

# *Terri Lee Fashion Parade*



*Terri Lee, Inc.*

L I N C O L N , N E B R A S K A

## LEADING THE PARADE

Here are Jerri and I on the front cover all dressed up to lead the parade for our football team. Jerri is so proud in his high white fur shaker, with his dashing suit of white brocaded taffeta and red trousers with gold braid and buttons. He also wears drum major boots like mine. I am just as proud in my matching costume as Jerri is. I wear a white felt hat trimmed in gold with a red feather. How we both love the music.

(On two weeks notice, I can send you the costumes especially made in your school colors.)

110 Terri

1082 Terri's costume

210 Jerri

2082 Jerri's costume

You may order Jerri and me in your choice of any of 4 different wig colors. Please specify number.

No. 1 Brunette

No. 3 Auburn

No. 4 Honey Blond

No. 5 Platinum Blond

I will be wearing a helene Pessl complimentary plastic daisy with a center filled with solid French perfume with all my costumes, except my play clothes.

## TERRI LEE FRIENDSHIP CLUB

My name is.....

I live at.....

Street

My home town is.....

City

.....

State

My birthday is.....Age.....

I bought my Terri Lee at.....

Name of Store

.....

City

State

You can join my club by filling in the above information and mailing to me—TERRI LEE, 2012 "O" STREET, LINCOLN, NEBRASKA. I will write to you each time I add a new costume to my wardrobe. Just tear off this page on the dotted line, and keep the catalog for future reference.



## THE STORY OF TERRI LEE AND HER FRIENDS

Hello there! I know that many of you know my brother and me and most of my little friends. But to you whom I have not met, I would like to introduce myself. My name is Terri Lee and my adopted brother is Jerri.

From South of the Border, I have an adorable friend. Her name is Guadalupe. From the very far North, I have a little Eskimo friend whose name is Nanook, which means "little white bear." A little girl from Alaska named her. Patty Jo and Benjie are two more of my very true friends who wear the same kind of garments I wear. You will meet us all in this little book and you will see all of our beautiful costumes.

To begin with, I am not a doll, but a real little girl. My mother is a sculptor so she made this figure of me so that all children could have a doll that looked like a real little girl, dressed like real children and did the same things that other children do.

She wanted someone practical that would not break, with hair that could be brushed, combed, and shampooed, and with clothes like yours, beautifully made that could be laundered.

You will love my beautiful hair. You can shampoo me with safety. Just shampoo my hair like mother does yours with the shampoo which I am going to recommend to you and show you in this book. Dry my hair carefully and then brush while it is still damp, with a very stiff brush. You may then style my hair any way you like it. Tie it down tight to my head if you wish to curl it with an iron until it is thoroughly dry. Then curl it in any type of hair style you desire, or braid it if you please. If you wish to put pin curls in you may set it while it is still wet. Let it dry thoroughly, then brush and comb, spray brilliantine, or some cream oil on it, put a brand new hair bow in my hair and I will look just as trim as I did the day I came to your house.

I will also forecast hair styles for you, for my wig maker is an excellent hair stylist. If you do not want to shampoo my hair and just want to re-set it dampen it with a moist piece of cotton, put a rubber band just around my curls and under my chin and in the morning I will be all set. A local hair dresser also may do the shampooing for you if you do not feel equal to the job. There are, of course, other dolls whose hair can be washed, but I am the original doll with washable hair. Of course you can give me a bath too with soap and warm water.

There is no doll in the world with a wardrobe as complete as mine. I am going to be a very important girl, for I am going to forecast the latest fashions for you. Everything will be adorable, just the thing you will love to wear. My tiny garments are all hand sewn and tailored to fit, made by highly skilled seamstresses. Each is labeled with its own tiny Terri Lee label. Only the most exclusive materials are used for them. Fine Celanese taffeta, soft flannels by J. P. Stevens, organdy dotted swiss, powder puff muslin, dimity and gingham by Dumari. Velveteen in my coat is made by Merrimack. The trimmings for all these beautiful garments are the very best we can obtain, satin ribbon, val lace, iridescent nail heads, and real rhinestones, sequins, eyellet embroidery, furs, etc. You can also learn to snap or unsnap your own clothes by dressing me. Even the little tiny buttons will help you learn to dress yourself. Also, please keep my clothes hung up nicely and your mother, I know, will show you how, by showing you how to care for your own clothes.

