

controlling tobacco use, especially through the states in regard to minors, early in the century, but wartime use of cigarettes as a means of relaxation for U.S. troops abroad, first in World War I and later in World War II, broadened their appeal and made it difficult to either legislate or enforce existing laws (all later repealed) on tobacco regulation. Instead, tobacco products became a source of tax revenue in the states although rates have continued to vary widely, with major tobacco-producing states at the bottom of the taxation table (The Tax Burden on Tobacco, 1995; State Tobacco Control Highlights, 1996). Not only did the federal government of the United States subsidize tobacco-growing since the 1930s, but tobacco was also included in the postwar "Food for Peace" foreign aid program as well as being included in U.S. government efforts to open foreign markets to U.S. products. Although the first widely-distributed scientific concerns about the long-term effects of smoking cigarettes occurred in the early 1950s, it was only in the late 1950s that the issue was even seriously discussed in Congress, and little was done until the landmark Surgeon General's Report of 1964. Throughout this period and for some time thereafter, advertising of tobacco products, especially cigarettes, was a major revenue producer for commercial media outlets, both print and broadcast, which may help account for