

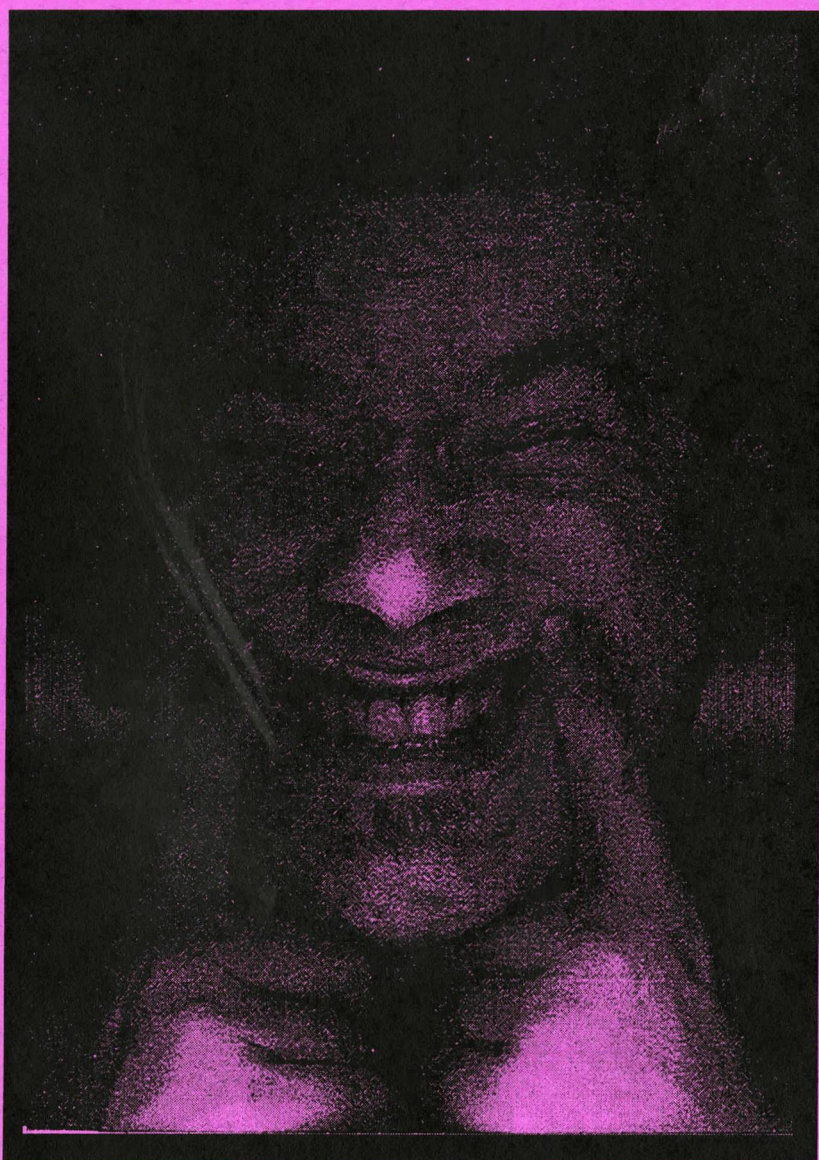
Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00

(more if mail order)

#2

CONSUMER DEFENSE CORPORATE POETRY



Dear Friends,

Thanks for reading my little booklet. This is the second printing of the second BOOK OF LETTERS. If there is anyone who cares about this stuff, there are a few differences between the first and second printings, such as the elimination of a few letters reprinted in other books with related letters, and a few new ones. Pay no attention to any of the addresses—they are all outdated. Dan Sibley is a pseudonym I used in order to sometimes write two letters to the same company at the same time. And as always, all these letters were indeed sent, and all the replies are real.

Questions? Comments? Gifts? Sticker Requests? Please write....

Rich Mackin
POBox 890
Allston MA 02134

Dear Payday

Dear Sinners,

I am writing you to address your blasphemous and corrupting television advertisement involving a young man consuming your product while engaging in phone prostitution and self-harm. I am appalled that you would attempt such an advertisement, and shocked that it made its way onto mass media, bringing television even further down into its own cesspool.

This commercial advocating prostitution and masturbation is the last straw. It is bad enough that you produce a product that promotes unhealthy food designed not for nutrition but simply for physical pleasure.

I am corresponding with others on this matter, and anticipate your apology and repentance.

In concern,

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

NO REPLY!

Again, thank you for taking the time to write us.

