

Rev. Richard J. Mackin's **BOOK OF LETTERS**

\$2.00
(more if mail order)

#5

CONSUMER DEFENSE CORPORATE POETRY



Book 5-the "What the hell was Rich Thinking" issue...

The original printing of Book 5 happened soon after gaining access to cheaper and higher-tech photocopying, so I was keen on making it bigger and better, and in my excitement included several "repeats". These have been omitted in this new version, in their place are additions to a few series, most notably the Star Iced Tea Saga, a drama of epic proportions.

Congratulations (or "Mad Props" as the kids say) to Noah Herschman of Tweeter, for being the first, and to date, only responder to seem to have actually got the joke! Others have seemed close, but only he truly acknowledged.

As always, thanks for reading. Please write me at

P.O.Box 890
Allston MA 02134



July 6, 1996

Dear Reeses People,

I was in a thrift store a few days ago, and I saw the E.T.-The Extraterrestrial Storybook and for a mere ten cents could not resist. I read it, fondly remembering my youth and the epic ballad by Mr. Neil Diamond. And then I got to the 10th page at which point I saw the words...

"The ancient traveler crawled from the bushes and went to see what the Earth child had left there. It was a small round pill, bearing a remarkable resemblance to a space-nutrition tablet. He turned it over in his palm. Upon it was printed an indecipherable code:

M&M "

WHAT THE HELL IS THAT? M AND M? Those weren't M and Ms they were Reeses pieces! What the hell are those bastards at G.P.Putnam's Sons publishing trying to pull here? When you sue, I would LOVE to be a witness. Oh boy would I !

Thanks, please respond soon.

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

NO REPLY!

July 6, 1996

Dear M&M's

I was in a thrift store a few days ago, and I saw the E.T. The Extraterrestrial storybook. For a mere ten cents I could not resist. I read it, fondly remembering my youth and the epic ballad by Mr. Neil Diamond. And then I got to the 11th page at which point I saw the words...

"Elliott shrieked and scrambled backward, clutching his sleeping bag around him. The extraterrestrial jumped in the other direction. Then he held out his hand and opened it. Within the huge scaly palm was his last M&M, melting."

WHAT THE HELL IS THAT? Never mind that they weren't M&Ms, but reeses pieces. (I here that you were offered the part, but turned it down, dummies.) Within the...palm was his last M&M, melting. MELTING? M&Ms melt in the MOUTH! Not in the HANDS! What are those bastards at G.P.Putnam's sons trying to pull here? When you sue, I would love to be a witness. Oh boy would I!

Thanks, please respond soon,

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



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

July 19, 1996

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

Dear Mr. Mackin:

Thanks so much for your letter regarding "M&M's"® Chocolate Candies. We value your opinion and are referring your comments to our Marketing Staff.

Please accept the enclosed for a treat with the compliments of M&M/MARS. It was really nice to hear from you.

Sincerely,

A handwritten signature in cursive script that reads "Dagmar Welling".

Dagmar Welling
Consumer Affairs

DLW/cl 0579789A



Aug 25, 1995

Kudos
Mand M Mars Incorporated
Hackettstown, New Jersey,
07840-1503 USA

Dear Krudos,

I noticed that while you are full of biased praise for your product on your packaging, I notice that you don't mention that you are a good bargain. It seems that you don't want to misrepresent yourself too too much, even though you lie about how big the bars are in the front photo.

You see, normally I buy Little Debbie granola bars, which are priced considerably cheaper than your product, despite the fact that each bar is substantially bigger than yours, so even though they do NOT feature a picture of little Debbie predominantly on the package, they are a much better buy. But being in a chocolately mood, and the store being out of chocolate chip Little Debbies, I bought you sucky product. I opened the box to find alot of wasted air in the box, and each individually wrapped bar to be mummified inside an oversized wrapper, so that the final bar was $\frac{1}{2}$ the size I was led to expect. Furthermore, I was led to believe that since they were called chocolate CHUNK that there would be CHUNKS of chocolate. I would suggest that these are in actuality chocolate CRUMBS.

And why do you say that there are 8 bars with english measurements as well as 8 metric bars, there are only 8 total, not a total of 16! LIARS!

I demand Restitution!

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



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

March 21, 1996

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

Dear Mr. Mackin:

Thank you for taking the time to let us know that you were disappointed with KUDOS® Whole Grain Bars Chocolate Chunk.

We value your opinion and your comments are being referred to our Quality Assurance Staff.

Please accept the enclosed complimentary store coupons and try M&M/MARS products again.

Sincerely,

Phyllis Brannagan
Phyllis Brannagan
Consumer Affairs

PGB/bww 0538056A
Enclosures

Dear Burger King

1/9/95

The other day I was pondering the appropriateness of your name. Think about it- a KING is a ruler that is thrust upon the people, and forcing things on the people is against the very cornerstone of what America was built on!!! Wouldn't it be a whole lot better to call yourself Burger PRESIDENT to show that you are #1 because everybody likes you the most!

Please respond,

Richard J. Mackin
1191 Boylston St 33
Boston Ma 02215

P.S. The Lion King toys were great!!!

NO REPLY!

Feb 3, 1996
Burger King
Miami, Florida, 33157

Your Majesty,

I was looking at a package of your ketchup and I noticed that it was not just ketchup, but FANCY ketchup, and I was impressed and intrigued. I mean, a restaurant could get away with using regular old ketchup, or for that matter even CATSUP, but you go the extra mile and use FANCY ketchup. I am really curious to find out the difference between the two. What wonderful ingredients do you add to make this tomatoe product so fancy?

I also cannot help but wonder, are there even FANCIER ketchups out there? I mean, you are, after all, BURGER KING. I mean, you are a crappy fast food place that sells microwaved reheated pre-made paper enshrouded food. I certainly understand that you compensate by using such fancy ketchup, but really, is there REALLY FANCY ketchup? How about TASTE BUD ORGASM ketchup. What kind of ketchup hierarchy is there. Please let me know.

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

BURGER KING CORPORATION

Consumer Relations

**BURGER
KING**

March 22, 1996

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

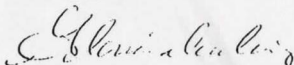
Dear Mr. Mackin:

Thank you for your recent letter regarding the ketchup packets used in our Burger King® restaurants. As a consumer, your comments and observations are important to us.

