

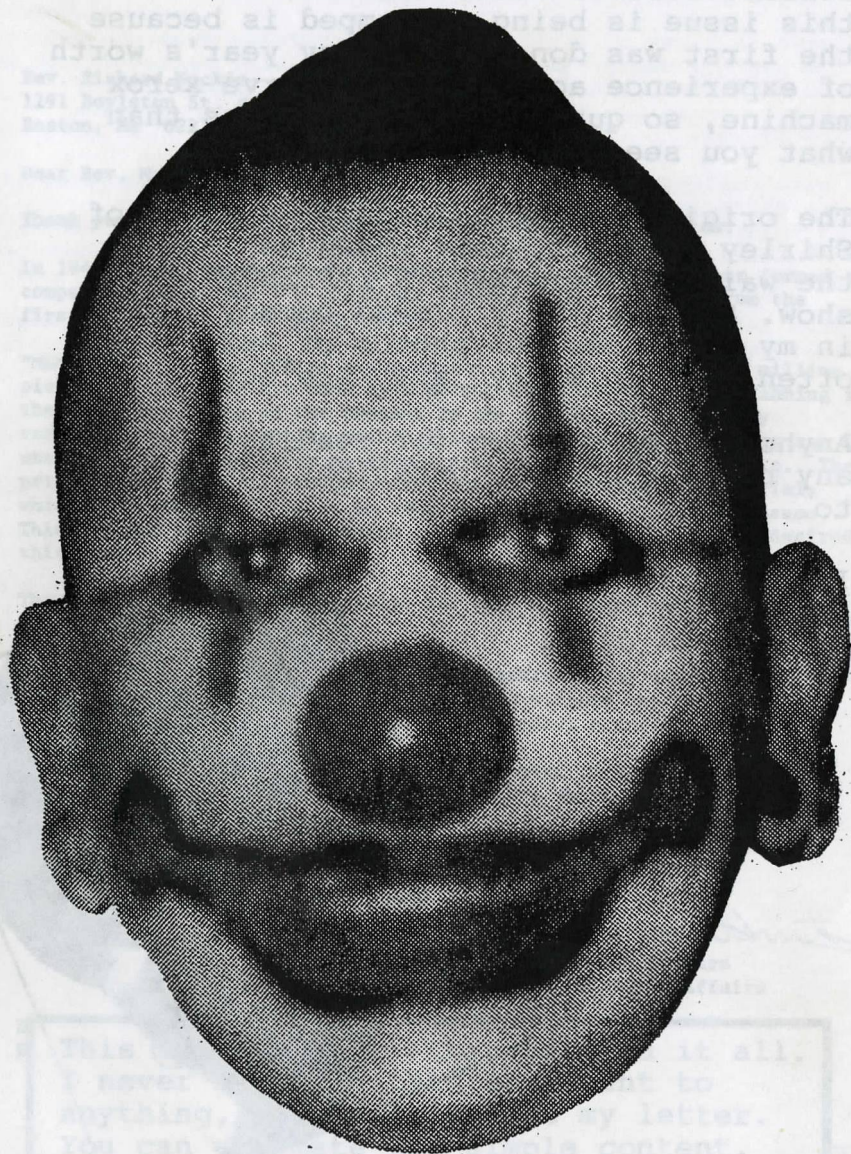
Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00

(more if mail order)

#1

CONSUMER DEFENSE CORPORATE POETRY



Dear Readers,

Welcome to Book of Letters #1, the second version. Yes, all of these are real letters sent. Yes, all of the replies are real. Yes, there are lots of spelling errors. I don't care. The main reason that this issue is being re-vamped is because the first was done by me many year's worth of experience ago at a self-serve xerox machine, so quality was a bit less than what you see here.

The original edition featured a photo of Shirley Hemphill, best known as Shirley the waitress from WHAT'S HAPPENIN' TV show. She regularly played comedy clubs in my home town, so photos of here were often used in early "art" projects.

Anyhoo, thanks again for reading. Send any correspondence, questions, comments to...

Rich Mackin
PO Box 890
Allston MA 02134





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

Rev. Richard Mackin
1191 Boylston St. #60
Boston, MA 02215

Dear Rev. Mackin:

Thank you for your inquiry about "M&M's"® Chocolate Candies.

In 1940, a man named Forrest Mars, Sr., and a prior associate formed a company to make "M&M's"® Chocolate Candies. The "m" came from the first initial of their last names.

"M&M's"® Chocolate Candies are produced at a rate of over 100 million pieces a day. They are made by a method known as "panning." Panning in the elemental sense of the process is the coating of candies by rotating them in a coating material in a revolving pan. Panning can be used for syrups and other materials such as chocolate, fats, etc. The principle, briefly, is to coat the center with a layer of material, which on evaporation leaves an even layer or shell of dry substance. This process is repeated several times until a covering of the desired thickness is built up.

The colors are panned separately, but they are mixed before the final process is completed.

The "m" is printed on the candies by a machine which was specially designed to handle the very delicate process without cracking the thin sugar shells. The process is similar to offset printing.

We appreciate hearing from you and are pleased to enclose a booklet telling a few things about M&M/MARS products which we hope will be of interest to you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Donna Ditmars", written over a horizontal line.

Donna Ditmars
Consumer Affairs

This is the letter that started it all.
I never expected this to amount to
anything, so I didn't save my letter.
You can estimate the simple content.

