Rev. Richard J. Mackin's BOOK OF LETTERS

\$2.00

#8

CONSUMER DEFENSE CORPORATE POETRY



Dear Readers,

The release of #8 comes almost immediately after #7. Both of these come a long while after #6. This is one of the reasons that I try not to call these things "zines", because that would imply some regular publishing schedule. Granted, most zines don't follow their own schedules, hence the "sorry this is late" intro to so many.

Those of you that know my work know about Lever 2000. I have written dozens of letters to them alone, instigated write in campaigns (see #6), sent them all sorts of stuff, only to have them reply with the same bland form letter, never answering my questions. Some of these letters are in books 1,3,5 and 6, all of which have matching replies. My friend Jeremy drew a me-as-Ahab, Lever-as-Moby Dick comparison. I mention this to further impact the importance of the last few letters in this book.

Yes. That is me. It is at my 1st birthday party. My fiance/wife (depending on when you read this) says that I still look exactly like that when upset.

June 20, 1997

Dear Lucky Charms,

The other day I was talking to my friend Evan about how Lever 2000 never says what all these 2000 parts are that it's supposed to clean, and he said "Hey Rich, you know a lot about companies, what do you know about the pink triangles in Lucky Charms?" and I realized that I didn't know too much, and I figured that the best thing to do was to write directly to you and find out.

When did you discontinue the pink triangle marshmallw bits? Did it have anything to do with all the problems that have been going on when gay pride groups try to march in St. Patricks day parades? Come to think of it, isn't it weird that there seems to be an official anti-gay sentiment in officials of the Irish community, and yet everyone likes Leprechans, who are Irish fairies in A strigter sense?

Please respond,

Rich Mackin 1298 Commonwealth Ave #4 Allston, MA 02134

Dear Lucky Charms

Feb 27, 1997

I was watching TV and I saw your ad for the new MARBIT that is supposed to be representative of the four leaf clover in Lucky's hat. Except that it actually looks more like an "X" in lucky's hat, since it doesn't have a stem and the leaves are protruding but not round. I think that this is a too little too late attempt at trying to cash in on the Malcolm X thing a few years back— when everyone was wearing the letter "X" on their baseball caps. Well, it just is not working, especially since Lucky wears a Top hat, not a cap. Pehaps he should instead wear one of those hats that James Joyce used to wear.

Please Respond

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



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

April 29, 1997

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

Dear Mr. Mackin:

I appreciate your recent comments on Lucky Charms. We gain valuable insight into our products by hearing from customers. Feedback such as you shared with us often influences our product marketing efforts. I will share your input with other members of the product team.

Thank you for taking the time to contact us.

Sincerely,

Denise Workcuff

Hallmark Cards Consumer Affairs P.O.B.419034 Kansas City, MO 64141

Dear Hallmark,

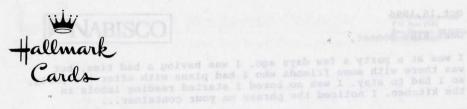
I am a white middle class Art school graduate, which means that I am into "KITCH"tm as all of us "GENERATION Xers"tm are. So I do things like so many of us do, like wait until after Valentines day to buy bargain prices Valentines. This is considered humorous for the various ironies such as "Ha, I am a grown up, yet I am buying children's character valentines!" and "How witty, it is no longer valentines, and yet I am already planning to give valentines!" and also "Given the high turnover of trends in today's culture, the valentines I buy now will be of forgotten figures by the time I distibute them." I chose MIGHTY MORPHIN POWER RANGERS cards for reasons too obviou to mention. While gorging at home on half priced chocolates, I perused the cards..."I GET A KICK OUT OF YOU"..."HAVE A POWER PACKED VALENTINE'S"..."BE MINE...OR BEWARE!".

BE MINE OR BEWARE! Great! Good for you! You know, there is not nearly enough stalking and abuse in the world without you fostering it via greeting cards. Sure, most likely the bewaring will be more like LISA SIMPSON'S fear of the pestering Valentine misgivings of RALPH WIGGUM, but the fact that you chose this threat to be positioned on the same card as the BLACK ranger leads me to think of a more sinister thought. Is this in reference to the heavily racially charged O.J. SIMPSON (no relation to Lisa) trial which was a result of NICOLE not being his and thus bewaring? Yes, ys I know that they changed the Rangers after a few seasons so that the black and yellow rangers did not correspond with the skin of the actors, resulting in Walter Jones having to act on some sad NICKELODEON show, and THUY TRANG going on to star in CROW II., but still the racial card is evident. Please explain the messages that you are sending out. Speaking of Power Rangers, you wouldn't happen to know the LEVER 2000 connection ? I am assuming not.