The term *FANCY* which appears on the single serve packets refers to United States Department of Agriculture (USDA) Grade A ketchup, it is a standard of identification of the product. Our supplier for this product is Heinz USA. If you have further questions regarding the ketchup you may contact their Consumer Affairs department directly at (412) 237-5740.

Thanks again for taking a moment to share your thought with us. I hope I have answered your question regarding this issue.

Sincerely,



Gloria Darling
Supervisor, Consumer Relations

Take This Coupon To Your Retailer

THIS COUPON IS GOOD FOR: ☐ ONE ☐ TWO ☐ THREE ☐ FOUR ☐ FIVE ☐ SIX ☐ SEVEN ☐ EIGHT ☐ NINE ☐ TEN

ON YOUR NEXT PURCHASE OF: ☐ ANY ☐ ONE ☐ TWO ☐ THREE ☐ FOUR ☐ FIVE ☐ SIX ☐ SEVEN ☐ EIGHT ☐ NINE ☐ TEN

Mar 7, 1995

dear Wise,

Snacktime!

I'm starving!

Hope they have something good!

This looks good, No I want something crunchy!

wisewisewise

GUYS! The WISE BAGS are GETTING BIGGER!

Hoo muther fudging ray! The wise bags are getting bigger! Except that they are NOT getting bigger. The wise bags getting bigger would indicate BIGGER wise bags! It's pretty obvious! BUT NO! somehow you think that more flavorful chips make bags grow. I mean, COME ON, you make potato chips, you should notice that small bags have a few chips and big bags have many chips. Neither of them have anything to do with the flavor amount of the chips individually. And what is the unit of flavor measurement? How can you compare amount of flavor. And what kind of people are these, that not only consider a bag of chips something to satisfy STARVING hunger, but actually get excited about this type of thing. A grown woman who looks like she is going to wet her pants over a snack is hardly motivational.

Please Respond,

Richard J. Mackin
1298 Commonwealth Ave #4
Allston MA 01234



CONSUMER
RESPONSE
DEPARTMENT

180 EAST BROAD STREET, COLUMBUS, OHIO 43215-3799

IF IT'S BORDEN-IT'S
GOT TO BE GOOD

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

July 2, 1996

Dear Mr. Mackin:

Thank you for your letter about your reaction to the WISE Potato Chip commercial.

You'd be surprised at the number of suggestions similar to yours that we receive each week. While it is our policy to rely on our internal personnel for new flavor, packaging, and product development, we are always pleased to hear from our consumers.

You may be certain that I will inform our sales and quality assurance personnel of your concerns so they may look into the situation more thoroughly.

Enclosed is a coupon (good for one year) which you may want to use on your next shopping trip. We hope you will continue to enjoy our fine BORDEN products.

Sincerely,

Gaye Barrett
Gaye Barrett
Consumer Representative

96025397

HE99HT 000ES

MANUFACTURER COUPON

EXPIRES 02-JUL-97

Take This Coupon To Your Retailer

THIS COUPON *** FULL VALUE ***
GOOD FOR ON
*** ONE ANY SIZE ***

ON YOUR NEXT WISE
PURCHASE OF ANY SNACK PRODUCT



IF IT'S BORDEN-IT'S
GOT TO BE GOOD

Write retail
price here



CUT HERE

Kelloggs
Battle Creek, MI
49016

June 26, 1996

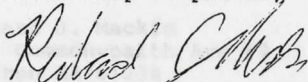
Dear Kelloggs Corn Pops,

I was walking down the aisle of cereal in my grocery store, and I noticed the new Corn Pops box top. I am sure that you are happy to hear that I noticed the box, as I normally wouldn't have. You see, I dislike the way the things taste, and furthermore fall out of your demographic. (The ads would appear targeted towards obsessive addictive personalities who distrust siblings and other acquaintances)

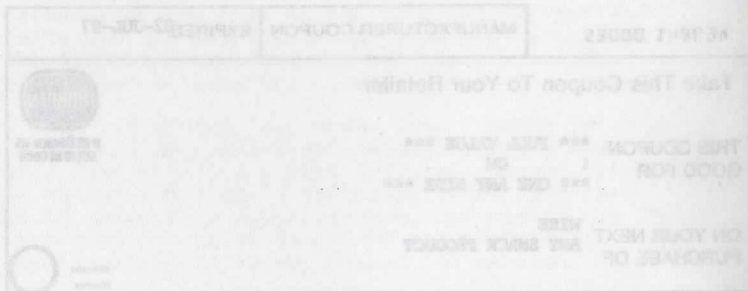
An ad synopsis- "you ate the last bowl of Pops!?! ARRRGH! What am I gonna do? grunt grunt grunt. Oh, there's actually more. Gotta have my Pops."

But I digress. The reason I am writing is the new box art. It seems to be a tie-in with the new film MISSION IMPOSSIBLE. And yet, the layout, the colors, the fiery explosion, it all looks a bit like the cover of DIANETICS. What does this mean? If I buy this box will I have to buy increasingly more expensive boxes until eventually I am told that Corn Pops was invented by an alien deity after his expulsion from the cosmic confederation? Will the local Scientologists begin handing out free bowls of the stuff with those personality tests?

Please keep me posted,



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





July 25, 1996

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

Dear Mr. Mackin:

Thank you for writing Kellogg Company regarding the packaging and/or advertisement on packages of KELLOGG'S® CORN POPS®. We appreciate your interest in our products.

Kellogg Company's goal is to provide consumers with wholesome, high-quality products. One area of great importance is packaging. We continually evaluate our package designs to accommodate the needs of our many different consumers.

We regret the Ad synopsis "you ate the last bowl of Pops?!! ARRRGH! What am I gonna do? grunt grunt grunt. Oh, there's actually more. Gotta have my Pops." concerns you. Our packages are designed to illustrate taste appeal and we feel the print content gives consumers worthwhile information concerning our products and promotions. Therefore, your concern is important to us, and we have forwarded your comments to the appropriate company officials.

Again, thank you for contacting us. We hope you will be pleased with your Kellogg selection the next time you shop.

