

Mom's Joy Room

2964 Fairmont Road • Morgantown, West Virginia 26501 • (304) 282-3671

“Little Lulu” — Georgene Novelties Character Doll

Swivel-Head Mask-Face Cloth Doll • 14 Inches • circa 1944–1950

ESTIMATED WORTH

\$100 – \$250



Lulu in her red dress with white collar, cream rick-rack trim, and orange hair ribbon

History

Little Lulu is one of the great characters of the American funny papers. She was created in 1935 by Marjorie Henderson Buell — the cartoonist known simply as “Marge” — and made her debut in *The Saturday Evening Post* on February 23, 1935, appearing as a flower girl at a wedding and mischievously strewing banana peels down the aisle. The panel ran weekly for nearly a decade, until December 1944, and Lulu Moppet — the little girl with the corkscrew curls and the schemes that never quite worked out the way she planned — became a household name, joined by her sidekick Tubby and the whole Moppet family. In the 1940s the Famous Studios animated shorts carried her to the movie screen, and her face was on everything from comic books to lunchboxes.

Naturally, dolls followed. The Georgene Novelties company — the New York doll house of designer Georgene Averill — produced the licensed cloth character dolls of Lulu and her friends in the 1940s, alongside its famous Raggedy Ann and Andy. The original Lulu was an all-cloth doll, 12 or 14 inches tall, with a painted mask face showing her impish wide eyes and rosy cheeks, black bobbed yarn hair, and her signature red cotton dress with white collar, trimmed with cream

rick-rack zig-zag ribbon — exactly the dress this doll wears.

This example is the 14-inch original, and one construction detail dates her firmly: her head **turns**. The swivel-head construction is the documented feature of the 1940s Georgene run, and it distinguishes her from the later reissues — including the catalog version Montgomery Ward sold around 1960, which featured yarn pigtails rather than Lulu’s classic bob with its center part. Her mask face carries the same painted mischief the cartoon promised: large dark oval eyes, arched brows, a small mouth, and round rosy cheeks. She joined the Mom’s Joy Room collection in October 2026, where she joins a growing family of Georgene dolls.

“She strewed banana peels down a wedding aisle in her very first cartoon — and America has loved the little mischief ever since.”

Features & Description

- Georgene Novelties cloth character doll of Marjorie Buell’s “Little Lulu,” 14 inches tall
- Swivel head — the documented 1940s Georgene construction (circa 1944–1950)
- Painted mask face: large dark oval eyes, arched brows, small mouth, round rosy cheeks
- Black bobbed yarn hair with center part, tied with an orange ribbon bow
- Red cotton dress with round white collar, red collar bow, and cream rick-rack zig-zag trim at sleeves and hem
- White slip beneath; white fabric legs with red ankle bands; dark brown soft fabric shoes
- All-cloth body, cotton stuffed, in the classic Georgene character-doll formula

Collector’s Notes

The swivel head and bobbed yarn hair (rather than the 1960 version’s pigtails) place this doll in the original 1940s Georgene Novelties run rather than the later catalog reissues. Clean original Lulus are sought by both doll collectors and comic-character collectors, and original 1940s examples in the classic red dress have retailed handsomely; value reflects her complete original-style costume and display condition. Display out of direct sunlight to protect the painted face and the red dress, and dust gently with a soft brush. She is a natural companion to the collection’s other Georgene dolls — same designer, same era, same impish charm.

Mom’s Joy Room — *Where Obsolescence Ends and Wonder Begins*

Sandy Wade, Proprietor