

Rev. Richard J. Mackin's  
**BOOK OF LETTERS**

**\$2.00**  
(more if mail order)

**#10**

CONSUMER DEFENSE CORPORATE POETRY



Wow. Number 10. If these weren't put out so sporatically, this would be an event. The beginning of the double digits. Whoopee!

Hi, I'm Rich Mackin, aka Rev. Richard J. Mackin. While I like either way, I've noticed that basically everyone in my life calls me RICHMACKIN as if it's one word. While I like the full name with it's title (and yes, I am an actual minister of the Universal Life Church, but anybody can become ordained by them.) and my middle initial, J, being the same as most cartoon characters, RICHMACKIN is short and flows well, and if you look up Rich and Mackin on some Web servers, you get an article on 80's rap duo Kriss Kross. Speaking of this so called internet web thing, I do plan this year to finally get a computer. Many have asked me why I haven't already, but few were as quick to give me the needed funds to purchase one. Anyway, be on the look out for Mackin and E.A.T. web stuff by 1999. Maybe by then I'll know what I am talking about.

On June 13, 1998 I got married to Dana Sibley. I am planning to have some sort of publication tie-in soon. I don't know if anyone will have any interest in such, but it should at least have some interesting photos.

Anyhoo, here are a bunch of letters I wrote, and the responses to them. Yes, they are all real. Blah blah blah...

Write me, I try to write back...

Rich Mackin  
P.O.Box 890  
Allston MA 02134

## RICH MACKIN MARRIED DANA SIBLEY



6-13-98

Pepsi  
1 Pepsi Way  
Somers, NY

dec 7, 1997

Dear Pepsi,

I've noticed that all your new ads have the theme of PEPSI:GENERATION NEXT- a sad, sad, attempt to jump on the whole "generation X" thing that involves the novel and band of the same name, 'Star Trek-the Next Generation', wrestlers, and every other bit of pop culture. But the thing I don't get is that I thought those of us from a few years back were THE Pepsi generation. If we are THE Pepsi generation, how can there be a next Pepsi generation? You never said A Pepsi generation or the FIRST Pepsi generation. THE Pepsi generation. As if to say the one and only Pepsi generation. Ain't no generation NEXT. That's just silly. Please explain any logic to this.

Rich Mackin  
POBox 890  
Allston MA 02134

**NO REPLY!**

Dear Starburst Fruit Chews

You currently have one of those ads that is being played ad nauseum. It featured some skateboarding slacker grunge kid stereotypes that ads like to perpetuate going to the convenience store. The clerk, a "generation X" guy talks about how the kids are going to try to cram a year's worth of physics into one all night study session, so they better get starburst to keep them alert. This is stupid for three reasons, at least-

1) Convenience stores are filled with caffeine and sugar products which actually wake you up, so a fruit flavored chew isn't the first pick-me-up that should come to mind.

2) The presentation of a product for a study aid, even though that is not the official purpose is reminiscent of that episode of "WKRP in Cincinnati" in which a sleazy drug company advertises diet pills as study aids because they are essentially speed, much to the chagrin of Dr. Johnny Fever.

3) Even, or perhaps especially, to teenage boys, the guy at the convenience store has never been held in a sage position. In actuality, convenience store clerks are not at all renowned for their good advice and intellect.

Please reply,

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



a division of Mars, Incorporated  
High Street, Hackettstown, New Jersey 07840 • Telephone 908-852-1000

April 13, 1998

Mr. Rich Mackin  
PO Box 890  
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your recent letter expressing your viewpoint regarding our television commercial for Starburst® Fruit Chews. We value the comments received from our consumers and always refer them to our advertising associates for their review.

I am enclosing complimentary store coupons redeemable for our products. Thank you again for writing.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Adella Kowalski', is written over the typed name.

Adella Kowalski  
Consumer Affairs

AMK/cl 0932870A  
Enclosures

Frito Lay  
POBox 35125 Dept 506  
Dallas, TX 75235-0025

Dec 28, 1997

Dear Frito Layers

I just ate (more than one) some Lay's **CLASSIC** potato chips and I noticed that they tasted suspiciously like Lay's potato chips in the unclassic variety. What is the difference here? Did you want to recreate Coca-Cola's publicity stunt of New Coke replacing Coke and Classic Coke replacing New Coke, except that you don't want the annoying middle step?

I noticed on the package that you "are the perfect choice to make...lunch more enjoyable." and you make several variations on that claim. Does this mean that I cannot enjoy them as a snack? Or with dinner? Or at a party? And why does the serving suggestion limit usage to "home, school, or work" what if I want some over a friend's house? Or in the park? Is there some chemical component that reacts negatively to sunlight so that I can only eat them indoors, as per your suggestion? What if I eat a bag while walking down the street? Will that prevent me from enjoying them?

Finally, you say "LET'S DO LUNCH<sup>tm</sup> with LAY'S brand Classic Potato Chips." I am torn between the sillier point of this statement. Is it that you are so insistent on the lunch-only applications of your product, or the fact that you are trying to compromise the phrase "Let's do lunch." Which means you have to travel back in time and sue thousands of yuppies who coined it constantly in the 80's. I am not saying that that would be a BAD thing, just not a very POSSIBLE thing.

You say to provide Product name and secret codes and all that so I am just including the actual bag and you can do whatever you want with it. I await your reply.

Sincerely,

Rich Mackin  
POBox 890  
Allston MA 02134



Frito-Lay, Inc.

February 9, 1998

Mr Rich Mackin  
Po Box 890  
Allston, MA 02134

Dear Mr Mackin:

We have received your complaint on our advertising for LAY'S® brand Classic Potato Chips.

We must confess that in preparing this ad, we did not anticipate your reaction. We have forwarded your comments to our advertising agency.

