

Mr. Leonard Connor
Room 1502 -- 300 Madison Ave.
New York 17, N. Y.

July 9, 1951

Mr. J. D. Benedite

Dear Mr. Connor:

With reference to your proposed letter to Mr. Ben F. Michtom of the Ideal Toy Corporation, 200 Fifth Avenue, New York, I have only one suggestion for revision which is as follows. Would change the second sentence in the quoted matter to read as follows:

As you know, the vinyl resins which we supply
others for the production of plastisols and which
make up the bulk of the formulation, because of
their insolubility in body tissues and fluids
could be considered physiologically inert, and we believe
suitable for the intended use."

Very truly yours,

INDUSTRIAL TOXICOLOGY DEPARTMENT

Thos. W. Hale, M. D.

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FOR INTER-COMPANY CORRESPONDENCE

UCC

BAKELITE CORPORATION

30 EAST 42nd STREET, NEW YORK 17, NEW YORK

To (Name) Dr. T. W. Nale
Company National Carbon Company
Location 300 Madison Avenue
Room 203
New York 17, New York

Date July 6, 1951
Originating Dept. Bakelite Advertising

Answering letter date

Copy to Mr. J. D. Benedito

Subject

Dear Dr. Nale:

I am herewith attaching a letter which we would like to send to one of our customers who has requested information concerning the toxicity of products which he is making from our vinyl plastics. The company is Ideal Toy Corporation, and their products in question are a series of small molded toy soldiers. These are produced in the main from material which Ideal obtains from various sources, and therefore, I understand the complication in discussing the problem of toxicity when we are not fully aware of their sources of material.

I have however discussed the problem with Mr. H. F. Robertson of our Development Department, and I have planned a reply to the Ideal Toy Corporation as per the attached letter based upon Mr. Robertson's comments. He has suggested that I submit this to you for review before sending it out.

I would be very pleased to have any comments or suggestions that you may care to make.

Very truly yours



Leonard Connor
Manager, Retail Sales Promotion

LC:MS
Enc.

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JUL 9 1951

IND. TOXICOLOGY DEPT.

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BAKELITE CORPORATION

COPY

Dr. T. W. Nale

Mr. J. D. Benedito

Mr. Ben F. Michtom
Ideal Toy Corporation
200 Fifth Avenue
New York, New York

Dear Mr. Michtom:

Some time ago - before you went to Europe as a matter of fact - you requested some information from us concerning the toxicity of vinyl plastics as used by your company for producing toy soldiers. I have discussed this problem with our Development Department and they have sent me the following reply:

"As the articles are molded from reused plastisol compound which is manufactured by others, we have no information on the actual composition being supplied and, accordingly, are unable to make any very constructive comments on the subject of toxicity. As you know, the vinyl resins which we supply others for the production of plastisols and which make up the bulk of the formulation, are in themselves non-toxic and suitable for the intended use. However, components supplied by others for making the final plastisol which would include plasticizers, pigments and stabilizers and which could influence the physiological properties of the final product, are of unknown composition to us. Accordingly, information along the line requested could best be obtained by the Ideal Toy Corporation from their plastisol suppliers.

It is our opinion that the problem of toxicity is not especially important in the case of homogeneous objects such as molded toy soldiers. All of the components present are, no doubt, water insoluble and little, if any, of the ingredients would be extracted if the object were put in a child's mouth. In addition to this, because the soldiers are homogeneous and tough, there would be little likelihood of any of the object breaking away and being swallowed. Even if this were to happen, the bulk of the minor components would be so encapsulated in insoluble resin that it would not be ingested."

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Mr. Ben F. Nightham

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I sincerely hope that this information is satisfactory to your needs but as you will notice the tenor of the reply must be based solely on the materials which Bakelite Company supplies and not upon resins, plasticizers, or coloring agents which you may obtain from other companies.

After you have had a chance to look this over, I would be very pleased to discuss it with you further.

Very truly yours

LC:MS

Leonard Connor
Manager, Retail Sales Promotion

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BAKELITE DIVISION
UNION CARBIDE AND CARBON CORPORATION

COPY

File

To Mr. Leonard Connor
Advertising Department
Room 1502-300 Madison

Date June 6, 1951

Originating Dept. Development

cc Mr. J. D. Benedito-1103
Mr. W. T. Buschmann-201
— Dr. T. W. Nale-203-300 Madison

Subject Ideal Toy Corporation
Toxicity of Vinyl Plastics

This will acknowledge your letter of June 4th regarding the request of Ideal Toy Corporation for information on the toxicity of the vinyl plastic used for making toy soldiers.

As the articles are molded from reused plastisol compound which is manufactured by others, we have no information on the actual composition being supplied and, accordingly, are unable to make any very constructive comments on the subject of toxicity. As you know, the vinyl resins which we supply others for the production of plastisols and which make up the bulk of the formulation, are in themselves non-toxic and suitable for the intended use. However, components supplied by others for making the final plastisol which would include plasticizers, pigments and stabilizers and which could influence the physiological properties of the final product, are of unknown composition to us. Accordingly, information along the line requested could best be obtained by the Ideal Toy Corporation from their plastisol suppliers.

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We would suggest that you send a copy of any letter you plan to write Ideal to Dr. T. W. Nale for his comments before mailing it out.

EFR
E. F. Robertson

EFR:mm

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