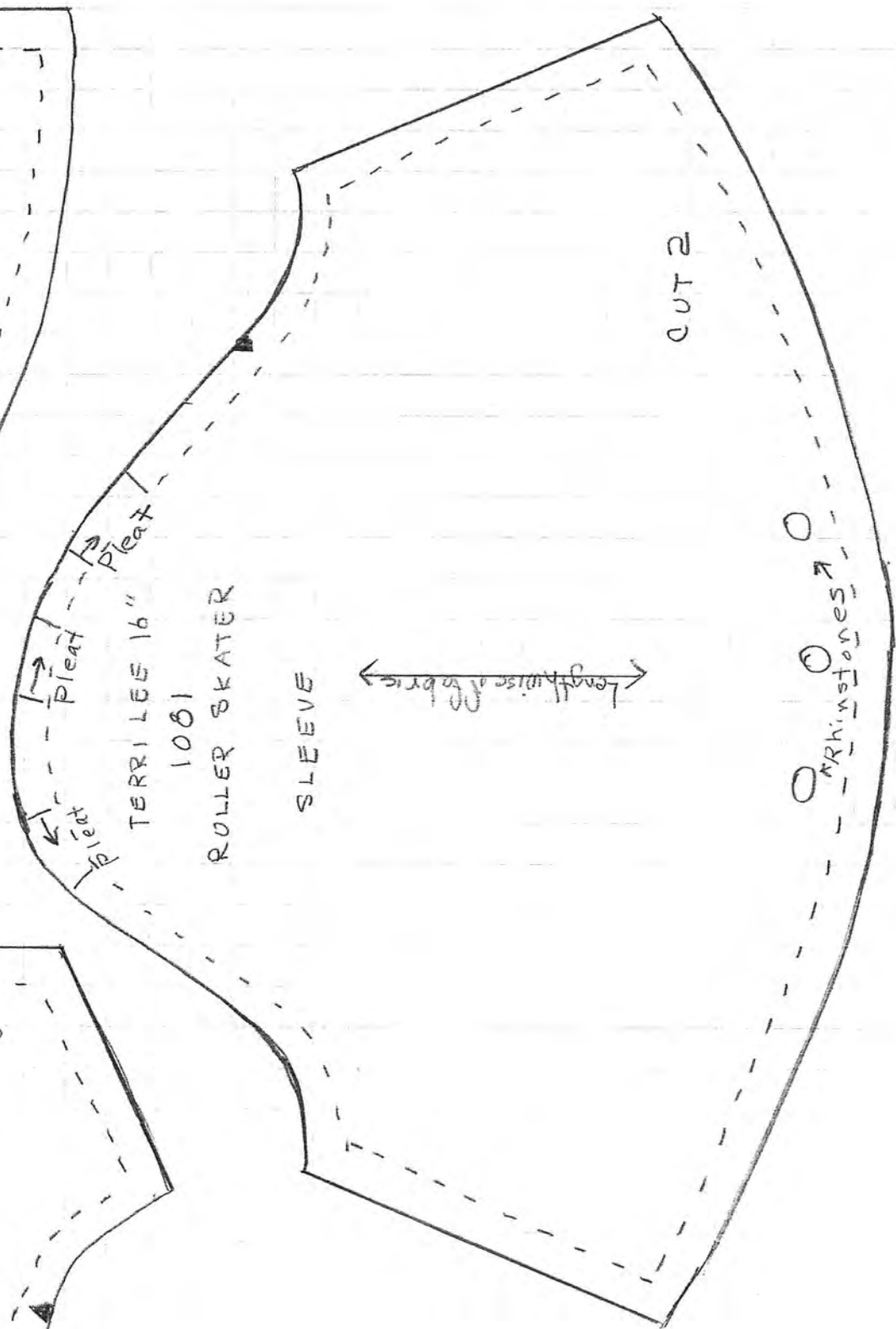
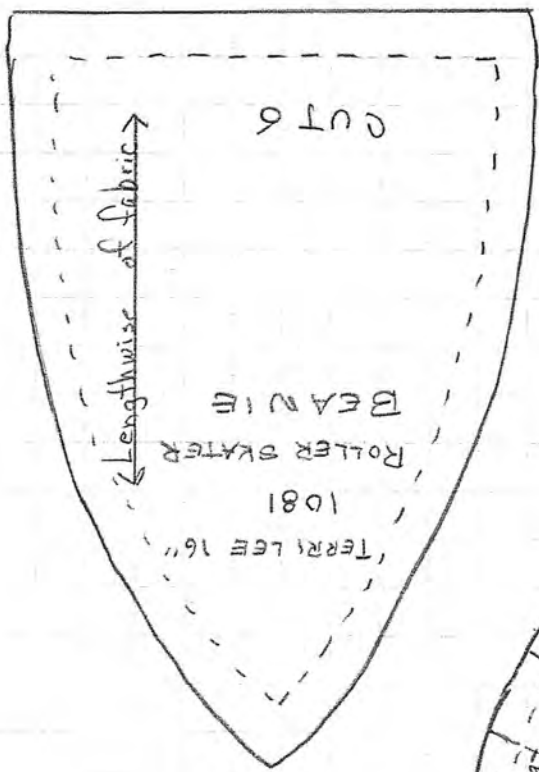


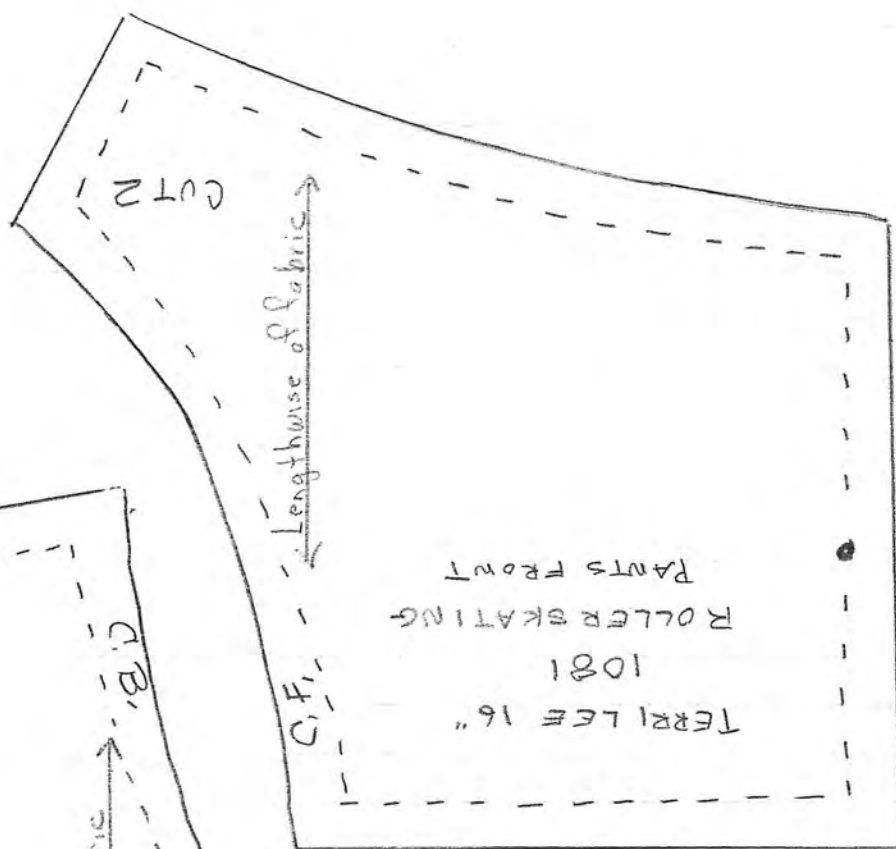
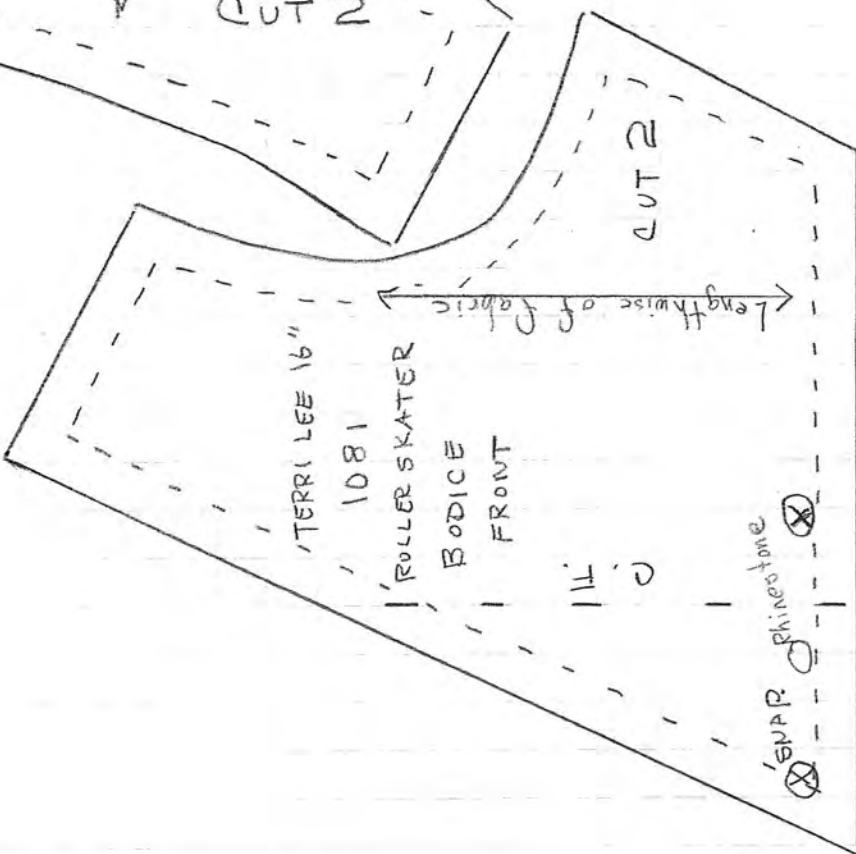
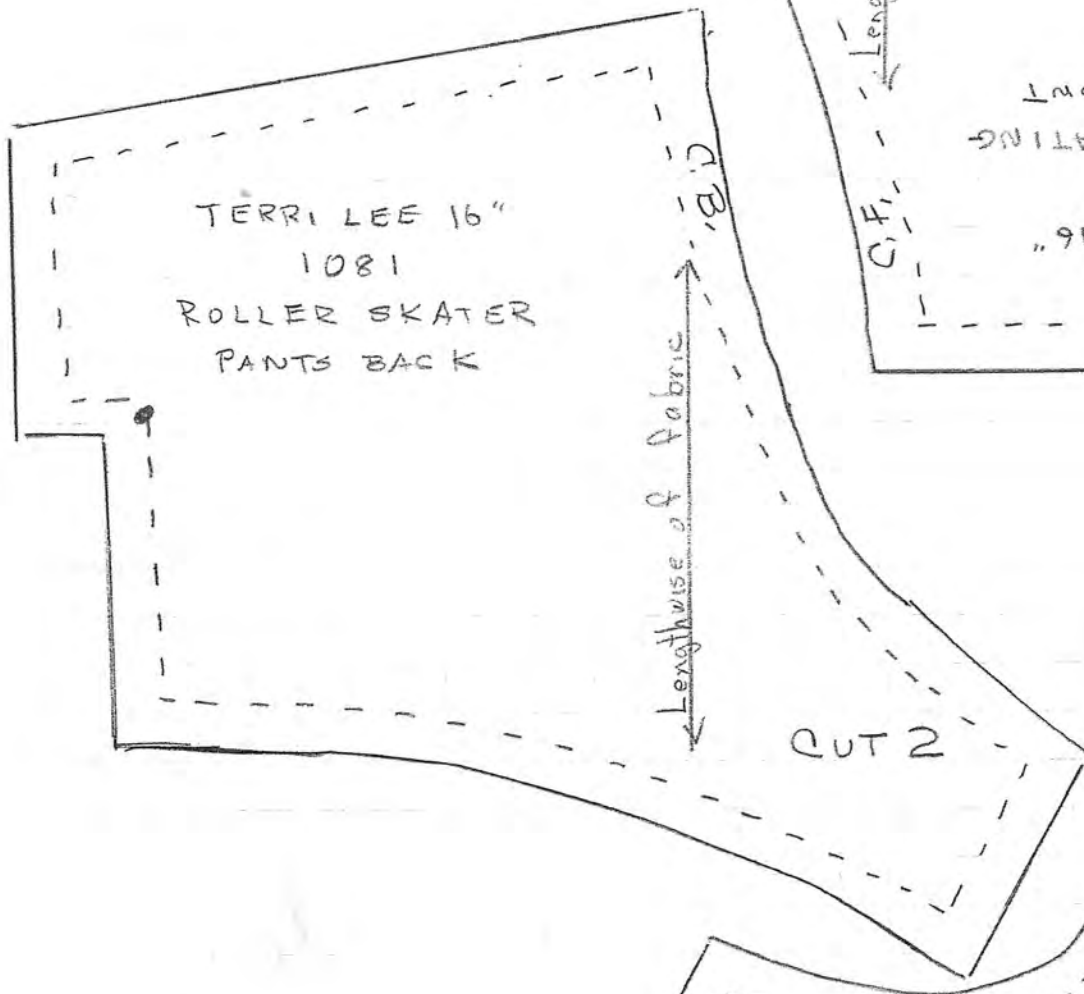
Pants:

