

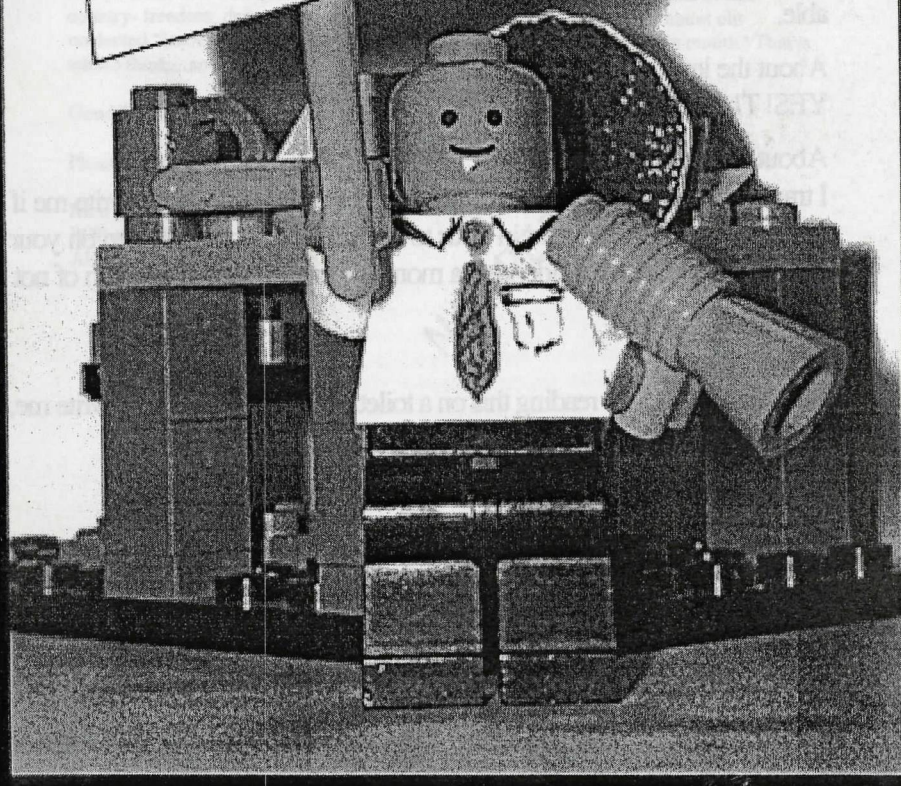
# REV. RICHARD J. MACKIN'S BOOK OF LETTERS

CONSUMER DEFENSE CORPORATE POETRY

\$2 in person / \$3 mail order

#17

PROTEST!  
it's fun!



As I was putting this together, my mom called me. I told her that I was finishing up Book of Letters number 17 and she kept asking me if I ever thought I would be doing such a thing. God, I barely believe that I ever did any zine like this, and sure as hell never thought it would become the official bathroom reading of half the people I know.

About my name-

Rich Mackin is my real name. Stop the mackin' puns, I have heard them all. I am a reverend of the Universal Life Church. This is the easiest, but most democratic/ anarchistic religion to be ordained in.

About the description-

No, it's not really poetry. Nor is it really Consumer Defense. But I think it sounds cool, and my friend Dave made it up.

About the cover-

My friend thebenjones sent me a package for my 30th birthday. There were candies and treats, but most of all, the Rich Mackin Lego playset, which had Lego me, a "Protest! it's fun!" sign, a Shirley Hemphill sign, a coffee mug, a megaphone, a desk with iMac, and two Lego guy sized issues of Books of Letters that were more accurate in detail than really makes me comfortable.

About the letters ~

YES! They are all real!

About my lifestyle-

I travel around the country reading these outloud. Email me or write me if you want me to come read in your town, eat your food and sleep on your couch. Also, please consider that a month of touring means a month of not answering mail.

About toilets-

Fully half of you are reading this on a toilet. Good for you. If you write me, you DON'T have to mention this.

Much love to you all.

Rich Mackin

POBox 890

Allston MA 02134

richmackin@earthlink.net

www.richmackin.org



Aug 6, 2002

VF Jeanswear  
Limited Partnership  
Corporate HQ  
400 North Elm St.  
Greensboro, NC 27401

Dear Wrangler Jeans

I don't watch TV that much these days, and I was thinking that it was doing me good. But then I got sick and needed to have something occupy my mind without challenging it, so good old VH1 came to the rescue. While watching some sort of documentary, I saw your ad for your jeans that used the song "Fortunate One" (Fortunate Son?) in the background. Now granted, the part you use is just phrases like "red, white and blue" and unless the viewer knows the song, they wouldn't know that the song is about how the wealthy people of this country use their privilege to stay out of war while sending the poor to die on our imperial conquests.

Now, it is possible that you will take the same argument that Pringles did, when they used the anti-cop song "jump around" in their ad, as if referencing part of a piece of art in a new context destroys the whole context. But that would be silly, there are many patriotic songs that aren't attacks on America's overclass that you could have used. Certainly you don't think that few Americans would miss the connection, and surely, connections are what advertising and branding is all about.

Is it possible that Wrangler is being truly patriotic? By loving the principles of this country- freedom, democracy, equality, and is making a bold statement about our unelected "leader", George Dubya, born with a silver cruise missile in his mouth? That is what I think...and hope.

Good for you Wrangler, you are one tough customer.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

May 16, 2002


Dear Dr Pepper

Here is a haiku

Come from what med school?  
Not black nor jalapeno.  
Your name makes no sense.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

 Dr Pepper/Seven Up, Inc.  
Consumer Relations  
P.O. Box 869077, Plano, Texas 75086-9077  
5301 Legacy Drive, Plano, Texas 75024  
800-696-5891

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June 27, 2002

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

Dear Mr. Mackin:

Thank you for contacting Dr Pepper/Seven Up, Inc. Your comments and inquiries are appreciated because they provide valuable feedback about our brands.

Dr Pepper/Seven Up, Inc. is proud to be the largest non-cola and third largest soft drink manufacturer in the United States. We produce solely the flavoring concentrates from which various brands of soft drinks are made. These concentrates are then sold to independent franchised licensed bottlers who produce and distribute the finished soft drink product to retailers for sale to consumers.

We appreciate your comments and hope you will continue to select and enjoy our soft drink brands. Also, please visit our Web sites at [www.dpsu.com](http://www.dpsu.com), [www.drpepper.com](http://www.drpepper.com) and [www.7up.com](http://www.7up.com).

