

Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00
(more if mail order)

#6

CONSUMER DEFENSE CORPORATE POETRY



Dear Readers,

Thank you for reading my book. The fact that you are reading my book indicates that you are interested enough to read it.

This is the second edition of Book 6. It is maybe the 7th or 8th printing, since I photocopy these things in small batches to meet demand. All that really means is that anyone who collects things like this like comics won't have too much luck getting limited editions. I can't even remember the amounts myself. I have recently put together Books 7-9, and will be re-vamping the others soon, mostly making them more tidy, adding a note or explanation here or there. This one is identical to the original version, except for the updated ad, updated address, longer, more boring intro, and snappy new masthead.

The cover "art" is my clown logo (and, yes, that is me in clown makeup, Halloween'94) on the body of a woman with an embryonic twin as mentioned in one of the LEVER BROS. letters. Dana, my girlfriend/fiance'/wife/roommate/ co-publisher/etc.. would like to state that the technical term is PARASITIC twin, and she knows alot more than "freaks" than I did at the time of writing that there letter.

O.K. anyway, as always, all these letters were really written and sent by me. All the responses are real. Nothing was edited. All spelling errors are deliberate, or at least the lack of spell check is. All grammar errors are made because they're funny. Anyone sending me \$\$\$ or stamps and their address gets free stuff.

Me Rich

Jan 29, 1997

Dear Kelloggs people,

I am writing to you about your two-pronged ad campaign. I immediately digress by noting that a snake's tongue is also two-pronged, and that "talking with a snake's tongue" means being a hypocrite or liar. But anyhow, you have this ad concept that has 2 related but different themes...

1) Tony the Tiger, your mascot, is talking to a pre-teen or teenage person about some problem the kid is having, generally a sub-par performance in an athletic area. Tony convinces the child to "SHOW 'EM YOUR A TIGER!" and the kid gets all hocked up on Frosted Flakes, and his/her ability improves greatly.

2) Shot of a purposely darkly lit adult, usually someone middle aged. The scene is directed to invoke people hiding their identity on T.V. news shows. The person is admitting that they still eat Frosted Flakes in the same fashion that Alcoholics and Drug Addicts would admit their problems at an AA or NA meeting. But at or near the end, Tony comes out to explain that Kellogg's has the taste that "Adults have GROWN to love!"

This is incredible. Tony is a cartoon, but is situated in "real life"-at least live action footage. He exists in the real world, but he himself does not really exist. He need not obey reality's laws, physical or legal. He at first is "helping" the kids-c'mon, just one bowl on the house, kid, see if you like it. Just a little Frosted Flakes to get you through the BIG IMPORTANT STRESSFULL game you have to pitch, or the river you have to canoe. You NEED that edge. But soon the kid really does need his Frosted Fix. He gets addicted. It calls him. He tries to quit, but by now its too late. He is already an old man. He tries to quit. He admits his weakness, but still, Tony is there, mocking him. Just like James Spader's character in LESS THAN ZERO, Tony knows his customers are weak willed shells, and all they need is a simple reminder that they belong to him, and the addicts fall into line. They beg for their bowl, be it packed with pot, hash, opium or Frosted Flakes?

Do you have any plans for future drug reference cereal? I am thinking perhaps of "Smack, CRACK-le, Pot".

Please respond and explain your anti-Nancy Reagan stance.

Sincerely,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!

John H. Welch, Jr,
CEO, General Electric
PO BOX 911
Fairfield, Ct
06430-0911

Jan 29, 1997

Dear John,

For as long as I can remember, GE's big ad byline was

"GE, we bring good things to life!"

But I was thinking that I don't exactly know what you are bringing to life, and furthermore, I am not even sure what "good" means. I have my own definition, but is it the same as yours? I am sure that we both think chocolate and hugs are good, and that hatred and violence are bad, but what about Michael Bolton or Hitler? Many people hate one or both of these men, and yet enough people considered them "good" to allow rises to incredible power. I am not saying that you think Hitler is good and are bringing him to life, but still, you should be more specific about what you mean when you talk about goodness.

The most famous incident of "bringing things to life" occurs in the famous and much referenced story of Frankenstein. Frankenstein is a scientist who makes a person from the parts of dead people. He then brings the thing to life, which he thinks is good. He turns out to be wrong, and the monster kills him, even though the monster itself was not called "Frankenstien", despite popular belief.

Maybe you should say "GE, we do stuff with electricity, and if you want to make stuff come to life, good or bad, what the hey, it's a free country!"

Please Respond

Richard J. Mackin
1298 Commonwealth Ave #4
Allston M1 02134



William K. Lane, Jr.
Manager - Executive Communications

General Electric Company
3135 Easton Turnpike, Fairfield, CT 06431
203 373-2169

February 12, 1997

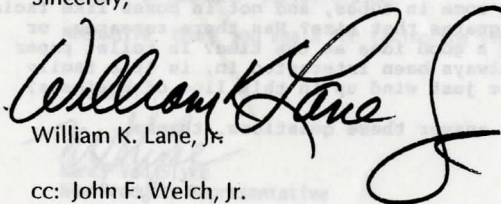
Mr. Richard J. Mackin
1298 Commonwealth Avenue #4
Allston MI 02134

Dear Mr. Mackin:

Thank you for taking some time out from what must be a hectic schedule to communicate your thoughts about our slogan "We bring good things to life."

