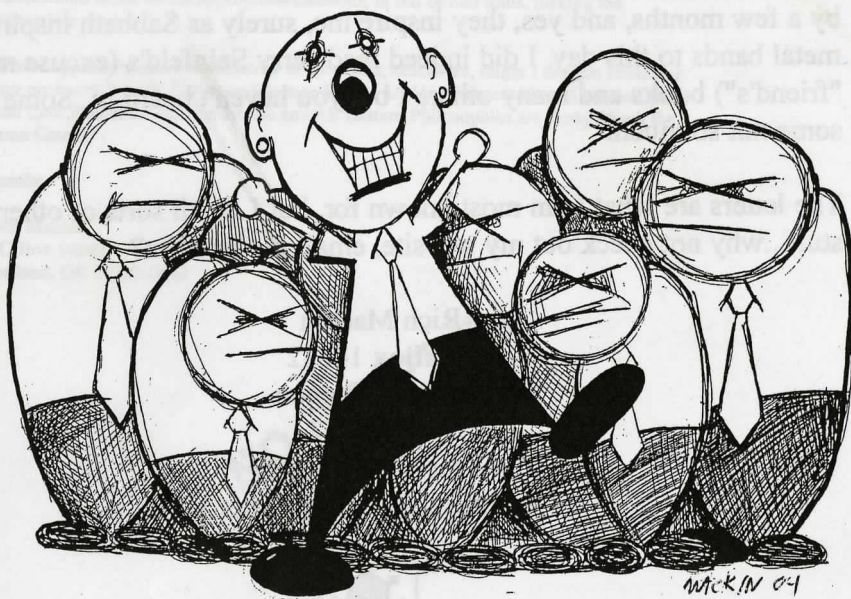


# REV. RICH MACKIN'S BOOK OF LETTERS

CONSUMER DEFENSE CORPORATE POETRY

#18

\$3-



# HI EVERYBODY!

I am pasting this zine up on New Year's Day, 2004. This means I am a few months shy of having written funny letters to companies for TEN YEARS! TEN! A DECADE! This means I have been writing letters to companies as a student, award winning ad writer myself (oh the irony!), and "professional" (otherwise unemployed?) writer/ zinester!, I have lived in five apartments in Boston, my mom's place in Connecticut, and my new home in Portland, Oregon...I have been writing letters to companies through a marriage, divorce, and national sex scandal. And here I am, hurriedly typing this out to tape it onto the copy original two days before I head on a national tour- reading these very letters. Yep, I have two books and many national tours out, but I am still planning to make copies at the last minute! Once a zinester, always a zinester!

To answer some FAQ's YES! I am a Reverend, a Minister of the Universal Life Church. This doesn't make me Christian or a pastor, I also practice Zen Buddhism. Check out the Universal Life Church and it all makes sense. YES! These letters are all real, as are the replies. Now and again I ghost write a letter for someone, but otherwise, it's all true. YES! I have read the Lazlo letters. I started writing before I read them, but only by a few months, and yes, they inspire me, surely as Sabbath inspires metal bands to this day. I did indeed read Jerry Seinfeld's (excuse me, his "friend's") books and many others I bet you haven't heard of. Some good, some not so much.

The letters are what I am most known for, but I do all sorts of other stuff...why not check out my website, email me or write?

Rich Mackin  
P.O.Box 14642  
Portland, Oregon  
97293-0642  
[www.richmackin.org](http://www.richmackin.org)  
[richmackin@earthlink.net](mailto:richmackin@earthlink.net)



Nov 11, 2003

Organic Optimum Zen Cereal  
9100 Horne Way  
Richmond, BC  
Canada  
V6XW 1w3

Dear Organic Optimum Zen Cereal,

While shopping at Trader Joe's, I came across your cereal and was intrigued. I was always of the impression that Zen was a religious and philosophic movement arising from Taoist inspired teachings brought by Bodhidharma to groups familiar with Buddhism. Apparently, I was wrong, and Zen just is a nice feeling, such as that as invoked by a nice bowl of cereal.

While someone else might try and argue that a movement and lifestyle that has existed for over 2500 years might be a more relevant definition than the clearly well researched work of copy on a product box; I actually am more interested in taking you to task on your grammar. Specifically, at one point you refer to "carefree days" being a "Zen moment". Now, I am aware of Zen being filled with contrary information; "First there is a mountain, then there is no mountain, then there is" and so forth. Still, I don't see how a DAY can be considered a MOMENT, unless you are being metaphorical, or perhaps presenting the discrepancy as a KOAN.

Finally, I wanted to ask, if you are so into the idea of being a Zen cereal, why do you have a photo on the back of a woman clearly in a meditation pose that seems incorporated into a Yoga workout. She's a white, western looking woman in contemporary workout gear cross legged with hands on her knees...instead of having someone sitting Zazen, which would mean on the appropriate cushions, in full or half lotus, making the appropriate mudra.

I would appreciate some explanation of all of this, otherwise, might I suggest renaming your product "Organic Optimum Western People are Uninformed About Cultures They Find Cool Because They Are Exotic and All Eastern Philosophies are Pretty Much the Same Cereal."

Thanks,

Rich Mackin  
P.O.Box 14642  
Portland, OR 97293-0642

**NO REPLY!**



Dear McDonald's

I just had my holiday special viewing disturbed by your commercial. It was 8:03 pm , Eastern Standard Time. Rudolph the Red Nosed Reindeer was on Channel 4, myself, my family, and millions of children has just settled down to engage of the tradition of watching the time-honored Classic. During the first commercial break, an ad features a young girl making a snowman that she decorates to look like Ronald McDonald.

Magically, the "Real" Ronald appears, makes another snow "man": this one resembling the little girl, and then takes the little girl's hand, and the two of them walk off into the woods.

Now, I don't make a living writing advertising, at least not anymore, but it would seem to me that your company should have ads that encourage people to purchase food at your restaurants. Instead, this ad suggests to children that if a stranger appears out of nowhere when you are alone at night, then you should hold hands and walk off, alone, into the woods. Do I need to spell out what a bad idea this is?

Is Ronald some sort of Michael Jackson- like creature? Unable to have relationships with normal adults and thus can only befriend naive children, criminals, and strange monsters like Liz Taylor or Grimace? What does he intend to do with this girl once they get in the woods? Shouldn't you respect a child's innate fear of strangers and clowns and leave well enough alone? Where are the parents? Why does your idea of holiday magic have to make me think of crying parents having a press conference?

Please explain,

Rich Mackin  
POBox 890  
Allston, MA 02134





McDonald's Corporation  
McDonald's Plaza  
Oak Brook, IL 60523-1900

(800) 244-6227

November 18, 2003

Mr. Rich Mackin  
PO Box 890  
Allston, MA 02134-0006

Dear Mr. Mackin:

Thank you for taking the time to contact McDonald's about one of our commercials.

We're sorry you were disappointed with this commercial. We take pride in producing commercial messages that will be enjoyed. We certainly never intended for it to offend anyone. Your comments have been shared with our advertising staff and independent advertising agency who work together to develop our commercials. Please know your feedback is helpful and will be considered in the future planning of our commercials.

