

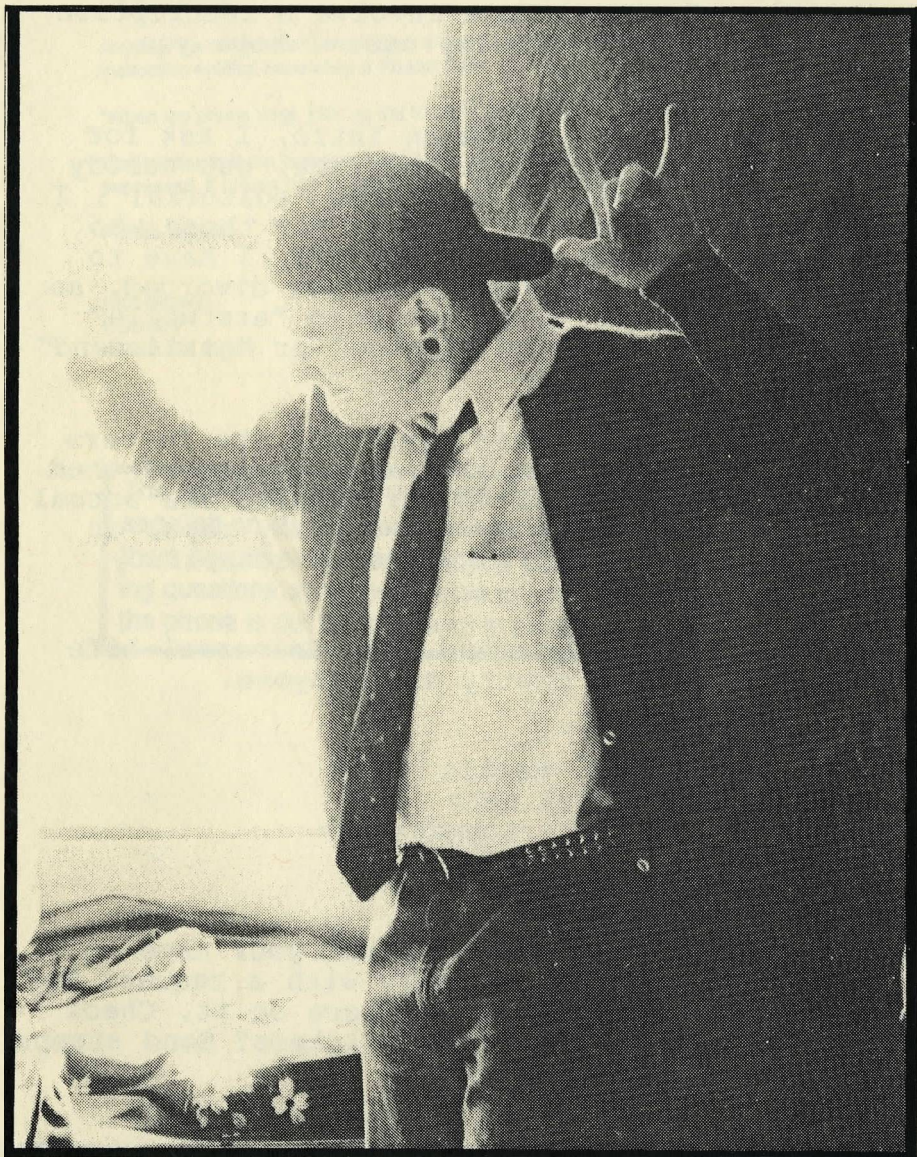
Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00

(more if mail order)

#12

CONSUMER DEFENSE CORPORATE POETRY



Dear readers,

It dawns upon me that since much, if not most, of my writing is read in the bathroom, I am essentially addressing a bunch of people who are right now performing bodily functions. If not, you might be on a bus or subway, and apparently, it is likely that you have begged, borrowed, or stole this from friends. I say this because most discussion of my writings involve a description of such as an intro. In any case I hope you enjoy.

Almost every time I write an intro, I ask for responses. I get mail all the time, but nobody ever tells me anything about the "editorial". I guess this part doesn't matter. For those who have previous books (esp. Book 10), I have to state for the record that I am now divorced, so please go back and write the word "erstwhile" before any "my wife" or "fiance" or "girlfriend" references.

