

REV. RICHARD J. MACKIN'S BOOK OF LETTERS

\$2.00

Plus Postage

#14



Hey everyone! As long as you didn't get this zine by beating someone up and stealing it, Thanks! Wow, for once, I have a whole lot to say for an intro. For one, the cover art is actually art, not just an embarrassing picture of myself. Oddly, I am a visual artist as well, but have been using pictures I thought best fit the tone of these. Some female fans were very nice and insisted I put more flattering pics of my pretty boy face (You should see some of the posts on the zinesters list). As a compromise, I had famed underground cartoonist "King" D.B. VelVeeta, who I have a sordid past with, do the honors. Why I am Flinstonian is anyone's guess. Check out more D.B. at www.cheesygraphics.com.

I have become a full on media whore this year. I opened for Nader (Still trying to figure that one out myself, too; and neither Gore nor Bush even offered). I got the first legal tattoo in Massachusetts (probably) and got lots of hype for it (Washington Post, page 3!). My half assed attempt at organizing Buy Nothing Day also got media attention. I also almost died in a car crash in new Jersey while on tour. What a wacky year!

Oh yeah, as always, all letters are really sent. All responses were really recieved. I am really a Reverend.

Feel free to contact me for speaking gigs at Shows, events, fundraisers, Bar AND Bat Mitzvahs, I read these things in front of 3000 political types one day, 200 punks a few later and 20 people in an ice cream parlor in less than a month. **Hooray!**

Rich Mackin

POBox 890

Allston MA 02134

<richmackin@richmackin.org>

Check out my barely ever updated but content heavy website
www.richmackin.org

Cover art ©2000 by King VelVeeta/www.cheesygraphics.com
All writing ©2000 by Rich Mackin or I guess whoever wrote it.

September 25, 2000

Mr. Rich Mackin LSZ 7991641A
P.O. Box 890
Allston, MA 02134



Dear Mr. Mackin:

I am writing in response to a request from Isabelle Roehrig concerning our advertising for Lever 2000 Deodorant Bar.

Our company's goal is to provide consumers with the finest products that scientific research and human skills can develop. We also strive to advertise our products in the most creative and informative ways possible. The decision to name this product was made by our advertising agency in anticipation of the new millenium.

Please thank your friend for taking the time to contact us. Should you have any comments or questions concerning any of our products, please do not hesitate to contact us again.

Sincerely,

Chris Greene
Consumer Representative

CIG/cl



**This I assume, is in reaction to a postcard sent from Book 6.
How they can write a letter like this seriously is beyond me.**

Oct 27, 2000

Kellogg's
1 Kellogg Street
Battle Creek, MI 49016

Dear Kellogg's

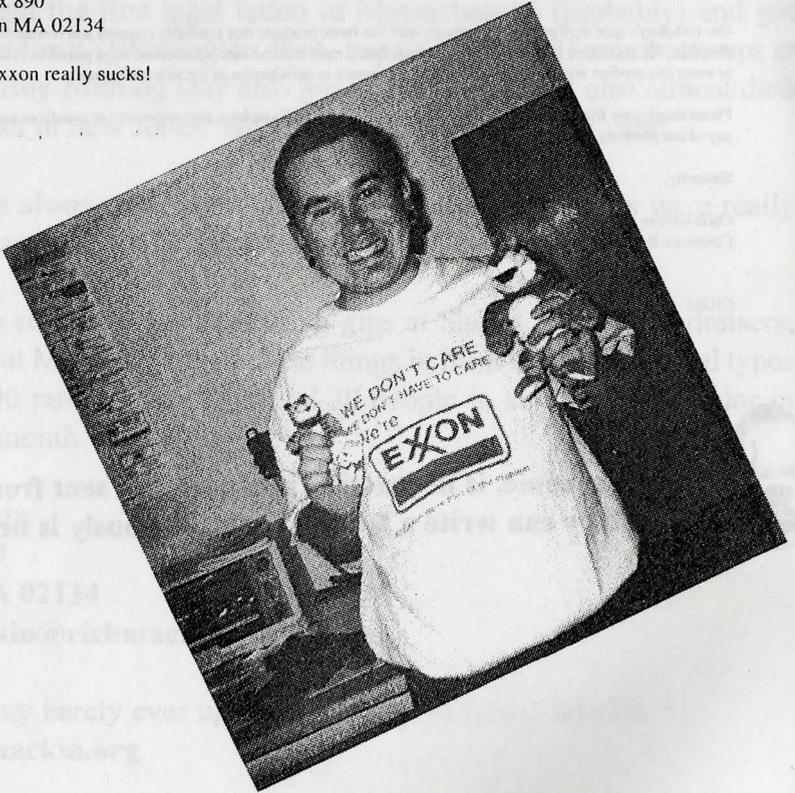
I am writing to you because of Exxon. I hear you are suing them because their tiger looks too much like Tony. Those bastards! They haven't even paid to help all the damage their drunk captain did when he ruined the Alaskan coast, and now they are infringing on YOUR cartoon! Sue the Bastards! Bleed 'em dry!

Please let me know how much money you get from them and what you are going to do with it.

Please find enclosed a photo of me and some real Kelloggs Tony the Tiger merchandise.

Rich Mackin
POBox 890
Allston MA 02134

P.S. Exxon really sucks!



Kellogg's

November 13, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting Kellogg Company about litigation pending between our company and Exxon/Esso over the use of the Exxon Gasoline Tiger in their advertising and promotion. We appreciate your concern and thank you for giving us an opportunity to respond.

TONY THE TIGER™ is an extremely valuable trademark to Kellogg Company and is, indeed, one of the most recognized corporate icons in the world. We have worked very hard to make TONY THE TIGER™ and KELLOGG'S® as one in the minds of our consumers. By bringing this question before the courts, we are simply attempting to protect this valuable Kellogg equity.

We appreciate your candid remarks and hope that you can understand our position, as well. We thank you for your support of our company and its products in the past, and hope to retain you as a valued consumer of our products.

