adverse effects more rapidly, and should encourage more careful drug use by physicians and patients. It will also place FDA in a position to provide a valuable consultative service to physicians and other agencies of the Federal Government.

We are also calling on industry to join in our efforts to gather and make available this kind of information to the practicing medical community.

In the meantime, a number of other steps are being taken:

1. Ineffective drugs and formulations which cannot be rationally used are being removed from the market or reformulated. Only those drugs for which scientifically adequate evidence of efficacy is available will remain.

2. Labeling is being improved and those drugs remaining will be labeled simply but accurately with a fair balance of information. In a recent speech to the Pharmaceutical Manufacturers Association, I stated that ideally, the package insert should tell the physician in the fewest possible well organized words what the most knowledgeable expert, if consulted, would tell him about that drug--When, Why, and How to use it and What result he may reasonably expect. This information will reflect fair balance from the scientific point of view, not the commercial and not the regulatory. Let me be more specific; it is wrong