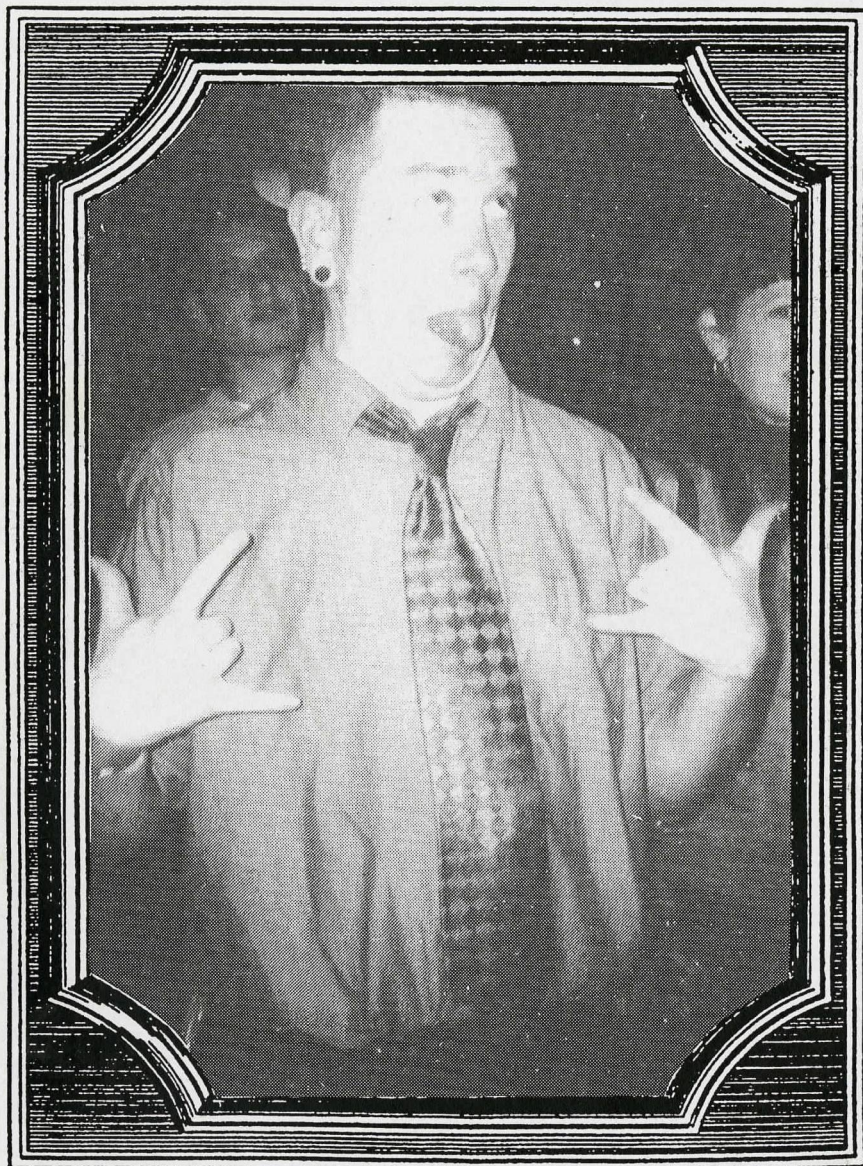


Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00
(more if mail order)

#13

CONSUMER DEFENSE CORPORATE POETRY



BOY HOWDY!

Lucky issue 13. Make your own 13 references here ____

Hi. My name is Rich. I write letters. Here is a bunch of them. They all are real, they all were sent, all replies are real. I tend to write late at night and fast and spell things wrong and send letters out, only to discover the errors. I leave them in for honesty and laziness.

I just turned 28. I had a birthday party at the Middle East Night Club and sang covers of BASTARD SQUAD songs with the band Razorwire. Pictures taken of this document the fact that I look the same as I did at my first birthday, at least expressionwise. It was fun. Here is a picture of me, Dave Pratt and Clay dressed as a space zombie but looking like a sad mime.



Feel free to write or email me, send me stuff, whatever. In case you think it would be funny to write ME an annoying letter like I do to companies, it has been done many times already. I am not saying don't do it, I am just saying, it's been done. Alot. Rock on with your bad selves.

Rich POB 890 Allston MA 02134

richmackin@earthlink.net

<<http://home.earthlink.net/~richmackin/>>

"What would become of business without a market of fools?"

-Chuang Tzu

"People think I watch TV too much but they are wrong. There is a huge difference between merely "watching" TV and learning to respond aggressively towards it. the difference, for most people, is the difference between living and dying in their own brains."-Hunter S. Thompson

Dear McDonald's

So a while back, you started this ad campaign in which some guys is going to McDonald's and asks if anyone he works with wants anything from McDonald's and everyone is all like "DID SOMEBODY SAY MCDONALD'S?" and they all want some McDonalds and tell him to get lots of stuff and it was cute. Because, people as a whole know what McDonald's sells, since there are millions of them and so if someone asks what you want from one, you already know more or less what you can get and how much it will cost and it is cool. And since Americans are lazy and would rather have someone else pick up food for them, it was funny how the people would all say "Did somebody say McDonalds?" and ask the guy to go get them food.

