

R. V. Mayland - Chicago

August 21, 1972

Continental Gum Company

Your memo August 15, 1972

**J. G. May
G. J. Levinthal
M. V. Marchant
V. R. Richard**

A25A

J. G. Mayland

Joe, Thanks for contacting Ben Miller to specifically review the FDA status covering Hamflax. As I indicated to you over the phone, this is one major hurdle that we have facing us and unless this customer is convinced that Hamflax will get the necessary FDA approval we are going to take a back seat to competition.

As far as Hamflax being number 2 on the totem pole, this is just contrary to what Miller said he a week or so ago in that he pretty much ruled out the competitive product. I attempted to identify the competitive product but I was unsuccessful. He specifically indicated that the competitive product would not pass their flavor tests.

Since you have developed a action plan, would you kindly check with Mr. Levinthal and make sure that he has been in contact with Continental Gum's toxicologist, Charlie Spiegel.

I will be in touch with Ben Miller regarding our September 6th visit.

Doc
LC
R. V. Mayland