Sincerely,

Wanda F. Lindsey
Consumer Representative
Consumer Affairs Department

KELLOGG COMPANY

ADVERTISING CONTENT POLICY

Kellogg Company is committed to wholesome, quality advertising that is truthful and not misleading to consumers. In keeping with this commitment, Kellogg believes that it has a responsibility to produce advertising that communicates the standards of good taste and fair practice that guide all of our corporate actions.

In carrying out our Advertising Content Policy, we believe that freedom of expression for our advertisers is guaranteed by the basic principles of our government and the Constitution. Advertisers assume responsibility for the television commercials and print ads they produce.

The specific content standards which govern Kellogg advertising include the following: (1) provide consumers with accurate information about our products in a wholesome manner; (2) ensure that the advertising is in compliance with all applicable federal, state, and local laws and regulations, including the self-regulatory guidelines of the National Advertising Division (NAD) and Children's Advertising Review Unit (CARU); (3) avoid advertising themes that include excessive and/or unwarranted acts of violence; or the acting out of antisocial behavior which easily encourages imitation; and (4) avoid advertising themes that belittle any group based on its social, racial, ethnic, or religious traits or any person because of his or her age, sex, or handicap.

The responsibility for decisions regarding advertising content rests with Kellogg management and is subject to the specific content standards listed above.

Dear Cereal People

June 1, 1997

A while ago I wrote to you in regards to your cover for one product of your that resembled the cover of DIANETICS by science fiction author/guru/con artist L. Ron Hubbard. Since then, I have read the original text "dianetics".

Much of Dianetics revolves around the idea that events in your life have direct and indirect effect on the rest of your life. this is in basic form a good point, But L.Ron gets hokey with his specific theories-that fear of the dark is a by-product of your parent's botched attempt to abort you, etc etc. Anyway, these tragic events are referred to as ENGRAMS.

I was wondering if you would be coming out with a tie-in product called en-GRAHAMS? Like Golden Grahams, but a play on words.

Please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!

May 15, 1996

Dear Klondike Bar People,

What would you do for a Klondike Bar?

This question has plagued my adolescent and now adult life.

What would do for a Klondike Bar?

Would you make the monkey noise?

Play Patty Cake?

Humiliate yourself in public?

Well, WOULD YOU?

Of course you would, if you were an actor. Actors act, and are used to doing absurd things in front of people. So considering that your ads feature recognizable character and cameo-type actors, it is no surprise that they seem to fall to your every whim. The question is, WHAT'S IN IT FOR YOU?

Why would you WANT body builders to play patty cake? What would you have to gain? Generally, companies manufacture goods or provide services to exchange for financial compensation. These finances then defer the costs of manufacturing or whatever, and hopefully provide a small profit so that the people involved can spend the profit money on the goods and services of other companies. Your ads seem to indicate that you have taken the road less traveled, and rather than money, you seek to cause humiliation through antics. I have two thoughts on why you do this...

1) You are "humiliation vampires", like how in the old STAR TREKS, alien life forms might feed on emotion or by products (psychic, electrical, etc.) of them, so a fear feeding monster would try to scare them, you seek to embarrass them. This is more benign than Star Trek, of course, and is a mutual exchange (symbiosis)

2) You are from the future, or are in a situation similar to T.V.'s "Quantum Leap", wherein you have knowledge of cause and effect far beyond that of those involved, so that these seemingly inane antics have a chaos theory type of greater importance. For instance, a bodybuilder is asked to play Patty Cake, which he normally wouldn't. Choosing to play for the reward of a treat, he switches his attention away from the comely lass that he might otherwise have approached. Had he talked to her instead, they may have dated, married, and reproduced, bringing into the world a child that would grow to become a powerful evil dictator. I know If I could go back and offer Adolf Hitler's Dad an ice cream treat I would.

Please verify or deny these thoughts,

NO REPLY!

Guaranteed Fresh
P.O.Box 35847
Dept 209
Dallas, TX 75235-0047

Dear Funions,

So Funions are fun, huh. I will have you know that while Funions may be tasty, they are not actually fun. It is well known that the only food that is actually FUN are small sized candy bars (hence the term "fun size"). So there must be a more accurate description of your product than "Funion brand onion flavored rings are fun".

I would like to know what your feelings are on the many other onion flavored rings on the market.

Please repond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. Actually something about you is fun, the fact that there are no mention of anything onion related in the ingredients is quite funny.



Frito-Lay, Inc.

May 17, 1996

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

Dear Mr. Mackin,

Thank you for your comments about FUNYUNS® brand Onion Flavored Rings. We are always interested in learning what consumers think of Frito-Lay products, and we welcome your comments.

We appreciate your taking the time to express your views, and would like for you to have the enclosed.

Sincerely,

Sharon Taylor
Consumer Affairs

Enclosure: 1 55 Cents Off Coupon

10603470

Thank you again for your comments. We will be sure to pass them on to the appropriate departments.

Sincerely,

NATIONAL'S CORPORATION

Cathy McCarthy
Representative
Customer Satisfaction Department

enclosure

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

May 29, 1996

Dear McDonalds,

It has been about a month now that I have been surrounded by "grown up" ads for you and the McArch Deluxe. Nobody I know can escape, our lives are visually saturated through all forms of media. At first, it was especially creepy-seeing Ronald playing pool in late night commercials, each person in the house whispering "did you see that too?" and expecting to see a crowned 7 horned beast come out of the TV as the four horsemen ride past the window.

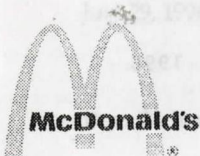
Now it is just annoying. The burger with the grown up taste the burger with the grown up taste the burger with the grown up taste. So far all you have demonstrated is that you have a new sandwich that has a stripe on the bun so that it looks like a roll. Not only does it have that level of sophistication, but instantly kids hate it everywhere. It must have a name like Schmucker's, cause its gotta be good. Man oh man, there is nothing that means tasty to me than the disdain of youth. Especially young actors who hate things before they were even available to the general public. That's right, I'm eating McArch deluxes on the way to the opera. If kids hate it, we adults must love it. Nickelodeon's daytime programming directors are now prophets.

What's next? An adult happy meal variation with a McArch Deluxe, fries and coffee in a cardboard briefcase. You could call it the GRUMPYMEAL, or the Disgruntled meal. Either way, give me credit when they come out.

Please respond. I would like some coupons for free cookies if you wouldn't mind. I stress, if you DON'T mind, I have had companies not answer my letter because I asked for stuff.