If you are a new to this, yes, all the letters are real. I wrote them all, made copies of them all, and sent them all. All responses are actual items received either by the company reps, or possibly, but hopefully not, some conspiracy intercepting my mail.

Also, yes, I am a Reverend. The Universal Life Church will ordain pretty much anyone.

Rich Mackin
aka Rev. Richard J. Mackin
<richmackin@earthlink.net>
<home.earthlink.net/~richmackin/>
P.O.Box 890
Allston MA 02134

Send me stuff. Make sure you put your name on it. Some guy sent me a twenty with a request for books and had no address anywhere on it. Check twice, mail once. Want some stickers? Send stamps or nice letters or something.

Conair
7475 North Glen harbor Blvd
Glendale, AZ 85307

Dear Conair

The other day I bought a conairphone, and I disobeyed the instructions by using the phone before reading all the instructions first. Sorry, but then again, not having read the instructions, I did not know that I should have followed the instruction of reading the instructions.

Anyway, the reason that I am writing is that I am confused over the instruction that is instruction entitled **Receiving a Phone Call** :

"When the phone rings, pick up the handset and use it like any basic telephone."

This implies that the knowledge of how to use a basic telephone is knowledge already possessed. If I know how to use a phone, why do I need to read instructions?

Please explain,

Rich Mackin
POB 890
Allston MA 02134

The odd thing here is that I did not get a letter, but I got a message left on my answering machine. But not only did I never give them my phone number, but you would think that since I am asking questions about being able to use a phone in a letter, maybe the phone is not the best way to communicate here.

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

Oct 28, 1998

Dear Quakers,

A long time ago, I wrote to you about your packaging saying that your granola bars "MAY CONTAIN TRACES OF PEANUTS". You explained about how there is the possibility of microscopic TRACES OF PEANUTS being left on the production lines. I took this explanation and moved on with my life, but the other day at work, I noticed a coworker had posted up this admittedly very old page from one of those tear-the-day-away type calendars called the little Zen Calendar. I find it odd that a philosophic date-keeping device is taunting a major company as such. What do you amke of this?

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

Enc: The Little Zen Calendar, Monday, Aug 96-"A good craftsman leaves no traces"





Consumer Response Center

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

November 11, 1998

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

Dear Mr. Mackin:

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

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

All packaging includes a warning under the ingredient listing that the product "may contain traces of peanuts." Only one variety contains added peanut butter. The warning does not mean that peanuts are added to other varieties; there have been no product reformulations. Federal laws regarding the use and labeling of all ingredients are followed carefully.

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

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

Ken Garis
Consumer Response Representative

Ref # 2813828A

Sportsman's Guide
411 Farwell Ave
POB 239
So. ST Paul, MO 55075-0239

June 19, 1999

Dear Catalog people,

I was at work the other day and my Boss John Scholl comes up to me, followed by an older gentleman. "Rich Mackin" he says, "My Dad" I shake his father's hand and the older Mr. Scholl immediately says "In this catalog they sell shoes, and they say that the shoes are 31 ounces. But they run in sizes 7 to 14. Do they mean to tell me that if I buy a shoe that is size 7 it weighs the same as a size 14?

I recounted that Kelloggs Raisin Bran claims to have "2 scoops" of raisins in every box, despite having really big and really small (and medium even) boxes. I then said I would see if I can find out if this is the case or if you are being metaphoric or something.

Please respond,

Rich Mackin



www.sportsmansguide.com

Wednesday, June 30, 1999

Mr. Rich Mackin

Dear Mr. Mackin:

Thanks for your letter, it brought a smile to my face. In all the years I have worked at The Guide I have never been asked this question regarding the weight of the different size shoes.

Our vendor supplies us with the information we print in our catalog. The 13 ounces that these shoes weigh would be for an average size 10. I guess if you are a size 13, you get a little more leather for your money, as the size 7 gets a little less. I suppose to get the best value everyone should order size 13. What do you think?

As far as the Raisin Bran goes, let me know if you ever find out if the two scoops claim is good on all size boxes.