Sincerely,

Linda A. Sellers

Linda A. Sellers
Consumer Specialist
Consumer Affairs

las/cl

3747157A



Exxon
5959 Las Colinas Blvd.
Irving, TX 75039

Dear Exxon,

I am writing to you because of the Kelloggs thing. Apparently they are suing you because your tiger looks too much like their tiger.

Specifically, I am writing to make fun of your idiot spokesman, Tom Cirigliano, who has said such gems as "There's trouble in the Middle East, and your worried about this?" and "Lets save the real tigers rather than eliminate a cartoon tiger."

Okay, in case you can't figure out why Tom is an idiot, here are a few thoughts.

- 1) There have always been problems in the Middle East.
- 2) The Middle East is a main source of OIL, so your concern for that area is transparent. Why don't you just say "we bombed Iraq for oil, not cereal! So we are more important!?"
- 3) Tom had a perfectly good argument that he wasted. If he said "Kelloggs uses untested biotech food in unlabeled products and they are mad at us for having a cartoon?" but no, he mentions the Middle East. As if to say that there are more important things out there like copyright law.

There are, one of them was this Oil company that polluted a huge amount of sea and coastline over a decade ago. They caused the deaths of countless animals and created huge environmental damage, and are still dragging their feet about payment. Guess who I mean. Maybe if you people DID worry about what was important, you could let this cartoon stuff slide yourselves.

- 4) Kelloggs is stupid for suing you for having a tiger. Much like Exxon is stupid for suing anyone who uses crossed 'X's. Nice glass house.
- 5) You can save the tigers and get rid of a cartoon one. "Lets save the real tigers rather than eliminate a cartoon tiger." is like saying "lets feed starving children instead of rearranging the furniture." Both can be done with careful planning.
- 6) Did I mention that Tom was an idiot? Let me put it this way, I can see through him this easily, and this isn't my job. This moron gets paid to make statements and I don't even have to do research to point out what a ninny he is. Well, I guess needing someone who is willing to sell their soul doesn't allow you to be too picky.

Let me know when you fire Tom.

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!



I enclosed that same pic. with this letter.

10/12/00

Zen Hair Salon
476 Commonwealth Ave
Boston MA 02115

Dear Zen Hair Salon,

How exactly are you Zen? Wouldn't Zen hair follow Wu Wei and thus go as it would- which would pretty much mean rastafarian natty dreads, not at all the image one links to hair salons? How would you make money if you were truly Zen?

Why is it cool for there to be Zen Hair Salon but not Pagan Hair Salon, Southern Baptist Hair Salon or Ukranian Orthodox Hair Salon? Would you go to Theravada or another school of Buddhism Hair Salon?

Since Zen is full of sayings like "The tao that can be spoken is not the tao" an "If you meet Buddha on the road, kill him" what does this mean to hair?

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

April 20, 2000

Dear Kelloggs,

Enclosed is an ad I saw in a magazine that says "Together with Lotus, Kellogg saves \$500,000 each year, proving that THE PRIZE isn't always just in the box."

Where else is the prize? I don't want to miss out. Is it attached to the box with an envelope? I would think the box is the best place for the prize anyway.

Rich Mackin
POBox 890
Allston, MA 02134

**TOGETHER WITH LOTUS,
KELLOGG SAVES
\$500,000
EACH YEAR. PROVING THAT
THE PRIZE
ISN'T ALWAYS JUST IN THE BOX.**

Kellogg employees and retirees get the most from their Lotus solution: the quickest, most efficient answers to HR benefits questions. By leveraging a Lotus Domino™-based solution, Kellogg People Services Center provides accurate answers on policies and data current, all at one central location. And everyone likes saving \$500,000 each year. This is one of the ways superhuman software helps e-business people work together. To learn more, visit www.lotus.com/sovereignsoftware

SUPER HUMAN SOFTWARE

Kellogg's

May 4, 2000

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

Dear Mr. Mackin:

Thank you for contacting Kellogg Company.

We are returning your letter. The item you mentioned is not one of our products. IBM is just mentioning Kellogg's as one of their customers who use Lotus® and save money. The prize referred to is the \$500,000 annual savings. It is encouraging other companies to buy Lotus® products also so they may save money.

We appreciate your interest in Kellogg Company.