Frankly, it's been some time since we have had that slogan associated with the creation of Frankenstein's monster, but free association often produces some strange images, and, besides, what the hey, it's a free country!

Sincerely,



William K. Lane, Jr.

cc: John F. Welch, Jr.

Cottonelle

Nov 19, 1996

Dear Cottonelle,

Life is not fair. I graduated high school with a 4.0 average. I got 1350 on my S.A.T.s. At last test, my I.Q. was 151. I am a college graduate. I make about 8 dollars an hour.

You pay high priced ad people millions of dollars, or at least thousands, and what do they come up with? The slogan "feel what softness feels like." Wow. I am impressed. Not only does this slogan contain the same word twice, so that 40% of it is redundant, but it also can be applied to about six hundred bazillion products, so that it doesn't invoke anything specific about your product. Fabric softeners make me feel what soft feels like. Kleenex has a new extra soft tissue that feels like what soft feels like. Cotton balls, teddy bears, bunny rabbits and baby bottoms all feel like what soft feels like. In fact, they are all soft, too. When you say something feels like what soft feel like, it seems to make it one step removed from soft. You don't tell me to feel what soft IS, but what soft is LIKE. For instance, if I feel a cat tongue, it is what a cat tongue is, but if I were to feel wet sand paper, it would be what a cat tongue feels like. And you guys are such a big company, I would think you would have a thesaurus that would let you pick out a synonym for feel so that you wouldn't be so unnecessarily be redundant. And that was only a 30 second ad I saw. Do you have a 90 second spot where you say "Feel cottonelle and when you feel it, you feel the feeling of what soft feels like." If you had an infomercial, would there be lines like "When you feel the feeling of what cottonelle feels like, you feel the feeling of what it feels like to feel what softness feels like when you feel the feeling of soft." If you did have such an infomercial, what has-been 70's or 80's sit-com star would host it?

Why does toilet paper come in tubes, and not in boxes like facial tissue? Why are the squares that size? Was there research, or did it just seem like a good idea at the time? Is toilet paper a field that you've always been interested in, is it a family business, or so people just wind up in this line of business?

Please write back and answer these questions, thanks.

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



Kimberly-Clark

Consumer Services

February 13, 1997

Mr. Richard Mackin
#4
1298 Commonwealth Avenue
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting us with comments about our KLEENEX® COTTONELLE® facial tissue advertising. We appreciate the chance to respond.

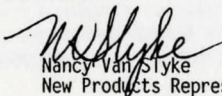
We recognize that personal interests and tastes vary, and comments such as yours, help us understand how people feel about our advertising. Inasmuch as we do not currently have an infomercial, I do not wish to speculate on its contents or host.

The first toilet tissue was introduced somewhere around the early 1900's. I would assume it came in roll form to facilitate easy dispensing and storage in the outhouses which were prevalent at that time. However, your local library may be able to offer more accurate information on who made the first toilet paper and why.

Kimberly-Clark was founded in 1872 by Mr. Kimberly, Mr. Clark, and two other gentlemen as a rag print paper company. Eventually some of the partners sold to others, and some of them died. As the years went by, technology for using paper and pulp wadding advanced and other products were developed. I have enclosed some literature on the production process of KLEENEX® facial tissue.

Meanwhile, thank you again for taking the time to give us your comments.

Sincerely,



Nancy Van Slyke
New Products Representative

nvs/cl

3030018A

Kimberly-Clark Corporation

PO Box 2020 Neenah, Wisconsin 54957-2020
(800) 544-1847 US (800) 426-6111 Canada

Nov 18, 1996

Dear FEMSTAT,

I was watching T.V. I believe the show was Seinfeld, I can't remember, but I do remember that your ad came on. It said that I "Might notice that other yeast infection medicines take 7 days..." but you will cure mine in only 3. I MIGHT notice that, but I probably WON'T since I am a GUY. Now don't get me wrong, I am not saying that you should limit your ads to MAD ABOUT YOU and other female shows, but if you are going to advertise on coed programs, acknowledge that out of millions of viewers, many of them are men, and do not need to be addressed. You can mention all of your selling points without talking as if all of America currently has a yeast infection. Besides, I have been drinking a lot of cranberry juice.

Please respond,

Rick Mackin
1298 Commonwealth Ave #4
Allston MA
02134

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



Consumer Care Division

Bayer Corporation
Consumer Relations
P.O. Box 1910
Morristown, NJ 07962-1910
Phone: 800 331-4536

January 28, 1997

Mr. Rick Mackin
1298 Commonwealth Avenue Apt.4
Allston, MA 02134

Dear Mr. Mackin:

Thank you for taking the time to contact me. I appreciate your comments about our recent advertising for FEMSTAT-3 Vaginal Cream.

