

DARTMOUTH JACK O' LANTERN PRESENTS

NO BACCO- Lantern



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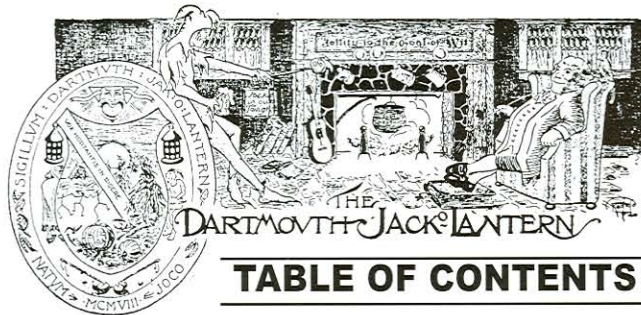
VOLUME XCI, Number 6

MAY 1999

This shouldn't come as a surprise to anyone, but Jacko doesn't exactly undertake community service enterprises too often; we prefer to use our powers for evil rather than good. Thus, you can imagine my apprehension when I'd found out that we had applied for and received the Nobacco grant. The first thing that went through my mind was, of course, "How the fuck are we going to fill 16 pages with nothing but anti-smoking humor?" You're probably thinking the same thing yourself right now. The thing is, once we started brainstorming

material for this project, we quickly realized what a broad range of material the tobacco industry provides for brilliant and witty satirization. Of course, we wouldn't know the first damn thing about wit or satire, so we just wrote sixteen pages of "your mom" jokes. Enjoy!

Vox Clamantis in Absurdo,



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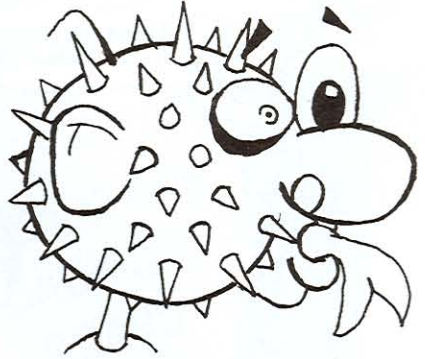
LOOKING FOR SOMETHING BESIDES CIGARETTES TO PUT IN YOUR MOUTH BUT AFRAID YOU'LL MISS ALL THE COOL HEALTH EFFECTS? TRY THESE...



Loose Power Lines



Cone o' Asbestos



Blowfish

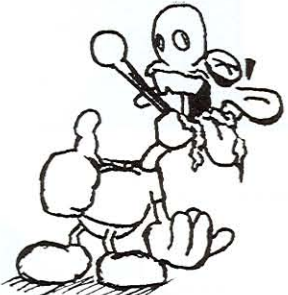


Bucket o' Paint Chips

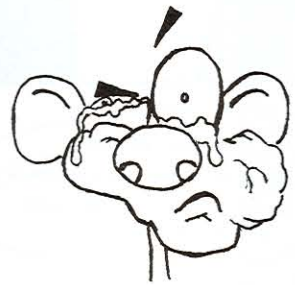
Oral Fixation



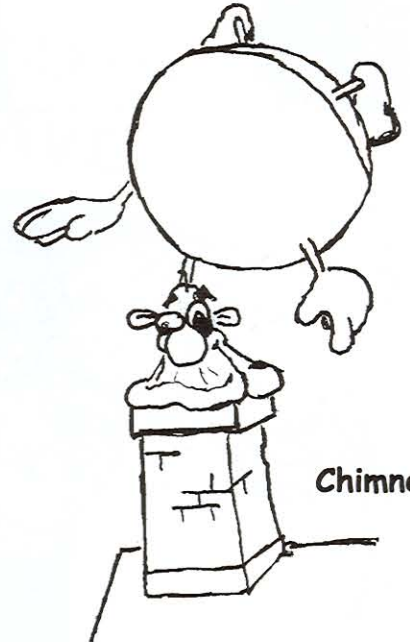
Smith & Wesson



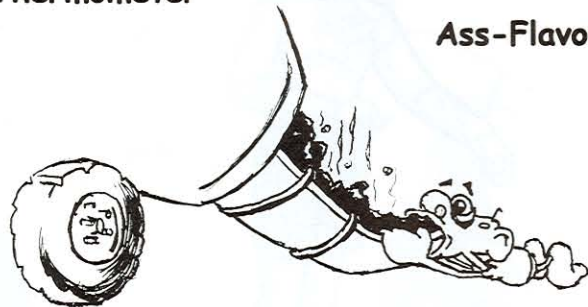
Broken Thermometer



Ass-Flavored Bubblegum



Chimney



Dump Truck Full of Tar

Responses to "Mind"




if I Smoke?"



