

of one of our countries that is working entirely abroad. It is equally true that Swiss, German, French and other manufacturers are probably as guilty as the U.S.-based companies in terms of inadequate information.

It seems to me, Mr. Chairman, however, that for us to use the argument that because our competitors do something we are absolved of criticism is absolutely shameful. I think a country that prides itself on leadership cannot be justified in saying because our competitors engage in reprehensible practice we have to follow suit, or even show the way. I have often wondered whether there is a feasible approach through the tax laws. I am told that there are investigations being made of using our tax laws, in making allowances for taxes paid abroad, to achieve some control of U.S.-based national companies. But this is a matter on which I am a complete novice and there are many experts in Government who might be motivated to look into the matter.

But let me talk a little about what can be done through PAHO and WHO. Mr. Chairman, the major motion for bringing the international health organizations into being was foreign quarantine, the attempt, going back to the Middle Ages, to keep preventable disease out of a country by stopping it at the border. Modern experience has taught us that this approach is essentially futile for most diseases. There are now only four diseases, fortunately, over which are included in the international quarantine regulations of the World Health Organization. We have recognized that the much more important way to prevent disease from entering a country is through controlling it at its source and increasing use has been made of the advisory work of the World Health Organization. It seems to me that this approach has great promise in the area we are discussing and there are a number of things there that can be done to strengthen the work of PAHO and WHO for this purpose. For example, it seems to me not unreasonable for your committee to ask the U.S. Delegation to the World Health Assembly to sponsor a resolution which would call on all manufacturers, everywhere in the world, at least to make their advertising in any one country basically the same as the advertising in others. As Dr. Silverman has pointed out, how can a company justify advertising one thing in San Diego and another thing in Tijuana? If we could at least make this kind of moral pressure, for what it is worth, on the companies of the world, it might be helpful.

I might point out that there are a number of international associations that are in what the World Health Organization calls "Official Relations." They are known as Non-Government Organizations (NGO). Among them are the International Union of Pharmacology, the International Pharmaceutical Federation, and even more interesting, the International Federation of Pharmaceutical Manufacturers Associations.

They would have the privilege of participating in the discussion on the resolution I suggest and would I hope, exert some sort of moral pressure on their own members for more humanitarian behavior.

Further attention might be given to education of the health professions. I would hope that this committee might make pressure for additional support to the Pan American Health Organization and to the Pan American Health and Education Foundation for the textbook