

why there has been relatively little public attention to the issue until recently (Warner, 1986). After the Surgeon General's Report, there was increased conflict over tobacco control issues, but little federal legislation resulted, and that which was achieved came at a high price, namely restrictions on the role of the independent regulatory agencies and the states in regulating cigarettes and exemptions from various federal legislation concerning drugs. The first major piece of legislation was a relatively small and mild warning label on cigarette packages, passed in 1965; it was not until 1984, and after a yeoperson struggle (Pertschuk, 1986) that more stringent warnings were introduced on a rotating basis (and, in comparison to Canada and other countries, the labels are still relatively small and obscure, often on the sides of packages).

The second major initiative, this time by the Federal Communications Commission, was to allow free broadcast and telecast "public service" announcements on the dangers of cigarette smoking in the late 1960s, in a ratio of one anti-smoking announcement for every three smoking advertisements. These were so effective that by 1970 the tobacco manufacturers and their Congressional allies were willing to agree to federal legislation banning cigarette advertising on radio and television; this also eliminated the