

TERRI LEE FASHION PARADE

Meet the Terri Lee family



The original Connie Lynn, Terri Lee and Linda

Terri Lee SALES CORP.
APPLE VALLEY, CALIFORNIA

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THE STORY OF TERRI LEE

Once upon a time, not long ago, there was a Lovely Lady who had a beautiful little girl with shining curls and bright eyes like stars and oh! so many pretty clothes! This little girl's name was Terri Lee. The Lovely Lady thought, "How nice it would be if there were a doll just like my Terri Lee!" And she made a doll that looked like the real little girl. Then she thought, "How nice it would be if this pretty doll had lots of costumes!" And she made lots of costumes for the pretty doll. Then she thought, "How nice it would be if every little girl in the whole country could have a doll exactly like this one, with pretty clothes!" And that's how Terri Lee Dolls and their many beautiful costumes came to be.

The lovely Lady thought of important things like how dolls get broken when they're loved too hard, how their clothes get mussed and soiled from being played with, and how their hair becomes all shabby after a little while. She wondered what she could do to be sure the Terri Lee Dolls would be lastingly beautiful. So she had the dolls made of a fine, durable plastic that would be unbreakable. The material she selected for the hair was silky and lifelike and could be shampooed and set. And the costumes? She made them of the finest materials, with fur and lace and handwork on some, and she sewed them beautifully so they could be washed or cleaned over and over, like a child's own garments.

Then she thought of having a real Doll Hospital and Lifetime Guarantee for the Terri Lee Dolls, where Little Mothers could send them in case anything happened to them, or where they could have new wigs put on them. That's how the Terri Lee Doll Hospital at Apple Valley, California, came to be!

And then the Lovely Lady thought, "Terri ought to have a brother!" So she made Jerri Lee, and designed all sorts of wonderful outfits for him; after that came the rest of the beautiful dolls in the Terri Lee circle, including Linda Baby. Linda Baby is the beautiful baby sister of Terri and Jerri, who is made of Rose-Petal

Vinyl and looks like Terri, too. There were costumes made for Linda, just like real babies wear.

And then she planned and created the monthly Terri Lee Magazines to send to all Little Mothers; the Birthday Club, the Terri Lee Thrift Club—and the wonderful accessories: the Wardrobe Trunks, the Fashion Racks, the Terri Lee Records, the Bassinettes and Play Pen and Nursery Chair for Linda Baby; the Terri Lee Walker and all the rest. There were so many wonderful things to make and it seemed that every little girl wanted them, so there had to be a special place to make all these things. That's how the Terri Lee Doll House in Apple Valley came to be! If you could see the hundreds of wonderful dolls, the thousands of beautiful costumes and accessories in the Doll House, you'd think you were truly in Santa's Palace! There's the Beauty Salon, where Terri's new hair styles are designed and made; the place where each and every Terri, Jerri and Linda's face is specially, separately hand-painted on; the rows and rows of Terri Lees dressed in their finest on a shelf for all to see—and everywhere you would feel the Fairyland magic that surrounds all things Terri Lee! Then, finally, she thought how nice it would be to create playmates for this little family of dolls. **If you do not know the new members of the Terri Lee family, write us for information. There is Tiny Terri, available in all the costumes that Terri wears; Tiny Jerri, with a special wardrobe too; Connie Lynn—Sleepy Baby, with a very complete wardrobe all her own.**

The Lovely Lady waved her magic wand and created all this from her loving thoughts . . . And she thought of everything, didn't she?

Terri Lee



1165 Terri in
Majorette 15.95

2140 Jerri in
Drum Major 15.95

1155 Terri in
Cheerleader 14.95

2130 Jerri in
Cheerleader 14.95

TERRI LEE FASHION PARADE

Don't you just love a parade? Jerri and I do! We like to hear the music of the brass band, the marching rhythm, and the cheering crowds. To help cheer the parade along we wear our Cheerleader costumes, with initialed wool sweaters, and we even have a pennant to carry. Won't you come along with us as we start our Parade of Fashions? We're going to begin right away. There's the music! Let's go!