Thanks again for your letter. People like you are what makes this job fun.

Sincerely,

Kathleen Lorinser
Special Assistant to Gary Olen

And yes, I did sent her copies of letters
to and from Kellogg's Raisin Bran.

Visit our Website at www.sportsmansguide.com or e-mail us at custserv@sportsmansguide.com

411 Farwell Avenue • So. St. Paul, MN 55075-0239 • Ph.: (800) 888-5222 • Fax: (651) 552-5305

Dear Coca-Cola,

I was just thinking about a few years back, when you changed the coke formula, and after numerous protests, petitions, publicity stunts, riots and other civil disobedience, you bowed to the will of the American public and brought back the old coke formula as "CLASSIC COKE" and eventually phased out the standard coke, often referred to as "new" coke.

But what I want to know is, what about people who LIKED the 'new' coke? In this day of nostalgia, since old coke is the current coke, the new coke is the old coke, and I think some of us want it back. Is there any way I can get some without renting a coliseum and having a bonfire? Any advice to stage a protest?

What about old old coke, the kind with Cocaine in it. I know that right now there is no way that you can rerelease that, but if all this legalization of drugs stuff ever kicks in, do you think you might put the 'coke' back into coke? Wouldn't this actually be the CLASSIC coke?

Please send me a full family tree of COKE PRODUCTS,

Thanks,

Rich Mackin
PO Box 890
Allston, MA 02134

NO REPLY!

Newsweek Magazine
POBox 59948
Boulder, CO 80322

Dear Newsweek,

After the O.J. Trial, I wrote to you explaining that I would not renew my subscription because you had become a second-rate tabloid, pushing stories only slightly more socially relevant than PEOPLE, while I could spend my money on publications that actually kept me updated on the world.

So, you sent me a bill.

I replied, reiterating that I did not renew. I no longer wanted your magazine that pushed the lame Jonbenet/O.J./Nancy Kerrigan type of tripe while I recieved other sources of information detailing Mexico's sanctioning of the rape of feminist activists and foreign publications chronicaling American politics that I wasn't aware of.

So, you sent me a bill.

This went on for a while, but finally, you gave up.

I just got a "Discount Voucher" from you, that list's my account number. But I don't have an account. Why would I? What are you talking about?

Let me put it this way, would you want to be informed by a magazine that doesn't even know a subscriber from someone that calls them a bunch of idiots again and again?

Rev. Rich Mackin

P.S. you are a bunch of idiots.

NO REPLY!

Dear Cheez-its

I was walking down the street and I ran into a friend of mine and she said "hey Rich, you know Cheez-its, right?" and I said "yeah" and she said "well, if one of them is a Cheez-its, are multiple ones Cheez-its (like a deer and another deer is a deer) or Cheez-itses, or Cheezii, like how the plural of Elvis is Elvii?" I was saddened to say that I didn't know, but would look into it. And who better but the source, So I am asking you. It would be really wierd if the plural was Cheez-them. Please share any other information that you can.

Thanks

Rich Mackin
POBox 890
Allston MA 02134

P.S. How come on TV and in movies, guys always say "Cheez-its, the cops?"

NO REPLY!

Dear Coffee makers

Feb 23, 1999

I am writing to various coffee companies, sorry about the lack of brand loyalty, but I am trying to get as much info as possible.

I just watched an episode of "POP UP VIDEO" in which music videos are shown interspliced with relevant bits of trivia, and the episode I saw had the Janet Jackson video in which she has muppet hair and it says that she gets coffee enemas. Apparently, the caffeine perks you up without you drinking it, and you get clean. Or so I hear. If you think it is a good enough idea, I might try it. Here are my questions...

- 1) Most people I know drink either fresh, hot coffee, or iced coffee. I have never had an enema of any sort, but I would guess that I would prefer lukewarm to hot or cold. What temp do you advise? Would I just let hot coffee sit until it cools?
- 2) Who do you think thought that the idea of putting coffee in his/her butt was a good idea. What do you think they were on when they did?
- 3) What type of coffee would you recommend. Like, I know each brand will say their own, but Like, should I use instant, decaffe? Espresso?
- 4) Would you advise milk and sugar?