Sincerely,

*Chris Evans*

Chris Evans  
Consumer Relations Coordinator

Enclosure: Dr Pepper History



Dear Taco Bell,

I am writing to you about the general sadness I have over your new string of ads. Ad after ad are funny superficially- guys singing songs or calling each other funny names, but the overall, underlying message is downright depressing. Do you even notice this?

Think about it, a bunch of men in lame clothes- short sleeve button down shirts, khakis- obviously the dress of people who HAVE to wear ties for work, but far from being the power elite. These guys are what? Temps? Data entry guys? What do they do with their days that make them dress like that? And what do they do during lunch break, the one time from 9-5, now often 9-6 that the office drone has some freedom? Do they picnic? Do they hit a pub? Do they potluck, each bringing their cooking strongpoints in a showcase of Epicurean delights? NO! They eat cheap fast food! They leave their crowded florescent lit cubicles and sit at crowded florescent lit tables. Woe are they, the unhealthy uncultured office dwellers, prisoners of the cubicle, who are so myopic that they think Taco Bell makes them multicultural and that pop culture references makes them entertaining.

God have mercy on us all.

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

March 14, 2001

Westminster Cracker Company  
8 Randbury Road  
Rutland Vermont, 05701

Dear Westminster Cracker Company

Last night I was in Delihaus, a Diner like restaurant in Kenmore Square, Boston. I ordered the black bean chili, a personal favorite. As restaurants often do, they provided me not only with a brimming bowl of tasty chili, but a few small bags of crackers- namely your "Old Fashion Oyster Crackers."

I am wondering why these are called Oyster Crackers, but more importantly, why they are called Old Fashion? Are there new fashion crackers? What's the difference?

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dear Pepsi One

I was watching Tv and there is this ad and all these people are sitting next to each other and half of them have cokes and half of them have Pepsi Ones and it is like one person drinks one soda and the person sitting next to them drinks the other and then the next drinks the first, except that they drink one, and then the next, like they keep switching and nobody notices that they aren't drinking the same thing, they are drinking two different things and I guess the point is that Pepsi One is supposed to taste like a regular soda, but shouldn't it taste like Pepsi and not Coke?

I mean, like, for you to say that Pepsi One tastes good like Coke means that I want to drink Coke, or something that tastes like Coke, right? So like, now I want a Coke because I watched a Pepsi ad. Weird.

Rich Mackin  
POB 890  
Allston MA 02134

NO REPLY!

April 14, 2000

Dear Rogaine,

I have now seen several ads for your product, on TV and in print, along the lines of

"I love my dad, I just don't want to look like him" so the guy takes Rogaine, so he doesn't go bald like his dad.

"Your dad wants you to have things he never had. Like hair" so you should take Rogaine so you don't go bald like your dad.

The thing you don't seem to realize, which is sad what that you deal with this stuff for a living, is that male pattern baldness is inherited from your MOTHER'S side of the family, so your Maternal Grandfather is the indicator of whether or not you are going to go bald. Your dad doesn't really factor into this.

Are you guys ignorant, or are you being deceptive?

Rich Mackin

P.O.Box 890  
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

May 16, 2002

Dear Jello

Here is a limerick

State of Utah's official state treat  
A consistency that's really neat  
It comes in green and pink  
You know, you'd never think  
That it comes from an animal's feet!

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

## Consumer Resource & Information Center

August 10, 2002

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

Dear Mr. Mackin,

Thanks for sharing your interest in our promotion and advertising campaigns for JELL-O, Brand Gelatin Dessert. I'm glad to have the chance to explain how this works.

As we develop our advertising, we work exclusively with advertising agencies hired to create and produce our advertising campaigns. We have specific policies that prevent us from considering any unsolicited suggestions for our ads.

Over the years, we have received thousands of letters from our good friends like you who submit poems, songs and slogans inspired by our products. Although we can not use this material, we think it's kind of neat to receive it. I hope you understand our position is not a reflection of your creativity.

While we can't use your idea, we certainly appreciate you thinking of us and hope you'll continue to use and enjoy our products!

Sincerely,

*Kim McMiller*

Kim McMiller  
Consumer Resource Manager  
Ref: 3561595N  
enclosure



May 16, 2002

Dear Coca Cola

Here is a haiku for you

Oh liquid candy  
Rotting teeth and minds of youth  
And can dissolve nails

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

*The Coca-Cola Company*

COCA-COLA PLAZA  
ATLANTA, GEORGIA

ADDRESS REPLY TO  
P.O. BOX 1734  
ATLANTA, GA 30301  
404 676-2121

June 25, 2002

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

Dear Mr. Mackin:

Thank you for contacting The Coca-Cola Company. We certainly appreciate your interest in Coca-Cola classic and are happy to address your concerns.

Please be assured, none of our beverages contain harmful substances. All Coca-Cola brand soft drinks are wholesome beverages manufactured in compliance with the Federal Food Laws, the laws of all the states, and the laws of nearly 200 countries throughout the world where Coca-Cola products are marketed.

Unfortunately, there is a lot of misinformation on the Internet concerning the safety of foods and beverages. It is disappointing that the Internet's remarkable capacity to transmit information is being so abused.

You may be interested to know there is a small amount of edible acid present in many foods, including fruit juices, buttermilk, and soft drinks. Acids, such as phosphoric and citric acid, add a pleasant tartness to a beverage. Any acidic food or beverage has the potential to have the effects you've described. However, these foods are not acidic enough to harm your body tissues, in fact, regarding the effect soft drinks have on the stomach, you'll be interested to know that the acids secreted in your stomach to digest foods are stronger than those found in most foods. The acids in most foods are neutralized to a large degree by the saliva in the mouth long before they reach the stomach.

The consumption of soft drinks, including colas, does not cause weak bones. In fact, the amount of phosphorus found in soft drinks is similar to the level found in orange juice. Insufficient calcium intake, hormonal imbalances, and a lack of physical activity are the primary causes of weak bones.

Coca-Cola does not cause kidney stones. In fact, the opposite is true. An inadequate intake of fluids is a major contributing factor to the formation of kidney stones. Soft drinks provide a pleasant and refreshing way to consume part of a person's daily fluid requirement, thereby encouraging adequate fluid intake.

Eating cold foods does not lower body temperature. Everything we eat and drink, hot or cold, turns the same temperature in the body. Body temperature is a constant 37°C (98.6°F). Eating hot food does not raise body temperature. Just the same, eating cold foods does not lower body temperature.

Most people eat many kinds of foods--some hot and some cold. The temperature of the food does not effect how the body uses or metabolizes the food. The body breaks down foods into the basic parts: sugars, starches, fats, and proteins. This always happens the same way regardless of whether the food is hot or cold.