Again, thank you for taking the time to share your feedback with us. Your trust and confidence in our company's tradition of producing high quality advertising is important to us.

Sincerely

*Rodrigo Sierra*

Rodrigo Sierra  
Customer Satisfaction Representative  
McDonald's Corporation  
ref#:1752997

Sept 23, 2003

Dear KFC

I just saw your ad for KFC popcorn chicken- the really small pieces of fried chicken. There's a trendy looking young man looking up on the street and someone drops a piece of chicken from the roof. As it is hurling towards him, I can barely make out the disclaimer "Do not try this at home."

But the deal is, since this is all taking place outside, on a city street, it clearly isn't meant to be done at home. So, why would I? And if you don't want me to "try this" at home, what DO you want me to do? I mean, you spent all that money on this ad, you must want me to do SOMETHING.

Please Respond

Rich Mackin  
POBox 14642  
Portland, OR 07293

**NO REPLY!**

May 7, 2003

Dear Red Baron Pizza

I still don't get it. Your namesake is that of a German Flying Ace who was a notorious killer in "dogfights" during the First World War. He was German, so he fought on behalf of the Germans, which meant he fought against Germany's enemies in that war. Which meant that he fought Americans.

Just to remind you, THIS is America.

Why on earth would you name a product after an enemy of our country? What's next, Hitler brand sausage? Saddam Hussein egg rolls? Ayatollah Khomeini brand French bread pizza?

And what is the connection between a German Pilot and an Italian-inspired food that is in all actuality mostly known in America?

Please Explain

Rich Mackin  
1735 SE Morrison St #1  
Portland, OR 97214

**NO REPLY!**

P.S. Charles Schultz must be rolling in his grave.

5/ 13/ 03

Dear Kraft,

While I am normally pretty upset with you because of genetic engineering, being the front for a tobacco company and a number of other reasons, I started being especially upset with you when you sued Stu Helm, aka "King VelVeeda" because his name resembled that of some of your cheese products.

As we live in a society where there are more deaths attributed to tobacco use than marijuana, yet there are people serving life in prison for marijuana POSSESSION, and government subsidies to help grow tobacco, I do not expect there to be any real sense of justice. As we live in a country where Jell-O (another one of your products) is the official snack of Utah, allowing an official state website to advertise a corporate product, I do not expect fairness. But still, when I saw that you have announced that Rob Watkins of Odessa Ontario is the KING of Kraft Macaroni and Cheese Dinners, I could not help but wonder why part of Stu Helm's nickname can be dictated by you, and yet you freely co-opt his name for some guy who confuses identity with corporate sponsorship.

Furthermore, I really do wonder what it means to be the KING of something. Last I heard, at least in theory, both America and Canada had some sort of representative government, where the citizens participated in at least the illusion of electing leaders. I notice that Rob isn't the PRESIDENT or PRIME MINISTER of macaroni and cheese, chosen by a fair process and dutiful to others. Instead, you decide that you have Divine Right to impart the power unto a man without any system of checks and balances or accountability.

Apparently you have forgotten the slogan "Absolute power corrupts absolutely."

Please respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293

**NO REPLY!**



Oct 9, 2003

Customer Comments  
Poore Brothers  
3500 S. La Cometa  
Goodyear, AZ 85338

Dear Don and Jay Poore,

First of all, while I am about to say a few negative things about your products, I must first admit that I am impressed with your forthright packaging and how easy you make it for people to contact you a number of ways and ask for the guys in charge by name. All of this would mean slightly more if I wanted to contact you because I liked your product.

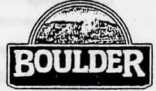
It was on a Friday when we headed towards the party. We were a car full of grownups that refused to be, well, grown up, so we still hit parties frequented by drunken 20-something hipster kids. It was Faddah (not his real name)'s idea to bring chips and grape soda, because that would make any gathering a party. Unfortunately, there was no grape soda to be found, but there was a variety of chips. Like any good-hearted person, Faddha ignored the Lays products completely. Instead, he opted for your chips, intrigued I suppose by your promise of an "Intensely Different Taste!"

As I drove, a disappointed sound came from his mouth. Somewhere between a grunt and a sigh. I do not want to act as if I can recall the exact quote, but it was clear that his version of intense was not met by your claim. In fact, he referred to your chips not only as not intense, but downright bad tasting. This was reiterated by my finding the bag left behind in the car later on.

In the light of day, I could examine your bag and its claims more intently. First of all, I must say that upon reflection, there is a difference in making the claim that a product has an "Intensely Different" taste and that a product has a GOOD taste. Secondly, I find it contradictory that you say you have a "Home-Style" taste two inches below mentioning the "Intensely Different" taste. Is home supposed to be "Intensely Different"? Thirdly, you say that you slice your chips "a little thicker" I assume you mean thicker than the average chip, but it would be nice if you would clarify.

Thank you,

Rich Mackin  
POBox 14642  
Portland, OR 97293-0642



Dear Valued Customer:

Thank you for communicating your quality concern with **POORE BROTHERS POTATO CHIPS**. Our manufacturing goal is to consistently produce chips that are superior in taste, texture and appearance. If we are not achieving that goal with **EVERY BAG**, we need to know immediately. Your comments are taken very seriously because we take great pride in our products and a single unhappy consumer is one too many.

We sincerely appreciate the time and effort you took to communicate with us. Please accept our apology for the inconvenience and accept the enclosed product as our invitation to earn back your trust in **Poore Brothers, Inc.** We want your business, and we'll do everything we can to make sure you're not dissatisfied with our products again. **Thank You!**

**POORE BROTHERS, INC.**  
**CUSTOMER SERVICE**

Encls

**POORE BROTHERS, INC.**

00 S. La Cometa Drive  
Tucson, AZ 85338

TELEPHONE: 623.932.6200

FAX: 623.925.2363

Nasdaq: "snak"  
[www.poorebrothers.com](http://www.poorebrothers.com)

Dear Gap

So, since I watch TV, I have seen your ad about stripes about ten thousand times. It has people of enough ethnic backgrounds so it looks like it reflects people of all kinds. Well, at least people of all kinds of shopping affluence. They are singing "People all over the world, join hands, start a love train."

I am confused, when the people of Saipan and South Asia join hands to start a love train, won't the overseers in the sweatshop beat them for delaying GAP product production?

Please respond

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. You made this too easy.

Thank you,

Rich Mackin  
POBox 890

Allston, MA 02134-0890



Gap Inc.

Gap  
Banana Republic  
Old Navy

5900 North Meadows Drive  
Grove City, OH 43123  
www.gapinc.com

December 1, 2003

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

Dear Mr. Mackin:

Thank you for your letter and the opportunity to provide you with the following information about our sourcing practices.

How we operate reflects our values, beliefs and business ethics. Since many people are interested in learning more about our sourcing practices and global compliance efforts, we have developed a section on our corporate Web site that gives a broad range of information surrounding this topic. Please visit the Social Responsibility section on gapinc.com, and click on Ethical Sourcing for more information.