Thank You

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



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

(708) 575-6198

July 17, 1996

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

Dear Mr. Mackin:

Thank you for taking the time to write McDonald's to share your feelings with us. We're sorry to learn you were disappointed with our recent Arch Deluxe advertisements.

We know that McDonald's is the favorite choice of families and children, but we wanted to do more for our adult customers. So, we developed a special sandwich that gives grown-ups a reason to love McDonald's just as much as kids do. In our advertisements, we wanted to portray the new grown-up taste of the Arch Deluxe sandwich in ways that our customers would find humorous, or bring a heart-warming smile to their busy days. I apologize if you feel we didn't live up to that goal.

Regardless of our intentions, your comments are very important to us. Please know that they've been shared with our Advertising staff for their review as they plan future advertising.

Thank you again for writing, Mr. Mackin. It's through your comments that we better learn our customers' views.

Sincerely,

McDONALD'S CORPORATION

Cathy McCarthy
Cathy McCarthy
Representative
Customer Satisfaction Department

enclosure

TWEETER, etc.
55 Shawmut Road
Canton MA 02021

July 7, 1996

Dear Tweeters,

About a year ago I bought a VCR. Since then, my mailbox has been filled with a bazillion Tweeter ads. Now what is your thought process about this? Some guy buys a VCR, heck, he must buy them all the time! Maybe he buys one anytime there is a sale. He must have dozens! In fact, the fact that he lives in an apartment in Allston must mean he is rolling in bucks and buys expensive appliances all the time! Lets send him stuff for eternity!

On another note, why TWEETER? Most people think of either TweetY as in the bird, or some pseudo-sexual term. I know it probably is in reference to Woofers and Tweeters, which are oddly named speaker parts, but then shouldn't you be named SPEAKERS, etc. And what's up with "etc." et cetera? ET CETERA? Essentially, your name is Tweeter and junk, Tweeter and stuff, Tweeter yadda yaddayadda. Good for you. very descriptive.

Please write back,

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

This is a reproduction of the letter I sent, as sent to me by Tweeter. The note reads "Jeff, What do I do with a letter as such. *Other than remove him from the mailing list!-Fran"

*Jeff
What do I do with
a letter as such.
* Other than remove him from
the mailing list! - Fran*

Tweeter
etc.
New England Audio Company, Inc.

Dear Richard,

Just so you know the thorough process.... We believe that there is something call an "Enthusiasm Curve," which means that when someone buys a new "toy" they tend to buy similar toys within the same 3-6 month period. This is the case with bikes, cars, boats, electronics, etc. When I bought my bike from Belmont Wheelworks last Summer, there was a period right afterwards where I bought a rack, a helmet, a computer, those ridiculous pants - there was nothing bike related that they couldn't sell me. Then, after a couple of months, my enthusiasm waned.

We're just pushing that envelope, and it actually works fairly well. And it has more to do with priority than income, which is why we don't care about mailing only to "money areas."

Thanks for the great letter!

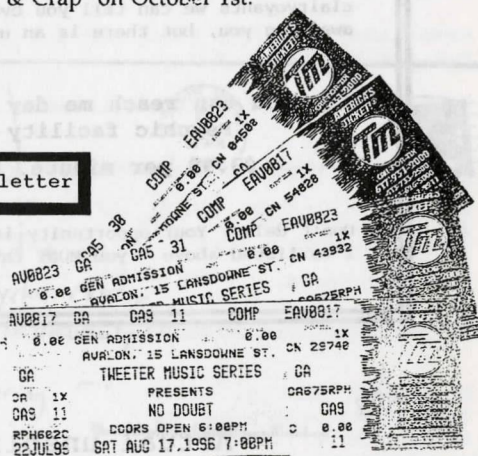
Best regards,

Noah

Noah Herschman
Vice President, Marketing
Tweeter etc.*
(617)830-3416

*We are changing our name to "Tweeter & Crap" on October 1st.

Concert tickets enclosed with letter



The Psychic Center
4691 N. University Drive #409
Coral Springs, FL 33067

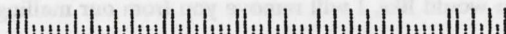


YOUR IMMEDIATE ATTENTION IS REQUIRED. P
WHAT I HAVE TO TELL YOU ON THE BACK OF
WHEN YOU CALL I WILL EXPLAIN EVERYTHING TO YOU.

IMPORTANT: This matter must be dealt with
before April 9th.

RICARDO MACKIN
1191 BOYLSTON ST APT 60
BOSTON MA 02215-3525

52



Before you do anything
write down these days:

April 9, 15, 24
May 5, 11, 15

Listen to me! You are about to enter into a period of your life
with incredible potential for vast achievements. Major wealth,
good fortune and the end of financial worries are about to come
to you. The days listed above are of extreme importance to you!

I am Claudia, a Psychic Astrologer. With my staff of Psychic
clairvoyants we can tell you everything. Trust me, I see money
awaiting you, but there is an urgency that troubles me.

You can reach me day or night by calling my
Psychic facility at: 1-900-976-5551

\$3.99 per minute. Must be at least 18.

Don't delay. Your opportunity is going to peak near the days
I've listed above - you MUST talk to me now.

Actual unsolicited junk mail

April 7, 1996

Claudia
The Psychic Center
2691 N. University Dr #409
Coral Springs FL 33067

Dear Claudia,

I am very happy that you wrote me about the stuff going on in my life that you will tell me about when I call, but I am very confused about the fact that you wrote to me at my old address, and that your card had to be forwarded. Is this because a rival 900 line is using their power to block yours? Or perhaps fate would have my mail carrier be a crucial pawn in my life. Why did you not already know that I prefer to write and read letters instead of talk on the phone. If you insist on calling me ...

You can reach me day or night (prweferably day)
by calling my living facility at ~~1-800-234-5678~~

Call cost depends on your phone co. No age limit.

Please call me as soon as possible, since you said this was urgent, or if it less urgent, please write back to me.

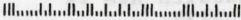
Ricardo Mackin
1298 Comm. Ave #4
Allston MA 01234

NO REPLY!