I am serious.

Please respond,

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



July 14, 1997

Mr. Richard J. Mackin
Apt 4
1298 Commonwealth Ave
Allston, MA 02134-4018

Dear Mr. Mackin:

Thank you for contacting us to request information. We are complimented that you wish to do so.

Hallmark Cards, Inc., is a privately-held company and we do not offer a program in which the general public can purchase stock from us or on the stock market. Through the Employee Profit-sharing and Ownership Plan, Hallmark employees own about one-third of the company.

With consolidated net sales of \$3.4 billion, Hallmark ranks 33rd on Forbes magazine's list of the largest privately-held U.S. companies. As a privately-held company, we do not publish annual reports.

Thank you again for your interest in our company and its products.

Sincerely,

Andy Wright

Consumer Affairs Representative

07-10-97-001196 : 0052217A

Oct 16,1996

Dear Blue Bonnet,

I was at a party a few days ago. I was having a bad time, but was there with some friends who I had plans with after the party, so I had to stay. I was so bored I started reading labels in the kitchen. I noticed the phrase on your container...

"EVERYTHING'S BETTER with BLUE BONNET on it."

taking this literally, and being an existentialist, I thought that I would make the time better, and so began to spread your product on clocks throughout the house. I was immediately thrown out, and my friends now refuse to speak to me. Now everything is worse because of you. You should be more careful of your advertising claims.

Please Respond,

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



100 DeForest Avenue P.O. Box 1911 East Hanover, NJ 07936-1911 (201) 503-2000

February 20, 1997

Mr. Richard J. Mackin
1298 Commonwealth Avenue
#4
Allston MA 02134-4026

Dear Mr. Mackin:

Thank you for contacting Nabisco.

We appreciate your taking the time to express your views about our claims on BLUE BONNET Spread. We welcome your comments and will be sure to share them with the appropriate people in our company.

Again, thanks for bringing this matter to our attention and for being a Nabisco consumer.

Sincerely,

Janua Wilges

Janine Wielgus Team Leader Consumer Affairs Feb 16, 1997 .

NABISCO

Dear Life Cereal,

My fiance' and I were just watching TV and your commercial for the "Be the next MIKEY" campaign came on. There was a little girl narrating it, saying how she could win and be the new spokeskid and be on millions of boxes of cereal. I said that if she was really a cute little kid, she would say "cermeal" (seer-ME-al). At which point my fiance' said that if she really was going to be the next Mikey, she was going to eat POP ROCKS and drink COKE until her insides explode. Is that what you want?

Please respond,

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



Consumer Response Center

The Quaker Oats Company, P.O. Box 049003, Chicago, Illinois 60604-9003

May 15, 1997

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

Dear Mr Mackin:

Thank you for contacting us about the commercial for Life Cereal's "Be The Next Mikey" Contest. Let me assure you that The Quaker Oats Company and the Life Cereal Team are concerned about your reaction to our commercial.

camping out in the back yard, He is not a

Although we understand your concern, the "Be the Next Mikey" contest is not a search for "professional" child actors. It is simply about giving an "everyday" child a chance to see his or her face on millions of boxes of Life Cereal and possibly be in a Life Cereal commercial.

We are committed to the mental and physical well-being of the children who eat our products as well as those who take part in our advertisements. Mikey is alive and well!

Sincerely,

Mellisa Rubin Analyst Consumer Response

OMP/cl

I was watching TV and a familiar ad came on. It was your tomato I was watching TV and a ramiliar ad came on. It was your tomato soup commercial in which there is a kid "at camp" in a leaky tent in the rain, writing a sad letter to mom ,as all kids do, because camp basically sucks as a concept, and it is even worse since it is told to be fun. But anyway, he is sad and getting wet, but is pleasantly suprised to see MOM entering the tent armed with a warm bowl o' soup. Ironically, the kid is only camping out in the back yard. He is not away at all! He was only writing a letter as a bit of make belief! How crazy funny! Who woulda figured! But then comes the insult. In response to the soup, he exclaims, "you're the best mom!" Now that says to me that my own mother is not the best. Since this is the last thing said, it may even be thought that the whole ad was build up to the fact that this kid has the BEST mother. Well, I think that it is presumptuous and unfair to proclaim this just because you have millions of dollars to take out ads. I am not going to be so bold as to say MY mother is the best, as good as she is, I just think that you should have some kind of public contest before deciding the winner.