Sincerely,



Martha E. Pacheco
Consumer Specialist
Consumer Affairs

M2P/cl

3451639A

Library at
801 SW 10th
Portland Oregon 97205

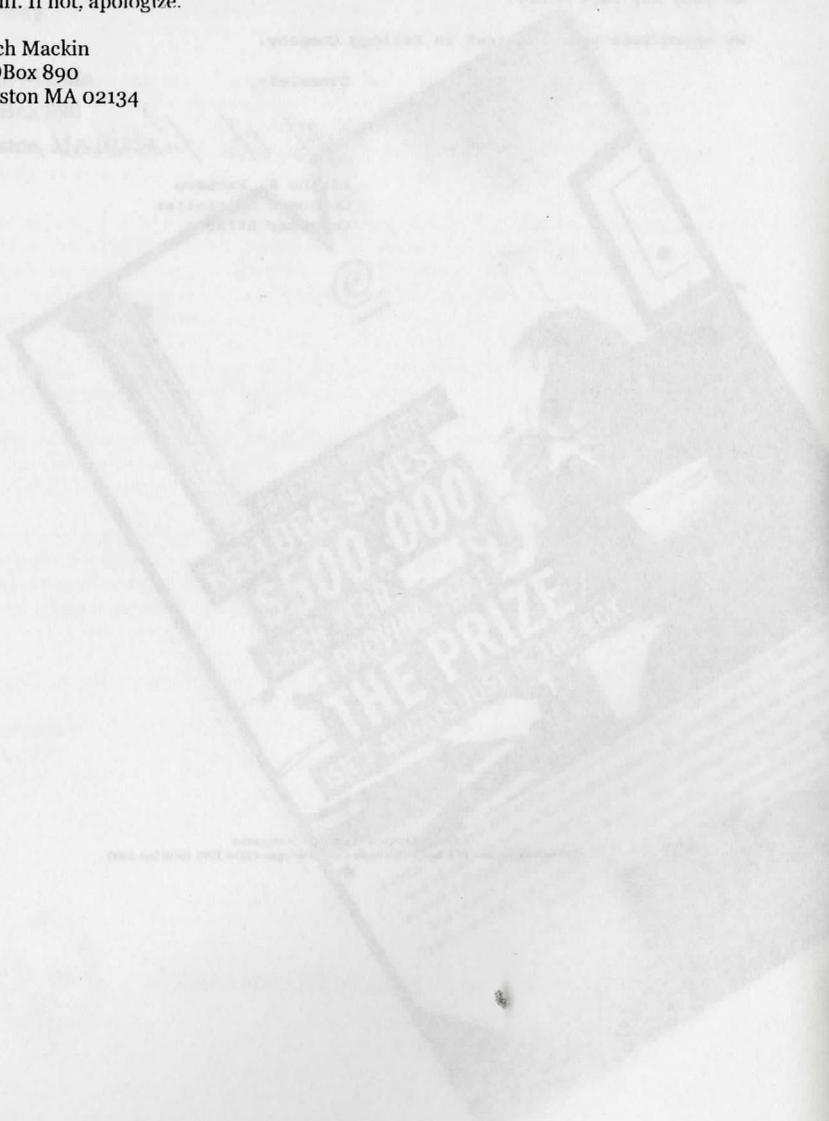
Sept 18, 2000

Dear Library that I hear has a Starbucks in it,

My friend Dan moves out to the West Coast and one of his complaints is that even the library has a Starbucks. I laugh at his joke. He tells me he isn't joking. He must be lying. No library would have a Starbucks. That would be so wrong. So wrong I shouldn't even have to say how wrong it is.

He then sends me the address. Please tell me that it was good that I called his bluff. If not, apologize.

Rich Mackin
POBox 890
Allston MA 02134



MULTNOMAH COUNTY
LIBRARY



205 N.E. Russell Street • Portland, OR 97212-3796 • PHONE: (503)248-5402 • FAX: (503)248-5441

Ginnie Cooper, Director of Libraries

September 25, 2000

Mr. Rich Macklin
PO Box 890
Allston, MA 02134

Dear Mr. Macklin,

We remodeled our Central Library Branch between 1995 and 1997, and one of the new features is indeed a Starbucks coffee shop in our Popular Library. This is one of a number of ways the library is able to raise money beyond what our tax base pays us.

I hope this is helpful.

Sincerely,

Greg Wibe
Information Dispatch
Multnomah County Library

Rich Macklin
PO Box 890
Allston MA 02134

Rich Macklin
PO Box 890
Allston MA 02134

NO REPLY!
NO REPLY!

Aug 16, 2000

Dear Domino's Pizza

I have noticed that your new TV ads are all along the theme of "Bad Andy", and I guess the idea is "good pizza, bad Andy" like Hershey's kisses or Jolly Ranchers would play on big taste in little objects. But the thing is, this Andy is a total fabrication, so we shouldn't have to put up with him at all. It should just be "good pizza" without having any bad to deal with.

Furthermore, the idea of Bad Andy is that he is a weird sock monkey puppet that seems employed by Domino's. Rather than doing his job, he manipulates his access to your resources for personal gain and shirks his work and responsibility. But unlike the Noid who was an antagonist and outside interest motivated to work against Domino's (perhaps he took offense at your militant pro-life stance), Andy is part of the system, so he seeks to bring you down despite being one of your own.

What this is saying is that Domino's is the type of place that would hire a lazy, shiftless monkey that can't even speak (English at least), and keep him in employ despite obvious poor work ethic, ability and people skills. Is this the statement you want to make? If this is the employee you make ads about, what are the bulk of your people like? Are these really people I want handling my food and driving in my neighborhood and knowing where exactly I live?

Please explain this Andy thing to me,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Miller beer,

I just, like in this same minute, saw an ad for Miller Beer featuring Richard "Cheech" Marin. He is in a bar hitting on women with bad one line pickups and they all slap him. At the end, he says, and forgive me if I get the quote wrong...

"We don't always think about what we say, but we should always think before we drink."

Two issues. We usually think BEFORE we drink, we stop thinking WHILE we drink. Like, we have Cheech here in a bar. He THINKS he is gonna have a few and hook up with a lovely lady. Thus he has THOUGHT before he drinks. He stays in the bar longer as he is having problems hooking up, and each drink makes him less able to think clearly. I know I usually get ripped as a result of being drunk enough to forget when to stop drinking. The thing is, I never drink alone, so there is always someone there to make sure I don't get too drunk. That and I usually walk home anyway keeps me from driving. Cheech is WAY alone here, so who is his designated driver. How is he getting home?

Also, if I think before I drink, should I also think before I get wicked stoned? Because, you may not know this, but your spokesman has been known for his advocacy of marijuana. No foolin'. So I see him, and I think of getting stoned, at least conceptually. Where does this fit in?

What lawsuit forced this commercial to be made?

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Jo Ann Stores
Hudson, Ohio
44236

March 12, 2000

Dear Jo Anne Stores,

I was in one of your stores located in a sea of strip malls outside of Hartford, CT, the other day, where I saw in the "easter" department, a toy plastic Iguana. Here are my questions...

- 1) Since you are a "craft" store, what sort of craft do I use a toy iguana for?
- 2) Please tell me that this was a misplacement, and that Easter is not now the iguana holiday.
- 3) The Iguana is labeled "lizard". While am not THAT much of a geek, I say that a lizard usually refers t a smaller streamlined creature, and that the iguana should be labeled specifically as such. Calling it a lizard would be like calling a human looking doll a "primate" doll.
- 4) On the label, it says "All rights reserved." Seeing that this was made in China, and thus probably in a sweat shop, shall I conclude that the rights being reserved are HUMAN rights?

Please respond,

Rich Mackin
P.O. Box 890
Allston MA 02134

Rich Mackin
P.O. Box 890
Allston MA 02134

Rich Mackin
P.O. Box 890
Allston MA 02134

NO REPLY!
NO REPLY!