Carbon dioxide, when added to water for carbonation, is not harmful upon ingestion. Like other food ingredients, carbon dioxide has been reviewed by regulatory authorities worldwide and its safety has been confirmed. Carbonation has no documented effects on the gastrointestinal tract or on general health. Carbon dioxide occurs naturally in the atmosphere as a colorless, odorless gas. It is what plants take in and what we breathe out. Ever since the first effervescent soft drinks were made, the same ingredient has been used to make them bubble. Like other food ingredients, carbon dioxide has been reviewed by regulatory authorities worldwide and its safety has been confirmed. The story about the student at Delhi University is not true.

The rumor you read also stated soft drinks were harmful to teeth and the stomach. Comments such as "a tooth placed in a glass of a soft drink will disappear" are misleading. This in no way creates a real life situation. The teeth in your mouth are alive, not dead. They're exposed to Coke for only a short amount of time rather than sitting for days in a glass of Coke.

Although many soft drinks are acidic in nature, under normal consumption conditions, they are no more acidic than many fruit juices, including orange juice. Because your teeth are constantly bathed by saliva, which helps buffer the effects of acids from beverages and foods, the effect on tooth enamel is greatly reduced. Finally, saliva contains minerals, such as calcium, phosphorus and fluoride, which replace any mineral loss from the tooth enamel. This protection is lost when an extracted tooth is placed in a glass of liquid.



Mr. Rich Mackin  
June 25, 2002  
Page Three

Our soft drinks are marketed as beverages to be consumed for pleasure and enjoyment. Hence, we do not make any claims relating to other uses, and would therefore recommend using products which were designed for the uses described. We believe there has always been, and always will be, plenty of room in a balanced diet for consumption of pleasant soft drinks.

The other claims in the message may be true to a lesser extent because there is a small amount of edible acid present in many foods, including fruit juices, buttermilk, and soft drinks, such as Coca-Cola. These foods are not acidic enough to harm your body tissues--in fact, your own natural stomach acid is stronger. It is possible that the edible acid in any of these products could have the effects described in the email you mention, even though it's still quite safe to drink these products. However, we don't make any claims relating to other uses. Instead, we recommend using products which were designed for cleaning or rust removal.

Please accept the enclosed as tokens of our appreciation for your interest in our company and Coca-Cola classic. Should you ever have any further comments or questions, please feel free to contact us again.

Sincerely,

*Stacey R. Burch*

Stacey R. Burch  
Consumer Affairs Specialist

Encl: Top Ten brochure  
Ingredient Packet  
2002 Calendar



...and the lived happily ever after. Wow. I used to never get any response haiku. Sorry to make you sit through that, but you could have just skimmed.

May 16, 2002

Dear McDonald's

Here is a limerick

McDonalds hamburgers are fun.  
Low grade meat on a lower grade bun.  
The destruction of health  
Goes to CEO wealth  
With packaging waste by the ton!

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134



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

(630) 623-6198

June 21, 2002

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

Dear Mr. Mackin:

Thank you for contacting McDonald's with your comments and concerns.

McDonald's hamburger patties are made from "100-percent pure beef-made of whole muscle and hand-trimmed cuts—with no additives, extenders or fillers", hamburgers. As for the buns, McDonald's is committed to serving high quality food products. Not only do we meet government standards, but in many cases, we exceed them.

It's important to know that meal choices at McDonald's can fit within a healthy lifestyle, and we have voluntarily provided nutritional information for more than twenty-five years to help our customers make informed choices when eating at our restaurants. Ultimately, it's important to remember that it is up to each individual customer to make wise decisions regarding their health.

Finally, as the founder of McDonald's once said, "Conserve and serve". McDonald's effectively manages solid waste by reducing, reusing, and recycling. We are committed to conserving and protecting natural resources. McDonald's also encourages environmental values and practices.

Once again, Mr. Mackin, we appreciate your comments because customer feedback is what strengthens the quality of our service.

Sincerely,  
*Miriam Cardenas*

Miriam Cardenas  
Customer Satisfaction Department



Aug 7, 2002

Dear Diet Pepsi.

I am unsure of the point of your ad. The new ad that uses footage from Easy Rider and has some fat bald middle management stereotype dreaming that he was "born to be wild" by riding his motorcycle with Peter Fonda, when in reality, he is drinking Diet Pepsi in a bus.

First of all, the whole point of the rebellious sixties motorcycle road trip lifestyle is to reject the stupid points of materialist, capitalist society. The first thing to go would be diet soda from multinational conglomerates. Isn't the fact that the pro-Pepsi fat guy dreaming of leaving his Pepsi-drinking ways behind actually countering the point of you guys making the ad?

Also, what you don't seem to recall is that while Easy Rider has these guys having fun until some redneck shouting "get a haircut!" shoots and kills them. Is the idea is that the fat guy hates his middle management, Diet Pepsi drinking life so much he would rather dream of short freedom and sudden death? If this is the case, why doesn't he do something more proactive than just listen to headphones and drink chemicals?

Or, is the idea that since he is balding and has barbered hair, that in this retelling of the film, the rednecks would spare him, as he does not need the fatality-inducing haircut?

Is the point of the ad that if one of that the guys in Easy Rider were a fat balding hypocrite, they would have lived long enough to sell out; that a short life of freedom is better than getting old and fat on the bus to middle management; or that Diet Pepsi is the official drink for men who choose to only be free in their dreams?

Please respond,

Rich Mackin  
POBox 890  
Allston, MA 02134

NO REPLY!

June 25, 2002

Al Gore  
C/o Democratic Senatorial Campaign Committee  
Pobox 1849  
Merrifield, VA 22116-9779

You, a wealthy man, wrote me, a less wealthy man, asking me for money to help elect Democratic Senators. As you already know, most Senators also already have more money than me. Surely they have wayyyy more money than most people.

For one thing, I live in Massachusetts. This means that Kennedy is a Senator. You could run Christ on the second-coming on the Republican ticket against him, and he will still win. You could also run a dead cat for any Democratic office, and it would win.

I don't know if you were trying to be funny in your letter, but you did get a few good ones in there. For one thing, you called Bush the President. Wow, how whipped can you get? In the election I was watching, it seemed that you won on all accounts. But you sceeded. This makes me dub you a wuss. You of all people know Bush doesn't really have any claim to the presidency, and you're just encouraging him.

I also liked the line about Democratic Senators being committed to helping families caught in the current economic downturn. I mean, I know that you aren't trying to screw people the way that Republicans do, but you really need to admit that being the lesser of two evils still makes you evil.

Of course, it's also funny when wealthy sons of wealthy men ask real, working people for money.

Thanks for the laughs and the postage paid envelope to share my thoughts.

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!