The pants are taffeta lined with tulle.

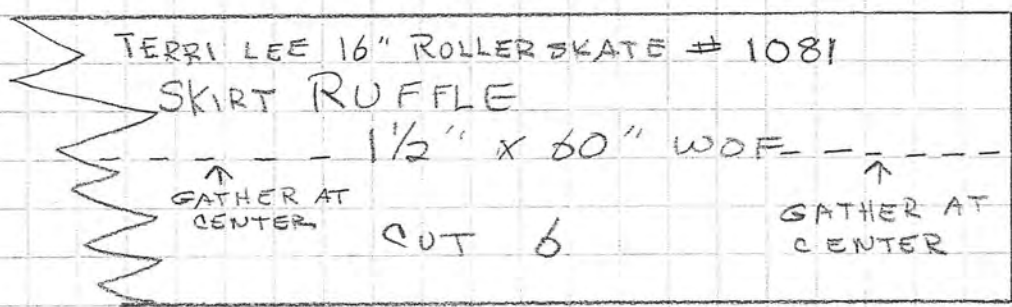
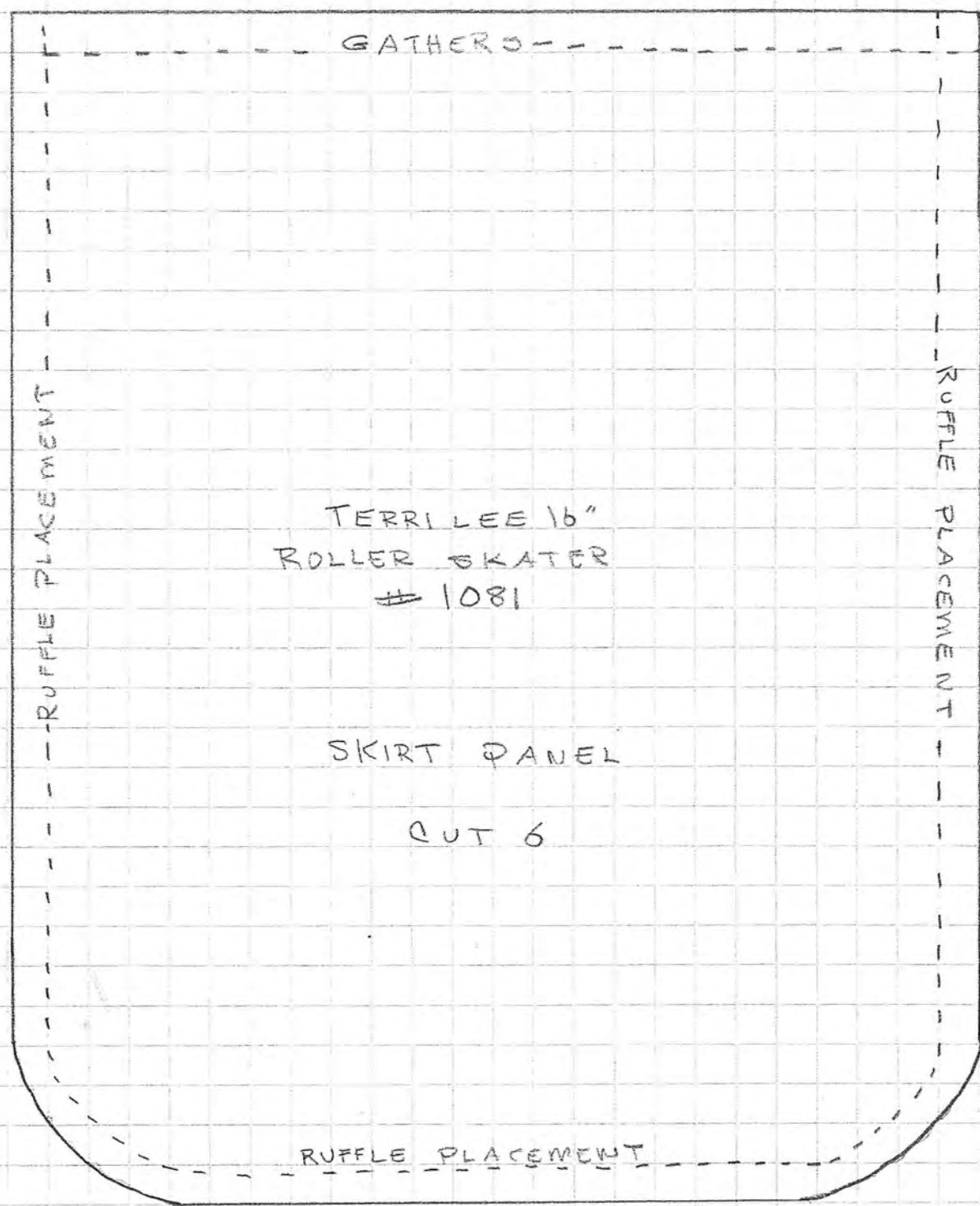
1. Sew center front and center back seam, sew darts in back.
2. Sew crotch seam. Repeat 1 and 2 on tulle lining.
3. With right sides together, sew leg opening to tulle lining. Turn and press.
4. Sew side seams.
5. Turn under all raw edges and sew together, add snaps at waist.