Please respond,

Richard Mackin 1298 Commonwealth Ave #4 Allston MA 02134

P.S.If she really was the best mom, would she let her kid sleep in a leaky tent in the rain?



Campbell Soup Company

April 22, 1997

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

Dear Mr. Mackin,

Thank you for taking the time to contact us regarding our new advertising campaign for Campbell's Tomato Soup.

We apologize if you feel the commercial conveys an unclear message. Certainly that was not our intention.

We thoroughly test all commercials with consumers of all ages before they air. Our testing has shown that consumers enjoy advertising, and view them with a warm and friendly feeling.

Thank you once again for taking the time to contact us.
We appreciate your sharing your comments with us and we will
consider them as we develop future advertising efforts.

Please enjoy the enclosed coupon which can be used toward the purchase of one of our many favorite Campbell products.

We trust that you will continue to use and enjoy Campbell's high quality products.

Sincerely.

Marie H. Jennings Consumer Representative

0015909740

Enclosed: \$.50 coupon(s)

it. Jenne

Dear Philip Morris company,

I was watching tv and I saw an ad for one of your sub division products, Kraft parmesian grated cheese or something. It reminded me of something I saw a few years back written over a stupid car ad...

"we are so saturated by media slogans that we have enough tolerance to see something like this and not burst out laughing."

So, according to your slogan, "Italian meals can't begin without KRAFT grated cheese." or something like that. Strange, this would mean that since Romulus and Remus first settled, people in Italy have been waiting for a mass produced version of something that has been around in more freshly made forms. That doesn't make very much sense. Perhaps Italians have merely been nibbling for centuries. Or having snacks-like how eating an apple is not considered a meal. In fcat, studies show that the concept of meals are based on the fact that humans have a meat based diet, since killing an animal results in a sudden abundance of easily spoiled food.

Please explain what the Italians did for food when they were waiting for you to invent your product.

Sincerely the state of the said and the said and particles and an arrangement of the said and th

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

KRAFT CONSUMER RESPONSE CENTER

of the words over, this is a good, straight to the point ad

that I could not get to the word processor fast enough. The May 20, 1997

in

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

Dear Mr. Mackin:

We are pleased that you contacted us. We hope the enclosed information will be useful to you.

Thank you for your interest. Please let us know if we can be of any further service.

Kim McMiller

Consumer Response Manager

4247795 / 5056842 / SAM

Enclosure
EDUCATION ANNUAL DEPOST EDUCATION, ANNUAL REPORT Nov 19, 1996

Dear Endust,

20 seconds ago I saw your television ad and was so appalled that I could not get to the word processor fast enough. The ad discusses how endust gets rid of "dust bunnies" in places where it would be a bad idea to use other, waxy sprays. O.k. that makes sense. That is even a good selling point. In terms of the voice over, this is a good, straight to the point ad.

But the visuals are creepy, if not downright evil. Instead of sticking with a cheap and realistic depictation of dust bunnies as what they are—clumps of lint and dust with a strange name—you pay someone a whole bunch of money in order to animate a bunch of cut bunny rabbits made out of dust. they scream and grimace, as if they were sentient beings in great pain. There is nothing wrong with dusting, but why make it a metaphor for hunting animals to extinction? Why does it have to be about pain and terror? Is this a justication or example of mankinds need to redesign our world according to our whims, killing anything we don't see as convenient. This system of belief is offensive to true spirituality of Eastern religeon, as well as Christian doctrine and basic morality. Small children watching T.V. before were merely bored by cleaning products, but thanks to you they shall cry and lose sleep. Good job Endust!

Please direct apologies to

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



447 OLD SWEDE ROAD, DOUGLASSVILLE, PA 19518-1239 • PHONE: (610) 385-3041 • FAX: (610) 385-6177

Raymond A. Alleman Vice President Marketing

January 31, 1997

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

Dear Rev. Mackin:

I received your letter last week regarding your concern about our ENDUST "Dust Bunnies" television advertisement.