May 11, 2000

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

Dear Mr. Mackin:

Thank you for your recent regarding the merchandise at Jo-Ann Fabrics.

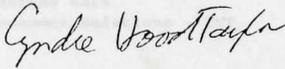
Mr. Mackin, Jo-Ann Fabrics and Crafts stores are stores that offer wide assortments of seasonal and holiday items. The lizard is part of our summer toy program. It is also used by our customers as a toy in Easter Baskets (along with various other toys).

"All rights reserved" on the labels refers to our private label name "Funtastic Summer Toys", not to the item itself, which is made in China. However, we do not purchase any goods from sweat shops, our buyers do visit the factories themselves.

We hope that you will continue to give us the opportunity to be of service to you at Jo-Ann Fabrics.

Sincerely,

JO-ANN STORES, INC.



Cyndie Hood-Taylor
Customer Service

CH/bt

Corporate Office and Distribution Center

5555 Darrow Road, Hudson, Ohio 44236, Phone 330-656-2600, www.joann.com

Dear Proctor and Gamble

Clean web page asks me about low fat and reduced fat snacks supposes I eat actual food instead of just snacks. Like, your phrasing is meant to steer me towards low fat versions of stuff, but suppose I want to eat a carrot? I mean, should I feel bad if I eat a regular carrot? Do they even make Low fat carrots?

What food group do chips fall into anyway?

Rich Mackin
POBox 890
Allston MA 02134

Rich Mackin
POBox 890
Allston MA 02134

Sincerely,
Cynthia Good-Taylor
Customer Service
PG&G

Corporate Office and Distribution Center
1000 Federal Road, Andover, MA 01810-1000, www.pgandg.com

Procter & Gamble

Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599
www.pg.com

MR RICH MACKIN
PO BOX 890
ALLSTON MA 02134

April 25, 2000
CCT 1005133378

Dear Mr. Mackin:

Thank you for contacting P&G about Olean.

I'm glad you took the time to give us your feedback about our Website.
I'm sharing your comments with the Webmaster for this site.

Olean can replace the fat in many foods, including shortening and oil,
ice cream, salad dressings and cheese. However, Olean is currently
approved only for salted snacks. This is why the information on our
website is geared towards salted snack foods.

If you have questions or comments in the future, you may find it
convenient to call the toll-free number listed on our product packages.
Thanks again for getting in touch with us.

Sincerely,

Theresa E. Hare

Theresa Hare
Consumer Relations - CCT

April 19,2000
Tyson Foods
2210 W. Oaklawn Dr.
Springdale, AR 72762

Dear Tyson,

I keep reading articles about how unsafe your factories are. All these articles talk about is how mean you are, how sad the workers are, how some people would rather be unemployed and starve and live on the streets than rip out chicken guts in an unsafe horrible factory. I keep hearing about accidents, people being hurt all the time, and even deaths.

Here is my concern. I don't know these people. I have never met these people and I never will meet these people. So what happens to them is not my business. You work their fingers to the bone if you want, after all, exploiting the worker is what capitalism is all about. What I am worried about is that Billy loses a finger processing chicken nuggets. How do I know I'm not going to be eating Finger McNuggets?

Grease your gears with the blood of the workers if you want, just don't feed it to me!

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

August 28, 2000

Frito's
POBox 35025
Dept 322
Dallas, TX 75235-0025

Dear Frito's

I recently have been fully actualized about the concept of copywriters. I guess I never really thought that there is someone out there who's job it is to sit and come up with the stuff printed on a Frito bag, I guess I thought the owner did it or something.

Anyway, I guess the reason I never thought that it's someone's job to write this stuff is because the stuff on your bags is just so weird. I mean, really. I stand by my previous comments on the "I know what I like and I like Fritos corn chips" statement, but I need to expand upon it when I saw your new package.

"When you need a snack to fill up those empty spaces..."what, am I filling potholes? Is this a Pink Floyd the Wall reference?

How is a crunchy chip a "BOLD texture"? How exactly does crunch equal valor?

When you tell me that "It's the taste you've been craving." How do you know???

You encourage me to "grab a bag and treat (my)self right!" If I wanted to treat myself right, wouldn't I eat a variety of fruits and vegetables, not salty, fried, processed corn?

Can't you just write your name and leave it at that? Remember, it is better to be quiet and thought a fool than to speak and remove all doubt.

Please explain,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Sept 18, 2000

dear coca cola,

I just saw another one of your
ads that show an important
event ruined by the
lack of
coke affecting
a
spoiled person's
behavior.
Why are
they
so
slow paced
and
monotonous?

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!
NO REPLY!

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
1-800-438-2653

October 12, 2000

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

Dear Mr. Mackin:

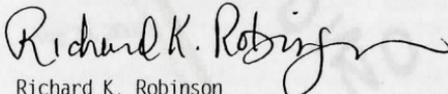
Thank you for contacting The Coca-Cola Company. We appreciate receiving your candid feedback and are disappointed to learn that our recent advertising for Coca-Cola classic has upset you.

The new "Enjoy" ads are meant to be a light-hearted look at the special connection people have with Coca-Cola. Coca-Cola has always been a part of those special moments in people's lives. These ads ask, "What would happen if, for some reason, it wasn't there when it was expected to be?" Then they attempt to answer that question in a surprising and satirical way. Please know that we never intended for the ads to be perceived as anything but humorous.

We sincerely regret that you found our advertising offensive. Part of the challenge when developing new ads is to appeal to as many people as possible. Your constructive criticism helps us understand what types of ads do (or do not) appeal to our consumers.

Your patronage is important to us. Please be assured that your comments will be shared with the appropriate management here at the corporate headquarters and will certainly be taken into consideration for future commercial developments. Thank you again for taking the time to share your thoughts. Should you have any additional comments about our advertising, please feel free to contact us again.

Sincerely,



Richard K. Robison
Consumer Affairs Specialist

RKR:tw

CONSUMER INFORMATION CENTER

NO REPLY!