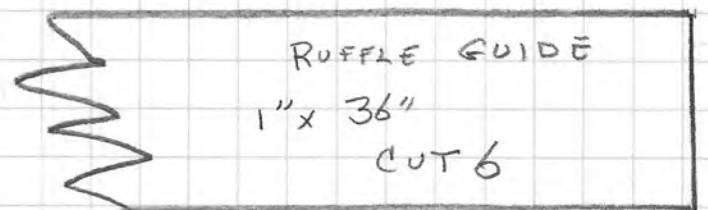
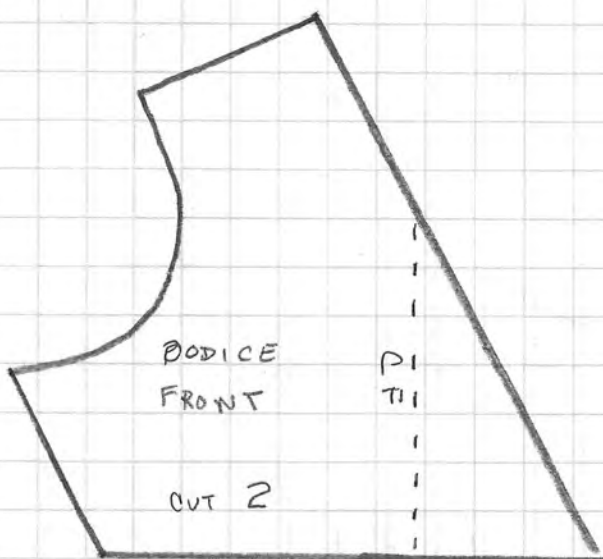
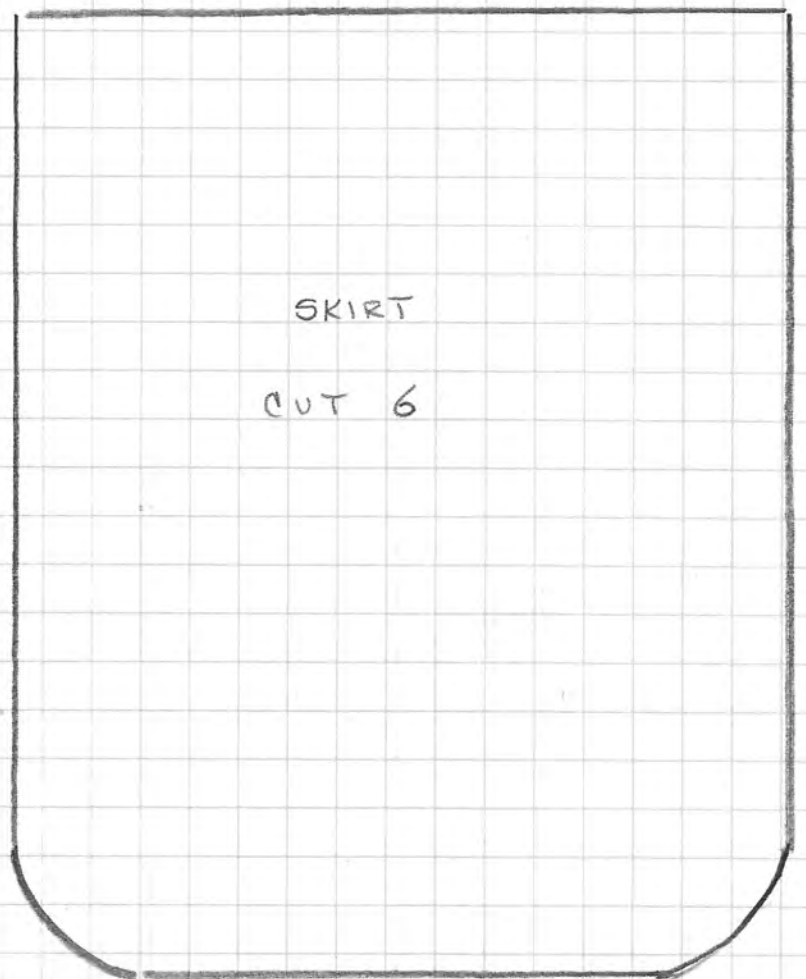
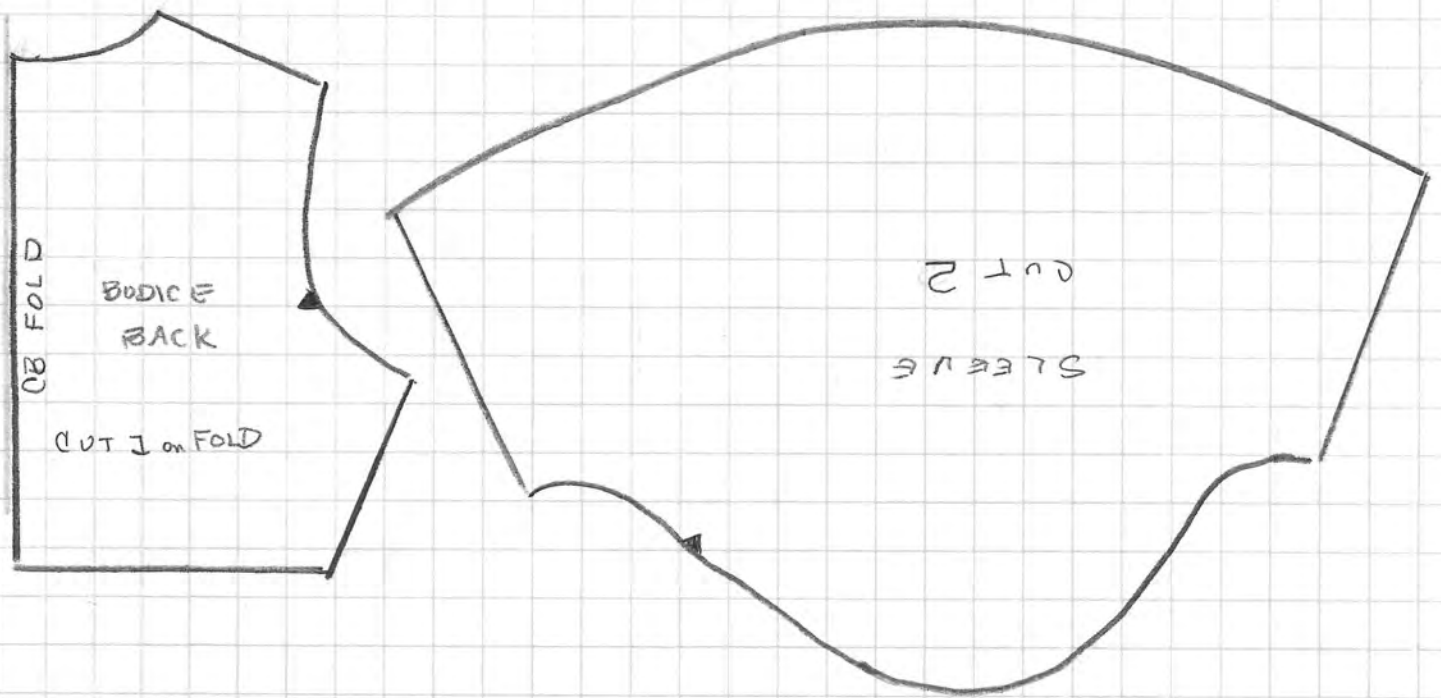




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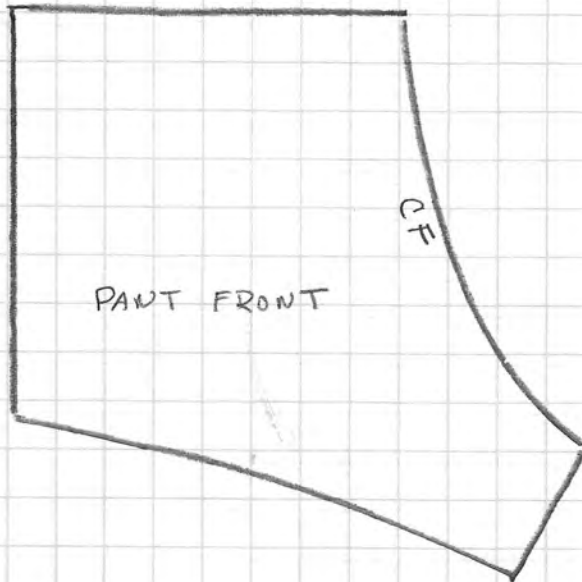
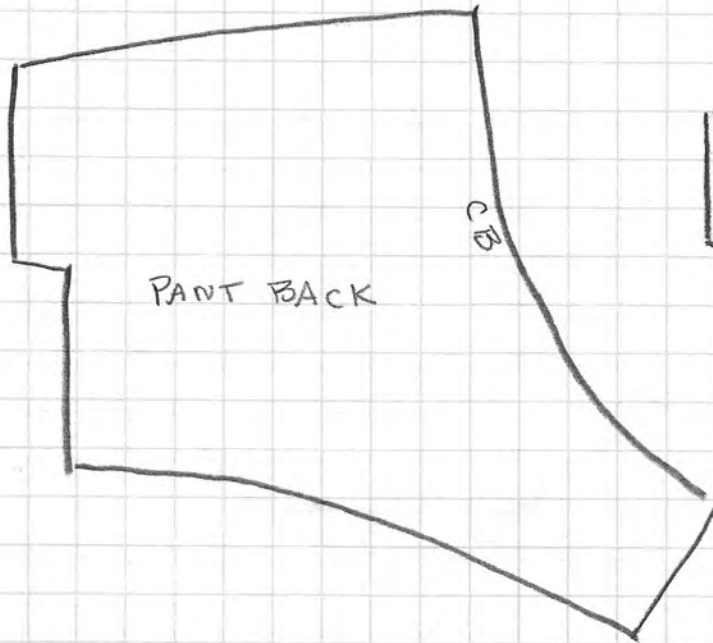


TINY TERRI LEE ROLLER SKATER

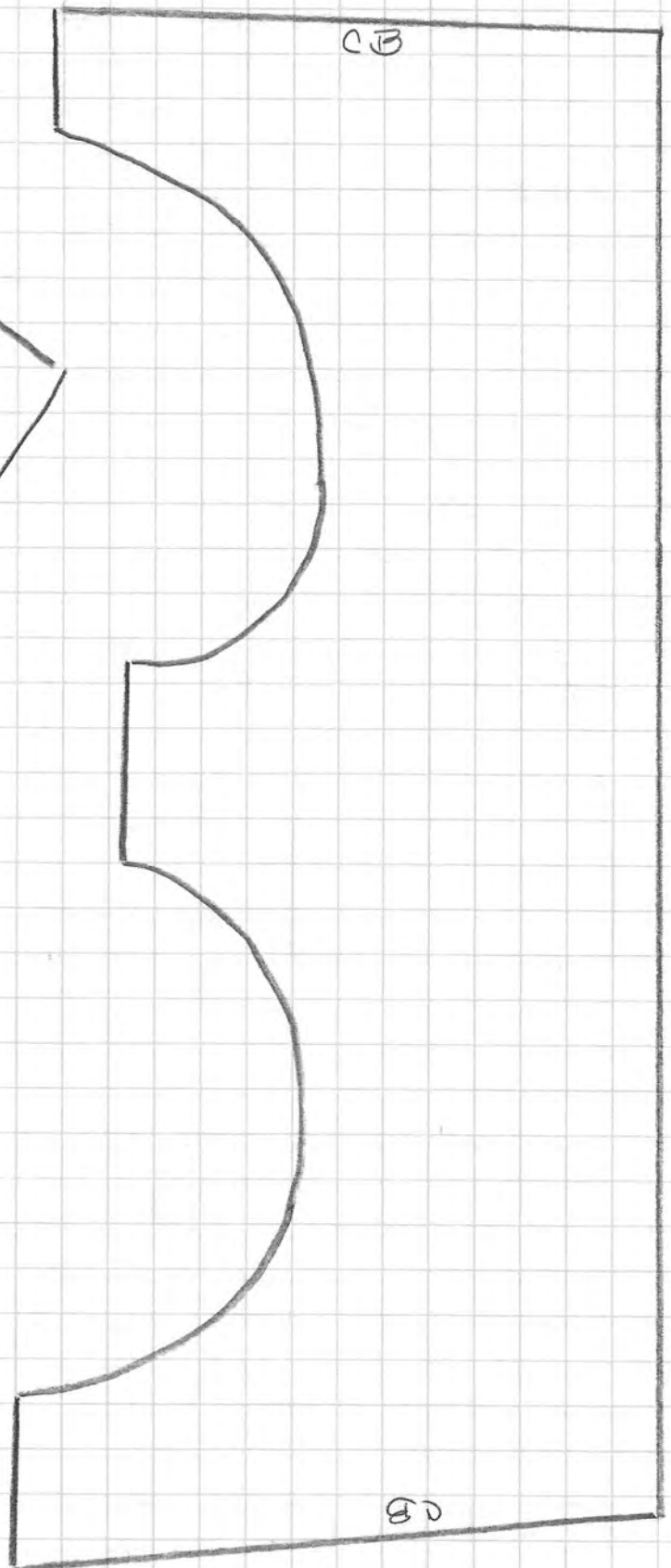


TINY TERRI LEE - FANCY PANTS

VERSION 2



VERSION 1



1952 - 1954 Roller Skaters

Terry Bukowski



560F Terri as Roller Skater

\$1.95

560G Terri as Ice Skater

\$1.95

ROLLER AND ICE SKATING

Roller skating and ice skating are very good sports for children because they help them to grow up healthy and graceful. My roller skating costume is of ninon and ruffled net, with matching bonnet. My ice skating costumes are very beautiful, and your eyes will sparkle when you see them. They are gold and silver lame, lined with satin or taffeta, and have hoods to match. Both my roller and ice skates have silver bells on them, and make a very pretty tinkling sound when I skate.