CUP

Dear McKee Foods,

Once again, it's me, Rich Mackin. I am somewhat confused. You have told me that you were going to tell the research department, but I haven't seen my ideas put into place. Maybe I haven't been specific enough. I will try to give you a better idea of what I mean.

Enclosed is a box of Little Debbie Marshmallow Pies. Do you notice the big empty space on the side panels? Wasted! There should be a picture of little debbie there! Especially if you are going to put half of the logo, you should put the entire thing!

I'm also confused in regard to these marshmallow pies, what is the difference between these, scooter pies and moon pies? I like scooter pies, you should make them too! Actually, none of them are really pies, they are candy bars! Pretty weird that they are called pies at all, huh?

So when are you going to put pictures of little Debbie on the side panels?

Rich Mackin
1191 Boylston st#33
Boston, MA 02215

This is the letter that started it all.
I never sent this to anyone to
anything. I didn't have my letter.
You can see the simple content.



McKee
Foods
Corporation

January 18, 1994

Mr. Richard Mackinnon
1191 Boylston Street Apt 60
Boston, MA 02215-

Dear Mr. Mackinnon:

Thank you for taking the time to brighten our day with your compliments! It is because of people like you that our products have been such a success. We appreciate your interest in LITTLE DEBBIE® snacks.

The comments of our customers are important to our continued success. Your suggestion has been forwarded to the Research Department and will be considered along with other ideas.

You are a valued customer, and we hope you will continue to enjoy LITTLE DEBBIE® snacks.

Sincerely,

MCKEE FOODS CORPORATION

Tiffany Cruz

Tiffany Cruz
Consumer Affairs Representative

L4019-77831

Post Office Box 750
Collegedale, TN 37315-0750
Phone 615-238-7111



Little Debbie/McKee Foods
P.O.Box 750
Colledale,TN 37315

Dear Little Debbie Makers,

Hi! It's me again, Rich Mackin. I asked you about putting more pictures of Little Debbie on the box than just the one on the front. I still think that it would be in your best interest to do so. But anyway...

Congradulations on your newer products! I particularly enjoy the new Peanut clusters, which seem to have a bit more substance than most other Little Debbie Snacks. I still think that there is too much free space and there should be more pictures. What ever happened to the big paintings that you would have with the captions like "Whenever its snack time, Little Debbie has a snack for you" Can I get prints of them at all?

I have a friend named Debbie, and even though she's 23, she's only about 4 feet tall. You can guess what her nick name is.

Who is the "REAL" Little Debbie? What can you tell me about her?

Thanks

Rich Mackin,
1191 Boylston St.
Boston, Ma 02215



McKee
Foods
Corporation

Consumer Affairs

August 12, 1994

Mr. Rich Mackin
1191 Boylston Street
Boston, MA 02215-

Dear Mr. Mackin:

Thank you for your letter. Your compliments brightened our day! It is because of people like you that our products have been such a success. We appreciate your interest in LITTLE DEBBIE® snacks.

The photograph of "our little Debbie" pictured on our cartons was made by Olan Mills Studios when Debbie was approximately three years old. She is the granddaughter of the founder of McKee Foods Corporation. I have enclosed a brochure which further outlines our Company history.

No detail is overlooked in bringing our customers top quality snacks and we are pleased to know our efforts are appreciated. We hope you continue to find them irresistible at snack time, because we really do enjoy making them that way!

Sincerely,

MCKEE FOODS CORPORATION

Tiffany Cruz

Tiffany Cruz
Consumer Affairs Representative

14525- 92813

Post Office Box 750
Collegedale, TN 37315-0750
Phone 615-238-7111 Ext. 4453
1-800-522-4499
FAX 615-238-7150



Boston, MA 02215
July 7, 1994

Coca-Cola Company
c/o CCE Bottling
Coca-Cola Plaza
Atlanta, Georgia
30313

Dear Coca-Cola people;

I know what you're up to. This OK soda stuff doesn't fool me. Unfortunately this pseudo-creative rebellion-in-a-can will sell, just as Stone Temple Pilots albums do. But I will have you know that there are those of us who are willing to fight!

Sincerely,

R.J.Mackinnon

P.S. Pepsi has sent me two copies of their financial report as well as photos of high level executives (Wayne Galloway, etc.) Would you please do the same? Thanks.

NO REPLY!

Dear Coca- Cola Company

It has been almost a month since I wrote to you in reference to your product/scam OK soda, a product so steeped in its marketing that it doesn't even mention it's flavor, relying on the herd-like behavior of the Americanized public and not quality. But there are those of us who will not be fooled! We will not be "good Germans" while you soda fascists rise, even if you do have Dan Clowes as your Riefenstahl. I DEMAND that you respond this time. Pepsi has the guts to, and they provided me with their photo-filled Annual report! You should too!

R.J.Mackinnon
1191 Boylston St.
Boston MA 02215

P.S. Who are you to bad mouth the much needed ideas of cardboard and coathangers????

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

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

August 11, 1994

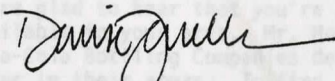
Mr. R.J. Mackinnon
1191 Boylston St.
Boston, MA 02215

Dear Mr. Mackinnon:

Thank you for taking the time to share your candid comments about our "OK" Brand Soda.

We have enclosed information about our Company, as you requested. We hope the literature is helpful. Our best wishes to you.

Sincerely,



Denise Jerrells
Consumer Affairs Specialist

DJ:dj

Enclosure: Deluxe Student Packet

Dear Coca Cola People;

First of all, I would like to thank you for your information in response to my O.K. soda oriented letter, but I find it all types of odd that you did not address any of my comments regarding said product.