August 28, 2000

Tupperware Corporation
P.O. Box 2353
Orlando, Florida 32802-2353

Dear Tupperware,

I was talking with my friend Lisa this weekend about people's small pets dying and being buried in the backyard in Tupperware containers. I think it was she that first brought up the idea of doing this with people. After all, Tupperware is a quality, durable, waterproof container meant to keep organic matter. Isn't that pretty much what a coffin is?

I think I can safely guess that Tupperware currently does not manufacture a casket like container, but I am interested in finding out what I would need to do to have an approximately 2'x 3'x 6' Tupperware container. I am currently in my late 20's and lead a healthy lifestyle, so hopefully I am no immediate need for this, but I would appreciate any information you could provide.

Sincerest thanks,

Rich Mackin
Post Office Box 890
Allston MA 02134

NO REPLY!

Dear Coca Cola

I was watching TV and I saw your ad that features little kids in, i don't know, India, I think, some third world poor country where they are only just getting Coca Cola and the kids are all talking about how great it is to drink coke, like it is kissing a girl and such.

So like the Coke guy comes and one kid drinks a bottle of Coke and his friends watch , and little girls down the street watch them ad everyone wants to see what drinking coke is like and they ask the drinker if he thinks it is like kissing a girl, and since he is too young to know he says

"I HOPE SO!"

And the person sitting next to me was like "If it is such a big deal, why don't all the kids drink coke?"

You know why? I'll tell you. Because this takes place in some third world nation where most people live in poverty and these kids' parents all probably work for Disney and Nike in sweatshops and have no freedom of speech, that's why. So only one fifth of the kids can afford to drink coca cola, that's why.

Please confirm or deny

Rich Mackin
POBox 890
Allston MA 02134

P.S. I have kissed girls. It isn't like drinking Coke at all. And I am pretty sure it's not because I did it wrong.

Aug 24, 2000

Roy Disney
Walt Disney Company
4444 Lakeside Dr
Burbank, CA 91505

Dear Mr. Disney,

I am writing to you about your company's new computer products intended for ages 18 months and up. EIGHTEEN MONTHS? You are making software for BABIES? Why?

Doesn't it strike you as odd to market complex electronics to consumers that might have poopy diapers on?

Please explain,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

NO REPLY!

Aug 14, 2000

Pringles
C/o Proctor and Gamble
P.O.Box 599
Cincinnati Ohio 45201-0599

Dear Pringles

I was in my kitchen the other day and I heard the lyrics to the song "Jump around" by the recording artists House of Pain (featuring Everlast and DJ Lethal who now spins for Limp Bizkit, who's song 'Break Stuff' were single-handedly responsible for all of the problems with Woodstock 99). I assumed that my guests were watching some sort of video music program. I was shocked and surprised to find that instead it was a Pringles advertisement.

I am writing to you about the Lyrics to this song...

"When I shoot, I shoot to kill"

I like how this adds a sense of directness, and at the same time, urgency, to Pringles.

"I'm the cream of the crop, I rise to the top, I never eat a pig 'cause a pig is a cop"

While the link to dairy is odd (unless of course you consider that lactose in adults can produce a similar effect on the stomach as olestra), it is an effective claim of being a superior product. While it is unclear if the pig not being eaten is literal as well as metaphoric (perhaps it is a pro-Muslim, Kosher, or Vegetarian statement), it is refreshing to see a major company take a stand against the violent brutality of our police system, even if it is in the form of name calling.

"...or better yet a Terminator, like Arnold Schwarzenegger"

The comparison here is multiple. Connection with Arnold implies greatness of a superstar and famed bodybuilder. At the same time, the link from cop to Terminator reiterates the concern about the deaths at the hands of police who abuse their ability to take a life. Furthermore, it clarifies that the terminator being referred to is not Terminator X of Public Enemy, which would be an easy assumption to make in the rap community.

To some up, I applaud your bold new campaign. It is a refreshing change from those "once you pop, you can't stop" pieces of garbage of yesterday.

Please respond,

Rich Mackin
P.O.Box 890
Allston MA 02134

Procter & Gamble

Public Affairs Division
P.O. Box 399, Cincinnati, Ohio 45201-0599
www.pg.com

Our ref: 631803
October 28, 2000

MR RICH MACKIN
PO BOX 890
ALLSTON MA 02134

Dear Mr. Mackin:

Thanks for sharing your reaction to our Pringles ad. I'm sorry it doesn't appeal to you.

All our ads must receive positive ratings by consumer groups before they're released. Because the original lyrics may have been offensive to some, we changed them for the Pringles commercial. Considering this, your comments are unexpected and I'm sharing them with the rest of our Marketing Team.

Thanks again for taking the time to write.

Sincerely,

Nancy Conly

Nancy Conly
Consumer Relations - CCT

For Office Use Only:

1 OE 009001

April 26, 2000

Keebler
One Hollow Tree Lane
Elmhurst, Ill 60126

Dear Keebler,

On January 8, you responded to my letter inquiring how cartoon elves playing with cookies can rightfully be considered a "serving suggestion" by thanking me and informing me that my comments have been forwarded to the appropriate personnel.

Who ARE the appropriate personnel?

Have they gotten back to you? Can you give me their names and addresses so I can write directly to them?

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Boca Burger

On your packaging you have a stamp-looking thing that says "You won't believe it's meatless!" which is almost impossible to read being almost the same color as the picture behind it. Since you call your product "the original Boca burger Vegan original" I would think that I COULD believe it was meatless. I mean, that would be the point of buying it, wouldn't it? If I don't trust you, why would I want to eat what you give me? Do you really want to instill doubt?

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Trix

I wrote you a haiku

Half rabbit, half man
His life devoid of pleasure
Since Trix is for kids

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

March 11, 2000

Dear Reeses Peanut Butter Cups,

I wrote you a haiku...

I know two great tastes,
Hear they go great together:
Peanut Butter Cups!

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Dear Biore'

Here is a Haiku

Bless you Biore
Facial strip has done the job
Blackheads now transposed

Rich Mackin
POBox 890
Allston MA 02134

NO REPLY!