3560F Roller Skating Costume and Skates

3560G Ice Skating Costume and Skates

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Notice how over time the dress of the MIB outfit has started to turn darker.



1952 - 1954 Roller Skaters

Terry Bukowski



From Glenda Kitto's collection notice the boxed outfit contains skates, while the envelope outfit doesn't. While I would think 60 cents wouldn't make a difference in price, I wonder if the company went to the envelope packaging due to the skates not being available.



Close up of glitter flocked skating dress.

1952 - 1954 Roller Skaters

Terry Bukowski



560F Terri in Roller Skater Costume 16.95

560G Terri in Ice Skater Costume 16.95

SKATING COSTUMES

Here I go sailing around the rink—and whether it's ice skating or roller skating doesn't matter at all, because I have outfits for both! My Ice Skating Costume is lovely, isn't it? Short and flary and sparkly—and look at the hearts that flash when I whirl! And my Roller Skating Outfit with its full fluffy skirt is pretty as a picture, isn't it? These come with real little ice or roller skates, too, so they're really quite complete. Take me skating—winter or summer—in my Skater Outfits!

3560F Roller Skater Costume 5.95

3560G Ice Skater Costume 5.95

30

Skaters at the 2007 Convention in Salt Lake City

While the 1954 Fashion Parade shows the same dress, one thing is missing, the hat. Since the item number for the outfit remains the same as the 1952 outfit it would be hard to tell which year the outfit was made in. If your hat is missing, was it on purpose and there should be a band of roses, or did it get lost somewhere? Another 1954 must is the skates need to be made of metallic in silver, gold, or pink.



Skaters at the 2007 Convention in Salt Lake City

Following are Mary Hayden's Tiny Terri Skater pattern and an original copy of the Fashion Parade Page.

1952 - 1954 Roller Skaters

Terry Bukowski



Little Mother Sews a Roller Skater for Tiny Terri Lee

This Pattern would not have been possible without the PRIOR work done by Susan Fairhurst. Thank you Susan.

This pattern is for an experienced doll clothier.

Materials:

1 yard cotton Organdy for dress, panties and hat (headpiece)
Buckram for hat
3 small snaps
¼ yard tulle for sewn in slip and hat ruffle
1 ½ yards 3/8" ribbon
Vintage flowers for hat



CUTTING INSTRUCTIONS:

Cut the pattern pieces; follow instructions on pattern for grain directions.

Cut 1" strips of organdy on the bias. You will need approximately 2 yards of cut strips.

Cut one piece of organdy for the skirt 2 ¾" wide by 18" long.

Cut tulle 18" long by 2 ¼" wide.

Cut 2 pieces of tulle 36" long by 2" wide.

Cut one hat piece out of buckram.

Cut two pieces of ribbon 16" long and one piece of ribbon 20" long.

SEWING INSTRUCTIONS:

SEW ALL SEAMS ¼" UNLESS STATED OTHERWISE

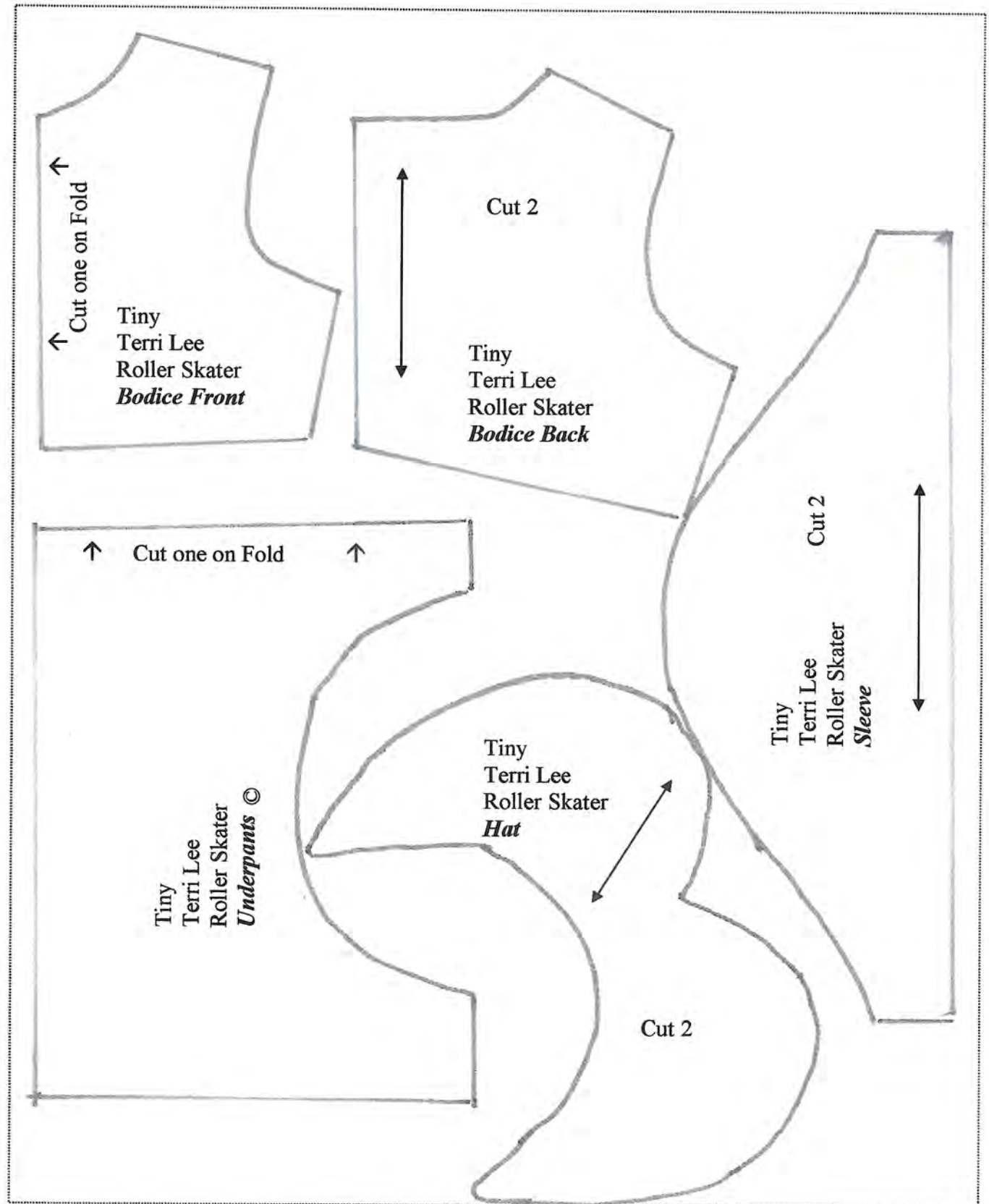
Dress:

1. Stitch bodice front to bodice back at shoulder seams.
2. Finish neck edge with bias. Stitch bias to neck edge right sides together. Trim, fold over raw edge and stitch down.
3. Cut a piece of bias 3 ½" long. Gather the straight edge of the sleeve. Finish with bias as in step #2.
4. Gather the rounded edge of the sleeve. With right sides together, stitch sleeve to armhole. Pull up gathering stitches to fit.
5. Stitch front to back at entire underarm seam matching armhole seams.
6. Hem lower edge of skirt with a double turned ¼" hem.
7. Stitch a gathering stitch down the middle of the 2" wide by 36" tulle. Fold on stitching, gather and sew on the 2 ½" wide by 18" tulle matching bottom raw edges. This makes the slip.
8. Attach the organdy skirt to the tulle slip with a gathering stitch at the top.
9. With right sides together attach the skirt to the bodice. Adjust gathers as needed to fit.
10. Attach a piece of ribbon, 10" long at the waist back; it will be folded under in the back seam.
11. Turn back seam ¼" and turn again. Stitch.

ROLLER SKATING COSTUME
for

Tiny Terri Lee
by

Marge' O Designs



Pants:

1. Cut a piece of bias 6 1/2" inches long. Gather waist edge of panties and encase in the bias.
2. Encase the leg openings in bias.
3. Stitch back seam leaving one inch opening at the waist.
4. Stitch crotch seam.
5. Fold under 1/4" at the waist and sew on snap.

Hat:

1. Cut out a piece of buckram from the hat pattern.
2. Layer one piece of organdy hat pattern the buckram piece and other piece of organdy, like a sandwich. Stitch around all edges.
3. Encase the lower edge in bias.
4. Gather a strip of tulle 1" by 18" stitch on the top of the hat. I use 2 layers.
5. Tack a piece of ribbon 14" long to the points of the hat to hold on head.
6. Add flower at the peak for decoration.

1956 Roller Skaters

Terry Bukowski

In 1956 Terri Lee's roller-skating costume goes through its third re-design. I'm sure it was Vi's way of keeping up with the new trends in the skating world. Also, in 1956 Tiny Terri Lee is pictured in her Fashion Parade with a similar roller-skating costume. The bodice attaches to the net skirting in a V. The net line is a cowl collar with ribbon trim with netting sewn over the taffeta fabric. Below are pictures from Glenda Kitto's



1166 Terri in Ice Skater Costume 15.95 1168 Terri in Roller Skater Costume 15.95 1141 Terri in Toe Dancer Costume 13.95
SKATING AND TOE DANCER COSTUMES

Here I go sailing around the rink—and whether it's ice skating or roller skating doesn't matter at all, because I have outfits for both! My Ice Skating Costume is lovely, isn't it? Short and flary and sparkly—and look at the hearts that flash when I whirl! And my Roller Skating Outfit with its full, fluffy skirt is pretty as a picture, isn't it? These come with real little ice or roller skates, too! Take me skating—winter or summer. And here I am in my Toe Dancer Costume, ready for the ballet. Don't I look like a real ballerina? Short and frilly, the skirt is made of just yards and yards of net, and the little band of net and flowers for my hair, and the ballet slippers complete the costume. Lights up!

1366 Ice Skater Costume 5.95 1368 Roller Skater Costume 5.95 1341 Toe Dancer Costume 3.95

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collection.
To the left is
a wonderful
two tone
skater.



Clothing – Fashion Wardrobe – Roller Skaters

Mar 2023

Tiny Terri Lee Roller Skater

Terry Bukowski



Roller Skating was a fun activity in the 50's who doesn't remember having those slip-on skates with the key that always got lost? In 1956 Tiny Terri Lee added a roller-skating outfit to her wardrobe item # 3168 which costed \$5.79. Tiny Terri Lee's skating outfit is not like big Terri Lee's skating outfit made of ninon and ruffled net, with an exceptionally large bonnet, instead her roller-skating outfit resembles the toe dancer costume. The outfit is made of taffeta with the bodice ending in a V. Netting forms the shoulder straps and is across the neckline. The skirt has three layers of netting. This outfit comes with a matching rayon bonnet and panties. The colors are in pastels shades of pinks, yellow, and blue.