I regret that you found this piece of advertising distasteful. Please be assured that we do not want to offend our valued customers.

This ad was designed to focus on the product's attribute of efficacy in a way that is memorable. All ads are tested prior to air and this particular one scored positively.

Thank you for letting us know your views. If I may be of further assistance, please feel free to contact me.

Sincerely,

Callie Simms
Consumer Relations Representative

2315280

Kimberly D. Church
Information Specialist

Robert D. Church
Administrative
Consumer Relations and Information

Legal Sea Foods
33 everett
Allston, MA 02134-1993

Jan 11, 1997

Dear Berkowitz guys that control Legal Sea Foods,

I don't know, man. The fact that you have to re-affirm the fact that your food is legal doesn't sit well with me. I mean, you might as well call yourselves "Not rancid or smuggled sea foods"

Please Respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134



LEGAL SEA FOODS, INC.

GENERAL OFFICES AND QUALITY CONTROL CENTER
33 EVERETT STREET, ALLSTON, MASSACHUSETTS 02134
(617) 783-8084 FAX # (617) 782-4479

MAIL ORDER DEPARTMENT (617) 254-7000
OUTSIDE MASSACHUSETTS (800) 343-5804

January 20, 1997

Mr. Rich Mankin
1298 Commonwealth Avenue, #4
Allston, MA 02134

Dear Mr. Mankin:

Thank you for taking time out of your busy day to write. In regard to your question about "Legal" Sea Foods, that question is answered on the inside flap of the enclosed brochure.

If you have further questions or comments, please feel free to contact me at
(617) 783-8088, extension 229.

Sincerely,

JoAnne O'Neill
Administrator,
Guest Services and Information

Enclosure

cc: Roger Berkowitz, President/CEO

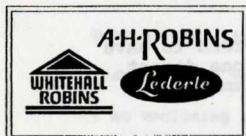
Dear Preparation H

Aug 28, 1996

I was just watching T.V. just now and I saw one of your commercials. In it, a woman checks off a list of symptoms (burning, itching, etc...) from a pad, indicating that Prep.H solves these problems. Who makes these pads? Please send me some. Thank you.

Sincerely,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



Product Quality
1407 Cummings Drive
P. O. Box 26609
Richmond, Virginia 23261-6609
Telephone (804) 257-2000

October 1, 1996

Mr. Richard Mackin
1298 Commonwealth Avenue #4
Allston, MA 02134

Re: Preparation H Ointment (NF) Reference # 297943

Dear Mr. Mackin:

It was such a pleasure to receive your letter regarding our commercial for Preparation H Ointment (NF).

We always enjoy learning that our advertising pleases our consumers. Unfortunately, the pad used in the commercial is simply a prop. It is not available to the public. In appreciation of your comments, we have enclosed coupons for various Whitehall-Robins and Lederle Consumer Health products.

Thank you for your patronage and for taking the time to write to Whitehall-Robins. If you have any additional questions or comments, please call 1(800) 322-3129.

Sincerely,

A handwritten signature in cursive script that reads "Kimberly D. Crouch".

Kimberly D. Crouch
Information Specialist

Enclosure

Nov 19, 1996

Post Cereals,

The man who was my stepfather a few years ago(it's a long story) was really dumb. When he heard the term "post war" he thought it was the name of a war, not the period after a war. This got me to thinking about the concept of a POST war, like a cereal war in the spirit of the 80's cola wars. This got me to thinking about your name in general. There seems to be three main uses of the word "post"...

- 1) post as a prefix meaning after, as in Post war or Post Apocalyptic Holocaust and a number of other things one would not want to associate a healthy breakfast with.
- 2) Sign POSTS, which although pleasant and useful, tend to have a nasty metallic taste and are hard to chew, let alone digest. Again, not something that one associates with a brimming bowl of morning nutrition.
- 3) ComPOST, which I would think would only be linked to cereal because cereal is Biodegradable, and so someone with a compost heap may add in cereal when he or she put more in the bowl than he or she could eat. Nothing negative here, but this is very specific, and a compost analogy would likely be interpreted as a connection to stinky garbage, even though a well cared for compost heap doesn't smell, or so I hear.

In any case, please let me know why you are called Post. Anything to do with the Post Office?

Thanks

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

KRAFT

CONSUMER RESPONSE CENTER

January 25, 1997

Mr. Rich Mac Kin
1298 Commonwealth Ave
Number 4
Allston, MA 02134

Dear Mr. Mac Kin,

Thank you for your recent inquiry.

I am enclosing the information you requested.

We appreciate your interest and hope you will continue to use and enjoy our products. If we can be of assistance in the future, please feel free to call or write again.