We do appreciate your taking the time to bring your viewpoint to our attention, as it is only when our consumers respond that we are made aware of unanticipated reactions to our advertising.

We consider you a valued consumer and we hope you will continue to enjoy our products.

Should you have any questions or additional comments, please call us toll-free at 1-800-352-4477 Monday through Friday between 9:00 a.m. and 4:30 p.m. Central Standard Time.

Sincerely,  
Frito-Lay Consumer Affairs

15607880

Dec 1, 1997

Dear Sorrento Cheese,

I just saw your ad featuring Father Guido Sarducci- a character popularized on Saturday Night Live back in the 70's when it was actually funny. As I am sure you know, the actor is a man named Don Novello What you probably don't know is that Don also went by the name Laszlo toth and wrote stupid letters to a bunch of major corporations. Do you think that by featuring him, you are endorsing this sort of behavior? What do you think about those who partake in this sort of prank?

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Popular Science  
2 Park Ave  
New York NY  
10016

July 28, 1997

Dear Popular Science,

I am writing to you about your name. Is their a magazine for UNpopular science, like the really boring parts of researching that takes lots of time, or the more immoral aspects of dissection or genetic manipulation? Do you ever get compared to the BOLSHEVICKS (sp?), whose name means "popular party", as if to say that you are a loser if you don't take that side? Don't you find it odd that your magazine combines poularity and science, while "science geeks" by definition, are UNPOPULAR?

Please Respond,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

NO REPLY!

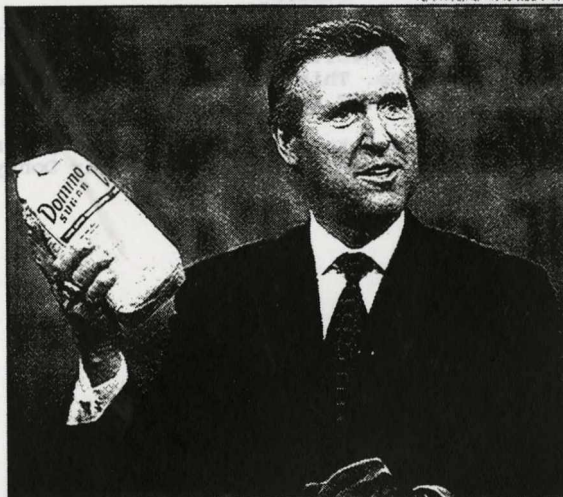
Domino Sugar Corp,

On a talk show recently, Secretary of Defense William Cohen held aloft a 5 pound bag of Domino Sugar, saying that it was the same amount of Anthrax that would be able to lay Washington DC to waste. How did you hook up such a testimonial? Why is your brand of sugar the appropriate measure for deadly disease. Why is sugar sold in 5 pound bags specifically anyway. I hope that you did this for other reasons besides the Washington DC Anthrax connection. Will the Secretary be appearing in your TV commercials? Are there any other diseases that you can be a metaphor for? How much unbleached sugar would it take to level Washington DC? Please let me know.

Rich Mackin  
1197 Commonwealth Ave #3  
Allston MA 02134

NO REPLY!

TERRY ASHE - THIS WEEK. AP



This much anthrax, Cohen says, could kill half of D.C.

March 9, 1998

Dear Kelloggs, Frosted Flakes Box division,

I work a second shift job, so I sleep later than most people do, but I also stay up later than most people do. In having this sleeping pattern, I am subject to be awoken by phone calls made even by people that are calling considerably late in the afternoon. One such phonecall was from this girl, whose name I have unfortunately forgotten, and being half asleep, did not think to get her name. But the important thing is that she called. "Is this Rich Mackin?" she asked and I said "yes" and she said that I didn't know her but she was calling because of the backs of Frosted Flakes boxes. She went on about specifics that I later confirmed as accurate by checking myself. She was especially concerned about the Tony The Tiger 'gear' that you are selling, and specifically about the cap, which is described as "one size fits most." I concur with her concern. One size fits MOST? What does that mean? How much is MOST? Is most 99.9999 percent, so you almost mean one size fits all except people like Rosie O'Donnell whose head is rumored to be so large that she needs specially made hats? Or is this most a simple majority of 51%, just enough to use the term correctly? Why doesn't it fit the rest of us? What do you recommend for the laeft over people?

The word 'most' is underused in generalization in our society. It can take an otherwise offensive statment and make it more truthful. For instance, when certain groups say that "White People are the Devil" or that "Americans are Satan" I feel uncomfortable, but "MOST white people are the Devil" is scientifically backed up. This use of most would make male bashing less bashy, ie, MOST men are pigs, etc.

On a completely different train of thought, are you simply stating that your cap would fit HAPPY DAYS star Donny Most?

Please reply,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

**Kellogg's**

April 14, 1998

Mr. Rich Machin  
PO Box 890  
Allston, MA 02134

Dear Mr. Machin:

Thank you for contacting Kellogg Company regarding the TONY THE TIGER TEAM WEAR. We appreciate your interest.

Kellogg Company's goal is to provide consumers with wholesome, high-quality ready-to-eat food products. In addition, we offer interesting and unique promotions for our consumers to enjoy.

We appreciate the information reported by consumers. Your concerns regarding the labeling "one size fits most" will be shared with the appropriate personnel.

Mr. Machin, the information you recently provided to us will help as we plan promotions, so consumers will be satisfied with Kellogg offers.

Thank you for contacting us. We hope you will be pleased with future Kellogg promotions.

Sincerely,

*Consumer Affairs*

Consumer Affairs Department  
Kellogg Company

las/cl

2464766A

Swiss Miss  
Hunt-Wessen Inc.  
CMS Dept #27000  
1 Fawcett Dr.  
Del Rio TX  
78840

Jan 18, 1998

Dear Swiss Miss,

In reaction to your new line of Swiss Miss Pie Lover's Pudding, wouldn't pie lovers prefer to eat pie? Perhaps you should concentrate on Pudding lovers.

