

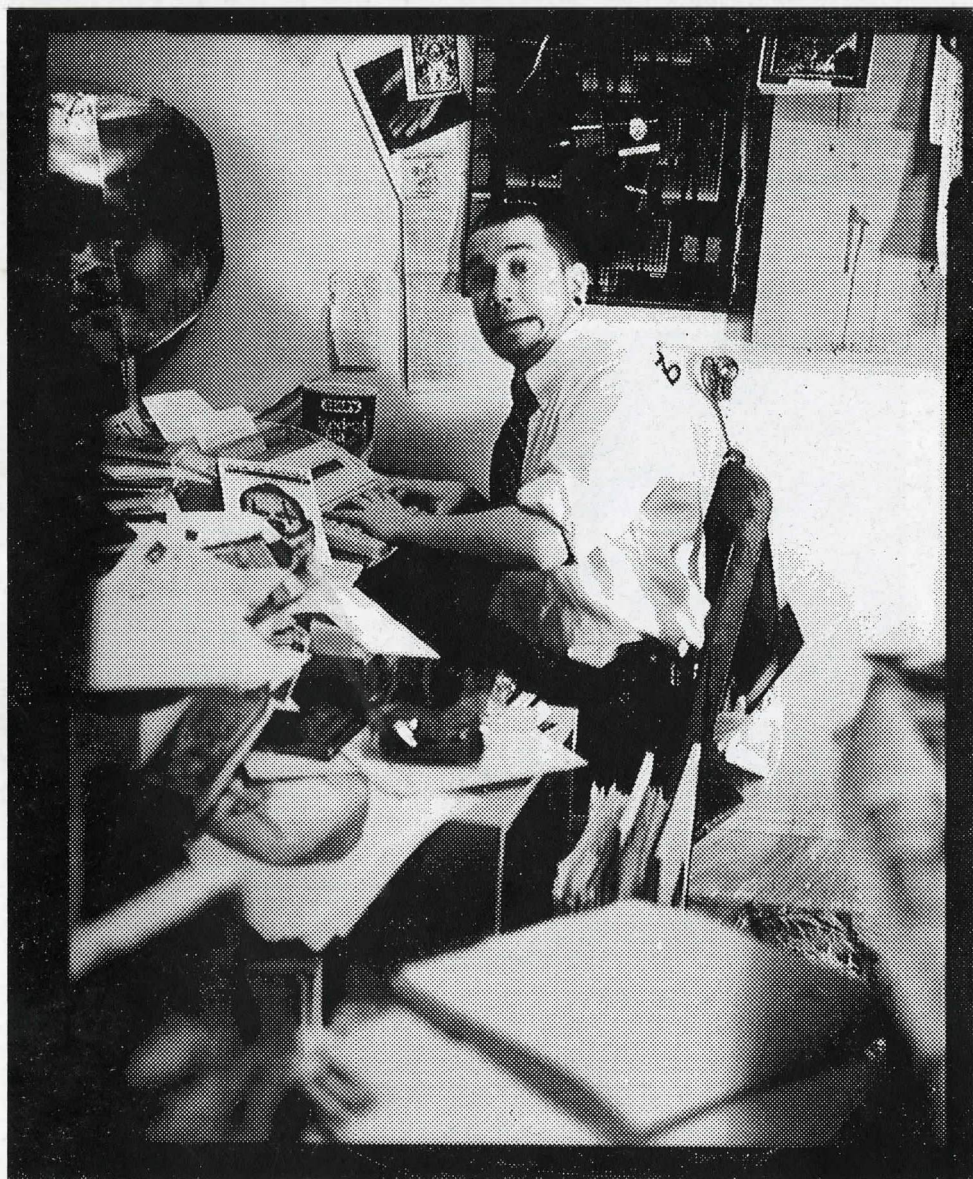
Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00

(more if mail order)

#11

CONSUMER DEFENSE CORPORATE POETRY



HEY DUDES!

My name is Rich. I write Letters. Sometimes I get letters back. Sometimes I don't sometimes I make really bad spelling errors. Most of the time, actually. I don't care. I am sick of writing intros for these. I don't think I need to say anything more besides...

a)as always, these indeed are real letters and responses actually sent.
b)here is a picture I took at a show featuring the band COMPEDITORR. A picture says a thousand words.



I love you guys.

RICHMACKIN
P.O.BOX 890 ALLSTON MA 02134
richmackin@earthlink.net

Hello, my name is Rich Mackin, Consumer Defense Corporate Poet I write letters. Sometimes I get letters back. A while back I wrote a letter to B&M Baked beans about their use of those specific letters as a reference to Bowel Movements, and they sent me a form letter. Since then, I have written many letters, and when I noticed that I started getting a bit too political and preachy, I decided to return to the time-held standard of potty humor. So I wrote to IBM. It went something a little like this...

Dear IBM,
I realize that your name means International Business Machines, but everyone knows you as IBM. I was wondering, are you aware that this is a sentence? I BM. As in I, me, have to BM.
Thanks,
Rich Mackin

A word or two might be changed, since the original died in the great coffee spill of '98, but that was basically it. Instead of writing me back at the provided address, a representative CALLED me! I never gave my number, so he had to call long distance information or something. It was slightly after 9 am on Columbus Day, which means that I, like most people with the day off, was sleeping late. Furthermore, I was up until 5 am the night before, watching news coverage of the (eventually delayed to another day) Plutonium-laden CASSINI space probe launch. So I was very tired, and groggy to the point that I think that he had been talking to me for two or three minutes before I could even figure out what he was talking about. Finally, he said "Did you write a letter asking if we knew the name was a sentence?" and I said "Oh yeah, that was me." His end of the conversation was speckled with terms like "big guy" and "chief" and the like. Due to my inability to think fast when woken up by unexpected calls after four hours sleep, he managed to dominate the conversation. He told me that I would have to "cease and desist all contact" or else he "would get the lawyers involved."

While a fully functioning Rich Mackin would realize that the thought of a multi-billion dollar company taking me to court for such a silly and stupid thing would be probably laughed at by any judge, and result for lot's of free publicity, and despite the fact that such a threat was probably a bluff, since the guy was probably just a grumpy jerk without authority to enact the expensive legal department, I half-asleep mumbled that they wouldn't hear from me again. Even if a didn't formally say anything binding, I am going to stick to it because, for nothing else, I would like to keep my word. I am not going to write again.

