

Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00
(more if mail order)

#3

CONSUMER DEFENSE CORPORATE POETRY



Dear Readers,

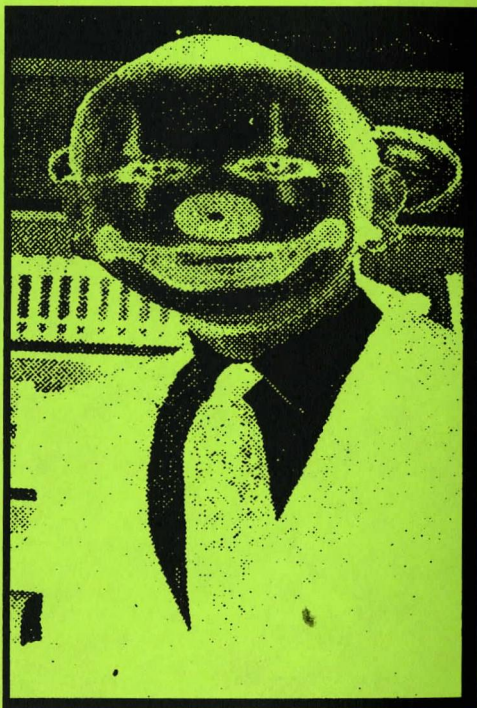
Thank you for taking the time to brighten my day by reading my letters! It is because of people like you that my letters have been such a success. I appreciate your interest.

This is the second version of book 3. As supplies dwindled of the first, I accumulated some material that would be better presented with certain older stuff, and so present several follow-ups and bonus letters not previously available. Also included are some responses to reader's postcard actions. See back page for details.

You are a valued reader, and I hope you will continue to enjoy my letters!

Thanks!

Rich Mackin
P.O.BOX 890
Allston MA 02134



October 1, 1995

Editor,
The Boston Globe
Boston MA 02107-2378

I am very upset as a result of the October 1st Front Page article "Patches of not-so-great pumpkins". It was typical of the status-quo mainstream American media that refuses to actually research its references, and seems to often say whatever comes to mind without checking its validity. It implies that Linus would be disappointed by the Great Pumpkin were he to wait in a Bay State patch, as recent weather has caused a puny crop. What Doreen Indica Vigue does not seem to understand is that it is of utmost importance to wait in THE MOST SINCERE pumpkin patch, sincerity having no correlation with pumpkin size or yield of harvest. In any case, it is premature to expect Linus to wait in the pumpkin patch, as Halloween is not until the END of the month.

While I am writing, I am curious as to why the GLOBE has not kept up to date with yours truly. Both the Herald and the Phoenix have had articles with 1/4 page photos of me in them during the last years, what are you waiting for ?

Please Respond,

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

P.S. here is some information that might bring some clarity regarding the Great Pumpkin

WHAT WILL YOU BE DOING OCTOBER 31 ???
Sitting in the pumpkin patch I hope, for the scriptures make it clear....
"Sit in that pumpkin patch until the Great Pumpkin comes" Linus 2:62
Yes, on Halloween, the most sacred of days, the day of ALL saints, as the lord says in the BIBLE....
"Our father who art in heaven.
HALLOWED be thy name" Matthew 6:9(heehes)
It is most important that you sit in a pumpkin patch that you can find, for...
"Each year the Great Pumpkin rises out of the pumpkin patch no thinks is the most sincere" Linus 26:2
The Great Pumpkin may not be as popular as the likes of Santa Claus, but...
"Being number two, he tries harder"
Linus 5:54
Furthermore it says not only in the BIBLE, but also on clown held signs at sporting events...
"For God so loved the world, he delivered unto it his greatest besotten pumpkin" John(Poley):16
So pay heed lest thee be caught unprepared WHEN, not IF, but WHEN the Great Pumpkin comes.
"And God proclaimed, there but for the grace of a pumpkin go I, for the glory forever" Placido 55:54
Pay heed to this warning-Placido 55:54
sincere pumpkin patch, waiting vigilantly all Halloween night if need be, and if the Great Pumpkin does not appear, try again next year!

THE CHURCH OF THE GREAT PUMPKIN
The First Temple of Shirley Hespill!
Remember this is in print, it must be true!

July 15, 1995

Dear Lender's Bagels,

I was watching T.V. and I saw a commercial for THE MONEY STORE, which is not actually a store that sells currency but a banklike establishment of some sort. The very first thing that was said in this ad was

" Are you tired of LENDER'S dictating the rates on your loans?"

What are they talking about? How does a Bagel baker control abstract finances and mortgages? Is this true, or is it an indication that The Money Store is anti-Semitic, and perpetuating the whole Jewish-money-cheapskate stereotype. If I were you, I wouldn't stand for it!

I am interested in hearing your perspective on all this.

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

P.S. I really love your bagels! They are in actuality very reasonably priced!



August 8, 1995

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

Dear Mr. Mackin:

Thank for contacting Lender's Bagel Bakery. Communication from our consumers is always appreciated.

I think that perhaps you misunderstood the television commercial for The Money Store. When they say, "Are you tired of lenders dictating the rates on your loans?", they do not mean Lender's as in Lender's Bagels but are referring to lenders as in financial lending institutions. I hope that this helps to clear up any misunderstanding.

I'm also happy to hear you enjoy our bagels and feel that they are reasonably priced. We've been baking bagels since 1927, and we work hard to bake the best bagel around.