Please Respond,

Rich Mackin  
P.O.Box 890  
Allston MA 02134



**HUNT  
WESSON, INC.**

P.O. Box 4800  
Fullerton, CA 92834-4800  
714 680-1431

March 26, 1998

Mr. R. Mackin  
Box 890  
Allston, MA 02134

Dear Mr. Mackin:

We were sorry to learn of your experience with our Swiss Miss Pudding.

We try to exercise every care in the production and packaging of our products to bring you the highest quality available in processed foods. Your letting us know about this helps us continue to make improvements.

Thank you for informing us about this situation. Please use the enclosed toward your next purchase.

Sincerely,

Pamela Hernandez  
Representative  
Consumer Communications

PLH:hb

General Mills  
POBox 88588  
El Paso, TX 88588-0588

Sept 28, 1997



Dear Pop Secret,

So, what is the secret? Or can't you tell me?

In anticipation,

Rich Mackin  
POBox 890  
Allston MA 02134

*Rich Mackin*  
General Mills  
El Paso, TX 88588-0588



## *General Mills Consumer Services*

P.O. Box 1113, Minneapolis, MN 55440

December 10, 1997

Mr. Rich Mackin  
Box 890  
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting us about Pop Secret microwave popcorn. Is Pop Secret the best microwave popcorn on the market? We'd certainly like to think so!

Popcorn is nothing new. Kernels of popcorn have actually been found in the remains of Central American settlements almost 7,000 years old, and it's been enjoyed by Americans for centuries.

What makes popcorn pop? Popping corn kernels hold water and are covered by a tough skin. This water, when heated to a certain temperature, becomes steam. As the pressure builds, it requires more space. This causes the skin to expand and break, releasing the puffed — or "popped" — corn. With the continued appreciation of popcorn and growing popularity of microwave cooking, the combination was a natural.

Pop Secret's popcorn is grown in the Mississippi River Basin area of the United States. Our "secret" to excellent popping results is our specially designed, patented bag that contains a microwave-safe heating patch in the bottom, which enables Pop Secret to work well in 450 to 700 watt microwaves. (The amount of corn that pops may be less for some microwaves of 450 watts and lower.)

We appreciate your interest in our product, and hope you find this information useful.

Sincerely,

-sorry, we don't share  
the Pop Secret! :)

Ann Barden

Mar 4, 1998

Dear Bausch and Lomb,

In any sane society, an activity that was found to be detrimental would be stopped, reduced, or adjusted to reduce harm.

I just saw your ad that starts with a statement about how working on a computer causes eye strain. So we should buy your product, which eases the eye strain. Wouldn't it just be easier to use computers less (you know, I can live without a list of every Simpsons blackboard joke and businessmen should all calm down anyway) or at least make computer screens less damaging.

Merely selling a temporary relief to a problem like this would be like living in a society that pollutes the public drinking water, and instead of working to clean it, just buys imported clean water from businesses. Pretty dumb, huh?

Please respond,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

the job sector!  
-and we don't spare

Consumer Response Center

Consumer Affairs

**BAUSCH  
& LOMB**

Healthcare and Optics  
Worldwide

April 3, 1998

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

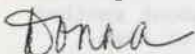
Dear Mr. Mackin:

Thank you for your latest correspondence. We appreciate your taking the time to share your comments and concerns with us.

Your thoughts will be shared with our Research and Marketing Departments.

If you have further comments regarding our products, we encourage you to call us directly at 1-800-553-5340.

Sincerely,



Donna Kress  
Consumer Affairs Consultant

File Reference #9804010580

Dear Life Cereal,

I just realized that you present your name LIFE with the registered trademark symbol, implying that LIFE is a registered trademark of your company. What, are you GOD? Is Life your invention? Now that you hold the trademark, what should we call all this stuff that reproduces and grows and dies? Its all over and consists of things like plants, animals, fungi and bacteria. What do we call the magazine now?

I see that you are sponsoring Ronald McDonald house. Good, I don't think the federal subsidies McDonald's receives will cover its losses to maintain the 3 year lawsuit they had in England against the 2 people who dared to say that their food wasn't good for you. In reference to this sponsorship of a facade, your ad proclaims "Together we can make a difference for kids across America." Which is strange, because many people make a difference to kids without having to do it in order to distract people from their evildoing. I also like how you are making a difference for kids across AMERICA. To hell with those other kids. Especially the ones in third world countries where kids have to work in sweatshops making McDonald's toys for ours.

As silly as it is for me to talk to you so much about another company, its even stupider for you to advertise for them.

Respond

Rich Mackin  
POBox 890  
Allston MA 02134



## Consumer Response Center

The Quaker Oats Company, P.O. Box 049003, Chicago, Illinois 60604-9003  
February 11, 1998

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

Dear Mr. Mackin:

Thank you for taking the time to contact us.

Whenever a consumer takes the time to contact us, we are eager to respond. Please be assured that your point of view has been shared with the appropriate corporate management. It will be given careful consideration and kept in mind for the future.

The comments of our consumers are always welcome and we appreciate having them on record.

Annie Dolan  
Consumer Response Representative

Ref # 2468826A

Pepsi  
1 Pepsi Way  
Somers...

Feb 16, 1998

Dear Pepsi,

Your advertising has hit an all time level of crappiness.

You have this ad with a computer animated mosquito. So far, you have a technique that is almost only used to be impressive that has become passe, and an animal pretty much equally despised by everyone. So already, the ad is unlikable. Then the bug sips Pepsi. Except it wouldn't sip Pepsi, it would sip BLOOD, which is why nobody likes mosquitos. But it does sip the Pepsi, which causes a disfiguring mutation in which the Mosquito's mouth is mutated into big Mick Jagger lips. This would disrupt the bug's life, causing it unable to feed, which, even though I don't like the things, I wouldn't wish horrible mutation upon it. But then, even though the mosquito is probably a female, since the females are the only ones that bite us, which is why we don't like them, but only females bite us and so are the only ones we are familiar with, the mosquito voice should be female. But inexplicably, it is the voice of one of the Budweiser frogs.