Sincerely,

Kim McMiller

Kim McMiller
Consumer Response Manager

3952730 / 4575139 / BMG

Enclosure

EDUCATION, HISTORY OF POST CEREALS

Conform Gloves
c/o Ansell Inc.
Dontham, Alabama 3632

Dear Latex gloves people,

I was in a doctor's office the other day where I saw a box of your product. I was terrified seeing such a product package, for it reminded me of the film "THEY LIVE" in which aliens control society through subliminal messages in ads, billboards and package design. These messages were along the lines of "obey", "marry and reproduce", "work", "spend", "consume" and of course, "conform." Even though I doubt that you are the product of evil aliens, I don't appreciate your package design telling me to compromise my individuality.

Please respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston, MA 2134 USA

Thanks

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 2134

Ansell Perry

March 11, 1997

Richard J. Mackin
1298 Commonwealth Ave #4
Allston, MA 02134

Dear Mr. Mackin:

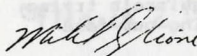
Thank you for writing to us regarding your concerns over our brand name "Conform." This name alludes to the fact that the Conform glove conforms nicely to the hand, providing a very comfortable fit. In fact, Webster's primary definition follows this same connotation, defining conform as "to give the same shape, outline or contour to." It is Webster's secondary definition that defines conform as "to be obedient or compliant" which is obviously how you interpreted the name.

Although the English language is wonderful due to its infinite flexibility and nuances, it can sometimes deter effective communication for the same reasons. Obviously, we have no intention of controlling society, nor are we evil aliens, nor are we interested in compromising anybody's individuality. We are simply a medical glove manufacturer who hopes to convey a positive image for our products. In this case, we obviously failed to accomplish this in your eyes. It reminds me of when Chevrolet introduced the Chevy Nova to Mexico. Although the intention was good, the car flopped. You see, in Spanish, "no va" means "does not go."

In any event, thanks for writing to us. Yours was certainly the most interesting letter we've received in quite some time.

Live long and prosper,

ANSELL PERRY



Michael Scaglione
Market Manager

cc. Ruth Ann Limalo
Customer Service Manager

Dear Honey Nut Clusters,

Nov 15, 1996

I am writing to you about your television commercials, the ones in which people are eating your product in everyday settings, unknowingly watched by squirrels who plot deviously to steal the cereal. As a whole, this is disturbing, because it is indicative of a larger societal ailment. You see, a whole generation of kids has grown up with cartoons, but since we are not Japanese, we believe cartoons are for kids, and so "mature" into live action entertainment, even though this becomes creepy and substandard- for example, the classic TV show "THE FLINTSTONES" which was recently made into a crappy live action film. Honey bunches of oats is for grown ups who have grown up with Snap, Krackle, Pop, Lucky, Tony the Tiger, Dig-um and all the others, and can't possibly eat a cereal without a mascot. Even a mascot which is an unwilling animal.

BUT THAT'S NOT WHY I AM WRITING!!!

I am quite concerned about the most recent ad, in which a vacationing family's Recreational Vehicle is Hijacked by a gang of Squirrels. Illegal, but funny in context of the ad. Irrelevant to the selling of cereal, but funny. But the fun ends before someone loses an eye, when the squirrels go through a toll and throw 2 nuts into the basket.

1) Toll baskets are programmed to accept certain coins and open the gate electronically if the required amount is met. The coin slots would not accept nuts, and even if they did, would not open the gate.

2) Toll revenues are an important source of revenue for our highways. Without tolls, highway money would come from increased taxes, which would be unfair, since not everybody drives on highways, but everyone pays taxes (just check any biography of Ben Franklin) is that what you want? Shame on you! How do higher taxes relate to me buying cereal? Are the squirrels trying to bring down the government, in addition to stealing our food and R.V.'s? What is it a conspiracy?

Please Respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

February 5, 1997

Mr. Richard J. Mackin
1298 Commonwealth Ave Ap
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting General Mills about our Honey Nut Clusters advertising. We are always interested in the opinions, questions and concerns of our consumers.

We appreciate your bringing this matter to our attention. Be assured that the information you have given us will be carefully reviewed by our marketing and advertising staff.

At General Mills, your opinion is key to our success. It's through communications like yours that we become aware of consumer concerns and preferences. I hope you will continue to use and enjoy our products.

Sincerely,

Maria E. Davidson

Maria E. Davidson



Dear Hallmark people

Dec 7, 1996

I care about the fact that human rights violations are committed throughout the world. I care about the fact that many people sleep in the street and go hungry. I care about the fact that multinational corporations exploit workers and threaten the environment. How much do you think I care about what is on the back of a greeting card?

You have this series of ads in which people are tempted, nay compelled, to look on the back of the card to see if it is Hallmark card. Did you know that nobody on this planet does this? We look inside to see if there is a check and how much it is for, but we don't care who makes it. People either choose a card because they like it or because they need a card and any will do. It's not like they need a durable card or tasty card and depend on brand name recognition as a guarantee of quality.

Exactly what drugs are your ad people on? Where can I get some?