Sincerely,

Phyllis Taveling, Manager - Corporate Consumer Response

June 17, 1995

Dear Payday people.

I was watching TV and there was your ad with a guy on the phone and he is looking at one of your candy bars and he is on the phone with some girl that is only a set of lipstick lips and he starts telling her that his name is MEL, inspired by caramEL being written on the wrapper. So he then starts talking to her about the candy bar in a sexual manner. The whole gestalt of this ad is phone sex. Now, I only saw a 30 second ad, so I can envision a full minute version that ends with the slogan "PAYDAY, the perfect masturbatory treat!".

Here is where I am particularly confused. I live with my girlfriend, so I get some almost daily. Does this mean I cannot enjoy your candy treat, since I have sexual outlet, and do not fall into your target demographic of desperate, undersexed single men?

Which came first, your candy bar or the board game?

Please respond,

Dan Sibley
109 Peterborough #2
Boston MA 02215

Wm. Wrigley Jr. Company

Wm. Wrigley Building • 410 N. Michigan Avenue
Chicago, Illinois 60611

Telephone: (312) 399-3000
Telex: 252222 WJR

May 10, 1995

Wm. Wrigley Company • 410 N. Michigan Avenue

LEAF

North America

Leaf Inc.

500 North Field Drive
Lake Forest
Illinois 60045
U.S.A.

August 24, 1995

Mr. Dan Sibley
109 Peterborough #2
Boston, MA 02215

Dear Mr. Sibley:

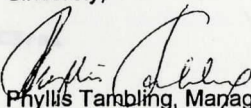
Thank you very much for your recent letter regarding the Payday advertising. Your thoughts and views, which have been provided to our senior management, are appreciated.

Our customers' opinions are important to us and are valuable in helping us create better products and marketing for those products.

As you might appreciate, it is difficult to create advertising that is not only effective, but at the same time, non-controversial to most viewers. We're sorry that you are displeased with the new Payday commercial. Your comments will be carefully reviewed by our management and our advertising agency when creating future commercials.

Again, thank you for taking the time to write us.

Sincerely,



Phyllis Tambling, Manager - Corporate Consumer Response

nl:00000227682

May 10, 1995

Dear Wrigley people,

So I was watching TV and one of your commercials come on. You know, in your current ad campaign targeting smokers, figuring that anyone stupid enough to waste their money on carcinogens wouldn't mind wasting some on gum, and if they can't smoke in a given situation, then chewing gum is a practical alternative or at least distraction. Anyhoo, the thing is, this ad mentioned being in a fast food restaurant that is no smoking, so chew wrigley's instead. But if you were in a fast food restaurnt, when would you have time to chew gum? You go in, you eat, you leave. Am I missing something?

Please Respond,

Dan Sibley
109 Peterborough #2
Boston MA 02215

Wm. WRIGLEY Jr. Company

WRIGLEY BUILDING • 410 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611

Telephone: 644-2121
Area Code 312



WHOLESOME • DELICIOUS • SATISFYING

August 2, 1995

Mr. Dan Sibley
109 Peterborough #2
Boston, MA 02215

Dear Mr. Sibley:

Thanks for writing to comment on our television commercial for Wrigley's Spearmint gum. We appreciate your taking time to write.

While we know that some people leave a restaurant immediately after finishing their meals, we also know that others prefer to linger. And since many restaurants have prohibited smoking, Wrigley's Spearmint is an alternative for these folks. It helps freshen their breath after a meal, too!

Thanks again for sharing your thoughts with us. With the hope you'll enjoy them, several fresh packs of Wrigley's Spearmint gum will soon be on their way to you, with our very best wishes.

Sincerely yours,

WM. WRIGLEY JR. COMPANY

A handwritten signature in cursive script, appearing to read "Barbara C. Zibell".

Barbara C. Zibell
Consumer Affairs Administrator

BCZ/sl

To the ginger ale people,

Why do you have a commercial with the song Uncle Tom on it. Uncle Tom was a horrible man, and the worst thing I could think of to call any African American man.

Do you know that David Bowie is really named David Jones, like the monkey guy?

Write Back.

Dan Sibley,
109 Peterborough Street
Apartment 2
Boston, Mass
02215

Cadbury Beverages

CADBURY BEVERAGES INC.

