



THE
PUBLIC
LIBRARY
of Cincinnati
and
Hamilton County

800 Vine Street
Cincinnati, Ohio 45202-2071
www.CincinnatiLibrary.org

Phyllis Hegner
Assistant PR Manager
Phone (513) 369-4571
Fax (513) 369-4565
Phyllis.Hegner@CincinnatiLibrary.org

Richard Helmes
Press Officer
Phone (513) 369-6959
Fax (513) 369-4565
Rick.Helmes@CincinnatiLibrary.org

FOR IMMEDIATE RELEASE
Press Release

January 12, 2007

Stuart & Sculpcos Exhibit Showcases Cincinnati Toymakers

Stuart & Sculpcos: Cincinnati Toymakers Then & Now showcases two of the many toymakers based in Cincinnati through the years. The exhibit is currently on display in the Art & Music Department of the Main Library, 800 Vine Street, through February 16.

From the mid-1950s through the 1960s, the Stuart Manufacturing Company developed action figures that today have become highly collectible, particularly "cowboys and Indians" as well as science sets, paper dollhouses, and other vintage products. Sculpcos, Inc., is a young company that creates master sculpts (templates) of action figures for major U.S. toy manufacturers. It was established in 1997 by Timothy T. Conroy, who formerly worked at Kenner Products. The company creates master sculpts, three-dimensional art that serve as a template for molds so manufacturers can mass-produce toys. The exhibit features a demonstration of the steps Sculpcos utilizes in this process, as well as the finished product.

The Stuart Manufacturing Company was originally owned by Samuel W. Levinson and located at 9 E. Third Street in downtown Cincinnati in 1948. Stuart produced plastic western figures from about 1953 to 1969. The company was making a series of children's night-lights at 215 W. Fourth Street when partner Dexter Balterman joined the company. Levinson sold the Stuart Manufacturing Company to Dexter in 1953 but stayed on to help him run it. Levinson named his company Stuart, Balterman remembers, because he liked the sound of it. The Stuart promotional slogan was "Stuart quality is first quality."

Stuart was best known for its plastic western action sets, and in particular, a Roy Rogers Double-R Bar Ranch set that was originally available as a premium for fifty cents and two boxtops from Post Cereal. When the premium ended in early 1954, the plastic figures were offered to Stuart. Stuart did the packaging, advertising and marketing while Como Plastics did the mold casting. The company was also known for other toys, including quality science sets, a wonder wheel (spirograph) designer, bazooka, Spin-A-Plates, Jr. Gearshift, Changeabout Dollhouses, and a Prize Animal Set.

Because of the waning in popularity of western sets and competition from major toy companies, Stuart shifted its focus from toys in the early 1970s, and now specializes in custom package design.

Exhibit Hours:

- o Monday-Wednesday: 9:00 a.m.-9:00 p.m.
- o Thursday-Saturday: 9:00 a.m.-6:00 p.m.
- o Sunday: 1:00-5:00 p.m.

✓ **Information about events at the Main Library and 41 branch libraries is available on the Internet site: www.CincinnatiLibrary.org.**