It then picks up a match, which means if some idiot in Texas or wherever leaves her 5 year old alone with a baby and a fire burns down the house, she is going to sue YOU, like the beavis and butthead thing. Anyway, it singd into the match, I guess because it looks like a microphone, sora. But if the bug evolves into a half-man singer, I think our belief is being expected to be suspended enough to give it an actual mic.

So, what does it sing? The new Pepsi song that you wrote with all the force of your creative originality? The new Pepesi song that you commissioned with all that money that you throw around to keep environmental initiatives down? NO! You use an old song! How innovative! How fresh! I mean, if DOMINO SUGAR used the ad for brown sugar, I would se the logic, but you are the SECOND product to use this song for a sweet brown beverage, neither of which is really sugar. If the Rolling Stones used "Brown corn syrup" as their metaphor for the genitals of a woman whose ancestry come from Africa, I could see a better link. But your pimping off a classic rock hit is sloppy seconds, you aren't even a creative plaqiartist! By the way, do you have a full length ad that uses the entire song, even the lyrics that allude to Southern plantation owners raping their slaves?

Please have an ad for Diet Pepsi featuring a tapeworm that sings "Sympathy for the Devil".

Also, please bring back Pepsi Clear and Pepsi A.M.

I look forward to your reply,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

P.S. What does 'PEPSI' mean, anyway?



April 2, 1998

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

Dear Mr. Mackin:

Thank you for writing us at Pepsi-Cola regarding our recent commercial with the Rolling Stones song. We genuinely appreciate your comments, and your taking the time to share them with us. And, I can assure you, we attach a great deal of importance to the views of our consumers.

For that reason, we sincerely regret that our recent commercial caused you to react negatively. It was **never** our intention to associate ourselves with something that would cause offense. However, please be assured that we understand your message and will share your feedback.

As you'd probably guess, it's extremely important to us at Pepsi that our advertising serves to enhance the positive image that's helped place our brands among the world's most popular consumer products. Anything we do that detracts from that effort, clearly, represents a less than desirable effect. Therefore, I intend to pass along your letter to our advertising department. I want them to be aware of your opinion regarding our advertising, and to make it a part of their considerations in future work.

Once again, many thanks for contacting us, and for the constructive criticism. Please accept our sincere apologies. We intend to be responsive to it, and I trust our future actions will help to redeem us in your eyes.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Christine Jones', written over the printed name and title.

Christine Jones  
Group Manager  
Consumer Relations

Milky Way

Feb 16, 1998

Dear Milky Way,

I like Milky Way candy bars. I like Milky Way Dark candy bars. I like Milky Way Ice Cream bars. I even like Snickers and 3 Muskateers, which are essentially Milky Ways with slightly adjusted ingredients.

I like these because I liked them, NOT because I was mesmerized by some cool fad advertising, like how "WHERE'S THE BEEF" swept the nation. You have a good strong product, and don't need to resort to gimmicks.

But then you have some TV commercial in which the overused idea of a man in drag playing the part of the chairperson of whatever group of people against whatever is downcrying against your product. Now, not only is this concept stagnant and old, having been perfected over a decade ago in the video for RUN DMC's "MARY MARY" video, but all these characters have root in real life character TIPPER GORE and her thought police, the PMRC. Now, that was in the easy-to-identify-your-enemies 1980's, and now we are in the well-at-least-it-wasn't-the-other-guy 90's and Tippy is not only the Vice-lady or whatever, but she seems pretty inactive in terms of cultural fascism. So its just NOT FUNNY!

Put together this not-funniness, the bad acting and directing, and reference to a contest, which always seems like you are resorting to bribing people to eat your candy, and I am now dissappointed to the point that I cannot bring myself to eat Milky Ways anymore.

Needless to say, I am sad.

Please cheer me up,

Rich Mackin  
P.O.Box 890  
Allston MA 02134



a division of Mars, Incorporated  
High Street, Hackettstown, New Jersey 07840 • Telephone 908-852-1000

March 2, 1998

Mr. Rich Mackin  
1197 Commonwealth Ave. Apt. 3  
Readville, MA 02137-2915

Dear Mr. Mackin:

Thank you for your recent letter expressing your viewpoint regarding our television commercial for MILKY WAY® Bar. We value the comments received from our consumers and always refer them to our advertising associates for their review.

I am enclosing complimentary store coupons redeemable for our products. Thank you again for writing.

Sincerely,

A handwritten signature in cursive script that reads "Stephanie Greene".

Stephanie Greene  
Consumer Affairs

SLG/sma 0904338A  
Enclosure

Dunkin' Donuts  
715 Boylston  
Boston MA  
02115

15 Paella Park Dr.  
Randolph, MA

Jan 11, 1998

Dear Donut Dunkers,

I would like to register a complaint!

But first, a mathematical question...

If Richie buys a cup of coffee for \$1.59 and a bagel for \$.93, how much did the cashier screw up to make the total \$2.94?

Now, let us not take issue with the fact that a REFILL of a travel mug of coffee should cost \$1.59, especially since the same mug is refilled for \$.79 at another place down the street, and it is only because D&D has longer hours that I go there when Bruegger's is closed. Let us NOT take into consideration that a refill of the VERY SAME cup at the VERY SAME Dunkin' Donuts cost \$1.19 the week before. When I brought the matter of the odd total to the cross-eyed clerk at approx. 9pm on Thursday, January 8th, he addressed the odd charging of the \$1.59 cup of coffee by showing me the register tape, which proved indeed that he did charge me \$1.59. I have no idea how this explains anything, since I wasn't doubting that he rang anything in, I was doubting the ACCURACY of the price that he rang in. But no, let us not even consider this. I graciously, for sake of argument, allow myself to pay \$1.59 for said coffee.