We hope you will continue to enjoy the many varieties of Lender's Bagels and will use the enclosed complimentary coupons the next time you go shopping.

Sincerely,

Jean Trojanoski
Consumer Services

Enclosure

Domino Sugar Corp.
New York, NY 10036

Dear Domino's

I'm really not sure what led you to two such unrelated businesses, but I guess that's none of my business

First of all, I would like to add my name to the growing list of people who are infuriated with your delivery personnel's poor driving habits. I've heard that you've laxed on the 30 minutes or less thing, and are always trying to improve safety, but let me tell you, you have a long way to go.

Also, what's up with this operation rescue thing. I understand that it is not company policy to give money to pro-life groups, but instead that they are personal donations of the owner. But since all that money comes from Domino's, it pretty much the same thing.

By the way, What does your name have to do with the game Dominoes? Or is it just a coincidence of some sort?

Please respond. Thanks.

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215



DOMINO SUGAR CORPORATION
1114 AVENUE OF THE AMERICAS
NEW YORK, NY 10036-7783
TEL (212) 789-9700

November 16, 1994

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

Dear Mr. Mackin:

Thank you for your recent letter to Domino Sugar Corporation. We are always pleased to hear from our consumers since quality and satisfaction are important to us.

I would like to make clear, however, that Domino Sugar Corporation is not, and has never been, affiliated with Dominoes Pizza.

Enclosed is a Domino® Sugar coupon for your use. We appreciate your interest and are confident that you will continue to enjoy our products.

Sincerely,

Josephine Angiuli

Josephine Angiuli
Coordinator Merchandising & Promotions

JA:vc

cc: M. Bono

Dear McDonald's

I, like whoever is McDonald's namesake, am Scottish. It does me proud to see an otherwise downtrodden group brought to such lofty heights as the McDonald's name implies. However, I am very confused at the point of your restaurant.

Despite your name, you serve only simple, dare i say American, food- sandwiches and the like. Where is the scottish cuisine? Where is the haggis? It would only make sense! McDonald's without haggis is like taco bell without tacos, please stay true to your heritage, and in any case, please keep me posted.

thank you,

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



November 28, 1995

Mr. Richard J. Mackin
1298 Comm. Ave., #4
Allston, MA 02134

Dear Mr. Mackin:

Thank you for writing McDonald's. We appreciate your interest in the origin of the McDonald's name and I welcome the opportunity to share the following information with you.

While the name McDonald is of Scottish origin, McDonald's restaurants, since its conception with the McDonald's brothers, have always been known as a hamburger restaurant. Our founder, Ray Kroc, was the exclusive distributor for the company that produced "multi-mixer" milk-shake machines. Impressed by a small chain of hamburger restaurants based in San Bernadino, California, that used the multi-mixers, Mr Kroc acquired franchising rights from the owners, Dick and Mac McDonald. He then founded McDonald's Corporation in 1955. In 1961, he bought out the McDonald's brothers for \$2.7 million, borrowed at interest rates which eventually made the cost \$14 million.

Again, Mr. Mackin, thank you for writing McDonald's and for your interest in our company. Because you're a valued customer, please use the enclosed gift certificates the next time you visit one of our restaurants. We hope to serve you again soon "under the Golden Arches."

Sincerely,

McDONALD'S CORPORATION

Patricia Milroy
Patricia Milroy
Representative
Customer Satisfaction Department

McDonald's Corporation
McDonald's Plaza
Oak Brook, Illinois 60521
Direct Dial Number

(708) 575-6198

Mr. Clean
Proctor and gamble
2150 Sunnybrook Drive
Cincinnati Ohio, 45237

Dear Mr Clean People,

Settle a bet for me, Is Mister Clean a Nazi Skinhead who was brought up by anal retentive parents or a working of the obsessively clean appearance-conscious gay male? Either way it is questionable politics. Is he naturally bald or does he shave his head? My thought is that he is probably balding, and would rather just shave all of his head and bald with dignity instead of doing that comb over thing.

Please respond,

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

Thank you for writing McDonald's. We appreciate your interest in the origin of the McDonald's name and I welcome the opportunity to share the following information with you.

While the name McDonald is of Scottish origin, McDonald's restaurants since its conception with the McDonald's brothers, have always been known as a hamburger restaurant. Our founder, Ray Kroc, was the exclusive distributor for the company that produced "hamburger" with cheese, known as a small chain of hamburger restaurants based in San Bernardino, California. That used the multi-name. He Kroc acquired franchising rights from the owner, Dick and Mac McDonald. He then founded McDonald's Corporation in 1955. In 1967, he bought out the McDonald's brothers for \$2.7 million, purchased all interest rates which eventually made the cost \$14 million.

Again, Mr. Mackin, thank you for writing McDonald's and for your interest in our company. Because you're a valued customer, please use the enclosed gift certificate the next time you visit one of our restaurants. We hope to serve you again soon.

Sincerely,

McDONALD'S CORPORATION
Patricia Wiley
Representative
Customer Satisfaction Department

Procter & Gamble

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

November 7, 1995

MR RICHARD J MACKIN
1298 COMMONWEALTH AVE 4
ALLSTON MA 02134

Dear Mr. Mackin:

Thank you for writing to Procter & Gamble. We appreciate your interest in our advertising for Mr. Clean.