Um, um, okay, well Mass just elected a Republican Governor, so I, will shut up. Doesn't want me to give Al Gore any more money, though

March 14, 2001

President Dave Frohnmayer  
University of Oregon  
110 Johnson Hall  
Eugene, Oregon, 97403

I have heard that you have decided that your school will not join the anti-sweatshop Worker Rights Consortium - or any other labor watchdog group, citing that you want business dealings in a "straightforward and politically impartial manner."

Politically impartial in this case meaning not taking sides between companies that profit off of human misery and groups that actually care that people be treated well.

It is speculated that you do this because you don't want to upset Nike CEO Phil Knight, what that he makes millions of dollars off of sweatshop labor, and gives some of that blood money to your school. I am interested if that is the case, how much exactly does a University President's soul go for these days, and when you are changing the school's name to Swoosh U.

Of course, you'll understand if I don't send my kids there, and encourage others to keep the student population of your University low. It was my understanding that college was the time and place to learn and grow and develop intellectually and spiritually. Apparently that is not the mission of your's. I mean, Phil Knight went there- and look what happened to him! He is a man who could easily reduce his salary by millions, give the money to his workers and in the process make millions of people be able to live with honor. But he doesn't.

Being a president of a university must mean you are smart and have access to reference books. Can you please define for me

Evil  
Greed  
Avarice  
Accomplice  
Abetting

I look forward to your response,

Sincerely,

Richard J. Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Sincerely,

Sandra Graves  
Communicator



June 11

Dear Coca Cola

I was in a Roy Roger's about an hour west of Pittsburgh when I went to pour myself a cup of Cherry Coke. It was at that point that I noticed that under the words "Cherry Coke" were the words "do something different."

I am not sure what that means. My friend Sean's immediate response was that the Cherry Coke did not approve of my plan of drinking it and by wanting me to do something different, it wanted me to do something different from drinking Cherry Coke.

Having watched TV a lot recently and knowing how companies are all into branding that pretends to be rebellious despite actually commodifying what's already status quo, my theory is that I am expected to be encouraged to do something different BY drinking Cherry Coke. But that would be odd that a mass marketed soda at a chain store would be considered different. If Cherry Coke is different, what is it different from?

Or is this command a complete non-sequiter(sp?)? (Ha! A non-sequiter itself being "something different"!?) Perhaps the idea is that now that I have gotten my Cherry Coke, I should now, having finished filling the soda, do something else. Of course, obviously, since I am finished with one task, I have no choice BUT to do something else. Even if my activity is limited to standing and staring at the soda. If this is the case, your command harkens back to the ads I referenced in paragraph 3, when people tell you to think for yourself, but if you think for yourself because someone else told you to, isn't that actually following orders and thus NOT thinking for yourself?

Please explain,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

12 April, 2000

Monsanto  
800 N. Lindbergh Blvd.  
St. Louis, MO 63167

Dear Monsanto,

Ha Ha! I hear that at some conference, a guy from NESTLE got up and pointed a finger at you guys and in reference to genetic engineering said "Don't expect us to take a bullet for you on this!"

Man, when an evil corporate Empire like NESTLE gets mad at you, you must really suck!

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

June 10, 2002

Anusol  
C/o Warner Lambert Company  
Morris Plains, NJ 07950

Dear Anusol

I have a question, are you pronounced "Anu- Sol", so that the n is like in onion, or "Anus- ol". Like "Anus- All" would be pronounced. Or is there another pronunciation I am overlooking?

Sincerely

Rich Mackin  
POBox 890  
Allston MA 02134

Consumer Affairs  
Pfizer Inc  
182 Tabor Road  
Morris Plains, NJ 07950  
Tel 800 223 0182 [www.prodhelp.com](http://www.prodhelp.com)



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## Pfizer Inc Consumer Group

June 20, 2002

**Chip Horner**  
Senior Director, Consumer Affairs

**MS RICH MACKIN**  
PO BOX 890  
ALLSTON MA 02134

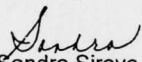
Dear Ms. Mackin,

Thank you for contacting Pfizer Consumer Healthcare regarding Anusol.

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

Thank you again, Ms. Mackin, for your interest in Anusol. If we can be of further assistance to you, please do not hesitate to contact us at 1-800-223-0182, Monday through Friday, 8:30 a.m. to 5:00 p.m. Eastern Standard Time (EST) or visit us on the Internet at [www.prodhelp.com](http://www.prodhelp.com).

Sincerely,

  
Sandra Siravo  
Communicator

June 28, 2002

Anusol

C/o Warner Lambert Company and/or Pfizer  
182 Talbot Rd.  
Morris Plains, NJ 07950

Dear Anusol

Today when I checked my mail I got a letter from you addressed to Ms. Mackin. I am not sure if you are trying to imply that I am gender bending or merely or that you are emulating the diabolical work of Frugal Fanny, but in any case, it wasn't appreciated.

I would thank you for your letter, but it didn't actually address what I wrote about- the pronunciation of Anusol. I do thank you for the coupon, but I fear I will mispronounce what I have a coupon for when I proudly declare it to the cashier.

Finally, I am a bit confused why Pfizer is writing to me when I originally wrote to Warner Lambert.

Sincerely

Mr. as in Male Man Rich Mackin  
POBox 890  
Allston MA 02134



Consumer Affairs  
Pfizer Inc  
182 Tabor Road  
Morris Plains, NJ 07950  
Tel 800 223 0182 www.prodhelp.com



## Pfizer Inc Consumer Group

July 08, 2002

**Chip Horner**  
Senior Director, Consumer Affairs

**MR RICH MACKIN**  
PO BOX 890  
ALLSTON MA 02134

Dear Mr. Mackin,

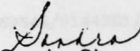
We received your recent correspondence, and we are interested in speaking with you directly.

We have tried to reach you by telephone but have been unsuccessful. We would value and appreciate the opportunity to speak with you personally and ask that you call us at your earliest convenience. We are available to speak with you Monday through

Friday between the hours of 8:30 a.m. and 5:00 p.m. (EST) by dialing 1-800-223-0182. When calling, please provide the reference number listed above to the telephone consultant.

Thank you for taking the time to contact Pfizer Consumer Healthcare. We look forward to assisting you.

Sincerely,

  
Sandra Siravo  
Communicator



Oh man, does having these companies call me creep me out. Why the hell can't they just write the answer? I don't want to call them- it feels like a trap!