To complete the outfit are the skates. Pictured in the Fashion Parade are the tie skates however two styles were available, and a doll might come with the slip-on style.

Little Mother Sews a Skaters Hat for Tiny Terri Lee

By Mary M. Hayden

Here we are again with those little things that get lost. I hope this will help you complete your Tiny Terri Lee Skaters outfit, it would be a shame for her not to have her bonnet!!

Materials:

$\frac{1}{4}$ yard fabric
Thread

1 yard of $\frac{1}{4}$ " ribbon

Instructions: Sew all seams a scant $\frac{1}{4}$ " (* by scant I mean if you make this seam over $\frac{1}{4}$ " it will be too small for Tiny Terri Lee)

The hat is completely lined with the same fabric.

1. Make a small clip as noted on hat BRIM.
2. With right sides together stitch CROWN to BRIM on the side marked with an (A).
3. Fold up $\frac{1}{4}$ " at bottom of CROWN on both sides of the hat
4. With right sides together matching all edges stitch completely around the bonnet leaving the hem open for turning right side out.
5. Turn right side out.
6. Stitch up the folded edge at hem.
7. Add ribbon ties to hat at (X).

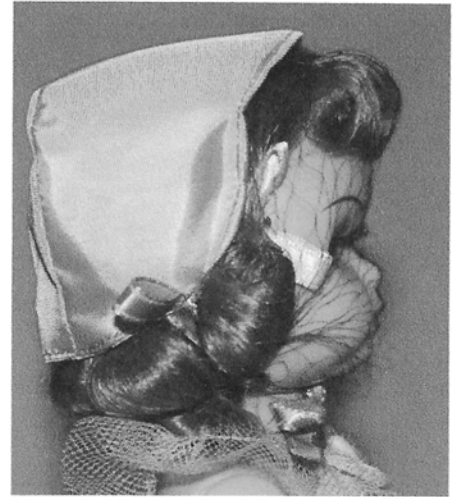
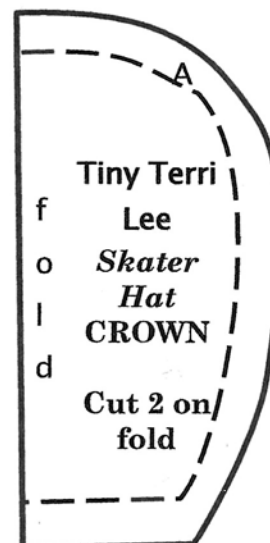
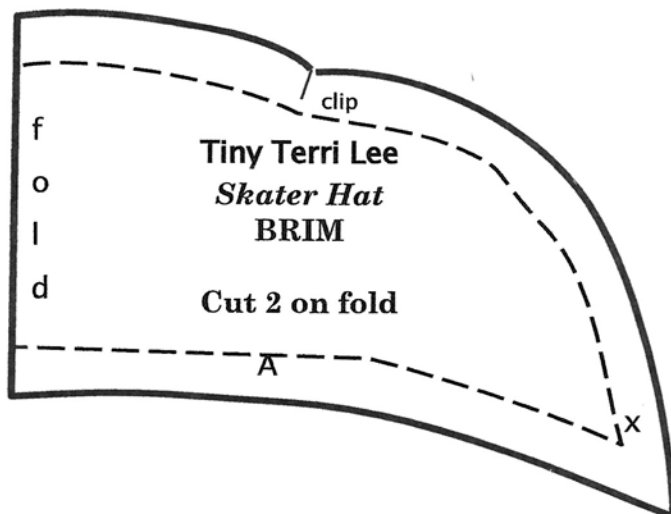


Photo courtesy of
Terry Bukowski



Roller Skates

Terry Bukowski



560F Terri as Roller Skater

\$1.95

560G Terri as Ice Skater

\$1.95

ROLLER AND ICE SKATING

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3560F Roller Skating Costume and Skates

3560G Ice Skating Costume and Skates

21



In 1954 – 1956 it is noticeable in the Fashion Parade the skates have changed to the metallic skates that are commonly found. Neither Fashion Parade mention that the skates have a metallic covering or that it came in three colors. The metallic covering didn't hold up well over time. The pink ones being the rarest. The item number changes to item number 5704 cost is still 60 cents.



560F Terri in Roller Skater Costume 16.95

560G Terri in Ice Skater Costume 16.95

SKATING COSTUMES

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3560F Roller Skater Costume 5.95

3560G Ice Skater Costume 5.95

30

Daisy Chain

A recent eBay auction produced this fine and rare doll. "Jr." Magazine November 1948 presented this outfit to us.



And the
eBay
purchaser
is: ??????



TERRI IN THE NEW LOOK!

Adorable in lace-trimmed ruffled taffeta of yellow or blue. Dainty ruching frames the face in plumed bonnet of matching taffeta. Satin ties on dress and bonnet finishes her costume. Complete \$15.95. Outfit alone \$5.95

A additional label is on the box...."Doll of the Month Club".

So who sponsored the Doll of the Month Club?...More research to follow.



Little Black Sambo

By Mary Hayden

One outfit in the 1952 Fashion Parade (at right) that we have never seen is #6651 Benjie's coat, shirt, trousers and shoes. As I sat with my copy of the Terri Lee Fashion Parade looking at the picture of the Little Black Sambo outfit, I wanted to make sure I was using the right fabrics. I got out my magnifying glass and studied, and guess what, as usual Dennis was correct when he told me the jacket and pants were made of satin. I had thought that Vi might have used satin for the red jacket and taffeta



for the blue shorts. But it was quite clear, from the sheen on the fabric, it was satin. So the hunt was on. Living at the beach with only one fabric store near, presents quite a challenge to find just the right shade in the correct fabric. You would think red satin is red satin, well not so fast, red comes in many shades, a quick look at the paint counter in your local hardware store and you definitely will be seeing RED!!! After a time I decided on the flame red Baroque Satin sold at my local fabric shop. Then it was on to the blue, again what a range of colors, some blue too light, some too dark, others just looked

sick next to the red. Finally the fabric store put out their Halloween costume fabrics and would you believe right in front of me was the exact shade of blue I had been searching for all summer, to be honest, it was the closest color to match the picture in the Fashion Parade.

The biggest challenge was finding the correct color of felt to make the shoes. The soles and lining had to be crimson while the outside is purple, not your everyday colors in felt.



Making reproduction clothing for Terri Lee is a challenge, even though it puts me through the ringer sometimes, I would never change a thing, I love what I do. E-mail me at contrary128@gmail.com if you too would like a reproduction copy of #6651 Benjie's coat, shirt, trousers and shoes. You are on your own to find the green umbrella. Below is a picture sent in by

Francie Sonksen.



And Black Mumbo made him a beautiful little Red Coat, and a pair of beautiful little Blue Trousers.



And Black Jumbo went to the Bazaar, and bought him a beautiful Green Umbrella, and a lovely little Pair of Purple Shoes with Crimson Soles and Crimson Linings.

Bedroom Slippers

Terry Bukowski



Seen in the 1952 Fashion Parade Benjie is wearing shoes, or are they? According to the description, Benjie is wearing his red coat, blue trousers, and purple shoes with crimson soles and lining.

A closer look at Benjie's shoes reveal what I believe



are bedroom slippers. What we usually see are the felt multi-colored bedroom slippers, which makes these very special. Below is a pair of purple shoes with crimson soles and lining. How interesting that they are made like the bedroom slippers.





Recently on ebay I was able to purchase a 16" Blue bird doll wearing Terri Lee clothing and in a Terri Lee box. I purchased the doll from the family of the original owner, Connie Sevec, who lived in Manteca, California which is between Merced and Sacramento, in north central California. She says that the doll was given to her by a neighborhood friend in 1959. I have seen one other large doll exactly like this one but dressed in a Terri Lee Birthday Dress.

This is a 16" doll dressed in Terri Lee Fashions and in a Terri Lee box. The white blouse is tagged Terri Lee. The other pieces are not tagged but are authentic.

The box has no label on the end to tell what kind of doll or what outfit is inside. It appears there was never a label on it but there is a number written with a grease pencil.



This ad is from Buffum's

Department Store in Southern California and shows 2 dolls, one in a skating costume complete with skates and one in a squaw dress with hat and purse. 10 1/2" dolls are \$.88 and 18" dolls are \$4.88. They are advertised as TERRI LEE DOLLS. The ad is dated December 1959.



These dolls are a little over 10 inches and a little over 16 inches tall. The bodies are made of very inexpensive hard plastic and they are not strung together. The arms and legs snap on somehow. The hands are open with the fingers separated. The heads are soft vinyl with rooted hair and blue sleep eyes. Cheek color is high and they have pleasing faces. There are no markings on the bodies.



The 16" doll shown at the right is marked with a circle 3 on

the back of the head.



The 10" doll at the left is marked on the back of the head 12 A E 1 A. If you have any information about these dolls please email me at sandilee43@roadrunner.com. I believe this is a transition chapter during 1959 between the 1958 Apple Valley fire and the Marfan/INS Terri Lee dolls of 1960-1962.

Magna, Mar-Fan & I&S

By Glenda Kitto

*What do we know about Magna Enterprises, Mar-Fan, Inc. and I&S Industries?
And, how did they become involved with the Terri Lee Doll Co?*

for food supplies. VAN NUTS ST 1-0640

FRIDAY - SATURDAY - SUNDAY
DECEMBER 1st thru 3rd
9 A.M. to 5 P.M.

SALE OF
Dolls

All Sizes 8" to 25"

BUY NOW
FOR CHRISTMAS
DIRECT FROM
FACTORY

Factory seconds and discontinued lines and numbers. Baby dolls, teen-age dolls, a few Terri Lee dolls . . . Doll shoes, sox, hats and 'sew-it-yourself' dresses

Mar-Fan Inc.
1708 Standard St.
Glendale, Calif.
2 Block West of
San Fernando High Western



Fact #1. In 1959 the many companies involved with Terri Lee were:

Terri Lee Inc., a corporation

Terri Lee Doll Hospital, Inc., a corporation

Terri Lee Fashions, Inc., a corporation

Raysheen Wig Corporation, a corporation

Terri Lee Sales Corporation, a corporation

Connie Lynn Manufacturing Corp., a corporation

Terri Lee of California, a corporation which included Violet Gradwohl and C. Grace Hast as co-partners doing business as Terri Lee of California, a partnership. What a tangled web...