Any other relevant info would be appreciated.

Thanks

R. Mackin
POB 890
Allston MA 02134

I sent this to every major brand of coffee manufacturer I could think of. Not a single reply of the bunch.

Fritos
POB 35025
Dept 130
Dallas TX 75235-0025

June 24, 1999

Dear Fritos people,

I was looking at a bag of Fritos and I noticed that it says on the back, It says

"I know what I like and I like Fritos corn chips"

But, but whoever wrote that, in order to be able to have it printed on a bag of Fritos, must WORK for Fritos. SO It Isn't really that unusual that they like Fritos.

I would appreciate it also if you quoted who this narrator is. Like "I know what I like and I like Fritos corn chips"-Martin Luther King, Jr. Would mean more than "I know what I like and I like Fritos corn chips"- Gus in Frilo-Lay middle management.

Please clarify your package claims.

Rich Mackin
POB 890
Allston MA 02134

NO REPLY

PLEASE DO NOT REPLY TO THIS MESSAGE



Frito-Lay, Inc.

July 14, 1999

Mr Rich Macklin
P O Box 890
Allston, MA 02134

Dear Mr Macklin:

Thank you for your letter suggesting your idea to Frito-Lay. All print/radio/television advertisements are created and produced by our advertising agencies, which use registered trademarked Frito-Lay logos, slogans, and tag lines such as the one about which you questioned.

We appreciate your time in contacting us, and hope you will enjoy the enclosed. Should you have additional questions or comments, please feel free to call us toll free at 1-800-352-4477 Monday through Friday between 9:00 a.m. and 4:30 p.m. Central Standard Time or e-mail us at consumer.affairs@fritolay.com.

Sincerely,
Frito-Lay Consumer Affairs

Enclosure: 1 One Dollar Coupon

30401990

Fritos
POB 35025
Dept 130
Dallas TX 75235-0025

June 24, 1999

Dear Fritos people,

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"I know what I like and I like Fritos corn chips"

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Please clarify your package claims.

Rich Mackin
POB 890
Allston MA 02134

NO REPLY

Thank you for your letter to Frito-Lay. We are sorry that we cannot reply to you directly. We will pass your letter on to the appropriate department for their consideration.



Frito-Lay, Inc.

July 14, 1999

Mr Rich Macklin
P O Box 890
Allston, MA 02134

Dear Mr Macklin:

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Sincerely,
Frito-Lay Consumer Affairs

Enclosure: 1 One Dollar Coupon

30401990

Rice Krispies
c/o Kelloggs
Battle Creek MI
49016

Dear Rice Krispies,

The other day I was walking down the street and there was an army of Kellogg's employees handing out samples of Peanut Butter Chocolate Rice Krispie Treats which I recall from a conversation with a friend who was convinced that the TV ad for such was some sort of racial statement involving a brown skinned nurse discussing the appearance of the new, brown Rice Krispie Treats as opposed to the "caucasian" old school ones. (I am just saying, I am not sure what she meant by that)

Anyhoo, I was looking at the list of Ingredients, and I have questions...

- 1) Why do you write "Toasted Rice cereal" instead of "rice krispies" That's what they ARE.
- 2) What is this high fructose corn syrup that is in EVERYTHING, and what makes it different than regular corn syrup?
- 3) Why do you have "reduced iron", how do you reduce iron?
- 4) What is pyridoxine hydrochloride?
- 5) What is diacetyltartaric acid?
- 6) Why do you have cocoa and cocoa treated by alkali in 2 spots, aren't they the same thing? What are you treating cocoa FOR and why use alkali?
- 7) If you have margarine, why do you need natural and artificial butter flavors? What are these flavors, since they seem to be not actual butter?
- 8) Why do you need natural and artificial peanut butter flavors? You already HAVE peanut butter, why do you need to flavor something to taste like itself?
- 9) What is partially hydrogenated soybean oil? Why do you bother to hydrogenate it at all if you do so only partially?
- 10) What are acetylated monoglycerides?

Thanks in advance for comprehensive answers,

Rich Mackin
POB 890
Arlington, MA 02134

P.S. pyridoxine, hydrochloride, diacetyltartaric, acetylated and monoglycerides aren't in my spell check.