1365 Majorette
Costume 5.95

2340 Drum Major
Costume 5.95

1355 Cheerleader
Costume 3.95

2330 Cheerleader
Costume 3.95



1184 Terri in
Velveteen Snow
Suit 18.95

WINTERTIME

When it's freezy-cold and the icicles sparkle and the crystal snow flakes flutter down like fluffy stars, dress me warm and cozy in one of my cold-weather sets! Here are three of them. My pretty Velveteen Snow Suit with hat and galoshes all trimmed with white fur, is warm and cozy. My Fur Snow Suit has a warm parka, mittens, galoshes and a soft fur coat. The fur Sport Coat and Hat on the right looks like real leopard skin, and I like to wear it over a wool skirt and blouse. I just couldn't get cold in one of these!

1384 Velveteen
Snow Suit, costume
complete with hat,
mittens, galoshes 8.95

1862 Fur Snow Suit,
costume complete with
mittens, parka, boots,
ski pants, short fur
coat 12.50

1860 Fur Sport Coat
and Hat only 9.50



1188 Terri in Wool
Coat and Hat 20.95

1188 Terri in Wool
Coat and Hat 20.95

DRESS-UP TIME IN WINTER

These are my dressy cold-weather outfits which are made just like the famous Curtsy Coats for children. Aren't they snuggly and pretty? Styled and beautifully tailored just like Little Mother's, with or without leggings, they are designed to keep me comfy and warm. They come in fine wool fleece or Duvetyne, and I feel so proud to be dressed exactly like my Little Mother when we go out together. These outfits make frosty weather such fun!

1388 Wool Coat
and Hat 7.95

1861 Wool Coat, Hat
and Leggings 9.95

1388 Wool Coat
and Hat 7.95



1142 Terri in Irish
Party Outfit 13.95

1139 Terri in Heart
Fund Costume 13.95

1174 Terri in Alice in
Wonderland Costume 16.95

SWEETHEARTS

When it's Saint Patrick's Day I feel perfectly dressed in my Irish Party Dress with its tight bodice, full sleeves, ruffy skirt and straw hat. And isn't my Heart Fund Dress lovely? It's made of white organdy with red dots, with tiny white hearts on the wide red sash. The little heart bracelet which says "I Love You" completes the costume. Did you know that if you buy this outfit, part of the money is given to the Heart Fund Campaign to help children who are ill with rheumatic fever? I love to be able to help others, don't you? On the right I am wearing my new Alice in Wonderland costume, with its lovely full white pinafore over blue taffeta. And I wear a black velvet band on my hair just like Alice did when she went down the rabbit hole to Wonderland. Don't you love it? I do.

1342 Irish Party Dress
2.95

1339 Heart Fund Costume
2.95

1374 Alice in Wonderland
Costume with Pinafore,
Dress 5.95



SPRINGTIME

Springtime! The flowers are so bright and lovely after their winter's nap. Jerri and I love the warm golden sun and the fresh new green on the trees and grass, don't you? We like to take walks wearing our beautiful spring outfits. Here I am in my spring coat and new spring hat trimmed with flowers, and Jerri is next to me in his Wool Suit and Cap looking proud as Punch. There he is again on the right in his checked Top Coat and matching Hat that he wears when the spring sun isn't quite as warm as we thought it would be.

1858 Spring Coat, lined,
with Straw Hat 5.95

2861 Wool Suit
and Cap 5.95

2862 Top Coat with
matching Hat 5.95



1167 Terri in Tea Party
Dress with Bonnet 15.95

1143 Terri in Confirma-
tion Dress, Veil and
Necklace 13.95

1157 Terri in Organdy
Party Dress and Hat 14.95

LET'S GO TO CHURCH

Here is a group of my costumes which is very special. In the center I'm in my white lacy Confirmation Dress that comes with its own little gold-colored necklace with cross pendant, and a veil of net and lace. On the left is my lovely Tea Party Dress made of organdy, trimmed with embroidered ruffles and ribbon, and the costume is completed with a dainty bonnet. On the right you will see another favorite costume of mine, made of pastel organdy with an embroidered yoke, and topped by a picture hat. Please don't forget to go to Sunday School or Church every Sunday, and take me along!