And then that become your tag line and so you started putting it in all the ads, even though you started doing ads in which nobody said McDonalds, except maybe the narrator, which is not supposed to be someone that the players here, only the audience. And the context changed. It was supposed to be a curious but excited "Hey, Did I hear somebody say McDonald's, because if they did, I sure would like them to get me something from McDonalds, assuming of course that they did say it, as if they were on their way to one!"

But now its like a sexy sultry voice with no logical context at all.

It is like America's school system. Children are taught things deemed important. To see if they learn what they are taught, they are tested. The results of the testing relate to reward and punishment- people are happy if a child did well on a test and are sad if they did poorly, and reactions to the child are made appropriately. But after a while, the child becomes less interested in what (s)he is learning and more interested in the test itself. The next thing you know, there is a million dollar industry based on test taking skills, not knowledge of subjects referenced on the tests, but on the structure of the tests on their own.

High schools, essentially are polarizing into a place where some children are merely prepped for college while others are merely being kept off the streets for a great deal of the day.

So please, only use that slogan if it makes sense in that ad.

Thank you,

Richard J. Mackin
POB 890
Allston MA 02134

NO REPLY!

Lever 2000
Sylvan Ave
Englewood Cliffs, NJ

April 29, 1998

After my attempt to get a direct answer from somebody from your company face to face, I am now completely paranoid about our society. If a soap company is so secretive about explaining their ad slogan that they refuse to answer simple questions and hide their consumer reps from consumers, I can only imagine what atrocities are being hid. I mean, its not like revealing the 2000 parts is like NIKE having NBC news tour its sweatshops or anything. It defeats the point of having Public Relations people if you won't let them talk to the public.

Kelloggs Raisin Bran has "two scoops" of raisins. Of course, they admit that that is just a "playful" term to indicate that there are many raisins in their cereal. At any point, you could say "Mr. Mackin, the human body does not have 2000 parts. We just made it up to sound cool. Now leave us alone." But no, you shroud yourselves in mystery. Its like, most people don't care if Clinton is having affairs, but care if he is lying about having them.

Please, for God's sake, respond,

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

NO REPLY!

Dear Bruegger's Bagels,

Very rarely does a trip to a bagel place bring about any sort of enlightenment, even a small bit of awareness of where you feel you stand in society. But, there is a first time for everything, so allow me to tell this tale of self awareness.

I am a 27 year old art school graduate who has found semi-corporate work in a printing company near your location in the back bay. As such, I spend much time getting food and coffee at retail establishments such as yours, where people not much younger and often far more conservative than me call me "sir" as part of the server to client relationship. I have always found it odd and inappropriate to be called "sir". Sir implies some sort of dignity and as I have none, it seems almost as if the sayer is being sarcastic at my expense. If any generic term for a man applies to me, I would guess it to be "dude".

In any case, having been a fairly regular customer at Brueggers for a while now and getting used to being called "sir" I one day went in and the young man making sandwiches said not "sir" but "my man" i found this to come from him with a grace and ease not found in the "sir" ring ingrained in others. He reiterated when a coworker asked for his help, and, gesturing to me, said "All right, just let me get my man's sandwich for him." And I thought, "hey, cool, I am this guy's MAN!" I felt included and important on a subtle, but meaningful level.

I just thought I would share in hopes that this would help other employees somehow.

Thank You,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Paper Mate/ Gillette
Box 61
Boston MA 02199

Dear Gillette,

In response to Papermate Flexgrip Ultra Ball Pens, which say on the package that the BARREL color is the ink color, you do release that the barrel is the part of the pen that is the main long part that you hold, right? I know you do because you also say on the same package that there are rubberized barrels, and the barrels are indeed rubberized. Well then, why does think ink color then match what is usually called the CAP color? Huh? Huh? I mean, you guys MAKE pens, and you can't even get the parts straight???

Rich Mackin
PObox 890
Allston MA 02134



P.O. Box 61
Boston, MA 02199

World-Class Brands, Products, People

January 12, 2000

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

Dear Mr. Mackin:

Thank you for telling us what happened when you recently bought Flexgrip Ultra Ball Pen. Because the people in our technical and marketing groups want to know how you feel, I'm sharing your comments with them. I hope the enclosed reimbursement will encourage you to continue to use and enjoy our products.

Consumers' opinions are a valuable part of our ongoing evaluation process, and our engineers and product development people will appreciate your input. We're always looking for ways to improve, and your comments definitely will be considered as we continually monitor all consumer reactions to this product.

Again, thank you for taking the time to contact us. If you have any additional questions or comments, please call me toll free at 1-800-GILLETTE (445-5388). We always appreciate the opportunity to serve our customers.

Sincerely,

Kimani Lumsden
Consumer Service Representative

1479923A

Enclosure:

1 FLEXGRIP Ultra Ball Pen - Package of 4

Dear Campbell's

Now that you have changed your classic, time honored, tried and true, iconic and Andy Warhol-inspiring traditionally Campbell's soup labels to look like more contemporary labels what with pictures of bowls of soup, and have had them for a while that way, I am wondering when the "Classic Campbell's" labels will arrive. I mean, you ARE going to return to the GOOD labels, right? I mean, its like NEW COKE, that was just a gimmick to get people to appreciate "classic" Coke when it was switched back. I mean, you really don't think anybody wants to look at the new labels.