So far, I have distributed several hundred postcard and envelopes, blank save for the address

International Business Machines
Route 100
Somers, New York 10589

I mean, I can only speak for myself. What everyone else does is up to everyone else. It is a free country, you know.

Rich Mackin
P.O.Box 890
Allston MA 02134

July 13, 1998

Dear Frosted Mini Wheats,

I was watching TV and I saw your ad in which people eat your cereal and get younger. The next ad featured one of these people! I forget what the second commercial was for, but I know for a fact that it featured the little girl who in actuality is Kate Longo, age 54, according to your ads. How did she get into this second ad? Is this what happens when people become children after eating your product? You sell them off to other companies to be used in commercials? What happens when they get older? Or do you force feed them mini wheats and keep them young. I am very unclear on all these concepts.

Rich Mackin
P.O.Box 890
Allston MA 02134



September 8, 1998

Mr. Rich Mackin
P O Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your inquiry regarding the people featured in our advertising. Our advertising agencies are fully responsible for the selection of all props and models used for package design, magazine layouts, and commercials. Selections are made at the shooting site, generally in New York or Los Angeles.

We do appreciate your letter regarding this ad for KELLOGG'S®Frosted Mini-Wheats®. The people in this advertisement are different ages. This product does not make you younger. The actors do not go from young to old or old to young.

Again, thank you for contacting us; we appreciate your interest in our company and products.

Sincerely,

Rose M. Moya

Rose M. Moya
Consumer Specialist
Consumer Affairs

rmm/cl

2638520A

Guaranteed Fresh
POBox 35645
Dept 175
Dallas, TX
75235-0045

Sept 28, 1997

Dear Rold Gold Pretzels,

I was enjoying Rold Gold pretzels at work one day when I read the stuff written on the back and was intrigued enough to write.

You list as a "Good thing to know about Rold Gold pretzels" that "did you know that Rold Gold brand pretzels are a great snacking alternative?" Well, that is not so much a thing to know as a question. Anyway, I did not know that, but now that I do, I am confused, since I always considered pretzels to be a snack, not an alternative to snacking. I would consider like gum to be a snack ALTERNATIVE, since it is something I might do instead of snacking, but I would consider pretzel eating to be snacking. Furthermore, pretzels aren't alternative even FOR a snack.

You say that your pretzels are great for any occasion, and then 14 lines later that they are great anytime. I think this is overjustification, like you need to keep repeating this because you yourself do not believe it. I doubt that they are good during sex, swimming, or while attending a funeral. I think that you are all too well of these exceptions, and maybe even a few more. I expect a full recanting of this on your packaging.

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dec 1, 1997

Dear Tyson Foods,

I recently heard about a scuffle that your company got into with Greenpeace activists over your environmentally damaging fishing boats. What I don't understand is, Why do you need fishing boats to raise chicken? Don't you raise chicken on farms? do you feed the fish to the chickens? I am very confused. Is this just an example of you doing anything in your power to distract the public from another famous Tyson taking a bite out of something that wasn't chicken? Couldn't you exploit that fight? Have Tyson nuggets shaped like Evander Hollyfeld's ear or something? Why is it that biting a man's ear is savage, but beating him until his internal organs rupture and his brain hemorrhages is good clean fun? Who do you suppose the original "Ty" was who bequeathed his name on the son whose name you sake?

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Johnson and Johnson

Dec 1, 1997

I am writing to you about your HORRIBLE new product, Johnson and Johnson Endangered Species Shampoo. It is bad enough that many companies EXPERIMENT on animals without you toting them as the main ingredient. Since I cannot fathom the cleaning power of a Panda bear, I can only guess that you are using these animals just for cruelty's sake. FOR SHAME!

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Cookie crisp,

I remember long ago when you guys were square and supported the status quo. But I just saw an ad of yours that really got my attention. It used to be, you guys had the cookie cop be the hero, fighting the cookie crook and his dog, but now you have the dog be the rebel hero and the cop is the bad guy and subject of mockery! Good for you! A.C.A.B! I hate pigs, man! Smash the state! I especially like how the cop is fat and has a mustache! Its funny cuz its true! Next time, give him a pig nose!

Thanks,

Rich Mackin
P.O.box 890
Allston MA 02134



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

April 8, 1998

Mr. Rich Mackin
Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting General Mills about our chocolate chip Cookie Crisp advertising. It's always a pleasure to receive compliments regarding our products and advertising.

We appreciate that you've brought this matter to our attention. Please be assured that your comments will be carefully reviewed with the people who advertise this product.

At General Mills, your opinion is key to our success. It's through communications like yours that we become aware of consumer preferences.

In appreciation for contacting us, I am enclosing complimentary coupons. I hope you will continue to use and enjoy our products.

Sincerely,

Beverly Ooley

Dear Soda people,



I don't know if you guys ever did this, but when I was growing up, the big thing to do at any self-serve soda fountain was always to mix various types of soda together to make your own. The most well known was called "suicide" and was equal parts everything available. It is widely held that "OK SODA" was the product of similar testing.

Well, I got news for you, I present to you the soda mix for the new millennium- SPRITZY! Imagine, a cola and an uncola mixed together. Equal parts Pepsi and Sprite, it would have the characteristic cola flavow, but also a light, crispy refreshing citrusy burst, akin to putting lemon wedges on the side of your glass.

I was thinking that the main ad campaign would work on the idea of mater and anti-matter exploding when put together, so cola and un-cola would be an explosion of flavor.

Please write to me soon and tell me how much you will pay me for this idea.

Thanks,

Richard Mackin
P.O.Box 890
Allston MA 02134

I got this copy back from Coke with the stamp. The page after next is Pepsi's reply to a similar letter.

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

ADDRESS REPLY TO
P. O. DRAWER 1734
ATLANTA, GA 30301
1-800-438-2653

October 15, 1998

Mr. Richard Mackin
P.O. Box 890
Allston, MA 02134

Dear Mr. Mackin:

Your letter was shared with me. We were flattered that you chose to send us your idea.

Mr. Mackin, The Coca-Cola Company has a policy for dealing with the outside submissions of ideas. We're unable to consider any submission relating to advertising, sales promotions, concepts we have previously reviewed, or formula modifications for any of our soft drink, fruit juice, or other fruit juice-based or flavored products.