1367 Tea Party Dress
with Bonnet 3.95

1343 Confirmation Dress
with Necklace and Veil
2.50

1357 Organdy Party
Dress and Hat 2.50



1134 Terri in
Birthday Dress
13.95

1124 Terri in
Sunday Dress,
Taffeta 12.95

1136 Terri in
Dotted Swiss Dress
13.95

1131 Terri in
Redingote and Sun
Dress 13.95

PARTY TIME

For birthday parties what could be prettier than my frilly Birthday Dress? It's made of sheer, flocked nylon and has its own ruffled petticoat of tulle edged with ribbon. Next is my Sunday Dress made of crisp taffeta in the long torso style, with a pretty, white collar. I like the way the skirt stands out, don't you? And the Dotted Swiss with eyeleted organdy comes next. Which one do you think is prettier? The dress on the right is my Redingote and it's worn over a bright-colored Sun Dress, so it's really two different outfits! I wear these dresses to parties I'm invited to and also to Sunday School. You can take me to parties with you, too, in one of these pretty dresses.

1334 Birthday
Dress 2.50

1324 Sunday Dress,
Taffeta 1.95

1336 Dotted Swiss
Dress 1.75

1331 Redingote and
Sun Dress 2.50



1154 Terri in Duster and
Pony-Tail Hat 14.95

SPRING SHOWERS

Rain, rain, go away! But we don't mind the sprinkles when we're all dry and warm in our new rain coats. The raindrops splash and the clouds hang low, but soon the sun comes out again and shines on the flowers and trees and makes them grow. We like to walk in the showers in our pretty plastic raincoats that come with rain hats in a whole rainbow of colors! Won't you love having us with you when it pours, dressed in our rain clothes just like you'll be? No need to leave us indoors, because we can be bathed, go swimming, or be caught in the rain and it won't hurt our durable skin! But of course we'd rather be in our new raincoats, if you don't mind, when you take us out in the rain. But when the weather clears up and the skies are blue, I like to wear my Duster and Pony-tail Hat, that you see on the right. Isn't it cute?

1840 Rain Coat
and Hat 1.50

2801 Rain Coat
and Hat 1.50

1354 Duster and
Hat 1.95



1138 Terri in Summer Suit and Beret 13.95

2121 Jerri in Summer Suit and Cap 13.95

5135 Connie Lynn in Bunny Suit 16.95

6135 Linda in Bunny Suit 4.98

SPRING INTO SUMMER

Jerri's and my new Summer Suits are made of pique embroidered with tiny flowers, with hats to match, and they're, oh, so pretty! We feel very neat and dressed-up in them. And what do you think happened in our Nursery on Easter? Linda Baby and Connie Lynn—Sleepy Baby, put on their Bunny Suits and pretended they were white rabbits! These outfits are of wool flannel almost as soft as a bunny's fur, with pink pom-poms and pink-lined ears. Don't the babies look darling?

1338 Summer Suit and Beret 2.95

2321 Summer Suit and Cap 2.95

5335 Bunny Suit 3.98

6335 Bunny Suit 1.95



2111 Jerri in Jeans and Shirt with Leather Belt 12.95

1104 Terri in Sun Suit 11.95

1120 Terri in Farmerette 12.95

1116 Terri in Pinafore and Panty 12.95

SUMMER FUN

Here we are in some of our summer favorites. Jerri likes to play in his denim jeans and sport shirt, and he looks very nice too, don't you think? My Play Suit is pretty and ruffy with plaid trim. And see my Farmerette Costume! The overalls are smartly trimmed with the same material the shirt is made of, and the peaked hat is lined with it too. It's all so comfortable and practical and easily washed—but it looks so nice. Don't you think so? On the right is my Pinafore, the coolest, sweetest ever. Made of fine organdy, with the front and shoulder straps embroidered, I can dress up in it on the warmest day and still be cool as a cucumber!

2311 Jeans and Shirt 2.50

1304 Sun Suit 1.00

1320 Farmerette Costume 1.95

1316 Pinafore and Panty 1.95



1105 Terri in
Swim Suit 11.95

2101 Jerri in
Swim Trunks 10.95

1119 Terri in Beach
Costume 12.95

WATER BABIES

The sun shines hot and the water looks so inviting! It's just the time to get a perfect tan, isn't it? So Jerri and I wear our Swim Suits to the beach or pool. First you see me in my newest Swim Suit trimmed with terry cloth, and next to me is the Complete Swim Kit including everything I'll need for a day in the water and sun! There's a Swim Suit, Sun Suit, Beach Coat, Towel, Beach Shoes, Sun Glasses, plastic Bandana and an inflatable Swim Ring inside this plastic bag! Jerri's Swim Trunks match my suit—but in reverse, as you can see, and he looks nice, doesn't he? On the right I am wearing my Beach Coat with its attached hood that keeps the sea breezes from blowing my curls at the beach. I love to swim, so don't be afraid to get me wet!