Sincerely,

Gap Inc.  
Global Compliance

Aug 1, 2002

Dear Guy

Thank you for your letter in response to my mailing list of your recent letter.

The sympathy you sent me ANOTHER time letter informed the fact that you really are a  
genuine and cooperative person. Despite the fact that you had someone to actually address  
what I said in the letter, you are already sending me, you should really go all out to  
check out your web site, which further shows how people and professionals you are

I do have a question, I am asking it now, but many people don't have computers. Some  
people who don't have them include pretty much everyone who works in the Americas  
and many other places, because there you barely get them enough to use, I think you are  
also sending them too often.

I look forward to receiving another copy of your letter.

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

NO REPLY!

June 28, 2002

Gap  
5900 North Meadows Drive  
Grove City, OH 43123

Dear Gap

Thank you for your letter that said  
"How (you) operate reflects (y)our values and business ethics." You should have added  
the phrase "or lack thereof."

But seriously, saying that your actions reflect your ethics doesn't mean much when your  
ethics are pro-sweatshop and anti-forest. I mean, the Nazi's actions reflected their ethics.  
The men who crashed planes into the World Trade Center were showing their ethics.  
When you guys clear cut-forests and exploit human beings, yes, you do operate in  
reflection of the miserable, selfish and self-serving ethos that somehow may allow you to  
sleep at night.

And I am reflecting my values, beliefs and business ethics when I tell you to take your  
bland homogenized-culture, sweatshop-stained environment, worker and independent  
thought killing operation and go back to whatever hell the Fisher family comes from.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. At some point, a real human being will read, or at least skim this. Is being the lackey  
of sweatshop lords reflecting YOUR values, beliefs, and business ethics?

# Gap Inc.

Gap  
Banana Republic  
Old Navy

5900 North Meadows Drive  
Grove City, OH 43123  
www.gapinc.com

July 5, 2002

Mr. Rich Mackin  
PO Box 890  
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your letter and the opportunity to provide you with the following information about our sourcing practices.

How we operate reflects our values, beliefs and business ethics. Since many people are interested in learning more about our sourcing practices and global compliance efforts, we have developed a section on our corporate Web site that gives a broad range of information surrounding this topic. Please visit the Social Responsibility section on [gapinc.com](http://gapinc.com), and click on Ethical Sourcing for more information.

Sincerely,

Gap Inc.  
Global Compliance

Aug 1, 2002

Dear Gap

Thank you for your form letter in response to my making fun of your form letter.

The very fact you sent me ANOTHER form letter indicates the fact that you really are a faceless evil corporate empire. Despite the fact that you had a chance to actually address what I said in the letter, you are already sending me, you choose merely to tell me to check out your web site, which further shows how myopic and presumptuous you are.

I do have a computer, I am using it now, but many people don't have computers. Some people who don't have them include pretty much everyone who works in the factories that make your clothes, because since you barely pay them enough to eat, I doubt you are also handing them free electronics.

I look forward to receiving another copy of your form letter,

Rich Mackin  
POBox 890  
Allston, MA 02134

**NO REPLY!**



5/21/03

French's Mustard

In answer to your question "How far would you go for (something like the great taste of French's Mustard..." well, I live on the corner of 18th and the store is on the corner of 39th, with 5 blocks of sideways travel. I think you can do the math from there.

Rich Mackin  
POBox 14642  
Portland, OR 97293

## RECKITT BENCKISER

*Dear Valued Consumer:*

We are pleased to share with you our **FRENCH'S® GOURMAYO™**, Flavored Light Mayonnaise, recipe booklets which include some great menu ideas for you to create for your family.

French's Gourm Mayo has half the fat and calories of regular mayonnaise and represents the latest trend in the condiment market for America's changing tastes. French's GourM Mayo comes in three exciting flavors for you to enjoy: Chipotle Chili, Wasabi Horseradish and Sun Dried Tomato.

Please take advantage of the coupon located on the back of the booklet and share the additional enclosed booklet with your friends and family.

Enjoy,

*The French's Marketing Services Team*

Nov 11, 2003

Dear Selsun Blue,

My friends and roommates were all watching the television and we saw your ad that ordered us to "Never wear black without the blue." I am sure the blue you refer to is your product, Selsun Blue, and that your meaning is never to wear black clothing without first using Selsun Blue, as to avoid dandruff which can be seen on the black clothing. As follows are selections of points raised.

- 1) At one point in human history, there were no dandruff shampoos. In fact, it can be estimated that this is true for most of history, and yet somehow, the human race managed to go on without dandruff control.
- 2) I know several people who live in a Zen Center; they often wear black without the blue. Then again, they have shaved heads. Do you have orders for them?
- 3) Have you considered cross promoting with funeral homes? Because, think about it, when do a lot of people wear black? When they go to funerals! You can have the funeral directors remind the families before the day of the event, "Never wear black without the blue."
- 4) At many large political actions, there is a group called the "black bloc" which is usually composed of young anarchists in all black. I think, noting the general hygiene (or lack thereof) of these types that they wear black without the blue. Then again, half of them have shaved heads or dreadlocks, so I don't think they would be interested in Selsun Blue, but you could give it a shot.
- 5) Oh, black and blue, I get it.

Please write back  
Thank You,

Rich Mackin  
P.O.Box 14642  
Portland, OR 97293

**NO REPLY!**

Proctor and Gamble  
Cincinnati, Ohio 45202

March 20, 2000

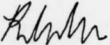
Dear Proctor and Gamble,

I am writing to you about Ammonia, I am not sure whether or not you make ammonia or just use it, I just know you have a lot of it.

In any case, I am interested in cross promotions in companies- you know stuff like when Frito Lay has "taco bell flavor" chips, and such.

Anyway, I was thinking that since tobacco companies add ammonia to cigarette tobacco to convert the nicotine to free active nicotine, making it more easily and quickly absorbed, maybe they could use your products as a sign of quality. You know, how some restaurant say "We proudly serve Smuckers Jelly and Starbucks coffee!" Well, it would be like "Marlboro cigarettes is proud to use Proctor and Gamble brand ammonia for your smoking pleasure!" Wouldn't that be great publicity?!

Contact me and I will see what I can do to get this going.



Rich Macklin  
POBox 890  
Allston MA

## Procter & Gamble

The Procter & Gamble Company  
Ivorydale Technical Center  
3299 Spring Grove Avenue, Cincinnati, Ohio 45217-1087

May 4, 2000

Mr. Rich Macklin  
P.O. Box 890  
Allston, Ma 02134

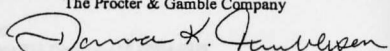
Dear Mr. Macklin:

This letter responds to your letter of March 20, 2000. It has been referred to me since I am responsible for corresponding with persons outside The Procter & Gamble Company regarding unsolicited ideas.

The Procter & Gamble Company does not accept suggestions of product names, advertising material, promotions, recipes, premiums, or contests. Such ideas (if acceptable) are more appropriately obtained from our own employees and advertising agencies. This policy, which has been in effect for many years, serves the interest of submitters as well as those of The Procter & Gamble Company. Therefore, we will not have the information submitted evaluated by our technical or marketing divisions.