We recognize that having such a policy may occasionally cause us to miss an opportunity for good suggestions from our friends outside the Company. However, experience has shown us that our policy is the best course to follow. The result is that we cannot consider your suggestion.

I wish to emphasize that although we cannot consider your idea, this in no way reflects on its merits.

Mr. Mackin, I hope you appreciate our position. Best wishes!

Sincerely,



Kimberly D. Russell
Consumer Affairs Specialist

Enclosure: Your Correspondence



September 22, 1998

Mr. Richard Mackin
P.O. Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for taking the time to contact us here at Pepsi-Cola Company regarding your soft drink idea.

Although we take it as a compliment that you would like to share your concept with us, we cannot accept or consider any ideas from outside the company. We receive many advertising and marketing suggestions from the public. However, they often mirror, or closely resemble, ideas we are working on or that we have previously used. In the past, this has led to confusion as to the ownership of these ideas. Therefore, we have had to adopt a strict policy of not accepting any new concepts from outside the company. Still, we were sincerely flattered by your offer to share your thoughts with us.

I have taken the liberty of enclosing some coupons for complimentary Pepsi products. I hope that you enjoy them and that we can continue to count on your friendship.

Thank you again for writing, and good luck with all your endeavors.

Sincerely,

Joe McGovern
Senior Consumer Representative

JM:jm
Enclosure

Aug 11, 1998

Dear Kelloggs,

I sit and stare at your new ad for your new product. You have created this miracle of modern technology, as you say, for mornings at MY. It makes breakfast, as you say, easier. Yes, I behold Kellogg's breakfast mates.

Cereal, Milk, Spoon ALL IN ONE PACKAGE! Of course, the milk is actually in one package, and the cereal in another. But they have a third package, which you call the one, in which the first two packages, which don't count, are packaged. Sheer brilliance!

It used to be that I would have to open the cereal box, decide how much cereal I want, open the milk, decide how much milk I want, get a spoon, and eat. But now, all I have to do is open the package that the packages are in, open the package the cereal is in, open the package the milk is in, and pour the milk into the cereal. All that time I wasted controlling the ratios has been saved. And all that time I would have spent opening a cabinet to get a spoon! I mean, sure, all this packaging I have to throw out means I spend more time taking out the trash, but hey, that's not breakfast quality time. And normally I would have to wash the bowl and spoon, but I can just throw them away. Which is good, because I read a report that without garbage, there would be all these empty landfills cluttering the world (it had something to do with McDonald's suing those pesky environmental people.)

I see in your ad that you feature the trilogy 1) NO PREPARATION OR CLEANUP- finally, and end to hours in the kitchen making cereal. 2)GREAT FOR KIDS but you know, us grownups can be kids at heart. 3)EAT THEM AT HOME, OR TAKE THEM WITH YOU I hve already discussed the home advantages, but you know that since everywhere I go has a fridge nearby, I'll be travelling with these often!!!

Thank you, Kelloggs!

Please send me more info,

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

VOLVO

Volvo Cars of North America, Inc.

August 5, 1998

Dear Rev. Mackin:

Volvo is proud to announce the debut of its new luxury car this coming fall. The Volvo S80 is founded upon our time-honored commitment to safety, durability and reliability. It also breaks new ground with advanced executions of design, performance, technology, personal comfort and security. In fact, we are so excited about the S80 that we've introduced an innovative way to learn more about the S80 and its competition...even before it arrives at your local retailer.

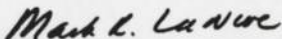
It's called the Volvo Personal Shopper and it's dedicated to providing a whole new level of shopping convenience. The Volvo Personal Shopper can provide you with detailed technical and performance information about the S80, its competition, and other Volvo vehicles. They can even schedule a guest drive on your behalf.

To help our Volvo Personal Shopper consultants address *your* specific interests, please complete the attached survey. To show our appreciation, we will automatically enter your returned survey in a special Volvo S80 sweepstakes. You could win one of many prizes, including the use of a new Volvo S80 for an entire year. You'll find a description of all the prizes and official rules enclosed.

We're also pleased to include a special publication called *The Volvo Preview*. This attractive magazine is designed to give you an insider's look at the many dramatically appealing attributes of the Volvo S80. There's also an interesting article about the Volvo Personal Shopper.

We hope you enjoy reading *The Volvo Preview* and we encourage you to discover more by completing the attached survey. If you prefer, you may complete the survey online at www.volvocars.com or by a toll-free phone call to the Volvo Personal Shopper at 1-800-550-5658. Of course, you're always invited to visit your local retailer.

Drive safely,



Mark LaNeve

Vice President, Marketing

Mark LaNeve
Volvo Cars
P.O.Box 3093
Livonia, MI 48151-3093

AUG 31, 1998

Dear Mark,

I have recieved your Volvo promo packet...TWICE. While I am a bit confused why a car manufacturer would think that a new car would be an impulse buy item enough that an unsolicited mailer would provoke a purchase, I think you must be plain stupid to send me TWO. Either you think that this doubles the chance I will buy a new Volvo or you think I am going to buy two cars.

I am glad that you are offering an opportunity to let your "VOLVO PERSONAL SHOPPER CONSULTANTS" know what MY specific interests are (like the fact that I collect art dictates my car use). I don't like your form, so I will answer in an essay...

I think that unsolicited junk mail is both environmentally destructive and a minor privacy violation, so I try not to endorse those who do it. I think that most major corporations are run by a bunch of greedy idiots who are so deep into market research and the bull that they teach in business school that they are forgetting what it is like to be human, which is why they all wear suits, so that they all look alike, and also to hide there increasingly stupid looking bodies. I personally like to walk pretty much everywhere I go, which is why I live in "America's Walking City" When I am unable to, I try to use public transport. Anyway, my wife has a car that fulfills any car need I could have beyond that. Basically I am the last person you should send a catalog to, and since you sent me TWO within a week, you are obviously a complete buffoon.

Cheers,

Rev. Richard J. Mackin
P.O.Box 890
Allston, MA 02134

NO REPLY!

Sometimes THEY get letters back.
Hey, they sent me a postage reply
envelope! I respond to junk mail!