1305 Swim Suit
1.00

1886 Swim Set in
Plastic Bag 4.95

2301 Swim Trunks
.60

1319 Beach
Costume 1.95



1106 Terri in
Play Dress 11.95

1106 Terri in
Play Dress 11.95

1107 Terri in Play
Dress and Panty
11.95

2105 Jerri in
Play Suit 11.95

LET'S PLAY

Let's play games! We can have lots of fun. I love to play with you, and here I am in some of my play dresses. The pretty one on the left is percale with eyeleted trim, and the one next to it has pleated white trimming at the neck and on the sleeves that I just love. The printed dress has panties to match, and is one of my favorites. Jerri has so many Play Suits, and some of the prints make us laugh! This one is his barrel print. Isn't it cute? Bright colors and a variety of prints, our play outfits are always pretty and practical. Let's go play now!

1306 Play
Dress 1.00

1306 Play
Dress 1.00

1307 Play Dress
and Panty 1.59

2305 Play
Suit 1.00



**1179 Terri in
Bridal Gown 17.95**

WEDDING BELLS

Here comes the Bride! Such a beautiful gown, all white nylon tulle and lace, and the veil is a dream. I love to wear my Bridal Gown, and especially to real weddings, so don't forget to take me! And when we play at having a Wedding of Dolls, Jerri wears his Bridegroom Suit of fine wool with satin lapels on the coat. Doesn't he look wonderful? Notice his bow tie and shiny black shoes! Let's play Wedding, shall we?

**2860 Bridegroom
Suit 5.95**

**1379 Bridal
Gown 6.95**



**1114 Terri in Pedal
Pushers and
Blouse 12.95**

**1115 Terri in
Tennis Set 12.95**

**1117 Terri in
Toreador Set 12.95**

SPORTS OUTFITS

Here are four of my special outfits you're going to love! My brand-new Pedal Pusher Costume is first, with its blouse of sports print and ruffles for sleeves, and the little eyelets with laces at the calves of the legs. My Little Mother says these details are interesting. My Tennis outfit is just made for free action on the court; while the Toreador Outfit is designed to look beautiful in at home. Who doesn't like to lounge at home in colorful velveteen Toreador Pants such as these shown in the picture, trimmed with lace and topped with a fine sheer blouse also lace-trimmed? I know I do! And when I go golfing, I wear my Golf Togs on the right. They're denim and they button on the side of the pants, as you can see. A little golf club and a white molded cap complete my outfit when I'm dressed. Take me with you to all your outdoor activities!

**1314 Pedal Pushers
and Blouse 1.95**

**1315 Tennis
Set 1.95**

**1317 Toreador
Set 1.95**

**1902 Golf Togs
of Denim with
Golf Club 1.95**



1118 Terri in
Sport Dress 12.95

2110 Jerri in
Sport Suit 12.95

1159 Terri in Pet
Dress with Pet
14.95

2132 Jerri in Pet
Suit with Pet 14.95

TWIN SETS

Jerri and I have several matching clothing sets, and we like to dress alike when you take us out. The attractive patterns in the material are awfully pretty, don't you agree? First, on the left, our matching outfits for Sports—Jerri's suspender-pants and shirt, and my suspender-skirt and blouse. And then, on the right, our new Pet Sets! With the dress I am wearing, the Monkey is included, whose name is Penelope, and she is dressed up too! Jerri's monkey is called Tony, completely dressed also, and he goes with the suit Jerri is wearing. We have so much fun with Penelope and Tony at the Terri Lee Ranch—they're just like little people. I do wish they could talk!