WLCH

3156498

Philadelphia Cream Cheese  
Kraft Foods  
3 Lakes Drive  
Northfield IL 60093

March 27, 2000

Dear Philadelphia Cream Cheese,

The other day I came home and found my roommate very disturbed, having just seen a commercial in which a pretty young female angel is sitting in heaven eating cream cheese and it says something about it being sinful, and so my roommate was for one concerned about the angel being cast out and into hell, what with the definition of sin meaning to break a covenant with God- the sort of thing that sends you to hell and all.

There was also some concern about the fact that the angel was so young. Since we don't know exactly what happens when a soul reaches heaven ( assuming of course, that there is one) I am not sure if the angel is supposed to represent this woman when she died, but if it is, it is somewhat sad to think she died so young. "Why did she die?" I was asked.

Well, some time later, I saw this ad myself, and that is when I realized that it was for your product, Philadelphia Cream Cheese. It suddenly made sense to me, what that you are part of the Philip Morris family of products, and so perhaps your commercial is a hybrid of Judeo-Christian and Eastern reincarnation philosophies. Many Eastern religions teach that your actions affect your next life, so gluttons are reincarnated as pigs, etc; so maybe a similar concept follows with what happens in the more Western sense of afterlife- what you do in heaven reflects what you did while alive.

Are what you are trying to say is that those who die from Philip Morris products continue to consume Philip Morris products in the afterlife?

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

P.S. Since you are called Philadelphia, wouldn't it be less morbid and religiously sketchy and more logical to have a live woman eating your products in that city instead of a cloud?

# Consumer Resource & Information Center

April 10, 2000

Mr. Rich Mackin  
Post Office Box 890  
Boston, MA 02134

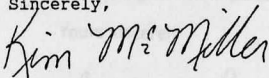
Dear Mr. Mackin,

Thanks for getting in touch with us about advertising for our products. I'm glad you thought enough of us to share your comments.

We consider our advertising as our company's voice to the public and to consumers like you. It concerns us when one of our consumers expresses disappointment with an advertising campaign. With so many different audiences viewing our advertising and forming a wide range of opinions, it's hard to create advertising that makes everyone happy. For the most part, consumers reaction to our commercials and print advertising has been positive.

We always want to hear what you're thinking. Even though I can't promise we won't use this ad anymore, I want you to know I've shared your opinions with our marketing and advertising teams. Remember, food brings us together and together we can make something good!

Sincerely,



Kim McMiller  
Consumer Resource Manager

7669548/9144391/KAC/kgf



KRAFT FOODS One Kraft Court Glenview, Illinois 60025 • (800) 323-0768  
For Food & Family Ideas Visit Our Website at [www.kraftanswers.com](http://www.kraftanswers.com)



Consumer Services,  
Weetabix Ltd.,  
Burton Latimer,  
Kettering,  
Northamptonshire,  
NN15 5JR.  
England.

I was riding down the street in Boston Mass, and I saw one of those annoying trucks that don't actually carry anything, but serve as a mobile billboard. I was thinking that not only is this a horrible waste of gas and source of pollution, but it occurred to me that you only see these things in big cities that already have ridiculously heavy traffic problems.

As a result, consider the boycott on.

Rich Mackin  
POBox 890  
Allston MA 02134  
USA



BY APPOINTMENT TO  
HIS MAJESTY THE KING  
MANUFACTURERS OF WEETABIX CEREALS  
BURTON LATIMER



BY APPOINTMENT TO  
H.M. KING EDWARD VII AND QUEEN  
MANUFACTURERS OF WEETABIX CEREALS  
BURTON LATIMER



BY APPOINTMENT TO  
H.M. THE PRINCE OF WALES  
MANUFACTURERS OF WEETABIX CEREALS  
BURTON LATIMER



Reference: 250-97-6/jed

July 8, 2002

Mr R Mackin  
PO Box 890  
Allston MA 02134  
USA

WEETABIX LIMITED  
WEETABIX MILLS  
BURTON LATIMER  
KETERING  
NORTHANTS NN15 5JR

T: 01536 722181

F: 01536 724785

e-mail: [consumerservice@weetabix.co.uk](mailto:consumerservice@weetabix.co.uk)

web: [www.weetabix.co.uk](http://www.weetabix.co.uk)

Dear Mr Mackin

Thank you for your letter of June 11, which we received July 2, though we were concerned to learn you were disappointed with the mobile billboard for Fruitibix and Bananabix.

In fact, the reaction has been very positive, though of course, we appreciate not everyone will agree.

Please be assured we did not intend to offend any one or any group of people.

Your thoughts are important to us and have been recorded.

Yours sincerely

**Paul Blomley**  
Consumer Services Officer



May 16, 2002

Dear Spam

Here is a limerick

Hormel's infamous product called Spam  
Much more than the referenced spiced ham  
Who first thought of this plan?  
Processed meat in a can  
As American as Uncle Sam.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134



Consumer Affairs

Hormel Foods Corporation  
1 Hormel Place  
Austin MN 55912-3680  
Phone 1 800 523 4635

June 17, 2002

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

Dear Mr Mackin,

Thank you for contacting us with your limerick and your inquiry. We appreciate your interest in the origin of the SPAM name.

SPAM brand is a distinctive and famous trademark for canned meat, recipes, wearing apparel and novelty items. Kenneth Daigneau, brother of a Hormel Foods Vice-President suggested the name at a New Year's Eve party in 1936. The trademark was originally derived by contracting "spiced ham". Immediately after the term was coined, it became a distinctive trademark of Hormel Foods Corporation. This trademark is not considered a contraction.

For additional information about SPAM brand products, please visit our website at [www.spam.com](http://www.spam.com)

The enclosed information and recipes are for your use.

Sincerely,

A handwritten signature in cursive script, appearing to read "Gina".

Gina Lundberg  
Consumer Response Specialist  
Ref # 805321



August 16, 2002

Philip Morris  
120 Park Drive  
NYC NY 10017

Dear Philip Morris

I was thinking about your (new?) slogan.

"Working to make a difference. The people of Philip Morris."

Wouldn't a more logical use of language be

"The people of Philip Morris are working to make a difference?"

It would be like if Christ wrote the Sermon on the Mount like

"Shall be inheriting the earth. The meek."

It's just kind of awkward, you know? What's up with that? I mean, how much thought did you put into this?

And the thing is, saying that you are making a difference doesn't really mean anything. You aren't saying "working for the common good" or "working to make the world a better place" you are just making a difference. Hitler made a difference. A major earthquake makes a difference. When the planes crashed into the twin towers, they made the NYC skyline different. Heck, to get less melodramatic about it, you know when someone gets a new haircut, and it's really bad, but you don't want to offend them, what do you say "Well, it sure is DIFFERENT". Or like in the musical A CHORUS LINE "Different is nice, but it sure isn't pretty, and pretty is what it's about."