TIME

August 26, 1998

Time & Life Building
Rockefeller Center
New York, NY 10020

Jack Haire
Publisher

Dear Richard J Mackin,

Let me be frank. There's only one reason I am writing to you.

I want you to become a TIME subscriber.

Why you? As a publisher, I believe a magazine is only as good as the readers it attracts. Therefore, it is important to me that we obtain the readership of leading professionals such as yourself.

So I have authorized our business office to offer you a subscription at the special professional rate of just \$34.97 a year — a savings of \$118.43 off the cover price. That's 77% off our newsstand rate, plus all special issues at no extra charge.

In addition to saving a great deal of money, you'll also be acquiring an invaluable business tool ...

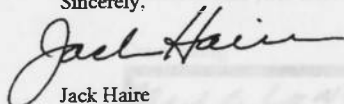
TIME keeps you abreast of the latest business developments: from promising new products and technology to developing markets. TIME alerts you to changes in government policy and the economy. TIME keeps you in touch with the mindset of today's consumers.

In short, TIME will show you not only what's happening, but why it's happening and what effect it will have on you, your business, your customers — your bottom line.

Also, we'll be pleased to send you a FREE TIME Worthington Watch — combining exquisite styling and superior technology in one extraordinary timepiece — to thank you for your subscription. Please see the enclosed flyer for further details on your FREE GIFT.

To accept your professional rate and FREE TIME Worthington Watch, simply return the order form enclosed. I look forward to hearing from you.

Sincerely,



Jack Haire
Publisher

JH/mo

Jack Haire, Publisher
Time Magazine
Rockefeller Center
NY NY 10020

Sep 15, 1998

Dear Jack, (or as you wish, Frank),

There is one reason I am writing to YOU. You did not convince me to become a TIME subscriber. Your offer just wasn't enough. However, as you stated that "it is important...that (you) obtain the readership of leading professionals such as (my)self", I figured it would be fair to continue the haggling process. You offer a \$35.00 sub for a weekly magazine. That's roughly 70¢/issue. Not bad, but considering that I can find the same semi-journalism in numerous others, I don't think it's low enough. I figure my local paper is 50¢, so I will be willing to pay the same for an issue of TIME. So I offer to subscribe if you want me bad enough to meet my demands of a \$25.00 for an annual subscription. This way, you can keep your stupid watch. If I want a watch, I buy one, I don't buy a secondary product in hopes a watch will be involved.

While I am writing, I'd like to mention how great the last few years have been newswise. The world has been so at peace that we can focus ALL of our attention on things like a lady who cut her husband, a famous guy killing his wife, cheating skaters and stuff. While it was sad that Jonbenet ramsey was killed, at least she was the only one. Otherwise, I am sure that the media would spend the same amount of attention on every little black, hispanic, or Asian girl who was killed. And The president had sex! How horrible! Well, at least we aren't sending enough Plutonium up into space to kill all life on Earth or anything. Because if we did, I am sure TIME would do a big article on it.

Anyway, thanks for writing, and I hope to here your reply to my offer soon.

Thanks,

Rich Mackin
P.O. box 890
Allston MA 02134

NO REPLY!

Same deal, different junk mail

Sept 5, 1998

Dear Arid deoderant,

First of all, I am puzzled by your name. While arid does indeed convey the idea of dryness, which is a word you want to associate with your product, it normally is used in the context of desert land, which is barren and desolate, and not at all a consumer-friendly image.

Anyway, I am writing to you about your new ad that repeats the point about Arid dealing with your "worst smelling" sweat. You do realize that sweat itself does not smell, and the smell we attribute to perspiration comes from bacteria. Granted, this is the sort of argument like rats not spreading the black plague, because it was actually fleas that lived on the rats, but still, I would think that if you were going to spend all that money on ads, you would at least get your facts straight.

By the way, since you keep discussing your elimination of "worst smelling sweat" does that mean that your product is all-or-nothing, and that my kinda-okay-smelling sweat is unaffected?

Please respond,

Rich Mackin
P.O.Box 890
Allston MA 02134

Rich Mackin
P.O.Box 890
Allston MA 02134

Same deal, different junk mail



CARTER-WALLACE, INC.

1345 AVENUE OF THE AMERICAS

NEW YORK, N.Y. 10105

TEL: (212) 339-5000

FAX: (212) 339-5100

October 26, 1998

Mr. Rich Mackin
P.O. Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for writing to us regarding our advertisement practices on our ARRID EXTRA DRY products.

We appreciate greatly your taking this time to express your concerns. Your comments are important to us and have been forward to our Marketing Division.

Once again, thank you for giving us the opportunity to respond.

Sincerely,

CARTER-WALLACE, INC.

Roxana Aghassi
Consumer Relations Representative

Sept 16, 1997

Dear Nantucket Nectars,

I have been buying your products for some time now, and recently have been buying a lot of the SUPERNECTARS, especially the RED GUARANA tea, which I like a lot, but would like a lot more if Guarana didn't sound and get spelled like guano, which is bat poop.

But anyway, one day I tore off the label one day for some reason and saw this cryptic artwork on the bottle. I thought that it was really odd that there was artwork underneath the label, which was opaque and covered this art entirely. What the heck?

But anyway, I was looking at the art, and I didn't even get it. I have a bad bad feeling that it is alien heiroglyphics. I would decribe it, but my wife threw out the bottle that I was saying. That kinda cheesed me out, cause she could have at least recycled it. In any case, there was something that looked more or less like a half banana/half human hand thing. What exactly is that.

Please respond,

Rich Mackin
POBox 890
Allton MA 02134

P.S. You know how you have trivia written underneath your caps? You shouls make Baseball caps that have trivia on the underside, so people will feel more like Nantucket Nectars.

ALL NATURAL
NANTUCKET
NECTARS™

45 Dunster Street
Cambridge, MA 02138



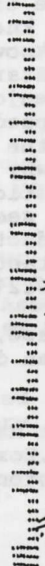
Dear Rich,

Thank you for writing to us at Nantucket Nectars. We enjoy hearing from fellow juice guys and are flattered by your enthusiasm. We're glad you like the Red Guava as much as we do, despite the undesirable association you have with the name!