Now, I have a serious problem. You have this Power-Aid product in a plastic bottle that bears the typical big business type we-don't-really-care-about-the-environment-but-it-looks-good-when-we-pretend-to "please recycle". My question is...HOW??? You don't bother to put a little recycle logo with a number in it, so recycling centers don't accept it. There is no deposit, so I can't bring it back. What am I supposed to do?

And I see that you are the makers of Mr.Pibb. WHERE THE HELL IS IT? Everybody knows that it is the world's best soft drink, and is **especially** superior to that wannabe Dr.Pepper! What is wrong with you? Wouldn't sane business practice ~~xxxx~~ dictate that you make it available? but NO! You focus on your mystery flavor O.K. media blitz and 87 different varieties of Coke (Look mommy, I put a nail in last night and the Coke disintegrated it!) Wise up will you! Sincerely,R J Mackinno0n

Dear Coca-Cola Company

I have been a Coca-Cola fan since I was a child. I love the taste, the feeling of refreshment, and the fact that it doesn't even mention it's a soft drink. I love the hard-like behavior of the Coca-Cola bottle and the quality. But there are those of us who are not so easily fooled. We will not be "fooled" while you claim to be a soft drink. I demand that you change this time. Pepsi has the guts to, and they provided us with their goods. I will not be fooled! You should too!

R. J. Mackinnon
1101 Webster St.
Boston, MA 02115

P.S. The way you had to wait for the word needed to be in the dictionary and the word needed to be in the dictionary.

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

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

September 16, 1994

Mr. R.J. Mackinnon
1191 Boylston St., No. 33
Boston, MA 02215

Dear Mr. Mackinnon:

Thank you for writing to us regarding the plastic coding on our bottles of PowerAde. We appreciate your sharing your concern with us.

Mr. Mackinnon, we apologize that you were unable to find a recycling code on your bottle of PowerAde. PowerAde bottles have a recycling code of 1. However, since we want recycling to be as easy as possible, I have shared your comments with our Recycling Department.

We're glad to hear that you're a fan of Mr. Pibb. We are sorry that it is not available in your area. Mr. Mackinnon, the independently operated local Coca-Cola Bottling Companies decide which types of products and packaging to offer in their areas. To find out more information about the products available in Boston, you may want to call the bottling company that services that area. You can reach the bottler for Boston by calling 1-800-972-2653.

In appreciation for your taking the time to contact us, we hope you will enjoy the enclosed coupon. If you have any additional questions or comments, please let us know.

Sincerely,

Melissa Packman

Melissa Packman
Consumer Affairs Specialist

MP:mp

Enclosure: Coupon

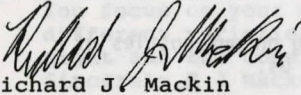
Dear Coca-Cola People,

So I was in Tennessee the other week and I was in a Quick Mart type store and I noticed that The O.K. Soda there bore a neon circle on the package proclaiming O.K. to be a "UNIQUE FRUITY BEVERAGE". What the hell is that? I recall only too well my disappointment when I called the 1-800-IFEEL OK hotline and was informed that I would not be told the flavor. It was hinted that it was either a mixture or somehow citrusy, but no confirmation at the source.

What are you trying to pull here? Are you saying that Southern Hicks are too stupid to figure out the flavor and need everything spelled out for them, or are you trying to keep us Yankees shrouded in mystery? Dare I ask what cockamamee embellishments await me should I see an OK bottle in Utah or Wisconsin? What is the Deal???

Please send me some free stuff.

Sincere Thanks.


Richard J. Mackin
1191 Boylston St 33
Boston MA 02215

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

ADDRESS REPLY TO
P. O. DRAWER 1734
ATLANTA, GA 30301
1-800-438-2450

April 25, 1995

Mr. Richard J. Mackin
1191 Boylston St., No. 33
Boston, MA 02215

Dear Mr. Mackin:

Thank you for your comments about the flavor description of "OK" Soda. We appreciate your feedback.

Mr. Mackin, we apologize that we were unable to describe the flavor of "OK" Soda last year; however, due to popular demand, we are now able to let you know that it is a unique fruity soda featuring a distinctive blend of flavors. Although we cannot say what the specific flavors are, we do encourage you to "THINK OK/DRINK OK."

Thank you for taking the time to contact us. We hope you will enjoy the enclosed "OK" stickers.

Warm Regards,

(Although Best Served Cold)

Melissa Packman

Melissa Packman
Senior Consumer Affairs Specialist

MP:mp

Enclosure: "OK" Stickers

Sincerely,

Joe McQuinn
Joe McQuinn

Consumer Relations

Feb 25, 1996

Dear O.K.soda people,

Remember how you came out and didn't even say what you were? Remember how you based your entire marketing plan on the marketing plan itself? Remember that? Huh? What was going through your minds that made you bring another redundant product into the world? I remember. I was right there. I told you that we wouldn't stand for it. Where are you now? Ha! I told you so. In your face!

Please Respond,

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

NO REPLY!

Dear Mountain Dew,

Feb 6, 1995

Okay, say I wanted some soda that tasted like oranges. I would buy orange soda. Same with lemon lime soda, cola, grape, and assorted "beer" and "ale" sodas. So what the hell flavor is Mountain Dew? I mean, actual dew from actual mountains would be kinda gross, don't you think? Please write back.

Thank you.

