

# REV. RICHARD J. MACKIN'S BOOK OF LETTERS

\$2.00

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## #16



Dear Readers,

Thank you for your continued interest in my zine. It is only when readers such as you like my zine that I am able to keep making zines. Heh.

So I come back from a spoken word tour (Yes! I actually travel around reading this stuff out loud! Contact me and maybe I'll come to YOUR town!) and my roommate Gym asks if I will be home for a while. I inform him that in a week I will be hitting the road again to the Underground Publishing Conference in Bowling Green and he asks me if I will have a new issue for it. I tell him no. He says, very animated (for him, at least.) "You promised a new issue when you got back!" Which made me dig out my folder of unpublished work, which made me realize I could put out a new issue. So here it is.

It's weird the way I write. I actually have a stack of really new stuff I just sent out, but it wouldn't be right to publish it until I gave the companies a chance to respond. Nobody else I know has to wait that long before they print their own writing. No wonder I get so scattered sometimes. I still doubt anyone reads these intros.

As always, all letters are real. I sent all the ones I wrote, and I received in the mail all the other ones. And I really am a reverend. And Rich Mackin is my real name.

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(\$2 ea+\$1/ order p&h, I am basically down to issues of 12-15)  
I say buy Dear Mr. Mackin... and #15 and you have the bulk of it)  
/write me/ send me stuff/ offer to trade stuff.

Rich Mackin

Pobox 890

Allston MA 02134

Buy my book "Dear Mr. Mackin"(\$10ppd)

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Enjoy my web page

[www.richmackin.org](http://www.richmackin.org)





WWF

December 23, 1998

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

Dear Mr. Mackin:

Thank you for your letter to World Wildlife Fund regarding whether our organization is both an environmental organization and a wrestling entertainment franchise.

World Wildlife Fund is an environmental conservation organization only. WWF and the World Wrestling Federation are two different organizations that are not affiliated with each other. We are however, affiliated with World Wildlife Fund International who share the same goal, name and logo but operate as a separate entities.

Regarding your question about Jesse "the body" Ventura, I am not sure what his views are on conservation, but we hope that all Governors from all states will take a more conscientious stand for conservation to make our world a better place to live.

Mr. Mackin, thank you for taking the time to inquire. No other organization has earned its reputation as World Wildlife Fund has, by providing emergency funds, training and equipment, field staff, and strategic leadership where they are needed most. Together, we can make a world of difference.

Sincerely,

Andrea Rawls

Program Assistant, Member Services

NO REPLY!

**World Wildlife Fund**

1250 Twenty-Fourth St., NW Washington, DC 20037-1132 USA

Tel: (202) 293-4800 Fax: (202) 293-9211

Affiliated with World Wide Fund for Nature



Processed Chlorine-Free Recycled Paper



I somehow lost the original letter I wrote,  
I kinda think it's as funny like this.

October 9, 2001

Starbucks  
PO Box 34067  
Seattle, Washington 98124-1067

Dear Starbuccaneers,

I am writing to you because of the lame ass Starbucks that actually charged \$130 for 3 cases of bottled water requested by emergency workers when the World Trade Center was destroyed. Now, I feel that the idiot who asked for the money reflects your entire corporation no more than one well-documented racist Denny's waiter reflects on them or how the annoying woman who used to have a cubicle near me reflects on me. So I am NOT, repeat NOT going to mock you for that guy being an idiot.

What I am writing about is how Starbucks' customer relations and management took this offense and allowed it to fester until the incident became public. Apparently when ambulance workers involved called the company to inquire about the incident, they were told that this couldn't have happened. Letters to the president of Starbucks detailing the event went unanswered, and to Howard Schultz (Starbucks chairman and chief global strategist) and Orin Smith (president and CEO) weren't returned. Only after a news story about the \$130 water ran on 25 September 2001 was anything done. So I don't have to mock you for that one guy being an idiot, I am mocking you for being run by and apparently full of idiots. If not idiots, mean, heartless people. Which is a shame since at least one of your PR people is a fine haiku poet.

It is great to see you apologize, and better to see you adding your name to the list of those who donated. But it scared me that it seems obvious that you only do this because you get caught, and thus, I wonder what events transpire that DON'T get reported.

Disappointedly,

Rich Mackin  
POBox 890  
Allston, MA 02134





Starbucks Coffee Company  
PO Box 34067  
Seattle, WA 98124-1067  
206/447-1575

October 27, 2001

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

Dear Mr Mackin:

Thank you for contacting Starbucks Coffee Company. I appreciate you taking the time to share your feedback with us.

Acting on feedback is essential to Starbucks continued success. If this does not happen, I realize that you and others may go elsewhere for your coffee needs. I assure you that Starbucks values your comments. Therefore, I shared your experiences with our Communications and Public Affairs department for their attention. Should you have additional questions or concerns, I invite you to call our Customer Relations department at 206-318-1575 ext. 82900 to speak with a representative.

Thank you again for taking the time to contact Starbucks Coffee Company.

Sincerely,

*Kate*

Kate  
Customer relations representative



For some reason, corporate replies often have these ghost images.

Jan 8, 2001

Dear Lipton

I was at my girlfriend's house the other day and after a lovely home cooked meal we decided to have some tea. She set herself to boiling some water and asked me what sort of tea I wanted. She had an assortment of teas and read them out "Ginzing Ginger" "Green Tea" "Cold Season Echinacea Tea" "Detox Tea" "English Breakfast" and when she got to you, she said "Plain Ol' Regular Tea."

At first I was thinking that if I was you, I would be all offended. Like, she didn't refer to you as "Lipton's premium" or anything, or even used your name, she referred to you as the default. But then I was thinking that in this day of microbrewery fruit beer, caramel frappachino coffee and candy bar mushed ice cream, we need a return to the tried and true, the basics, the American classics.

Please respond

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. What flavor do you think you are, anyway?





January 29, 2002

RICH MACKIN  
P.O. Box 890  
Allston, MA 02134

dag 4828751-214930

Dear Mr. Mackin:

Thank you for sharing your thoughts about Lipton Tea. Our corporate goal is 'meeting the everyday needs of people everywhere'. It is truly rewarding when our consumers feel strongly about our brands and take the time to communicate with us directly. Our goal has always been to provide consumers with the finest products that scientific research and human skills can develop. A personal commendation such as yours is most welcome and greatly appreciated. It assures us that we are achieving our goal. We will be pleased to share your comments with the appropriate staff. We sincerely appreciate your taking the time to contact us and hope you enjoy the enclosed.