Mr. Clean is an artist's conception of a magical genie. Like most genie's he is bald and wears an earring. He has been representing Mr. Clean products since their introduction in 1960.

Thanks again for writing. Sharing information about Procter & Gamble products is an important goal of our advertising. 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,

Mary L. Bihn

Mary L. Bihn
Consumer Relations

Cordially,

William Barnes

for NEWSPRINT

Newsweek
Box 404
Livingston, New Jersey
07039-1676

Aug 12, 1995

Dear News People,

A couple of years ago, I thought that getting a subscription to Newsweek would be a good idea, given your inexpensive subscription price. I thought that I would benefit from the regular arrival of important news stories. Instead, I recieved some news that was hidden between updates on crucial information that really really affects my life, like Tanya Harding's thoughts on life, and every time that O.J. Simpson sneezes, coughs or farts. I also got intelligence-insulting discussion on Generation X and a curious lack of stories that I find readily in smaller publications. So, come renewal time, I decided not to renew. I wrote you, told you that I did not want your magazine anymore, and while I was at it, I once again mentioned that my name is MACKIN. MACKIN! MACKIN!!! Not Markin! You people are supposably journalists, investigators of facts, and facts are being repeatedly thrust in your face, and you don't even notice them! No wonder NEWSPEAK is such a pathetic publication! Get the hint! DO NOT SEND ME ANYMORE BILLS FOR A CANCELLED SUBSCRIPTION!!! LEAVE ME ALONE!

And HOW DARE YOU ask me to pay promptly because that would save you on postage--no follow up reminders! Do you really expect me to really worry about the few pennies of postage you send me out of your multi million dollar company. The last concern I have right now is that NEWSWEEK wastes its money on extraneous postage to bother me with. If you are so concerned with saving postage, get the point and stop mailing nonsense to a fictional person whose name resembles mine!

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

Newsweek / INVOICE

Box 404, Livingston, New Jersey 07039-1676

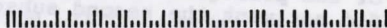
Number of Issues	Cost Per Issue	TOTAL AMOUNT DUE
XXXXXXXXXX	XXXXXXXXXX	\$27.65

518660048

00086258862 010030 5 0002765000007

Issue/Sub	Cost/Issue	Total
35	\$.790	\$27.65
ales Tax		\$0.00
otal Order Value		\$27.65
ayment Received		\$0.00
otal Amount Due		\$27.65

MR RICHARD MARKIN
APT 4
1298 COMMONWEALTH AVE
ALLSTON MA 02134-4018



PLEASE PAY NEWSWEEK FOR YOUR SUBSCRIPTION RENEWAL, WHILE
THERE'S STILL TIME. RETURN THIS BILL WITH YOUR CHECK
TODAY. THANK YOU.

Detach Here

Newsweek

October 10, 1995

We need to hear from you NOW.

Dear Mr Richard Markin:

Maybe you simply forgot.

At any rate, we need to hear back from you now. Our records show that we have not yet received payment for your NEWSWEEK subscription renewal. And, as you know, we cannot continue service indefinitely if you're not paid up!

I can't help but wonder. Is something wrong?
Are your copies being delivered? Do we have
your correct address? If there is some problem,
please let us know so we can straighten it out
and make any adjustment. If you have any questions
you can phone toll free: 1-800-634-6842.

If, on the other hand, everything's all right and you
are enjoying NEWSWEEK every week, please pay now, while
there's still time. Thank you.

Cordially,

William Barnes

for NEWSWEEK

Dear Cordial Idiot named William Barnes,

Maybe you simply ignored me

At any rate, I DID NOT RENEW MY SUBSCRIPTION TO NEWSWEEK!
Furthermore, I have written to you three times about the fact
that I have not renewed my subscription. I even explicitly
explained to you that I did NOT want to re-subscribe because
of the poor quality of your trashy excuse for reporting. I also
did not want the second subscription that was sent for a while
some months ago.

I especially would like to tell you something...
My last name is MACKIN. MACKIN. Em Ay See Kay Eye En. Not Markin.
MacKin. It was Mackin when I was born. It was Mackin when I
first subscibed. It was Mackin when I wrote to you that it was
Mackin. It was Mackin when I told you not to send me two copies
and that my name was Mackin. It was Mackin when I wrote to you
to tell you that I did not renew my subscription and that my
name was Mackin. My name is still Mackin. My name will be Mackin
when you write again and ask why Richard Markin is not paying
for a subscription he did not renew.

You are dumb. Leave me alone.

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

Newsweek / INVOICE

Box 404, Livingston, New Jersey 07039-1676

Number of Issues	Cost Per Issue	TOTAL AMOUNT DUE
XXXXXXXXXX	XXXXXXXXXX	\$27.65

618700053

00086258862 010030 6 0002765000005

Issue/Sub	Cost/Issue	Total
35	\$.790	\$27.65
Sales Tax		\$0.00
Total Order Value		\$27.65
Payment Received		\$0.00
Total Amount Due		\$27.65

MR RICHARD MARKIN
APT 4
1298 COMMONWEALTH AVE
ALLSTON MA 02134-4018



THIS IS URGENT. PAYMENT FOR YOUR SUBSCRIPTION IS PAST DUE.
PLEASE RETURN THIS INVOICE WITH YOUR CHECK TODAY. ANY
QUESTION? PROBLEM? PHONE TOLL-FREE 1-800-634-6842.