Oct 6, 2000

Dear Kraft,

The other day I read some funny things. Several articles about you using unsafe genetically engineered corn. Taco- Bell taco shells sold in supermarkets. Taco Bell seemed antsy about it and blamed you. You took initiative and recalled them, which is good, but very ironic. I mean, why do you worry about selling one product that might be dangerous to people when your parent company, Philip Morris, is best known for selling products that are all about being unsafe. In fact, aren't cigarettes PROVEN to be dangerous while mutant corn is only PROBABLY dangerous?

Please Reply,

Rich Mackin
POBox 890
Allston MA 02134

Consumer Resource & Information Center

October 19, 2000

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

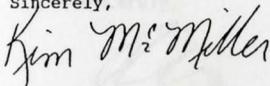
Dear Mr. Mackin,

Thank you for contacting us with your suggestion. We value individuals like you who are interested enough in our company and the food business to develop ideas and share them with us.

As you probably know, our company, like many other large food companies, receives a large number of suggestions from consumers and entrepreneurs. We also employ hundreds of people whose responsibilities are to develop ideas for new packaging, recipes, promotions and advertisements. Because we wish to avoid any misunderstandings which could compromise valuable work independently developed by our employees or professional consultants, we cannot accept many of the ideas that are brought to our attention. Unfortunately, we must decline consideration of your idea. Please understand, however, that this is not a judgment of the quality of your suggestion.

Once again, many thanks for thinking of us.

Sincerely,



Kim McMiller
Consumer Resource Manager

8316294/9970031/BW/kgf



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

June 1, 2000,

Dear Coca Cola,

I was at Big Burrito in Allston, MA and I was getting a soda I noticed something interesting.

The Barq's Root Beer Logo said "Enjoy Barq's root beer!"

The Nestea Logo said "Enjoy Nestea!"

The Sprite Logo said "Enjoy Sprite!"

The Diet Coke Logo said "Enjoy Diet Coke!"

The Cherry Coke Logo said "Enjoy Cherry Coke!"

BUT the Coca Cola Logo said "ALWAYS COCA COLA!"

Am I not supposed to enjoy it?

Also, a 6th grader told me that "the only true constant was change, so it can't possibly be 'always Coca Cola'. Any thoughts?"

(Rich Mackin's Pseudonym)



After I started getting mail from Coke saying "Thank you for your CONTINUED interest" without me mentioning that I had written before, I decided to use another name and address for a bit to see if the noticed.

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

June 16, 2000

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

Dear **(Rich Mackin's Pseudonym)**

Thank you for contacting The Coca-Cola Company. We always appreciate hearing candid comments about our marketing programs.

You'll be interested in learning that the slogan "Always Coca-Cola" has been retired. In January of this year, we launched a new campaign for Coca-Cola classic: "Coca-Cola enjoy." I've enclosed a sticker sheet that features the new graphics.

You may be interested in learning that we've introduced new promotional packaging, Coca-Cola Discover Cans, to celebrate the experience of drinking ice-cold Coca-Cola classic. They are a part of our summer's big promotion, Coca-Cola Summer 2000 Game (a.k.a. "Pop the Top - It Could Be Your Next Coke"). We believe it will be a big hit with our consumers and hope you'll enjoy participating.

We'd also appreciate reading comments about our television ads. If there happens to be a specific ad that grabs your attention, please don't hesitate to write again.

Sincerely,



Richard K. Robinson
Consumer Affairs Specialist

Encl: Sticker Postcard-B
Refreshing Facts
Poster -- Caps Off (under separate cover)

Oct 16, 2000

Dear Dr. Pepper,

You have all these ads on TV these days, I think you've been showing them for a while, and they all have some mention of Diet Dr. Pepper tastes more like regular Dr. Pepper.

But the thing is, you don't say it like "Now, with a new recipe, Diet tastes more like regular!" which would make sense. Instead you have people talking to the Diet Dr. Pepper can about how it shouldn't be called Diet because it tastes more like regular. Which takes it away from the "now, more than it used to" context, and puts it in it's own context. So, like, it tastes MORE like Dr. Pepper, but more than Dr. Pepper than WHAT?

Or is what happened some ad guy wrote that Diet tastes like regular and then the lawyers got involved, since the two don't taste EXACTLY the same, and the legal rewrite wasn't too concerned about clarity.

To sum: What are you talking about?

Rich Mackin
POBox 890
Allston MA 02134



After I started getting mail from Coke saying "Thank you for your CONTINUED interest" without me mentioning that I had written before, I decided to use another name and address for a bit to see if the noticed.



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

October 26, 2000

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

Dear Mr. Mackin:

Thank you for taking the time to contact us regarding our Dr Pepper and 7 UP advertising. Your comments will be forwarded to our Marketing and Advertising departments.

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

We appreciate your comments and hope you will continue to select and enjoy our soft drink brands. Also, if you are interested, visit our web sites at www.drpepper.com and www.7up.com.

Sincerely,

Willie A. Booker
Manager, Consumer Relations

Oct 23, 2000



Dear Kellogg's

Here is a haiku I wrote for you.

Kelloggs frosted flakes
Sugar coated mutant corn
From where does it come?

Please respond,

Rich Mackin
POBox 890
Allston MA 02134

Walter A. Boston
Walter A. Boston
Manager, Consumer Relations

Kellogg's

May 26, 2000

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting Kellogg Company concerning the use of biotechnology-produced grains in our products.

For more than 90 years, Kellogg Company has been providing consumers with great-tasting, nutritious food products. The ingredients we use to create our foods have been approved by the appropriate regulatory authorities, and our research and manufacturing groups continually monitor our raw ingredients to ensure that only the best quality grains are used. All of our products comply with the food labeling requirements in the markets in which they are sold throughout the world.

Kellogg Company uses grain from a number of suppliers in our country, so our supply would likely include biotechnology-produced grain in the same proportion that it occurs in the United States supply. Kellogg USA uses only grains approved by the United States government for food manufacturing, and our on-package labeling for these grains is in compliance with current U.S. Food & Drug Administration requirements.