Sincerely,

*Chris Green*

Chris Green  
Consumer Service Representative

Lipton Consumer Services  
920 Sylvan Avenue • 2nd Floor • Englewood Cliffs NJ • 07632  
Telephone 1-800-697-7897



Fans of my Lever 2000 series may recognize Chris Green's name.

Coca Cola  
Coca Cola Plaza  
Atlanta, GA

Oct 24, 2001

Dear Coca Cola

I just heard that you are planning to buy Odwalla and Fresh Samantha, two related companies well known for having wholesome good for you and politically admirable products. It is my assumption that you are doing this for the same reason that Tobacco Giant Phillip Morris bought Kraft Mac and Cheese and Jello- to have wholesome nice products to in theory downplay your huge corporate evil.

Your company is a big evil empire with tentacles spread all over the world, and you exploit hardship by pushing your liquid candy in schools and places of the world where drinking water is unsafe. You supported Apartheid. You have a shoddy environmental record. Your main product is just plain bad for you. Trying to add a politically nice product line is just going to upset the hippies and activists who like Fresh Samantha because it is not part of a Big Evil Company- likely provoking the need for a new company that will form, get big, and some day sell out to you too.

Let me put it this way, I can go to the huge garbage dump, or walk over to the flower patch. Planting the flower patch in the dump doesn't make the dump smell better, it makes the flowers less desirable and smell like garbage.

Rich Mackin  
POBox 890  
Allston MA 02134



# The Coca-Cola Company

COCA-COLA PLAZA  
ATLANTA, GEORGIA

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

November 16, 2001

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

Dear Mr. Mackin:

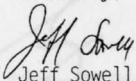
On behalf of Doug Daft, thank you for your letter. We appreciate the opportunity to respond to your concerns about our purchase of Odwalla.

After completion of the transaction, Odwalla will continue to be led by its current management. Stephen Williamson will remain Chief Executive Officer of Odwalla and continue to be headquartered in Half Moon Bay, CA.

Our highest priorities for Odwalla is to preserve the entrepreneurial spirit and culture that has made Odwalla so successful. As Stephen Williamson of Odwalla expressed at the time of the announcement, "Our business is to provide people with easy access to great-tasting nourishment. The Coca-Cola Company believes in our vision, our products and our people. This opportunity is about sharing that vision and our products everywhere as we grow this company together. I know the entrepreneurial spirit of Odwalla will be nurtured by the opportunity for growth that this new relationship represents."

If you have any other comments or questions, please feel free to write again or contact our Consumer Information Center at (800) GET COKE. Best wishes!

Sincerely,



Jeff Sowell  
Consumer Affairs Specialist

CONSUMER INFORMATION CENTER

George W. Bush  
The White House  
1600 Pennsylvania Ave  
Washington DC 20502

Dear Sir,

Thank you for responding to my letter about your tax cut. I am glad to see that you are concerned about saving American Taxpayers money.

Here is one suggestion- next time you write back to me, you can send the letter in a regular envelope with regular postage at 34¢ instead of sending the letter flat with a reinforcing piece of cardboard that uses extra materials and costs 76¢ to mail, like you did this time.

Using only the needed resources and minimal expenses are two simple ways that you can help conserve money and resources. If you need any further advice on such matters, do not hesitate to ask.

Thank you, have a nice day.

Sincerely

Rich Mackin  
POBox 890  
Allston MA 02134

Sincerely,  
  
Rich Mackin





THE WHITE HOUSE

WASHINGTON

May 22, 2001

Mr. Richard J. Mackin  
Post Office Box 890  
Allston, Massachusetts 02134-0006

Dear Mr. Mackin:

Thank you for contacting me about the tax burden on the American people.

Americans today are overtaxed. Federal taxes are the highest ever during peacetime. Americans pay more in taxes that they spend on food, clothing, and housing combined. Our citizens must work more than four months of the year just to pay their tax bills.

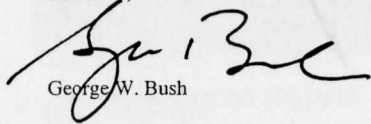
I believe it doesn't have to be this way. My budget that I submitted to Congress funds America's priorities, pays down historic levels of the national debt at a record pace, and provides fair and responsible tax relief for every American who pays taxes -- giving Americans a long-overdue refund. My plan will also spur economic growth and tear down the high tax barriers that prevent low-income Americans from joining the middle class.

My tax relief agenda replaces the current five-rate tax structure with four lower rates; doubles the child tax credit; reduces the marriage penalty; eliminates the death tax; expands the charitable tax deduction; and makes the research and development tax credit permanent. The big winners under my tax plan are low and middle-income families, millions of whom will be removed from the Federal tax rolls completely.

My tax relief agenda is fair and responsible and will spur economic growth, job creation, and brighter futures for all Americans -- especially low-income Americans.

Thank you for taking the time to write on this important issue. I appreciate the chance to hear from you about your concerns.

Sincerely,



George W. Bush

Dear McDonald's

I was just thinking about the condiment used on some of your sandwiches known as "special sauce" While I realize that if it is the official sauce for billions of burgers, it indeed must be pretty special. Yet, I am a bit puzzled by the lack of description. "Special" describes the sauce, but neither the ingredients, nor intent. The fact that it is on a hamburger provides clues, sure, but can I also use it as a salad dressing? Is it bottled and sold for home use?

Do you find it a bit odd that special, while originally a positive term, has achieved a sort of ironic negative connotation. Like a "special person" used to mean that someone for whom you care, and now it means someone whose mental abilities are so sad that you already feel bad enough talking about them at all, so you use a euphemism that otherwise would be sarcastic. Like, nobody would ever think to name, eat or even discuss the idea of "retarded sauce".

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

*[Handwritten signature]*  
Gregory Bush



This was written back before I had spellcheck.  
The "sandwiches" is an inside joke, tho.





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

(630) 623-6198

March 25, 1999

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

Dear Mr. Mackin:

Thank you for your interest in McDonald's and for taking the time to write.

You may be interested to know that the reason we call our Big Mac sauce "special" is because it's just that – unique, great-tasting, and stands out from the rest. Although I don't think it's an "official sauce for billions of burgers" as you wrote in your letter, we think it's like no other! And, since it's always used in reference to our world-famous Big Mac sandwich, we believe most people don't need a further description.