Detach Here

Newsweek

November 7, 1995

Please pay this bill
and do YOURSELF a favor!

Dear Mr Richard Markin:

Not interested in the news any more? Not interested in people? Money? Politics? Business? Medical breakthroughs? Don't want the details behind the headlines, the information that goes beyond the news briefs you see on TV?

Maybe that's why you haven't paid for your NEWSWEEK subscription renewal.

Seriously, you did renew. And for very good reasons. To keep abreast. Keep in touch. Be in the know. To remain aware of everything that's happening all around you. To understand it all.

So do YOURSELF a favor. Complete the renewal process and pay for your subscription now. (If you have a question about your subscription, phone toll-free 1-800-634-6842.)

Cordially,

William Barnes

for NEWSWEEK

Not interested in stupidity any more? Sick of hearing about O.J. Simpson while government steals away people's money and freedom? Sorry attempts at reporting interspersed with 2 bit pieces of pop culture better discussed in honest exploiters of pop culture? Don't I want the same crud I could get on T.V, but for FREE? NO! No, No, and for the last time, NO!

Seriously, I did not renew. And for very good reasons. Because you are a bad magazine. Because you keep misspelling my name. Because you have a subscription department that doesn't seem to read it's incoming mail. I do not know how to explain this any more blatantly than I have in previous letters.

So do YOURSELVES a favor. First, change my name in you files to what it is supposed to be, Ma C kin. Then, make sure that you do not ever send me anything ever again. (I have called your toll-free number, but alas, it only operates while I am at work and cannot call silly company operators.)

I wish I had the time and/or effort to print my name in a different color so that it actually looked like I signed this, as would the ever-cordial but perpetually inactive William Barnes.

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

[illegible]

NO REPLY!

April 12, 1995

Dear Fleet Bank;

First of all, I would like to know which came first, the bank or the enema? Or are you the same company, a metaphor that I dare not even BEGIN to think about?

So today I went to a student loan seminar sponsored by your bank. Until today I was very confused about what to do about my student loans. I know now that what I should do is PAY them. Interesting. And I learned that in just one hour. But that wasn't all! I also was told that it would be in my best interest to check, and furthermore, READ my mail. Stuff like that you just don't learn in 4 or more years in college!

I also liked the informative video. Lord knows that the Three human beings in the room talking about loans couldn't have told us the information themselves. We generation Xers like our info spoon fed through the tube. I especially like how someone on the video would say "coming up next...blah blah blah", when the next thing would follow IMMEDIATELY. I guess we would have been taken by surprise without a lead up. The absolutely funniest part was that the guy who was the bad example, who defaulted on his loans, turned out to be a "SUCCESSFUL FINANCIAL ANALYST" I get it, hoowie, the irony!

If you have any more advice that you think may have slipped by my higher education, please let me know!

Gee Whiz Thanks,

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215

NO REPLY!

Sept 8, 1995

Tony's Pizza
General Office
Marshall, MN 56258

Dear Tony,

I realize that your product has been around 2 years longer than I have, but I have a question, In the ingredients of your product, lists tomatoes, which you cite as being made of water and tomato paste. To quote "Tomatoes(water, tomato paste)". For years, my mother has been claiming to grow tomatoes in the backyard. Is she actually adding water to tomato paste and lying to me the way parents put ashy footprints on the floor Xmas morn? What then is tomato paste made of?

Please respond.

Richard J. Mackin
1298 Comm Ave #4
Allston MA 02215

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 02215

P.S. Since I have little faith that this will actually be read, I will end as such...



PIZZA SERVICE

October 9, 1995

RICHARD MACKIN
1298 COMM AVENUE
#4
ALLSTON MA 02134

Dear Mr. Mackin;

Thank you for contacting us. We are always happy to hear from one of our valuable customers.

The sublisting of the ingredients for tomatoes indicates that the product does not contain whole tomatoes which are crushed at the plant. The tomatoes are in the form of tomato paste which is reconstituted with water to make sauce.

Thank you again for contacting us. Customers are important to us. Your feedback helps us to maintain and improve the quality of the products we sell. If you have any further questions or comments, please feel free to contact us.

Sincerely,

A handwritten signature in cursive script that reads "Diane Mercie".

Diane Mercie
Quality Assurance Department

enc:

May 26, 1995

Dear Mop & Glo

I am appalled by your current and offensive new T.V. ad.

It starts out with a fat guy walking into his kitchen to grab a midnight snack. He is not fat because of an eating disorder or glandular problem, he is fat because he eats cake in the middle of the night. Yeah, right, real nice.

So he steps on his floor and feels that it is sticky. It is sticky because he used a product that was not Mop & Glo. Luckily, even though he obviously prefers the other product, he always has some Mop & Glo handy, and seeing that it is only 4 am, he might as well mop the kitchen before he eats his snack. He might as well, since he is fat. Obviously you don't think that he has someone waiting in bed for him. And doesn't he need rest? What day of the week is this? Doesn't he have to go to work the next day? Maybe it is Friday night, and since he is fat, he doesn't have any social activities, because in T.V. land, the obese are joke material, not human beings.

And of course, the commercial finishes with him eating cake. Let him eat cake. Fat guy eating cake alone at night, the only thing going for him in life is the delicious, although fatty, cake, and the clean, nonsticky floor he stands on.

I don't know. Maybe if you want fat people to use your product, you should depict them in a better light.