6 HIGH RIDGE PARK
POST OFFICE BOX 3800
STAMFORD, CONNECTICUT 06905-0800
PHONE (203) 329-0911
TELEX 965904
FAX (203) 968-7653

July 5, 1995

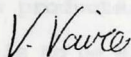
Mr. Dan Sibley
109 Peterborough St
Apt. 2
Boston, MA 02215

Dear Mr. Sibley:

Thank you for contacting us about Schweppes Ginger Ale. The name of the song by David Bowie in our commercial is "Major Tom".

Please don't hesitate to let us know if we can be of assistance in the future.

Sincerely,



Vincent Vairo
Consumer Services Representative
Enclosure

Sincerely,



Carol Dawson
Consumer Services Representative
Enclosure

June 1, 1995

Dear Schwepps,

Regarding your new T.V. ad featuring the song "Space Oddity" by Mr. David Bowie; not only is this one of those damnable sellout corporate Satan commercials that take classic songs that everybody has personal memories of, and then whore the whole thing off for your crappy product. I don't think about wanting your product because I like the song, I think about how sad it is that Artists sell out. But all this is besides the point.

In this ad, a bottle of soda is made to look like a rocket, while "Space Oddity" with its story of a rocket plays in the background. What you advertising idiots didn't seem to notice is that the rocket breaks, and Major Tom floats away in space to die. What a horrible metaphor for a product.

Please go back to the ads with the Monty Python guy making fun of Americans.

Please Respond,

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

Cadbury Beverages

CADBURY BEVERAGES INC.

6 HIGH RIDGE PARK
POST OFFICE BOX 3800
STAMFORD, CONNECTICUT 06905-0800
PHONE (203) 329-0911
TELEX 965904
FAX (203) 968-7653

June 29, 1995

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

Dear Mr. Mackin:

We received your letter regarding Schweppes television advertising and want to thank you for taking the time to tell us your reaction.

We regret that you were disappointed in our advertisement. Our advertising is carefully reviewed and tested to ensure that our standards are maintained; we hope that the decisions made regarding our advertising will reflect favorably on the Company and its products.

It is to be expected that our advertising choices will occasionally differ from the expectations of a portion of the audience. Our consumers' comments are always welcome, and your views will be considered in future campaigns.

Again, we appreciate receiving your comments. Please accept the enclosed coupons with our many thanks.

Sincerely,

Carol Dawson

Carol Dawson
Consumer Services Representative
Enclosure

July 27, 1995

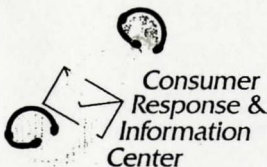
Campbell's Soup Company
Camden NJ USA
08103-1701

Dear Campbell's Soup.

I bought a can of your Chicken with White& Wild Rice, which I made and enjoyed. However, after I finished I got a better look at your label, and I am confused. At first glance, the label has a photo of a bowl of the soup with a small caption that says "serving suggestion". Now, at this first glance, one would think that you are being redundant, to suggest that you serve the soup as a soup. But then I noticed that next to the bowl of soup are several of the soup's ingredients on the counter. My roommate mentioned that this is probably so that clumsy people won't feel bad should they spill their soup, but in my research, I hypothesis that your designers are probably memners of one of several small African tribes that believe that there are spirits in everything, and to appease these spirits, members of these tribes "spill" small amounts of food and drink as a sort of sacrifice. I appreciate that they are only suggesting, not ordering, me to do the same, but I still don't think that a soup should be giving me religious advice.

Thank you for your concern. Please respond.

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



Campbell Soup Company

August 1, 1995

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

Dear Mr. Mackin:

Thank you for contacting us about the Campbell's Chicken With White and Wild Rice Soup. We appreciate your taking the time to share your concern with us.

We regret that there has been some confusion about the photograph on the package. The product is labeled as a "serving suggestion" and is meant to convey one way of serving the food. The package design was approved for use in this way and is not intended to be deceptive in any way.

We are sorry that you had this experience. We hope that subsequent purchases will be entirely satisfactory, and that you will use the enclosed coupon to try this product again or another Campbell product.

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

Sincerely,

Marie H. Jennings
Consumer Representative
0011373110

Chesebrough Ponds USA
33 Benedict place
Greenwich, CT
06830

Dear Q-tip people

First of all, I am glad that the good ol' USA is a part of your name.

The reason that I am writing is because of your Q-tip products. It is really impressive how you alone have taken over the cotton swab industry. Q-tip is one of those definitive product names, interchangeable with cotton swab. All others have been reduced to pale imitations that linger in stores as no- name or store brands. And always are they called cotton swabs, not Q-tips! Good for you! Give em Hell! Any way, My question... Why Q? Obviously for some really good reason, but I guess you will have to forgive me for not being able to figure it out on my own.