I mean, sure, tastes change, but are we going to tear down the Washington monument and put up a statue of Will Smith or Pikachu the Pokemon because they get a better response. I dunno, maybe if we are the type of society to screw with icons like you have been doing, maybe we should.

Rich Mackin
POBox 890
Allston MA 02134



Campbell Soup Company

January 10, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

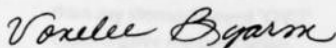
Thank you for taking the time to contact us about our Campbell Soup Company product.

Extensive consumer research is conducted prior to introducing any packaging changes. Nevertheless, we realize that consumer preferences differ and not everyone will be satisfied with every change.

Your satisfaction is our greatest concern and customer feedback like yours is critical to our success. We have forwarded your comments to our Quality Management Team. Thank you again for your comments.

Enclosed is a coupon for the Campbell Soup Company product of your choice.

Sincerely,



Vonelee Byarm
Consumer Representative

0615556A

CONSUMER RESPONSE AND INFORMATION CENTER • CAMDEN, NEW JERSEY 08103-1701

1-800-257-8443 • 1-800-410-SOUP • 1-800-433-PACE

WWW.CAMPBELLSOUP.COM

Dear Spaghetti-O's

I got a letter from my friend Becky, who was referencing my complaint of Campbell's changing their can design and she agreed with me that it was lame that they changed the design and she told me that she saw the Warhol artwork only a few months ago, but that is not why I am writing to you. Why i am writing to you is that she also said this...

"Do you remember the way that Spaghetti O's cans looked like? Two Spaghetti O's for eyes, sometimes a meatball for a nose, and a mouth with a tongue sticking out." She went on to say that after Campbells that yours was "the most classic logo on the planet."

So why did you change it? I mean, really, why?

Huh?

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!



So, as I touched upon in Book 12, I was dubbed "Consumer Defense Corporate Poet" by Dave the Short Attention Span Poet, and so I refer to myself as such. To counter accusations that I am not a poet, I have been writing poems. Note that they tend not to get replies.

Dear Frito-Lay,

Here is a limerick,

I wanted to eat up some chips,
but worried they'd stick to my hips
so I bought some "WOW"
then my stomach went "OW!"
olestra gave me anal drips.

Rich Mackin
POBox 890
Allston MA 02134

Dear Proctor and Gamble

Here is a limerick,

My name's Rich and I like to ramble
About companies like Proctor and Gamble
they torture cute bunnies
which some don't find funny
guess their PR department's in shambles.

Please Reply,

Rich Mackin
POBox 890
Allston MA 02134



Dear Campbell's soup,

Today, I received in the mail something from the Center for Science in the Public Interest listing "Campbell's red and white label soups" as one of the 8 foods that I should never eat. is this why you have changed your labels? So as to be a food I should eat? The pamphlet I got said that you were brimming with salt. Does anything brim that Isn't served in a bowl?

Please reply,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Campbell Soup Company

December 1, 1999

Mr. Rich Mackin
Po Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for taking the time to contact us about our Campbell Soup Company product.

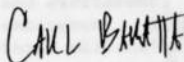
Our products are carefully tested by consumer panels before being placed on the market. Based on these tests, our current label design had the highest approval rating.

We developed our low sodium products to respond to the needs of people who desire to limit their salt intake. Our chefs strive to find herbs, spices, and seasonings which can replace salt while continuing to deliver great tasting foods.

Your satisfaction is our greatest concern and customer feedback like yours is critical to our success. We have forwarded your comments to our Quality Management Team so that they may review their procedures and benefit from your input.

Enclosed is a coupon for the Campbell Soup Company product of your choice.

Sincerely,



Carl Baratta
Consumer Representative

0566809A

Jan 3, 2000

Dear M and M's,

Ok, so you have this whole M&M, being MM is the Roman Numeral for 2000, so your name is 2000 and this you are saying that you are the "official candy of the new millennium" and while you seem to have the best claim of all these official things of the new millennium, I still don't understand what office is making all these things official. WHO do I contact to make some thing the official stuff of the new Millennium.

In the year 1000, do you think that they made anything the official stuff of the new millennium THEN, Like, was there anything decreed a thousand years ago that we at 1999 forgot to keep in mind. Because I am pretty sure that in a thousand years, nobody will care about your candy, if it, or even society as we know it, exists.

Since you are the # 2000, do you find it odd that you are the official candy for the NEW millennium, what that the NEW millennium starts with the year 2001??? I mean, since you are the number 2000, technically aren't you just the official candy of THIS year?

Please reply,

Rich Mackin
POB 890
Allston MA 02134



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

March 15, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

MM means 2000 and is the only candy that can make that connection to the Millennium; therefore, the Red and Yellow "M&M's"® Characters have declared "M&M's"® Chocolate Candies as the Official Candy of the New Millennium.

You are absolutely correct in noting that the new millennium doesn't begin until January 1, 2001. I'm sure you would agree, however, that the turn of the millennium is a noteworthy event. It generated attention and excitement. Our advertising campaign was designed to share in that excitement. It doesn't state or imply the exact date upon which the third millennium will begin. Accordingly, while we appreciate your concerns regarding our advertising campaign, we don't believe it is in any way erroneous or misleading.