Please Respond,

Richard J. Mackin
1191 Boylston #33
Boston MA 02215

RECKITT & COLMAN

July 13, 1995

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

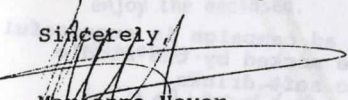
Dear Mr. Mackin:

Thank you for your comments about the television commercial for our product, Mop & Glo Floor Cleaner.

We are naturally sensitive to any criticism and sincerely regret that you found this commercial not to your liking. We realize that not every commercial message will gain the approval of every viewer, but we are proud that most of our commercials have been well received by the public.

Your taking the time to write to us is appreciated. We are reliant upon public opinion and consider your views helpful in determining our future messages.

Sincerely,


Marianne Hever
Consumer Relations

9500182150

July 23, 1995

Dear Coca Cola People,

I am quite confused because of your recent ad campaign for caffeine free diet Coke. I guess i will never understand anything about a diet caffeine free soda, considering that anyone who wanted a sugarless, caffeine free drink I would think would drink juice or something. But anyway...

One ad has a middle aged gentleman watching a younger body builder. The two have a stunt juggling competition, the older with cans of cfd. coke, and the younger with heavy weights. The older one then proves himself to be the better by drinking the soda, causing the younger to grimace, being unable to drink weights and thereby dying of dehydration as he cannot purchase beverages himself. In triumph, the older man picks up two babes with no implied personality and exits stage right to an implied threesome. The voice over discusses how I need to wait a few years to understand how delicious life is. Of course, I can't wait TOO long or I will be mocked like the senior citizen at the end who, seeing the earlier triumph, cryptically beings lifting one of those cases of cfd. coke that one usually finds strewn about in public places.

In another commercial, a woman who looks like Candice Bergen but is probably cheaper is coed boxing with young muscular men, but since she has placed full cans of soda in her boxing gloves, she can injure them quite a bit. Now, I realize that the ability of your product as a weapon is apparent, but it seems that I could pummel people with any brand of cola, or uncola for that matter.

It seems to me that the only thing this ad campaign is successful at saying is that muscular men should be mocked by the middle aged. Please explain how this applies to soft drinks.

Sincerely,

Richard J. Mackin
1191 Boylston St
Boston MA 02215

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

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

August 8, 1995

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

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

Dear Mr. Mackin:

Thank you for your letter concerning our advertising for caffeine-free diet Coke. We sincerely appreciate your feedback.

Mr. Mackin, it is a challenge to appeal to as many consumers in our vast target market as possible. Your constructive criticism helps us know when we are not successful in accomplishing this difficult task. Please be assured that your comments have been shared with the appropriate management.

Thank you for taking the time to contact us. We hope your next favorite commercial will be one of ours. In the meantime, please enjoy the enclosed.

Sincerely,

Melissa Packman

Melissa Packman
Senior Consumer Affairs Specialist

MP:mp

Enclosure: Coupon

Melissa Packman,
Senior Consumer Affairs Specialist
P.O. Drawer 1734
Atlanta Georgia 30301

Dear Ms. Packman,

Thank you for your kind letter and coupon. I love Coca-cola products, especially when they are free!

What are your feelings about the popular 80's video game that is your namesake?

Please respond.

Richard J. Mackin
1298 Comm Ave #4
Allston MA 02215

NO REPLY!

Richard J. Mackin
1298 Comm Ave #4
Allston MA 02215

Enclosure: Coupon

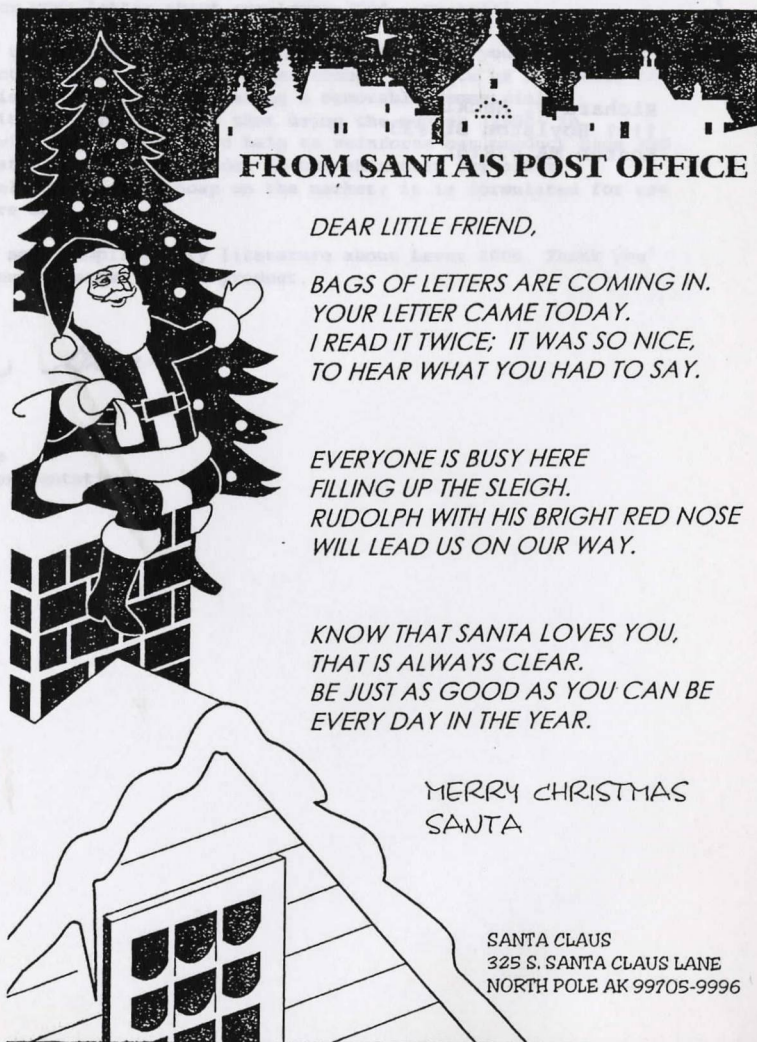
Santa Claus,
325 S. Santa Claus Lane
North Pole, Alaska
99705