Do you have any product related merchandise? Like Coke and Pepsi have T-shirts and hats and all that? How do I order it? If you don't you should, I think it would be great to have a Q-tip shirt, it would be much more of a statement of individuality.

I have found that if you put a Q-tip in your mouth for a second, or touch it with warm water, it feels really nice when you clean your ear. I am assuming that you don't have a newsletter or bulletin, but if you do, you can use that. Remember those commercials about 10 years ago when you said "never put anything INSIDE your ear...except your ELBOW!" that was really funny. You should show those again. Well, its been fun. Thank you, Please respond

Richard J. Mackin
1191 Boylston St 33
Boston Ma 02215

Chesebrough-Pond's USA Co.

CONSUMER INFORMATION CENTER

55 MERRITT BOULEVARD
TRUMBULL, CT 06611

October 13, 1994

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

Dear Mr. Mackin:

We appreciate your sharing your kind remarks about our Q-TIPS Product. We are always happy to learn when a consumer is satisfied with our products.

Our job as Consumer Information Representatives presents many challenges, but receiving comments such as yours truly makes what we do worthwhile. We will be sharing your thoughts with the Marketing people responsible for the Q-TIPS Product who will also enjoy hearing your remarks.

Again, we appreciate your loyal support of our products and ask that you accept the enclosed with our thanks.

Sincerely,

Pat Anderson

Pat Anderson
Representative, Consumer Information

Dear Dow People,

Thank you for making your many household cleaning products that are both useful and effecient and are friendly to the environment,

I know this little liberal kid that was telling me that you used to make Napalm for our boys in 'Nam back in the war days. I want to know, why don't you use that as a selling point? I mean, wouldn't it be a good point to make: If Dow can clean a jungle filled with commies, imagine what it can do to your bathroom! (you can use that!) It would make you seem a lot tougher on germs and dirt than those stupid little scrubbing bubbles!

I'm glad that you are made in the good ol' USA and that you don't use phosphates! Please write back. I would appreciate coupons, but you don't have to send me any if you don't want.

Please respond in any case,

Richard Mackin
1191 Boylston St. apt.33
Boston, MA 02215

NO REPLY!

April 6, 1995

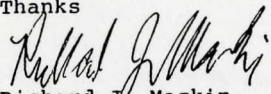
Dear Dow people.

I am not too sure how long ago it was, but a while ago I wrote you about your Dow scrubbing bubbles ads. I said that since you make (or made at least Napalm for our boys back in the "NAM, I was thinking that you could use that as a market thing.

"If DOW can clean all the Commies out of a Viet Cong Jungle, just imagine how clean It can make your bathroom!"

Now, I am proud of American enterprise, and happy to help a good domesticated company. but I feel insulted that you didn't reply. Please write back. Maybe before my letter got lost in the mail.

Thanks


Richard J. Mackin
1191 Boylston St #33
BOSTON ma 02215



August 8, 1995

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

Dear Mr. Mackin:

Thank you for writing.

While we appreciate suggestions regarding future advertisements for our products, DowBrands did not manufacture Napalm and would not use it as a comparison in our advertising for Dow Bathroom Cleaner.

Again, thanks for writing. We have enclosed an assortment of cents-off coupons and trust you will continue to enjoy using DowBrands products.

Sincerely,

Rosanna King
Communication Specialist
Consumer Affairs

1441159A

RK/cl

Dear Trix people,

Trix are for kids. (No kidding, I thought they were for health conscious adults.) No, Trix indeed are for kids, the distinction here is that they are in no way intended for fictional anthromorphic rabbits. Somehow the fact that cartoon rabbits are not the demographic targeted for this product should make this product more appealing.

On the (heh heh) Nutrition Facts, it compares the nutrition in a bowl of Trix with a bowl of Trix and skim milk. Who are you trying to kid? If anyone has ever eaten Trix with skim milk, I would enjoy seeing photographic evidence.

Even though it says to include box top, I'm not going to, because I would like the box to remain intact, and besides, I think its enough that I'm writing without having to do any further work.

Please respond

Richard J. Mackin
1191 Boylston St 33
Boston Ma 02215

send to
General Mills, Inc
Box 200-bg
Minneapolis. MN
55440

GENERAL MILLS
Consumer Services
P.O. Box 1113
Minneapolis, MN 55440

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

Dear Mr. Mackin:

Thank you for contacting us. We are sorry you did not enjoy our product. Attached are coupons for other General Mills products that we hope you enjoy.