1318 Sport
Dress 1.95

2310 Sport
Suit 1.95

1359 Pet Dress
and Pet 3.95

2332 Pet Suit
and Pet 3.95



1150 Terri in Girl
Scout Uniform
14.95

1151 Terri in
Brownie Scout
Uniform 14.95

1152 Terri in Camp
Fire Uniform
14.95

1153 Terri in Blue
Bird Uniform
14.95

OFFICIAL UNIFORMS

I belong to the organizations that you belong to, so you can take me along with you to your meetings dressed in real, official uniforms! I love all the activities you have in Scouting and Camp Fire Girls. Above, my Girl Scout and Brownie Uniforms just like your own, and my Camp Fire and Blue Bird Uniforms too! We learn and have fun and help others in these wonderful groups, and I'm proud, believe me, that my uniforms are official and have the approval of the organizations. You'll be happy to take me with you on your outings and to meetings dressed just like you—and I'll be happy to go! And don't forget when you buy one of these, part of the money goes direct to headquarters to help support each organization.

1350 Official
Girl Scout
Uniform 2.95

1351 Official
Brownie Scout
Uniform 2.95

1352 Official
Camp Fire Girl
Uniform 2.95

1353 Official
Blue Bird
Uniform 2.95



**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**



**1133 Terri in
Skirt and Blouse
13.95**

**1121 Terri in
Squaw Dress 12.95**

**1125 Terri in
Peasant Jumper
and Blouse 12.95**

**1123 Terri in
School Dress, Slip
attached 12.95**

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. I am proud of my new bright-colored felt skirt shown on the left. It is cut in a full circle and has an adorable appliqued flower on the front. I wear this with a sheer blouse trimmed with lace. Next is my new-style Squaw Dress made of cotton material that you don't have to iron, just like the grown-ups' squaw dresses. It is trimmed with braid and is very colorful and pretty. The next outfit is my Peasant Jumper and Blouse, with full skirt, and lacy, puffed-sleeved blouse. On the right is my School Dress with slip attached that I especially love. It is made of checked-gingham trimmed with organdy collar, sleeve binding and daisies in the front! I think you will like this dress as much as I do.

**1333 Skirt and
Blouse 2.50**

**1321 Squaw
Dress 1.95**

**1325 Peasant
Jumper and
Blouse 1.95**

**1323 School Dress,
Slip attached 1.95**



1185 Terri in
Cowgirl Costume
18.95

LET'S GO WESTERN!

Yippee! Ride 'em Cowboy! Look at us all dressed up like real Westerners! My Cowgirl outfit on the left is made of soft leather, and is very dressy with lots of fringe. Doesn't it look nice, with the big Sombrero and white boots? And on the right I'm wearing my Riding Costume with its gay, striped western pants. And Jerri is shown in two of his cowboy outfits. They are both real Gene Autry outfits. On the Roundup costume he has a gun belt, even, and he looks very nice in the shiny shirt and with the leather embossed belt that comes with the Rodeo costume. We feel so dressed up in these!

1385 Cowgirl
Costume 7.95

2859 Gene Autry
Roundup 4.95

2858 Gene Autry
Rodeo 4.95

1855 Terri's Riding
Costume 3.95



1123 Terri in School Dress,
Slip attached 12.95

1130 Terri in Chambray
School Dress 13.95

1135 Terri in School
Dress and Hat 13.95

SCHOOL-DAY SPECIALS

Comes Autumn, with the bright and beautiful colors on all the trees! Comes Autumn—comes school—and how I love to go to school with you! Here is a pretty assortment of school dresses that I like very much. The first is a sheer, striped long torso dress trimmed with dainty lace, and with its own fluffy tulle petticoat edged with ribbon. The next one is chambray, and don't you love the striped yoke and pockets? The skirt of the plaid gingham on the right is just one big ruffle, it's so full, and the long waist is cuffed with white just like the sleeves, with matching collar. This dress comes with a felt Bretton roller hat and felt purse. I think these really are very special school dresses.

1323 School Dress,
Slip attached 1.95

1330 Chambray
School Dress 1.75

1335 School Dress
and Hat 2.50



1140 Terri in
Masquerade
Costume 13.95

2123 Jerri in
Masquerade
Costume 13.95

MASQUERADERS and TO BED

Jerri and I love to get into our Clown Pajamas and romp a little before bedtime, or sometimes we make up stories about the strange animals and birds printed on the material, and pretend we're in the jungle where they live. We like the bright ruffle at the neck of our Clown Pajamas, and the pretty pom-poms just like those on our Elf Slippers. Our Masquerade Costumes are shiny and beautiful. If you love Hallowe'en fun and New Year's Eve and masquerading just any time, you'll want me in this outfit! I wear a mask, too, and my peaked satin hat sets off the whole thing. Jerri wears his matching Masquerader Outfit with his mask and full puffy pants. Let's go partying and when we unmask won't everyone be surprised to see who we are!

