

to allow material in the package insert merely for the purpose of promotion rather than information. It is equally wrong to delete essential facts simply because they provide a basis for promotion. It is wrong to overstate the efficacy of a drug or to be so vague and general about documented indications for its use as to encourage improper use. It is equally wrong to make it read as though a rarely reported side effect is common.

I firmly believe that the sole purpose of package literature is to inform the physician. It is, therefore, my hope that we will be able to effect widespread revision of package literature, well organized, easily read and understood, with essential information in fair balance for the physician.

3. Where appropriate, class labeling will be employed for like drugs to avoid confusion on the part of the physician. This can be of significant aid to him in sorting out the thousands of drugs available on the market. Many of the antihistamines, anticholinergics, diuretics, antibiotics, analgesics, and corticosteroids could fall into such class labeling and some are already so labeled.