We hope you like our "special sauce" as much as we do. In case you need to be reminded, I've enclosed a Big Mac "Be Our Guest" card for you to have your next one "on us." We hope to have the opportunity to serve you under the Golden Arches soon.

Sincerely,

A handwritten signature in cursive script that reads "Lydia Kiefer".

Lydia Kiefer  
Representative  
Customer Satisfaction Department

Enclosure: Big Mac "Be Our Guest" card

Dear Miller Beer

Here is a photo of a boy with a gun and a Miller T shirt...

Is this what is known as BRANDING?

Thank you

Richard J. Mackin  
1197 Commonwealth Ave #3  
Allston MA 02134

NO REPLY!



Photo from Harpers' Magazine October 2000, by Unicef/95-0205/Giacomo Pirozzi

This was written before I had spellcheck.  
The "sandwiches" is an inside joke, tho.

Dear Microsoft,

Jan 15, 1999

Do you find any irony in the fact that the name of one of the most powerful entities in the world means "small" and "gentle"?

Please respond,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

NO REPLY!

Dear Brittany Spears,

In reaction to your breakthrough song "Hit me Baby One More Time", do you want to be hit because you are masochistic or is this in context of an abusive relationship?

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

McDonald's  
Kroc Drive  
Oak Brook, IL 60523

Dear McDonald's

You have built a McDonald's in my neighborhood.

Please remove it.

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!



Jan 8, 2001

James Coppola  
237 Strawberry Hill Ave  
Norwalk Ct 06855

Matthew M Bondi  
5 Tulip Lane  
Norwalk Ct 06855

Dear James and Matthew

I am writing to you in regard to the Norwalk Citizen News Vol 5 issue 52 dated December 28, 2001 in which you were listed as "The Reindeer Molesters".

I am writing to you to make fun of the fact that you were arrested on trespassing and vandalism charges for sexually molesting reindeer yard decorations this Xmas season.

At this point you might be wondering, is he making fun of us for our depravity, for getting caught, or for the fact that we were dumb enough to videotape ourselves, thus providing huge amounts of evidence for the cops. Actually none of the above, I am writing because I think it was a sad waste of creative vandalistic energy to merely videotape yourselves molesting fake animals when with the same risk and energy you could have...

- Targeted specific enemies by waiting for a good snow and make snow men who were molesting the reindeer and thus remain to be discovered.
- Steal all the "house for sale" signs in town and keep putting one up at a specific home, replacing it as the owner removes it each day.
- Liberate a number of gas station flags, signs and other such ephemera and set up the residence of your choice to appeal all gas stationery.
- Steal all the neighborhood crime watch signs from a given neighborhood.
- Removed all the pumpkins in town a day or two after Halloween and left them all on a pile on the Westport golf course.
- Make and install "go" signs midway on any block.
- Kidnapped a fake reindeer and sent the owner polaroids of it in various situations for a year, after which you return it.
- Claimed a traffic island as a free nation and lived in anarchist paradise until the cops make you leave.
- Put a whole lot of bubble bath in a public fountain.
- Made and distributed false sale flyers or coupons for the evil company of your choice.
- Painted a artistic graffiti mural over the billboard(corporate graffiti) of your choice.
- Done some sort of political action that actually would have made a statement, like locking the doors of any evil corporation franchise.

So shame on you, you could have been heroes, freedom fighter, artists, but instead you are just some dumb kids who will be remembered for humping lawn ornaments.

(Not that I endorse any sort of law breaking or vandalizing, I am just saying is all.)

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Boca Burger

On your packaging you have a stamp-looking thing that says "You won't believe it's meatless!" which is almost impossible to read being almost the same color as the picture behind it. Since you call your product "the original Boca burger. Vegan original" I would think that I COULD believe it was meatless. I mean, that would be the point of buying it, wouldn't it? If I don't trust you, why would I want to eat what you give me? Do you really want to instill doubt?

Rich Mackin  
POBox 890  
Allston MA 02134



Boca Foods • Ft. Lauderdale, FL 33305 • [www.bocaburger.com](http://www.bocaburger.com)

November 28, 2000

Mr. Rich Mackin  
Po Box 890  
Boston, MA 02134

Dear Mr. Mackin:

Thank you for contacting us about our BOCA products. Over the years we've built what we believe is an outstanding reputation for good food.

I couldn't tell from your letter what in particular you were unhappy with. So, unfortunately I can't provide an explanation to your question. I sure hope you're pleased with all our products in the future, but if you're not, please give us more specific details.

Sincerely,

A handwritten signature in cursive script, reading "Flora Bennett".

Flora Bennett/km  
Executive Representative

8367197/10035627/FB/kcs

Dear Coca-Cola,

I was just thinking about a few years back, when you changed the coke formula, and after numerous protests, petitions, publicity stunts, riots and other civil disobedience, you bowed to the will of the American public and brought back the old coke formula as "CLASSIC COKE" and eventually phased out the standard coke, often referred to as "new" coke.

But what I want to know is, what about people who LIKED the 'new' coke? In this day of nostalgia, since old coke is the current coke, the new coke is the old coke, and I think some of us want it back. Is there any way I can get some without renting a coliseum and having a bonfire? Any advice to stage a protest?

What about old old coke, the kind with Cocaine in it. I know that right now there is no way that you can rerelease that, but if all this legalization of drugs stuff ever kicks in, do you think you might put the 'coke' back into coke? Wouldn't this actually be the CLASSIC coke?

Please send me a full family tree of COKE PRODUCTS,

Thanks,

Rich Mackin  
PO Box 890  
Allston, MA 02134



# The Coca-Cola Company

COCA-COLA PLAZA  
ATLANTA, GEORGIA

ADDRESS REPLY TO  
P. O. DRAWER 1734  
ATLANTA, GA 30301

1-800-438-2653

March 14, 1999

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

Dear Mr. Mackin:

Thank you for taking the time to contact us about our products! We are happy to answer your questions.

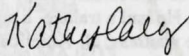
As you may know, Coca-Cola was invented in 1886. After extensive test marketing, we introduced new Coke in April 1985. New Coke had a different formula than the original Coca-Cola. Our research indicated consumers preferred this new formula.

Shortly after the introduction of new Coke, we reintroduced the original formula as Coca-Cola classic, which quickly regained its number-one position in the marketplace. New Coke, which is now called Coke II, is currently available only in the Chicago area. Such decisions about product availability are generally based on consumer demand.