1805 Clown
Pajamas 1.95

1805 Clown
Pajamas 1.95

1340 Terri's Mas-
querade Costume
3.95

2323 Jerri's Mas-
querade Costume
3.95



INTERNATIONAL FESTIVAL

Around the world! We love to play with children of every land, and here are some of our costumes for different lands! My Hula Costume is authentic Hawaiian, with its lei and grass skirt—and I wear tropical flowers in my hair with it. Next you see me and Jerri dressed like Holland children, in light blue costumes with white lace and organdy trim, and real wooden shoes! And how do you like my Calypso costume? I wear fruit clusters in my hair and I love to dance a fast, whirly Calypso in this. Isn't it fun to dress like children of other lands?

1854 Hula
Costume 2.95

1864 Dutch Girl
Costume 3.95

2857 Dutch Boy
Costume 3.95

1916 Calypso
Costume 3.95



1180 Terri in Bridesmaid
Dress 17.95

1178 Terri in Evening
Formal 17.95

SWEET AND LOVELY

How I adore being dressed in truly grown-up, long dresses! I'm ready for the wedding in my Bridesmaid Dress, and I bet I'll catch as many eyes as the beautiful Bride herself! And on the right, I'm all ready to go to the Doll's Dance in my long, full rusty Formal. You may want to take me to parties too, dressed in this beautiful evening dress. Don't you just love ribbons and tulle and lace, and swishy skirts? I do! All nylon, too.

1380 Bridesmaid Dress 6.95

1378 Evening Formal 6.95



1190 Terri in Long
Formal Coat 23.95

EVENING WRAPS

Over my pretty formals and other long dresses I like to wear my beautiful long formal coats and capes. Aren't they dreamy? Look at the sparkly silver lame Long Formal Coat above—it's fitted to the waist, then it flares out full and pretty. And the White Fur Coat and Hat in the center—I especially love this set! It's so soft and warm and pretty for winter evening out. At the right is my short evening cape, white fur, that looks so lovely over my long formals or Bridesmaid Dress. Let's go dancing, and the cold snowy winter doesn't matter a bit!

1390 Silver Lame
Formal Coat, Long 7.50

1863 Long White Fur
Coat and Hat 12.95

1859 Short White Fur
Cape 7.50



MINK FOR MILADY

"Glimmer, glamorous little star!" Genuine silver-blu mink coat to be worn for only rare occasions, when I go to the theatre, concert or make my appearances on T.V.



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



1100 Terri in
Party Pants 10.95

1108 Terri in Party
Pants & Slip 11.95

2100 Jerri in
Shorts 10.95

1101 Terri in
Chemise 10.95

UNDERMENTIONABLES

What every little lady knows is that pretty under things make for a feeling of being well-groomed and well-dressed, isn't that so? I'm wearing my full-ruffled Party Pants in the picture above, and next to it, my Party Slip that goes with the Panties, if you wish, as a set. Jerri wears his brightly colored shorts, and finally on the right end of the picture, I'm shown wearing my soft, silky chemise. And how do you like me in pigtails? They're very comfortable and practical, too.

1300 Party
Pants .60

1308 Party Pants
and Slip 1.59

2300 Shorts for
Jerri .60

1301 Chemise .60



TIME FOR NITEY-NITE

Pardon my yawn—but I'm so sleepy now! It's been a busy day, and we've had such fun! Now off to Dreamland, in one of my pretty sleep-tight outfits. First, I'm in my Lounging Pajamas, Elf Bedroom Slippers and pegnoid-style Bathrobe. Aren't they sweet? Next, I'm wearing my cozy, pretty housecoat, and I like to wear this for relaxing and even for breakfasting. On the right I'm wearing my new Shortie Nitie. Isn't it a dream with its lace and ribbon and little bloomer panties? And it's so comfortable to sleep in! Kiss me night now, and let's say our prayers and go to sleep.