We appreciate hearing from you and hope you will continue to enjoy our products.

Sincerely,

Marilyn Womer

Marilyn Womer
Consumer Affairs

MEW/cl 1546143A

Either Bob (RIP)'s products are outstandingly addressed,
or they don't accept mail

Dear M and M's

Sometimes you look at something a thousand times and it is the thousand and first time in which something is going on in your head that makes you think slightly different and you notice something that you overlook everyday. To that effect, I was looking at a "fun size" bag of m&m's and while at first I was smart assedly thinking about how lame it is that small serving bags are called "fun size" what that they are just as fun as any other size (probably less fun given that more would be more fun as well.)

But then it hit me. M&m's aren't m&ms, like each one is an 'm' the way that each one is a skittle, but that the are m&m'S like, ownership by m and m. Sorta like how people call him Frankenstein, but he is actually Frankenstein's monster. Not Frankenstein himself, but owned by.

Thanks,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Bob Ross Incorporated
POB 607946
Orlando, FL 32860-7946

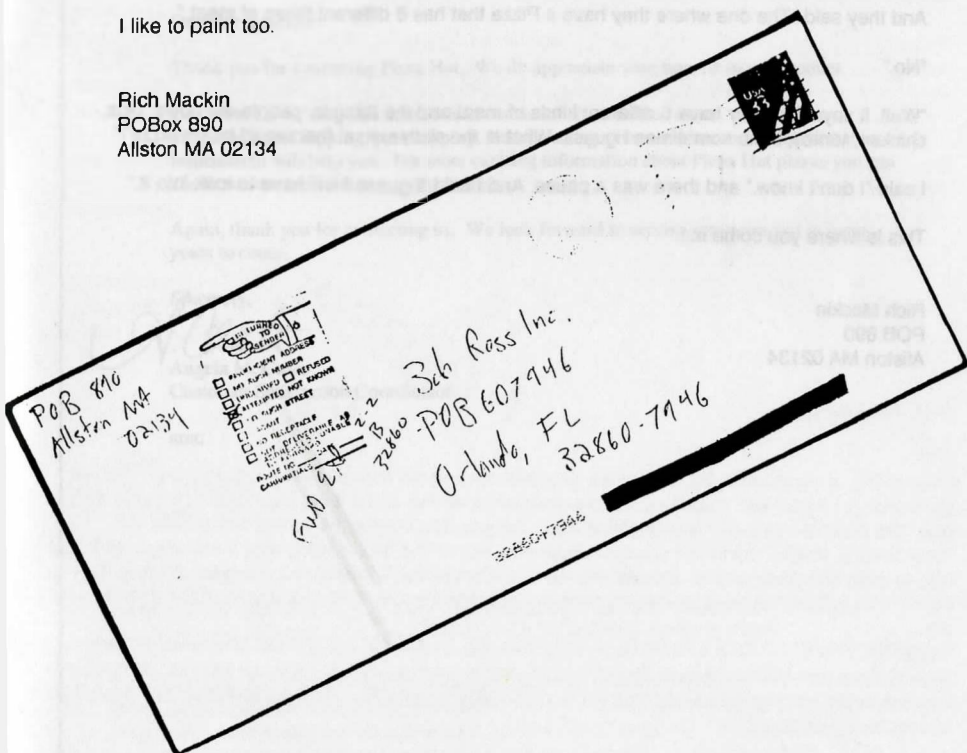
Dear Bob Ross Company

I was told that if I wrote to you I could get information about the Bob Ross Art Club and get an Autographed picture of Bob Ross.

I would like to know how I could get Bob Ross information and products like a Bob Ross hat. I wish I had written to you before but only recently did someone give me the address.

I like to paint too.

Rich Mackin
POBox 890
Allston MA 02134



**Either Bob (RIP)'s products are outdatedly addressed,
or they don't accept mail**

Dear Pizza hut

Oct 16, 1999

6 kinds of meat?

Let me explain. I was sitting at home minding my own business and I got a phone call. I picked up the phone and said "hello?"

And someone else said "Rich, have you seen the new Pizza Hut ad?"

And I said "Which new Pizza Hut AD?"

And they said "The one where they have a Pizza that has 6 different times of meat."

"No."

"Well, it says that they have 6 different kinds of meat and the thing is, people eat cows, pigs, chicken, turkey, lamb sometimes I guess. What is the sixth animal that would be on pizza?"

I said "I don't know." and there was a pause. And I said "I guess I will have to look into it."

This is where you come in.

Rich Mackin
POB 890
Allston MA 02134





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

December 3, 1999

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

Dear Mr. Mackin:

Thank you for contacting Pizza Hut. We do appreciate your interest in our product.

Our Meat Lover's® pizza does indeed consist of six delicious meats. They are pepperoni, beef topping, pork topping, Italian sausage, ham and bacon. I hope that this information will help you. For more exciting information about Pizza Hut pizzas you can check out our web-site at www.pizzahut.com.

Again, thank you for contacting us. We look forward to serving you soon and in many years to come.

