

**AMC**  
**ASSOCIATED MERCHANDISE CORPORATION**  
1440 Broadway, New York 18 N. Y. PE 6-9800

April 9, 1958

ABRAHAM & STRAUS  
BROOKLYN, N. Y.  
L. S. AYRES & COMPANY  
INDIANAPOLIS, IND.  
BLOOMINGDALE BROS.  
NEW YORK, N. Y.  
BULLOCK'S  
LOS ANGELES, CALIF.  
BURDINE'S  
MIAMI, FLORIDA  
THE H. C. CAPWELL COMPANY  
OAKLAND, CALIF.  
CARSON PIRIE SCOTT & CO.  
CHICAGO, ILL.  
DAYTON'S  
MINNEAPOLIS, MINN.  
THE EMPORIUM  
SAN FRANCISCO, CALIF.  
WM. FILENE'S SONS COMPANY  
BOSTON, MASS.  
FOLEY'S  
HOUSTON, TEXAS  
B. FORMAN COMPANY  
ROCHESTER, N. Y.  
THE HIGBEE COMPANY  
CLEVELAND, OHIO  
JOSEPH HORNE CO.  
PITTSBURGH, PA.  
THE J. L. HUDSON COMPANY  
DETROIT, MICH.  
HUTZLER BROTHERS CO.  
BALTIMORE, MD.  
THE F. & R. LAZARUS & CO.  
COLUMBUS, OHIO  
MILWAUKEE, BOSTON STORE CO.  
MILWAUKEE, WIS.  
RICH'S INC.  
ATLANTA, GA.  
THE RIKE-KUMLER COMPANY  
DAYTON, OHIO  
SANGER BROS.  
DALLAS, TEXAS  
THE JOHN SHILLITO CO.  
CINCINNATI, OHIO  
STIX, BAER AND FULLER COMPANY  
ST. LOUIS, MO.  
STRAWBRIDGE & CLOTHIER  
PHILADELPHIA, PA.  
THALHIMER BROTHERS, INC.  
RICHMOND, VIRGINIA

AMERICAN REPRESENTATIVES FOR:  
FARMER & CO., LTD.  
SYDNEY, AUSTRALIA  
GARLICK, LTD.  
SOUTH AFRICA  
HARRODS, LTD.  
LONDON, ENGLAND  
HUDSON'S BAY CO. RETAIL STORES  
CANADA  
LIBERTY HOUSE  
HONOLULU, HAWAII  
NORDISKA KOMPANIET  
STOCKHOLM, SWEDEN  
JOHN ORR & CO.  
SOUTH AFRICA  
PANAMA CANAL COMPANY  
CANAL ZONE

Dr. Robert Kehoe  
Kettering Laboratory  
Eaton Street  
Cincinnati, Ohio

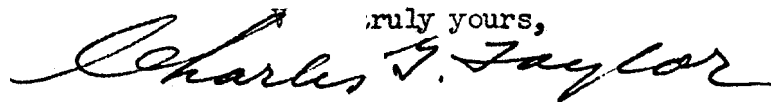
Dear Dr. Kehoe:

Last October when Messrs. Charles Lazarus of Columbus, Fred Lazarus, 3rd, of Cincinnati, Phil Chillingsworth, AMC Toy Buyer, and I visited you, you were most helpful to us in our search for a solution to the problem created by the adverse publicity on lead content of paint used on toys. Since our visit we have repeatedly emphasized to toy manufacturers and importers the need for them to exercise the utmost care with regard to the paint used on toys.

Mr. Chillingsworth has just returned from Japan and it occurred to me that you might be interested in his comments which follow:

"Japan has had a law for some time prohibiting the use of paint on infants' items with an excess of 1% lead. As a result of last fall's publicity it was reported generally by both makers and trading companies that the government of Japan was enforcing this law and working with paint manufacturers toward producing desirable colors in toy paints containing a lowered lead content."

Sincerely yours,



Charles G. Taylor  
Vice President and  
General Merchandise Manager

CGT:dlc

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