Ricardo Mackin
1298 Commonwealth Ave #4
Allston, MA
02134-4018



Handwritten:
NEN
Claudia
c/o The Psychic Center
2691 N University Dr
#409
Coral Spring, FL



Dear Lever 2000,

So I was watching "Mighty Morphin' Power Rangers" again, and luckily enough, I happened to tune in on the day they introduce a NEW lead villian, MIGHTY VILE or something like that, who is the father of some of the other villians. Of course, when he sets up base, guess who he brings along for his right hand man. That's right, GOLDAR! Please respond.

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

P.S. Why are you called Lever 2000?

DEAR LEVER 2000,

MAR 6, 1995

PLEASE SEND ME A FORM LETTER.

THANKS,

RICH MACKIN
1298 COMMONWEALTH AVE #4
ALLSTON, MA 02134

Dear Lever 2000

Mar 24, 1996

Please sing this to the tune of the "MICKEY MOUSE CLUB" theme song...

Who's the Lever Brothers soap whose name's a mystery?
T-W-O T-H-O U-S-A-N-D
Who always sends the same letter when they write to me?
T-W-O T-H-O U-S-A-N-D

2000! 2000!
That's the name but noone knows just why! Why? Why? Why?

Come along and sing along and ask along with me.
T-W-O T-H-O U-S-A-N-D

2000!(lever brothers)2000!(lever brothers)

T W O...
Oh no, not another form letter!
T H O U
You? You never get a reason!
S A eheN D...

Please Respond,

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

P.S. Why are you called Lever 2000?

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

December 16, 1996

Mr. Rich Mackin JEC 3708726A
1298 Commonwealth Ave. #4
Allston, MA 02134



Dear Mr. Mackin:

Thank you for your letter about our Lever 2000 advertisement.

We are glad that our advertisement for Lever 2000 caught your attention. The very fact that you were interested enough to write us indicates that we have achieved our goal of creating a memorable advertisement. Obviously, it was our intention that using the number '2000' in connection with body parts would help to reinforce our product name and the fact that Lever 2000 is milder to the skin than any other antibacterial or deodorant soap on the market; it is formulated for use on the entire body.

Enclosed is some complimentary literature. Thank you again for your interest in our product.

Sincerely,

Chris Greene
Consumer Representative

cig/ww
Enclosure

All of these letters (and many more)
have resulted in copies of this response
only the name and date change.

Dear Gillette

May 13, 1996

HAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHAHA!!!

You guys are really funny! I am holding in my hand a print ad that says

"The environment is attacking your hair. Choose your weapon"

The ad is for White Rain Solutions, a line of hair care products such as Heat Buffer Styling Mists, and other really necessary products that don't sound like something that ad execs made up just to see if they can sell it.

But anyhow, it is funny that you say that the environment is attacking your HAIR, while you, the Gillette company attack HARES. That is very witty to use double meanings like that, talking about things having harmful effects on hair, while you have harmful effects on hairs. HA HA HA.

I also like how you say that the coupon is redeemable at any retail store. Of course, not all retail stores sell hair products of either spelling. Should I try to redeem it at a retail SHOE store. I mean it says "any...retail store", how can they say no? That would lead to guffaws galore if I try that, doncha think?

Thanks, please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

All of these letters (and many more) have resulted in copies of this response only the name and date change.

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

1298 Commonwealth Ave #4 Allston MA 02134



**The
Gillette
Company**

World-Class Brands, Products, People

P.O. Box 61
Boston, MA 02199

June 21, 1996

Mr. Rick Mackin
1298 Commonwealth Avenue #4
Allston, 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

0003791740

Gillete
The Big Prudential Monster
Boston, Ma 02199,

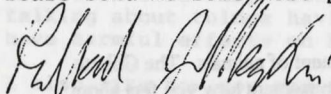
July 5, 1996

Dear Gillete "We're only following orders"people.

Oh. Okay. I thought you were mean, and tortured animals. But I read your reports and now I know that when you perform painless experiments, you provide pain killers. Good for you. So I guess in your minds, Rape is okay if the rapist uses a condom.

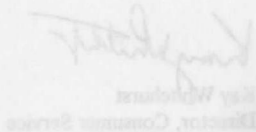
I am also glad that less than 1% of your millions of dollars are spent on torturing animals. Wow. That's less than \$10,000 spent on animal torture for every million you spend. Good for you. I guess you wouldn't mind if Donald trump kidnapped you and tortured you if he only paid the kidnappers 50 bucks and gave you an aspirin.

Please send me some more propaganda.



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

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134



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



World-Class Brands, Products, People

P.O. Box 61
Boston, MA 02199

July 26, 1996

Mr. Richard Mackin
1298 Commonwealth Ave
Apt #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

0003960080

Gillete,
Prudential Tower Building,
Boston MA 02134

Dear Gillete people,

I am very confused.

I wrote to you to express my interest in joining your staff as an animal torturer, and you send me information about the fact that you do NOT torture animals, but when you do, it is very neccessary and also not really torture, and that when you are done not torturing the animals you kill them swiftly and painlessly. Make up your mind, will you? I am assuming that you don't want me to come help you orture any animals. Can I help you kill them after you are done not torturing them?

In any case, I think that you should figure out whether you torture animals or not. I would have more respect for somebody that said that they don't really care about animals because man is the highest life form than someone who wants to torture animals but suck up to vegetarian liberals at the same time and send people wussy (and another word that rhymes and starts with p) form letters that waffle so much that they are contradictory.

Please respond,

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

P.S. Don't you think that the Pru looks like a giant space robot?
I sure do.



P.O. Box 61
Boston, MA 02199

World-Class Brands, Products, People

December 13, 1996

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

Dear Mr. Mackin:

For the past decade, The Gillette Company aggressively has worked to reduce the numbers of laboratory animals used in our safety evaluations. In 1995, we achieved a 90% reduction in the number of animals used for non-pharmaceutical products when compared to 1986 data. We were proud of this significant accomplishment, but more work was needed to achieve our goal to eliminate the use of laboratory animals in our safety testing program.

I am pleased to inform you that in 1996 our goal was achieved. During the reporting period of October 1, 1995, through September 30, 1996, no laboratory animals were used to validate the safety of Gillette non-pharmaceutical products.

Significantly, we achieved this goal at a time when new product development is at an all-time high. In the same reporting period, The Gillette Company launched 46 new consumer products or product lines that did not rely on new laboratory animal testing. For Gillette, a new product or product line means just that - new product. We do not consider flavor changes or product line extensions to be new products.