Mr. Mackin, it may interest you to know that Coca-Cola does not contain cocaine or any other harmful substance, and cocaine has never been an added ingredient for Coca-Cola.

I hope you will find the enclosed information about our products helpful. If you have further questions or comments, please feel free to contact us again. Best wishes.

Sincerely,



Kathy Daly  
Consumer Affairs Specialist

Encl: Information Packet  
Product Card  
Soft Drink Nutrition Chart  
Top Ten Brochure

Dec 26, 2001

Bob Evans Farms, Inc  
3776 South High St  
Columbus, OH 43207

I have traveled enough now to have eaten at Golden Nuggets, Ihops, Bickford's, three different types of Big Boys, and Bob Evans'. I know Waffle House well, and can tell you why Tim Horton's is Canada's answer to Dunkin' Donut's, but still it's own thing.

Most pancake house type restaurants are similar- Denny's and Friendly's are alike, yes, but each has it's own ontology that makes it truly itself, they are all similar, but no two are the same.

Janaka, Bri and I stopped at the Bob Evan's outside of Bowling Green, Ohio after the Underground Press Conference. We had a long drive ahead. It was 7pm, but my day was waking up at 8, being hung over, getting sick, taking a nap and waking up a few hours ago, so it felt like morning to me.

Janaka had all the signs of a former punk. He was kinda rockabilly looking, kinda just there looking- short hair, short side burns, button down bowling type shirt, jeans, black shoe-boots. One very well done Sanskrit armband tattoo near his elbow.

Bri was in her dirty travel mode. She had shed her brief black hair, dress-wearing phase that I thought made her look really cute, and was back to tight faded metal concert shirts and patched pants barely holding together. Blue green hair, lip, nose, ear piercings and stretched earlobes.

I was in my casual mode- some band or witty image T-shirt and jeans.

It came down to a choice of Bob Evan's and Denny's. Janaka and I had already had Denny's that weekend, and I had eaten at Denny's maybe 20 times that month. Bob Evan's also comes across as a wee bit classier, so it won by far.

The waiter was a good natured 40 something man who struck us as a former army sergeant. His hair was a grown out crewcut, pilot type glasses. He had a trainee- a pretty young thing that you would expect to see as a Midwest trainee waitress; all-American, long blonde hair in a ponytail.

He came up to us " I just wanted to let you know that we know you're here, and that we have a few folks ahead of you, so we'll be with you as soon as we can." Maybe those weren't his exact words, but that was the point. Anyway, they were almost immediately back.

"Now, what I would like to do now is see if you would like any iced tea or soda, coffee or even just some iced water." I loved the wording, but was somewhat disappointed later when I overheard him saying the same thing to another table.

Bri and I had Cokes, Janaka had coffee. I rarely drink soda these days, but I needed caffeine, and my stomach was too mad at me for coffee, and it was 80 degrees out and humid.

The waiting team came by with the drinks another bid for patience about ordering food which was funny, since we had our drinks before most places would have us seated, and a minute later, returned to take our orders, just as we had finished the first round of drinks. The man asked if we wanted rolls or biscuits. I was adamant about Bob Evan's biscuits- perhaps the place's signature food. Janaka, not being quite as eager as I, took a moment of thought before his face seemed to awaken with memory of past Bob Evan's biscuits. The waiter turned to Bri.

"Um, sure, biscuits." She shrugged.

The waiter's face glowed. "Oh, so you have never had our biscuits! Well, young lady, one look at you and I can tell that you are all about experiences! And let me tell you, our biscuits are an experience!"

When the food arrived, Bri and I had finished our second cokes and refills were brought without request. When we had finished that soda as well, the waiting team had appeared again.

The waiter stood for a moment, obviously going for a dramatic pause. When he seemed content at out focus he announced "I am sick of trying to keep up with you people!" He reached for the tray the trainee carried and slammed two glasses of soda with ice. "Here's your drinks!" and then a pair of un-iced glasses. He made an over-the-top and obviously tongue- in- cheek scowl and stormed off.

It was a fine, fine dining experience.

Rich Mackin  
POBox 890  
Allston MA 0213

P.S. Bri liked the biscuits.

NO REPLY!



SLIM JIM

jan 24, 1999

Goodmark Foods

Raliegh, NC

27609

Dear Slim Jim,

First of all, the fact that anyone who had access to Randy Macho Man Savage aka Randy the Madness Savage and yet would stop using him in their ads is a sign that something is wrong with our society.

Your new ads are just stupid. The fact that the man playing the Role of SLIM JIM is a big jerk who will beat up and sexually harass the other predigested food in my belly doesn't appeal to me. Speaking of not appealing, I saw your ingredients list. What makes "mechanically separated chicken" different from regular chicken. Mechanically separated from WHAT? What kind of machine separates chicken? Maybe you could use that song by the Offspring in an ad. If you do, bring back MACHO MAN!

The ingredient "Lactic Acid Starter Culture" also confuses me. When I think of starting culture, I think the dawn of civilization in the cradle of the river valley of Mesopotamia. Your phrase makes me think of hallucinogenic cows in Sumeria. I am assuming that is not what you are going for. What is it all about, and why is it in condensed meat stick?

Please respond,

Rich Mackin

POB 890

Allston, MA 02134



**GOODMARK  
FOODS, INC.**

6131 Falls of Neuse Road  
Raleigh, North Carolina 27609  
919/790-9940

Dear Mr. Mackin,

Thank you for your thoughtfulness in contacting us. We are always delighted to hear from our friends who enjoy SLIM JIM Snacks.

"Mechanically separated" is a new term required by federal food agencies to describe chicken prepared for processing by machinery rather than by hand using a knife. Our formula and procedures for making SLIM JIM Snacks have not changed; only the descriptive wording has changed.

As a token of appreciation for your interest, I am enclosing a certificate for the purchase of a package of product. We hope you will continue enjoying our snacks.

Sincerely,

*Kay U. Green*

Kay U. Green  
Consumer Concerns Coordinator

Enclosure

cc: A. C. Blalock - V. P. Manufacturing

P.S.: Lactic acid starter culture works in our product much as yeast does in bread. It causes chemical reactions among our ingredients to develop the very distinctive taste of SLIM JIM Snacks.

The ad campaign featuring the man playing the role of a SLIM JIM ended last October.

Dear Cinnamin Toast Crunch,

I got this email...I have edited out most of the little "forward" triangles because they are very annoying. More people should do this rather than assuming people want to read stuff with a million triangles all over it. Anyway....