Dear Santa,

I heard that if I wrote you at this address, you would write back. I thought the North Pole was even higher than Alaska. Is there any oil spill still there. I want Mighty Morphin Power Rangers and Spawn action figures this year. I have been good.

Thank You,

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



FROM SANTA'S POST OFFICE

DEAR LITTLE FRIEND,

BAGS OF LETTERS ARE COMING IN.
YOUR LETTER CAME TODAY.
I READ IT TWICE; IT WAS SO NICE,
TO HEAR WHAT YOU HAD TO SAY.

EVERYONE IS BUSY HERE
FILLING UP THE SLEIGH.
RUDOLPH WITH HIS BRIGHT RED NOSE
WILL LEAD US ON OUR WAY.

KNOW THAT SANTA LOVES YOU,
THAT IS ALWAYS CLEAR.
BE JUST AS GOOD AS YOU CAN BE
EVERY DAY IN THE YEAR.

MERRY CHRISTMAS
SANTA

SANTA CLAUS
325 S. SANTA CLAUS LANE
NORTH POLE AK 99705-9996

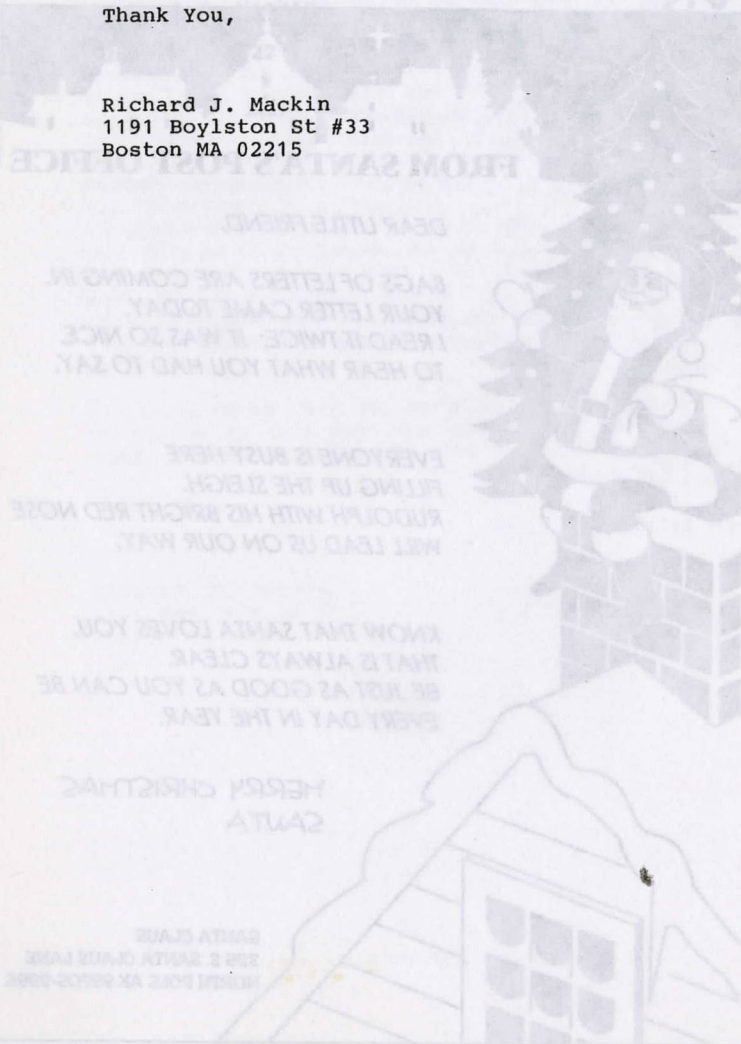
August 2, 1995

Dear Lever 2000,

The other day I was working at the store I work at and along came this woman who was carrying a package. She asked if she could set it down and I said "sure" and I noticed that it was a big box with the phrase "here are the FREE samples you requested" and your name and address on it. I don't know how she got a big box of samples and I have't gotten anything, even though I have written to you 4 TIMES about your lack of knowledge of why you are called Lever 2000. Please send ME some free samples. Thank you. If you ever figure out why the number 2000 is in your name, let me know.

Thank You,

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



Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632

August 24, 1995

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

JEC 2362465A

Dear Mr. Mackin:



Thank you for your letter about our Lever 2000 commercial.

We are glad that our commercial 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 commercial. 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,

Chris Greene

Chris Greene
Consumer Representative

cig/tb
Enclosures

Dear Lever 2000

I was thinking about your product, and eventually the train of thought wandered to the Cult and/or children's "Mighty Morphin' Power Rangers", and I started thinking about the character Goldar.