Kellogg's

July 23, 1999

Mr. Rich Mackin
PO BOX 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting Kellogg Company concerning ingredient information. We appreciate your interest in our company and products.

Our goal is to provide consumers with wholesome, high-quality foods, and we market a variety of cereals to give our consumers a choice in selecting products which will meet their taste preferences and nutritional needs.

We appreciate your inquiry and hope this information will be useful as you make the product selections appropriate for your family.

Sincerely,

Patricia A. Jeffery

Patricia A. Jeffery
Consumer Specialist
Consumer Affairs

Enclosure
paj/cl

3097345A

They sent me a number of pamphlets about
Ingredients, but none even mentioned any
Of those I wrote about.

Eclipse
C/O Proctor and Gamble
Cincinnati, OH 45202

Dear Eclipse,

I received a free sample of your drink while walking by the "ALL STAR" baseball event at the Hynes convention center here in Boston. I was not very surprised to find that you were made by Sunny Delight as you pretty much taste like if someone had one sunny delight and 2 bottles and wanted to make it fill both and so mixed it with equal parts water. Anyway, I have some questions....

1) When you say that the bottle has "about 2.5" servings, why don't you know for certain?

2) Since the ingredients are water, High Fructose corn syrup (as opposed to what, regular fructose?) and less than 2% of other stuff, shouldn't you actually be the "Official Corn Syrup drink sponsor of the NFL" not the fruit drink one as you claim.

3) According to you an eclipse is "v. to cast in shadow, to surpass, outshine, to leave others behind. n. the cooler side of the sun." The American College Dictionary defines the noun portion as "the obscuration of the light of a satellite by the intervention of its primary planet between it and the sun" This leads me to think that you just made yours up. If you did, you didn't do a good job, since the sun is essentially fire and thus not possessing a cool side at all. Silly.

4) What is cellulose gum and why is it in there?

5) Same for Sodium Hexmetaphosphate.

Please respond

Rich Mackin
POB 890
Allston, MA 02134

NO REPLY!

Dear Cheez Its...

So one day I went to work and there were some guys that work there that probably already don't, but they were talking about how the new Receptionist was a really a guy. The only receptionist that I knew of looked really like women, so I was really taken aback. of course, pretty much everyone there is 'new ' to me, but I guess not new to all the new people.

So I was talking to this girl Teia about how I was surprised that one of them was really a man, and she explained that she wasn't a man, but was a hermaphrodite, etc etc, being very professional about it, saying that she was told by the person directly. I then found out that there was actually a NEW receptionist who did indeed look more like a guy in drag. the thing that I didn't getis that she dressed really nice but had really ratty hair all the time. Anyhoo I got along with her maybe a little better than the average coworker, but not really as friends.

The only time she creeped me out ever was when she asked if I had ever been to HUBBA HUBBA and began to tell me how weird it was, and I said that I knew, and that my friend Eric worked there" Which one is he?" "The tall blonde guy"" Oh, I SEE! I know who HE is!" It was her tone saying that that creeped me out a bit.

Anyhoo. SO today I am working and she asks, fairly upset "where's Dave Kohl?" (the supervisor) "I don't know" So she begin ranting , not really to anyone "i'm twenty years older than anyone else here, fucking this fucking that..." and walks by Dave Kohl who came from the stairs. She goes upstairs and comes back down and SCREAMS at Teia not to say shit about her and just goes nuts yelling about nothing coherent. She accuses this other guy (WHO I get annoyed with because he says "It's all your fault" to everyone everytime he sees them, but is otherwise OK) about threatening her and stabbing her and assault and stuff. She stood about arms length, pointing at him almost touching his nose.

So she goes on for a while, but goes "I came to Boston to go to TUFTS FUCKING UNIVERSITY AND I HAVE TWENTY YEARS EXPERIENCE AND I INTERVIEWED FOR THAT MACHINE (ie the one I work at) AND YOU HAVE THAT DOPEHEAD (me) WORKING ON IT AND HE HAS SPIKES ON HIS BELT!