I am sorry to hear that you were disturbed by the ad's visuals. Our intent was definitely not to suggest actual animals in pain; their expressions were meant to convey surprise rather than suffering. Care was taken <u>not</u> to make these "critters" appear <u>too</u> life-like. We had many discussions before and during filming of this commercial about <u>not</u> making them appear like actual animals in pain.

I personally am a committed animal lover who own three dogs, two cats and is involved locally in a number of conservation and animal welfare causes. Our producer for "Dust Bunnies" is a vegetarian on principle, and a member of P.E.T.A. (People for the Ethical Treatment of Animals). We would never have produced a commercial which we thought in any way advocated the mistreatment of animals.

I agree that there are too many examples in this world of "mankind's need to redesign our world according to our whims, killing anything we don't see as convenient". However, our ad was intended only as a tongue-in-cheek play on words with interesting visual effects and nothing more.

Thank you for your letter. I'm sorry we offended you.

Regards,

Raymond A. Alleman

RAA:cdw

cc: K. Ellwood, M. Knowles, E. Rea, J. Paquin (Grey) n:\mktgadmn\cdw\raa\letter\mackin

Rubber Maid WOOSter, Ohio 44691-6000

Dear Rubber Maid.

I always thought that you were a nice clean-cut company until I was in a "novelty" store today that had a magazine that had lots of photos of "RUBBER MAIDS". It was pretty disgusting. What does pornography have to do with food preservation? Cut it out. Please repond,

Rich Mackin
1298 Commonwealth Ave #4 Allston MA 02134 to extinction? May done it have to be about



January 21, 1997

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

Dear Mr. Mackin:

This is in response to your letter received today regarding the photos that you encountered in a "novelty" store.

Obviously, this is not a Rubbermaid product. Our company does not market this type of advertising. Unfortunately, Rubbermaid cannot control the possibility of someone using our company name; however they may spell or separate it, in situations that are not acceptable. We do not condone or deal with that sort of literature.

Rubbermaid Incorporated is a well respected company and the name has always stood for high quality products and respectability. I am enclosing some "real" Rubbermaid products for your personal use. Thank you for bringing this to our attention and we appreciate your continuing interest in our fine products.

Sincerely.

Patricia Ewing

Investor Relations Representative

Fatricia Ewing

/pe

cc: W. Pfund Enclosures White Rain c/o Gillete Box 61 Boston MA 02199

Dear White Rain,

Hello. I am in a band called Top Dead Center. I sing and write some songs. One of the songs is called "sold out" and is about getting a real job despite pressure from the punk rock community. I realized that phoenetically, "sold out" sounds like "soul doubt" which also applies to what the song is about. After that, I started keeping an eye and an ear out for other examples of this type of thing. I realized that your name "white rain" is pronounced the same as "why train" Is this in reference to the fact that you don't need to train animals to torture them, or in your case, to not torture, and then euthanise painlessly?

Please respond.

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



World-Class Brands, Products, People

October 17, 1996

Mr Richard Mackin 1298 Commonwealth Ave #4 Boston, MA 02134

Dear Mr Mackin:

Thank you for sharing your opinion about the humane treatment of animals. The Gillette Company is very interested in learning from you and other consumers how you feel about our policies as well as our products. That is why we record all contacts with the public and try to respond individually to all matters brought to our attention.

I have enclosed the 1995 Safety Testing Report for you. We hope the information clarifies our policy and provides details of our efforts to reduce animal testing.

I am glad that you contacted us and have allowed us to provide you with this further information. Just as we at Gillette believe that you are sincere and caring in your concern for the humane treatment of animals, we hope that, whether you agree or disagree with our position, you understand that we are sincere in our concern with your safety and that of our employees.

Sincerely,

Kay Whitehurst

Director, Consumer Service

0004535560

Oct 2, 1996

Bachman P.O.Box 15053 Reading, PA 19612-5053

Dear Bachmen,

Last week my friend Josh bought a bag of Chipitos brand Super premium Black bean Tortilla Salsa flavored Chips. I ate some, and am now addicted. You see, "hot"spicy food, in addition to having flavor, causes actual physical pain, despite the fact that no harm is caused. Pain results in endorphins, the body'd natural pain killers, which overcompensate, providing a pleasent, almost druglike feeling. As people seek pleasure, we can become addicted to such things as drugs or spicy foods. How can I buy your chips wholesale? I have eaten a bag a day since.

What makes these chips SUPER premium. What is the difference between SUPER and plain ol'funky premium.