>From: <superironchef@yahoo.com>

>To: richmackin@richmackin.org

>Subject: toast

>Date: Mon, Sep 24, 2001, 6:24 PM

>

>Recently, while watching Dexter's Laboratory, I ran into the new Cinnamin Toast Crunch commercial. I found this to be a highly disturbing commercial. It portrayed a middle aged man, driving a black corvette, which he parked in front of a group of children. Armed with a giant "spy" camera, he began taking snapshots of little girls and boys, questioning their desire for this Cinnamin toast crunch. Later, he drops into one of their hideouts, and attempts to examine a piece of this cereal. I think that throughout this commercial, child pornography is totally implied by this sleazy middle aged guy who's dressed in black and drives a sleazy pimp car. The image of a middle aged man, taking photos of children not his own, while hiding in trees and dark cars doesn't tell me anything about their cereal. It tells me that there are a bunch of sick people in their marketing department.

The ball is now in your court. Do you have an explanation? Or for some reason, are you exploiting a good company's budget by making ads for your sick perversions, like when rock stars hire models to make out with them in videos? Or for that matter, the whole career of Woody Allen?

Rich Mackin

POBox 890

Allston MA 02134





## General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

February 11, 2002

Mr. Rich Mackin  
Box 890  
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting General Mills. We are sorry you were disappointed with our advertising for Cinnamon Toast Crunch. Our intent is to encourage both potential and existing customers to use our products. Your opinions are important to us and will be carefully reviewed with our marketing and advertising staff.

We appreciate your interest and hope you continue to enjoy our products.

Sincerely,

*Michelle L. Ranch*

Michelle L. Ranch

General Offices at Number One General Mills Boulevard

Cordially,

*Michelle L. Ranch*

My Darling  
Senior Consumer Relations Specialist

cc:ml



Dec 26. 2001

Dear Arm and Hammer

I was watching the film "American History X" on TV. It is a movie about a young man who becomes a Nazi Skinhead and his racist gang of white power people.

When the commercials came on, I saw an ad for your Arm and Hammer Baking Soda Whitening Gel. It was a product that had "Advanced Whitening" and made a comment about how white was more superior, desired, and advanced if you would, than yellow or brown.

Now, at first, I thought this was purely a coincidence that your product wasn't really supporting racism, but then I started thinking about the symbolism of the logo, particularly the hammer motif- like the infamous "Hammer Skins", Pink Floyd the Wall, etc.

Knock it off.

Rich Mackin  
POBox 890  
Allston MA 02134



ARM & HAMMER® DIVISION  
CHURCH & DWIGHT CO., INC.  
P.O. Box 1625  
HORSHAM, PA 19044-6625

1-800-524-1328

January 25, 2002

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

Dear Mr. Mackin:

Thank you for contacting us at Church & Dwight Co., Inc.

In 1846 two Americans, Mr. John Dwight and his brother-in-law Dr. Austin Church became the first manufacturers of baking soda in the United States. John Dwight led the firm of John Dwight & Company, selling the baking soda produced by Dr. Church. The Cow Brand symbol was adopted as the trademark because of the frequent use of baking soda with sour milk for baking purposes. Meanwhile, as near as we can determine, the ARM & HAMMER symbol was first being used in the early 1860's by James A. Church. He was the son of one of the founders of our business, Dr. Austin Church. During this time, James A. Church operated a spice and mustard business known as Vulcan Spice Mills. In Roman mythology, Vulcan was the "God of Fire" and was especially skilled in fashioning ornaments and arms for the gods and heroes. The ARM & HAMMER symbol, therefore represented the arm of Vulcan with hammer in hand about to descend upon an anvil.

In 1867, when James A. Church joined with his father as a member of Church & Co., he brought along the ARM & HAMMER trademark. He began to use it on some of the baking soda packages which were being sold under various name labels. After a period of time, it was found that more people were requesting the package with the ARM & HAMMER symbol on it than all others. In 1896 the two firms, Church & Co., and John Dwight and Company, consolidated their interests to form Church & Dwight Company, Inc. and retained the logo of the arm and the hammer.

Eventually, the ARM & HAMMER brand, which today is universally known as the trademark for a product used daily in millions of homes, became our primary brand. Throughout the grocery trade, the ARM & HAMMER brand is the symbol of integrity and a guarantee of responsibility in the best tradition of the founders.

Originally, the trademark was used exclusively on our baking soda (bicarbonate of soda) packages. Later it was adopted for use on the complete line of our consumer products.

Dr. Armand Hammer was not connected with the ARM & HAMMER Consumer Products Division of Church & Dwight. Any similarity between Dr. Hammer's name and our ARM & HAMMER brand is purely coincidental.

As mentioned above, our trademark logo was first used in the 1860's. Dr. Hammer was born about 40 years later and named after the character Armand in a play titled "Camille", written by Alexander Dumas. During his lifetime, and at the time of his death in 1990, he was Chairman of Occidental Petroleum. The Specialty Products Division of Church & Dwight had formed a partnership with Occidental Petroleum to produce potassium carbonate. Any shares of Church & Dwight company stock Dr. Hammer held have since been repurchased by our company.

We hope that you will find this information useful.

Cordially,

Amy Jenkins  
Senior Consumer Relations Specialist

AJX/cl



Dear Pepsi,

Do you ever read the Onion? It's like a parody of a newspaper. It is damn funny. They had this article called "A shattered nation longs to care about stupid B---S--- again." Which was about how we as Americans don't care about meaningful stuff, like how in the 80's we didn't care that the CIA was training terrorists like Osama Bin Laden to kill Russians even though he was a member of a sexist oppressive regime. We would rather go to the mall and watch sitcoms. So this whole national tragedy thing is really messing with us, since it is forcing us to deal with mass grief, economic destruction, possible loss of freedoms in the name of security, racism vindicated by fear, blind hate, and the knowledge that we trained and funded the guy who did it.

All this from the country that not long ago was more concerned with Britney Spear's Midrift than anything. Is the cosmetically enhanced pre-fab pop star being self-exploitative or empowered by dressing sexy as she lip-synchs? This is all we want to care about.

And then I notice that Pepsi is once again running the ads in which Britney cavorts about as Americans stop doing what is important and focus on the distraction. The brilliant metaphor is the minimum wage worker who pays no attention to the fire about to burn his workplace down. He doesn't set fire consciously in a Tyler Durden inspired act of self-freedom, he is merely too concerned with the triviality on screen to care about the life or death concerns of reality. And he has you, Pepsi, to thank for it.