Can you please clarify?

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Aug 16, 2002

POBox 1734  
Atlanta, Georgia 30301

Dear Coca Cola

A friend of mine lives on the other side of the country and was asking me if I saw the stupid new Dasani ads that feature women about to pour your bottled water into their faces, but instead of opening their mouths to receive the water, they instead have big smiles, which is nice, but means that the water will simply splash off the teeth and not be refreshing.

Anyway, we were "instant messaging" on the internet and looked at your web sites to see if I could see these ads, and while we never found them, we did find that you make the product known as "Bimbo."

I find it strange that up until now, you have kept this product a secret from me. What's the deal. Suppose instead of asking for a Coke at the next diner, I ask for a Bimbo? What is going to happen? I know that I want to at least try a Bimbo. And while I cannot say I will like an regularly use Bimbos, I can say I feel that as long as I don't have a Bimbo in my life, I feel like something is missing.

Please respond. Send me a coupon for Bimbo.

Rich Mackin  
POBox 890  
Allston, MA 02134

P.S, I am also curious about Bimbo Break, and Water Salad.

Thank you for responding to my inquiry and your inquiry. We appreciate your interest in the origin of the SPAM name.

SPAM brand is a distinctive and famous trademark for canned meats, including ham and poultry items. Kenneth Doughton, founder of a Ham and Poultry Vice President suggested the name of a New Year's Eve party in 1934. The trademark was originally derived by combining "spiced ham". Immediately after the term was coined, it became a distinctive trademark of Hormel Foods Corporation. This trademark is not abandoned by inaction.

For additional information about SPAM brand products, please visit our website at [www.hamel.com](http://www.hamel.com)

The enclosed information and samples are for your use.

Sincerely,

*Jana*

Chad Lundberg  
Customer Response Specialist  
Bella Vista

# The Coca-Cola Company

COCA-COLA PLAZA  
ATLANTA, GEORGIA

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

August 26, 2002

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

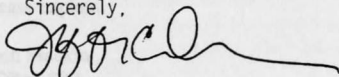
Dear Mr. Mackin:

Thank you for your letter inquiring about the availability of Bimbo.

The Coca-Cola Company makes over 300 brands worldwide, and some of our brands are only available in specific countries or in certain regions of the United States. Local bottling companies choose which brands to package and sell in their territories based on consumer demand and other market factors. Unfortunately, we do not have plans for this brand in the U.S. Since bottlers are not able to ship products out of their territories, we regret that you won't be able to purchase Bimbo in the U.S.

I have enclosed a few items as tokens of our appreciation for your loyalty to our brands. Please feel free to contact us if you have any additional questions. Best wishes!

Sincerely,



Jeffrey C. Distler  
Consumer Affairs Specialist

Encl: 2001 Annual Report  
Brand Card  
Coupon

CONSUMER INFORMATION CENTER



May 16, 2002

Pepperidge Farm, Inc.  
595 Westport Ave.  
Norwalk, CT 06856

Dear Pepperidge Farms

Here is a limerick

Many people these crackers do please  
To eat just one is a tease  
But what nobody knows  
Is why you juxtapose  
Shape of goldfish and flavor of cheese.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134



June 20, 2002

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

Dear Mr. Mackin:

Thank you for sending us the limerick.

Right from its start in 1937, Pepperidge Farm has always tried to produce both delicious and nutritious products. Since we put a great deal of effort into our products, we are pleased to learn that this effort is appreciated.

While we cannot tell you why we chose the shape of goldfish, or the taste, we can tell you that we market products that received the best response during testing.

Thanks again for your interest. We hope you will continue to enjoy our products.

Sincerely,

A handwritten signature in cursive script that reads "J.M. Teja".

J.M. Teja  
Consumer Representative

1483905A

June 27

Colgate Palmolive Company  
New York, NY 10022

Dear Colgate.

Dave emailed me the other day about his toothpaste. It was his toothpaste in that he owned the tube, but it was also your toothpaste- Colgate Baking Soda & Peroxide Whitening with Tartar Control Fluoride Toothpaste. According to Dave, however, it was more like Colgate Slimy Baking Soda & Peroxide Slimy Whitening with Slime, Tartar Control, and Slime Fluoride Toothslime. Needless to say, he was not pleased with the product, I think it's safe to say that his complaint was oriented towards the sliminess. He said that it made his spit into long strings of slime that would hang like tendrils from his mouth to the toothbrush. He offered to brush his teeth to show me, but somehow, the idea wasn't all that appealing.

He showed me the list of ingredients as we pondered the slime. While we didn't see anything that clearly said "slime" or even anything that directly implied slime, we wondered what things like Aluminum Oxide, Pentasodium Triphosphate, and Tetrasodium Pyrophosphate were, and what business they had in toothpaste. Dave maintains it must be one of these that makes the slime.

Here's the kicker. While researching this all, Dave's girlfriend came across the article "Paste Test" by Seth Stevenson on the web site <http://slate.msn.com/?id=3604> which maintains that whitening toothpaste is a rip off because it doesn't actually make the teeth whiter- it merely removes surface stains, which ANY toothpaste does.

Please explain.

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

customerservice@pcdj.com  
sales@pcdj.com  
webmaster@pcdj.com

Dear PCDJ staff,

I was linked to your website, <http://www.pcdj.com/> by a friend who, at first, I thought was being a bit up in arms about what a sexist company you are. Then I looked at your site, and well, I doubt that the purpose of your company is to oppress anyone, but it is, well, if not sexist, just plain stupid.

As I am not a woman, I suppose I am less personally offended by the caption "Rip Me, Mix Me, Play Me ALL NIGHT LONG." Because I suppose the idea of being "played" and "ripped" is less a personal threat. Still, I think "ripping" a woman is not something you might want to lightly toss out. The most well known idea of a woman being "ripped" that I can think of refers to Jack the Ripper. If you have some sort of double entendre that isn't so much violent sex crime oriented, let me know.

But anyway, like I said, it's not the violent rape connection to your product that personally offends me, so much as the visual. See, I am an artist and think visually, and while I like half naked women as much as the next (straight) guy (well, for that matter, lesbian) I like them in certain contexts. Bedrooms, bathtubs, things like that. If you were selling panties or something for backrubs, fine, I could see the connection with a topless model, but I dunno, man, I really don't want to connect electronics with sex quite that much. I mean, is this really the sort of associations YOU want to make?

But still I digress. Here's the really stupid thing- the model, random and unconnected with anything else in the site, is wearing panties and high heels. Obviously you guys must watch porn and beauty pageants a lot, because in real life, this is not an ensemble that anyone would wear. Again, prove me wrong if you can, but I betcha that your mom didn't make Rice Krispy Treats in pumps with her boobs hanging out for all to see.