1806 Bathrobe
1.95

1853 Housecoat
1.95

1804 Nitie
1.75

1803 Lounging
Pajamas 1.95

1823 Elf Slippers
.60



1195 Terri in Trunk
with Wardrobe 24.95

READY TO TRAVEL

Above, I'm shown with my wonderful Wardrobe Trunk that comes with me inside and a whole assortment of beautiful costumes! You'll want one of your own, I know. You can take me on trips, or keep the trunk to use for my things in your room. I know you'll like what's been packed inside the Trunk—a Raincoat, Party Dress, Pajamas, Pedal Pushers, Dress, Shoes, Ribbons, oh—so many lovely things! And even (how thoughtfull!) a Hair Dress Kit for keeping my curls pretty! Left, I'm wearing my gay Scotty Girl Outfit with its brilliant tartan, its pleated skirt and tam, and guess what! Boxed with this costume is a little toy Scotty Pup!

1857 Scotch Costume
and Pup 5.95



1100 Terri in Party
Pants 10.95

FASHION ACCESSORIES

Here are two answers to the question, "How to keep my things neatly?" First, my Fashion Rack that comes with its own hangers, for neatly rehangng each of my things after I've worn it. It's shown here with some outfits on it, but of course it comes without any so you may choose your own. The other arrangement for putting my things away nicely is the Small Chest on the right, and it comes with or without a selected assortment of costumes, as you prefer. Hangers come with it. This is a wonderful way to care for my pretty things, isn't it?

1885 Fashion Rack-
Hangers 3.95

1888 Wardrobe Chest
Empty 9.95

1889 Wardrobe Chest
Packed 24.95



2112 Jerri in Doctor
Uniform 12.95

6170 Linda in
Bassinette 6.98

1137 Terri in Nurse
Uniform 13.95

3137 Tiny Terri in
Nurse Uniform 5.98

PLAYING HOSPITAL

Just like all boys and girls, Jerri and I love to play Doctor and Nurse—and so does Tiny Terri! Here we are—Dr. Jerri in his white Doctor Uniform and glasses, Linda in her Bassinette, and me in my white Nurse Uniform with a cap just like real nurses wear! And dear little Tiny Terri is in her Nurse Uniform too. We're playing that Linda has a cold and Dr. Jerri must give her some medicine, and she doesn't mind a bit, as you can see by her happy little face. I'm ready to help the handsome doctor with the treatment!

2312 Doctor
Uniform 1.95

6370 Bassinette
only 2.95

1337 Terri's Nurse
Uniform 2.50

3337 Tiny Terri's
Nurse Uniform 2.19



1169 Terri in Southern
Belle Costume 15.95

SOUTHERN BELLE "AT HOME"

I like to put on my lovely Southern Belle Costume and pretend I'm "at home" in a stately old southern mansion. The sun goes down, and in the dusk of early evening, I light my very own lamp, and in the soft light I listen to phonograph records. My favorite is "The Story of the Three Bears" and "Dolly's Lullabye," recorded under my very own name. You can have this record, too, and the lamp with my picture on it. I am always very lady-like in my Southern Belle Costume, it is so dainty and demure. Organdy, crinoline, lace and ribbon—how else could I act in a dress like this?

1369 Terri's Southern
Belle Costume 5.95

1881 Terri's Record
Dolly's Lullabye and Story
of the Three Bears .50 ea.

1890 "Photo Terri Lee"
Lamp 10.95



2120 Jerri in
Engineer Suit 13.95

4120 Tiny Jerri in
Engineer Suit 5.49

4110 Tiny Jerri in
Sport Suit 4.98

3118 Tiny Terri in
Sport Dress 4.69

FAVORITE LOOK-ALIKES

Jerri and Tiny Jerri love to play engineer! They blow the whistle and ring the bell, and they're off for distant places! Of course they can't get inside their toy train, but they don't mind—they just make believe. And how cute they look in their Engineer Suits with their real engineer's caps and bright neckerchiefs! They have so much fun. Tiny Jerri and Tiny Terri have twin outfits just like Jerri and I do. Here you see Tiny Jerri in his Sport Suit and Tiny Terri in her Sport Dress. The blouse is of contrasting color, and the braid on the suspenders, and around the band on Tiny Terri's skirt, is very pretty and gay. Aren't they adorable?

2320 Jerri's Engineer
Suit 2.95

4320 Tiny Jerri's
Engineer Suit 1.98

4310 Tiny Jerri's
Sport Suit 1.49

3318 Tiny Terri's
Sport Dress 1.19

TERRI LEE SAYS:

"THIS IS THE WAY TO CARE FOR MY HAIR!"