It should be noted that the Company's first obligation is to ensure that Gillette products are safe for employees to make and for consumers to use. For this reason, it can be expected that the numbers of laboratory animals may vary from year to year. Be assured, we remain committed to the judicious use of laboratory animals and will conduct animal testing only as a last resort.

We are proud of our history of making safe and dependable products. If you should have questions about product safety testing at Gillette, please contact Corporate Public Relations at (617) 421-7738.

Sincerely,

Kay Whitehurst
Director, Consumer Service

0004837020

Folgers
c/o Proctor and Gamble,

June 26, 1996

Dear Folgers,

I have seen a few ads for your FOLGERS COFFEE SINGLES product in the AROMA-FRESH POUCH. Makes it seem like the pouch is aroma fresh, but not the coffee. Are you now focusing on single serving coffee packets because you know that people who drink your coffee might be unpopular since they are giving money to a company that sponsors death squads, so that nobody would want to share in their blood soaked coffee? Now that I mentioned that you sponsor death squads, are you going to go through a file and find the "PROTESTING DEATH SQUAD" pamphlet, that tells me I am responding to a Neighbor to Neighbor boycott, and essentially says "We are evil, but too big of a company for you to do anything about it. Here's a coupon. Keep buying our products." Or will you actually write a personal letter. And when you send out propaganda, do you do it whole heartedly, feeling that these pesky kids have it all wrong about your beloved company, or are you "JUST FOLLOWING ORDERS"????

When you say that these things contain about 2/3 ground roast and 1/3 high quality freeze concentrated coffee, what prevents you from knowing exactly. Since you mention the frozen coffee is high quality, are you implying that the ground roast isn't?

Please respond, and make it good, it will be publicized.

Rev. Richard J. Mackin M.D.

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

NO REPLY!

Dear Folgers Folks,

Your new T.V. ad campaign starts out with the caption "Every Morning, Everywhere." and then features a "variety" of middle class Americans waking up. If it is really supposed to be everywhere, why isn't anyone Asian or naked. Why are there no shots of Central American women waking up alone because the death squads you sponsor killed their husband?

Please respond. And by that I mean for you to address what I said, not send a paraphrased form letter.

Love Always,

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

NO REPLY!

Mar 27, 1996

Dear Folgers,

I was watching T.V. and I saw your ad that takes place in France and is about French Roast, or, as they call it there, Roast. In the commercial, the frogs are reading a letter from a relative in America who is saying that she is not homesick, even though it is harder to find Jerry Lewis fans, people who bath every other week, or snotty people. Nope, she feels right at home because here in Yankland we have THEIR coffee. Yes like Folgers French Roast Coffee I am sure is an important part of the French diet, like french dressing and french fries and french bread and french toast. Yes, people in France only eat French labeled food. They toast french bread and that becomes french toast, and they eat it for breakfast, except when they cross the chunnel and have english muffins. What the hell are you talking about? Did French families give money to Central American Death Squads? Are you located in France? Did a small fictional French family found your company? How is your coffee their coffee? Does your ad agency think before they make commercials, or are they playing surrealist games like exquisit corpse, allowing whatever happens to be the finished product? Why don't you just have honest ads like " we care about giving you the best coffee possible, we are willing to kill people to make a small percentage of it!" You are all probably blind with rage that Teddy Roosevelt didn't write copy for you like he did MAXWELL HOUSE. And you didn't have a character named after you in the 80's teen movie "hiding out" either!

Please write a good reply, as it will be read to many people.

Thank you.

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

NO REPLY!

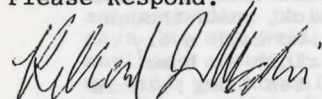
Dorito's

june 30, 1995

dear Dorito people,

What is up with you people? You know, most companies are appreciative of its customers. Most businesses like the fact that people buy their products. Not you. No, not you. You insult Dorito eaters, and tell them to get a life. GET A LIFE! You even say that on the package. Are you saying that people who eat semi-flavored junk food don't have lives? Is this a reference to people who watch too much TV tending to eat snacks alot while viewing. Why are you so cruel?

Please Respond.



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

P.S. The name "DORITO" implies that it is Spanish for "little Doro" Is this a reference to Doro Pesch, 80's heavy metal personality?

NO REPLY!

Dear Folgers Folks,

Your T.V. ad campaign starts out with the words "Good Morning, Everywhere." and then fast-forwards to a woman in a class waking up. If it is really everywhere, why are there no shots of African American women waking up alone because the death squads you sponsor killed their husbands?

Please respond, and that I mean for you to address what I said, not send a pre-addressed form letter.

Love Always,

Rev. Richard J. Mackin
1181 Boylston St #31
Boston MA 02215

NO REPLY!

July 25, 1995

Dear Star Market,

Today I bought a container of Star Market Iced Tea mix. I bought it under the assumption that I could OPEN this container and use it's contents. Furthermore, I was foolish enough to assume that I would be able to use the container to store the unused mix. Well, we both know that when you ASSUME you make an ASS out of YOU and ME. Apparently your Iced Tea has some cryptic function far beyond my narrowminded view of how Iced Tea should be used. See, I tried to OPEN the can. Get right out you say, but nope, I'm staying. I tried to open the can with -get this- a CAN OPENER. When it (the can opener) broke, I tried another one. After 15 minutes, I managed to wrangle most of the top off, bringing with it the rim that I was silly enough to assume should stay on the container. I finally had to pour the Iced Tea mix in a different container.

So here is my question- since your Iced Tea is obviously not meant for mixture and drinking, what IS is supposed to be used for? I am intrigued. Please let me know.

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

STAR MARKETS

August 8, 1995

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

Dear Mr. Mackin,

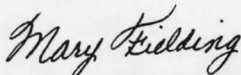
We are sorry to learn of the problem you encountered with the packaging of Star Ice Tea Mix.

We have notified our supplier, Sturm Co., of your dis-satisfaction with their product and have instructed them to contact you to explain what caused the problem and what they plan to do to correct it.

Again, we apologize and hope that you'll accept the enclosed gift certificate with our thanks for your taking the time to let us know of this problem and also to reimburse you for the product.