\$1.59 added to the .93 price of a bagel with butter equals \$2.52. BEFORE TAX! AHA This IS Taxachusetts! Perhaps sales tax is the cause of this. But 5% sales tax amounts to \$.126, which is 12.6 cents, which is rounded up to a whopping \$.13, added to \$2.52, bringing about a grand total of \$2.65!!! Now, now, I realize that this \$.29 cent difference is not much; BUT couple it with the coffee matter, which I won't, and that would be TWO errors. But even alone, if I were to merely walk out and realize the error, oh well. But I BROUGHT IT UP! And the guy repeated multiple times that Coffee Refills are \$1.59. I asked about where the OTHER extra charge came from, and again he discussed the coffee. He would use the receipt again as a prop, but would not stop moving it long enough for me to LOOK at it. It became clear that my time better spent than to use an hour trying to teach basic math to a guy in a high turnover job.

So, Customer service person. Do you value my business? Do you wish to show a sign of goodwill? Consider, far more lacking than my 29 cents is my faith in your employees.

Please respond

Rich Mackin  
POBox 890  
Allston MA 02134



Marketing Department  
15 Pacella Park Drive  
Randolph, MA 02368  
(781) 961-4000  
Facsimile: (781) 986-7490

January 26, 1998

Mr. Rich Mackin  
PO Box 890  
Allston, MA 02134

Feedback Number: 24427

Dear Mr. Mackin:

We were troubled to learn of your experience at the Dunkin' Donuts shop located at 715 BOYLSTON ST, BOSTON, MA..

As you probably know, Dunkin' Donuts consists of many stores, almost all of which are individually owned and operated. We at Dunkin' Donuts, Inc. are committed to customer satisfaction. An experience such as yours does not make any of us happy and we are trying to address the issues which you identified.

Thank you for taking the time to contact us. We appreciate your patronage and are pleased to have provided you with assistance regarding this matter. We hope that all your future visits to Dunkin' Donuts are "Worth the Trip".

Very truly yours,

Margaret Graden

Dunkin' Donuts Incorporated

\*This is far from the funniest exchange I have been involved with, but it was true, and I thought it might lead to something interesting. They sent me several free coffee and bagel coupons\*

Dear Head and Shoulders

June 28, 1997

First of all, If someone has shoulders that are hairy enough to warrant shampooing them, I think dandruff is the least of their problems. But anyhow...

I just saw this ad for your product featuring a pretty young lady saying how she is a consumer product tester, while a line of text in small type reads "actor portrayal", indicating that she is NOT a consumer product tester, but an actor PLAYING a consumer product tester. Now, I am impressed by the fact that this comely lass is portrayed not by an actRESS, but an actor, and yet I am still a bit confused.

If the first thing she says is contradicted by a disclaimer, the ad essentially starts with a LIE. This renders all the scientific facts and cool graphics of creepy stuff completely moot, since my whole relationship with this transvestite is based on deceit.

Please go back to the commercials where the mentally handicapped guy goes "exactamundo". Those were a lot easier to make fun of, and didn't require such close scrutiny.

Please respond,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134

# Procter & Gamble

The Procter & Gamble Company  
Public Affairs Division  
P.O. Box 599, Cincinnati, Ohio 45201-0599

August 8, 1997

MR RICH MACKIN  
1298 COMMONWEALTH AVE #4  
ALLSTON MA 02134

\*CCT\*

Dear Mr. Mackin:

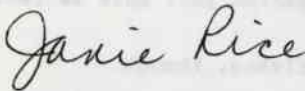
Thank you for writing to Procter & Gamble. We appreciate knowing your reaction to our advertising message about Head & Shoulders Dandruff Shampoo.

While we realize it's virtually impossible to produce ads which please everyone, we work very hard to reach as many people as possible in a positive way. In fact, before any commercial or print ad is released, we conduct extensive market research to determine the effectiveness and appeal of our advertisement. Nevertheless, we realize individual preferences vary and I am sharing your comments with our Advertising Managers for Head & Shoulders.

You may be interested to know that Head & Shoulders was named because it keeps a consumer's head & shoulders free of dandruff. Dandruff flakes usually fall on the shoulders and show up on clothing. Additionally, the designation "actor" can include both males and females; the word actress is becoming less politically correct due to its sexist connotation.

Thanks again for writing. We value your opinion and appreciate your feedback. If you have any questions or comments in the future, you may find it convenient to call the toll-free number listed on our product packages.

Sincerely,



Janie Rice  
Consumer Relations - CCT

Feb 9, 1998

Dear Kellogg's

I just saw one of your ads for the eightieth time. It was the one in which there is this guy who is away on business. But instead of using the time to cheat on his wife, he is talking on the phone with his daughter, who has called him to let him know that she has ordered him room service.

Now, this ad for the first 79 times was kinda cute. Not really cute, since it is very contrived and the girl isn't that good of an actress, being like 4 or whatever. But pretty much, it works as a simple awareness type campaign, since we all know what corn flakes are, but it make me think, "hmm, I am low on corn flakes, better buy some soon." Since I eat them anyway, it doesn't do anything to really sawy me, usually.