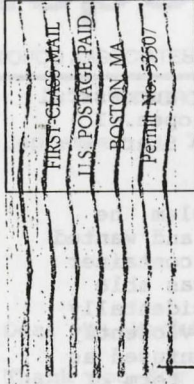
The design you are referring to on the Super Nectars bottle is actually a company joke. It is well known that Tom Scott has crooked fingers and Tom First has a big nose. The symbol of Nantucket Nectars is a peach with a peach slice next to it. So, we've combined those two things. Can you see it now? If not, look harder... it's there!

If you are ever on Nantucket, please come and visit us at the Allerve General Store. Thanks for being a juice guy!

Sincerely,
~~Steve~~ Steve Brill, customer relations.



Rich Mackin
P.O. Box 890
Allton, MA 02134



Star Market
and Affiliated companies

Dec 7, 1997

Dear Star People,

Hello, Rich Mackin here. You may remember me from my successful campaign to make Star Iced Tea containers easier to open. I am writing to you again with a concern about another Star product.

Some time ago, my friend Bill came to me with a problem. he was knew that I was in touch with Star collectively and wanted to know if I could help him out. He had purchased a container of Star ketchup, in a PLASTIC container. Before he was able to enjoy ANY of the delicious tomato product, he accidentally dropped it on his kitchen floor, where it shattered violently on the hard tiles. He was, as I am, concerned and confused as to why you would substitute a glass container with a form of plastic that would have the worst properties of glass? Why do you seem to not want your customers to ever actually use your products. Bill is especially distressed about this. Please contact him (William Stewart, 26 Darling St. Apt. 3, Roxbury, MA 02215)

Please, if you can't help him, let me know if there is anything I can do to help. Thank you.

Rich Mackin
P.O.Box 890
Allston MA 02134

Topco®

TOPCO ASSOCIATES, INC.

WBI

World Brands, Inc.

Kingston

KINGSTON MARKETING CO.

7711 GROSS POINT ROAD • SKOKIE, IL 60077-2697 • (847) 676-3030 • FAX (847) 676-5694

September 1, 1998

Dear Mr. Mackin:

Thank you for your report to Star expressing concern about our ketchup bottles. We're sorry that the product isn't meeting your expectations.

All the products we distribute are required to conform to our specifications and we work constantly to assure that they do meet these criteria. We are giving your comments to our Quality Assurance specialists and procurement personnel so that they can review this matter.

We appreciate your interest in our products and have enclosed some coupons toward any of your favorites at your local store, including store brands.

Thanks for taking the time to share your experience with us.

Sincerely,

Patricia Gardner
Sr. Consumer Services Rep
Quality Assurance

Nov 27, 1997

Dear Polaner All Fruit,

I am writing to you about your obnoxious new ad campaign in which a woman is giving out samples of your product and that of a competitor. People ask rude questions to the woman regarding the ingredients of the other product and the superiority of yours. The message, however good, is lost in this rudeness.

It is a well known fact that Polaner all fruit should have only one ad-the one in which a bunch of society types are dining, each asking for the Polaner all fruit, until the country bumpkin who is dining with them in some sort of Marx brothers predicament says "Could you please pass the jelly?" Causing the dowager to faint and the little girl to giggle. I respond to that ad and that ad alone. If you want my business you will bring back that ad and air it exclusively.

Please respond,

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Fingerhut
11 McLeland St
ST.Cloud MN 56395-0001

April 14, 1998

Dear Fingerhut,

I just got your catalog that was labeled repeatedly "WARNING THIS COULD BE YOUR FINAL CATALOG"

At first I was frozen with despair, horrified that I would no longer be able to receive your publication. Then I realized that I never recieved your catalog before, and certainly never ordered anything from it. So why you tryin' to mess with my mind like that?

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Dear Tropicana Orange Juice

Dec 1, 1997

I am writing to you regarding your "contest" in which 1 million people won the "second" prize of a coupon for a free container of Tropicana, "Approx. retail value:\$1.25" but since the only way a winner can receive this coupon is to send the game piece in a padded envelope via certified mail, I would have to shell out about two dollars and eighty eight cents to claim the dollar twenty five prize. So I have simply written you a check for the \$1.63 difference, and feel proud to call myself a winner!

Thank you very much,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

RICHARD J. MACKIN

Pay to the Order of Tropicana Orange Juice Dec 1 19 97 \$ 1.63

Ordered 05/10/97

BAYBANK BOSTON, N.A. MASSACHUSETTS

For Winning

⑆011001742⑆ 325 55624⑆

0418

CAPITALISM IS NOT DEMOCRACY
THE LOVE OF MONEY IS THE
RIGHT OF ALL MEN

Dollars ☒ Security Features
Printed on paper
Check for value

418

5-174/110

The Right One
160 Old Derby St STE 221
Hingham, MA 02043-9884

Dec 8, 1997

Dear "the Right one"

HOW DARE YOU! I come home today to find my fiance reading your brochure/letter addressed "DEAR SINGLE FRIEND" What the hell is that supposed to mean? Dear single friend. You have no single friends in MY house. We are a couple, and neither one of us know who the hell you are! What are you insinuating? You don't address yourselves as a service for those who might need help, and if the reader is such a person go on, you ASSUME that whoever opens the envelope needs assistance finding a relationship.

You say "we recognize how important it is for you, as a single person, to have a special relationship in your life." No you don't! You don't realize anything! We HAVE a special relationship and we don't need junk mail messing it up! And what about those who CHOOSE not to date! Priests and monks and nuns of various sects don't need to be set up! Sure, they have a "special relationship" with GOD, but is that the type of thing that your company can help with? IS IT?!

Please respond,

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Dear Sunny Delight,

I have now seen many of your television commercials. They all seem to be variations on a theme...

A bunch of happy well adjusted white kids and their token negro friend are out enjoying a healthy active outdoor lifestyle. Then, either they go inside, or mom comes outside, in any case, there is a presentation of mom and her selection of beverages. Time and time again, the beverages are, in this order

ORANGE JUICE

SODA (always a generic cola, but referred to differently)

PURPLE STUFF (a disturbing mystery drink, never explained)

SUNNY D (the kids are always to hip to pronounce "delight")

Why does mom buy all of this stuff, or in one ad, cart it all the way to the park, when all the kids want is Sunny D? Maybe it's the same carton, cans and tupperware of stuff again and again, left from the commercials of past days, small wonder that the kids don't want it.