We wish to thank you, nevertheless, for having thought of The Procter & Gamble Company in this regard. If you have any questions please contact me at (513) 627-8830.

Sincerely,  
The Procter & Gamble Company



Donna K. Tumbleson  
Technology Acquisition

17017C5:dk  
Attachment



Oct 28, 2003

Kraft Foods North America  
Box KAB S TP  
Rye Brook, NY 10573

Dear Kool-Aid Bursts.

Someone bought me a bottle of Kool Aid Bursts, your squeezezy bottle full of Kool Aid where you have to tear the cap part because it's attached to the bottle. I wasn't sure how this worked, so I looked at the directions which say

"Twist off top using hands only. Do not put top in mouth."

If I don't put the top of the bottle in my mouth, how am I supposed to drink out of it?

**Rich Mackin's  
Pseudonym!**



*Consumer Resource & Information Center*

**Rich Mackin's**

Dear **Pseudonym!**

I'm happy you took time out of your busy schedule to contact us regarding KOOL AID Bursts.

The term "Twist off top using hands only. Do not put top in mouth," means that when opening the product, the top should be twisted off with your hands and not your mouth. However, once the top is off and the product is opened, the product should be consumed using your mouth.

Let me know if there is anything else I can do for you in the future.

Sincerely,

A handwritten signature in cursive script that reads "Gracie Gladney".

Gracie Gladney  
Consumer Representative  
Ref: 5808683

October 28, 2003

Dear Sobe,

I was thinking about your commercial where the funny looking kid with the bags under his eyes that everyone remembers from that movie "The Sandlot" tries unsuccessfully to get a Sobe out of the case at a convenience store. This irks him, as people he seems to note are cool seem to do this with ease. They all are dressed in Sobe gear, while he is clearly dressed as a "poser". The pinnacle is the last guy telling him that he is trying too hard "So be yourself." While the so be/ Sobe pun is as delicious as your iced tea, it is ironic in that the guy telling someone to be an individual is a paid actor dressed as a billboard for your company. The true message is "pretend to be yourself by doing what the cool people do." The poser's lack of coolness isn't because he isn't an individual, but that he is trying too hard to copy the wrong thing.

Anyway, I was thinking about how this ad uses the song "Slam" by Onyx, perhaps the version by Onyx and Biohazard. As an aside, I find it odd that a band that was rumored to be white power would collaborate with black people, but maybe that's their way of disproving the rumor. One way or another, you have joined the crop of products that co-opt a song to be your jingle. Many companies do this, but I propose something for you- I challenge Sobe to be the first company to co-opt a song for a jingle that already is a jingle.

Remember the OB tampon song? "OB, that's the one for me, keep it simple, that's the way it should be..." How easy would it be to change that to "Sobe"? Think about it!

Please respond.

Rich Mackin  
POBox 14642  
Portland, OR 97293-0642

# SoBe<sup>®</sup>

## HEALTHY REFRESHMENT

November 14, 2003

Rich Mackin  
PO Box 14642  
Portland, OR 97293

Hello Rich!

Thank you for taking the time to write us here at SoBe Beverages. It's always a pleasure to hear from consumers like yourself.

If you would like to download our latest commercials please log on to [sobebev.com](http://sobebev.com). They are now located right on the home page! The last guy in the commercial who says SoBe Yourself is our Sponsored athlete Bode Miller who was a Silver medal winner in the Olympics last year. All of the the dressed up athletes are all sponsored by us. I will forward your letter to our marketing team.

Again, thank you for contacting us. We appreciate your interest in our company.

Sincerely,



Artie Dallas  
Consumer Relations Specialist

0037622A

40 RICHARDS AVENUE, NORWALK, CT 06854 P. 203 · 899 · 7111 F. 203 · 899 · 7177

Dear McDonald's

Normally I don't read USA Today if I can help it. This is of course for the same reasons it is often called USA McNews- like you it takes something worthy and natural - like food or the need to know about the things around you, and corrupts it into a pale version of itself that is mass marketed for profit. But I came across a discarded paper from November 14 and read with interest the article "McDonald's ventures beyond burgers to duds, toys".

In this article by Bruce Horowitz, there is discussion about McDonald's new attempt to sell toys and kid's clothes. It refers to your wavering back and forth from targeting kids (knowing that kids don't know any better and that many modern parents are too weak willed to actually parent instead of catering to their children) to trying to appeal to more adults (although Horowitz neglects to mention the horrible failure that was the Arch Deluxe).

However, this piece on your foray into "McKids" toys and clothing does show that your attempts at vending machines, casual dining, and oddly, the previous attempt at "McKids" toys and clothing, all failed dismally. Yet you keep trying to spread your tentacles, as if your presence didn't already swell like the bellies of your regular customers. Why? Well, according to Marty Brochstein, editor of The Licensing Letter; "McDonald's wants to be seen as a lifestyle brand, not just a place to go have a burger."

The problem is that, like an anorexic, how you see yourself has little to do with what you really are. Some people with eating disorders see themselves as fat despite being unhealthily thin, you strive to get bigger, despite having no real room to expand. You already ARE a lifestyle- those that eat at your chains effect their health, or lack thereof because of you. Landfills swell because of your disposable packaging, which often is used for a matter of seconds, and I think it's safe to say that so much trash effects both lifestyle and landscape. Speaking of landscape, are you ignorant of how car culture creates sprawl, which facilitates fast food, which encourages car culture. People cannot exercise and drive at the same time, but they can drive through and exercise the ability to get fatty food. Not to mention that I have yet to meet an American who doesn't have added stress and irritation stemmed from some sort of McDonald's employee being an idiot story. Of course, I cannot fault your employees for not coming across as being especially bright or focused; poor pay, ugly uniforms, soul sucking work, fluorescent lights, and being considered to be the bottom of the American class system cannot possibly be motivating. But it CAN be considered a lifestyle. See, once again, you already have what you strive for.

So why then do I think you REALLY want to sell toys and clothes as well as bad food? Because you're a dinosaur, McDonald's. And you haven't taken over the world without some knowledge and insight, so you feel the ice age coming and see the comet approaching in the far off sky. In this case, you're a dinosaur in a system that denies truth and fights in vain against the inevitable reality of death, so you sacrifice what dignity you have to try and evolve in order to survive. But it didn't work for the dinosaurs, and it won't work for you. You are bigger and fatter than they ever were, and they never made the amount of enemies that you make. The dinosaurs never used sweatshop labor to make happy meal toys. The dinosaurs never sued those that spoke truth that they didn't want to hear. But they did die, McDonald's, and so will you.

Die, McDonald's, Die.

Rich Mackin  
POBox 14642  
Portland, OR 97293





McDonald's Corporation  
McDonald's Plaza  
Oak Brook, Illinois 60523-1900  
Direct Dial Number

(800) 244-6227

December 10, 2003

Mr. Rich Mackin  
PO Box 14642  
Portland, OR 97293-0642

Dear Mr. Mackin:

Thank you for contacting McDonald's. We appreciate you taking the time to share your views on what you believe McDonald's is striving for and welcome this opportunity to share some information with you.