And we close with a man who a few years ago came close to being the leader of the free world. Bob Dole, sitting in his chair, ogling the girl young enough to be his great great granddaughter. And his dog barks, and he says "down boy" and that is funny. But wait a minute, the dog isn't up, it just barks. He is making reference to something else being up. And he is the spokesman for Viagra! And this is the finale of the ad! So Pepsi's message to the world is that Britney gave the almost President a boner! Hooray! Not only is that stupid B---S---, but it brings down a serious political figure to our level of meaninglessness! Triumph!

Rich Mackin  
Pobox 890  
Allston MA 02134

Please send me some free stuff. I already have the keychain you get when you take the Pepsi Challenge.

A handwritten signature in dark ink, appearing to be 'John Mackin', is written over a faint circular stamp. The signature is fluid and cursive.



PEPSI-COLA COMPANY

November 29, 2001

Mr. Rich 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. Please be assured that we take feedback from consumers seriously.

In every aspect of our business, consumer satisfaction -- your satisfaction -- is our ultimate goal. For that reason I'm glad that you got in touch with us. I promise to pass your comments on to the appropriate persons here at our company headquarters. I'm sure they too will be glad to know your feelings, and will consider them carefully.

Again, thank you for contacting us on this matter. I hope you will accept our apologies for the inconvenience.

Sincerely,

Dan Murphy  
Consumer Relations Representative

DMR/cl

1980717A

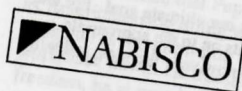
Jan 4, 2001

Nabisco  
7 Campus Drive  
Parsippany, NJ 07054

Dear Nabisco.

My friend Jay says to me that the Nabisco logo looks like the female sign upside down.  
I think it looks more like it is supposed to be an old style TV antenna.  
Which is it?

Rich Mackin  
POBox 890  
Allston MA 02134



7 Campus Drive  
P.O. Box 311  
Parsippany, NJ 07054-0311  
(973) 682-5000

Mr. Rich Mackin  
PO Box 890  
Allston, MA 02134

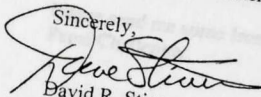
January 17, 2001

Dear Rich,

I refer you to the "Out of the Cracker Barrel" book published in 1967. On pages 82-83 the origin of our colophon trademark is described.

Thank you for your interest in our company.

Sincerely,

  
David R. Stivers  
Archivist

#### OUT OF THE CRACKER BARREL

82

needed product identification. Now Green addressed himself to this problem. As usual, his thinking took a scholarly direction. He spent hours browsing through books in the library of his Indiana Avenue home. Always fascinated by bindings, he had for years collected old books.

Late one night, long after his family had gone to bed, Green was thumbing through an ancient volume containing medieval Italian printers' symbols. One of them was a cross with two bars and an oval, representing—so it said—the triumph of the moral and spiritual over the evil and the material. He read with growing interest how, during the fifteenth century, this symbol was used as a printer's mark by the Society of Printers in Venice. Green felt certain that he had found the proper trademark or "coat of arms" for his company. The next day he proposed to McKinney that the symbol be officially adopted. McKinney agreed.



Jan 2, 2002

Sara Lee  
POBox 450  
401 Hanes Mill Rd  
Winston Salem NC 27105

I was seriously miffed when I found out that Sara Lee's brand, Ball Park Franks killed 21 people from listeriosis because you had unsafe factories and made a point to stop testing for bacteria when tests came up positive- essentially doing a childish "I can't hear you!" act.

You plead guilty to killing 21 people and paid a whopping 200,000 for it.

But then I read about this further, and realized that Sara Lee is not just the maker of Sara Lee baked goods and Ball Park meat like products, but you also make Hanes, Playtex and Wonderbra? Now I am confused, and a bit grossed out. I mean, hot dogs and underwear? Really.

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. I know your slogan is "Nobody Doesn't Like Sara Lee", um, are you going to change that? Because I betcha while those people were dying of bacterial infections, they probably didn't like you all that much.

**NO REPLY!**

Dec 26, 2001

Guess?  
1444 South Alameda St  
Los Angeles CA 90021

Dear Guess?

I give up.

Rich Mackin  
POBox 890  
Allston MA 02134

**NO REPLY!**

Dec 27, 2001

Dear Virginia,

Sorry to keep picking on you, but I keep thinking about this "Virginia is for Lovers" thing, and what with all the 'Blue Laws' that make personal activity the State's business, it would seem like Virginia is not for Lovers at all. Conservative busybodies, yes, lovers, no.

Please let me know when you will change either your slogan or your close minded policies.

Rich Mackin  
POBox 890  
Allston MA 02134

CC:  
Gov. James Gilmore III  
State Capitol, 3rd Floor  
Richmond, Virginia 23219

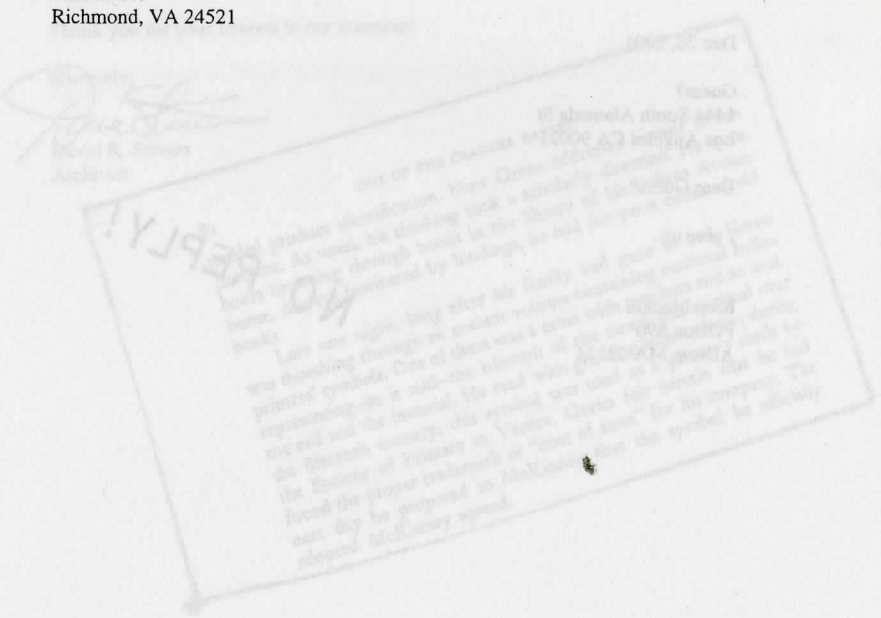
Lt. Gov. John Hager  
900 E. Main Street, Suite 1400  
Richmond, VA 23219

Virginia Tourism Corporation  
901 E. Byrd St.  
Richmond, VA 23219

Tim Kaine  
900 East Maine St Suite 1400  
Richmond, VA 23219

Speaker of the House Vance Wilkins  
POBox 469  
Richmond, VA 24521

NO REPLY!