Please respond.

Rich Mackin

P.S. In case you don't think you are sexist, why not put a picture of some guy wearing tighty whiteys and dress shoes on the site?

NO REPLY!



AHA! This is not a letter! It is a printed out email! I think that counts. While they did not reply to this, they were nice enough to spam me for a few months with sale updates. They did remove the image in question.



April 20, 2000  
Willert Home Products  
4044 Park St.  
St. Louis MO 63110

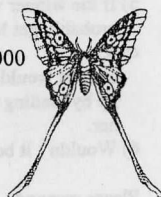
Dear Moth ball people,

I have recently found out that cigarettes contain naphthelene, the main ingredient in mothballs. I was thinking I might cut out the middle man. Do you have any smoking products? Or would you recommend me rolling my own mothball smokes?

Rich Mackin  
PoBox 890  
Allston MA 02134

## **WILLERT HOME PRODUCTS**

10 August 2000



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

Dear Mr. Macklin:

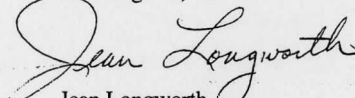
I am in receipt of your letter dated 20 April 2000. **It is a violation of Federal Law to use this product that is inconsistent with its labeling.**

We appreciate your letter explaining to us that you discovered that Tobacco Manufacturer's use the Naphthalene as an ingredient. However, we manufacture this product for the use of a moth preventive only. This is considered a hazardous material. You will need to contact the Tobacco Company regarding the ingredients and/or treatment procedures of their products.

The only item related to smoking that we manufacture, is ashtrays.

Thank you for your interest in our products. I'm sorry, but I am unable to assist you further at this time.

Best Regards,

  
Jean Longworth  
Consumer Relations

May 15, 2002

Taco Bell  
17901 Von Karman  
Irvine, CA 92614

Dear Taco Bell

I live on Commonwealth Avenue in Boston, which means that almost daily I ride a bus, subway or bike past an army of Boston University kids, block after block of BU buildings, and a few dorms. One dorm has a Taco Bell in it. This Taco Bell has a sign on it that says "Winners Eat Steak."

Here are my questions, at least those off the top of my head,

- 1) What did they win?
- 2) If they won a steak eating contest, wouldn't the losers eat steak, too?
- 3) Are you calling the people who eat chicken and bean and cheese tacos losers? Is that the way you think you are gonna drive up the higher end products? With SHAME? Well, shame on you.
- 4) If the winners won a vegetarian cooking contest, they wouldn't be eating steak at all.
- 5) If the winner was the best cow at a county fair, and the cow ate steak, the cow would probably get Mad Cow Disease, which not only would be sad for her, but then the cow's owners would have to sue Oprah Winfrey instead of deal with the fact that they messed up by feeding her steak, which is why she got sick and why Oprah doesn't want to eat her.
- 6) Wouldn't it be a better slogan for you to say "Winners Eat Tacos?"

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

June 12, 2002  
Your Free Vitamins  
8 Hoover Street  
Inwood, NY 11096  
[service@yourfreevitamins.com](mailto:service@yourfreevitamins.com)

Dear Your Free Vitamins

I am writing to you regarding your product "Apple Cider Vinegar *Enhanced*"

That your promotional material refers to as a

"powerful, yet medically-safe nutraceutical, trims off pounds and inches by 'instantly unlatching the escape hatch' to your body's fat-cells. Once there, excess fat is redirected through your bloodstream and harmlessly burned off as calories, or flushed out of your system entirely."

This was brought to my attention by friend Tali who seems to think that the concept is that it makes you poop until you are thin. Is this the case?

Also, since Apple Cider Vinegar is known to fight the effects of tear gas, would you endorse taking your product next time I will be attending an anti-globalization rally or riot?

Thank you in advance for your reply,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!



August 3, 2000

Breath Savers  
7 Campus Dr.  
Parsippany, NJ 07054

Dear Breath Savers/ Philip Morris

I am writing to you because I am confused about your ads. Instead of advertising your mints like "Our candy tastes good" you have print ads that have sexy women breathing smoke that is being inhaled by sexy men.

And you just got bought by a tobacco company.

And tobacco companies make a smoky product that makes it hard to breathe, on one level in a room filled with smoke, and on another if you are a smoker in general, and yet your name is Breath SAVERS, which is ironic, because the thing that Breathing needs to be saved from is companies like Philip Morris.

Please reply,

Rich Mackin  
POBox 890  
Allston MA 02134



100 DeForest Avenue  
P.O. Box 1911  
East Hanover, NJ 07936-1911  
1-800-NABISCO

September 13, 2000

|||||

Mr. Rich Mackin 8536635-01  
P.O. Box 890  
Allston MA 02134-0006

Dear Mr. Mackin:

Thank you for contacting us regarding Nabisco's advertising campaign for BREATH SAVERS COOL BLASTS. Consumer opinion is very important to us.

We make every effort to see that all of our advertising messages are prepared and carried out with high quality and good taste in mind. Therefore, your comments are valuable to us and have been brought to the attention of our advertising personnel.

Thanks for taking the time out of your busy day to let us know how you feel.

Sincerely,

*Amanda L. Hosmer, R.D.*

Amanda L. Hosmer, R.D.  
Team Leader  
Consumer Affairs

Mervyn's  
22301 Industrial Blvd  
Hayward, CA, 94541

Dear Mervyn's

I was in California and Sean was driving me somewhere on the highway in his pickup truck. We drove past a Mervyn's and I said " What's Mervyn's?" and he said " Ha ha ha."

And then there was a pause.

And he said "Wait, are you serious" and I said " Yes."

And then there was a pause and he explained that he thought I was kidding because earlier I had made fun of the fact that there are Starbucks and McDonalds everywhere, so I would say " Hey, what's a Starbucks?" or "Wow, you have McDonald's here, too?" but I said I was serious.

But he never did tell me. What are you?

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

P.S. Maybe he did tell me and I forgot.

2/16/02

Dear Gap and Starbucks

I was in New York City a few weekends ago and I noticed that there was at least one policeman apparently guarding every single Starbucks and Gap- even at the intersection where there seemed to be 3 Starbucks within 2 blocks. I noticed that the local stores and other businesses didn't need armed guards. Why do you suppose that is? What are you guys up to that you are being watched over by law enforcement?

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dear Alcatel

Here is a haiku.

Martin Luther King  
Was not a corporate shill  
Damn you, Alcatel!