Rich Mackin
1191 Boylston st 33
Boston, MA 02215



April 11, 1995

Mr. Rich Mackin
1191 Boylston Street -- #33
Boston, MA 02215

Dear Rich:

Thank you for taking the time to write to us here at Pepsi-Cola regarding the name and flavor of Mountain Dew.

Mountain Dew is a full flavored carbonated soft drink with its own unique citrus taste. Its primary citrus flavoring is concentrated orange juice. Pepsi-Cola Company acquired the brand in 1964 from the Tip Corporation. Originally the brand had strong regional popularity in the South, but has recently grown to be the fifth best selling soft drink in the United States.

Thanks again for writing; we appreciate your interest in Pepsi products. I hope we can count on your continued friendship and support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Joe McGovern".

Joe McGovern
Consumer Relations

JM/jm

April 10, 1995

Dear Toilet Paper People,

It is a slightly known fact that Martin Luther became divinely inspired on the toilet. My inspiration was less dramatic. Not inspiration even, inquiry...Where did the Idea of toilet paper come from? I mean I have limited knowledge of Thomas Crapper and his invention, but none of the accompanying tissue. What did people use before its invention? What makes toilet tissue different from facial tissue other than size?

Of course, there is the standard TP question, why are the rolls so darn hard to start?


And why rolls Vs. boxes? Why are the squares that size? Are they the product of years of research that led you to a Platonic ideal size, or did you just make it up?

When you install a roll, should the paper be pulled from the top or the Bottom? If you have any other advice on other TP matters, let me know.

Please write back. Please send me free stuff if you can.

Thank You,

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215

Sincerely,

Joe McGovern
Consumer Relations

SCOTT

Consumer Relations
1-800-TEL-SCOTT

April 26, 1995

Mr. Richard J. Mackin
33
1191 Boylston Street
Boston, MA 02215

Dear Mr. Mackin:

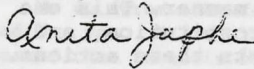
Thank you for your recent request.

Periodically, we send free samples or coupons through the mail to consumers who are randomly selected. When we sponsor these special marketing programs, this is done for a variety of reasons including that of creating an awareness of a particular brand in a given area.

Unfortunately, we cannot honor specific requests for coupons or samples. We receive so many requests that it has become impossible for us to comply.

We appreciate your support of Scott brands.

Sincerely,



Anita Japhe
Consumer Relations Representative

AJM/sco

Dear Scott tissue people,

Ohhhhhhh, I am MAD at you!

I wrote you this nice chipper letter with a few light hearted but fairly asked questions relevant to your product and you send me back this piece of CRAP that shows that you did not even READ my letter! That is NO WAY to treat a customer there T.P. people! I am giving you one more chance to answer, or at least acknowledge the individual questions I ask. If you reply with another stinky form letter, or fail to reply at all, I am boycotting your well-wiped behinds!!!

An UNSatisfied customer,

Richard J. Mackin
1191 Boylston st #33
Boston MA 02215

June 17, 1995

Dear Friends in Christ,

I am sending copies of this letter to various spiritual leaders. I am writing to address the spiritual problem of candy, and in particular, a recent television ad.

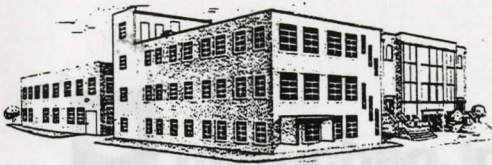
As you may be aware, I have been working to alert Christians of the looked over problem of junk food. While sodomy and adultery are carnal sins of sexual activity outside of God's plan of procreation, so too is candy a carnal sin of eating outside of God's plan of nutrition. If you are reading this, chances are that you have read earlier letters of mine regarding this topic. I will send more information upon request. Many have dismissed my words on the matter, falling into this pro-consumption and anti-Christian conspiracy. Somehow, Christian leaders see no point in addressing a less well known problem than they are used to.

However, the recent PAYDAY candy bar television ad is far too much. In this ad, a young man is eating a PAYDAY candy bar while talking on the phone to a phone sex prostitute. Furthermore, he is talking about the candy bar in a sexual manner. This one ad in 30 seconds promotes eating junk food, prostitution, and masturbation, and furthermore combines and links these actions.

Please consider this, and let me, as well as the PAYDAY candy company, know of your thoughts on the matter.

Thank You,

R.J. Mackin
1191 BOYLSTON ST #33
BOSTON MA 02215



Southwest Radio Church

Post Office Box 1144
Oklahoma City, OK 73101

In Oklahoma — 405/235-5396

Outside Oklahoma — 1-800-652-114

July 27, 1994

R.J. Mackin
1191 Boylston St., #60
Boston, MA 02215

Dear R. J. Mackin,

Thank you for your letter of July 7. You do have an interesting point about candy. However, the eating of candy cannot be seriously compared to fornication (sodomy, adultery, etc.) Fornication involves not only a hurting of the body (as does candy) but also a harming of the soul (psychological and emotional) and the spirit (see Proverbs 6:30-35) in a special way, greater than most other sins. Fornication is much greater as a sin than eating non-nutritional foods.

We do agree that food (pleasure food) with empty calories is not good for you. It is always better to eat food in the way that God created them in their balance of protein, fats, carbohydrates, vitamins, and minerals. That natural balance is better than adding sugar and fat as many times we do. Also, modern refining and milling often strips food of God-designed nutrients, such as in the case of whole grain cereals.

Finally, Fasting in a Biblical way does have its place and purpose in our Spiritual Growth. The discipline (spiritual and physical) is needed.

Keep in touch.