I am entirely made of a wonderful plastic called Tenite II, so if you drop me don't worry for I will not break. If you compare my weight with the other plastic dolls, you will find me almost twice as heavy which is to keep me from breaking.

I know you will treasure me as a real personality and a true friend. I will listen to all of your troubles and we will have many happy hours together.

May God bless you and your dear ones. All my love.

**TERRI LEE.**



**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





Page 40A Terri in Skirt and Blouse 40 Terri in Jumper and Blouse 140 Terri in Scotch Outfit

## 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 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.

1071 Scotch Costume 1073 Plaid Skirt and Blouse  
1072 Jumper Costume



200 Jerri in Short Pants and Shirt 10C Terri in Party Dress 10B Terri in Pinafore 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





Page 160 Terri in Coat, Bonnet, Mittens, Muff & Galoshes  
8

180 Terri in Coat and Bonnet only

170 Terri in Snow Suit

## WINTER TIME

These are my winter costumes. A soft flannel coat for school complete with muff, mittens and galoshes—all hand made. For Sundays and dress-up, I have a beautiful velveteen coat and bonnet. Both coats are hand-tailored and trimmed in fur. For real snowy days, when Mother wants me to stay warm, she dresses me in a sport shirt and jeans and my white fur Lapin jacket, fur trimmed parka, fur mittens and boots. We don't care if Jack Frost comes when we have warm things like this to wear.

1060 Bonnet, Coat, Muff,  
Mittens, Galoshes  
1065 Coat, Bonnet only

1090 Snow Suit,  
complete costume



30 Terri in Girl Scout  
uniform

190 Terri in Brownie Scout  
uniform

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## THE AMERICAN GIRL

Here I am, a real Girl Scout and a real Brownie. I am truly proud to wear these uniforms and to have the permit to wear them. I have always wanted to be a Brownie or a Girl Scout because they do so many wonderful things and have so much fun besides. There are Girl Scout organizations all over the world. We are sisters whether we live in America or in a country far away.

Uniforms approved by the Girl Scouts of the United States of America.

1044 Girl Scout uniform

1045 Brownie Scout  
uniform





Page 10 260A Jerri in Gene Autry Costume

60 Terri in Riding Costume

## READY FOR THE PONIES

Sometimes I get a chance to ride a pony that belongs to a friend of mine. The pony is always happier when I wear my riding costume, for we make a very smart appearance trotting down the lane. The colorful nailheads and white boots, and leather belt set off my costume and of course a sombrero to make it complete. When Jerri and I ride together, he wears Gene Autry jeans and shirt with all the fixings.

1086 Terri, Riding Costume only

4087 Gene Autry Costume only



230 Jerri with Leather Chaps

130 Terri in Cowgirl Costume

240 Jerri with Fur Chaps

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## OFF FOR THE RODEO

When I go to rodeos, or for dress-up parties, I wear my white leather cowgirl costume. The skirt, jacket and gauntlets all come in genuine leather trimmed with nail heads. My beautiful sombrero is laced with white shining cord. Jerri has one costume with leather chaps and a shirt to match mine. He has another one with a plaid cowboy shirt and real fur leopard chaps. He carries a play gun in leather holster with each costume.

1085 Cowgirl Costume only

2084 Jerri Costume with leather chaps

2085 Jerri Costume with fur chaps





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50 Terri in Rain Coat 250 Jerri in Rain Coat

## APRIL SHOWERS

It looks like rain today, so Jerri and I have decided to wear our rain coats. We never get wet when we wear these, and we can wade around in the water as much as we want. Underneath my rain coat, I wear one of my regular little dresses. I rather prefer a dotted swiss under mine. Jerri wears his regular suit under his rain coat.