Tobacco Executives' Bumper Stickers

If you like the smell of my exhaust... You'll love Camel Cigarettes!



My CHILD IS AN HONOR STUDENT IN THE INTENSIVE CARE WARD OF  St. John's Hospital

 **Jesus Says:**
Smoke Parliaments!

HONK IF YOU HAVE CANCER!



May 12, 1999

R.J. Reynolds
R.J. Reynolds Tobacco Co.
105 Lymphoma Drive
Durham, North Carolina, 52801

To the American People;

Letters from R.J.

For the past few decades, the American government has attempted to blame the tobacco companies for the world's increasing incidents of lung cancer. Since that time, R.J. Reynolds Tobacco Company has had its lab technicians doing their own experiments into the matter. After decades of research, our scientists have concluded that smoking cigarettes or other tobacco products has nothing to do with the increasing rates of cancer. Rather, they have found the actual cause of cancer to be none other than the Surgeon General's Warning. Yes, my fellow Americans, the anti-tobacco propaganda the government forces us to plaster all over our products and advertisements is the true villain.

Our evidence? Consider that in the years before the warning's conception, no correlation was found between smoking and any form of lung disease. Since the warning's inception, however, the rates of cancer and lung disease attributed to smoking have increased an immeasurable amount. Smoking was a safe and healthy activity for hundreds of years, but as soon as the Surgeon General's warning came out everyone immediately started getting lung cancer from buying cigarettes! Coincidence? I think not. It is obvious that the tobacco companies are just some patsies for some greater government conspiracy. R.J. Reynolds Tobacco Co. is the Lee Harvey

Oswald to the government's J. Edgar Hoover; the Kurt Cobain to the government's Courtney Love; the Sonny to the government's Cher.

MEMO

To: Mike Dombeck, Chief, USDA Forest Service
From: R.J. Reynolds, President, R.J. Reynolds Tobacco Co.
Date: 5/15/99
Re: New Anti-Forest Fire Marketing Campaign

Hey Mikey,

I heard a rumor that you were looking for a replacement for the "Smokey the Bear" character. As you know, we're having our own mascot problems right now, thanks to you Feds! Anyhow, as a sign of good faith, we came up with a prototype mascot for you guys. We call him "Ranger Dick" (picture enclosed). Here are some potential slogans to go along with his anti-forest fire campaign:

- We must preserve our Flavor Country!
- Only cigarettes can prevent forest fires!
- Smoke Camel Lights!

Let me know what you think!



Your friend,

R.J. Reynolds
R.J.

So honestly, who are you going to believe? The people who told you that we landed on the moon, that the Titanic existed, and that Al Gore is actually a human, or the people that take you to Flavor Country on a daily basis? So, my fellow nicotine aficionados, in the name of smokers everywhere, whether it be tobacco or other, I have penned a warning for the Surgeon General's Warning: "Warning: The Surgeon General's Warning is Full of Shit."

I promise you that I will not rest until the Surgeon General's Warning officially admits that it is the real cause of cancer and that I and my other nicotine pushers are acquitted of those heinous charges that have plagued us for years.

Thank you, and smoke 'em if you got 'em.

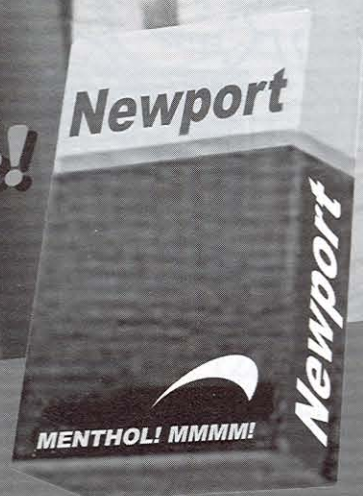
Sincerely yours,

R.J. Reynolds
R.J. Reynolds

Newport

Barely Alive with Pleasure!