Yours IN CHRIST,

Larry N. Baker, associate pastor

Maruchan Inc.
Irvine, CA
92718

Dear Maruchan Ramen Noodles

At my local Star Market, your noodles will sometimes be on sale for as low as 10¢ a pack. Now, considering Star's share, shipping, packaging, etc, this must mean that the actual product is veritably free. If not, it is to price what a quark is to mass. Exactly how much does it take to make a pack of noodles?

You mention Oriental a lot. The pack I'm looking at says Oriental Noodle Flavor right under Oriental noodle soup. Now I know for a fact that there are several different Oriental cultures, each of them having slightly different cuisine, and that there are numerous types of noodles. So exactly what do you mean by Oriental flavor?

I also think that your list of ingredients would mean more if the ingredients were even remotely recognizable as food components. Telling me that you have disodium guanylate means nothing if no sane human knows what it is. What about tumeric?

Anyway, since Ramen noodles are so cheap for you to make, I thought I might buy some wholesale. Please find enclosed One dollar. That should buy a few cases.

Thank you for your time and I await your response.

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215
USA



maruchan, inc.

December 7, 1994

Mr. Richard J. Mackin
1191 Boylston St., #33
Boston, MA 02215

Dear Mr. Mackin:

Thank you for your kind letter dated November 1994. We always appreciate hearing from our customers.

Your comments on the price were very astute. Sometimes we too feel the product is given away for free. Actually Ramen is a very popular and very competitive product and as a result grocery chains such as Star Market will have opportunities to offer our product at low prices.

We are sorry, but we cannot sell directly to consumers, so enclosed please find the one dollar you sent to us. Also please find a recipe booklet and some coupons good on Maruchan products.

Thank you again for your support.

Sincerely,

Mark Horikawa
Maruchan, Inc.

MH/mf

Enclosures

B&M Baked Beans
consumer affairs
P.O.Box 66719
St.Louis, Mo

Jan 9, 1995

Dear B&M baked beans,

Do you really think that it is in your best interest to be called B&M? I mean, when people think B and M, they think of B. M. which is short for bowel movement. Maybe you didn't know that, but at least now you do. Actually it is really weird to call an object a verb like that. In fact any time you are moving, it can be said that your bowels are too!

As you can see by my address, I live in Boston, aka Beantown, which is weird because only tourists and foriegners call it beantown, not Bostonians. In fact, I haven't eaten any more beans here than I did when I lived in Connecticut, which is a less bean affiliated state.

Please respond.Thanks,

Richard J.Mackin
1191 Boylston St 33
Boston Ma 02215

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215
USA

[Handwritten signature]
B&M Baked Beans
Consumer Affairs

PET

INCORPORATED

February 10, 1995

Mr. Richard J. Mackin
1191 Boylston Street, #33
Boston, MA 02215

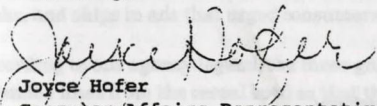
Dear Mr. Mackin:

Thank you for taking the time to contact Pet Incorporated. We appreciate your comments regarding B&M Beans.

All comments from our consumers are appreciated as they help us to continuously evaluate and improve our organization. Your comments, along with other comments we receive, have been forwarded to the appropriate personnel for their review.

Thanks again for taking the time to contact us. We've enclosed coupons which we hope you will use and enjoy.

Sincerely,


Joyce Hofer
Consumer Affairs Representative
02/09/95 194/1A 2637

JH/jh

enc: Coupon

Pet Incorporated
Consumer Affairs Department
P.O. Box 66719
St. Louis, MO 63166-6719
314 622 7700

May 7, 1995

Dear Rice Krispies,

Who were the REAL Snap, Krackle, and Pop? How have these 3 cartoon characters managed to stay the mascot of an almost healthy cereal for so long, while sugar cereals have mascots come and go like Marcia Brady's boyfriends.

How come you have the recipe for Rice Krispies Treats on the back of Rice Krispies, but you don't have a recipe for Rice Krispies on the back of Rice Krispies Cereal boxes. Ha ha.

Who first came up with the idea of "puffing" rice.

Please Respond,

Richard J. Mackin
1191 Boylston St #33
Boston MA 02215

Kellogg's

May 25, 1995

Mr. Richard J. Mackin
#33
1191 Boylestown St.
Boston, MA 02215

Dear Mr. Mackin:

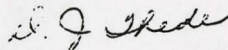
Thank you for your interest in Kellogg Company.

As you can imagine, we receive many requests for a vast array of specific data on our business. While we wish we could respond individually to each, the tremendous number simply makes it impossible for us to do so.

We are enclosing printed materials on our business which we hope will provide the information you need.

Again, thank you for contacting us.

Sincerely,



D. J. Thede
Manager, Consumer Response
Consumer Affairs Department

Enclosures
dt/kba

1246822A

Snap! Crackle! Pop!



Snap!® Crackle!® Pop!® appeared on the very first Kellogg's® *Rice Krispies*® cereal. In Sweden, they say "Piff! Paff! Puff!"; in Germany, "Knisper! Knasper! Knusper!"; and in Mexico, "Pim! Pum! Pam!." *Snap! Crackle! Pop!* own the double distinction of being both the first and the longest-lasting cartoon characters to represent a Kellogg product.