As you may or may not know, Goldar is the Lead Villian's Right hand man. The Odd thing is, he is always the second, even though the main bad guy changes. Originally, it was Rita Repulsa, who was put down by Lord Zed. Goldar switched his loyalty accordingly. When Rita came back and married Zed, Goldar stayed on. In the Motion Picture, when Ivan Ooze took over, he kept Goldar on as his servant. What is the deal here? Don't any of these people have their own servants? Supposably they are ultra powerful wizards. Why doesn't Goldar just take over. He does all the fighting, and comes up with most of the GOOD evil schemes, the ones that actually harm the rangers. What do you think about all this.

Oh, and while ^{AM}you are writing, why are you called Lever 2000?

Please write back,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02115

Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632

October 11, 1995

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

JEC 2471683A

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,

Chris Greene

Chris Greene
Consumer Representative

cig/tb
Enclosures

July 25, 1995

Dear 2000 flushes,

I have been writing to the Lever Brothers company for some time now, trying to find out WHY they are called LEVER 2000, they can't seem to tell me why, the closest being that using the number 2000 in connection with their name would make people think that their soap is the mildness. I realize this has nothing to do with you, seeing how your product has a perfectly sensible name with a straightforward and honest use of the number 2000. But I was just wondering if you have ever had anyone accidentally mistake your product with mildness, or if there was some sort of number 2000 product brotherhood.

Please let me know of any relevant information,

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

**WARNER
WELLCOME**
CONSUMER HEALTHCARE

201 Tabor Road
Morris Plains, NJ 07950
Phone (201) 540-2000

July 28, 1995

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

Dear Mr. Mackin:

Letters from our valued consumers are always welcome and we were pleased to learn of your satisfaction with one of our products.

It has always been our policy to place on the market only the finest, most effective, highest quality products possible, and it is most gratifying to receive a letter such as yours.

Our mail contains correspondence from many consumers who have taken the time to write and let us know how much they enjoy one or another of our products and we are delighted to be able to count you among them.

Thank you for your interest in our product. We are enclosing a Warner Lambert Coupon Pack for your use. Please accept it with our best wishes.

Cordially yours,

CONSUMER PRODUCTS GROUP

Mary Richardson

Mary Richardson, Director
Consumer Affairs Department

MR/

5841760
Coupon Packet

Lever Brothers
Consumer Relations
390 Park Ave.
New York, New York
10022-4698

Dear Lever Brothers,

If I were to write to you, would the very fact that I wrote to you indicate that you have achieved your goal of creating a memorable advertisement? Is it your intention that using the number "2000" in connection with body parts would help to reinforce your product name and the fact that Lever 2000 is milder to the skin than any other antibacterial or deodorant soap on the market? Is it formulated for use on the entire body?

Please respond,

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

NO REPLY!

Hellman's
Best Foods Division
cpc Int.Inc
New Jersey 07632

1/9/95

Dear Hellman's

In certain cultures, eggs are considered to be souls. In some of those, eggs are regarded as potential houses for demons or other spirits-as they are the souls. So eggs are to be avoided, so as to avoid demonic possession. It is then odd that your egg based product is called HELL MAN's, the way that the devil would be a hell man. Further more, your main rival is MIRACLE whip, the way GOD does miracles. Weird.

Please respond

Richard J. Mackin
1191 Boylston St 33
Boston Ma 02215

NO REPLY!

Rev. Richard J. Mackin
Minister of Peace
Unit Universal Life Church
1191 Boylston St 33
Boston Ma 02215

Cains Foods Inc.
Ayer, MA 01432

July 5, 1995

Dear Cain's Mayonnaise,

I am very troubled by the religious implications of your brand and product.

First, your product, Mayonnaise, is made predominantly with eggs. In some cultures, eggs are considered to be souls, at least symbolically. In some of these cultures, eggs are to be avoided, as they are unguarded souls, and could possibly be subject to DEMONIC POSSESSION! Likewise, egg laden products may have possible possession by evil spirits.

The leading manufacturer of Mayo is HELLMAN'S, which is terrifying, because the name HELLMAN'S implies that well known HELL MAN, the devil! You would think that saying a product belongs to the devil would be a poor marketing ploy, but it seems to work. Meanwhile, Hell Man's main rival is MIRACLE WHIP, which is not egg based, but is like Mayo. This furthers the point, as GOD performs MIRACLES, and also would not approve of DEMONIC POSSESSION.

And then there is you. CAIN'S. Cain is not as bad as the Devil of course, but having killed his brother and all, and being a kind of poster boy for sin, he is not exactly the type of spokesman you should have for a product that already risks possession by demons. What is further disturbing is the sentence written under the brand name, "It's All Natural", which seems to imply that fratricide is human nature. Now, this may be true, given the high murder rate and constant warring of mankind, but is it appropriate for a condiment to be making such statements.

Please inform me of your thoughts on this struggle between good and evil.

I thank you for your time,

Rev. Richard J. Mackin
1191 Boylston St
box 33
Boston MA 02215

NO REPLY!

April 6, 1995

Dear Miracle Whip,

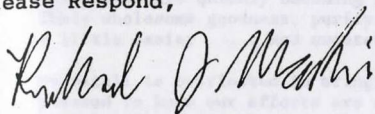
On January 9, I wrote your nemesis Hellman's with the following information...