Jan 8, 2001

Dear Dove Soap

The morning of New Year's Eve I was in a pizzeria/ pancake house in Virginia when someone, I think it was Max, brought up the fact that Lever 2000 cleans all my body's 2000 parts...well, it went something like this...

"Rich, you know how Lever 2000 cleans all your body's 2000 parts?"

"Yeah"

"Did you that Dove soap is made by the Lever Company?"

"I might have."

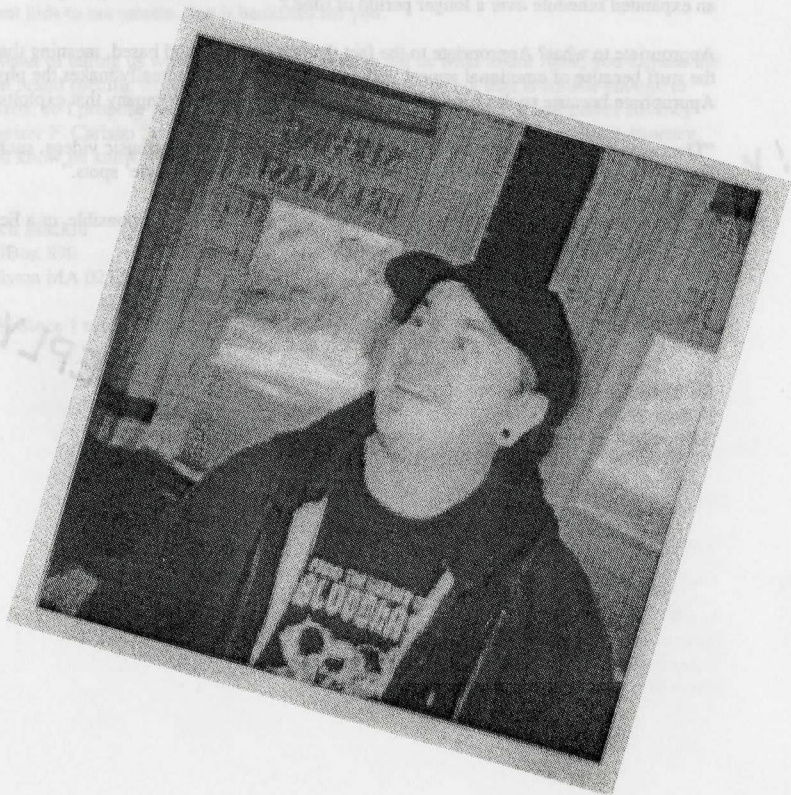
"Well then, how many body parts does Dove clean?"

Here is a picture of my reaction.

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. are Dove soap bars related at all to Dove Bars? Because I wouldn't want to eat Dove soap or wash with chocolate.

NO REPLY!





Dec 26, 2001

Dear Patti Mitsui  
CoriatPRP@aol.com

Hello, I am writing in reception of you Press Release regarding Carole King. I apologize for the delay, but between the aftermath of Sept 11 and the Holiday Season, you can see how one might be busy.

Ok, lets take a look at what you sent me...

"FOR IMMEDIATE RELEASE"

Yep, that's standard. I love that. I mean, I do that too, but it sounds so self-important. STOP WHAT YOU ARE DOING! SOMEONE MADE AN AD!!!

"CAROLE KING and LOUISE GOFFIN SING FOR THE GAP"

Rejected titles include 'CAROLE KING and LOUISE GOFFIN whore themselves out' and 'CAROLE KING and LOUISE GOFFIN work to support a sweatshop-running, environmentally-destructive conglomerate.'

"LOS ANGELES--September 21, 2001--The latest episode in The Gap campaign titled "My First Love" features pop music icon Carole King singing "Love Makes The World,"

Which is ironic, since some say that money makes the world (go round) and since I betcha anything that Carole isn't doing this ad because of all the love the Fisher family is giving her, I bet she cares more about money. So she's a liar, too.

"Due to an overwhelming response to the spot and the feelings engendered by its warmth and appropriate sentiments, The Gap has opted to run the spot on an expanded schedule over a longer period of time."

Appropriate to what? Appropriate to the fact that the Gap is brand based, meaning that consumers buy the stuff because of emotional appeal without questioning who actually makes the physical clothes? Appropriate because such a nice ad can't possibly come from a company that exploits it's workers?

"The campaign was directed by Paul Hunter, whose work includes music videos, such as the Moulin Rouge "Lady Marmalade" and commercials, such as Nike's 'Freestyle' spots."

So, what you're telling me is that Paul is either really politically irresponsible, or a Economic Social Darwinist who really, really likes sweatshops.

"Contact: PRP, Patti Mitsui, (818) 766-0443 or prpgroup@aol.com"

Ok, I will.

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dec 26, 2001

Xerox Company  
800 Long Ridge Road,  
Stamford, CT 06904

Dear Xerox

I just read something to the effect of

"The Xerox Corporation has taken out ads in major newspapers, pleading 'Please don't use our name as a verb, as in 'Xerox this.' The Xerox Corporation has a major trademark problem on its hands; people commonly say 'Make a Xerox of this' even if they are referring to use of a copy machine of an entirely different brand name, i.e., the term 'Xerox' is in danger of becoming the generic word for making copies."

What you don't seem to understand, is that this is your problem, not the average person's. In fact, I have it on good authority that there are many people out there that don't even LIKE corporations, you know, like the kids that smashed Starbucks in Seattle a few years ago. Do you realize that what you are doing is letting these people know the way to destroy your company? Does Dracula take out ads telling people to please not bring garlic near him? Did Darth Vader take out ads telling the Rebel Alliance not to exploit the weakness of the Death Star? NO! It would be like telling robbers what part of the house you hide the jewels in, and then warning them to stay away from that part.