Please do not hesitate to contact me at 617-661-2267 if I can be of any further service to you in this or any other matter.

Sincerely,



Mary Fielding
Grocery Division

Star Market
Cambridge, MA 02138

Dear Star Market,

After my unfortunate experience with Star Iced Tea MIX, I thought I would give Star Market ready made ice tea a shot. It did taste good, and I noticed the unusual flavor resulting from the fact that it was sweetened with lemon. Mind you, it did not say that it was sweetened, with lemon but sweetened-with-lemon, which intregues me sinse lemons are regarded as sour and not sweet at all. Furthermore, after reading the ingredients, I would think that it would be more accurately called "sweetened with corn syrup" without any lemony reference since there is no lemon cited.

I also would like my money back. I appreciate having this opportunity to get my money back for no reason, when most products give refunds for complaints. But when I read the

"MONEY BACK GUARANTEE if you write to us about the product, please include the code printed or embossed on the package and the bar code numbers" No mention of conditions leading to money back. Some numbers printed are 70-4158-820, four times in different colors at the top. 7-11535-10235-9 immediately after and bar code # 11535 10235.

Thanks,

Rich Mackin
1298 Comm Ave #4
Allston MA 02134

P.S. Did you chose the name STAR MARKET in order to hear Bostonians pronounce it funny?

STAR MARKET

July 8, 1996

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

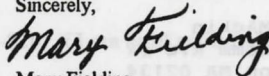
Dear Mr. Mackin,

Thank you for your recent letter regarding Star Ice Tea Mix.

I have passed on your comments to the manufacturer of the Ice Tea and have instructed them to contact you to explain their use of ingredients in the product. You should expect to hear from them in the very near future.

We hope you will accept the enclosed gift certificate along with our thanks for taking the time to write. Please do not hesitate to contact me at 617-528-2700 if I can be of any assistance in this or any other matter.

Sincerely,



Mary Fielding
Star Grocery Division



Mary Fielding
Grocery Division



July 26, 1996

Mr. Rich Mackin
1298 Comm Avenue #4
Allston, MA 02134

Dear Mr. Mackin,

In response to a problem you experienced with a product we process, Star Market Iced Tea, please accept my sincere apology for any inconvenience the problem may have caused you. We take great pride in our products and are very concerned when a consumer expresses dissatisfaction.

We value your patronage and appreciate your concern in reporting this incident. We are enclosing a reimbursement check for the unused portion of your iced tea. We are confident that future purchases of our products will meet with your complete satisfaction.

If I can be of any further assistance please do not hesitate to contact me.

Sincerely,

JOHANNA FOODS, INC.

Karen Christiano

Karen Christiano
Consumer Affairs
Aseptic/Juice Divisions

cc: J. Cohen (Johanna)
H. Snyder (Johanna)
K. Danielson (Daymon)

Dear Star Market

After several scarring psychologically and one physically attempts to open your cans of Iced Tea mix, I had abandoned the idea of your Iced Tea mix altogether. (by the way, I did indeed cut myself of a can, and could have been a cry baby and sued you like the McDonalds coffee thing.) But I had been craving the stuff, and when I saw the HUGE container with enough mix to make over SIX GALLONS of it, I said to heck with it and bought the thing. I took it home, I put it on the lectric can opener that opens soup and veggie cans lickedy split, and the thing wouldn't open. I attempted with a manual can opener, but only sections would become unlodged. I finally ripped the whole top off (see enclose photo.) I want to know, what is the concept here? Why can't you be like any normal product and have a container that can be opened. Childproof containers are easier to open. Rat poison is easier to get at than Iced tea mix. What the hell is wrong with you? And what the hell is wrong with me for buying the stuff again and again?

Please Respond.

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

JOHANNA PERKINS INC.
Karin Christensen
Consumer Affairs
Aspirin/Aspirin Division

cc: I Cohen (Johanna)
H Snyder (Johanna)
E Davidson (Johanna)

STAR MARKET

October 18, 1996

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

Dear Mr. Mackin,

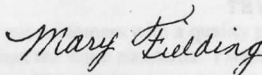
We are sorry to learn of the problem you recently encountered with Star Ice Tea Mix.

We have notified the supplier of the product and have directed them to contact you to explain what caused the problem. We have also instructed them to take whatever precautions are necessary to ensure there is no repetition of this.

Please accept the enclosed gift certificates to reimburse you for the product and to apologize for any inconvenience this has caused. We also want to thank you for taking the time to write to make us aware of the problems.

Do not hesitate to contact me at 617-528-2700 if I can be of any further assistance in this or any other matter.

Sincerely,



Mary Fielding
Non-Perishable Merchandising Division

Topco®

WBI

Kingston

TOPCO ASSOCIATES, INC.

World Brands, Inc.

KINGSTON MARKETING CO.

7711 GROSS POINT ROAD • SKOKIE, IL 60077-2697 • (847) 676-3030 • FAX (847) 673-6352

October 21, 1996

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

Dear Mr. Mackin:

Thank you for your report to Star Markets about the iced tea mix. We are sorry that you were not pleased with this product, and we appreciate your letting us know about it.

We have informed the manufacturers of the product of your comments and asked them to respond directly to you. We have also given your report to our Quality Assurance department for their information.

We appreciate your interest in our products and thank you for taking the time to contact us.

Sincerely,

Patricia Gardner

Patricia Gardner
Senior Consumer Services Representative
Quality Assurance

PG/pp

cc: Jim McInnis/ST



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

Dear Mr. Macklin:

We have been informed that you had trouble opening various cans of Star Iced Tea Mix. As the manufacturer of this product, please accept our apologies for the concern and inconvenience you have experienced.

On occasion we have found if a can lid is not scored deep enough or is scored too deep, it will be difficult to open. This condition is usually noticed and the lids are discarded. We will let our supplier know about your experience so he can recommend appropriate measures to prevent future reoccurrences.

We mainly use a hand-held can opener (swing-away brand), however, we also will use an electric can opener. I would recommend using the hand-held style opener on the 64 oz. can. It's just much easier to handle all the way around. As you know, once the lid has been damaged it's difficult to get another opener to effectively open the can.

Again, our apologies to you. We try to provide our customers with a quality product at all times. We regret that the packaging material did not meet the same standards. Please accept the replacement 64 oz. can of Star Iced Tea Mix that will be sent to you under separate cover. We hope this product will meet with your approval and you will continue to use it in the future.

