

MOM'S JOY ROOM

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

CERTIFICATE OF DESCRIPTION & VALUATION

Collection of Vintage/Antique Googly Eye Composition Dolls

RALPH FREUNDLICH GOOGLY EYE DOLLS

Ralph A. Freundlich, Inc. — New York — Circa 1930s



Ralph Freundlich began his doll-making career with the Jeanette Doll Company before founding Ralph A. Freundlich, Inc. in New York, where he became known throughout the 1930s for his distinctive "goo-goo" or "googly" eye composition dolls. Each doll features a composition shoulder head with painted features and the signature wide, side-glancing "googly" eyes, set atop a soft stuffed cloth body — a design so charming and expressive it became one of the most recognizable novelty doll styles of the Depression era. Freundlich produced these dolls in a variety of character outfits, from sailor boys to ethnic and regional costume variants, making each surviving example a small piece of American toy-making history.

◆ *Freundlich's "googly eye" dolls remain some of the most beloved and instantly recognizable novelty composition dolls of the 1930s.* ◆



Boy in Tan Cap & Outfit

Composition shoulder head with painted features and googly side-glancing eyes, molded painted hair beneath a soft tan cap, stuffed cloth body in matching tan outfit with a black belt accent. Shows honest age wear typical of a well-loved cloth-bodied composition doll.

Value: \$40 – \$90



Boy in Plaid Outfit with Bow

Composition shoulder head with painted blonde hair, green googly eyes, and softly painted features, stuffed cloth body dressed in a plaid cotton outfit finished with a tied fabric bow at the neck. A charming variant example of the classic Freundlich googly-eye form.

Value: \$40 – \$90



Doll in Red Novelty Print Pajamas

Composition shoulder head with a deeper brown-toned complexion and googly eyes, stuffed cloth body dressed in a red cotton outfit printed with a whimsical holiday/elf motif. Freundlich, like many Depression-era doll makers, produced dolls in a range of painted complexions; ethnic variant examples of this style are less commonly found today.

Value: \$50 – \$110



Dutch Boy & Girl Pair with Wooden Shoes

A matched boy-and-girl pair, each with composition shoulder head, painted features, and googly eyes, dressed in traditional Dutch-style costume — the girl in a white blouse and pantaloons, the boy in a navy jacket and rose pantaloons — both finished with carved wooden clog shoes, a signature Freundlich Dutch-costume detail. Sold as a pair.

Value: \$100 – \$200 for the pair

Collector note: These dolls are unmarked, as is typical of Freundlich's cloth-bodied composition dolls of this era; attribution is based on the characteristic composition shoulder head, googly eye style, and construction consistent with known Ralph A. Freundlich, Inc. production of the 1930s. Condition varies piece to piece with normal age-appropriate paint wear and fabric aging.

"Googly eyes and Depression-era charm — a little collection of characters that have been making people smile for over ninety years."

COMBINED COLLECTION VALUE

\$230 – \$490

Priced individually except the wooden-shoe Dutch pair, sold together; Freundlich composition market data 2024–2025