What you need to be is proactive. Instead of telling people what not to do, which will make them just do it even more, like when Philip Morris makes those really lame "We Card" and "Think, Don't Smoke" campaigns that are so annoying that even nonsmokers want to light up in defiance. Reverse psychology works for them since they really don't want kids to not smoke...but it backfires for you.

Instead of telling us what not to do, you need to tell us what to do! Now, you can use the non brand specific word for photocopying...xerography, but that is similar enough to Xerox, so I propose you call these things Carlsons, after physicist and patent attorney Chester F. Carlson, who invented the process in 1937. Since he was a patent attorney, you know he knew what was up in terms of copyright!

Rich Mackin  
POBox 890  
Allston MA 02134

**NO REPLY!**

P.S. Since I made a Carlson of this on a Xerox machine, is it a Xerox in this case?

Dear McDonald's

New flavor idea for your ice cream shakes: Curry McFlurry.

That's all I have to say.

Please send royalty checks to

Rich Mackin  
POBox 890  
Allston MA 02134



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

(630) 623-6198

January 21, 2002

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

Dear Mr. Mackin:

Thank you for contacting McDonald's recently with your idea for a product or service that you believe would be of interest to us. We appreciate your interest in McDonald's, but we have to return the material you sent us because it is our company's policy not to consider unsolicited ideas from outside the McDonald's system.

It's not that great ideas cannot come from people outside of McDonald's. Each year, however, McDonald's receives thousands of unsolicited ideas and proposals for products and services from individuals as well as companies. Because of the volume of unsolicited ideas and the difficulty of sorting out what is truly a "new" idea as opposed to a concept that has already been considered or developed by McDonald's, we must adhere to a strict policy of not reviewing any unsolicited ideas that come from outside the McDonald's family of employees, franchisees and approved suppliers. We realize that we may be missing out on a few good ideas, but we have had to adopt this policy for legal and business reasons.

As a result, we must decline your invitation to review your submission and hope you understand the reasons for this decision. Enclosed is your original submission. Your material has not been reviewed, and we are retaining no copies.

Again, Mr. Mackin, thank you for thinking of McDonald's.

Sincerely,

A handwritten signature in cursive script, reading "Salena Scardina".

Salena Scardina  
Supervisor  
Home Office Customer Satisfaction Department



Friendly Ice Cream Corporation  
1855 Boston Road  
Wilbraham, Massachusetts 01095

Oct 15, 2001

Dear Friendly's

It is my understanding that you sued a family restaurant in Tannerville, PA because they said that they were a friendly restaurant. Meaning that you think because you have taken a word you can now keep other people from using it. Well, let me tell you that while intellectual property might be something you are concerned with, it certainly makes a misnomer of your name. To spell it out, you aren't "FRIENDLY" at all.

Furthermore, while ironically, the PA slogan is " You've got a friend in Pennsylvania, I have to tell you, you don't have a friend in Allston, Mass!

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dec 26, 2001

Hershey Chocolate Company  
100 Crystal A Drive  
Hershey, PA 17033

Dear Hershey Chocolate,

I just learned that your company was founded on Feb 11, 1894. Wow, that really is a long time! I also learned that the original boss of the company got mad if Hershey chocolate bars was referred to as 'candy', and that he encouraged people to eat chocolate for health benefits. Wow, you can learn a lot of stuff!

Anyway, I was writing because I also learned that Feb 11 is also the Feast of Apollo, Toothache Day, and St Apollonia's Day- celebrating the patron of dentists and against toothaches. Now I don't know if Apollo is related to St Apollonia, or if St Apollonia is related to the regular Apollonia, who starred in Purple Rain with Prince. But let me say that it seems odd that the day of the patron of dentists and against toothaches while being logical to be the same as toothache day, is kinda ironic to be on your anniversary.

Do you think someone is trying to mess with you?

Rich Mackin  
Pobox 890  
Allston MA 02134

NO REPLY!



Sept 17, 2001

Dear Willy Wonka Candies.

I was reading the web page diary of Atom as in Atom and his Package, a band I bet you don't have any albums of, and I saw this...

"There was something weird about today. Sean and I stopped at a gas station between Tampa and Tallahassee, and noticed a suspicious looking display for a new kind of Nerds candy. What do you think??? Check out the picture. I suppose it's supposed to say 'Rope', but it looks to me like 'Rape' candy. I hope that someone will be fired from the Willy Wonka factory quite soon for that fit of incompetence. It's probably those goddamned Oompa Loompas."

You do understand that when you write 'O' in cursive, you connect with the next letter with a line from the top of the 'O'. This is what makes it an 'O'. With the line going down, it is an 'A.' So your product is Nerds Rape Candy.

That's horrible.

Rich Mackin  
POBox 890  
Allston MA 02134

P.S, The original illustration for Dahl's book "Charlie and The Chocolate Factory" depicted Oompa Loompas as Pygmies in a very un PC light.





January 3, 2002

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



Dear Mr. Mackin,

Thank you for taking the time to contact us about WONKA Nerds Rope. Your feedback plays an integral role in our ongoing efforts to further improve our products and services.

We would like to assure you that we have reported your comments to our Marketing department. We are committed to providing you with products that live up to your high standards for taste, quality, nutrition and enjoyment - in short, "the very best."

We appreciate your interest in our products. Should you have additional questions or comments, please do not hesitate to contact us at 1-800-358-1971, Monday - Friday, 8:00 a.m. to 8:00 p.m., Eastern Time.

Sincerely,

*Lauren Vargas*

Lauren Vargas  
Consumer Response Representative

Ref: 7397465

Nestlé USA  
Consumer  
Services Center

P.O. Box 2178  
Wilkes-Barre, PA  
18703  
1-800-358-1971  
[www.nestleusa.com](http://www.nestleusa.com)





Dear Mr.  
Mackin...

If you like my zine,  
you'll love my book!  
Now in it's  
**second printing!**

(\$10ppd from)  
**Gorsky Press**  
**Pobox 320504**  
**Cocoa Beach, FL**  
**32932**

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

200 pages of letters  
reprinted from BOL  
1-14, with essays and  
rants published in  
various magazines.

"Mackin is a witty  
genius"- Factsheet 5

"...Mackin is no Nobel  
Prize winner"  
-Boston Globe

"Don't buy this book  
unless you are prepared  
to laugh your ass off"  
-Broken Pencil

from  
Rich Mackin  
POBox 890  
Allston MA 02134  
[www.richmackin.org](http://www.richmackin.org)



send this to...

Rev. Richard J. Mackin