In 1928, Kellogg's *Rice Krispies* cereal entered the ready-to-eat cereal market. The company's advertising agency at that time, N. W. Ayer, was quick to capitalize on the toasted rice bubbles' most distinctive feature - they make noise in milk. This made *Rice Krispies*® cereal the perfect product to sponsor Kellogg Company's first venture into national radio - a popular children's story program called "The Singing Lady," produced in Chicago. The words they chose to describe this new cereal, "so crisp, it crackles in cream," were *Snap! Crackle! Pop!*

These words without characters, first appeared on a *Rice Krispies* cereal package front in 1932. In 1933, a tiny gnome wearing a baker's hat and carrying a spoon topped a side panel. This gave *Snap!*, who always wears a baker's hat, some seniority. He still

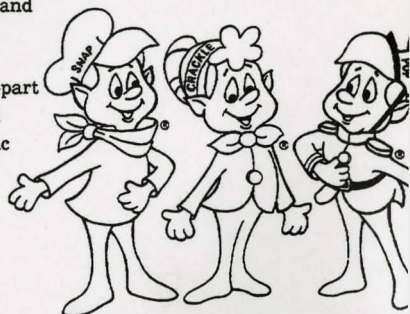
appeared solo on the packages as late as 1936, but *Crackle!* and *Pop!* joined him in print ads in the early '30s. By 1939, they starred in movie shorts. And finally, by the 1940s, they were together on side and back panels of packages sometimes as heroes of comic strips. During World War II, they patriotically posed with guns, tanks, and ships in ads that urged consumers to "Save time, save fuel, save energy."

According to one agency legend, the three gnomes didn't have their names until a creative layout artist extended lines from the cereal bowl so that the words *Snap! Crackle!* and *Pop!* landed on their hats - where they've been ever since.

In 1949, *Snap! Crackle!* and *Pop!* changed drastically from gnomes with huge noses and ears and oversized hats, to more human creatures with boyish haircuts, proportional features, and smaller hats. They continued to evolve as fashions changed, appearing with longer or shorter hair, rounder eyes, and different costumes. Their hats have changed least. *Snap!* always wears a baker's hat; *Crackle!*, a red or striped stocking cap; and *Pop!*, a military hat. From high-pitched elfin squeaks, their voices have developed more pleasant speaking and singing ranges. Since their television debut in the 1960s, they have become more animated.

Together, they've appeared in hundreds of ads and commercials and modeled for dozens of premiums. They love to sing and have performed several jingles. Their most popular song, written in 1963 by Dick Marx and Nick Winkless, is a mind-sticking three-part round called "*Snap! Crackle! Pop! Rice Krispies*." Kellogg used the jingle for four years. It still surfaces occasionally in nostalgic medleys and, according to one nightclub act, draws instant applause.

After 60 years in the business, *SNAP! CRACKLE!* and *POP!* are busier and more popular than ever, and they'll continue to work as long as their cereals make noise in milk.



May 7, 1983

Dear maxwell house,

First of all, thank you for making coffee! I love coffee! I cannot feasibly express in words just how much I love coffee! Also, thank you for not being like Folger's and killing people in El Salvador, or if you do, good job on not getting caught!

Here are some questions I would like to ask you...

1) When you say "Good to the last drop" you are saying that you are good for most of the cup, but that the last drop isn't good. Is that what you mean? I usually don't try to drink the very last few drops, since they kind of stay at the bottom of the cup, or maybe the last few sip worths are too cold to properly enjoy. Is that why the last drop isn't good, because it is cold. If I read you right, You actually mean that you are good up to, and including, the last drop? I know that it would be a hassle to have to change your cover art, but if I noticed this, imagine all the people who probably did too and as a result don't want your coffee because of all the wasted last drops.


Also, you have Maxwell house Master blend. Now, I know that you mean to say that this is really good coffee, but doesn't it also imply that you have regular coffee that isn't good, or at least not as good, why don't you just make all of your coffee really good?

It says to refert to the numbers on the bottom of the can but I can't seem to figure out what numbers you are talking about and if I put down all the numbers I see it wouldn't make any sense now, would it? So just make up any numbers that you want, it's O.K. by me.

God Bless America!

Richard J. MACKin
1191 Boylston St. 33
Boston, Ma 02215

P.S. It says 100% pure ground coffee. As opposed to what?





Consumer Center

Maxwell House Coffee Company/ Kraft General Foods, Inc., 250 North Street, E1-3, White Plains, New York 10625
1-800-432-6333

November 24, 1994

Mr. Richard Mackin
1191 Boylston Street
Number 33
Boston, MA 02215

Dear Mr. Mackin,

Thank you for contacting Kraft General Foods.

Our MAXWELL HOUSE® Coffee slogan, "Good To The Last Drop", originated with President Theodore Roosevelt. In 1907, on his return from a bear hunt in Mississippi, President Roosevelt was being entertained by the Ladies' Hermitage Association at Andrew Jackson's old home called "The Hermitage", located just 12 miles outside of Nashville. MAXWELL HOUSE® Coffee was served and after finishing one cup of coffee and being offered a refill, he commented on the quality of the coffee and made his now famous statement, "Delighted this coffee is good to the last drop".

For years to follow many Americans have shared this sentiment and today coffee lovers from around the world enjoy MAXWELL HOUSE® Coffee.

Thank you again for writing, and please don't hesitate to contact us again with your comments or questions.

Sincerely,

D. Martin
D. Martin

1338724 / 1428968 / DMM

Dear Kellogg's

Recently, I was enjoying a big brimming bowl of Kellogg's Raisin Bran, when it occurred to me that while your big sales pitch is the whole "TWO SCOOPS!" thing, there is no exact definition of how big either scoop is. I mean, if you said two cups, that would mean something, but what the hell is two scoops? If they are the size of the scoops in a container of Iced Tea mix, that's pretty sad, don't you think?