You know how people call certain holidays "Hallmark Holidays" because they reek of commercialism? Which, if any of these did you invent? Why aren't there Groundhog day cards?

Please respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



January 31, 1997

Mr. Richard J. Mackin
Apt 4
1298 Commonwealth Ave
Allston, MA 02134-4018

Dear Mr. Mackin:

Thank you for your letter regarding our television commercials. We respect your views and appreciate your willingness to share them with us.

Your comments will be circulated among those who are involved in the development of Hallmark commercials for their review. It concerns us that any of our advertising might be considered offensive for any reason, and we certainly believe it is important to listen to our customers. I can assure that letters like yours receive serious consideration.

Throughout the year, we receive numerous suggestions about establishing special days to honor various professions, family groups and others. Suggestions requesting special recognition are reviewed throughout our organization and the various occasions are considered carefully. In addition, considerable research in the marketplace is necessary before any decisions are made to launch a new line of products.

It was good of you to write us.

Sincerely,

Pat Childs

Pat Childs
Consumer Affairs Representative

01-24-97-000486 : 0041217A

May 15, 1996

Dear Lucky Charms,

Even though I am still a bit bruised emotionally over your use of a negative Irish stereotype, I still watch with fascination the epic series of mini-plays revolving Lucky and his charms. Day after day in your ads do children hunt down the leprechan, knowing that sometimes no really means yes (a healthy message to send youngsters) and that after a misguided attempt at prestidigitation, Lucky will be all too happy to share his cereal. I am still confused why they don't just buy it for themselves, but I am even more confused at the fact that there are new kids in every ad. Is there some 24 hour lucky watch going on ? Updating kids across the globe should the cereal fairy show up?

I was also wondering what is so lucky about these charms. Horseshoes and clovers, sure, but moons? Hearts? What is so lucky there? What is the ontology of these icons? Please send me the history. This information may also help end an argument at my workplace involving the lineage of the icons. (ie; which were the original shapes, when did the horseshoes, balloons, etc. show up?)

When I was in high school, a guy I knew did a painting of the American Flag but with Lucky Charms instead of stars. Pretty neat, huh?

Please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston, MA 02134



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

July 17, 1996

Mr. Rich Mackin
1298 Commonwealth Ave
Apt 4
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your recent inquiry. I'm enclosing some information to help answer your questions on this topic.

I hope this material is helpful. Let me know if you have additional questions or if there is any other way I can assist you.

Sincerely,

Pamela J. Vlasnik

LUCKY CHARMS HISTORY

First appeared in 1964. The original marbits (marshmallow bits) were:

pink hearts
yellow moons
green clovers
orange stars

1975: Blue Diamond

1984: Purple Horseshoe

1986: Swirled Whale (discontinued)

1989: Red Balloon

1992: Rainbow (blue, yellow and pink)

1994: Pot of Gold (yellow and orange)

1995: Yellow Moon became a BLUE Moon

1996: Olympic Marbits: Red, white and blue stars, a gold medallion with a yellow star in the center, a red-white-blue rainbow, and a yellow and green torch.

Dear Lucky charms

Oct 30,1996

I was flipping through the channels today and after settling on an old BRADY BUNCH re-run I saw a NEW lucky charms ad. At first I was happy to see that the plot had evolved a bit, in this one Lucky DISTRACTS the kids chasing him instead of trying to escape and then re-negging. I am also happy for him, because it would seem that for the first time in his long career, Lucky manages to not have his cereal stolen.

But after a while, I noticed that it was a bit odd that this new ad campaign, in which Lucky asks the kids to name the Marshmallow bits, comes so soon after I wrote to you about the very same thing. It would seem that my letter inspired the commercial, and you didn't so much as even thank me.

Please send me a check for a large some of money for my contribution to your ad campaign.

Thank You

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



General Mills, Inc.
General Offices

Post Office Box 1113
Minneapolis, Minnesota 55440

February 25, 1997

Mr. Richard J. Mackin
1298 Commonwealth Ave., #4
Allston, MA 02134

Dear Mr. Mackin:

I am in receipt of your letter of October 30, 1996 concerning a LUCKY CHARMS commercial. I apologize for the delay in response, however, I wanted to get some information regarding the commercial you are writing about.

Since I do not have any record of having corresponded with you, I am assuming that the letter you reference was one handled by our Consumer Services Department on July 16, 1996. The commercial in question was called "Name Game". Its first airdate was August 26, 1996. The commercial was submitted to us by our advertising agency for review and approval in early June, 1996 and, I believe, was already shot by the time we received your letter.

Therefore, we feel it is clear that the commercial you saw was not influenced by any letter we received from you.

Thank you for your interest in General Mills and LUCKY CHARMS.