First, at McDonald's what we strive for is to be our customers' favorite place and way to eat. In fact, this is our brand mission and we are as committed as ever to serving high-quality food, with quick and friendly service, in a clean and inviting environment, all at a good value.

Regarding our restaurant employees, I can assure you that McDonald's restaurant employees are proud of their jobs and recognize that restaurants are indeed gateways to opportunity, not to mention the paychecks they provide. McDonald's teaches responsibility. Young people learn what it takes to succeed. They learn how to interact with customers, how to prepare food properly, the importance of cleanliness, the value of showing up on time and what it means to work as an integral member of a team. They learn to take pride in their work. And, as these young people gain valuable experience and confidence in their own ability, they learn leadership and management skills that can last a lifetime. In fact, McDonald's trains more young people than America's Armed forces. And, you may be interested to know that many members of our top management team began their McDonald's career working as crew employees in our restaurants.

You also commented about our Happy Meal toy production. Let me start by emphatically stating that McDonald's has established a well-respected record and reputation for business honesty and integrity. We believe that all employees deserve to be treated with dignity and respect. We also strongly believe that those suppliers who are approved to do business with the McDonald's System should follow the same philosophy, and in the best interest of the System, McDonald's will refuse to approve or do business with those suppliers who do not uphold, in action as well as words, the same principles.

In regards to the factories that make Happy Meal toys - it's important to understand that production capabilities simply do not exist in the U.S. toy industry. However, the factories which produce our toys abroad are monitored daily and are clean and well-maintained. And, all local and national laws regarding minimum working age, minimum wage and maximum working hours are met.

Again, Mr. Mackin, thank you for contacting McDonald's. We hope to have the opportunity of serving you again soon under the Golden Arches.

Sincerely,

Patricia White  
Supervisor  
McDonald's Customer Satisfaction Department  
ref#:1791752

October 28, 2003

Dear Schick

Ok, let me say that I hate Gillette. For one thing, I would rather have facial hair than bunnies get blinded. But I was impressed by their cool triple blade razors. But now, woah, you have four blades! Wow! Four blades in one razor! My GOD, how much shaving can happen in one stroke! I'm thinking that if I were to get one of these things, I can shave like, once a week, and that should build up enough shaving power, shaving power, if you will, to hold me for days on end.

But here is what I wonder. It took centuries, if not millennia for shaving to be invented at all. Then centuries to have razors as we understand them now. Years later came the double razor that is the standard type as we know it. But your quadruple razor comes only a few years after the invention of the triple razor. It would seem you and Gillette are now in a cold war arms race of shaving technology, and we, the American consumers are caught in the cross fire. What's next? Pentuple razors? Will you wait for Gillette to do that, or did you already create it, like how they filmed Back to the Future 2 and 3 at the same time, and all you have to do is release it when Gillette seems ready to catch up? Or will you bypass 5 entirely, and go straight for 6 razors in one blade, like how Schwartz went "right for the throat" in *Christmas Story* by bypassing triple dare and going for triple dog dare? Imagine if you do this before your rival gets a chance to react- you will have TWICE as many blades in one razor as Gillette does! When will it end?

Please respond.

Rich Mackin  
POBox 14642  
Portland, OR 97293-0642

**Consumer Affairs**

**Schick-Wilkinson Sword**

AN ENERGIZER COMPANY

P.O. Box 537 Neenah, WI 54957  
Telephone: 1-800-SHAVERS



**GET READY**

2003-11-14

Rich Mackin  
P.O. Box 14642  
Portland OR 97293

Dear Mr Mackin,

Thank you for contacting Schick Consumer Affairs.

Schick prides itself on producing the highest quality products that meet the needs of our consumers. We are fortunate to receive thousands of comments from our consumers each year.

Thank you again for your interest in our products and the opportunity to be of service.

If we can be of further assistance, please call 1-800-742-8377.

Sincerely,

Schick Consumer Services



Dear Wal-Mart

I was touched by your recent television ad that featured a (middle school?) class that enacted a "Chores for Charity" project to raise money to buy poor kids stuff, from Wal-Mart of course. We see testimonials from the kids in the school class, but none of the poor kids that they are buying stuff for.

The thing I was wondering about is the poverty of the kids being helped. While many of us like to throw a bone to the poor twice a year on the turkey holidays, others prefer to not wait for someone to be in need in order to enact charity. Some of us prefer to look into the causes of a problem in order to prevent it.

One example is sickness. Would you rather get sick and take medicine or avoid being sick? Would you rather catch the robbers who stole from you, or prevent crime from occurring? In this case, would you rather help the needy, or make sure nobody becomes needy? I ask this because I can't help but wonder if these mystery kids can't afford coats because their parents all went out of business when the Wal-Mart moved in, putting all the local businesses OUT of businesses.

Please explain. If possible, send letters of testimony from the poor kids.

Rich Mackin  
POBox 14642  
Portland, OR 97214

**NO REPLY!**

Dear Roc,

While I find it odd that a facial cleanser is named after a mythical giant bird, I find it even odder that you start your ad with "We all have to wash our face." Don't tell me what I have to do. I'll do what I want. You say I have to wash my face? Well, I'll show you.

Rich Mackin  
POBox 14642  
Portland, OR 97293

PS- You say "WE" have to "WASH OUR FACE" as if we have one collectively. That's weird.

PPS- You are so smart, and seem to think you know so much about faces, I bet you can't show me my face before I was born!

**NO REPLY!**



Lyle Waterman  
Sr Vice President  
Portland Division Manager  
Safeway, Inc.  
c/o Customer Service Center  
2750 S. Priest Drive  
Tempe, AZ 85282-9969

Dear Safeway

I just moved from the East Coast, and so am only just becoming familiar with the ways of Safeway. One thing I immediately noticed is that Safeway carries Genetically Modified foods, which, considering the Kraft Taco Bell recall deal, seems ironic that a company with the word "Safe" right in their name, would sell things that are UNSafe...

Feel free to read this letter with an imaged Sesame Street style "waw waaaaah" trombone sound at the end.

Thank you.

Rich Mackin  
POBox 14642  
Portland, OR 97293

**NO REPLY!**

Nov 11, 2003

Herbal Essences  
C/o Proctor and Gamble  
Cincinnati, OH 45202

Dear Herbal Essences,

I notice, that while you make a big deal about how Herbal you are, and go on about organics and health and all that, your main ingredients, after water, are stearyl alcohol and cyclomethicone, and then list a number of other long word chemicals. How exactly is stearyl alcohol considered herbal?

Thank You,

Rich Mackin  
P.O.Box 14642  
Portland, OR 97293

**NO REPLY!**

Oct 23, 2003

C&H Sugar  
830 Loring Ave  
Crockett, CA 94525

Dear C&H Sugar

Having drank enough coffee to have polished off a bag of your granulated white sugar, I was crumpling up the package, when I noticed the bright yellow sun shape jumping out from the otherwise docile pink, purple and white bag. It proclaimed that your sugar was indeed "100% Pure Cane. contains NO BEET sugar"(sic) which inspired me to look at the back for more information.