Fact #2. Upon the heels of the Apple Valley fire, Terri Lee of California defaulted on its loan from the Small Business Association which led to the sale of the Terri Lee holdings in Apple Valley and included both real and personal property. The sale involved five separate parcels:

- 1) 3.44 acres with a factory building
- 2) 2.17 acres with an administration building
- 3) 71.13 acres with a dwelling house
- 4) 167.21 acres
- 5) 574 acres

Fortunately for Violet Gradwohl, the proceeds of the auction sale that commenced on April 29 and 30, 1960, covered the outstanding SBA loan and auxiliary creditors. One person acting on behalf of a Joint Venture purchased all five parcels. The final sale price amounted to about 30% of the appraised value and was not

finalized until the end of 1960. While the sale price covered the outstanding SBA loan, it did not provide additional capital to the benefit of Violet Gradwohl. She did, however, retain the molds for several TL products. In her book, Peggy Casper devotes a complete chapter to this sad ending of the independent Apple Valley Terri Lee corporations which is well worth re-reading.

After all of this there was a short lull in hyper-activity for Terri Lee production. But, like a Phoenix bird, we know Terri Lee did rise from the ashes once again. Early in 1961, Vi contracted with **Magna Enterprises, Inc.**, to sell the dolls. This association was short lived. **So far, no Magna box or label has turned up. Please let me know if you have one!**

Within a few months in the August heat of a Los Angeles summer of 1961, Vi had the molds delivered to Fischer Plastics. **There were seven molds in all: for Terri Lee, Connie Lynn, Tiny Terri, sunglasses, clothes hanger and two sets of eye molds (one for Connie Lynn, the other for Tiny Terri).** Once again Vi could begin producing dolls and shipping them to the many “little-mothers” awaiting their delivery.

Mar-Fan Inc. was owned by a **Dr. Albert Ridley** who, by the way, held title to the subsidiary company, Fischer Plastics. **Now, we do find label that says “Mar-Fan”.** But wait! Mar-Fan does not stay in the picture for very long. Within 18 months, at the end of 1962, ownership of Mar-Fan transfers from Dr. Ridley to a Mr. Murray Sands and **the company becomes I&S Industries. Labels are then changed to read I&S Industries. This is the most common Los Angeles Era label.** Have you been able to keep up with all of this? It becomes difficult to sort through since so many changes occurred within a short 2-year time period. Pat Rather has written several articles about the LA Era: 2006 Jan issue and in 2002 the Los Angeles Bus Ride...both are worth reading again.

Vi’s interaction with Magna, Mar-Fan and I&S Industries may not have really been in her best interest over the long haul as these three companies were in constant dispute. Vi was pulled into their web because of where her Terri Lee molds resided. The disputes, lawsuits and counter-suits between the named three companies, plus one other additional entity, were in regard to unpaid promissory notes, determining true ownership and alleging a co-conspiracy to defraud. Vi was naturally distraught to say the least. All that she wanted was to continue producing and selling her dolls.

But, Vi was an aggressive and tenacious business person. Her doll company was her life and she was going to push through whatever roadblocks were put in her way in order to continue delivering dolls. After the Apple Valley sale there followed four years of continuous upheaval and involvement in the courts. In the many court documents obtained by Peggy Casper, which are now in my possession, it is stated that since August of 1961 the seven different molds, as mentioned above, were in the hands of Fischer Plastics Inc., a sub-corporation of Mar-Fan, Inc. Because of the many court battles between the



three companies, Magna, Mar-Fan and I&S, it was not until 1965 that Vi regained personal possession of the molds. This is when we assume that she put aside her ambitions for continued production of Terri Lee. The molds were placed in storage and stayed there until the next chapter of litigation began when **Terri Lee Associates** was formed in 1997.

Along with all the lawsuits mentioned above we have the additional entity that entered the picture. The business address of 1708 Standard St, Glendale CA. which was the address for Mar-Fan and Fischer Plastic was also the address of Hollywood Doll Manufacturing Company from 1941 – 1956.

Evidently, this doll company is reported to have supplied more dolls to the marketplace than any other doll manufacturer during their time. Perhaps this is why Vi opted to do business with

Mar-Fan as they held the reputation of being in the same location as Hollywood Doll Co. Owners of the Hollywood Doll Co. were Theresa and Domenic Ippolito. Apparently, when the Ippolito's closed the business, they sold the doll manufacturing tools from Hollywood Doll Company to **Dr. Ridley** and held a promissory note regarding that sale. Dr. Ridley then went into default. In 1961 they brought suit for payment against Dr. Ridley and in 1963 won a judgement for the real and personal property located at 1708 Standard St. Glendale, CA. Their suit was just one more layer of complications in the history of Terri Lee. My research thus far has not been able to determine at what time after 1965 they sold the property or if the Ippolito's returned to the doll industry. So, I will close my story of Magna, Mar-Fan and I&S at this point. I am certain there is more to the story which requires additional research.

So, let's recap: In 1960 the Apple Valley properties are sold and close escrow at the end of the same year. Early in 1961 Magna is the sales agent for Terri Lee. **(although there is no proof of this so far in the form of a label)** In August of 1961 Fischer Plastics Inc. (a sub-company of Mar-Fan) has possession of the "molds" and is now manufacturing the dolls for the Connie Lynn Mfg. Co. and using the Mar-Fan label. During 1962 Mar-Fan is sold and becomes I&S Industries. In 1963 the Ippolito's file suit against

Dr. Ridley of Mar-Fan and win a judgement. I&S Industries continue to sell Terri Lee Dolls. By 1965 the Terri Lee molds go into storage.

I don't know how Vi kept her sanity! She fought long and hard to produce a premium product with a quality wardrobe. In the final years, her life became even more complicated as she became involved in many legal entanglements. As avid collectors, we will be searching for more of the story.



BELL
DOLL

★ HOLLYWOOD DOLLS ★
COLLECT THEM . . . AN ENTIRE SERIES AT A TIME

Movable EYES, heads, arms and legs.

PRINCESS SERIES
Bride
Lady Quinevere
Lady Elaine
Lady Lynette
Lady Isolda
Lady Of The Lake

LUCKY STAR SERIES
Capricorn
Aquarius
Pisces
Aries
Taurus
Gemini

NURSERY RHYMES
Little Rosie
Sleeping Beauty
Annabelle
Nancy Lee
Sweet Janice
Queen Silver Bell
Pat-A-Cake
Little Blue Apron
Little Nanny Enticoot
Miss Teeter Tatter
Lizbeth Long Frock

THE LUCKY STAR DOLL
THE WISHING DOLL
QUEEN FOR A DAY

HOLLYWOOD DOLL MANUFACTURING CO.
1708 STANDARD AVE.
GLENDALE 1, CALIF.

★ HOLLYWOOD DOLLS ★
COLLECT THEM . . . AN ENTIRE SERIES AT A TIME

EVERYDAY SERIES
Sun's Baby born on Sunday
Moon's Baby born on Monday
Tiu's Baby born on Tuesday
Woden's Baby born on Wednesday
Ther's Baby born on Thursday
Frey's Baby born on Friday
Saturn's Baby born on Saturday

LITTLE BABY SERIES
Pretty Baby
Baby Mine
Baby Dear
Baby Star Eyes
Baby Thumbelisa
Hush-a-Bye Baby

OTHER DOLLS
The Nan
Punchinella
Peter Rabbit
Bunny Rabbit
Bridgroom
A Stitch in Time
Undressed
Bedtime Dolly
Little Snow Baby
Baby Buggy Series

CRADLE SERIES
Bye Baby Bunting
Twinkle, Twinkle, Little Star

LULLABY BABY SERIES
Rock-a-Bye Baby
Baby Dimpling
Sleep-Baby-Sleep
Bambino
Little Tee Wee
Baby Tim
Baby Twinkle
Baby Tweedle Dum
Baby Tweedle Dee
Baby Piccolo
Baby Prince
Baby Princess

GARDEN SERIES
Lady Slipper
Camellia
Forget Me Not
Beauty Rose
Garden Lady
Princess Beauty

IDYLL SERIES
Masquerade
Marie Helena
Rose Marie
Star Dust
American Beauty
Miss Hollywood

BALLERINA
Gold Star Pink Blue

WESTERN
Cowboy
Cowgirl

OLD MOTHER WITCH

HOLLYWOOD DOLL MANUFACTURING CO.
1708 STANDARD AVE.
GLENDALE 1, CALIF.

Bonnie Blue Bell
NURSERY RHYMES

EVERYONE LOVES A HOLLYWOOD DOLL

Magna, ~~Mar-Fan & I&S~~ Part 2

By Glenda Kitto

Yes, there are more questions and more to the story...

*Why was **Magna Enterprises, Inc.** involved for only a four short months?*

In research done after I wrote **Part 1** of this article, I located a classified ad in the database of **Newspapers.com** placed by **Magna** for sales reps to take over a variety of territories representing the Terri Lee Doll. OH Boy! Now, we have some interesting information upon which a hypothesis can be established.

Pat Rather and I have been putting together known facts and developing some reasonable theories: Why do we see other dolls dressed in TL clothes during the years 1959-1960? Actually, this fits with the **Magna** time period and could be what filled the gap until the molds were put back into production. It could be that no **Magna** label exists if it was only a sales rep company. Vi may not have been able to use the TL Doll company names because they were tied up in the court case which involved the defaulted Small Business Association loan. She would have needed to create a new legal name. This would also explain why she used the **Connie Lynn Mfg.** name when she began the association with **Mar-Fan**.

It is my belief that after the fire and sale of the Apple Valley properties, Vi was left with the seven (7) Terri Lee molds and some TL clothing. She had no remaining active doll business. She did not have a location for manufacturing, but she did have patterns and clothing that may have been held aside or been in transit from Lincoln to Apple Valley where the dolls were dressed. She received no proceeds from the auction. She needed income!

Perhaps, this is why she contracted with Magna. Magna was on a commission-only sales contract. Vi had no excess TL dolls, but she did seem to have TL clothing. The advertising supports this theory.

Special!
dolls
in
famous
Terri-
Lee
fashions



fabulous buys for your fashion-conscious little girls... dolls
in made-to-be-raved-over clothes by famous Terri Lee

11-INCH DOLLS, FULLY COSTUMED
Dolls that any girl will love... at Macy's special 3.99 price. Dolls have rooted hair, moving eyes, movable arms and legs. The body is fine vinyl. Choose her dolls in any one of 12 different costumes! (Costumes not sold separately.)

3.99
each

BEAUTIFUL 18-INCH DOLLS, 12 STYLES
We've shown just 3 dolls from our group of 12 delightfully costumed darlings. Vinyl dolls have rooted hair, moving eyes, movable arms and legs. A doll to be her favorite for years to come. 18-in. dolls in de luxe costumes, **5.99.**

5.99
each

Macy's toys, upper level
MACY'S HILLSDALE, SAN MATEO, FRESIDE 1-1311; OPEN MONDAY, THURSDAY, FRIDAY, 9:30 TO 9:30; OTHER DAYS, 9:30 TO 5:30

Between July 1959 through Nov. 1960, we see advertisements in newspapers that reference "**dolls in Terri Lee clothing.**" If you recall, the Apple Valley auction was April 1959 and did not finalize until Dec 1959. All of the doll stores across the country were without a shipment from Terri Lee for quite some time.

