

mandate for counteradvertising (Doron, 1979). This still left no restrictions on advertising through other means, such as newspapers, magazines, and billboards. All three have continued although an increasing number of newspapers and magazines have refused tobacco advertising. It has been estimated that tobacco products took up 75 percent of billboard space in the United States by the early 1990s.

Government skirmishes with the tobacco industry continued, but little substantial regulation occurred. In 1982 Surgeon General C. Everett Koop declared, in his annual report, that "cigarette smoking is clearly identified as the chief preventable cause of death in our society." In 1982 the first increase in federal cigarette taxes occurred since 1951 and was followed by another increase in 1989, but U.S. taxation still remained comparatively low. In 1984 four stronger, more specific warnings replaced the 1965 warning on cigarette packages. Reports on the health effects of environmental tobacco smoke led to a series of measures limiting and then banning smoking in government buildings and on common carriers under federal regulation, culminating in the airline treaty with Canada and Australia on the in 1994.

The 1990s brought more measurable success for anti-tobacco forces. Through the Synar Amendment of 1992, which gave financial