But this time, I dunno. I was paying a little more attention, I guess. The ad starts, the guy says "hi, sweetie." or whatever, but the important thing is not what he says, but that he is saying it with a tone of surprise to hear his daughter. Not shock, but a slight pleasant surprise. And then it shows the little girl on the phone at the kitchen table while mom does the dishes. But, wait a minute, if mom is doing the dishes, WHO DIALED THE PHONE? I mean, we don't see mom START doing dishes, she has obviously been doing them a while. We know that mom and dad are faithful, do to the sweet nature of the call, and the ad, so no weirdo guy dialed. Does this mean to say that this BABY knows how to call long distance? And since the point is that she has ordered room service, she has obviously made TWO long distance calls. And since you can only order room service on your hotel room bill from that room via the in-house phone system, the fact that she ordered it means she also knows how to use credit cards to order things over the phone. This makes me curious to wonder why the mom is being so passive and smiley. Imagine the high credit card and phone bills this kid must run up. And not even in kindergarten yet! This is really creepy.

Not so creepy that I won't eat cornflakes, though.

Please write back and explain who dials or if this girl is a prodigy. (like a good prodigy, not the band.)

Rich Mackin  
POBox 890  
Allston MA 02134



March 18, 1998

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

Dear Mr. Mackin:

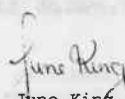
Thank you for contacting Kellogg Company regarding our advertising for KELLOGG'S® Raisin Bran. We sincerely appreciate your interest.

Since Kellogg Company's beginning in 1906, our goal has been to provide consumers with wholesome, high-quality products, and our advertising is designed to communicate this goal. We strive to develop informative and entertaining advertisements for all of our products.

Mr. Mackin, your comments on our advertising are appreciated. Comments like yours are an inspiration to all of our people who are engaged in the manufacturing of our products. Therefore, we have forwarded your comments to the appropriate company officials.

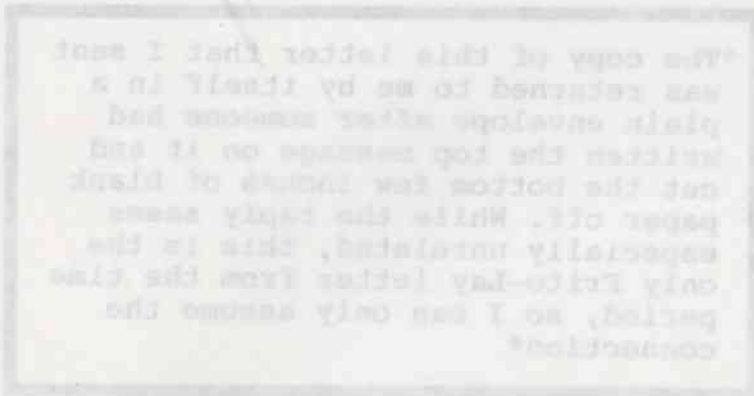
Again, thank you for sharing your views. Consumers like you, who will take time to pass along their comments, are important to our company.

Sincerely,

  
June King  
Consumer Specialist  
Consumer Affairs

jxk/cl

2436723A



Mar 9, 1998

Dear Frito-Lay

I was watching TV with my girlfriend Dana and a commercial for your product ingredient 'OLEAN' came on. I already knew that olean was the brand name of OLESTRA which is a fat free fat substitute that allows people who want to keep from getting fat to avoid real food such as fruits and vegetables, but not have to intake fat. And all they have to do is forsake what little vitamin intake they do get as the Olean sucks it out and becomes ANAL LEAKAGE.

So I am watching this commercial, and just as I notice that you keep referring this as "fat free olean", Dana says "did they say 'Fat free Ilene'?" Which is funny because I have a friend named Ilene who is really skinny. And it would be silly to have a commercial on TV which talks about how a friend of mine is really skinny.

Please respond

P.O.Box 890

Allston MA 02134

≤ Rich Mackin

# 16408980 letter  
return 4/7/98

\*The copy of this letter that I sent was returned to me by itself in a plain envelope after someone had written the top message on it and cut the bottom few inches of blank paper off. While the reply seems especially unrelated, this is the only Frito-Lay letter from the time period, so I can only assume the connection\*



Frito-Lay, Inc.

# Consumer Relations

April 8, 1998

Mr Rich Mackin  
P O Box 890  
Allston, MA 02134

Dear Mr Mackin:

We have received your complaint on our advertising for DORITOS® brand  
Spicy Nacho Flavored Tortilla Chips.

We must confess that in preparing this ad, we did not anticipate your  
reaction. We have forwarded your comments to our advertising agency.

We do appreciate your taking the time to bring your viewpoint to our  
attention, as it is only when our consumers respond that we are made  
aware of unanticipated reactions to our advertising.

We consider you a valued consumer and we hope you will continue to enjoy  
our products.

Should you have any questions or additional comments, please call us  
toll-free at 1-800-352-4477 Monday through Friday between 9:00 a.m. and  
4:30 p.m. Central Standard Time or e-mail us at  
[consumer.affairs@fritolay.com](mailto:consumer.affairs@fritolay.com).

Sincerely,  
Frito-Lay Consumer Affairs

16432400

Mar 4, 1998

Dear Burger King,

I was thinking about the fact that you have been using Mr. Potato head for your french fry ads, and while I was merely disappointed in the perversion of a childhood toy and even more upset that it looks like the guy who does "Wallace and Gromit" whored himself out to you, I only just now realized exactly how disturbing these ads are.

See, Mr. Potato Head is a potato. French fries are made of potatoes. DEAD potatoes. Mr. Potato Head is therefore encouraging us to eat the mutilated corpses of his kind. Why would he do this? If someone wanted you to advocate the dissection of Consumer Representatives and the preparation of their bodies into salty, fatty food-related material, would you do it?

Please explain,

Rich Mackin  
P.O.Box 890  
Allston MA 02134

"The copy of this letter that I sent  
was returned to me by post in a  
plain envelope that someone had  
written the top envelope on it and  
had the bottom one sealed and put  
paper off. When the reply came  
especially unwelcome, this is the  
only Frito-Lay letter from the time  
period, so I am only aware of the  
connection"

BURGER KING CORPORATION

# Consumer Relations



March 30, 1998

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

Dear Mr. Mackin:

Thank you for contacting Burger King Corporation. As a consumer, your comments and observations are important to us.