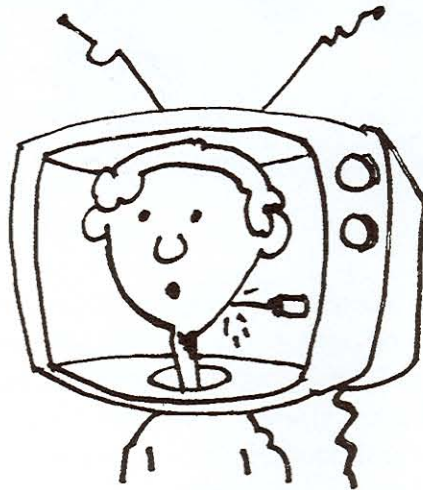
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Giving Birth to a Really, Really Fucking Ugly Baby



Less Popular Phi



Agent Orange Drink



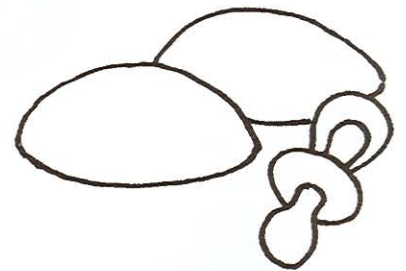
TV Helmet



Sun Magnifying Lotion
(SPF -30)



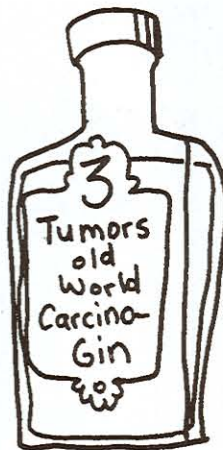
Radioactive Pet Rock



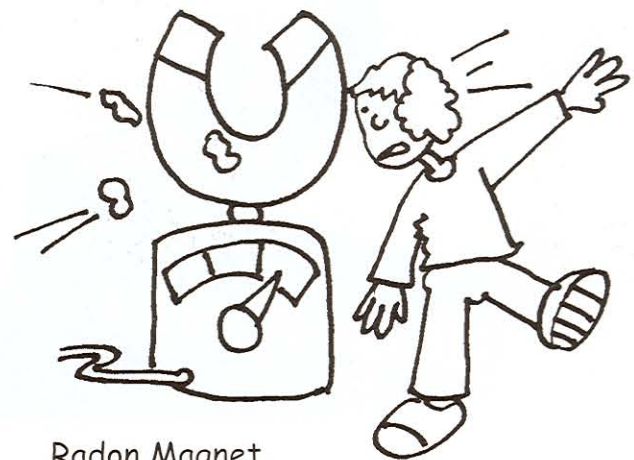
My First Breast Implants®



Kids' Wacky X-Ray Machine

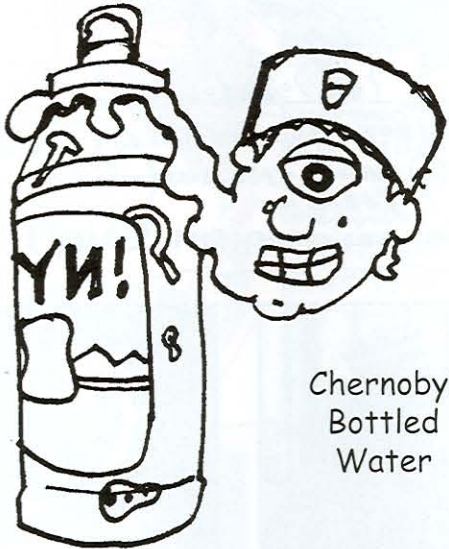


Carcino-gin

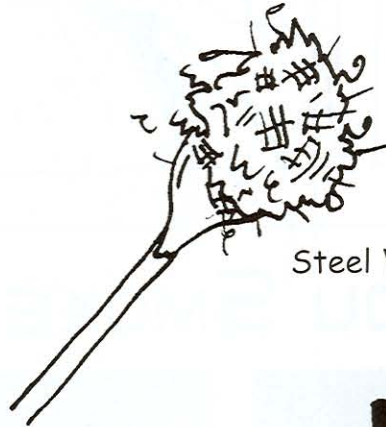


Radon Magnet

pp Morris Products



Chernobyl
Bottled
Water



Steel Wool Q-Tips



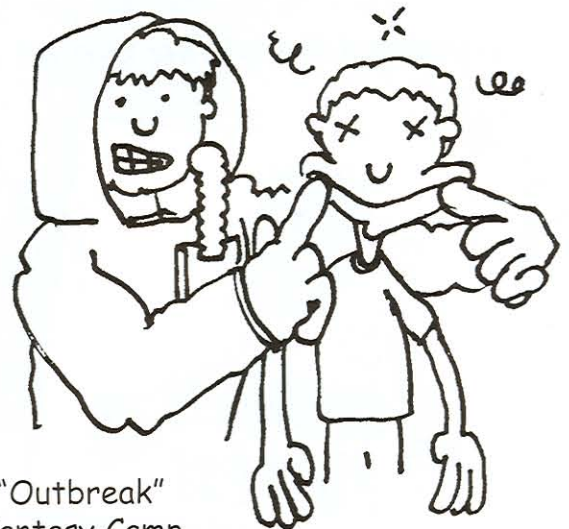
Glow-in-the-Dark Underwear



Indoor Power Lines



Vinyl Fallout Shelter



"Outbreak"
Fantasy Camp



SIGH I MUST SAY I AM MOST DISPLEASED WITH YOUR EFFORTS...