Please send me a full description of the actual chemical make up of "purple stuff"

Keep in touch

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Cambridge City Hall
Massachusetts Avenue
Cambridge, MA

Mar 16, 1998

To whom it may concern,

Earlier today, I was walking down Mass Ave, when 'nature called' and I was closer to Cambridge City Hall than anywhere else, so made use of the public restroom there for the first time in my life. I am curious, why does a City Hall need condom machines in the rest rooms, or at all, for that matter?

I look forward to a reply with great anticipation,

Thanks,

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Dear Burger King

Aug 31, 1998

I just read an article in the July/August issue of Mother Jones magazine that mentions charges against your company for using illegal child labor.

Gee, no wonder you are so eager to get members for that "kid's Club".

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

CONSUMER SERVICES

Dear Purex

I was thinking about your name. Purex. Pronounced I guess Pure Ex. Which is weird because pure ex would make me think ex pure, which sounds like it WAS pure, but isn't anymore. It would be like formerly virgin olive oil.

I also was curious about a slogan you used...

"America's #1 Value Detergent Values Kids"

Are you implying that the other value detergents DON'T VALUE kids? Do you have some sort of chart of which companies value kids? Are you referring to children or young goats? Several of my elementary school teachers all said that a kid was a baby goat and refused to hear otherwise.

What does detergent mean anyway. I know the DEFINITION meaning, but what is the root of the word. Sure, it must de-terge, but what is terging? When does anyone terge? Why isn't it Undetergent? Actually, since detergent cleans dirt of clothes, we can assume that terging involves getting stuff dirty, so your product is really an untergent, and a bib would be a detergent since it PREVENTS the dirt getting. Meanwhile a DETERGENT would be a fellow that prevents something.

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Hanes
P.O.Box 3013
Winston-Salem, NC 27102

April 14, 1998

Dear Hanes,

I have recently purchased several pairs of your BOXER BRIEFS. As I was about to throw away the package, I saw your slogan "Just wait'll we get our Hanes on you."

Well, I waited, and now I have your Hanes on me. Now what?

Rich Mackin
P.O.Box 890
Allston, MA 02134

NO REPLY!

July 3, 1997

Dear Clorox.

Ok. I was watching TV and I saw your ad in which 2 animated anthropomorphic bargain bleach bottles have snuck into your factory and are on the conveyor belt and are discussing the fact that nobody can tell that they aren't Clorox because bleach is bleach. One says something about how nobody can tell that they aren't bargain bleach despite the fact that they both have "BARGAIN BLEACH" in big letters splashed across their chests. Not that they really have chests, but anyway... The bottle with the hat then worries that they will be put through the "METAL TEST" which will undoubtedly reject them, which it does, proving not only that the 1st one was wrong in his self assurance, but that their entire charade is over.

Knowing that this would happen, WHY did they try to imposter your product? What did they stand to gain? Do employees of other companies pretend to work for you? Show up in your factories with other companies written on their shirts, but try to work for YOU? WHY? What is their motivation? Please inform me.

Thank You

Rich Mackin
POBox 890
Allston MA 02134

CONSUMER SERVICES

1221 Broadway • Oakland, CA 94612 / Mailing Address: P.O. Box 24305 • Oakland, CA 94623-1305

October 6, 1997

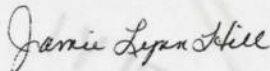
Dear Mr. Mackin:

Thank you for contacting us about our television commercial for Regular CLOROX Liquid Bleach. Please be assured that your comments will be shared with all appropriate staff.

As you can imagine, advertising is an integral part of our company's operation, and we devote a great deal of time and research to it. The objective of any Clorox Company commercial is to provide the consumer with accurate, useful information about a product in a manner that makes the message memorable. On those rare occasions when there is disagreement about a commercial's content or impact, we appreciate the feedback we may receive from our loyal consumers. Such feedback is always kept in mind when reviewing future advertising.

Thank you again for your concern and for taking the time to contact to us.

Sincerely,



Jamie Lynn Hill
Product Specialist

jla/jlk

0745399A

Quality Household Cleaning Products, Charcoal Brands, Barbeque Sauces, Salad Dressings, Care Products, and Water Filtration Pitchers

Dear Lactaid

Oct 8, 1997

I came across some propaganda of yours and I thought I would take this opportunity to find out a few things that aren't explained.

You say that (I'd)"be suprised at how many consumers suffer from lactose intolerance." No I wouldn't. I am a bit taken aback that HUMAN BEINGS are not necessarily lactose intolerant, but CONSUMERS are. But anyway, since in nature human beings, like most mammals, only drink milk from their mothers in infancy, it is in no way suprising that adults are no longer supposed to digest milk. This is only slightly less stupid than announcing that most consumers do not get nutrition from their mom's imbilical cord.

Looking at your statistics, I see that the "highest incidences (of lactose intolerance) occur in ethnic groups." As opposed to what? Who isn't part of an ethnic group? Are you referring to the fact that America is mostly populated by mutts who forgot that they are 8th generation immigrants and just call themselves "White" after the flavorless non-nutritional bread that they eat? Are people that celebrate their heritage more prone to lactose intolerance? If I march in the St. Patrick's Day Parade, will I find myself less likely to drink milk?

Since 75% of African Americans are lactose intolerant, are African Africans also 75%? What about Jamaicans? Or African Englishmen? Since 70% of Jewish people are L.I., does that mean that Sammy Davis Jr. was an average of 72.5%? What percentage was he when he converted to Satanism? Suppose Mr. Goldberg had a Spiritual Awakening and is now Moslem or Buddhist?

Please explain all of this.

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Kelloggs
Smacks Consumer Relations
Battle Creek, MI 49016

June 30, 1997

Dear Smack People,

Enclosed, If I can find it, is a copy of a recent BOSTON GLOBE article about the increase of heroin use in younger suburban kids, who seem to also fall into your demographic. Heroin is also a product known as "SMACK". What with you changing your name from "Sugar Smacks" to "Super Smacks" and just plain "Smacks" its no wonder that kids confuse the product name. I hope that you are proud of yourselves for making junkies out of the youth of America. I am especially disappointed in YOU, for Dig'em the frog is one of the few cartoon cereal mascots that don't seem to be addicted to some sort of cereal themselves. Of course, for all we know, he is the type of frog that emits hallucinagenic drugs, so the drug connection is innate anyway.