Sincerely,

John M. Mackin

John M. Mackin

General Mills
Mr. Mackin
This will authorize your
retailer to give you **FREE**
ONE SINGLE PKG TRIX CEREAL

THIS DOCUMENT IS PRINTED ON WHITE PAPER WITH A BLUE BACKGROUND AND HAS A PRE-PRINTED BACK.

CS706
B005JAN1720094-1372

One coupon per purchase. Consumer must pay any sales tax. Void where prohibited, licensed or regulated.



5 16000 72100 0

MR. COUPON • NO EXPIRATION DATE

General Mills
Mr. Mackin
This will authorize your
retailer to give you **\$1 OFF**
ANY GENERAL MILLS FOOD PRODUCT

THIS DOCUMENT IS PRINTED ON WHITE PAPER WITH A BLUE BACKGROUND AND HAS A PRE-PRINTED BACK.

CS908
B005JAN1720094-1372

One coupon per purchase. Void where prohibited, licensed or regulated.



5 16000 00076 1

BANANA-NUT BREAD

3 cups Bisquick® baking mix
2/3 cup sugar
2 eggs

1/2 cup milk
1 cup mashed bananas (about 2 medium)
2/3 cup chopped nuts

HEAT oven to 350°. GREASE and flour loaf pan, 9x5x3 inches. MIX all ingredients until moistened; stir vigorously 30 seconds. Pour batter into pan. BAKE 55 to 60 minutes or until toothpick inserted in center comes out clean. Cool 10 minutes; remove from pan. Cool completely before slicing. Makes 1 loaf.
Pumpkin-Nut Bread: Substitute 1 cup canned pumpkin for the bananas. Beat in 1 teaspoon ground cinnamon, 1 teaspoon ground nutmeg and 1/2 teaspoon ground cloves.
Date Nut Bread: Mix 1 1/2 cups cut-up dates and 1/2 cup boiling water; cool. Substitute date mixture for bananas.

Dear Virginia Slims People,

Thank you for making your cigarettes. I'm sure many women were unable to smoke before you started to produce your product.

Anyway, I was looking at an magazine ad of yours featuring a black/African-American couple that are dressed as cowboys, like most blacks/African-Americans tend to do. Physically, they were those caucasian-friendly types, the ones that look like white folks except for coloration, like when Barbies first when black by producing brown skinned versions of regular Barbie. The print said...

VIRGINIA SLIMS

"Hey, if anyone tries to rein you in, just say whoa." I want to know, is this the winner of a stupidist ad byline contest, or are you now employing an ad agency run by special needs people?

Why can't you back to the days when your ads featured mock historical photos of women trying to sneak a smoke and then getting beat up. That goes a lot better with the "You've come a long way, baby" feminism that you have so long represented.

Please respond, Thank you.

R. Mackin
R. Mackin (Mrs.)
1191 Boylston st. 33
Boston, MA 02215



PHILIP MORRIS

U.S.A.

SITEL Office Plaza, 7720 Crown Point Avenue, Omaha, NE 68134-9849

February 16, 1995

Ms R. Mackin
1191 Boylston St. #33
Boston, MA 02215

Dear Ms Mackin:

Thank you for your recent letter regarding our Virginia Slims. It is always a pleasure to hear from one of our valued customers.

Your comments have been noted and are being forwarded to the management of the Virginia Slims division.

Please be assured that your remarks are being taken seriously and will be considered when planning our next promotion.

Thank you for taking the time to write and share your views with us. We look forward to your continued patronage.

Cordially,

Consumer Affairs
Customer Service
1-800-343-0975

Pringles
Proctor and Gamble
box5560
Cincinnati Ohio 45202

Dear Pringles,

Let me explain something...

The purpose of an ad is to make the consumer interested in purchasing the product. The purpose of a jingle is to plant a catchy song in the consumer's head so that they are reminded of the product as they shop.

On the other hand, there is the current Pringles ad campaign in which a bunch of soulless white people lip sinc really crappy music. I mean REALLY BAD music. Like, if the commercial comes on, my roommate runs into the room and turns off the T.V. so by the time i turn it back on, the commercial is over, thereby having wasted YOUR ad dollars. PLEASE PLEASE PLEASE get new ads. I cannot express how much your ads suck. There is no way in hell I am going to buy your product in the meantime. HURRY!