I HAVE A BRAND-NEW KIND OF HAIR. IT IS FINE, SILKY AND LIFELIKE, AND EASY TO COMB. MY NEW HAIR HAS A PERMANENT CURL IN IT.

When you first buy me I've just come from the Hairdressing Salon at the Terri Lee Doll House in Apple Valley, California. There my hair has been cut, curled and arranged in the hair-do that has been designed for me. After you've played with me for awhile, my hair may need to be recurled or rearranged, and here's how to do it.

First and most important, please be careful! My hair should be combed section by section, always supporting it firmly where it is fastened to the head, as my hair does not grow in the scalp like yours. You can wash it with any of the nice detergent shampoos—don't use soap. Avoid tangling as much as possible while shampooing. Brush or comb it carefully in sections while it is still wet. If you like a loose curl, you may simply curl the ends up around your finger and allow to dry without curlers or pins. If you like a tighter, more formal curl, roll up on regular metal curlers, or the ones in my Hair Dress Kit, and allow to dry. You may put me out in the fresh air, but NEVER under direct heat.

MY NEW HAIR IS NOT HEAT-RESISTANT. A curling iron must not be used on it. My hair must not be subjected to heat in any way. My pigtails are made of Saran, the same as they always have been, and of course a curling iron cannot be used on them either.

When you give me a new hair-do, pretend you're fixing your own hair. Then you'll be careful and gentle with my hair, and when you've finished I'll look lovely.

For a new wig or any other repairs I may need, send me to the TERRI LEE DOLL HOSPITAL at Apple Valley, California, and I'll return to you looking just as I did the day you first saw me. Have fun with me, and I'll always be

Your loving friend,

Terri Lee

MAIL ORDER BLANK

If you cannot locate the Terri Lee items you want in your local stores, you can mail this order form to any TERRI LEE FASHION CENTER. Write for a list of Fashion Centers if you do not have a recent one, but your order must be sent to a store—**DO NOT SEND IT TO TERRI LEE.**

Name..... St.....

City..... State.....

Please send me:

[illegible]

Enclosed find \$..... This includes total of above
order plus Tax.

If it does not bear a "Terri Lee" label—it is not a Terri Lee Product.

ABOUT YOUR TERRI LEE COSTUMES

This, your Terri Lee "Fashion Parade" Brochure, has been prepared to show you selected costumes representative of the hundreds in her lovely wardrobe. We haven't space to show all of them, but you may see more at your Terri Lee store. We hope you like the costumes we chose.

Terri Lee designers and the staff at Apple Valley, California, spare no effort in creating the loveliest, finest, and most practical, as well as glamorous of outfits for Terri Lee Dolls—we feel sure that no wardrobe, for doll or not, could surpass the array of costumes for Terri Lee. Colors, trims, tiny buttons, lace, materials—everything that goes into the creation of Terri Lee Fashions is chosen fastidiously; the workmanship and packaging speak for themselves, and every effort is made to assure Little Mothers of being able to take care of her doll's things as carefully and as regularly as she does her own. Learning as children to care for fine things, we feel, teaches the lesson of care that lasts a lifetime—just as you care for your possessions in childhood, so will you care for them always. And so the wardrobes for Terri Lee have been chosen and designed to extend to all Little Mothers the love, the warmth, the happiness that the people at the Terri Lee Doll House themselves feel for children the world over.

Good luck, and have fun.

Terri Lee

LIFETIME GUARANTEE

Although Terri and Jerri Lee and all their friends are made of a fine unbreakable plastic, there is a Lifetime Guarantee on each one of the Terri Lee Dolls so that in case anything happens to yours you may have it repaired and put in perfect condition again. The Terri Lee Hospital is maintained to render this service to all Little Mothers. For a new wig or any repair, return your Terri Lee to Terri Lee Hospital at Apple Valley, Calif.



TAKE ME FOR A STROLL!

Here I am all ready for a walk in my Walker—made of sturdy metal, with real rubber tires on the wheels, and with an adjustable handle. Place my feet in the little places made for them, adjust the belt, push the handle—and I'll walk right along with you!

1887 Terri Lee Walker
\$4.95



The mark of quality and distinction of the doll world