

MOM'S JOY ROOM

Where Obsolescence Ends and Wonder Begins

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

CERTIFICATE OF AUTHENTICITY & APPRAISAL

The Baby Sandy Collection

Freundlich Novelty Corp. • Rand McNally • Zell Products • c.1939-1941

ESTIMATED WORTH — FULL COLLECTION

\$480 – \$920

Four-piece collection: 19" doll, 10" doll, first edition life-story book, and coin bank with original key — see individual values below.



The 19" Baby Sandy — mohair wig, sleep eyes, crocheted bonnet



The 10" Baby Sandy — painted hair, open smiling mouth, original bonnet



"Baby Sandy: The Life Story of the New Universal Pictures' Wonder Baby," 1st edition



Zell Products "Baby Sandy" coin bank, embossed cover, with its original key

History & Background

Baby Sandy — born Sandra Lee Henville in 1938 — was one of Hollywood's great toddler phenomena, a genuine baby "discovered" by Universal Pictures and built into a full-fledged movie star before she could walk steadily on her own. Beginning with "East Side of Heaven" in 1939, she starred in a string of Universal features through the early 1940s, marketed as "the new Wonder Baby" and positioned as the studio's answer to Shirley Temple and Fox's earlier child stars. Her fame, brief and blazing in the way of so many child stars, generated an entire wave of licensed merchandise built entirely around her round cheeks and famous grin — dolls, storybooks, and novelty items aimed squarely at Depression-and-wartime-era families charmed by her image.

This four-piece collection gathers a genuine cross-section of that licensing wave, each item produced by a different manufacturer under license to capitalize on Baby Sandy's screen popularity, and each now a small window into how thoroughly a single toddler actress could saturate the consumer marketplace of 1939-1941.

19" Baby Sandy Composition Doll

Estimated Worth: \$150 – \$300

Produced by the Freundlich Novelty Corporation of New York, the licensed Baby Sandy doll line was Freundlich's flagship celebrity-doll product of the early 1940s, made in a range of sizes from roughly 8" up through this larger 19"-20" size. Constructed in composition (a molded wood-pulp and glue compound standard before hard plastic dolls arrived), she has a red mohair wig, painted or sleep glass eyes depending on size, an open-mouth smiling expression modeled directly on Baby Sandy's screen image, and a crocheted bonnet and gown typical of the line's original presentation. Larger examples of this line command a real premium over the smaller sizes, both because fewer survived intact and because the scale makes for a much more impressive display piece.

10" Baby Sandy Composition Doll

Estimated Worth: \$75 – \$150

A smaller example from the same Freundlich Novelty Corp. licensed line, with painted hair, an open smiling mouth, and her original button-front gown and bonnet. The smaller sizes in the Baby Sandy line were produced in much greater volume than the larger dolls, since they were priced for wider affordability during a period when many families were still recovering from the Depression — but a well-preserved small example in original clothing, as this one is, still holds solid collector interest as a complete, unaltered piece of the licensed line.

"Baby Sandy: The Life Story of the New Universal Pictures' Wonder Baby" — 1st Edition

Estimated Worth: \$35 – \$70

Published by Rand McNally in 1939 and written by Jane Danton, this authorized biography was rushed to market at the height of Baby Sandy's popularity to capitalize on the same wave of fan interest that drove the doll licensing. The cover art — Baby Sandy's smiling face breaking through a gold star, framed by toy blocks and a movie camera — captures exactly the "overnight sensation" marketing that surrounded her at Universal. First editions of tie-in children's biographies from this era are genuinely scarce in complete, unworn condition, since they were produced as inexpensive mass-market items intended for a child's bookshelf rather than long-term preservation.

Baby Sandy Coin Bank — Zell Products, with Original Key

Estimated Worth: \$45 – \$90

Made by Zell Products Co. of Chicago, a manufacturer known for small book-shaped novelty and celebrity coin banks through the 1930s-40s, this bank is embossed on its cover with Baby Sandy's name and image in the same cream, faux-leather-look finish Zell used across its licensed bank line. It retains a working key-lock closure and, notably, its original brass key — the single most commonly lost component on banks of this type, and a real point in this example's favor for both function and completeness.

Notable Features — Full Collection

- ◆ Two licensed Freundlich Novelty Corp. composition dolls in two distinct production sizes (19" and 10")
- ◆ First edition Rand McNally tie-in biography, Jane Danton, 1939
- ◆ Zell Products embossed coin bank complete with its original working key
- ◆ All four items reported in good condition, with original clothing/components intact
- ◆ Represents three separate manufacturers, all licensed under the same Baby Sandy screen property,

c.1939-1941

Collector's Notes

Baby Sandy memorabilia occupies a narrower but devoted corner of Hollywood child-star collecting compared to Shirley Temple, making complete, well-preserved groupings like this one genuinely useful for demonstrating the breadth of a licensing campaign across dolls, print, and novelty goods. Individual values above are estimates for each item; the combined collection total reflects the added interest of the grouping staying together as a themed set.

*"For a few bright years, one baby's smile sold dolls, books, and banks alike —
and here, all three still keep her company."*

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PROPRIETOR
September 2026