

MOM'S JOY ROOM

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

CERTIFICATE OF DESCRIPTION & VALUATION

Gund Products "Mary Lou" Googly Eye Stuffed Doll — c.1950s — Good Condition



MARKET VALUE

\$55–120

*Good condition — composition face intact, googly eyes working,
original Gund body label present on outfit*

ESTIMATED WORTH

\$125–200

*Collector ceiling for a 1950s Gund googly-eye doll with original label and
intact face*



*Gund Products "Mary Lou" Googly Eye Doll
c.1950s — Good Condition*

Composition face — large glass googly eyes

Plaid stuffed body, white fluffy trim

Ruffled bonnet — Gund label on outfit

Gund Products "Mary Lou" Googly Eye Stuffed Doll, c.1950s

*Composition Face — Large Glass Googly Eyes — Plaid Cloth
Body — White Fluffy Trim*

*Ruffled Bonnet with Red Ribbon Trim — Gund Maker's Label
on Outfit*

Good Condition — Hang Tag Not Present

HISTORY

The Gund Manufacturing Company — founded in 1898 by Adolph Gund in Norwalk, Connecticut, and later relocated to New York — is one of America's oldest and most respected plush and stuffed toy makers. Best known today for their premium teddy bears, Gund's mid-century production encompassed a far wider range of novelty stuffed items, including their beloved line of **googly-eye character dolls** — whimsical, wide-eyed figures that were among the most popular children's novelty toys of the late 1940s and 1950s.

"Mary Lou" is a classic example of Gund's mid-century character doll production. Her face is constructed of **molded composition** — the durable hard compound material that was the standard for doll heads before the transition to vinyl in the late 1950s — painted in Gund's characteristic style: rosy cheeks, a small smiling mouth with red accent, delicately painted brows

and lashes, and the defining feature of the type: **large, round googly glass eyes** that are set to shift and rattle with movement, giving the doll an irresistibly animated, wide-eyed expression. The googly eye mechanism — typically a weighted glass or celluloid disc that shifts freely within a clear dome — was a beloved novelty feature that children adored and that has made googly-eye dolls highly collectible today.

Her body is **cloth-stuffed** in a colorful plaid fabric — a cheerful tartan-style multi-color plaid in red, blue, and green tones — with **white fluffy pile trim** at the cuffs, collar, and bonnet edge, giving her the look of a cozy winter or holiday character. Her **ruffled bonnet**, trimmed with red ribbon piping, frames her face in the style typical of Gund's character figures of this era. A small **bow at the neck** adds to her charm. The **Gund maker's label** remains attached to her outfit — a significant asset for a doll of this age, as many original labels were removed or lost over seven decades of handling.

Gund googly-eye dolls were produced in several named character styles throughout the late 1940s and 1950s, with "Mary Lou" being one of the most recognized of these designs. They were sold through department stores, toy shops, and gift counters across the country and were popular gifts for young children. Today, original 1950s Gund googly-eye dolls in good condition with intact labels are sought after by collectors of mid-century American toy memorabilia, Gund brand enthusiasts, and lovers of the distinctly whimsical googly-eye aesthetic.

◆ *"Those big, shifting eyes have been making children laugh since Eisenhower was in the White House — and they haven't lost a bit of their charm."* ◆

NOTABLE INFORMATION

- ◆ Maker: Gund Manufacturing Company — one of America's oldest toy makers, est. 1898
- ◆ Model: "Mary Lou" — named character in Gund's 1950s googly-eye doll line
- ◆ Era: c.1950s — classic mid-century Gund production period
- ◆ Face: Molded composition — painted rosy cheeks, smiling mouth, delicate brows & lashes
- ◆ Eyes: Large round glass googly eyes — weighted shifting mechanism, intact and functioning

- ◆ Body: Cloth-stuffed plaid fabric — tartan multi-color in red, blue, green tones
- ◆ Trim: White fluffy pile at cuffs, collar, and bonnet edge — neck bow
- ◆ Bonnet: Ruffled fabric bonnet with red ribbon piping trim
- ◆ Label: Original Gund maker's label present on outfit — hang tag not present
- ◆ Condition: Good — composition face intact, eyes functioning, body and costume present

Collector's note: Gund googly-eye dolls are collected within both the Gund brand category and the broader mid-century American novelty doll market. The key value factors are: (1) integrity of the composition face — cracks, paint loss, or crazing significantly reduce value; (2) functioning googly eyes — non-functioning or damaged googly mechanisms are a major detractor; (3) presence of the original Gund label — this doll retains the maker's label on the outfit, which is a meaningful positive in the absence of the hang tag; and (4) overall body and costume condition. This example presents well on all counts. Market Value reflects realistic shop/private-sale pricing; Estimated Worth reflects what a dedicated Gund collector or mid-century toy enthusiast would pay for a labeled, good-condition example with functioning eyes.

"Seventy years of wide-eyed wonder — and she's still looking at the world like it's the most delightful thing she's ever seen."