Sincerely,

Angela M. Cantu
Customer Satisfaction Coordinator

amc

Archway Cookies, Inc.
Battle Creek, MI 49016

Nov 17, 1999

Dear Archway,

After enjoying some Archway Home Style Oatmeal Raisin Big cookies, I thought I would write. For one thing, I am curious what home style cookies are. Like, they aren't home made, but home style. Do you have regular old store bought style? I mean, it says on the package "just like homemade" but they aren't, since my the cookies I have seen that are home made aren't all exactly the same size and all, and have some variance of texture throughout the cookies.

Also, home made cookies don't have the possibility of traces of peanuts. I guess that's why on your warning it says "Due to manufacturing, may contain traces of peanuts or other nuts" Manufacturing is a word that does not insinuate anything like homemade. Also, isn't manufacturing a little overly factory ish of a word for a cookie. Can't you say "baking process"?

I was in your town of Battle Creek, MI last March. We went to the Kelloggs Cereal City place but it was closed that day, and they didn't even warn us. DO you guys get to hang out in Kellogg's. Do you get free cereal. I like Frosted Flakes, even though I don't really trust Tony the Tiger.

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Star Market,

I was sitting at my place of work the other day, just minding my own business, I don't think I was actually working, I think I was reading the paper and having coffee at the time, but that isn't important right now. The point is that I was quietly sitting when the guy that shares the workspace shouts out "Now what is THIS?" and begins a rant about how stupid the "this is" and with some diligence I was able to calm him down and he showed me the Star Market flier that featured a picture of Steak Tips in the "STAR LA CARTE" section, with the price not only listed as \$5.49/lb. but also claiming that this was the "LOWEST PRICE OF THE YEAR!" Now, what that this is the circular for the first week in January, doesn't that mean that ALL prices are the lowest, and indeed as well yet ironically, highest, of the year? I mean, at this early stage, everything is the everything of the year, because the year has only been around for a few days???

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Nutrasweet
The Consumer Center
Box 2986
The Merchandise Mart
Chicago, IL 60654-0986

Dear Nutrasweet,

I was just looking at your parent company's link to your web site and it mentioned that your safety has been affirmed. That's great! Why don't you have that on your packaging? I think that that would help instill confidence in people...

NUTRASWEET, affirmed to be safe! It means that you are safe, not unsafe, as implied.

On your own web page, it mentions scare mongers spreading rumors about you. WHO are these people and what have they got to gain? Are they a less popular sweetener company spreading lies much like the would be head cheerleader tells people that the current head cheerleader is a hussy and a whore in some bad after school special? Maybe if you made an after school special about it, people would listen.

What does the "nutra" stand for? Nutrition? Wouldn't it then be Nutr[] sweet?

Please reply,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

WISE
180 E. Broad St
Columbus, OHIO

Dear Wise,
I had already eaten the bag of Wise Salt and Vinegar potatoe chips when I realized that they were Salt and Vinegar ARTIFICIALLY FLAVORED potatoe chips.

For one thing, you do have salt, so why do you need artificial salt flavor? For another thing, what business does the milk derivative LACTOSE have in a potatoe chip? For qa third thing, what is so hard about vinegar that you need to fake it. For a last thing, which one is the vinegar flavor- malic acid, sodium diacetete, or sodium citrate. For a last corollary, wouldn't sodium citrate be like a salty orange?

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Dear Coca Cola,

I am writing to you about the quotes of Roberto Goizueta, your former Chairman and CEO, who said regarding my question about your advertising that

(it)"was special advertising, and that's only right for the most special and best loved brand in all the world."

and several years before that...

"When I think of Indonesia-a country on the equator with 180 million people, a median age of 18, and a Muslim ban on alcohol-I feel like I know what heaven looks like"

I was just wondering if the new CEO, Robert Ivester, has any interesting sound bytes about your ad campaigns or third world aggressive military dictatorships.

Please respond,

Rich Mackin
POB 890
Allston MA 02134

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

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

December 17, 1999

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

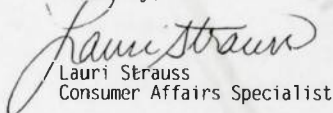
Dear Mr. Mackin:

Thank you for your letter. It was nice to hear from you again.

Mr. Mackin, we appreciate your continued interest in our Company. If you are interested in reading quotes from Doug Ivester, we suggest you research major publications at your local library. Mr. Ivester is frequently quoted in the Wall Street Journal, the New York Times, and the Atlanta Journal-Constitution as well as many other news sources. We regret to tell you, however, we don't have copies of the specific quotes you requested to send to you.

Best wishes and have a happy holiday season.

Sincerely,


Lauri Strauss
Consumer Affairs Specialist

Jax
c/o Bachman
POB 15053
Reading, PA 19612-5053

Feb 6, 2000

Dear Jax,

While most "snacks" that are crunchy things in bags are referred to as plural amounts for a singular: Pretzels, chips, doritos, doodles, etc, you are "Jax". Is Jax a play on the sound of Jacts, and each one is a "jact" or is it like fish in that there is one jax or many jax, or is it a word for the substance, like air or water, and a subdivision is merely part of the whole of jax?