Enjoy,

Rich Mackin  
POBox 890  
Allston MA 02134

ALCATEL

June 21, 2001

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

Dear Mr. Mackin:

We appreciate your feedback on our latest advertising campaign. There seems to be a slight disconnect between our intent and your perception of our current ad featuring Dr. Martin Luther King, Jr..

We do not believe that we have disrespected Martin Luther King's legacy. To the contrary, our intent is to honor his "I have a dream" speech - one of the most powerful moments in history.

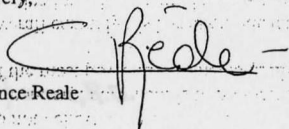
Our overall campaign is based on outstanding examples of effective communication taken from history-- such as speeches, songs and historical events. The campaign is intended to raise the question: "What if these words, thoughts, ideas were never heard, or had never connected with people?" It leads to the statement that "for a passion to inspire a Nation, it has to reach the Nation."

To answer your question, Intellectual Properties Management, manager of the Estate of Dr. Martin Luther King Jr., granted us the rights to use Dr. King's likeness, and has approved of our advertisement which is now on air and in print.

When advertising around the world our intention obviously is to appeal to all viewers. While it is difficult to please everyone we want you to know that we greatly respect Dr. King's legacy and we recognize the important role he has played in the U.S. and around the world.

Sincerely,

Laurence Reale





May 16, 2002

Dear Altria

The PR spokesperson has said  
"Philip Morris fills people with dread,  
Altria's the new name,  
Policy is the same,  
Our products still help make you dead."

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

May 16, 2002

Dear Oreo cookies

Here is a limerick

A cookie we call Oreo  
Baked by our friends at Nabisco  
Since its been around  
White stuff sandwiched in brown  
Whats the "stuff" in the middle? Dunno.

Please respond,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

August 19, 2002

Geoffrey C. Bible  
Philip Morris  
120 Park Drive  
NYC NY 10017  
(I believe Mr. Bible has retired, please forward.)

Dear Mr. Bible

I read today that last year you made \$5,125,000.00. That's a lot of money. Can I have some?

I can take check or well-concealed cash.

Thanks

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!

Dear Crest

Brushing my teeth just isn't as fun as I seem to recall it being. For a while now, I have been trying to figure out why, and it dawned upon me.

When I was a kid, I wasn't merely brushing, I was fighting the Cavity Creeps, the horrible creatures that seemed to be made of stone of some kind, using gruff mannerisms and primitive weapons to destroy Toothapolis. While Toothapolis was shown to be a Utopian society of ethnic diversity and dental hygiene, it also was clearly a metaphor (not that I knew what a metaphor was at the time) for my own teeth. When I brushed, I knew not that plaque buildup was related to tartar and gingivitis. I wasn't concerned about whitening formulas and I sure as hell would never equate baking soda and brushing. I was waging a war! I was defending my turf against a siege of enamel-thirsty cretins intent on destroying all I have worked so hard for.

And now, when I brush, I am merely instinctively removing plaque and tartar, fighting morning breath, and easing the guilt I surely feel in the dentist chair.

So Crest, I turn to you. Is there any way you can renew my fervent emotions?

Please, do what you can.

Rich Mackin  
POBox 890  
Allston MA 02134

**P&G**  
**External**  
**Relations**

The Procter & Gamble Company  
General Offices  
1 P&G Plaza  
Cincinnati, Ohio 45202-3315  
[www.pg.com](http://www.pg.com)

Our ref: 5314507  
October 22, 2002

MS RICH MACKIN  
PO BOX 890  
ALLSTON MA 02134

Dear Ms. Mackin:

Thanks for contacting Crest. I knew something had been missing for me to, but didn't know what until I read your letter! Isn't it amazing how so many things were much more fun as a kid!

Well, your timing couldn't have been better! We have a brand spanking new Crest that is sure to bring back all the energy you once felt when fighting those Cavity Creeps! It's called Crest Rejuvenating Effects. Rejuvenating Effects helps remineralize, refresh and restore your teeth and gums! Not to mention it has an awesome flavor. Hope you'll give it a try!

Sincerely,

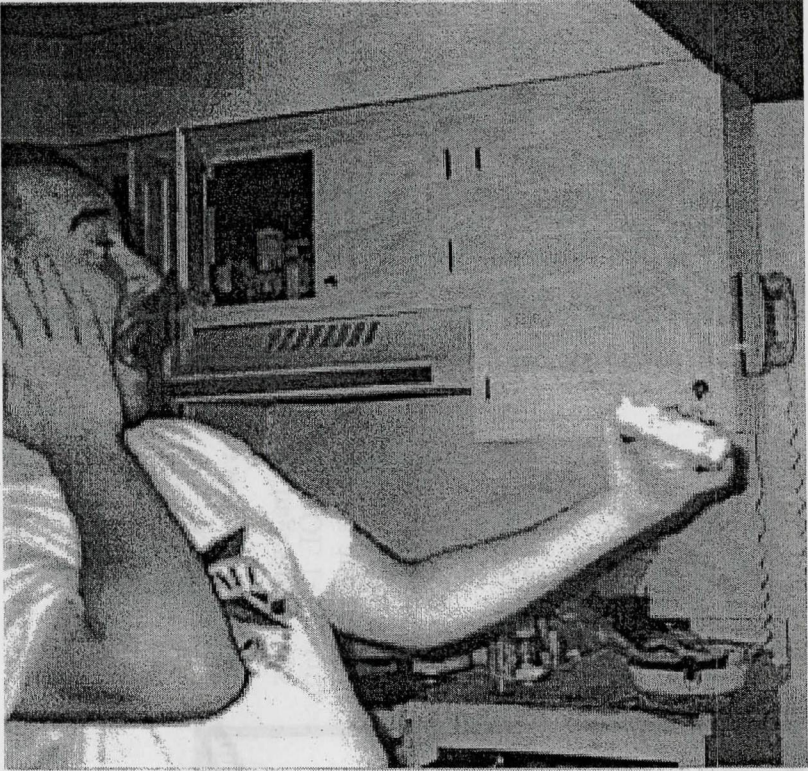
*Mary Smith*

Mary Smith  
Consumer Relations - FH

Sept 4, 2002

Dear I Can't Believe it's Not Butter,

You're right, I CAN'T believe it's not butter, here is a photo documenting my disbelief.



Do you have any more like this of you guys in the office? Although, I guess after working there for a few years, you must eventually start to believe that it's not butter I guess.

Take care,

Rich Mackin  
POBox 890  
Allston MA 02134

NO REPLY!





If you like my zine,  
you'll love my book!  
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**second printing!**

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**Allston MA 02134**  
**www.richmackin.org**



this space for addresses or notes