1959 Oct Special Dolls in TL clothing

As a result, dealers were selling from on-hand inventory. One letter to Vi from a loyal dealer anxiously awaiting news of the upcoming Terri Lee situation, states that due to the lack of Terri Lee sponsored advertising, sales had fallen substantially with only three (3) Terri's having been sold during the holiday season.

Knowing that the doll market needed continued awareness of Terri Lee Dolls, Vi did the only thing she could. She authorized other dolls to be dressed in Terri Lee clothing. All of the advertising between mid-1959 until the association with Mar-Fan supports this. Vi was strapped for business capital and with her savvy; she created a new outlet for sales until she could go once again in manufacturing.



TERRI LEE DOLLS

These are the cutest little dolls imaginable. 11" tall, soft vinyl skin and dressed in some of the cleverest costumes. Rooted hair! This is a doll that will make any little girl happy. Will stand without support.

2⁹⁹

See them today at Skaggs

1959 July Arizona Republic

All of these **rooted haired** dollies have, depending upon size, either big or tiny Terri clothing.

- ✓ Heart Fund
- ✓ Ballerina
- ✓ Skater
- ✓ Majorette
- ✓ Engineer
- ✓ Clown PJ's
- ✓ Farmerette
- ✓ Jeans and shirt
- ✓ Skirt and blouse
- ✓ Redingote
- ✓ Bride
- ✓ Formal



Famous
TERRI LEE DOLL

Choice of blonde or brunette hair, all dressed differently.
Reg. 4.95 **2⁸⁸**

We have never discovered a price list or a box label with the Magna name. The only visual reference to Magna Enterprises is with their name on a Terri Lee Hospital Insurance Plan found on the back cover of the 1960 Terri Lee Magazine with the Days of the Week child and doll on the cover.

1959 Dec Press
Telegram, CA



famous "terri lee" doll

She is a beauty! All vinyl pink baby. Beautiful sleeping eyes, rooted hair. Comes dressed in a variety of gorgeous outfits. Your little sweetheart will love her.

10 1/2" tall **2⁸⁷**
Reg. 6.95 Value

15" tall **3⁹⁷**
Reg. 8.95 Value

At the Salt Lake City 2008 Convention, Sue Nast made a presentation about these other dolls. She brought several examples, most of which were purchased in the red stripped Tiny Terri boxes. I recall that prior to this presentation if I found a Littlest Angel doll in a Terri Lee outfit, I would undress the doll in the antique store, walk out with the outfit only and deposit the doll in the trash.



Oh my, the things we learn with more research and knowledge!

What we don't know is whether any of this advertising can be attributed to Magna or whether all of it was from Vi. One can find out the answer to one question and all it does is create more questions! We do know that after the AV fire, Vi made many trips into the courtroom. She tried her best to resurrect Terri Lee and Magna was one step toward that path.

We are quite certain there is more to the story... and we, as collectors, intend to continue the search for more information!

Let us know what you think about the Magna hypothesis. Thank you!

FROM OUR TOY ANNEX next door north on 1st St.

SPECIAL VALUE!

DOLLS

IN TERRI-LEE DRESSES

4.99

reg. 5.95 and 6.95

Adorable vinyl dolls with rooted hair, flirting eyes, movable arms and legs. Arrayed in exquisite formal or casual novelty fashions. Shown is just one from many.

UNBREAKABLE POLYETHYLENE FUN BOWLING SET

regular 2.98 **2.19**

Fun for the entire family! Will not make noise or mar furniture! Includes ten 11" white pins and two black balls in poly bag.

Kerricks Toyland Annex, next door North on 1st St.

1960 Nov Arizona Republic – Rooted Hair

Back to Basics!

By Glenda Kitto

A basic dress that can be dressed up or simply made for play...This is what started it all!

Most often we define the dress with delicate lace trim on Cotton, Organdy or Taffeta. The lace really works!

On the front of “***Fashionable Terri Lee***” by Peggy Casper is presented the standard dress in Organdy. In fact, this is the dress our doll Terri Lee wore upon her debut at the renowned 1946 Toy Fair, held in New York and her first advertisement in the 1946 ***Montgomery Wards*** catalog. This **IS** the dress in discussion.

From ½ yard of fabric, a small piece of bias tape for neckline, two snaps, matching thread, 1 yard of lace and a small piece of 1/8th inch elastic one could make the majority of Terri’s wardrobe. Changing up the lace for eyelet or ribbon, an inset yolk on the bodice or contrasting material this simple combination of fabric and notions created an ever changing look to Terri’s fabulous wardrobe.



Pricing for these universally styled dresses obviously varied based upon the fabric used.

Terri dressed in ass't dresses of organdy, taffeta, dotted Swiss or gingham, val lace and satin sash trim in ass't colors priced at \$15.00 ea.



Terri in a long gown in the same universally styled dress with bonnet, pantaloons and full petticoat trimmed in eyelet in ass't colors priced at \$20.00 ea.



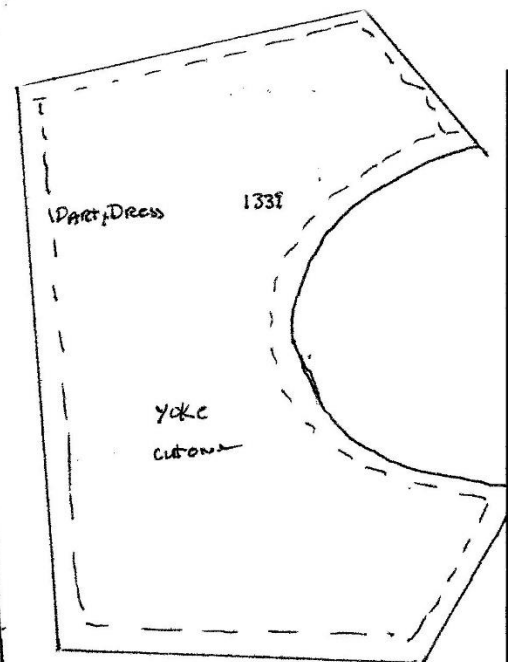
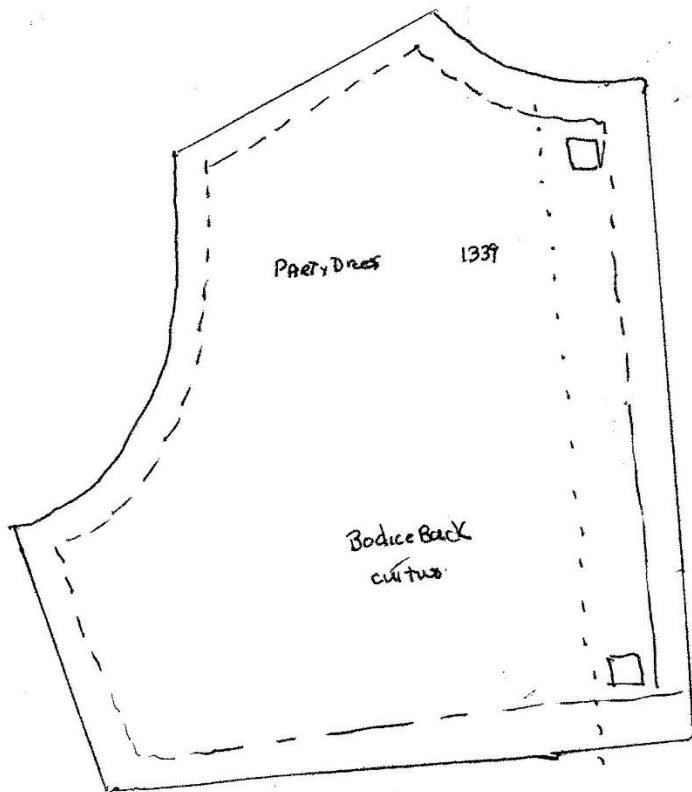
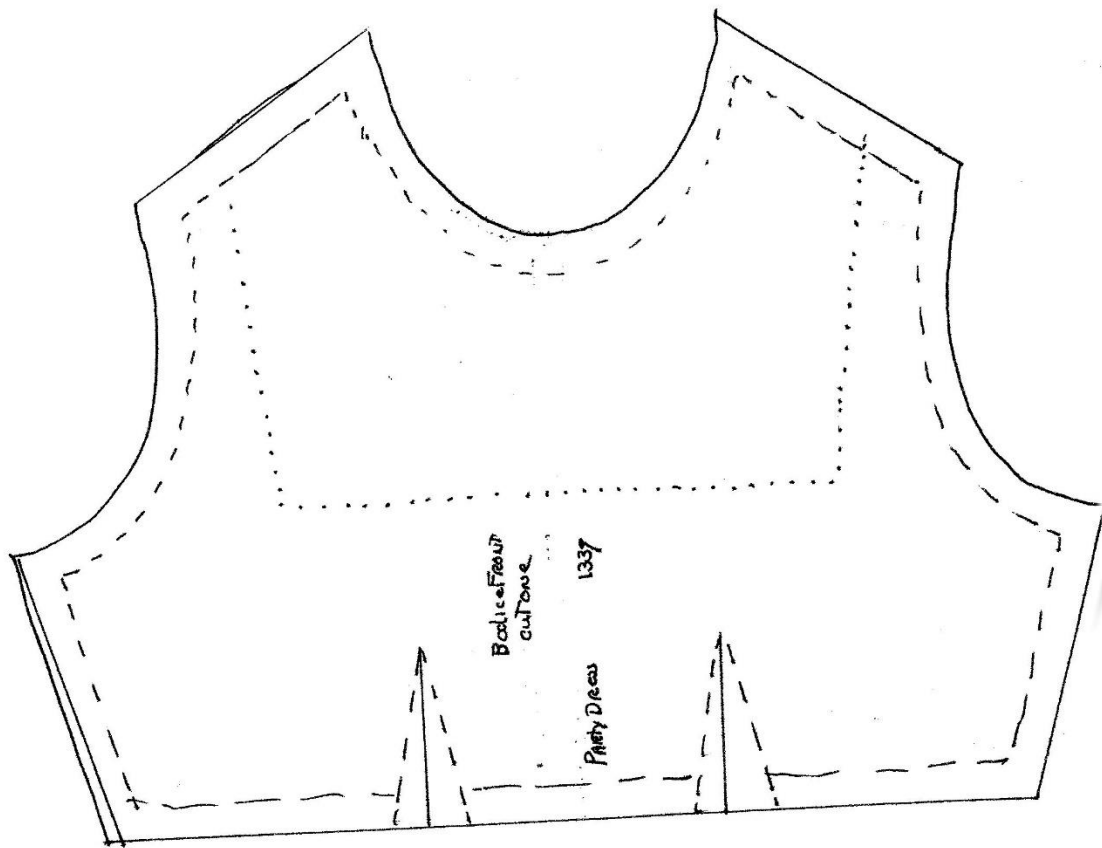
Individual garments