Since the product's full name is "Jax cheddar cheese curls" why is there also Bleu Cheese in it? Wouldn't it then be cheddar and bleu cheese curls? Or just "cheese curls"? Why include cheeses you are ashamed of? Why is it that puffed cheese flavored corn is always in that curl shape and never refers to the fact that it is corn?

Why do you need to color these things neon orange? Why do you use Beta Carotene as a color? If you are trying to make it the color of cheese, wouldn't the cheese make it cheese color?

Rich Mackin
POBox 890
Allston, MA 02134

NO REPLY!

Comtrex

I was just watching Tv and I saw your ad that uses the song "We're not gonna take it." by Twisted Sister.

That is the coolest thing I have ever seen in an ad ever. Like, ten years ago, Al Gore's lame ass wife displaced her sexual frustration by trying to band music like that, citing violent lyrics (of which there are none- people who like to ban stuff never want to actually see, hear or read what they have issue with. And now it's a commercial. You guys rock!!!

Too bad I don't have the flu, right now. I do have that Cd, so I will listen to it now.

Rock on,

Rich Mackin
POB 890
Allston, MA 02134

NO REPLY!

Jim R...

Rich Mackin
Allston, MA

POB 890
Allston, MA



I sent copies to both Star Market and Purdue,
but only got the one reply.

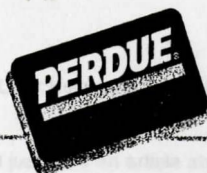
TO: Star Market Flier People
CC: Perdue Chicken

I am cleaning my room and I noticed a circular for Star Market from the week before July 4th and it had a photo of the NEW! Purdue Farms Breast Kabobs 12 oz package available for \$3.49 with use of my Star Advantage card. But the thing is, in the photo, the chicken seems to have been grilled already- like it has crosshatched grill marks, as to indicate that the chicken has been on the grill several times or ways., and yet there are onions and peppers on the kabobs that are still raw!

How do you cook the chicken and move it while cooking it and not cook the veggies? What the heck?

Rich Mackin
POB 890
Allston MA 02134

NO REPLY



PERDUE FARMS INCORPORATED
P.O. Box 1656, Horsham, PA 19044-6656

18004PERDUE™ (1-800-473-7383)
www.perdue.com

November 1, 1999

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

Dear Mr. Mackin,

Thank you for your recent letter. We appreciate your interest in Perdue Farms and our products.

Please call 1-800-4PERDUE (1-800-473-7383) Monday - Friday so that a consumer representative may address your questions.

Again, thank you for writing.

Kindest regards,

Jim Perdue
Chairman

CJF/cl
Enclosure
0212862A



**I sent copies to both Star Market and Purdue,
but only got the one reply.**

Jan 3, 1999

Peter Pan
c/o Frito Lay
Plano TX 75024 4099

Dear Peter Pan,

I am as much confused about how a bus company makes peanut butter as I am how either has to do with a cross dresser that chooses to stay immature.

Anyway, I am writing because of Peter Pan Peanut Butter Toast Flavored Crackers. What exactly does the toast flavor come from? I don't see "natural and artificial toast flavors" in the ingredients. Why "toast flavored" and not just "toasted"? Why do you need corn syrup? The ingredient "protease" brings up imagery of someone who teases for a living.

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Planter's...

Hey, you put your product in transparent containers, so....

I CAN CLEARLY SEE YOUR NUTS!!!!

HAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHA

Rich Mackin
pob 890
Allston MA 02134

NO REPLY!

Jan 21, 2000

Dear Kellogg's Frosted Flakes,

I just read an article about the problems with Genetically modified foods- like Genetically engineered corn that seems to be killing Monarch Butterflies that eat it.

Because of this danger, and I suppose, the just plain bad press that these "Frankenfoods" get, I hear that you don't talk to reporters about the subject, and aren't very quick to label your product appropriately.

This explains the (I believe) 80's ad campaign where Boris Badnikoff looking dudes tried to steal the formula from Tony. Heck, if I was using mad scientist mutant corn, I wouldn't want anyone to see MY formulas either.

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Dear Wall Street Journal,

I just read a US NEWS AND WORLD REPORT article about your lawyers threatening another publication that bore a similar name to yours- a small circulation paper given away free to children, the SMALL STREET JOURNAL.

My GOD! you guys are SO LAME!!!

And I bet you will still have telemarketers try and get me to subscribe to you.

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Keebler
One Hollow Tree Lane
Elmhurst, Ill 60126

Jan 19, 2000

Dear Keebler,

I was enjoying some E as in everybody L as in Loves Fudge as in Fudge cookies and I noticed that on the cover there was a picture of cartoon elves frolicking with the cookies, dunking them in milk and separating them like they were oreos and I noticed that near the bottom were the words "serving suggestion" and as much as I would like to be served these cookies by cartoon elves, I don't think I have that option, really. What the heck are you trying to pull, here?

Rich Mackin
POBox 890
Allston MA 02134

February 8, 2000



Keebler Company

One Hollow Tree Lane

Elmhurst, Illinois 60126-1581

ph 630 833 2900

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for getting in touch with us regarding your dissatisfaction with Keebler EL Fudge Double Fudge Cookies.