Why are these CHIPITOS brand, and not just BAchman? It's not like you are the evil Pepsi company and need to use as many brand names as possible so as to throw off boycotters.

On your list of ingredients are many logical things, most of which are fairly healthy, the bad-for-you-but-that's-what-I-get-for-buying-chips monosodium glutamate, and the big suprize of SODIUM ACETATE. Now, I know sodium is salt and acetate is the stuff that they make transparencies out of, so how is this involved with food? Is this what the bag is made of? Why is it salty acetate?

When you do your song and dance about the product being sold by weight and not volume, so that you can put it in a big bag with a little window, making me think I am getting more than I am, you say "keep away from light". Why? will they photosynthesize? that would seem to make me want to put them in light. Is it like in Gremlins or something?

Please Respond,

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

The Bachman Company

P.O. Box 15053 • Reading, PA 19612-5053 • 610-320-7800 • FAX 610-320-7897

December 20, 1996

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

Dear Richard:

Thank you for your letter on our Chipitos Black Bean Tortilla Chips. Your opinion of them is shared by most people who try them.

To answer a few of your questions...

Bachman markets a line of products under the "Super Premium" banner that includes in addition to the Black Bean, a Kettle Potato Chip and a White Cheddar Popcorn. These products are made with very high quality ingredients and developed to fill a niche for super premium salty snacks.

If you look at most of the tortilla items in the market you will notice that they are marketed under a Brand name vs. a manufacturer name. In Bachman's case we believe Chipitos is a stand-alone brand.

To answer your technical questions, Sodium Acetate is not as ominous as you think. It is basically a dry powder form of vinegar that is used to enhance the flavor. Chips are not exposed to sunlight, because the sunlight will work with the oxygen in the bag and will cause rancidity of the oil.

Hope you and your friend Josh continue to zone out on our Black Bean Tortillas.

Happy Holidays,

Karen L. Fidler

Vice President of Marketing



April 21, 1997

KRAFT FOODS CMS Dept #43000 1 Fawcett Dr. Del Rio TX 78840

Dear Kraft,

I am always curious why one company will have different sub divisions and product names. For instance, why aren't you making "Philip Morris Macaroni"? But I realized that I think you are just playing around with words when I saw an ad page in the BOSTON SUNDAY GLOBE. It paired a Kraft macaroni product called "LIGHT" like how smokers are always asking for a "light". The other ad was for "TOMBSTONE" pizzas. The Tombstone-cigarette connection I think we all can catch. Please tell me about all of your other cross references. I would like to know if all your products form a sentence or something.

Please Respond

Rich Mackin
1298 Commonwealth AVe #4
Allston MA 02134

KRAFT CONSUMER RESPONSE CENTER

May 03, 1997

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

Dear Mr. Mackin:

Thank you for your letter regarding our advertising for our products. We appreciate the concern that prompted you to contact us.

We believe our advertising is our company's spokesperson to the public and, therefore, are always concerned when one of our consumers expresses disappointment in an advertising campaign. With today's diversified audiences, and differences of opinions and tastes, it is often difficult to produce advertising that appeals to everyone. Through the years, however, public reaction to our commercials and print advertisements has been most favorable.

We are always interested in the opinions of our consumers. While there are no plans to remove the advertisement at this time, we have forwarded your comments to our marketing and advertising personnel responsible for our products.

Sincerely,

Kim McMiller

Consumer Response Manager

4247795 / 5001722 / MMH

Cocoa Puffs

Dear Cocoa Puffs,

I am writing to you about Cocoa Puffs. Why is Sunny Cookoo for Cocoa Puffs? In all these Commercials, Sunny is hiding from children who are trying to force him to eat the cereal, which is a reverse of the average cereal spokes cartoon in which the cartoon character spokesthing is the posessor of the cereal, which makes sense, as he is the cereal company employee. He either wants to hoarde the cereal, as does Lucky, Fred Flintstone, and a bunch of granmothers, or else he wants to peddle it as would a drug dealer, ei:Tony the Tiger or Toucan Sam. Sonny and the Trix rabbit are unque in their lack of control, but are polar oppisites, the kids torture Sonny by bringing him the cereal, Trix Rabbit with withholding his. Sonny is a trgicomic entity, for he knows the cause of his suffering, but is too weak willed to do anything about it. Time and time again he faulters, eating the cereal, which has a stimulant effect on him. Perhaps this is a sugar high, because the chocolate should have a calming effect that scientists compare to a post-orgasm effect. advertiging that appeals to everyone. Through the yearn

Please Respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. In the Science Fiction Movie FROM BEYOND, a swarm of alien insects devouring a man was created by the actor being coated with glue and having boxes of Cocoa Puffs dumped in front of a huge fan pointed at him.