DESPITE YOUR WORK, THE REAPER HAS INDICATED A SLIGHT INCREASE IN ADOLESCENT WELLNESS!



I AM TRUSTING YOU TO REMEDY THE SITUATION...

DON'T WORRY BOSS THIS TIME I'VE GOT IT COVERED. IF PLAN A DOESN'T TAKE THEM DOWN WITH A BANG... PLAN B WILL SEND THEM UP IN SMOKE.

WHY DO YOU SMOKE?



"To make beautiful clouds."



"I want in on one of those trendy class-action lawsuits I keep hearing about."



"To keep me thin."



"I don't smoke them, I use them as payment to Big Jimmy for not anally raping me."



"So I look different from everyone else."

Malignant Records Presents...

SMOKIN TUNES!

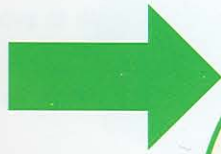
The Greatest Smoking Songs Ever Made, All "Rolled" Into One Killer CD!

Featuring:

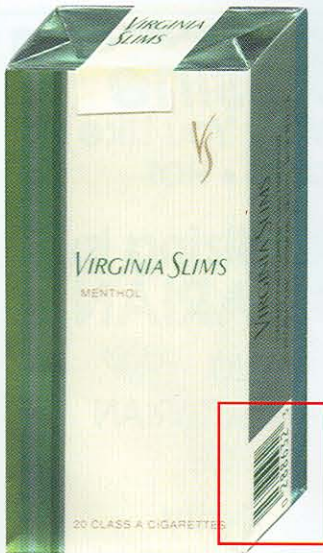


- Rhythm is a Cancer - Snap*
- Jagged Little Lung - Alanis Morissette*
- Dead or Alive, but Probably Dead - Bon Jovi*
- If You Want to be My Tumor - Spice Girls*
- Blood, Sugar, More Blood, Bile - Red Hot Chili Peppers*
- Like a Virgin (Who Has Cancer) - Madonna*
- Under the Table and Wheezing - Dave Matthews Band*
- Whoop! There's My Trachea - Tag Team*
- Need You Tonight (To Drain My Lungs) - INXS*
- Every Little Cyst She Has is Magic - The Police*
- What's New PussyCAT-scan? - Tom Jones*
- Lung Shack - The B-52s*

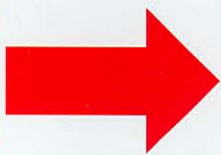
SUBLIMINAL MESSAGES ON CIGARETTE CARTONS



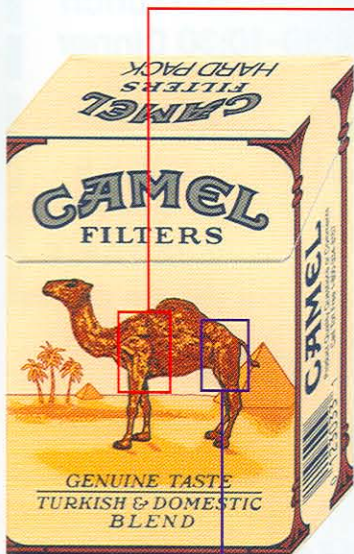
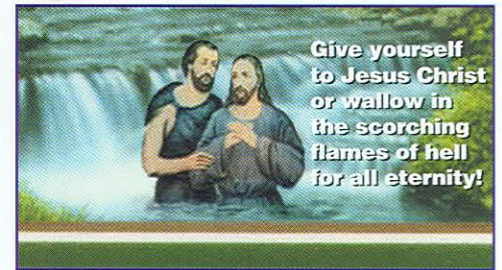
Ever wonder why they call them Marlboro Reds? Take a good look at the writing on the Philip Morris insignia...



Cigarette companies try to perpetuate positive stereotypes about smoking, such as smoking keeps you thin. But look closely at the bar code on a pack of Virginia Slims to see just how far they're willing to go to promote that image...