I also find it a bit odd that there are two scoops in every box, despite different box sizes. I doubt that you could fit any bran flakes in an individual serve size box with two scoops of raisins, and assume that the larger boxes would have a proportionately smaller amount of raisins.

I do think that it is safe to assume that this whole two scoop thing is an approximation, but can't you be a bit more accurate?

It says to include box-top information. Here goes:

BETTER IF USED BEFORE APR 13 1995

MB 007

YO! HIP-HOP GEAR OFFER (see back panel for details)

Ctn.No. K-0087B

It also said Kellogg's Raisin Bran and had opening instructions

I bought this 25.5 oz. box at my local Star Market for \$4.19.

Please respond. Thank you.

Sincerely,

Richard J. Mackin
1191 Boylston St 33
Boston, MA 02215

Kellogg's

September 14, 1994

Mr. Richard J. Mackin
1191 Boylston St. #33
Boston, MA 02215

Dear Mr. Mackin:

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

Please note that the registered trademark TWO SCOOPS® in the phrase "two scoops of raisins" does not refer to any specific measure of raisins but is only intended to convey in a playful way that there are many raisins in KELLOGG'S® Raisin Bran cereal. The amount of raisins in any particular package of our cereal depends upon the size of the cereal package and the size of the individual raisins. For example, there is almost one cup of raisins in a 15-ounce package of KELLOGG'S® Raisin Bran, about 1 1/3 cup of raisins in the 20-ounce package, and about 1 2/3 cup of raisins in the 25-ounce size.

The "TWO SCOOPS" shown in our advertising do not represent any established measuring device but hold a total of approximately one-half cup of raisins.

Thank you, again, for writing. We appreciate being able to provide you with information regarding our advertising.

Sincerely,

Sandra S. Stafford
Sandra S. Stafford
Consumer Affairs Department

SSS/cmj

0734482A

Post pebbles
Kraft General Foods
Box cp 13
White Plains, NY 10625

1/9/95

Dear Pebbles(both kinds)

I am very confused at the recent T.V. ad in which Fred and Barney are celebrating Christmas. Now I realize that Christmas is linked to the ideas of gifts and santa these days, but we must never forget that Christmas is the celebration of the birth of our Lord and Savior Jesus Christ. On a more scientific level, consider ~~that~~ that Fred and Barney are Cavemen, who live quite a while before Christ's birth.(Hence the point of B.C.)

Furthermore, in every commercial, this Barney fellow goes out of his way to TRICK Fred out of his pebbles. I don't know why he doesn't just buy his own? Wouldn't it be in your own best interest to try to get people to BUY the cereal and not steal it? In any case it is really sad that you are seeking to to corrupt America's youth.

Please respond,

Rev Richard J. Mackin, M.O.P.
1191 Boylston St 33
Boylston St 33
Boston MA 02215

Sincerely,

Richard J. Mackin
1191 Boylston St 33
Boston, MA 02215
Consumer Affairs Department



& NABISCO® Cereals

Cereals with the taste you want and the nutrition you need.

January 18, 1995

Rev. Richard Mackin
1191 Boylston Street
Number 33
Boston, MA 02215

Dear Rev. Mackin,

Thank you for your comments about our advertisements featuring
POST® Fruity PEBBLES® Cereal.

Our advertisements are carefully developed in what we believe is
in good taste. While it is our intention to show sensitivity, I
understand that not everyone shares the same views. Your comments
are welcomed, and I will forward them to our Advertising Staff for
their consideration when planning future campaigns.

Thank you again for writing, and please don't hesitate to contact
us again with your comments or questions.

Sincerely,

K. Lehmbeck

1338724 / 1744590 / KDL

Dear Lever Brothers, Family and Friends

Your big selling point of your Lever 2000 is that it cleans all my body's 2000 parts. What 2000 parts? Could you list them? Technically it only cleans one part-the skin- as far as I can see. Are you actually referring to different areas of the body? I just don't understand. Please inform me.

Thank you

Richard J. Mackin
1191 Boylston St 33
Boston, Ma 02215

X
Richard J. Mackin

Lever Brothers Company
Consumer and Public Relations
390 Park Avenue
New York, New York
10022-4698
Telephone (800) 598-1223

September 23, 1994

Mr. Richard J. Mackin
1191 Boylston Street 33
Boston, MA 02215



Dear Mr. Mackin:

Thank you for your letter about our Lever 2000 advertisement.

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

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

Sincerely,

A handwritten signature in cursive script that reads "Kim Wilson". The signature is fluid and elegant, with the first and last names clearly legible.

Kim Wilson
Consumer Representative

KW/ld
Enclosure

Kim Wilson
Consumer Representative
Lever Brothers Co.
390 Park Ave
New York, NY 10022-4698

Sept 27

Dear Kim/Ms. Wilson,

Although you yourself are not an actual Lever brother, I thank you for your SWIFT reply to my letter. However, I am troubled by your reply.

I understand that using any catch phrase that connects with your product name would make sense, but not if you have a nonsensical product name! Where did you get 2000? Were the Lever brothers hanging out one day lamenting their last name, and decided to add on a random number to make it interesting? Where does 2000 come in to all of this? And why should it make me think of mildness? Am I supposed to say 2000? 2000? That's the mildness number?! It makes no sense.