Please explain and/or apologize,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

To the makers of 'TWIX';

In reaction to your advertisement that repeats "when you have two of something, you share them" like a mantra, I would like to say that you don't need a T shirt talking about cows to know the definition of Communism, and I don't appreciate a candy company trying to spread the red menace as such! The Berlin wall is down, you pinkos!

Sincerely,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Tiger Toys
980 Woodlands Pkway
Vernon Hills, Illinois
60061

Jan 18, 1998

Dear Tiger Toys,

Oddly enough, I am not writing this letter because your products are manufactured in China, which means that they were made in sweat shops, which means that they were made by poor third world children for wealthy (by comparison, if not in all cases) ones.

Instead, I am writing because I saw one of your products in the "impulse buy" section of my local Star Market, and, since it was during the "read anything to pass the time while waiting in line" part of the event, I was reading packaging of nearby products, including the Tiger Toys brand Disney's The Little Mermaid Gigapet, a device that combines the inanity of a video game that isn't a game, just a little computer chip full of need, with the evil empire of Disney and it's healthy role model- the Little Mermaid who wears sexy outfits, disobeys her dad, and longs to be a member of a race of beings that threaten to destroy the seas she and her friends and family live in. I realize that I ramble, but think about it- the deal with the little Mermaid is that her dad doesn't want her to date a human since they kill fish and pollute the seas. BUT WE DO! AND WE STILL DO! It's like in Disney's distortion of the story of Pocahontas in which historic child molestation is re-written to be a West Side Story rip off, W.S.S being itself a rip off of Romeo and Juliet. But in Pocahontas, the INDIANS WERE RIGHT! The white man came to kill injuns, rape the women and the lnd, and generally ruin everything. And he/we/they did. But anyway...

The thing that irks me about the package is the copy reading

"You can eat, sleep, and play with her."

Think about that. Does that mean I can eat her, or eat with her? If I EAT her, that is a disturbing idea. if you mean eat WITH her, that means then that I can sleep with her, which is disturbing. Playing with her might be wholesome, but not after the disturbing things you say in lead up.

Please write back to me and explain how you will change the packaging to a more positive message.

Thanks,

Rev. Richard J. Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

PEPSI-COLA COMPANY

Dear Beggin' Strips Dog Snacks,

You have this ad on TV that's filmed from the dog's point of view. A beagle I think. And he is hyper, as a dog would probably be, and we hear a voice meant to be his, probably his thoughts, since the woman in the ad doesn't seem to hear him and he is talking/thinking about how happy he is that the woman brought home BACON and he wants to eat it. AND there is a bag of something that looks like Bacon and smells like Bacon and tastes like bacon. And he even says that there's only one think that looks and smells and tastes like bacon and that's BACON. AND your product's name even SOUNDS like bacon, and so I am left with only one thought...

WHY THE HELL DOESN'T SHE JUST GIVE THE DOG BACON?!?

Please explain

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Mar 20, 1998

Dear Vanish Toilet Bowl Cleaner,

I was watching TV and I saw your ad for Vanish Toilet Bowl Cleaner, and it had some women that looked like suburban housewives elating about the high performance of your products. It ended with one of them making a statement to the effect of

"If you don't believe me, come to my house and smell my toilet."

But since she didn't give her address, I have no idea of where I can go to do this, and I don't even know her name to look her up. Please provide this information so that I can confirm these statements.

Thanks

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Dear Pepsi,

A while ago, I claimed that the higher-ups at Pepsi were probably all vampires. Further evidence of this is your lobbying, along with fellow evil-doers PROCTOR AND GAMBLE, to keep the country of Sudan exempt from the Wolf-Secter, or Religious Persecution Act, which seeks to prevent U.S. support of countries that persecute its citizens on grounds of religion. Apparently, dealings with Sudan aren't being held exempt on this, so that Pepsi can buy all of the Sudanese gum Arabic it needs to make its soda pop, meanwhile, this money goes to the to help conduct Sudan's fundamentalist Islamic government's was against Christianity that has killed hundreds of thousands.

Of course, Christians have never gotten along with vampires, so its not surprising to see that you guys are happy to fund anything that causes them to die in large numbers.

Please tell me if Anne Rice is right, you know what I mean...

Rich Mackin
POBox 890
Allston, MA 02134

Rich Mackin
P.O. Box 890
Allston MA 02134

Rich Mackin
P.O. Box 890
Allston MA 02134



PEPSI-COLA COMPANY

September 30, 1998

Mr. Rich Mackin
P.O. Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your most recent letter to us here at Pepsi-Cola Company.

Please be assured that consumer comments are important to us, and we appreciate you sharing your views with us. Of course, I will pass your comments on to the appropriate people here at our company headquarters.

Thanks again for taking the time to write.

Regards,

Joe McGovern
Senior Consumer Representative

JM:jm

Dear Kellogg's

Sept 5, 1998

I was just thinking about the state of cereal today. Used to be, cereal was pretty much grains in a bowl, and the stuff looked like the direct grain product-shredded wheat, puffed rice, etc. These days, the cereal looks like all sorts of stuff, and many children's cereals are based not on flavoe or nutrition, but on looks and shapes-Lucky charms shaped like charms, Count chocula marshmallows shaped like bats, etc.

So I was thinking a great way for you guys to cash in on this would be to have Kell Logs-the log shaped cereal! You could even double your sales if instead of simple log shapes, you had niches on them, like the old "lincoln log" toys, so that kids could build a tiny fort on the breakfast table before eating. Please let me knoe what I could do to expidite this new product.

In anticipation,

Rich Mackin
P.O.Box 890
Allston, MA 02134



October 13, 1998

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting Kellogg Company with your suggestion. We appreciate your interest and the time you took to write.

While we value your interest in our company, we are sorry that we cannot review or give consideration to your idea. Our policies actually prevent us from incorporating unsolicited ideas of any type into our marketing or production plans. We know that this may seem a bit odd, but it is a practice shared by most manufacturers today. We know that, on occasion, we miss a good opportunity. However, we have to weigh the efforts required to review, document and follow-up on almost 10,000 unsolicited proposals a year against the possible benefit. As we have found the benefit to be very low in the past, we must maintain this policy. We certainly hope you understand our position in this.