DID YOU SEE HIS FRIEND? HE HAD SPIKES COMING OUT OF HIS JACKET." (This was in reference to Clay coming to meet me Tues night, Clay has spikes on his punk type jacket.). She then threw her box of Cheez Its at this other guy who wasn't involved but was laughing really hard at it all. And then she left.

Please reply,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

3M

I got a letter a while back from Gary Schulz of Oliver, British Columbia, which is not the English part of that south American country known for coffee and cocaine, but instead is part of Canada. But anyway, he wrote to me and was complaining about ear plugs. I guess he wrote to you to no avail, and I am very sad to hear that.

The thing is, Mr. Schulz is very well endowed in the ear canal department, and while he isn't quite on the touring with the side show level, he has big enough ear holes that your ear plugs are no more helpful to him than a very small thing is to a person that needs a big thing. If they can have different sized shoes and condoms, why aren't there different sized ear plugs?

Is this some sort of social Darwinism, that you don't think the genetically different deserve to have their hearing protected?

Gary would like it known that, yes, he has tried them backwards to no avail.

please send some big ear plugs to

Gary Schulz
POB 1835
Oliver, BC
VOH ITO

Please keep me informed on the state of this situation,

Rich Macklin
POB 890
Allston MA 02134

NO REPLY!

June 23, 1999

Dear Dunkin Donuts,

I just had to share this with someone,

I was having dinner with a date the other day. It was a lovely sunny spring day. We went to Thornton's Fenway Grille, one of the few places in the area that you could eat outdoors. We had a nice meal, and as we were about to go our separate ways, we noticed that the sun was about to set, and the clouds in the sky were ablaze in a symphony of color and light, a vision too splendid not to stay and appreciate. We found a nearby park bench and sat to watch the sunset, and the mood came over us and we began to smooch.

We smooched, I have you know. We were cute, but not gross. We did nothing, say, that you should feel uncomfortable about doing in public. Still, you can understand how our activity may cause us to be easily embarrassed. We noticed a man in a suit walking towards us. Not directly, mind you, not really towards us, but in our direction. As he walked, he stopped to pick up every major piece of garbage, bringing it to the nearest trash container. We would alternately smooch and watch him walk to and fro, staggering and bending to pick up the trash so that someone not aware of his activity would think him drunk.

When he got to our bench, he said "hi" as he reached for a Dunkin' Donuts cup lying on the grass. It was only then that we realized that the man was in actuality

MIKE DUKAKIS!

I just thought you should know.

Rich Mackin
POB 890
Allston MA 02134

P.S. If you are ever smooching someone and need to figure out when to stop and go home, I recommend making eye contact with a former Governor and Presidential Candidate who is picking up trash.

NO REPLY!

Del Monte
San Fran, CA 94105

Dear del Monte,

My Boss showed me a can of Del Monte FRUITRAGEOUS Wild Raspberry Flavored Peaches. His concern was that if there are peaches that taste like raspberries, how is he going to raise kids that know what's up in this crazy world. What will happen when they eat a peach flavored peach, what flavor will they think it is. I inspected the can and found that in addition to the oddness of flavoring something with a flavor already, the flavor itself (in this case, raspberry) came from no named flavor.

I will explain. When I see "raspberry flavor" I expect to see the ingredient "raspberry". Instead I see "natural flavor", which means that for all I know there is some root out there that tastes like raspberry and you can use it (like there is some Australian tree bark that tastes like beef, and thus is "natural beef flavoring"). So could you explain what this flavor comes from and why we need to flavor peaches?

Rich Mackin
POB 890
Allston MA 02134

P.S. Do you also make Peach flavored raspberries?



CONSUMER AFFAIRS

Office of the President

P.O. Box 193576, San Francisco, CA 94119-3576 • (800) 543-3090

August 3, 1999

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for contacting us regarding DEL MONTE Fruitragous Wild Raspberry Flavored Peaches. We always appreciate the opportunity to respond to questions involving our products.

Del Monte supports the growing consumer interest in new and different varieties of canned fruit products. According to our Research and Development Group, this product provides our consumers with the natural sweet taste of peaches as well as a burst of natural raspberry flavor.