Sincerely,

A. STURM & SONS, INC.

Nancy Oman / Lige

Nancy Oman
Q.C. Supervisor

NO/bjc

cc: Patricia Gardner
Jack Sturm
Dick Droste

Jan 8, 1997

Dear Everyone who is involved with Star Market Iced Tea Mix...

WHAT THE HELL IS WRONG WITH YOU?

I write to you a few times regarding Star Iced Tea Mix and my recurring problems opening the container. I still buy the stuff because it is a good bargain, and a relatively environmentally physically, and economically harmless product. You are upset that a customer has a complaint. You are worried about my tale of blood spilt on poorly constructed cannisters and fear lawsuit perhaps. You set into action...

I recieve phone calls (despite not giving you my number) and letters from Star Market employees of all kinds. Letters from Distributors, Manufacturers, container makers, ingredient makers, wives, girlfriends, mothers, neighbors, people that once considered working for the makers of Star Market Iced Tea.

You give me gift certificates, coupons, apologies, thank yous, advice on can opening, and finally a free replacment THROUGH THE MAIL! You are so considerate that you don't want me to have to go to the store to redeem a coupon and carry it hope, a GUY BROUGHT IT TO ME! We shook hands!

I was left alone with the new can of Iced Tea Mix. It was awe inspiring. Bold new packaging with the familiar mirror like metal top. I waiting for my girlfriend to arrive so she could share as I partake not only in iced tea, but in consumerism, of fairness, of "the customer is always right"ness, of-if I dare say- AMERICA. I take a HAND HELD (as recommended by at least some of you) can opener and make the initial incision, with no more or less wonder than a surgeon in a similar situation. The first crack causes the can to hiss "FRESSSSHHHHH" as the sealed air is released. I start to work the opener, and the thing fails. If it were a car, it would sputter. I try again, and thrice, but to no avail. I give up on manual and try for the trusty electric opener, which has opened jillions of soup cans with nary a problem, and it begins to cut open the lid, only to spasm and leave gaps. After several rotations with no better results, I press the can slightly against the blade. The metal tears from the cardboard slightly, so I stop, only to use a "church key" to open a big hole in the thing and dump it in the old Star Iced Tea Cannestar that I was saving for sentimental reasons.

After all that, you still can't make the container right? What are you going to try to appease me with this time? Have someone come over and open my Iced Tea Mix FOR me? Maybe sending one of the Openers that YOU use. I would like to ask advice of peers, but all my friends are snobs and insist on buying brand names. Please help. Iced Tea mix should not occupy this much of my life.

Thank You

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

Daymon Associates, Inc.
c/o Star Market Co., 625 Mt. Auburn St., Cambridge, MA 02238
Phone: (617) 492-7222 Fax: (617) 492-2772

Daymon Associates/Star Brands
Jim McInnis
625 Mt. Auburn St.
Cambridge, MA. 02138

January 20, 1997

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

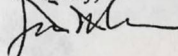
Dear Mr. Mackin,

This letter is to assure you that your efforts / suggestions are not falling on deaf ears. After receiving your first letter, regarding the difficulty opening the Star Iced Tea Mix, Star has decided to incur the additional expense of incorporating the "Flip Top" type lid which will eliminate the use of a can opener. I apologize for not communicating this change to you sooner. I am the person who left a couple of messages on your answering machine, I wanted to speak to you personally on this issue.

Star and the supplier need to work through current inventories, once this is complete, the New easy open lid will be available to purchase. I will be forwarding a few samples to you, with the new lid, as a courtesy.

Star appreciates your feed back and it has helped make our products more customer friendly.

Sincerely,



Jim McInnis

February 3, 1997

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

Star Market or
Folgers battles?

Dear Mr. Mackin:

Enclosed, please find free samples of our ice tea mix. Note the new flip top lids, per your suggestion. I hope you find that this makes the product more customer friendly.

Please continue to shop at Star Market.

Sincerely,
Jim McInnis

PHONE:
414-596-2511

FAX:
414-596-3040

**Sturm's
Village Farm**

A. STURM & SONS, Inc.
NANCY OMAN
215 Center Street/P.O. Box 287
Manawa, Wisconsin 54949-0287

THE ENCLOSED IS THE REPLACEMENT/COMPLIMENTARY
SAMPLE MENTIONED IN MY LETTER REGARDING YOUR
CONCERNS ABOUT THIS PRODUCT(S).

R. Sturm

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

June 1, 1997

Dear All Parties involved with Star Market Iced Tea,

As you probably are already aware, I have been involved in a lengthy correspondance with companies involved with the creation, manufacture, distribution and sale of STAR MARKET ICED TEA MIX. This correspondance has lead to, amonst other things, the change of the package design, as well as my reception of several free containers.

It was brought to my attention that I did for you something that companies pay experts thousands of dollars for, and all I got was some free iced tea. Any chance I can get anything else? Like credit on the package? "New packaging thanks to Rich Mackin" with a small picture? Probably NOT, but it never hurts to ask.

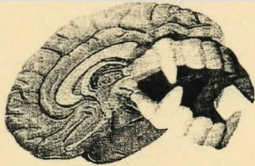
Anyway, a few weeks back, I was over my friend EVAN's house, and was reading the series of letters to and fro to everybody, and was going to open up one of the packages that you sent me as a kind of climax, and was the going to serve iced tea to all...

I read letter after letter, the pace growing. The tention began to build. Finally, I ended the last one, reaching for the can. I held it proudly aloft. I slowly began to open the plastic lid, only to the yank it off dramatically. I took hold of the foil "easy off" tab. I pulled slowly but firmly. It came off. But that was a problem. The foil did not come off, JUST THE TAB. Of course, thin foil is easily ripped off, and the mix was far more accessable than before, and yet, I can't help to feel a great irony here.

Please respond

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!



EVIDENCE OF ACTIVE THOUGHT PUBLICATIONS

P.O. BOX 890 ALLSTON MA 02134

Rev. Richard J. Mackin's
BOOK OF LETTERS
\$2.00
CONSUMER DEFENSE CORPORATE POETRY



REV. RICHARD J. MACKIN'S BOOKS OF LETTERS
Consumer Defense Corporate Poetry
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