"In certain cultures, eggs are considered to be souls. In some of those, eggs are potential houses for demonic possession-as they are souls. Because of that, eggs are to be avoided, so as to avoid demonic possession."

I then made the point that their egg based product was called Hell Mans, the way that the devil would be a Hell Man, and that your egg free mayonnaise alternative is called Miracle Whip, like how God does Miracles. Did I inadvertently stumble on to some supernatural product war and endanger myself, or are they just bad at writing back?

Also, why is your product called a salad dressing when you seem only concerned that it be used on sandwiches. Furthermore, If a sandwich just isn't a sandwich without Miracle Whip, how did you know it was a sandwich? What is it then. I doubt the Earl of Sandwich had access to your product when he invented the things.

Please Respond,



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

NO REPLY!

25 July 1995

Dear Sprite manufacturers,

In reference to your ad campaign "I like the Sprite in you", do you realize that beside being your product name, the word Sprite refers to a mischievous spirit in folklore. So what your ad is saying is that the "I" or narrator likes the mischievous spirit in you. Now, I am not one to put words in your mouth, but when you say that you like the mischievous spirit in me, it sounds like you are endorsing demonic possession. Perhaps you should go into they mayonnaise business.

I am hoping that you can set my fears to rest here.

In expectation,

Rev. Richard J. Mackin
Minister of Peace
c/o Universal Life Church
1191 Boylston St #33
Boston MA 02215

NO REPLY!

Dear little debbie people,

I am feeling mixed emotions. The other day I went to a different grocery store than I normally do. I saw a box of SUNBELT brand Granola Bars, and was excited to see that they were baked by LITTLE DEBBIE!!! I bought a box, and they were delicious! I will have to go back to that store and get more. But I am dismayed to see that a LITTLE DEBBIE product does not even have the LITTLE DEBBIE logo! Why is that? Are you ashamed of your heritage? I for one LOVE the LITTLE DEBBIE logo, and I think that it should be fully featured every time LITTLE DEBBIE is printed on a box. As you know, I think that the picture of LITTLE DEBBIE should be printed on the side of boxes, not the front, but I especially think that it should be on at least once on every product! Be proud to be the great company that you are!

Sincerely,

Rich Mackin
1191 Boylston St #33
Boston MA 02215

Rev. Richard J. Mackin
Minister of Peace
c/o Universal Life Church
1191 Boylston St #33
Boston MA 02215



McKee
Foods
Corporation

October 9, 1995

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

Dear Mr. Mackin:

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 SUNBELT® snacks.

Our snacks are quickly becoming America's first choice at snack time. Their wholesome goodness, purity, and value can make all our lives a little easier . . . and sweeter.

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

Angie Gentry

Angie Gentry
Consumer Affairs Representative

L4001-129899

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

RECYCLED PAPER



Little debbie
C/o McKee Foods
Collegedale, TN

Mar 24, 1996

Dear Little Debbie People,

I was driving down south last week. I started in Connecticut and was going to end up in New Orleans. I was going to stick to big roads, but decided it would be much better to drive down route 19, through the Cherokee Indian Reservation, which should take me near, if not through, Collegedale. I fine plan thought I, so that I could finally meet you guys in person and tour the facilities. My friend Eli knows a guy who toured there a few years ago and bought a "Little Debbie" windbreaker. I was thrilled with anticipation, until I realized I was in Chattanooga, and had passed you entirely. I tried doubling back, but I could not find you. After several hours, I gave up, as it was getting late, and I had other itinerary to get to. I mean what the heck? What is up with you people? Are you ashamed? What? I mean you seem to be featuring Little Debbie less and less on your packaging, you put out soem products under the weird guise of SUNBELT products, not LITTLE DEBBIE, and now I find that you have no signs indicating where you are. Are you hiding? I thought that there would be huge "Welcome to Tennessee, the Little Debbie State signs with directions?" Is this some kind of Republican Plot. I mean think about it, they all talk about family values but most of the big ones are divorced, and Dole and Graham have invested in the very same entertainment groups that they downcry. Are they after you now too? Please respond. Thanks.

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

NO REPLY!

Audience Participation Time!
 C'mon, we're all in this together!
 Want a cool form letter? don't have time
 to write your own letter? Just fill out
 the attached postcard, add postage and
 mail! Maybe together we can solve the
 crisis of minimal Debbieness.

July 2, 1996

Ms. Jean Louise Penguin
 P.O. Box 12345
 New York, NY 10001

Dear Ms. Penguin:

Thank you for taking the time to be
 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
 suggestion has been forwarded
 along with other ideas.

You are a valued customer
 snacks.

Sincerely,

MCKEE FOODS CORPORATION

Randy
 Randy Guehn
 Consumer Aff.

December 5, 1996

Ms. Susan Boren
 P.O. Box 12345
 New York, NY 10001

Dear Ms. Boren:

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

Randy
 Randy Guehn
 Consumer Affairs Representative

DEC 11

HEY RICH-

Lookit what I got in the mail today!
 No coupons, tho--- maybe you only get
 those if you're complaining about the
 quality of the food? Oh well, thank you
 for writing & was fine me to be a part
 of your LITTLE DEBBIE'S FACE campaign.

TAKE CARE-

[Signature]

LA019-173173

Post Office Box 750
 Channahon, IL 61015-0750
 Phone 815/536-7111



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POB 890, ALLSTON, MA 02134

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AND
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