Between your logo and your recipe for Jam-Filled Biscotti Cookies, I saw that "There's no risk of getting 'made-from-beet' sugars that other brands sell."

Who are these other brands? And what is their problem? When did this happen? I am shocked and outraged that I have gone my life without even considering that I was getting beet sugar in my sugar, and it took you, ironically a sugar company, to make me aware of this issue.

I hate beets. Seriously. You can ask my mom about her attempts to feed a young Rich Mackin beet baby food which resulted in naught but Jackson Pollack reproductions in bright red across the kitchen walls. And to think some corporate so and so's are trying to sneak beet sugars into my crystals! What can I do to stop this (besides sticking with companies like yours?)

Please respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293-0642

P.S. By the way, I understand that bleached sugar somehow uses animal bones or something in the bleaching process? Is this true? If so, please explain what the deal with that is. Thanks.

P.P.S. While I am enclosing the UPC proof of purchase as requested, I should note that I didn't purchase the sugar, someone else in my office did, I merely used most of the sugar. I suppose we can get into semantics about property rights, but I was the only one who felt like writing to you.



C&H SUGAR COMPANY, INC.

November 28, 2003

Rich Mackin  
P. O. Box 14642  
Portland, OR 97293-0642

Dear Mr. Mackin:

Thank you for your interest in our products and for taking the time to contact C&H Sugar Co. The differences between cane and beet sugars are as different as the way they grow. Where sugar cane can be seen in lush green fields waving in warm tropical breezes, beets are grown underground.

Cane and beet sugars are the same substance, sucrose. However, although granulated sugar is more than 99.9% pure, the trace impurities from cane and beet are not the same, which can result in functional differences in such areas as clarity upon dissolution, tendency to foam, and odor. Nutrients from the soil are metabolized in cane and beet differently, with beet tending to form more foam-producing nitrogen compounds, present in trace non-sugars in sugar products; perhaps that is why most leading professional confectioners seem to prefer cane over beet when making candy, jams and jellies.

Some beet sugars have a musty odor, but people vary widely in their sensitivity to detect this. In addition, some beet factories use sulfite as a bleaching agent, which results in sulfite residues in the sugar. (Since some people have a dangerous reaction to sulfite exposure, foods containing levels greater than 10 ppm must display a warning label.)

Sugar from different suppliers may differ in crystal size and crystal size distribution, which may affect certain recipes. For example, in batters, smaller crystals have more surface area to interact with other ingredients. Large crystals pack less tightly, so one cup weighs slightly less.

Raw cane sugar is a combination of sugar and molasses. Just as many fruits are naturally sweet, so is the sugar cane. C&H Cane Brown Sugar is refined through the crystallization method. This means the cane, which already contains its own natural, palatable molasses, is liquefied, and then crystallized; thus, C&H Brown Sugar is brown through and through. C&H brown sugars set the industry standard for premium quality, and are widely recognized as the process of choice for making a superior product.

Only a crystallization process, like C&H, can result in color being incorporated into the sugar itself, resulting in a uniform and homogeneous color. Because the crystallization process is more costly and requires additional technical knowledge, even some other cane refiners choose the cheaper method. The crystallization process provides a consistency and quality that makes for richer, moister cooking results. The entire product comes from one source - sugar cane - contributing to a natural quality and consistency. Additionally, C&H Cane Brown Sugar has up to twice as much molasses-like brown syrup as beet brown sugar; that is possible because the molasses is consistent throughout the sugar rather than simply coating the granules.

Beet sugar also contains its own molasses, but by contrast, it is not palatable. In fact, it is normally used for livestock feed. Because it is unpalatable, the molasses is removed. The beet sugar is refined into granulated sugar, and then, to make brown sugar, is sprayed or painted brown. As a result, beet brown sugar crystals are bigger, coarser, and have a grittier feel to them.



So, to recap...Because C&H Sugar uses only the crystallization process, we are able to provide Golden and Dark Brown Sugars that:

1. Are natural; there are no additives from other products.
2. Is brown through and through. This provides a consistency and quality that makes for richer, moister cooking results.
3. Have up to 50% more molasses.
4. Have a uniform and homogeneous color.

I should also mention the shelf life of sugar, if properly stored, is theoretically indefinite, as there is nothing in sugar that supports microbiological growth. But on the other hand, the longer sugar is stored, the more likely it is to become hard and lumpy or, in the case of brown sugar, dry, hard, and less flavorful. Because cane sugar is harvested and produced year-round, compared to beet sugar, whose harvest and production period is generally only four to seven months, C&H Cane Sugar consumers can expect optimum freshness and flavor when purchased.

Natural charcoal is a sterile material used to remove color, impurities and certain naturally occurring minerals from sugar during the refining process. It acts similarly to a coffee filter and is not in the sugar itself. There are no animal products in C&H Sugar. C&H sugars are certified kosher, pareve.

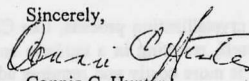
The safe and long-standing use of natural charcoal in the sugar refinement process is the best available in the sugar industry and is approved and certified safe by both the FDA and USDA. Consumers can be assured that all materials used in the C&H refining process are fully approved as required by the federal government's strict manufacturing standards.

The natural charcoal we use is made exclusively from the bones of non-European cattle and is not a by-product of the meat packing industry. These healthy bones are incinerated for 12 hours at temperatures reaching 1000 degrees centigrade. This burning process destroys all organic matter (including viruses, bacteria and proteins), leaving only an inert granular substance called natural charcoal that is about 10% elemental carbon and about 90% calcium hydroxyapatite.

Since 1906, C&H has produced the highest quality pure cane sugars. We take pride in the fact that our sugars are 100% pure cane and do not contain fillers of any kind. We do not bleach our sugar.

Thank you for giving me an opportunity to sing the laurels of C&H Pure CANE Sugar. We take pride in the fact that C&H has been manufacturing sugar since 1906, and that although we have certainly upgraded our equipment, the basic refining process remains. C&H is proud of the fact that we refine only CANE sugar.

Sincerely,

  
Connie C. Hunter  
Consumer Affairs



May 13, 2003

Dear Sunny Delight

After watching your ads for many years, I have noticed a second pattern.

To remind you of the first pattern, which I think you probably are well aware of, all your ads feature young people being active. It used to be that they were having an active outdoor lifestyle with the biking and flying novelty disk playing, but now they just misbehave in the kitchen. In any case, whatever the actions, at least one child passes over cola, purple stuff and other soft drinks to imbibe Sunny D, "the good stuff that kids 'go for'". I do have to wonder why someone in the household purchases all these less healthy beverages that aren't gone for in the first place, and postulate that they could very be the same. beverages from ad to ad, household to household, but if that is the case, surely they could be given away or recycled to open up more fridge space for Sunny D.

But I digress.