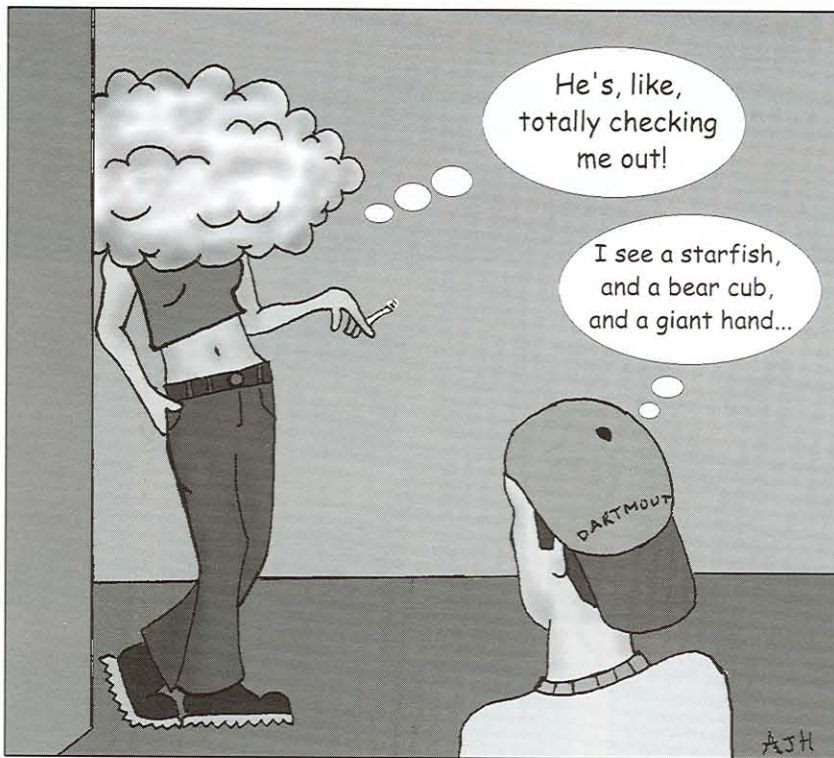
The illustration on the cover of KOOL cigarettes doesn't exactly scream "Ultra Right Wing Christian Conservatism," but a closer look at the waterfall reveals... that's right, John the Baptist baptizing none other than Jesus himself. And what's with the caption?



Sometimes real life is crazier than anything we could make up. Take a close look at the fur on the Camel mascot. Classy!



It looks like the whole idea of "subliminal" was lost on the folks at Parliament...



Top Ten Reasons To Smoke (If you ignore the fact that will kill you)

10. Clothes reeking of tar keeps the wife from smelling homewrecking hussy's cheap perfume.
9. It's really funny to watch non-smokers pop a vein in their forehead while holding their breath to avoid inhaling all your second-hand smoke.
8. To protest the government's so called "sin-taxes." Only God can punish sin!
7. Smoking is a key element of classy Euro-trash lifestyle.
6. Suicide's not illegal if performed over a period of 30 years.
5. Smoking in bed gives the illusion that I just got laid.
4. Ensures that my life insurance policy payments won't go to my wife.
3. It's all about accessorizing -- yellow North Face, yellow Abercrombie, yellow teeth.
2. I'm doing my part to send Philip Morris' kids to college.
1. Part of your complete breakfast!

CREDITS!

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Oral Fixation: Art by Todd Garfield, Concept by Erica Rivinoja, Written by Erica Rivinoja and Jacko
Subliminal Messages: Written by Sean Taylor and Jacko, Art by Scott Snyder and Dan Powell
ACS Spin Doctor: Written by Charles Gussow
Smoking Olympics: Written by Jacko, Art by Scott Snyder
"Up in Smoke": By Kim Soderstrom
Why Do You Smoke?: Written by Jacko
Smokin' Tunes: Written by Jacko, Photo by Sean Usibelli
RJ's Personal Warning: Concept by Jacko, Written by Alex Oren
Ranger Dick: Art and Concept by Matt Jones, Written by Jacko
Newport Ad: Concept by Jacko, Art by Dan Powell
Less Popular Philip Morris Products: Written by Jacko, Art by Adam Wierzbowski
Responses to "Mind if I Smoke": Written by Jacko, Art by Alison Muehrcke
Bumper Stickers: Written by Jacko, Art by Scott Snyder
"I See a Starfish...": Anita Hamalainen
Top Ten Reasons to Smoke: Nick Calamari and Jacko
Got Cancer?: Concept by Jacko



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got cancer?

Coming
Summer '99



TobaccoNeverDies?

TND? is a 40 minute computer animated feature film designed to bring compelling entertainment and a common sense smoking prevention message to the nation's youth. Check us out online.

<http://koop.dartmouth.edu>

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