Your input regarding this matter is important to us. Your comments have been directed to the appropriate personnel for their information and will be considered when making future decisions. It is essential that we hear from our consumers in order to best serve you with our products. We sincerely hope you will continue to be an interested and concerned consumer.

Sincerely,

Margaret B. Lewis

Margaret B. Lewis
Consumer Response Specialist
Consumer Affairs

0017256A

Gillette
Box 61
Boston MA 02199

Dear Gillette,

After getting a Trac II razor, I am left with not only the packaging to dispose, but the weird little spaceship dock port thing that the razor lived in while packaged, as well as what looks like a razor cartridge, but is just a cartridge without a razor. What are these things for and what am I supposed to do with them. I guess they make the product presentation nice, but am i supposed to keep these things to store the razor in? Why bother? Was a supposed to get instructions in the package? I didn't get any. Can you send them if I was supposed to?

I see that the razors are made in Germany, the cartridges in Mexico. Why are they flying all over the place and not just being made in the same place? And if an American company is making stuff in Germany and Mexico, why do we need to have French Translations of all the print on the package.

Please respond,

Rich Mackin
POBox 890
Allston MA 02134



P.O. Box 61
Boston, MA 02199

World-Class Brands, Products, People

January 13, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your interest in our Trac II Plus Razor. I'm glad you want to know more about our products. I hope the following information answers your questions.

The tray is designed for razor handle and cartridge storage, and can be placed either horizontal or vertical on a shelf. The blank cartridge on the handle is there to help eliminate blade damage during the distribution cycle. The reason we manufacture products in different locations is because we're a global company and it's the most efficient way to dovetail the overall business strategy, and, actually helps us keep the cost down. As for the French writing on the package, well, many of our products are distributed in Canada and that country requires the French translation. One last thing; sorry, but there are no instructions for the razor.

Again, thank you for taking the time to contact us. If you have any additional questions or comments, please call me toll free at 1-800-GILLETTE (445-5388). We always appreciate the opportunity to serve our customers.

Sincerely,

Joe Adams
Consumer Service Representative

1483920A

Lever Brothers
800 Sylvan Ave
Englewood Cliffs, NJ

Oct 11, 1999

Dear Lever Brothers,

According to your literature, the number "2000" used in connection with body parts would indicate that you are milder to the skin than any other antibacterial or deodorant soap on the market.

i just saw a print ad for "Gore 2000" i guess it was supposed to be in relation to Al Gore's presidential campaign, but on the surface, it seems like it has to do with Al's gore being the mildest. Like "gore 2000" being a gory scary movie, yet only mildly violent or something. Gore often applies to viscera, ie: internal body PARTS, of which there are 2000.

Are you keeping your name as of January 1st?

R.J.M.
POB 890
Allston MA 02134

Dear Lever 2000.

So, it is the year 2000. I am expecting big stuff from you guys this year.

Have you considered calling yourselves Lever 2k?

Thanks,

Rich Mackin
POBox 890
Allston MA 02134

Lever Brothers Company
Consumer Services
800 Sylvan Avenue
Englewood Cliffs, NJ 07632
1-800-598-1223

January 10, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

GW 7144323A



Dear Mr. Mackin:

Thank you for your suggestion that we make another variety of Lever 2000.

We have received a few letters such as yours, although at the present time we have no plans to make such a product. Comments and suggestions from consumers are always welcome, however, and play an important part in our future planning.

Thank you for your interest in Lever 2000.

Sincerely,

Chris Greene
Consumer Representative

cig/ww



I wrote to Lever twice in more or less the same time period. I can't figure out which letter this is in reply to.