Yours truly,

Linda E. Belisle
Paralegal-Submitted Ideas

/leb

Jan 21, 1997

Dear Pepsi People,

I was just watching some entertainment news type show which featured a piece about your new ad set to be shown during the Super Bowl. The ad depicts computer-animated bears dancing to the Villiage People re-working the song "YMCA" as "P-E-P-S-I". I applaud this effort. I remember in the dark ages of a few years ago when you sucked up to Christian groups and refused to air your Madonna ad, because she was half naked in a church and burning crosses. But now you've loosened up and have flaming homosexuals on the payroll. Sure they don't have the talent that Madonna has, but can she grow a mustache that would affect her fellatio performance? I think not! I think that the bears should have dressed as cowboys and indians and men vacationing in Provincetown, though. Maybe you can have an ad featuring Ron Jeremy? He could be in a Diet Pepsi ad if he's trying to lose that gut.

I am a bit worried about the bear thing, however. You do realize that Circusus train bears to walk on the back paws by disfiguring their front paws. I can certainly understand the correlation between soft drinks, choreography and homosexuality, but where does cruelty to animals come into this?

What does "PEPSI" mean anyway?

Please respond?

Richard J. Mackin
1298 Commonwealth Ave #4
Allston, MA 02134

Dear Pepsi People

Jan 27, 1997

I wrote to you about your oddball commercials that combine bears and homosexuality. What I did not even realize at the time is that there is a Gay Men's magazine called "BEAR" that seems to feature large hairy men. I am sorry that I did not make this connection earlier and apologize for my unnecessary previous letter. I do have a new questions, however...

Are there so many hairy gay men watching the superbowl that you target your ad campaign towards them?

Considering the fact that there are more cases of domestic violence on "SUPER SUNDAY" why don't advertisers address this?

Are you addressing a gay subculture as a reaction to domestic violence being a primarily hetero male on female aggression, and in a subtle way are praising homosexuals for a less violent way of life?

What are the old men watching the bears dance suppose to represent? Why are they afraid of the Macarena?

Please respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134



February 3, 1997

Mr. Richard J. Mackin
1298 Commonwealth Ave, #4
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your recent letter regarding one of our more recent commercials.

Please be assured that we have noted your comments on this issue, and of course we will pass your letter on to our advertising department so that they too will be aware of your feelings.

Sincerely,

Joe McGovern
Senior Consumer Representative

JM:jm

Lever Brothers
Consumer Relations
390 Park Ave
New York, NY
10022-4698

November 4, 1996

Dear Lever people,

I keep trying to figure out why you are called Lever 2000. I know you like to associate the number with body parts, but there are not 2000 parts of the body, at least not that your product applies to. But I think I found a hint. I am enclosing a photocopy of an article from the November 1996 issue of THE PROGRESSIVE. The title of the article is LEVERS of Change, and is about a conference called "Nuclear Abolition 2000" I think that this is too specific to be a coincidence. If you are actually a front for a pro-peace organization, I would assume that you would be proud of this fact, and would promote it to some extent.

Please send me more information on nuclear disarmament.

Thank You,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

EDITOR'S NOTE

Matthew Rothschild

Levers of Change

At the end of September, I spent a lovely weekend in Denver, Colorado. I went there to speak at a conference on disarmament called "Nuclear Abolition 2000." I accepted the invitation on one condition: that the organizers take me birdwatching for a couple of hours. You see, I rarely travel west of Mississippi, and I wanted to sneak a peek or two at some birds I don't usually get to look at.

Mag and Ken Seaman met me at Denver's peculiar new airport and drove me the way through town to a beautiful western tanager and the as bothered these gr...

of Karina Wood, who works for the successor to SANE, rina rightly pointed out flaws in the Test Ban thing peace activists claim: And she

Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
1-800-598-1223

December 6, 1996

Mr. Richard J. Mackin
1298 Commonwealth Ave. #4
Allston, MA 02134

PT 2471683E



Dear Mr. Mackin:

Thank you for your letter about our Lever 2000 advertisement.

We are glad that our advertisement for Lever 2000 caught your attention. The very fact that you were interested enough to write us indicates that we have achieved our goal of creating a memorable advertisement. Obviously, it was our intention that using the number '2000' in connection with body parts would help to reinforce our product name and the fact that Lever 2000 is milder to the skin than any other antibacterial or deodorant soap on the market; it is formulated for use on the entire body.

Enclosed is some complimentary literature. Thank you again for your interest in our product.

Sincerely,

Patricia Tuttle
Consumer Representative

pt/ww
Enclosures

ZZLELTA

Dear Lever Brothers

I was thinking about how you are always talking about the 2000 parts that you clean and was deciding to try and list them...