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

April 28, 1997

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

Dear Mr. Mackin:

Thank you for contacting General Mills about our Cocoa Puffs advertising. We are always interested in the opinions, questions and concerns of our consumers.

al, It's me, Rich Mackin again, I wante you a

We appreciate your bringing this matter to our attention. Be assured that the information you have given us will be carefully reviewed by our marketing and advertising staff.

At General Mills, your opinion is key to our success. It's through communications like yours that we become aware of consumer concerns and preferences. I hope you will continue to use and enjoy our products.

Sincerely,

Vanessa Pauloen

Vanessa Paulsen

Quaker Granola Bars P.O.Box 049003 Chicago IL 60604-9003

Dear Quakers,

Hi, It's me, Rich Mackin again. I wrote you a few days ago, but I am so excited that I decided to write again. I was in my local Star Market recently, and even though I was expecting to buy ONE box, there was a sale so I bought FOUR. The things are so good that I have eaten then all and I am on my way out to get more. I am not suprised that I like these, as I they are one of the "FUN-TO-EAT FLAVORS" listed on the back. I am curious, what are the other flavors? Why aren't THEY fun to eat? What demographic do you target for non-fun products? I see that these are "The Good Things Kids Love tm" How do you trademark the concept of kids loving good things? Does this mean that if a kid loves his/her mother or puppy, they might get sued by you guys? That's not very nice of you.

I was reading the ingredients, and I was a bit confused. Most of the ingredients are things I recognize, and are understandable ingredients of a granola bar, except for "SORBITOL", which is one of those techno bands that the kids are into. But I am taken aback by what is printed under the ingredients in boldface...

MAY CONTAIN TRACES OF PEANUTS

Why exactly is that something that you need to write? MAY contain TRACES of peanuts? What, do peanut fairies sneak into the factory at night and scatter the things everywhere, and occasionally the janitors miss a few? What exactly constitutes a peanut TRACE? Please sort out this enigma. Thank you.

Sincerely,

Rich Mackin 1298 Commonwealth Ave #4 Allston MA 02134



Consumer Response Center

The Quaker Oats Company, P.O. Box 049003, Chicago, Illinois 60604-9003

February 3, 1997

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

Dear Mr. Mackin:

Thank you for contacting us about Quaker Chewy Granola Bars. We are sorry for any concern this situation may have caused you.

The reputation of our products for quality, safety, value and goodness is of the utmost importance to us. Please be assured that we view your concerns seriously.

We are in the process of introducing new packaging for our Chewy carton and wrappers. Once rollout is completed, all packaging will contain the warning that the product "may contain traces of peanuts" even though only one variety, Feanut Butter & Chocolate chip, contains added peanut pieces. The warning does not mean that peanuts are added to other varieties; there have been no product reformulations. Federal laws regarding the use and labeling of all ingredients are followed carefully.

Between the run of one variety and the beginning of another, the production line is shut down and thoroughly cleaned. However, it is possible that microscopic traces of peanut may remain on the production line. Because we realize the seriousness of peanut allergy, and because we are concerned about the health of our consumers, we felt it was our obligation to warn consumers of the possibility of trace amounts of peanuts in our Quaker Chewy Granola Bars.

We appreciate your sharing your concerns. Thank you for giving us the opportunity to explain.

Tracy K. Gasu Consumer Response Representative

ZTG/zbo

EXPIRES August 5, 1998

Nº 5

FRE

NOT TO EXCEED
*** Three Dollars and 00 Cents ***

ON YOUR NEXT PACKAGE(S) OF:
Any Quaker Product

RETAIL VALUE

Jan 5, 1996

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

Dear Lever Brothers,

I was just watching the news and there was a piece on how many soap companies make claims that are in essence false, but are carefully worded so as to not actually be bold faced lies. The News people wrote to several soap companies, including yourselves, and recieved letters from everyone except Dial. Your letter was read to fast for me to memorize, but mentioned the fact that you stand by all your claims. That is funny for 2 reasons...