Please respond,

Richard J. Mackin
1191 Boylston St 33
Boston Ma 02215

Cordially,
Consumer Affairs
Customer Service
1-800-343-0975

Procter & Gamble

The Procter & Gamble Company
Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599

February 1, 1995

MR RICHARD J MACKIN
1191 BOYLSTON ST #33
BOSTON MA 02215

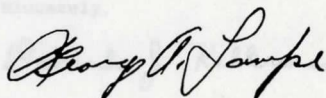
Dear Mr. Mackin:

Thank you for writing to Procter & Gamble about Pringles. We appreciate knowing your reaction to our advertising message.

We understand your objections to the message you feel this ad communicates. Listening to consumers has always been an important part of Procter & Gamble's success. Consumer comments guide us in changing and developing new products and promotions. Reactions to our advertising is also essential in helping to plan future projects. We constantly reevaluate our advertising campaigns to ensure we promote our products in a positive and responsible manner. Every consumer comment we receive is taken seriously, and I assure you our Advertising Department will share your concerns with the team who helped develop this ad.

Thanks again for writing. We value your opinion as a consumer and appreciate your feedback. If you have any questions or comments in the future, you may find it convenient to call the toll-free number listed on all our product packages.

Sincerely,



George Lampe
Consumer Relations

Feb 6

Dear Pringles,

Federal law prevents me from sending you my own fecal matter. This and this alone prevents me from doing so. I think that me sending you my own fecal matter would be both fair and appropriate considering the fact that you have been saturating my television viewing with your own.

In case you didn't understand this point or my last letter, YOUR AD CAMPAIGN IS VERY BAD. Perhaps even evil. A bunch of coolness impaired white people (and token negro) wearing 80's pop-reject clothing while lip synching to the most soulless excuse for music is not going to make me want to do anything that would make you happy, especially giving you money. Again, when these commercials come on, my roommate will often rush into the room and turn off the volume. When we sent in our Neilson T.V. diary, we made a special point to say that we turn off your commercials. We also told them that we make it a point to never watch "Full House"

PLEASE PLEASE PLEASE let this reign of terror end! STOP showing these commercials! For God's sake! Or at least write back and explain to my WHY you are doing this to America.

Thanks for nothin'

Richard J. Mackin
1191 Boylston St 33
Boston MA 02215

Procter & Gamble

The Procter & Gamble Company
Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599

March 9, 1995

MR RICHARD J MACKIN
1191 BOYLSTON ST 33
BOSTON MA 02215

Dear Mr. Mackin:

Thank you for your letter to Procter & Gamble indicating your displeasure with our Pringles commercial. We appreciate your feedback and welcome the opportunity to explain our Company's position.

While we realize it's virtually impossible to produce ads which please everyone, we work very hard to reach as many people as possible in a positive way. In fact, before any commercial or print ad is released, we conduct extensive market research to determine the effectiveness and appeal of our advertisement.

Nevertheless, we realize individual preferences vary and I am sharing your comments with our Advertising Managers for Pringles.

Thanks again for writing. We value your opinion as a consumer and appreciate receiving your comments. If you have any questions or comments in the future, you may find it convenient to call the toll-free number listed on all our product packages.

Sincerely,

Deborah J. Kellerman

Deborah Kellerman
Consumer Relations

Dear Pringles,

I think that you watched Mystery Science Theatre 3000 recently, for a viewer of MST3K knows that evil works best when subtle. The example presented was that one would hate Hitler more than the rock band STYX. And so, you have toned down the surface level of malevolence in your most recent commercials. BUT only so that you can make them more evil conceptually.

"Once you pop, you can't stop"

"ONCE you pop... you CAN'T STOP"

First of all, why don't you just use the slogan "we ripped off Lay's old ad campaign"

Once you pop, you CANNOT STOP. No 12 step program for poppers here. No meetings under churches for you, pringle eater! More addictive than Crack cocaine, it's PRINGLES. Whether they taste good or not is NOT the issue, you are hooked for life!

And why do all of your ads have some idiot wiping crumbs on his shirt? It's not like m&m's not melting in the hand, the fact that Pringles does not make my shirt greasy should be a given, not a bonus! Maybe your brain dead focus group forgot to tell you this, but most people EAT potatoe snacks, very few if any emboss themselves with them.

Please Respond,

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

Procter & Gamble

The Procter & Gamble Company
Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599

March 15, 1996

MR RICHARD J MACKIN
1298 COMMONWEALTH AVE APT 4
ALLSTON MA 02134

Dear Mr. Mackin:

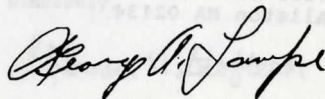
Thank you for writing to Procter & Gamble. We appreciate knowing your reaction to our advertising message about Pringles Potato Crisps.