I am sorry that you were offended by one of our commercials. We screen for controversial content and I can assure you that we do not intentionally advertise in ways that are objectionable to our customers. We strive to advertise in ways that are compatible with our quality image.

I will share a copy of your contact with the Marketing Department so that they too, will be aware of your dissatisfaction. We appreciate your input.

Sincerely,

A handwritten signature in dark ink, appearing to read "Sharon Taylor".

Sharon Taylor  
Consumer Relations

Bell Atlantic  
Ministry of Propaganda

Dec 7, 1997

Dear Phone Company,

I am very saddened by your new series of Ads involving the "Wild Things" from the classic children's book "Where the Wild Things Are." It does seem that they are done by the book's creator, Maurice Sendak (sp?) but that doesn't make it any less of a corruption of my pure childhood memories. This bastardizing of my innocence of the past is bad enough without the Satanic reference. The Little boy, implied to be the customer in the ad, is trapped on one side of a gorge, and is helped over by a SERPENT in an Apple Tree. Okay, where have I seen a serpent in an apple tree before? And what did that serpent represent SATAN! SATAN leading adam and eve to betray GOD. ORIGINAL SIN! THE EXPULSION OF MANKIND FROM PARADISE! GREAT FREAKIN' METAPHOR!!!

I was just about to calm down and forget about this ad as a weird coincidental one time deal. And then I saw a second ad. In this one, a little girl has a bunch of animals in a machine turning coconuts into masks. Then they run out of coconuts. Do they realize that demand was greater than supply? Did they realize that they had exhausted their resources? Did they feel bad that they had stripped the forest of coconuts for a creature comfort? The mildly amusing but hardly needed mask? Did they have a spiritual turn around shades of the Onceler in Dr. Suess "THE LORAX" from which you heavily rip off? NO! She gets the help of Misshapen atrocities-Monsters- which are you symbolically and they start strip mining the neighboring communities of their coconuts. Good for you! Rape the land! Then steal from your neighbors. Anything for a good annual report. Anything for a good bottom line. Go Bell Atlantic.

Please respond,

Rev. R.J. Mackin  
POBox 890  
Allston MA 02134

**NO REPLY!**

Peter Mackin  
Gill, MA  
01376

Dec 8, 1997

Dear Peter,

Hello, this is Rev. Richard Mackin. I am not sure of our exact relationship, but I feel it is important to write if not for the same last name, for recent actions that you have taken. I have been led to believe that your company is threatening to destroy and build over protected ancient indigenous people's lands, what may be called "Ancient Indian Burial Grounds." On one level, this saddens me to be linked with a man who seems to be placing his own greed over morality, putting a short term profit over historic relevance and heritage, putting money ahead of what is fair and right. I hope that when you respond, you can clear any of this up. But almost more important is the specific- you are playing the role of the greedy developer building over Ancient Indian burial Grounds. The cliché itself is reason for any sane person to avoid doing this, but think about it, really. Building over Ancient Indian Burial Grounds is like getting drunk and going skinnydipping late at night during a full moon. Don't you watch TV? Don't you ever see movies? The greedy corporate type ALWAYS builds over Ancient Indian Burial Grounds, and a whole bunch of people die, and usually the corporate type gets his in the end. Please do not let this happen.

Please respond, or at least acknowledge this letter.

Sincerely,

Rev. Richard J. Mackin  
1197 Comm Ave #3  
Allston MA 02134

NO REPLY!

Dear Krakus ham

Dec 8, 1997

I just saw your TV ad in which you extoll the virtues of your product, citing its value, recognized high quality, and healthiness as compared to competitors and other meats. You mention awards you have won, praise you have gotten and discuss what a good product you have. Are you insane? That's not what Americans want! Where are the bikini girls? WHERE are the basketball players that endorse every other product? Where are the brainless "generation X" kids in white baseball hats wearing your logo? Where is the bastardized use of a classic song? Where are the unrelated quirky sup plots? NOBODY has ads that are dignified! Where do you come off? I don't want to hear actual reasons to buy your product, I want to see the Spice Girls and Magic Johnson, and if your gimmicks are better than the other ham's gimmicks, I will buy not only your ham, but your ham's T shirts, hats, toys and boxer shorts. You people really need to understand what American advertising is all about. Gee whiz, you probably even have American workers that are treated fairly and get paid decent. You probably won't even send me the kind of Goebbels-would-be-proud truth twisting form letter than any other American company would.

Sarcastically yours,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dear Taco Bell  
Dec 1, 1997

In your ad in which a Father wants to play with his son's Taco Bell Nintendo toy, and it gets thrown accidentally out the window, and they have to go to Taco Bell and then they both get toys, did you know that the actor that you hired is the same actor in the "got milk" ad where the business man is mean to everyone and goes to hell when he dies? Is this the man you want to represent a father figure to Taco Bell patrons? A mean greedy man? Or is the point of the ad that he got reincarnated and even though he is still greedy toywise, he is a better person all in all? Please inform me of your spriritual belief system. Thank you,

Rich Mackin  
1197 Comm Ave #3  
Allston MA 02134

NO REPLY!

Jan 28, 1998

Dear Twix Candy,

I was watching TV and this commercial came on with a little girl picking flowers and Frankenstein's monster comes up to her and he has Twix, and she gives him a flower, since she has two, and says that since he had Two of something, that he should share, implying that he should give her a Twix bar, since they come in packs of two. But he can't bring himself to, so he rips off an arm, fulfilling her request in word, if not thought. The theme, said again and again, is that if you have two of something, you should share, and give one away.