- 1) Your biggest claim is that Lever 2000 cleans all the body's 2000 parts, which is an exaggeration of the number of soap cleanable body parts a human being has. In any case, you have been given a number of opportunities to explain this, but time and time again, you refuse.
- 2) You did not send the "one size fits none" form letter that you seem to send me no matter what I write to you about. This strikes ma as undemocratic and unfair to play favorites to the media, especially since everyone knows that the media are the bad guys-controlled by the fascist government and/or the communist liberals and/or whoever you don't like today. How come they don't get the bland form letter? Why do I? Does MSNBC represent John Q. Consumer more than I do, being a consumer? What the heck?

By the way, why the number 2000?

Sincerely,

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

P.S. Is Chris Greene, Consumer representative, a native of Norwalk, Ct and a Christie? if so, I knew her in High School.



Jan 23, 1997

-it

Dear Lever Brothers,

The other day I was getting a tattoo and the tattoo artist and I were talking about fringe belief systems and religio-political conspiracies. He brought up some interesting points about smurfs.

Remember Smurfs? The little blue guys that were in the Belgian cartoon? Well, "smurf" is Belgian for small devil. Their adversary, Gargamel the alchemist, is named after the Wise Man who brought the gift of gold to the baby Jesus. Gargamel of course wants to turn 6 smurfs into gold. 6 is a number laden with negative, even Satanic, connotations in Christian mythology. Gargamel's cat, Azrael, is named after a Biblical demon. The character Smurfette was made by Gargamel to tempt the smurfs, and was made with a heart of stone. In Biblical lore, Adam had a first wife named Lilith, who was made from stone, and was similar in personality to Smurfette. Eventually, magic is used to make Smurfette more Eve like. The tales of the Smurfs parallel many stories of the ancient hebrews, as well as many Biblical tales. Furthermore, Papa Smurf is an obvious Rabbi. He told me a lot more, and had many more details, but i can't remember all of it. I would like to know what you think about all of this.

Please respond,

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

April 17, 1997

Dear Lever 2000

I am writing to apologize for statements that I have made in a previous letter. Apparently, the wise man that brought gold to the baby Jesus was NOT named Gargamel, but GASPARD. Furthermore, Azreal is not a demon, but more specifically an "angel of death", which is similar, but not exactly the same.

At the same time, it is ironic that we would equate a figure of death as evil, or death as frightening, since most religious systems involve either a heaven, or karmic reincarnation, either of which would be thought to be a pleasant experience. Perhaps the fear is in our own weakness, and a worry that we have not lived up to our repective belief systems. In either case, it is unclear how the number 2000 has anything to do with your product. Please explain. Feel free to wax philosophical meanwhile.

Thanks

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

15 de abril, 1997

wit.

A los bros Lever.

Yo no hablo espanol muy buen. Hablo solamente un poquito espanol. Pero, soy preoccipado porque su advertismo de LEVER 2000, que dice que Lever 2000 esta para todos dos mil del partes del cuerpo. Pero, yo no tengo dos mil partes. Entonces, es stupido por hablar que los 2000 partes que usted limpia. Por favor, deci a mi el motivo que llama LEVER 2000.

Muchas gracias,

Ricardo Mackin 1298 Commonwealth Ave #4 Allston MA 02134

June 15, 1997

Lever 2000 800 Sylvan AVe Englewood Cliffs, NJ

Dear Lever 2000,

For years now, I have been on a quest to find out what these 2000 parts are that you repeatedly mention in your ads. For years you have avoided the issue. I am a stubborn man, and when I want to know something, I find it hard allow the truth to remain hidden. I am a patriotic American, and do not like to be lied to. Lies make me even more concerned about finding the truth. I refuse to give up.

The problem is, that I am not alone. I am engaged. I live with my fiance. She is slightly less concerned about your lying than I am. She is getting annoyed with my search for truth. Essentially, she is getting angry and upset BECAUSE OF YOU!

Please send a written apology to her at this address. Her name is Dana Sibley,

Sincerely,

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

Lever Bros 800 Sylvan Englewood Cliffs, NJ July 22, 1997

Dear Lever Consumer Reps,

Here is an old photo of myself. Please send me photos of your Consumer Rep. Staff. I especially would be interested in seeing what Chris Green, Pat Fahey and Kim Wilson look like. I feel like I have gotten to know you all so well. If you have a chance, I would appreciate knowing what the 2000 body parts are.