While we realize it's virtually impossible to produce ads which please everyone, we work very hard to reach as many people as possible in a positive way. In fact, before any commercial or print ad is released, we conduct extensive market research to determine the effectiveness and appeal of our advertisement.

Nevertheless, we realize individual preferences vary and I am sharing your comments with our Advertising Managers for Pringles.

Thanks again for writing. We value your opinion and appreciate your feedback. If you have any questions or comments in the future, you may find it convenient to call the toll-free number listed on our product packages.

Sincerely,



George Lampe
Consumer Relations

Mar 24, 1996

Dear Pringles,

You people sicken me. I was watching the brilliant postmodern Dadaist comedy show, "Pete and Pete", on the mostly children's network, Nickleodeon. And then I saw it, the proof that scum like you have NO standards. A kid's version of the "Once you pop, you can't stop" ad. This ad is evil for the following reasons (at LEAST)

- 1) The once you pop you can't stop addiction metaphor is disgusting and distasteful enough on adults, but KIDS? Do your ad people go into schoolyards and give free potato chips-excuse me- CRISPS for free to get kids hooked ?
- 2) The music still sucks
- 3) Children in our society are not racist. They must be taught racism. To that extent they must be taught tokenism. You are setting up a society in which every group of more than four white people must be joined by a lone minority, usually a black/african/afro-american whose sole purpose in life is to prove the whites he/she hangs out with are not really racist, because there is a nearby minority
- 4) You STILL have people who choose to eat actual chips in your ads wiping crumbs on their clothes. NOBODY IN REAL LIFE DOES THIS! People KNOW that chips are greasy, they do not need this fact over-inforced by dorks in biased ads wiping crumbs on themselves. What would possess ANYBODY to smear a handful of crumbs on themselves???
- 5) I mean, that music REALLY sucks.

Please respond and apologize,

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

Procter & Gamble

The Procter & Gamble Company
Public Affairs Division
P.O. Box 599, Cincinnati, Ohio 45201-0599

April 11, 1996

MR RICHARD J MACKIN
1298 COMMONWEALTH AVE 4
ALLSTON MA 02134

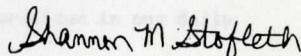
Dear Mr. Mackin:

Thank you for writing to Procter & Gamble. We appreciate knowing your reaction to our advertising message about Pringles.

We regret you found our advertising for Pringles offensive. Listening to consumers has always been an important part of Procter & Gamble's success. Consumer comments guide us in developing advertising for our products. Reactions to our advertising are essential in helping to plan future projects. We constantly reevaluate our advertising campaigns to ensure we promote our products in a positive and responsible manner. Every consumer comment we receive is taken seriously, and I assure you our Advertising Department will share your concerns with the team who helped develop this ad.

Thanks again for writing. We value your opinion and appreciate your feedback. If you have any questions or comments in the future, you may find it convenient to call the toll-free number listed on our product packages.

Sincerely,



Shannon M. Stofleth
Consumer Relations

Dec 9, 1996

Dear Pringles,

Quite some time ago, I wrote to you regarding the fact that your ad campaign was so bad that you might as well send out fecal matter through the airwaves and into my home, and so I was tempted to send you my own fecal matter, were it not for federal law prohibiting this sort of action.

Today I went to the doctor, and he told me to take a home stool sample kit, that I am supposed to send in when complete. It contained a special foil envelope in which to send the sample, and had some legal mumbo jumbo regarding fecal matter in the mail. Apparently I was wrong. I COULD have if I wanted to, were I to properly package and label it.

I am NOT GOING to do this, since you would probably retaliate with even worse ads or something, and besides, I would probably lose friends over this action. I just thought that I should correct my misinformed statement, lest I come across as deceptive. I know when I am wrong, and will admit it.

Thank You,

Richard J. Mackin
Commonwealth Ave #4
Allston MA 02134

NO REPLY!



Garelick Farms
The Natural Choice

January 10, 1995

Mr. Richard J. Mackin
1191 Boylston St., Apt. 33
Boston, Ma 02215

Dear Mr. Mackin,

This is to advise you that I have received your recent letter relative to the origin and/or definition of the word "Nog" which is usually associated with "Egg Nog", and perhaps may have some other connotation for food and/or drink which neither you and/or I apparently have a great deal of knowledge.

