

MOM'S JOY ROOM

2964 Fairmont Road, Morgantown, WV 26501 | (304) 282-3671

CERTIFICATE OF DESCRIPTION & VALUATION

Vintage Jesco "Art Quality Cameo Dolls" Kewpie — Complete with Original Wrist Tags

ROSIE — JESCO CAMEO KEWPIE

15" Vinyl Kewpie Doll — Rose O'Neill Design, Licensed by Jesco, Inc.



*15" Kewpie in Blue Gingham Dress & Eyelet Apron
"©Cameo" Copyright Mark Molded on Back of Head*

CURRENT MARKET VALUE

\$60 – \$135

*Complete with both original wrist tags,
good vinyl condition, no visible damage*

Rosie — 15" Jesco Cameo Kewpie Girl Doll

*"Art Quality Cameo Dolls by Jesco" — Clothing by Shirley Pepy's /
Noel Joanna Inc.*

DESCRIPTION

Rosie is a 15" vinyl Kewpie doll produced under license by Jesco, Inc. (3250 Wilshire Blvd., Los Angeles), featuring the classic Rose O'Neill Kewpie face — side-glancing painted eyes, a topknot curl, and the signature cherubic smile. She retains both of her original tags: the round "Art Quality Cameo Dolls by Jesco" wrist tag with the Kewpie profile logo, and the "Kewpie" hang tag noting her gingham dress and eyelet-trimmed apron were designed by Shirley Pepy's of Noel Joanna Inc. The back of her head is molded with a "©Cameo" copyright mark and a date reading "11-2-67."

NOTABLE INFORMATION

- ◆ Size: 15" vinyl Kewpie girl doll
- ◆ Maker: Jesco, Inc. — licensed Cameo Kewpie producer, license began 1982
- ◆ Original tags present: Round Jesco wrist tag AND Kewpie/clothing designer hang tag
- ◆ Clothing: Blue gingham dress with eyelet-trimmed pinafore apron, designed by Shirley Pepy's of Noel Joanna Inc.
- ◆ Back-of-head mark: "©Cameo 11-2-67" molded copyright date

◆ *"Kewpie began as Rose O'Neill's magazine illustrations in 1909 and became actual dolls in 1913. Jesco, Inc. later licensed the design starting in 1982, continuing the Cameo Kewpie legacy in vinyl for a new generation of collectors."* ◆

Honest Disclosure: The "11-2-67" date molded on the back of the head is a copyright/design date carried over from an earlier Cameo registration, not necessarily Rosie's actual manufacture year — Jesco's licensed Kewpie production began in 1982, and comparable 15" Jesco Cameo Kewpie girl dolls with tags are most commonly found dated to the mid-to-late 1980s. Rosie is being valued as a Jesco-era vinyl Kewpie rather than an early 1913 bisque original, which is a separate and far more valuable category. Having both original tags intact is a genuine plus for collector value, as most surviving examples on the market are found without one or both tags.

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Certificate Issued: July 2026 | Values based on eBay, Etsy & Mercari market data 2024–

2025

Sandy Wade, Proprietor

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Proprietor

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