I'm sorry to keep bothering you with this, but it just annoys me to see our culture filled with needless points like nonsensical advertising. Once again, thanks for the info. Please respond, but don't feel obliged to reward me with coupons unless you really want.

Thanks again,

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215

Lever Brothers Company
Consumer and Public Relations
390 Park Avenue
New York, New York
10022-4698
Telephone (800) 598-1223

November 2, 1994

Mr. Richard J. Mackin
1191 Boylston Street 33
Boston, MA 02215



Dear Mr. Mackin:

Thank you for your second letter regarding Lever 2000 advertising.

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

Thank you for your interest in our product.

Sincerely,

A handwritten signature in dark ink, appearing to read "Pat Fahey". The signature is fluid and cursive, with the first name "Pat" and last name "Fahey" clearly distinguishable.

Pat Fahey
Consumer Representative

PAF/cl

Now Look,

TWICE I have written to you regarding Lever 2000. Twice I have asked What the 2000 means. Twice you have replied without answering me. I am getting angry. Obviously you use the number 2000 for SOME reason. Or do you? Or are you totally insane, or perhaps DADAists and have chosen something totally random? Please let me know. Answer this. Fill in the blank; The reason that we are called lever 2000 is _____. You aren't called Lever smooth, for all your body's smooth parts. You aren't called Lever different, for all your body's different parts. Either give me the reason why or admit that you yourselves do not know.

Richard J. Mackin
1191 Boylston st 33
Boston, MA 02215

NO REPLY!

May 7, 1995

Dear Lever 2000,

While reflecting on your inability to tell me what your name means, I was watching T.V. and there was an HMO commercial saying that there was a specialist for every part of the body. One example was that a cardiologist is a heart doctor. The heart is a part of the body. You say that Lever 2000 cleans all my body's 2000 parts. Does it clean the heart? How about the spleen?

Please respond,

Richard J. Mackin
1191 Boylston St#33
Boston MA 02215

NO REPLY!

April 6, 1995

Maxwell House Coffee
250 North St. E1-3
White Plains, NY 10625

Dear Coffee people.

Thank you for writing me back. You said to not hesitate to contact you again so I won't.

I think that you should incorporate the whole Teddy Roosevelt thing into your ad campaign. Teddy Roosevelt would be a better spokesman than your old spokesperson, the Wicked Witch of the West. Maybe you could have Maxwell House teddy bears. I know I'd want one. (hint hint)

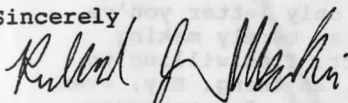
Did you ever see the movie "Hiding Out"? Jon Cryer played an accountant that was trying to hide his identity and used the pseudonym Maxwell Houser after looking at one of your coffee cans. Pretty cool, huh?

Although I like your coffee enough to buy it anyway, I boycott Folgers because they sponsor Death Squads in Central America. Can you believe that? They don't even deny it! Don't you ever sponsor Death squads, Ok? Do you know that some people think Central America means Kansas?

Thank you again for making Coffee, but don't make as much Sanka, because Decaf is bullsh*t, pardon my French.

Write Back,

Sincerely



Richard J. Mackin
1191 Boylston St #33
Boston Ma 02215

NO REPLY!

Feb 26, 1995

Chelsea Clinton
The White House
1600 Pennsylvania Ave
Washington D.C. 20006

Dear Chelsea,

Hello. My name is Rich Mackin, I am a 22 year old activist (sorta) and singer for a punk rock band called TOP DEAD CENTER.

I am writing to you because I am curious about your tape Are You There God? It's me, Chelsea. I first heard about it via the New York Press article dated Dec 7, 1994. If it doesn't really exist, I hope that you at least know that this rumor is being circulated. If this tape does indeed exist, I am very much interested in obtaining a copy. To be forward, I may even be interested in performing one of your songs with my band if you are at all interested in something like that happening. In any case I would like a copy of the tape for my personal listening.

The article did not mention if you are trying to se these, or are giving them away, or anything like that. (Whatever you do, don't let a major label make money off of it, but maybe you can mass market it yourself, or get an independant label to do it as a benefit for something...I'm sure this isn't anything you haven't already thought about...) Usually when I make offers like this, I offer trade in my own self-made comics or whatever, but as you are a celebrity of sorts and I am nobody you would have ever heard of, I must say that I have no idea how to approach this. For all I know, this is the only letter you've gotten about this, or the millionth. So, I am merely making this request, putting the ball in your court. I am willing to send postage, comics, artwork, trade tapes, anything. Hey, even if you want a weird pen-pal, that would be cool. In any case, please send some sort of response.

Thanks, Rock on,

Rich Mackin
1191 Boylston St #33
Boston, Ma 02215

THE WHITE HOUSE
WASHINGTON

June 5, 1995

Mr. Rich Mackin
1191 Boylston Street Number 33
Boston, Massachusetts 02215

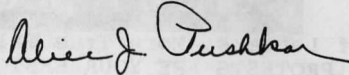
Dear Mr. Mackin:

Thank you for writing to the First Lady in regard to the article "Chelsea Riot Grrrl" in the March/April issue of the Utne Reader. My understanding is that this article is a reprint of a story that appeared in a December 1994 issue of the New York Press.

Both the Utne Reader and the New York Press have acknowledged that this article is entirely a work of fiction and bears no relationship to any events or comments by Chelsea Clinton.

I appreciate that you took the time to check the veracity of this account.

Sincerely yours,



Alice J. Pushkar
Director of Correspondence
for the First Lady



mail order fun

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