You, as a company, meanwhile, have MILLIONS of Twix bars. I have none. When you have millions of something you should share...!

Please share.

Thanks,

Rich Mackin  
POBox 890  
Allston MA 02134

**NO REPLY!**

Dear Tyson Foods,

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

Please respond,

Rich Mackin  
1197 Commonwealth Ave #3  
Allston MA 021234

**NO REPLY!**

Dear Pizza Hut,

I just saw your ad in which Mike Gorbachev, former emperor of the EVIL EMPIRE known as the Soviet Union, is eating at Pizza hut. The people of the country that former US president Ronald reagan referred to as an EVIL EMPIRE hail their former EVIL EMPEROR for his action that lead to their ability to have Pizza Huts. There is no mention on whether or not these Pizza Huts have comfy toilet paper or the nasty stuff that Russia is famous for.

I think your next ad should use the popular technology that so many ads use to make dead celebrities appear in a new context. Like Fred Astair dancing with the vaccuum cleaner. Other ads have had footage from old John Wayne and Humphrey Bogart movies spliced with new stuff for the commercial. I think that you should use old news footage and have Stalin eating at Pizza Hut. This would be fitting for your tie-in with ads featuring the EVIL EMPIRE. Maybe you pinkos could even use footage of Stalin and Hitler's famous meeting, and have them mowing on your pizza the whole time. Please contact me soon and I will write some scripts for you if you want. Thanks.

Sincerely,

Rich Mackin  
PObox 890  
Allston MA 02134

P.S.IS there any way to buy your toy premiums without having to go to a Pizza Hut?



PIZZA HUT / 14841 DALLAS PKY / DALLAS, TX 75240-2100 / PHONE (972) 338-7700

February 4, 1998

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

Dear Mr. Mackin:

Thank you for sharing with us your comments and concerns regarding one of Pizza Hut's TV commercials.

Personally, and on behalf of all of us at Pizza Hut, I would like to apologize for having offended you in any way. Certainly, it was not our intent to offend anyone since we see our marketing effort as a "true-to-the-point" campaign to introduce our new, exciting and unusual product - The Edge.

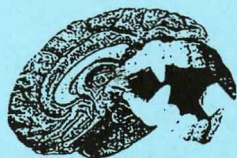
Please also allow us to take this opportunity to explain that we believe that our choice of featuring Mr. Mikhail Gorbachev along with his granddaughter in our TV commercial demonstrates what pizza means to the world: sharing and bringing people of all ages and from all walks of life together. We believe that Mr. Gorbachev is an individual who has gone to The Edge. Pizza Hut is proud to be able to feature in its advertising a man who was able to bring true reform to his country and who brought about a closer relationship and a lasting peace between the United States and the former Soviet Union. Also, Pizza Hut is proud to highlight a Nobel Peace Prize winner in its advertising and to be the first company ever to utilize a former world leader. It is also demonstrated that this is the time of the year when people of all backgrounds come together to celebrate the season of peace. Pizza Hut, a true American icon for nearly 40 years, delivers the message that we can all put our differences aside and come together around a product that is the world's favorite food.

Again, we appreciate your bringing your views to our attention. Please let us assure you that Pizza Hut remains a family-oriented brand that brings family and friends together for good times and quality food value. We welcome your comments and we look forward to serving you soon.

Very truly yours,

Carmen Lemon  
Manager, Customer Satisfaction

P.S. You may contact our 1-800-948-8488 and purchase any premium available.



# EVIDENCE OF ACTIVE THOUGHT PUBLICATIONS

A division of "1-900-EAT-a REDBACKPACK"  
P.O.BOX 890 ALLSTON MA 02134

REV. RICHARD J. MACKIN'S  
BOOK OF LETTERS  
(2001)



REV. RICHARD J. MACKIN'S BOOKS OF LETTERS  
Consumer Defense Corporate Poetry  
BOOKS 1-9 Available! All updated for '98!

\$2.00 ea.

"Richard is onto something here-something big; If you are not  
hip to Mackin, you are missing out on one of the craziest writers  
in town; No zine makes me laugh as consistantly"-Factsheet 5  
"Consistantly funny and thought out"-Flipside "Big fun"-Popsmeat  
"Had me laughing out loud. Big Fun"-MRR "Endlessly entertaining"-  
Ian MacKaye "Richard Mackin...all around funny guy"-Adbusters

## TRUE TALES AND OTHER STUFF \$2.

Autobiographical  
comics from Rich

ISSUE 1-Trick or Treating, Henry Rollins  
Punk Rock, Wisdom Teeth, Green Day, more  
ISSUE 2-Abortion protests, Hemp, Crazy  
Insane Lady; Little Bunny FooFoo, more



## P.A.Y.B.E.V. Protests Are Your Best Entertainment Value! \$2.

Issue 1-Protesting NIKETOWN opening-  
Street theatre against sweatshop labor  
lots of silly picture.

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

PAID BY  
PROTESTS ARE YOUR BEST  
ENTERTAINMENT VALUE!  
\$2.00 ea. + more

NIKE OPERATES GREAT  
SHOPS WORLDWIDE

AND ALL I GOT WAS  
THIS LOUSY T SHIRT



E.A.T.TOO GROSS Limited edition of 288  
belt attachable camera bags filled with  
art, stickers, toys and stuff \$3.00

## ON TOUR WITHOUT A BAND Spoken Word From Boston

With Rich, Clay, Duncan Wilder Johnson and  
Antony Flackett. "Four guys (who) prove that  
the punk's spoken underground has become as  
indispensable as its music legacy...something  
special"-THE BOSTON PHOENIX 74min CD  
\$6.00



Send \$\$\$ or S.A.S.E. for info or goodies.  
Please include \$1 for postage with all orders.

Make checks to RICH MACKIN

P.O.BOX 890 ALLSTON MA 02134