The second pattern I have noticed in these ads is that while all of these kids who are going for the good stuff known as Sunny D have a mom at hand, usually a woman who looks unusually thin and model-like for a mother of multiple adolescents, none of them seem to have any father figures at all. Not once is dad there to speculate on how the kids may choose to waste a donut on vandalizing their brother's face, but at least they drink modified orange juice like beverage.

Furthermore, mom doesn't ever mention dad. At least in the last episode of the Brady Bunch, after Robert Reed and Sherwood Schwartz had a falling out, and so dad wasn't there despite the episode hinging on Greg's high school graduation...at least there was a line to note that he was away. Perhaps I am not examining these ads as closely as I should be, but I don't recall seeing any photos of dad on the wall or anything, either.

Is this some sort of subconscious statement that Sunny D is for children of broken homes? Surely, this was never the original marketing scheme. Yet, it may be a implied "branding" much the way that canned major label grain beers seem directed towards superficial heterosexual men.

Can you either inform me that I have a point, tell me where all the dads are, or something?

Please Respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293

**NO REPLY!**

Nov 13, 2003

Charles Clark Chevrolet  
POBox 938  
McAllen, TX 78505

Dear Charles Clark,

I called your car dealership. I was on hold for a while, listening to your customized musak hold music that was interrupted periodically with little messages, generally some sort of public service with ties to your company. Eventually I heard the message that your car dealership...

"Reminds Texans not to Drink in Drive in Texas."

Now, reminding people not to drink and drive is good, but the specifics of this sentence disturb me. It would be one thing if you said "Charles Clark reminds you not to drink and drive." but you specify Texans, as if you don't care if I drive drunk as a New England born Oregonian. More disturbing is your qualification that you don't want Texans to drive drunk IN TEXAS. It's almost a call for all lone star residents to get all lubricated and speed off to Louisiana or Arkansas. Wow, now I understand why State Troopers in New Mexico are so militant.

Please explain,

Rich Mackin  
P.O.Box 14642  
Portland, OR 97293

Charles C. Mackin  
Customer Affairs



## Charles Clark Chevrolet Co.

December 1, 2003

In reply to: Your letter of November 13, 2003

Mr. Rich Mackin  
P.O. Box 14642  
Portland, OR 97293

Dear Mr. Mackin,

Thank you for taking the time to bring this matter to my attention. I am curious if you got to speak to the party you needed to speak to.

We will get the message universalized ASAP.

Thank you,

Kirk A. Clark

KAC/nd



Charles Clark Chevrolet Co.

800-915 Hwy Avenue McAllen TX 78501 (956) 686-5441 (fax) 686-1623

[www.clarkchevrolet.com](http://www.clarkchevrolet.com)

Nov 13, 2003

Dear Taco Bell,

When I was in 3<sup>rd</sup> grade or so, I had to write sentences that demonstrated the proper use of a vocabulary word. Sometimes, I would put a lot of thought and care into making these interesting sentences, and sometimes, I would edit so many times, hoping to get a really creative sentence, that I would edit out the vocabulary word, thereby defeating the actual point of what I was doing.

I couldn't help but to think about this when I just saw your ad for fajita "STUFT" burritos, in which a man is walking eating said burrito, and passerby comment about how they also should have gotten fajitas. The deal is, since he is eating a fajita BURRITO, there is no way they should be able to tell what the contents of the burrito is. You got so caught up in the whole idea of bystanders being excited about fajitas that you forgot that those not involved with the creation of this ad would be able to see the product for what it is. It would be like having a man who is bundled head to toe with ski mask and gloves having people comment on his tattoo.

Finally, I should note that traditionally, foods that are spelled wrong do so to denote that they are not really the food being referred to. For instance, "Froot" Loops are not really fruit, and "Cheez" is not really cheese. Should I infer then that your "STUFT" burritos are not really stuffed?

Please Respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293-0642

**NO REPLY!**



May 8, 2003

Morningstar Farms  
emailmsf@kelloggs.com  
POBox WFDS  
Battle Creek, MI 49016-3630

Dear Morningstar Farms,

For many years I was a pretty half-assed vegetarian. I never really sought out meat, but I gladly ate it when presented- usually in forms of free office parties or family gatherings. As a whole, I had my rule of a thumb be based around doing as little as I could to support the meat industry, but eating free meat if it meant doing so when the meat was there if I wanted it or not, and my consumption wasn't really adding demand.

So now I live in Portland, OR, where it is very pro- vegetarian, so I am a full on don't eat the meat vegetarian kind of guy, and so now am as much a half- assed vegan as I was vegetarian. I buy soy milk, I even buy unbleached sugar, and for the most part have been avoiding animal products, but if, say, I didn't realize that there would be melted cheese on something I order when eating out, I reduce the resources used (what, are they going to recycle the cheese I don't eat?) and eat it.

The trouble here is that while meat is mostly an all or nothing deal, dairy and eggs sneak up on you. So, here I am at the store with a box of Morningstar Farms breakfast patties in hand, and note that they have egg whites, whey, and lactic acid, and if someone just made these for me, I would eat them, but now I have to decide if I want to BUY them. And I WANT to, but feel bad if I do, and since it is easier to NOT buy something than buy it, I don't. And now I am here at home wishing I could make some cruelty free sausage products, lamenting that I only can get reduced cruelty sausage products. Can you make all vegan sausage? Is there any reason that you don't? Like some higher up at Kelloggs is saying "look, you are the healthy arm of the company, but we still are a megacorporation, and doing something without some level of suffering just isn't completely possible." Or is it just that I haven't been trying to go vegan long enough to understand that a vegan sausage would taste nasty?

Please respond,

Rich Mackin  
POBox 14642  
Portland, OR02793

**NO REPLY!**

Te Tao Body Products  
c/o Diamond Products  
Brandon FL, 33510

Dear Te Tao Products

I was in my local grocery store when I saw a shelf of your products, body scrubs, lotions and the like. Being interested in Taoism, I wondered how a philosophy could be manifested in a product line. Curiously, I looked at the bottle and learned that, as you say, "Chinese herbal medicine first evolved in the mountains of ancient China as Taoist philosophers learned of the remarkable healing powers of carefully combined plants and minerals."

A simpler person would merely doubt you because nothing in the works of Chuang Tzu, the Tao Te Ching, or even books such as Wisdom of the Taoists or The Tao of Pooh refer to herbal medicine, while some attest that herbal medicine actually predates Taoism. (Granted, Te Tao sounds cooler than "Prehistoric Products.") However, I trust your corporation enough to not doubt your research on this matter.

What I would like some clarification on is your idea of "carefully combined plants and minerals". At what point did the ancient Taoists think that a plant based medicine should include Caprylic/Capric Triglyceride, Benzophenone-1, yellow 5, yellow 6, blue 1, or any of the other chemicals in the 14 lines of ingredients. (This was from the body scrub, but the other products have similar lists.) What Chinese mountains grow Triglycerides? What Taoist poetry says "the Sun was beautiful today, the color of yellow number six?"

Please respond,

Rich Mackin  
P.O.Box 14642  
Portland, OR 97293

P.S. I find it ironic that in a consumer society where it seems that virtually everything is "Made in China" that a product extolling the virtues of Chinese things is made in Canada.