- 1)Forehead
- 2,3)eyebrows
- 4)Bridge of nose
- 5)tip of nose
- 6)nostrils
- 7,8)cheeks
- 9)septum
- 10-15)conch, tragus, lobes of both ears
- 16)that dent over your upper lip
- 17-18)upper and lower lips
- 19-20 left and right jowels
- 21)jaw
- 22)chin
- 23)neck
- 24)throat
- 25-26)l/r clavicle areas
- 27-28)shoulders
- 29)chest
- 30-31)left/right breasts(yes, even men have breasts)
- 32-33)nipples
- 34)back
- 35-36)underarms
- 37)belly
- 38)belly button
- 39)pubic mound
- 40-42) assorted genetalia
- 43-44)buttocks
- 45-46)hips
- 47-48)inner thighs
- 49-50)outer thighs
- 51-52)knees
- 53-54)knee pits
- 55-56)calves
- 57-58)ankles
- 59-60)feet
- 61-62)soles
- 63-64)balls of feet
- 65-94) assorted toe sections and joints
- 94-101)spaces between toes
- 101-110)toe nails
- 111-112) Upper arms
- 113-114)the part of the arm that sags on old lady math teachers
- 115-116)elbows (pointy part)
- 117-118)elbows(elbow"pits")
- 119-120)forearms
- 121-122)wrists
- 123-124)back of hands
- 125-126)palms
- 127-150)assorted finger sections
- 151-154)assorted thumb sections
- 155-174)assorted finger and thumb joints
- 174-183)finger and thumb nails
- 184-185)webs of hands
- 186-191)spaces between hands
- 192-199)knuckles
- 200)guiche (if you don't know, don't ask, but we all have them.)

That makes about 10% of you claim that I can Figure. What are the 1,800 that elude me. I am horrified at the thought that I am doing a standard job of washing, and going out in a state of semi-filth. Please send me some literature if you have any.

Thanks.

R.Mackin
1298 Commonwealth Ave #4
Allston MA 02134

Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
1-800-598-1223

December 16, 1996

Mr. Rich Mackin
1298 Commonwealth Ave. #4
Allston, MA 02134

JEC 3708726A



Dear Mr. Mackin:

Thank you for your letter about our Lever 2000 advertisement.

We are glad that our advertisement for Lever 2000 caught your attention. The very fact that you were interested enough to write us indicates that we have achieved our goal of creating a memorable advertisement. Obviously, it was our intention that using the number '2000' in connection with body parts would help to reinforce our product name and the fact that Lever 2000 is milder to the skin than any other antibacterial or deodorant soap on the market; it is formulated for use on the entire body.

Enclosed is some complimentary literature. Thank you again for your interest in our product.

Sincerely,

Chris Greene
Consumer Representative

cig/ww
Enclosure

Jan 5, 1996

Lever Brothers Company
Consumer Services
800 Sylvan Ave
Englewood Cliffs, NJ 07632

Dear Lever Brothers,

I was just watching the news and there was a piece on how many soap companies make claims that are in essence false, but are carefully worded so as to not actually be bold faced lies. The News people wrote to several soap companies, including yourselves, and recieved letters from everyone except Dial. Your letter was read to fast for me to memorize, but mentioned the fact that you stand by all your claims. That is funny for 2 reasons...

1) Your biggest claim is that Lever 2000 cleans all the body's 2000 parts, which is an exaggeration of the number of soap cleanable body parts a human being has. In any case, you have been given a number of opportunities to explain this, but time and time again, you refuse.

2) You did not send th. "one size fits none" form letter that you seem to send me no matter what I write to you about. This strikes me as undemocratic and unfair to play favorites to the media, especially since everyone knows that the media are the bad guys-controlled by the fascist government and/or the communist liberals and/or whoever you don't like today. How come they don't get the bland form letter? Why do I? Does MSNBC represent John Q. Consumer more than I do, being a consumer? What the heck?

By the way, why the number 2000?

Sincerely,

Richard J. Makin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. Is Chris Greene, Consumer representative, a native of Norwalk, Ct and a Christie? if so, I knew her in High School.

Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
1-800-598-1223

February 16, 1996

Mr. Rich Mackin
1298 Commonwealth Ave. #4
Boston, MA 02115

BJO 2761316A



Dear Mr. Mackin:

This is in reference to your letter concerning Lever 2000.

We are glad that our advertisements for Lever 2000 caught your attention. The very fact that you were interested enough to write us indicates that we have achieved our goal of creating a memorable advertisement. Obviously, it was our intention that using the number '2000' in connection with body parts would help to reinforce our product name and the fact that Lever 2000 is milder to the skin than any other antibacterial or deodorant soap on the market; it is formulated for use on the entire body.

Enclosed is some complimentary literature about Lever 2000. Thank you again for your interest in our product.

Sincerely,

Chris Greene
Consumer Representative

cig/cl

ZZLELTR

Jan 23, 1997

Dear Lever Brothers,

The other day I was getting a tattoo and the tattoo artist and I were talking about fringe belief systems and religio-political conspiracies. He brought up some interesting points about smurfs.