50 Terri  
250 Jerri

1050 Rain Coat and Hat only, Terri  
2050 Rain Coat and Hat only, Jerri



30A Terri in Sun  
Suit

20A Terri in Pedal-  
Pushers

10A Terri in Sarong and Bonnet

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## IN THE GOOD OLD SUMMER TIME

I love sports that take me out into the sunshine. For bike riding and picnicking, I wear my pedal-pushers. For sun-bathing or even taking a dip in the water, I wear my beautiful sarong. My sun suit is crisp and cool for that long trip home from the beach. Jerri too, has a sun suit that he keeps nice and dry for after swimming.

1035 Sarong and Bonnet  
only  
1036 Sun Suit only

1046 Pedal-Pushers and  
Shirt only





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310 Patty Jo in Play  
Dress

410A Benjie in Jeans  
and Shirt

## PATTY JOE & BENJIE

"Hello," my name is Patty Jo and this is my brother, Benjie. We are two of Terri Lee's playmates, and we represent part of America's colorful garden of many peoples. Originally, I was created from the pen of Jackie Ormes, a cartoonist on the Pittsburgh Courier, a national negro paper. Now I have been brought into the homes of thousands of children as their beloved playmate. My costume in this picture is my school dress of red checked gingham, and Benjie has on a checked gingham shirt and jeans, also for school. However, we both have loads more clothes, just like Terri's and Jerri's. Why don't we get better acquainted, you and I? I'll just bet we could have loads of fun together.

310C Patty Jo in Party Dress  
410 Benjie in Short Pants  
and Shirt

1070 Patty Jo Costume  
only  
2070 Benjie Costume only



390 Calypso

490 Calypso

700 Guadalupe

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## SOUTH AMERICAN DANCING

Now, I will introduce to you Guadalupe, who is an adorable little girl from South of the Border. She is dressed in her gay taffeta dress which whirls about her flashing feet and clicking heels. The diamond-like sequins which trim her dress remind me of how I wish I were a little girl from Mexico or South America where everything is so beautiful and all the ladies are young and gay forever.

And, here are Patty Jo and Benjie again dressed in the traditional Calypso costume. In this costume, they dance the rumba, samba and all the happy swift-footed dances of their colorful carefree country.

1091 Calypso Costume, girl  
2091 Calypso Costume, boy

1093 Guadalupe  
costume





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16

220 Jerri in Sweater  
and Beret

120 Terri in Sweater  
and Beret

## 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.

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



150 Terri in Knit Suit

280 Jerri in Knit Suit

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## TWINS AGAIN

Hand knit suits are treasured by everyone. I treasure mine very highly because I know just how much time it takes to make one of these precious suits. Of course, these are just for wear on special occasions, so we must take excellent care of them just like Mother does. As you can see, Jerri and I have "Twin Sets" and we are sure that you will be as proud of them as we are.

1056 Terri's Hand knit suit 2056 Jerri's Hand knit suit





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220A Jerri in Pique Suit  
and Straw Hat

20 Terri in Pique Suit  
and Straw Hat

## THE EASTER PARADE

Easter is the most beautiful time of year, and don't you love the beautiful Easter lilies in the markets and on the tables at home? How we plan what we are to wear for Easter and watch the skies hoping that it won't rain and spoil our Easter bonnets! My suit is of pique and my hat is trimmed with perky flowers. Jerri's suit is pique too, but he didn't want flowers on his hat because he says that boys don't wear flowers on their hats, just girls do that.

1074 Terri's Spring suit

2074 Jerri's Spring suit



80B Terri as Bridesmaid

70B Terri as Bride

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## LET'S PLAY WEDDING

Did you ever see anything so beautiful as a June wedding? There is so much rush and fuss, that no matter where we stand, we seem to be always in the way. After the wedding, it is very gay, and we, too, join in the fun. Mother finally consented to make me a wedding dress, so that I could play "grown-up" too. It is simply beautiful with its shimmering white nylon elegantly trimmed with nylon embroidery, corsage, and sweeping veil of gossamer net.

