

MOM'S JOY ROOM

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

COLLECTION CERTIFICATE OF AUTHENTICITY & VALUATION

Baby Sandy — Universal Pictures' Wonder Baby — Complete Collection Set



MARKET VALUE (TOTAL COLLECTION)

\$480–920

Realistic quick-sale price, all 4 pieces together

ESTIMATED WORTH (TOTAL COLLECTION)

\$1,015–1,510

Ceiling for specialty Hollywood-memorabilia collectors

THE STORY OF BABY SANDY — UNIVERSAL PICTURES' WONDER BABY

In 1938, a milkman named Henville dropped off photos of his one-year-old daughter Sandra Lee along with the daily milk delivery to one of his customers — a music director at Universal Studios. That serendipitous delivery launched one of Hollywood's most charming and short-lived careers. Sandra Lee Henville became **Baby Sandy**, Universal Pictures' answer to Shirley Temple, starring in a string of beloved films including *East Side of Heaven* (with Bing Crosby and Joan Blondell), *Unexpected Father*, *Sandy Gets Her Man*, *Sandy Steps Out*, and *Sandy is a Lady*. *Parents Magazine* named her the "Wonder Baby" of 1940, and for a brief window in the late 1930s and early 1940s her round-cheeked baby face was as recognizable to American moviegoers as any adult star's. But like so many child stars of the era, her fame proved fleeting — by age five, her baby-star career was effectively over, and Sandra Lee Henville grew up largely out of the spotlight, her name remembered today mainly by film historians and collectors.

What outlasted the films is the wave of licensed merchandise created in her image during her brief moment of stardom. The **Ralph Freundlich Novelty Corporation** of New York secured the official Baby Sandy doll license in 1939, producing composition portrait dolls faithfully modeled on her likeness in sizes ranging from roughly 8 to 19 inches — the larger sizes, like the 19" example in this collection, were priced higher at the time and produced in smaller numbers, making them the scarcer and more sought-after sizes today. Rand McNally, primarily known for maps and atlases, published her authorized life story in 1939 as a licensed tie-in book, while the Zell Products Company produced her iconic embossed leatherette coin book-bank, a novelty item aimed at children who wanted to save their pennies alongside their favorite screen star.

Today, surviving Baby Sandy collectibles occupy a small but devoted niche at the intersection of Hollywood memorabilia and vintage doll collecting. Because her star burned so briefly, far less merchandise was produced compared to contemporaries like Shirley Temple, and much of what was made did not survive the decades in collectible condition — composition dolls are prone to crazing and paint loss, paper ephemera like books rarely survives handling by children, and tin/leatherette banks are frequently found without their original keys. A complete grouping like this one — both doll sizes, the authorized book, and the bank with its working key intact — represents a genuinely well-assembled cross-section of a short-lived but historically interesting piece of early Hollywood merchandising history.

**19" Baby Sandy Composition Doll** RARE

- ✦ Maker: Ralph Freundlich Novelty Corp. — U.S.A.
- ✦ Period: circa 1939–1940
- ✦ Material: All composition — jointed body
- ✦ Hair: Molded & painted — Baby Sandy topknot
- ✦ Eyes: Sleep eyes — green/hazel
- ✦ Clothing: White dress, bonnet & shoes
- ✦ Largest size produced — most desirable to collectors
- ✦ Portrait doll — faithful Sandra Lee Henville likeness

MARKET VALUE
\$250–450**EST. WORTH**
\$500–750**10" Baby Sandy Composition Doll** RARE

- ✦ Maker: Ralph Freundlich Novelty Corp. — U.S.A.
- ✦ Period: circa 1939–1940
- ✦ Material: All composition — jointed body
- ✦ Hair: Molded & painted — Baby Sandy topknot
- ✦ Eyes: Painted side-glancing eyes
- ✦ Clothing: Original tagged outfit — coat, dress & shoes
- ✦ Original hang tag present — significant value addition
- ✦ Smaller sizes had painted eyes — characteristic of this size

MARKET VALUE
\$150–300**EST. WORTH**
\$325–475**Baby Sandy Authorized Life Story Book — 1st Edition**

- ✦ Publisher: Rand McNally & Co. — Chicago, 1939
- ✦ Title: *The Life Story of the New Universal Pictures' Wonder Baby*
- ✦ Author: Jane Danton — Authorized Edition
- ✦ 48 pages — original softcover
- ✦ Scarce title — seldom found in collectible condition
- ✦ Official Universal Pictures licensed publication
- ✦ First and only edition — 1939 only

MARKET VALUE
\$30–70**EST. WORTH**
\$80–125**Baby Sandy Zell Coin Book-Bank with Original Key**

- ✦ Maker: Zell Products Company — U.S.A. — circa 1939–1940
- ✦ Material: Embossed leatherette over metal frame
- ✦ Design: Baby Sandy portrait with alphabet blocks in relief
- ✦ Form: Book-shaped coin & bill bank
- ✦ Key: Working key present — opens the bank
- ✦ Rare — seldom found with original key intact
- ✦ Official Baby Sandy licensed merchandise

MARKET VALUE
\$50–100**EST. WORTH**
\$110–160

COLLECTION SUMMARY

Item	Maker / Date	Market Value	Est. Worth
19" Baby Sandy Composition Doll	Freundlich, circa 1939–1940	\$250–450	\$500–750

Item	Maker / Date	Market Value	Est. Worth
10" Baby Sandy Composition Doll	Freundlich, circa 1939–1940	\$150–300	\$325–475
Baby Sandy Authorized Life Story Book	Rand McNally, 1939	\$30–70	\$80–125
Baby Sandy Zell Coin Book-Bank with Key	Zell Products, circa 1939–1940	\$50–100	\$110–160
Total Collection Estimate		\$480–920	\$1,015–1,510

Collector's note: All four pieces are recognized examples of licensed Baby Sandy merchandise from her peak 1939–1940 popularity. Attribution for all pieces is maker-confirmed via manufacturer markings (Freundlich dolls, Rand McNally imprint, Zell Products bank). Market Value reflects realistic private-sale/shop pricing per piece; Estimated Worth reflects the ceiling a dedicated Hollywood-memorabilia or vintage doll collector might pay, particularly for the harder-to-find 19" doll and the bank with its original key intact.

"For one shining moment she was America's littlest movie star — a milkman's daughter turned Wonder Baby, tucked away all these years in dolls, books, and a little bank waiting to be opened again."

Mom's Joy Room | Morgantown, WV

Certificate Issued: July 2026 | Values based on 2024–2025 eBay, Etsy & collector
market data

Sandy Wade, Proprietor

Sandy Wade,
Proprietor
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