

Senator HATFIELD. Tobacco?

Mr. SQUIBB. Tobacco, yes. I should think tobacco is now an essential, that is right.

Senator HATFIELD. Then you would apply, if I understand you correctly, a double standard in a sense, to the drug industry and to these so-called comparable industries as it relates to their profits?

Mr. SQUIBB. Yes, a double standard for the pharmaceutical industry, because of its nature, a special standard.

Senator HATFIELD. I see. And in relation to this whole matter of picking out these so-called comparable industries, and, of course, they would no longer be comparable, would—

Mr. SQUIBB. No. What I am saying when I talk about comparable, I mean an industry whose products are widely used by the consuming public as are pharmaceuticals.

Senator HATFIELD. This is because of the special and unique social responsibilities I understand that you feel the drug industry has.

Mr. SQUIBB. That is exactly it.

Senator HATFIELD. And as it relates to this protecting of the public against itself, you have led into this particular point, what about the tobacco industry? As a former member of the National Cancer Society board and as one who is familiar somewhat with these reports made by our Surgeon General, do you not agree that it does threaten the health and well-being of great numbers of American people?

Mr. SQUIBB. Well, never having smoked a cigarette in my life and not a participant in, or supporter of, the tobacco industry I just know what I read in the papers on this. I think that tobacco, however, in spite of those statements, is a necessary fact of life to millions of people, and as such is a very important consumer industry at the moment. It may be hurting people and it may not be, I do not know, but—

Senator HATFIELD. But there is a social responsibility, as you point out here, on the part of the drug industry based upon its relation to the health of the people.

Mr. SQUIBB. Excuse me, I see what you mean. Yes, if a product made by the tobacco industry, or a product made by any industry, even an automobile has its damaging functions. Any one who makes an instrument that can damage people has some degree of social responsibility, as has been recently expressed. But I think that the drug business far transcends any of these, either tobacco, or any other, because it is given at a time for purposes which are unique and desperately involve life itself in some cases.

Senator HATFIELD. Even though we have statistical evidence about lung cancer in relation to cigarette smoking?

Mr. SQUIBB. Yes. I am not too well informed about that, but even going along with you, although I really do not know about the harmful nature of tobacco, but if it is in fact harmful, then the industry has a very heavy social responsibility.

Senator HATFIELD. How do we protect the public against itself when we determine there is a social responsibility by a particular industry that is not being upheld, merely regulating profits?

Mr. SQUIBB. In a lot more than profits.

Senator HATFIELD. What would you suggest further?