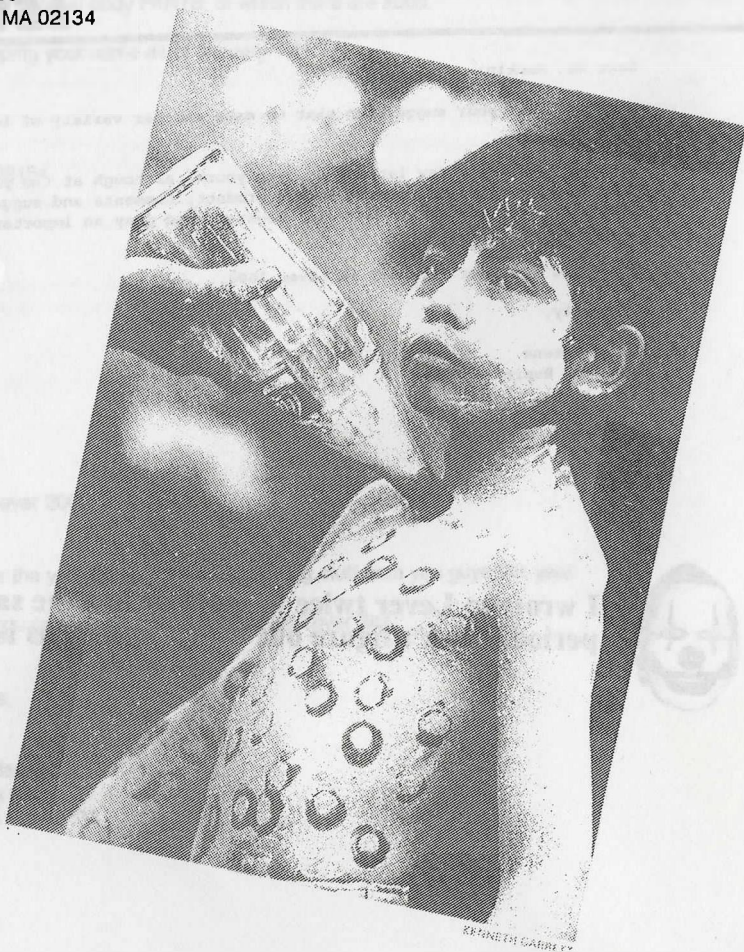
Dear Coca Cola Company,

I am enclosing a photo from the August, 1999 issue of National Geographic of a young Indigenous Mexican boy being made up to look like a jaguar using the "ubiquitous modern artifact" known as a coke bottle.

What's up with that?

Please return the photo when you are done.

Rich Mackin
POB 890
Allston MA 02134



The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

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

January 10, 2000

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

Dear Mr. Mackin:

Thank you for your letter. We appreciate your continued interest in The Coca-Cola Company.

The photograph and caption featured in the August 1999 issue are published by National Geographic magazine. As a global company with one of the most recognized trademarks in the world, we are frequently the subject of interest to photographers. This photograph is not an advertisement for Coca-Cola. Since we were not involved in the creative efforts, we are unable to comment on the photograph.

Please let us know if you have additional questions or comments to share.

Sincerely,

Cristi Fernandes
Cristi Fernandes
Consumer Affairs Specialist

Encl: Your Photograph



Note that they did in fact return the same photo I sent them.

Dear Del Monte,

I just was looking in my Sunday newspaper, the 3000 lbs behemoth of news and advertising circulars, and I saw your ad that tells me to "MAKE (my) FAVORITE RECIPES COME ALIVE!" and I was thinking that it would be enough for my favorite recipes to taste good without them coming to life. I mean, if you think about it, except for maybe salt, everything we eat WAS alive, and then someone killed it, and then we eat it. I think it would be self defeating to bring our food to life. And I am not just talking meat, we kill the plants we eat, too.

Unless you advocate like those Japanese restaurants where they cut the filet out of a fish and cook it and serve it to you while the fish is still alive to show you how fresh it is. But that is pretty gross, like you would never want a dying cow next to your steak.

Or like, the Masai in Africa raise cows and drink their milk and what they do, they don't kill the cow and eat the flesh, they BLEED the cows and drink the blood mixed with milk. Is that what del Monte wants me to do. I am unsure of your intent.

Rich Mackin
POBox 890
Allston MA02134



CONSUMER AFFAIRS

Office of the President

P.O. Box 193575, San Francisco, CA 94119-3575 • (800) 543-3090

February 16, 2000

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

Dear Mr. Mackin:

Thank you for contacting our Consumer Affairs Department. We appreciate your interest in our company and our products.

Regarding your inquiry, the statement "Make Favorite Recipes Come Alive" refers to the recipes (not the ingredients) being in use or unextinguished. Consumer comments are important to us and are, therefore, carefully tracked so our products can be continuously improved. We appreciate your comments, and will forward them to our Production Management.

I have enclosed complimentary coupon(s) as our way of thanking you for taking the time to contact us.

Yours truly,

A handwritten signature in cursive script that reads "Ligaya Sullivan".

Ligaya V. Sullivan
Senior Specialist
Consumer Affairs

LVS/cl

1035269A

RICH MACKIN

CONSUMER DEFENSE CORPORATE POET

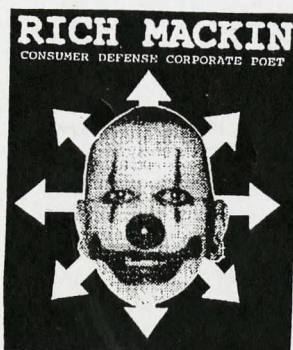
"the zine-king of Boston"-Weekly Dig
"Mackin is a witty Genius"-Factsheet 5

There are 12 more Books of Letters so far and more to come. Each available for \$2 each or any 6 for \$10.
(Remind me to give you the discount!)

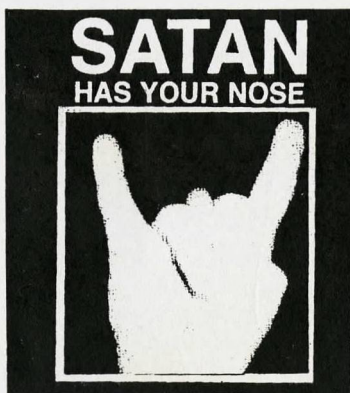
BUY SHIRTS!

\$12 each

White on Black, red clown noses. Quality. Cotton.



RICH
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edition book!



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S M L XL

Anyone forgetting to give me a size for shirts gets a large.
Anyone forgetting to put their address on the order gets
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sign, men, women, "Satan has your nose", "APATHY!",
"TV IS OUR GOD" and other buttons \$1 each.

Please send \$1/ order postage and handling.
Extra \$\$\$ and stamps and stuff gets extra stuff.
Checks to Rich Mackin

POB 890 ALLSTON MA 02134
<<http://home.earthlink.net/~richmackin>>