Remember Smurfs? The little blue guys that were in the Belgian cartoon? Well, "smurf" is Belgian for small devil. Their adversary, Gargamel the alchemist, is named after the Wise Man who brought the gift of gold to the baby Jesus. Gargamel of course wants to turn 6 smurfs into gold. 6 is a number laden with negative, even Satanic, connotations in Christian mythology. Gargamel's cat, Azrael, is named after a Biblical demon. The character Smurfette was made by Gargamel to tempt the smurfs, and was made with a heart of stone. In Biblical lore, Adam had a first wife named Lilith, who was made from stone, and was similar in personality to Smurfette. Eventually, magic is used to make Smurfette more Eve like. The tales of the Smurfs parallel many stories of the ancient hebrews, as well as many Biblical tales. Furthermore, Papa Smurf is an obvious Rabbi. He told me a lot more, and had many more details, but i can't remember all of it. I would like to know what you think about all of this.

Please respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

Sincerely,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. Is Chris Greene, Consumer representative, a native of
Norwalk, Ct and a Christian? If so, I know her in High School.

NO REPLY!

Dear Lever 2000,

Your big selling point is the fact that Lever 2000 cleans all my body's 2000 parts, but what if I had a 6th toe on my right foot? Would it clean this 2001st part?

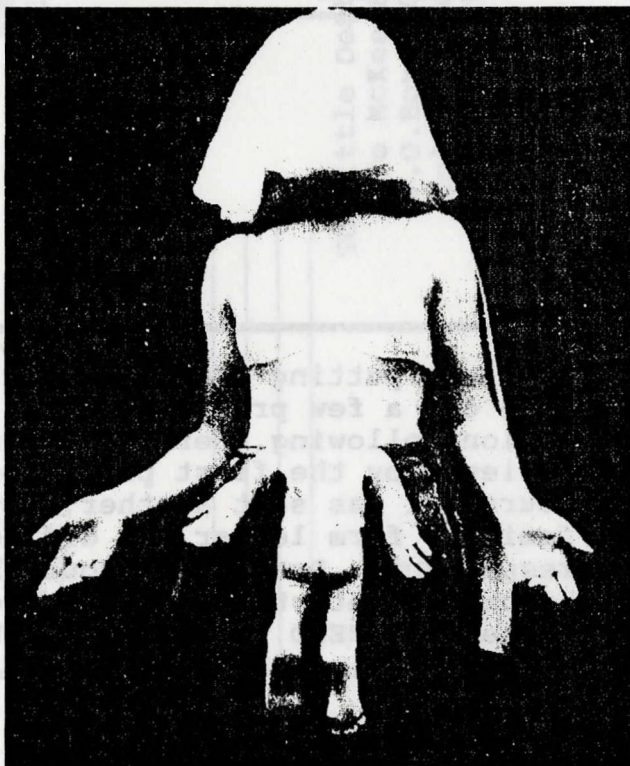
Enclosed is a copy of a photo of a woman with an embryonic twin, which is to say that there is the bulk of a second body growing from hers. Would Lever 2000 clean all of her body's 3975 parts or so? Shouldn't you be called Lever 3975?

What about Thalidomide children? Having partially formed limbs, they would have less than 2000 parts? Would using Lever 2000 be dangerous because of the excess cleaning power? Please let me know.

Sincerely,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!



Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
1-800-598-1223

December 6, 1996

Mr. Mark Leighton
31 Abbot Rd.
Wellesley, MA 02181

PT 3686280A



Dear Mr. Leighton:

As per your request Mr. Mackin received a letter about the Lever 2000 advertisement. I hope the information will be helpful. Please let us know if we can be of any further help.

Sincerely,

Patricia Tuttle
Consumer Representative

pt/cl

As I was putting together this issue, I gave out a few previews of the postcard action following. Here is the response recieved by the first participant. Of course, I was sent another copy of a familiar form letter, as did following respondants. Don't miss your chance to become a statistic in corporate mass-marketing! READ THE NEXT PAGE NOW!

YOU CAN HELP END MY SUFFERING!

(Well, maybe.) For years, I have embarked on the lonely quest to find out exactly what LEVER 2000 means by "your body's 2000 parts" But now you can help, simply take the attached card, affix 20¢ worth of postage (or write a letter) and mail! Maybe you will get a cool form letter too!



Dear Little Debbie,
This is to inform you that
I agree with RICH MACKIN and
would like you to feature the
full "Little Debbie" logo (with
portrait) more prominently on
your boxes, and at least once on
boxes currently Debbieless.

Thank You

From

TO: Little Debbie Co.
c/o McKee Foods
P.O. Box 750
Collegedale, TN
37315



EVIDENCE OF ACTIVE THOUGHT PUBLICATIONS

P.O.BOX 890 ALLSTON MA 02134

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Just Another Damn Zine
by Mark Leighton
'nuff said



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Street theatre against sweatshop labor
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PAYBEV. PAYBEV.
PROTESTS ARE YOUR BEST
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\$2.00 (this postage)

NIKE OPERATES SWEAT
SHOPS WORLDWIDE



AND ALL I GOT WAS
THIS LOUSY T SHIRT



The Violent Life of Death Weasel

Ben Jones' comic about his
crime fighting alter-ego.



ALL THE ABOVE ARE \$2.00 EACH

Please send \$1.00 postage for orders under \$10.00.
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P.O.BOX 890 ALLSTON MA 02134

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