When I received your note Mr. Mackin, I must confess that I was somewhat embarrassed as I did not have a ready answer to your inquiry. In fact it did not even occur to me to question its significance, having been numbed I suppose by its traditional association with "Egg Nog". However, it did motivate me to question and to research somewhat for my response to you. In this light then, I am enclosing an abstract from the Dictionary of American Food and Drink, published by Ticknor and Fields of New Haven and New York, which declares that the word "nog" is an old English term for ale, a meaning known since the late seventeenth century.

I trust this abstract will be informative and helpful, and will answer to some extent your question listed below.

"What The Hell does Nog Mean"?

Thank you for your input and your interest Mr. Mackin, it does move us out of our rut sometimes to question words generally associated with traditional descriptions, and passed on from one generation to another, and/or from one culture without knowing their exact meaning. It has been an interesting interruption in our daily routine.

Sincerely,

Arthur Fraser (gs)

Arthur Fraser, R.S.
Director of Consumer Affairs

cc: S. Lincoln, S. Schaffer, J. McVane, P. Drexler, A. Peters,
J. Earl

AF/jd



Dear Lucky charms

1/9/95

I am half Irish and I am really getting sick of the negative stereotype that your cereal is making of my ethnic background! It is bad enough to be considered a drunk potatoe eater, but now I am also made out to be some kind of cereal miser!!! I don't like it one bit! I also don't understand how come Lucky always need to hide from the kids who want his cereal and then 20 seconds later is happy to share. Does he have a split personality. And why can't the kids just buy lucky charms? I mean, tyhat is what the ad is trying to get me to do, right, to BUY the cereal? The ad suggests that I savagely hunt down a leprechan and steal his. i don't understand.

Please repond

Richard J. Mackin
1191 Boylston st 33
Boston, Ma 02215



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

January 31, 1995

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

Dear Mr. Mackin:

Thank you for contacting us regarding Lucky Charms advertising. We are sorry to learn your opinion of the advertising. Your reaction was not, of course, the one we had hoped to elicit from consumers.

It is not the intention of General Mills to discriminate against anyone because of race, age, sex or religion. We are sorry if this appeared that way to you, or if we offended you in any way. General Mills has long had a policy which demands that our advertising personnel and agencies keep constantly vigilant to see that minorities are considered for each production that we do. We believe we have a good record in this area.

Consumer feedback is important to General Mills. We will share your comments with our marketing departments and advertising agency. Again, we thank you for taking the time to contact us and want you to know that General Mills values your comments.

Sincerely,

Colleen Bakken

Mayor of Boston
City Hall
Boston Mass

July 16, 1995

Dear Mr. Mayor,

I have lived in New England all my life and have lived in Boston for 5 years. I have always heard Boston called Beantown, because of Boston Baked Beans. The thing is, I think that Beantown is a better name than Boston, which doesn't mean anything. I think that we should change the name officially. Unless you can do it directly yourself, please let me know how I can go about getting this change put into effect.

Thank you very much.

Sincerely,

Daniel J. Sibley
109 Peterborough St.
Apt 2
Beantown, MA 02215

NO REPLY!

Dear Bean People

July 8, 1995

I am writing to you because I live in Boston, aka Beantown, USA. I think that this is a problem. I think that there should be no "aka" but that Boston should BE Beantown, officially. I would like to see Beantown replace Boston on maps, literature, everything. I am currently working towards legislation to have the city's name officially and permanently changed.

I am asking for any and all help your company can provide in terms of sponsorship, involvement, helping to defer fees, any and all help possible is appreciated. Please keep in touch.

Sincerely,

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



The Pillsbury Company
Consumer Relations
P.O. Box 550
Minneapolis, MN 55440
United States: 800/767-4466
Canada: 800/767-5350



September 9, 1995

Mr. Richard Mackin
1191 Boylston St.
Apt. 33
Boston, MA 02215

Dear Mr. Mackin:

Thank you for taking the time to contact us.

We regret to inform you that we must decline your request for a donation.

Due to limited resources, we have sharpened our charitable giving focus to direct service programs in the Twin Cities and our manufacturing communities which empower disadvantaged youth to self-sufficiency. Youth facing barriers of racism and poverty are at the center of meeting these criteria. Therefore, we are unable to support fundraising activities.

We appreciate your interest in our company.

Sincerely,

Sally Selby

Sally Selby
Vice President, Consumer Relations

95090801470
9509090004



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