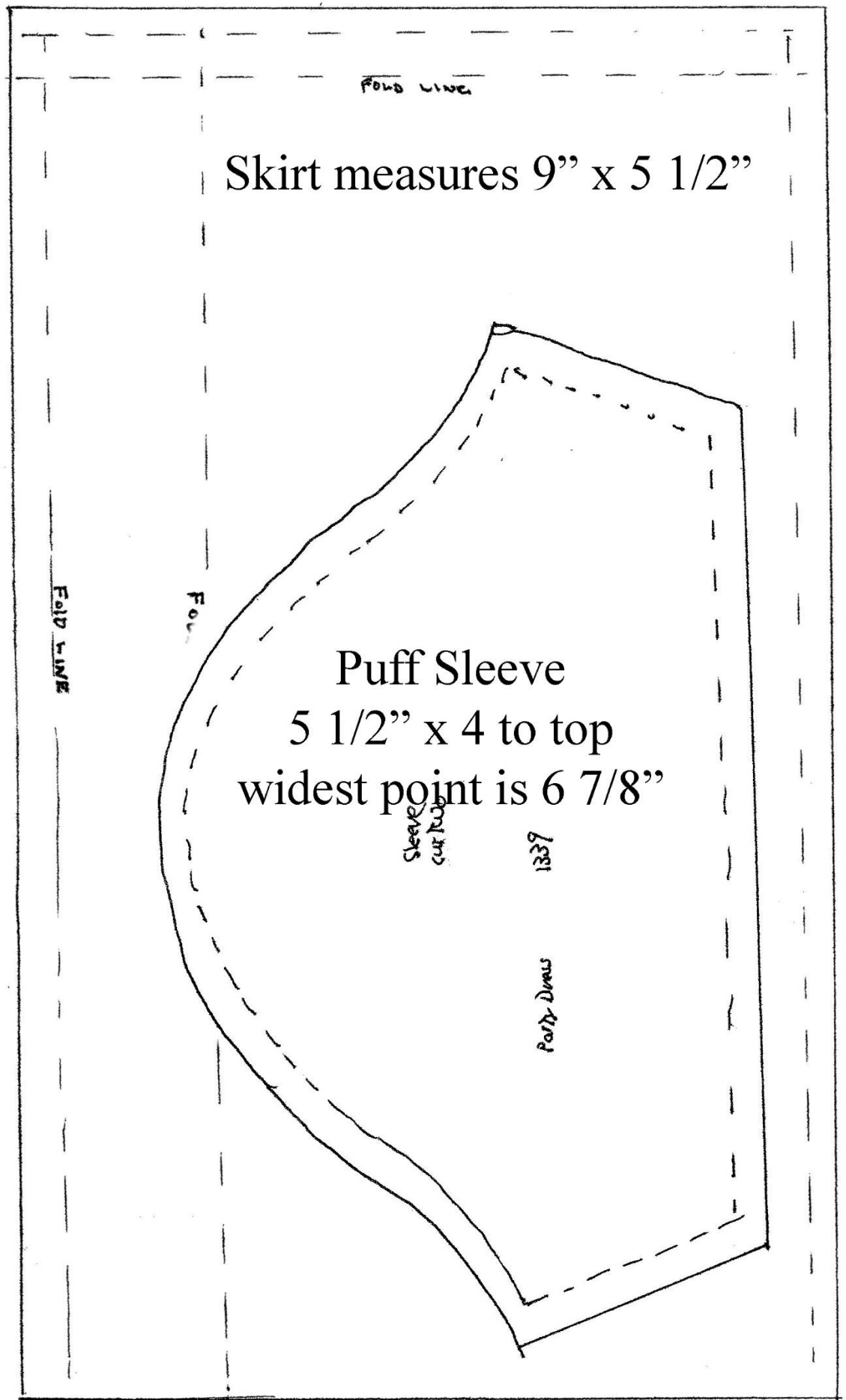
-Dresses ass't \$2.00 ea.

-Taffeta formal excluding pantaloons and slip \$4.00 ea.



The Basic dress has been patterned often:





It doesn't matter which Fashion catalog you are browsing; this basic style is used repeatedly. What is important is that you dress your dolls in the appropriate tagged dress with the correct year doll.

Composition = Loopy Tag 1946 – early 1950

Painted Plastics = Printed Tag – late 1950 – 1955 (sometimes Loopy)

Hard Plastic = Embroidered Tag – Mid '55 – 1962

Play dresses had no matching panties

Party dresses generally did not have matching panties

It's difficult to make a hard and true rule about which dresses came with matching panties. The 1954 and 1956 catalogs list Play, Twin Sets & Town dresses with matching panties. Matching panties are not mentioned with School Dresses. School dresses generally were worn with Can-Can panties. Unless I missed something the 1950 catalog makes no mention of matching panties; yet we have found some dresses of the early era with matching panties. It's all so confusing.

The 1951 Playtime dress in plaid. A favorite with the 1/8" val lace trim on bodice, neckline and sleeve edging and ribbon waist band. If you recall from prior articles every skirt is attached in pleats not gathered at the waist.



200A Jerri in Jeans and Shirt 10 Terri in Play Dress 5 Page

PLAY TIME

Here I am dressed for play with sturdy cotton washable clothes. I have on a little checked gingham dress trimmed in fine val lace. Jerri has on a checked gingham shirt and blue jeans like all the big boys wear.

2070 Jeans and Shirt only 1070 Play Dress only



The 1951 Party dress which can be in Damari dimity, gingham, powder puff muslin in an array of pastel colors:



200 Jerri in Short 10C Torri in Party 10B Torri in Pina-
Pants and Shirt Dress fore Page
7

LET'S HAVE A PARTY

When I get an invitation to a party, I have several dresses I can wear. Their style is simple, but they are made of the most beautiful materials obtainable and all fit so perfectly. Dumari dimity, gingham, powder puff muslin in an array of pastel colors, Celanese taffeta and dotted swiss are all used. Jerri wears a beautiful white shirt and flannel or velveteen trousers. We always wear our best clothes to Sunday School and to go visiting.

2069 Short Pants and
Shirt only

1069 Party Dress only
1030 Pinafore only



The 1952 catalog:



Whether it be Play Time or Party Time the pattern is the same. The standard basic dress. Simple, smart and universally decorative. It's the best!

Photos courtesy of Sandra Dorsey, Nancy Janzen and Glenda Kitto.

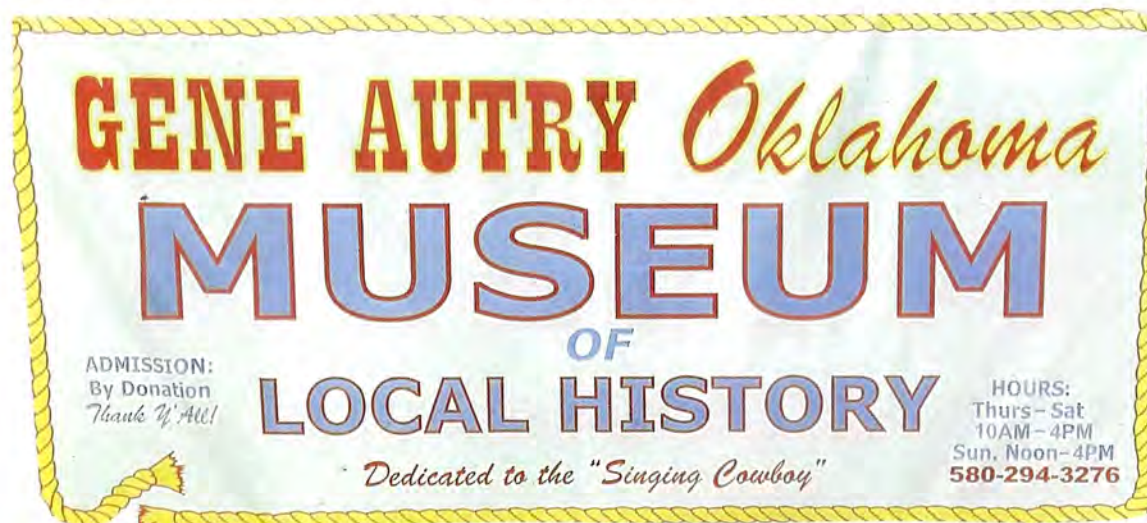
GENE AUTRY OKLAHOMA MUSEUM



On The Road Again

I had been wanting to visit Gene Autry, Oklahoma for a long time but never really got close enough. Finally, we decided to just go out of our way a little and visit there. I was so surprised by the small little town of 153 people. There was a post office, a church, a volunteer fire station and a Gene Autry museum and what a museum it was. It was enormous, so much to see and there was an auditorium that seated over 1000 people. They used to have shows there. There must have been more than 11 rooms full of paraphernalia and they are still adding things. There was no admission charge, just a jar for donations. They should charge a fee since it was so worthwhile to see. If you are ever near here, this is a must see if you are a Gene Autry fan or cowboy fan. There were other cowboys featured also a Roy Rogers room, William Boyd (Hopalong Cassidy), Tex Ritter, etc. Of course, I can't forget about our stop to see Wanda Houck also, the highlight of our trip.

Sue Munsell



TL Queen of Dolls Convention 2023

Terri on the Prairie

Kansas City, Missouri

Friday and Saturday, September 8 & 9, 2023

Hotel

Convention hotel:

Embassy Suites Hotel

Kansas City International Airport
7640 NW Tiffany Springs Parkway
Kansas City, MO 64153

To reserve a room:

1-888-240-8273

Our convention code is: TLQ
Rooms are \$129. Wednesday thru
Sunday September 6 thru 10
There is a free airport shuttle and \$10
charge to park your car in their lot.

Fee Change

Convention fees are being charged a little differently for the 2023 convention.

For those of you who have signed up to receive the convention gifts,
the fee will remain \$200, but for those who have opted out, the fee is \$165

Please make your check out to TL Queen of Dolls and send to:

Jacque Schwegmen

814 McGuffey Ave

Oxford, OH 45056

513-523-2493 land line

Questions regarding fees contact my land line that has a recorder. I will call back ASAP.

And please enclose a note with ALL of your contact information
if you would like it included on the attendee list
(current mailing address, phone #, and email)

FYI

Breakfast and lunch will be provided both convention days

Direct your questions to:

Sherry Ferguson, sgferguson2@icloud.com

Shelia Meyer, tidollcollector@gmail.com