She also designed a bridesmaid's dress of taffeta, ruffles, lace, and a large frilly bonnet that looks as though it came from Paris.

1087 Bridal costume

1088 Bridesmaid's costume





Page 20      70 Terri as Ballerina      90 Terri as Roller Skater

## 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.

1065A Long formal coat  
1066 White fur formal coat

1075 Ballerina costume  
1081 Roller Skating costume



800 Nanook      100 Terri in Ice Skating Costume      Page 21

## A FROLIC WITH NANOOK

Nanook, my friend from Alaska, has come to visit me. A little girl in Alaska named her "Nanook," which means "little white bear." She comes from a land of nothing but ice and snow. I copied my snow suit from her. Her eyes sparkle at the beauty of my ice skating costumes—silver lame' lined with ice blue satin and taffeta brocades of blue and white. The silver bells on my skates intrigue her too.

1080 Ice skating costume only

1090 Snow suit complete





Page 1010	Pajamas only	1025	Silk Bed Jacket	2010	Jerri P.J.'s only
22 1011	Bunny Slippers	1026	Bedroom	2011	Jerri Slippers
1020	Bath Robe		Slippers	2020	Jerri Bath
1015	Nightie only	1027	Hand Crocheted Bed Jacket		Robe

## SLEEPY TIME

Oh! Hum! It must be time for bed. I am so sleepy, I can hardly keep my eyes open long enough to put on my beautiful pajamas and bathrobe of flannel that has a fuzzy bunny on it for trimming. I even wear bunny slippers. Jerri wears the same for cool weather, but Mother styles his differently. In the summer, when it is hot, I wear my cool batiste nightie, bedjacket and satin bowed slippers. Costumes only.



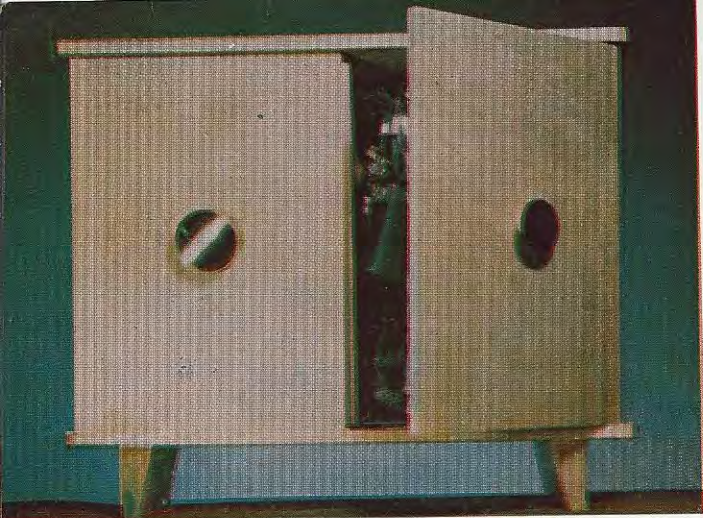
1038	Terri's Beach Coat	1037	Terri's Swim Suit	2037	Jerri's Swim Suit	2038	Jerri's Beach Coat	Page 23
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## AT THE BEACH

We have such wonderful fun at the beach. Jerri and I have beautiful wool swim suits and beach coats that we wear after our swim. Our bathing suits and beach coats are monogrammed with our initials.

Costumes only





## MY WARDROBE TREASURE CHEST

I love to have you dress me the same as you when you take me out. For that reason, I have costumes for every occasion. My De Luxe wardrobe you can buy complete, or you can buy it as a real treasure chest by adding one garment at a time. The chest is beautifully finished in blonde wood, with shiny brass knobs, one drawer for my many bonnets and undies. It is very modern in design and is 28 inches by 18 inches by 9 inches. You can get all of my clothes in it. Of course, if you buy it complete it will cost you less.

