

Mom's Joy Room

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

"Little Nellie" — Vintage Bradley Doll

Bradley Import Co. (Bradley Dolls) • Made in Korea • circa 1960s–1970s • 6.5 Inches

ESTIMATED WORTH (PER DOLL)

\$20 – \$35



Little Nellie dolls of the Bradley line, in their original cream display boxes

History

The Little Nellies are a beloved vintage gift-shop doll: a small (6.5-inch) doll with a pale porcelain painted face, a soft cap of yarn hair, and a sweet floral calico dress finished with a white lace apron — the picture of a storybook country girl. Each doll came nestled in her own cream-colored display box marked "Little Nellies / Bradley Dolls," which is exactly how they were sold in gift shops, hospital gift counters, and five-and-dime stores across mid-century America.

They were produced for the Bradley Import Co. — whose "Bradley Dolls" line supplied affordable, quality gift dolls to American retailers — as part of its KE400 series, manufactured in Korea in the 1960s and 1970s. That era was the golden age of the import gift doll: small, charming, affordably priced, and made to be given. The line offered a family of hair colors — red, blonde, auburn, and brown — so a shopper could pick the Nellie that looked like a daughter, a granddaughter, or a memory. Decades on, those same hair colors let today's collectors keep hunting for "their" Nellie.

What makes these dolls appealing to collectors now is completeness: dolls still in their original cream boxes, with the original dresses, aprons, painted faces, and even their original certificates of authenticity intact, survive far less often than their loose siblings. Each doll in this collection retains her original box, clothing, and certificate.

"Every gift shop had one waiting in a little cream box — somebody's Nellie, just looking for her person."

Features & Description

- Vintage "Little Nellie" doll of the Bradley Dolls import line, 6.5 inches tall
- Bradley Import Co. KE400 series, made in Korea, circa 1960s–1970s
- Pale porcelain painted face with sweet storybook features
- Soft yarn hair (issued in red, blonde, auburn, and brown)
- Original floral calico dress with white lace-trimmed apron
- Original cream display box marked "Little Nellies / Bradley Dolls", with the doll's original Bradley certificate of authenticity included in the box
- Offered and priced individually; each doll carries her own certificate

Collector's Notes

Bradley's Little Nellies are collected both as single gift-shop mementos and as complete color sets; individual dolls most often retail between \$20 and \$35 in today's market, with boxed, clean examples — especially those retaining their original certificates of authenticity — at the upper end. Value is per doll, reflecting original box and intact original clothing and painted face. Dust gently with a soft brush; the calico and lace are best left as found, and the yarn hair can be fluffed lightly by hand.

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

Sandy Wade, Proprietor