Your comments are appreciated and will be taken into consideration as we continue to seek ways to provide our consumers with grain-based foods of superior nutrition for a healthier life. This includes the monitoring of new technologies and findings relating to health issues which affect our products.

Thank you, again, for giving us an opportunity to respond.

Sincerely,

Linda A. Sellers

Linda A. Sellers
Consumer Specialist
Consumer Affairs

las/cl

3482857A

Kellogg Company / Porter Street Office Complex
245 Porter Street / P.O. Box 3423 / Battle Creek, Michigan 49016-3423



FINALLY! HAIKU RESPONSE!

April 18, 1999

Dear Coca Cola,

I just read this in ADWEEK...

NEW YORK—Coca-Cola has named Cliff Freeman and Partners here the lead agency for its Coke Classic flagship brand, sources said.

What is Coke Classic Flagship brand? Sounds pretty cool. Where can I buy some? Stores in my neighborhood don't even have CHERRY coke.

Rich Mackin
POBox 890
Allston MA 02134

P.S. Cherry Coke and coconut rum. MMM MMM!

John A. Nelson

John A. Nelson
Creative Director
Cliff Freeman & Partners

FINALLY! HAIKU RESPONSE!



Del Monte
San Francisco CA
94145

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

April 2, 2000
0200 01 1000

Dear Del Monte,

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

April 25, 2000

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

Dear Mr. Mackin:

Thank you for your letter. We appreciate the opportunity to respond to your questions. The article you mentioned is referring to our main product, Coca-Cola classic.

You asked about the availability of Cherry Coke in your area. Here at The Coca-Cola Company, we make the syrups and concentrates for all Coca-Cola products. Our independently-operated bottling companies buy these syrups and concentrates from us, and they produce the finished products. These local bottlers make their own decisions about the products and packages they will offer in their exclusive territories.

Therefore, you may want to contact the bottler serving your area for information on the availability of Cherry Coke in their territory. They may be reached at (800) 995-2653.

If you have any other questions, feel free to write again or contact our Consumer Information Center at (800) GET COKE.

Sincerely,



Jeff Sowell
Consumer Affairs Specialist

Encl: Product Card

CONSUMER INFORMATION CENTER

NO REPLY!

April 19, 2000

Dear General Electric,

I recently came to understand that you "plead guilty to charges of defrauding the federal government of \$26.5 million in the sale of military equipment to Israel."

How does that effect my need for lightbulbs?

Rich Mackin
Pobox 890
Allston MA 02134

P.S. If the purpose of your company is to bring good things to live, why do you make military equipment, which brings good thing to death.

NO REPLY!

Dear Frosted Mini Wheats,

I am not sure why a gay biker confused over which face of the talking Frosted Mini Wheat he likes best is what you use as a TV ad. IS this supposed to make me buy cereal?

I am not gay and don't ride a motorcycle.

Rich Mackin
POBox 890
Allston MA 02134

P.S. Shouldn't this guy turn into a little kid when he eats this stuff?

NO REPLY!

Del Monte
San Francisco Ca
94105

April 2, 2000

Dear Del Monte,

I am looking at a Del Monte Quality Made With Fresh Cut Blue Lake Cut Green Beans.

First of all, What is this that is made with Fresh Cut Cut Green Beans? It isn't a can of beans, it's a can of made with beans, but it doesn't say what the it is that it is made with. So WHAT is made with these beans.

Also, since they are fresh cut, doesn't that imply that they are cut, since you not only say they are cut, but DESCRIBE the cut. Obviously they are cut if they are fresh cut.

So I have a can of something, whatever it is, it's made with cut cut beans. Does that mean the beans were cut TWICE? I am SO confused right now.

Please explain.

Rich Mackin
POBox 890
Allston MA 02134

P.S. What is the Monte? Your name means "of the Monte" right?

NO REPLY!

Dear Pringles

April 7, 2000

I saw a magazine ad in which you introduce your new "LUNCH BUDDIES", these being plastic containers specifically designed to fit like 10 pringles in them, so kids will have yet another material possession to covet and then have Mom get mad at them when they leave it behind at school. If there is indeed a need for this product, isn't it created by poor original package design on your part? I mean, it would be one thing if this was a reusable replacement to the cardboard tubes- like you could go to the store and get a refill, but now it is just redundant.

When you say that "every kid wants a pringlepak", what research is this based on. Granted, it is a new and thus not very well known product, but I don't know any kids that have even considered wanting them. Are you just lying?

Please respond,

Rich Mackin
PO Box 890
Allston MA 02134

Dear Frosted Mini Whists,

I am not sure why a guy like you would ever wish for a box of the frosted mini whists. I mean he has to be what you use as a TV set. It is supposed to make me buy cereal?

I am not gay and don't see a connection.

Rich Mackin
PO Box 890
Allston MA 02134

P.S. Shouldn't the guy turn into a life bud when he eats the stuff?

Procter & Gamble

Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599
www.pg.com

MR RICH MACKIN
PO BOX 890
ALLSTON MA 02134

June 27, 2000
CCT 1005447450

Dear Mr. Mackin:

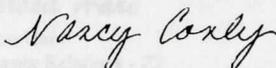
Thank you for contacting P&G about Pringles Paks.

Through the years, we've conducted market research to determine what types of promotions are appealing to consumers. Because personal preferences vary, we try to offer different types of promotions.

Rich, we believe that it's important for our products to live up to our advertising claims and we rely on this research to make certain our claims are factual.

We appreciate your feedback concerning this particular offer, and I'm sharing your comments with our Advertising Managers for Pringles. Thanks again for getting in touch with us.

Sincerely,



Nancy Conly
Consumer Relations - CCT

Procter & Gamble

Dear Pringles

April 10, 2000

Not long ago I wrote to you about your Pringlepak lunch buddy personal Pringle storage and transport systems. I emailed a friend about them and this is what she said...

"Those "go packs" look like feminine hygiene products"

What's the deal with that?