P.P.S. Any thoughts on Chuang Tzu's quote, "What would be become of business without a market of fools?"

**NO REPLY!**

Nov 28, 2003

Data Systems West  
6110 Variel Ave  
Floor 2  
Woodland Hills, CA

Dear Data Systems West,

I noted that when I called you and was put on hold, the hold timekilling recording said that you were "Delivering the PROMISE of Technology". I find it odd that you seem don't seem concerned about actually delivering technology, merely the promise of it. The issue for me is that promises are often broken. If you don't believe me, ask a Native American.

Please Respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293



**Data Systems Worldwide, Inc.**  
*Delivering the promise of technology*

December 9, 2003

Mr. Rich Mackin  
PO Box 14642  
Portland, OR 97293

Dear Mr. Mackin:

I am sorry you had a poor experience with our automated attendant feature in our voicemail system. I would be happy to facilitate a call with an appropriate member of our team. Please advise me what the nature of your request is or feel free to contact me at 800-FON4DSW x3223.

Best Wishes for the Holiday Season,

Andrew MacDonald  
Chief Financial Officer and Customer Satisfaction Advocate

Nov 16, 2003

Queen Helene Beauty Products  
Hempstead, NY 11550

Queen Helene Beauty Products,

I am worried because of your name. As I understand it, Queen Helene was very beautiful, and so it initially makes sense that you would equate her with beauty, and when you are marketing beauty products, this is a logical concept to think of.

The problem is that Queen Helene was SO beautiful that some guy kidnapped her and that's how the Trojan War started. This led to many men, none of them who had any actual chance at hooking up with her, had to die. This was unfair that they had to die to help get their boss hooked up. It was also unfair to focus so much of their lives on this, death or not. It was further unfair to impact the lives of their friends and loved ones. One of the men heavily effected was Ulysses, who is the subject of long, hard to read poems that I had to read in school. So Queen Helene not only caused a war, but she helped inspire something that many kids get a bad grade on.

Imagine, if you would, that your implications of beauty products that create many women this beautiful come true. How much bloodshed are you willing to inspire?

Please explain,

Rich Mackin  
POBox 14642  
Portland, OR 97293

**NO REPLY!**

P.S. Consider that during the Trojan War, the Greeks used the Trojan Horse, namesake of Trojan condoms. What sort of cross promotion can you foresee there?

POBox 14642  
PDX, OR 97293  
3



INSUFFICIENT  
POSTAGE  
NECESSARY  
FOR  
MAILING  
THIS  
ITEM  
Queen Helene Beauty Products  
Hempstead NY  
11550





Nov 28, 2003

Dear California,

I was thinking how awesome it is that you have an action hero as Governor. I mean, imagine how much fun you can have making mock press conferences with sound bites from various Arnold movies... especially how violent and/ or stupid they are (let us not forget Hercules Goes Bananas! I think my favorite would be this from a line in Conan...

"Governor Schwarzenegger, what is best in life?"

"To crush your enemies, see them driven before you, and hear the lamentation of their women."

Also, how awesome is it that Americans now can go to any video rental place and watch the Governor of California and the former Governor of Minnesota! We even have our choice of watching them fight each other (in the amusingly titled "The Running Man") or team up to fight an evil alien in Predator.

Granted, no pun I can come up with will match the humor of Arnold being the star of a film called Total Recall.

Please keep me updated if there is a Gubernatorial Film Fest.

Thank You,

Rich Mackin  
POBox 14642  
Portland, OR 97214

P.S. Ooh, ooh, when he runs for re-election, are you gonna have him say "I'll be back"?

**NO REPLY!**

Archway Cookies  
c/o Smith Cookie Co.  
McMinnville, OR 97128

June 22, 2003

Dear Archway Cookies,

After downing the better part of a package of Archway Oatmeal cookies, I referred to the label on the front and saw that they were "JUST LIKE HOMEMADE" which struck me as odd since neither in my own home, nor in the homes of my mom and grandmother did I witness cookies being made using High Fructose Corn Syrup and Artificial Flavor. Whose home are you thinking about, exactly?

Please respond,

Rich Mackin  
POBox 14642  
Portland, OR 97293



## Home Style Cookies

SMITH COOKIE COMPANY  
P.O. BOX 237  
McMINNVILLE, OREGON 97128  
PHONE 472-5145

November 17, 2003

Rich Mackin  
PO Box 14642  
Portland, OR 97293

Dear Mr. Mackin,

While we never like to learn that a customer has experienced a problem with one of our products, we certainly appreciate the opportunity to offer an explanation or take corrective action.

While high fructose corn syrup is not a common baking ingredient in homes, corn syrup is, as is artificial vanilla, which is the artificial flavor in the cookies you are asking about. I am sorry to hear that you were unhappy with the ingredients that we use in the cookie you are purchasing. Perhaps you would like to try our gingersnap cookie, as that does not have any high fructose corn syrup in it.

We appreciate your comments on this item. Please accept the enclosed coupon to replace your product.

Sincerely,

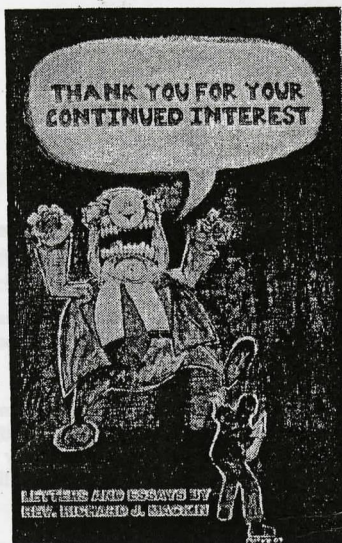
Brenna Stephenson  
Quality Control





# WANT MORE FUNNY LETTER ACTION?

Well, I am not so sure about the action part, but you can get plenty more letters in my two books from Gorsky Press...



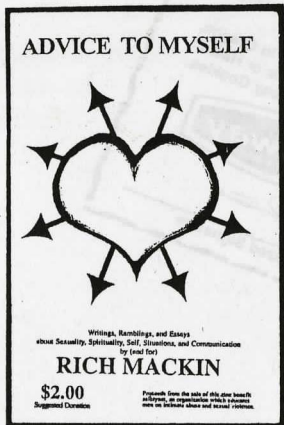
Dear Mr. Mackin, my first book, now in it's 3rd printing  
& Thank You For Your Continued Interest

Each about 200 pages of essays and letters like the ones in this here zine.

**\$10 ppd each from Gorsky Press**

**PO Box 42024, LA, CA 90042**

**[www.gorskypress.com](http://www.gorskypress.com)**



Also, a completely different project from the same author...

## Advice to Myself

A serious zine about my life, sexual assault, conflict resolution, spirituality, gender and sexuality, and related issues.

The first of what I hope will be an ongoing series. Proceeds benefit [thesafetynet.org](http://thesafetynet.org), a group which educates men on intimate abuse and sexual violence.

Avail from me at my home office...  
PO Box 14642, PDX, OR 97293  
for \$2 suggested donation.