Mr. Mackin, we want you to know that Kellogg Company is devoting a great deal of time and effort to develop new and improved products, packaging concepts, promotions and merchandising ideas to make our products the best on the market.

Again, thank you for contacting us; we appreciate your interest in our company and products.

Sincerely,

Laurie A. Giddens
Consumer Specialist
Consumer Affairs Department

lg2/mda

2682674A



To whom it may concern,

Oct 28, 1998

I was just thinking about these new "healthy" chips that have just been introduced-not just chips that aren't especially bad for you, but chips that have ginseng an ginkoba and the like. I was thinking that this was brilliant- to combine food and drugs, and so present this idea to you.

Americans love pasta, such as macaroni. Americans are also in love with the new miracle drug, Viagra. I say you introduce a macaroni and cheese dish that contains a dosage of Viagra. Yes, I present you with the idea for...

TESTOSTA-RONI!!!

Pretty ingenious, huh?

Please send royalty checks to...

Rich Mackin
P.O.Box 890
Allston MA 02134



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

October 31, 1997

Dear Mr. Mackin:

Thank you for contacting us recently inquiring about our interest in receiving your ideas in exchange for monetary compensation.

As you may be aware, we have a large staff responsible for the research and development of new products which provides an enormous number of new product ideas for our consideration and we have established a policy such that we do not accept suggestions from outside the company. As a result, we will not take you up on your offer to share your idea.

Thank you for considering General Mills.

Sincerely,

Beverly Ooley

Feb 17, 1998

Dear M&Ms

Recently, you have been, as I believe you yourselves put it, "blatantly exploiting the new millenium" what with your name, m&m is mm, which is the roman numeral for 2000, which is the a big deal. Granted, the year 2000 is actually the LAST year of THIS millenim, much that the tenth finger is part of your own ten fingers, not the first finger of somebody else. But anyway, you brought about an interesting point that your product name is in some ways 2000.

As you may or may not know, there is a soap called LEVER 2000. If you ask them about THEIR use of '2000' in the name, they will most assuredly tell you, and I quote...

"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 deoderant soap on the market..."

So, if they get all that in their name, what does the number 2000 mean in yours? For instance, is using the number '2000' in connection with the word 'peanut' supposed to make me think of the fact that your peanuts are the mildest? If so, what the hell does that mean? If your need any advice on using the number 2000 as a name, or advice on how to totally ignore a question, you may care to write...

Lever Brothers Company,
re;Lever 2000
800 Sylvan Ave
Englewood Cliffs, NJ 07632
attn:Chris Greene, Kim Wilson, or Pat Fahey

Good luck on that. Please keep me posted on your progress. I await your response.

Thanks,

Rich Mackin
P.O.Box 890
Allston MA 02134

NO REPLY!

Dear M&Ms

I forgot to mention this in my previous letter...

BLUE M&Ms are the scourge of mankind.

Thank you.

Rich Mackin
P.O. Box 890
Allston MA 02134

P.S. they muck up the color scheme.

NO REPLY!

Dear Whitman Sampler people,

Feb 16, 1998

My girlfriend and I were going to a party on Sunday, Feb 15. Keep in mind that it was a 3 day weekend and we had monday off. We were walking to the party, about to pass a CVS store, and her eyes lit up and she said that we should go in and load up on reduced price Valentine's day candy, which was equally tasty today or any other day, but now awkwardly packaged. We purchased some Necco brand message hearts (not to eat, but to set on fire, they have similar qualities when set fire as 'black snakes' do.) and we bought numerous Whitman boxes of chocolates. At the party, they were enjoyed far more than the inevitable Forrest Gump jokes.

LIFE IS LIKE A BOX OF CHOCOLATES, YOU NEVER KNOWWHAT YOU'RE GONNA GET (pronounced "GHEE-HAYEAHET")

Exclude the obvious point that life can bring pain or pleasure, feast or famine; and that a box of chocolates brings small sweet things in chocolate, the saying means that, Life is like a box of chocolate, because you don't know what is going to happen in life, like you don't know if the chocolate is nutty, caramel, whatever the heck nougat is, or some gross jelly. Except that caramels are usually square, and cherry cordials usually have their own seperate gold foil.

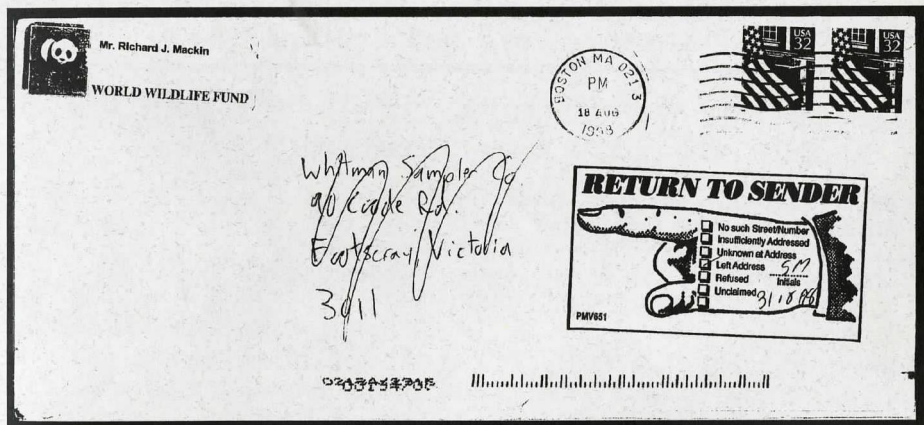
But, if you have a Whitman brand box of chocolate, you have that map, and you know exactly what you are going to get. So what the hell is that movie saying?

Please tell me.

Rich Mackin
P.O.Box 890
Allston MA 02134

P.S. Forrest Gump's mother seemed to be a slut, so I don't know why all America was so keen on her advice.

NO REPLY!





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"Had me laughing out loud. Big Fun"-MRR "Endlessly entertaining"-Ian MacKaye "Richard Mackin...all around funny guy"-Adbusters

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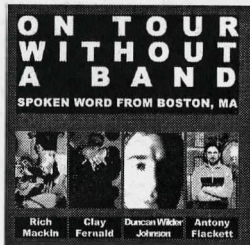
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Issue 2-Stumbling upon an anti-meat rally-Violent cops-Fun with red tape



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