Please respond,

Rich Mackin
PO Box 890
Allston MA 02134

Handwritten signature

Procter & Gamble
Consumer Relations - 021

Procter & Gamble

Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599
www.pg.com

Our ref: 207955
August 21, 2000

RICH MACKIN
PO BOX 890
ALLSTON MA 02134

Dear Rich Mackin:

Thanks for letting us know your friend doesn't like our Pringles Paks.

We designed the Pringles Paks in the shape of Pringles Potato Crisps to protect the crisps. We think they're attractive. I'm letting the rest of our Pringles Team know your friend feels we missed the mark with this one.

Sincerely,

Theresa Hare

Theresa Hare
Consumer Relations - ZZ

For Office Use Only:

Mailing Materials: 1 OE 009001

Robert L. Johnston,
Chairman, Johnny's Selected Seeds,
1 Foss Hill Road, RR1, Box 2580,
Albion, ME 04910

I read an article which called you

"Arguably New England's favorite supplier of organic and non-organic seeds" and to heck with that, whoever wants to argue can argue with me! I mean, maybe it is just the Johnny Appleseed connection that makes me love Johnny's seeds in general, but anyway you are great.

Too bad you are considering being less great by carrying genetically manipulated seeds.

Since when was God doing such a bad job that money grubbing scientists could do better?

Either don't carry these things or change your name to Viktor Von Frankenstein's House of Horror, Greed and mutant selected seeds.

Thanks,

Rich Mackin
PObox 890
Allston MA 02134



Foss Hill Road, Albion, Maine 04910 U.S.A. ☎ (207) 437-9294 • Fax: (207) 437-2165 • E-Mail: staff@johnnyseeds.com

Biotechnology and Johnny's

Johnny's is proud to be a member of the Safe Seed Initiative, and to present to you our Safe Seed Pledge, following.

For more about our opinions and position on biotechnology, ask for our press releases, or from our website www.johnnyseeds.com (choose Press Releases).

The Safe Seed Pledge

Agriculture and seeds provide the basis upon which our lives depend. We must protect this foundation as a safe and genetically stable source for future generations. For the benefit of all farmers, gardeners, and consumers who want an alternative, we pledge that we do not knowingly buy or sell genetically engineered seeds or plants. The mechanical transfer of genetic material outside of natural reproductive methods and between genera, families, or kingdoms, poses great biological risks as well as economic, political, and cultural threats. We feel that genetically engineered varieties have been insufficiently tested prior to public release. More research and testing is necessary to further assess the potential risks of genetically engineered seeds. Further, we wish to support agricultural progress that leads to healthier soils, genetically diverse agricultural ecosystems, and, ultimately, healthy people and communities.

Johnny's invites any organizations, governments, businesses, and individuals to join us in our support of the Safe Seed Initiative.

For more information please contact The Safe Seed Initiative, c/o the Council for Responsible Genetics, Attn: Kim Wilson, 5 Upland Road, Suite 3, Cambridge, MA 02140; tel: (617) 868-0870, fax: (617) 491-5344; kimwilson@gene-watch.org.

Oct 23, 2000

Goetze Candy
3900 East Monument St
Baltimore, MD 21205-2980

Dear Goetze's

Today I was given a package of your caramel creams, not realizing there would be a problem. I am a big fan of the caramel with white center, and I did not realize that only some would have the white center. I am enclosing one caramel as proof of this white stuff shortage, and would consider it fair if you kept it in exchange for ample white stuff to fix the remaining two unwhite centered caramels.

Mr. Kearse said that I should ask you for directions on how to insert the white stuff properly, but I am pretty sure I can figure out how to do it myself with tools I already possess. If you have information on hand I guess It wouldn't hurt.

Thank you. Please be prompt as I am unsure of how long the caramel will stay fresh in an opened package.

Thank you,

Rich Mackin
POBox 890
Allston MA 02134



They had a nice watermark type letterhead
that could not be reproduced.

November 1, 2000

Mr. Rich Mackin
P. O. Box 890
Ailston, Massachusetts 02134

Dear Mr. Mackin:

This is in reference to your letter of October 23rd, concerning the cream center in our
Caramel Creams.

This product is run on high-speed equipment, and unfortunately, if the extruder hits a
glitch and hesitates, some of the caramel passes without the cream. This does not
happen very often, but when it does, several bars may pass through. I wish I could
guarantee you that it would never happen again, but that would be like trying to guarantee
you that every steak you bought would be tender, every Oreo Cookie in the bag would
have the same amount of cream, every box of cereal would be filled to the top, -- as you
can see, in the food industry, it is difficult to guarantee anything.

I can assure you that we extend every effort to see that our product, coming off of an
automatic extruder, has the proper proportion of cream to caramel.

Although we are not quite sure who Mr. Kearse is, we are happy to enclose a few samples for
your enjoyment, along with a bag of cream (keep refrigerated) for those unfortunate bars that
arrive "empty." Just think how lucky you were to get the "empty" ones, now you can
control the amount of cream you want for each bar. We hope you will continue to favor
our products for many years to come.

Sincerely,

S. A. Goetze, Sr.
Spaulding A. Goetze, Sr.
CEO

SAG: dm
Enclosure

Goetze's Candy Co., Inc. / 3900 East Monument St.
Baltimore, Maryland 21205-2980 U.S.A.
(410) 342-2010



Mr. Kearse is a guy I work with I normally call John.
A photo was taken with the actual bag of cream, but it
was underexposed and the cream was eaten before I
could recreate it.

RICH MACKIN

CONSUMER DEFENSE CORPORATE POET

"the zine king of Boston"--Weekly Dig

"Mackin is a witty genius"--Factsheet 5

"The Ralph Nader of Poetry"--Jack Powers, Stone Soup Poets



FILE PHOTO BY CHRISTOPHER PYLE

Here is a picture of me looking bigger and meaner than I am. It was printed in the Washington Post and other papers. Me getting a tattoo was actually national news. Dig that. Probably the first legal tattoo in Mass. The Chinese writing says "Garlic Vegetables on Rice"

14 Books of Letters and a bunch of other cool stuff.

Send \$2.00/ book and \$1.00/order to

POB 890 ALLSTON MA 02134

www.richmackin.org