**1001 Wardrobe complete with clothes**

## LARGE CHEST WARDROBE

- 1030 Pinafore and panty.
- 1035 Sarong and sunbonnet.
- 1040 Slip.
- 1041 Panty.
- 1060 Coat, bonnet, muff, mittens, galoshes.
- 1065A Long formal coat.
- 1071 Scotch plaid skirt, flannel jacket, cap, shoulder bag with comb.
- 1074 Pique suit, straw hat.
- 1075 Ballet.
- 1080 Ice skating costume, ice skates with bells.
- 1081 Roller skating costumes and roller skates with bells.
- 1082 Majorette costume and hat.
- 1085 Cowgirl costume, silk blouse, cowgirl hat.
- 1086 Jodhpurs.
- 1087 Bridal costume.
- 1088 Bridesmaid's costume
- 1090 Snow outfit, jeans, white shirt, boots, mittens.
- 1096 Shoes and stockings.
- 4000 Skirt, blouse and sweater set.
- 4001 Swim suit, beach coat, sun suit.
- 4002 Silk bed jacket, nitie, bedroom slippers.
- 4006 Raincoat hat, gingham play dress.
- 4007 Pedal pushers, and shirt. Pinafore and panty.

## TERRI'S WINTER WARDROBE

Mother prepares my winter wardrobe in the fall. In it is my hand-tailored flannel or velveteen coat, bonnet, white fur muff, mittens and fur-trimmed galoshes. You may have a taffeta party dress, if you like. I have my raincoat, hat, my pedal-pushers and sports shirt. My flannel robe has a little fuzzy bunny for trim and bunny bedroom slippers. My pajamas are a rayon or cotton print.

**1005 Terri's Winter Wardrobe**





Page 1000 Terri's Summer  
26 Wardrobe  
2000 Jerri's Wardrobe

1005 Terri's Winter  
Wardrobe

## TERRI AND JERRI'S WARDROBE

Jerri, too, must have his wardrobe. The giraffe holds his garments nicely. He has a raincoat and hat for rainy days, a hand-knit sweater and beret, sun-suit, and for the beach, he has his monogrammed swim-coats and beach coat. And for regular play he wears his jeans and shirt. I almost forgot to tell you about his pajamas of striped chambray, bunny slippers, and robe to match Terri's.

My summer wardrobe has a giraffe rack like Jerri's. It has the following garments—6 plastic hangers, sun suit, swim suit, beach coat, pinafore and panty, raincoat and hat, hand knit sweater and beret, batiste nitie, bed jacket and slippers.



90C Terri in Little Lady Costume

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## LITTLE LADY

Here I am, a true Southern Belle in blue taffeta dress, trimmed in narrow black velvet ribbon, a rosebud chintz apron, a large bow in my upswept curls and with eyelet trimmed pantaloons and petticoat.

I look like the Little Lady who represents helene Pessl toiletries.

Terri's Hair Dress Kit contains comb, brush, 12 curlers and a complimentary bottle of helene Pessl Shampoo for either you or Terri to use.

1099 Little Lady costume only  
3000 Hair dress kit





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80 Terri in Garden  
Dress

208 Terri in Pique Suit,  
Beret and Purse

## SUMMER PARTIES

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

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

220B Jerri, Pique Suit  
and Beanie

1067 Garden Dress and  
Bonnet

1057 Long Petticoat

1079 Chemise

1074B Pique Costume  
only, Terri

2074B Pique Costume  
only, Jerri



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## GENE AUTRY

Our newest friend is Gene Autry. I don't need to tell you who he is! Jerri adores him as the hardest riding two-gun, rootin' tootin' cowboy on screen or radio. I adore him for his singing guitar and voice that weaves a spell of moonbeams and magic.

**TERRI.**

I'm happy to join the circle of Terri's and Jerri's friends, and I know that together we'll make this into an endless and lasting circle. Champ and I send our regards from the Flying A Ranch.

260 Gene Autry

4086 Gene Autry costume  
—Rodeo

4087 Gene Autry costume  
—Round-up

*Gene Autry*



## **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 rewiggig) .....	\$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.