Please respond,

Rich Mackin 1298 Commonwealth Ave #4 Alston MA 02134



July 31, 1997

First for Women 270 Sylvan Ave Englewood Cliffs NJ 07632

Dear First for Women,

Hello. My name is Rich Mackin. To be honest, I am not very familiar with your magazine. In fact, I am not even sure that you ARE a magazine. I am only sure of your address. ANd that is why I am writing to you. You are located down the street from 800 sylvan ave, which is a major public relations building for LEVER 2000 soap.

Lever 2000, as you may or may not know, claims to clean "All my body's 2000 parts" but refuses to say what these parts are, or anything else about the subject, except that their ads should make me think of mildness. I would like to know if you have ever overheard conversation between your neighbors explaining all of this. I have written to them dozens of times, and time after time they refuse to address my questions. Is there anything you know or can do about this? Perhaps write an article? Please please please let me know.

I look forward to hearing from you,

Rich Mackin P.O.Box 890 Allston MA 02134



270 SYLVANI AVENI IE ENGLEWOOD CLIFFS, N. I (201) 569-6699

August 19, 1997

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

Dear Rich,

Thanks for your recent letter. I'm sure the 2000 in the name Thanks for your recent letter. I'm sure the 2000 in the name Lever 2000 stands for something besides body parts!! All you have to do is go to your local library and ask the reference librarian to direct you to a book of human anatomy. There can't possible be a connection. It's very likely that some advertising executive just made that up, in the spirit of good humor.

The name itself was probably made up to sound futuristic, as in the year 2000. I hope this is helpful.

Sincerely,

June 3rd 1997

Lever Bothers 800 Sylvan Englewood Cliffs NJ

Dear Levers,

I get alot of semi-junk mail from non-profit groups looking for donations. Often, these groups reveal interesting things about bad things that big companies do. Like how Mitsubishi is killing Grey whales off the coast of Mexico. I can't remeber why, but they do. This is bad. Make them stop. You should also stop killing any whales, Mexican or otherwise, that you might be killing.

Please write back with updates on your campaign work to save the whales.

Thank you,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

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

July 11, 1997

Mr. Rich Mackin 1298 Commonwealth Ave #4 Allston, MA 02134 RAF 4267317A



Dear Mr Mackin

Your message expressing concern about the use of animals in product safety testing has been brought to my attention. We understand and share your concern about this most important and complex issue.

As a manufacturer of millions of products sold each year and used every day by households across the country, Lever has an ethical and legal responsibility for insuring that all Lever Products are safe. This means safe for limited circumstances of misuse such as a product accidentally being splashed into the eyes. At the present time, for certain safety tests, the use of laboratory animals continues to be the only substantiation accepted by the federal government.

Lever Brothers is committed to developing alternative methods to animal testing. To this end we have funded important research through the Soap and Detergent Association. Our mutual goal is to establish sufficient scientific data regarding in vitro tests that will ultimately reduce or eliminate the need for animal testing.

Thank you for taking the time to contact us and for giving us the opportunity to respond. Let me assure you that your comments are extremely valuable to us and will be shared with those persons responsible for our product safety.

Sincerely,

Kim Wilson Consumer Representative

kw/ww



Rev. Richard J. Mackin's BOOKS OF LETTERS 1 - 9!

Consumer Defense Corporate Poetry

Letters to and responses from corporate America.

"Richard is on to something here-something big."-Factsheet 5 "The funniest zine I have EVER read. "Jef, Don' Shoot, It's Only Comics!

MUSEA Zine hall of fame. Amusing Yourself to Death zine of the

month. Etc Etc Etc

TRUE TALES AND OTHER STUFF #s 1&2





Comic stories, mostly autobiographical, from Rev.Rich

Coming Soon!

More Books of Letters, More True Tales, and P.A.Y.B.E.V. (PROTESTS ARE YOUR BEST ENTERTAINMENT VALUE) #1 will be a photo packed tale of the Boston NIKETOWN opening day protest.

#2 Will be a chronicle of Rev. Rich stumbling upon a Animal Rights protest and the ensuing police problems.

All the above are \$2.00 each, plus \$1/order p&h

Also Availiable- E.A.T. books 1&2-Art, writing, DadA few left! SAVED/LOST-quality self published book of

Rev. Rich's paintings
These here heavy items go for \$8.00ppd.

POB 890, ALLSTON, MA 02134