In addition, labeling does not require listing of specific colors, flavors, and spices because formulas must be protected. Flavoring agents are substances added to impart or help impart a taste or aroma in food. General flavor types available include fruit, dairy, meat, vegetable, beverage, and liquor. The natural flavor in the DEL MONTE Raspberry Flavored Peaches is made from raspberry.

Thank you for the opportunity to provide this information. We appreciate your taking the time to contact us.

Yours truly,

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

Ligaya V. Sullivan
Senior Specialist
Consumer Affairs

LVS/cl

1004990A

Dunkin Donuts
c/o Level Valley Creamery, Inc
West bend WI 53095

Dear makers of Dunkin Donuts cream cheese,

Today I bought and enjoyed some Dunkin Donuts Garden Veggie Delicious Cream Cheese Spread with garden vegetables and preservatives.

Dunkin Donuts I understand is the place and company attributed to this product. Cream Cheese is what it is, Spread is what I did. Delicious is a bit cocky, but also descriptive. With Preservatives is both an explanation and a disclaimer. So we have Garden Veggie with garden vegetables. Which is implied that someone of a certain flavor would have the ingredient implied by the flavor name. but the thing is, if these are Garden vegetables, what other type of vegetables are there?

A heated debate with coworkers brought up the idea of garden veggies vs. farm veggies, but I have a hard time thinking that all these Dunkin Donuts's use bulk foods made from little victory gardens.

Please explain,

Thanks

Rich Mackin
POB 890
Allston MA 02134

levelValley

CREAMERY
July 7, 1999

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

Dear Mr. Mackin:

First and most importantly, we are sure glad you enjoyed the "Dunkin' Donuts Garden Veggie Delicious Cream Cheese Spread with garden vegetables and preservatives" purchased recently at a local Dunkin' Donuts! While it may be a bit cocky to use the descriptor "delicious" it does clearly tell the consumer about their upcoming gastronomic experience. After comparing the Dunkin' product to others, it was an easy choice for all of us. "Preservative" is a disclaimer and also a necessary enhancer of shelf life for those little quirks in life like temperature abuse, consumer mishandling, and all that other "stuff." "Spread" and "Cream Cheese" are both pretty obvious as you so well stated in your entertaining letter, so that leaves us with that term "garden vegetables."

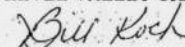
Okay, I'll fess up, there are not "victory gardens" out there painstakingly growing all those delicious carrots, bell peppers, cucumbers, and onions for our creamery. In the early stages of development, we did consider the idea, but when told of the voracious appetite New Englanders like you and your co-workers would eventually have for all these cheeses, it was decided that we would have to turn our attention to those big factory farms out there in the Midwest and West Coast.

Just a bit of a serious note, though, the veggies do come from a variety of farm sources and are packed fresh in a brine until they are prepared by our employees for incorporation into the finished cheese, added at about 160°F.

Hope this helps a little. I have taken the liberty of copying several of our contacts at Dunkin' Donuts for their further consideration of your debate over "garden" versus "farm." Thanks for making the start of another morning enjoyable and again thanks for your patronage.

Sincerely,

LEVEL VALLEY CREAMERY, INC.



William M. Koch Jr.
Senior Vice President-Sales

WMK:mj

c: Donna Leibold, Jeff Lipson, Greg Watson (Dunkin' Donuts)
Al Costigan, Tom Hickey, Greg Moses, Barry Rapp (Level Valley)

807 Pleasant Valley Road, West Bend, WI 53095 Fax (414) 675-2827 (800) 558-1707 (414) 675-6533
1350 Hurricane Creek Blvd., Antioch, TN 37013 Fax (615) 641-7038 (800) 251-1292 (615) 641-1027

Bachman
General Offices
POB 15053
Reading, PA
19612- 0553

Aug 2, 1999

Dear Bachmen,

I enclose the "proof of purchase" from a bag of your corn chips that I ate and enjoyed On July 25, 1999. I believe that I smuggled them into the hit film "The Blair Witch Project", but perhaps I ate them in front of the theatre while waiting for my girlfriend.

The reason that I am writing is that even though I can send a "proof" of purchase, I never actually purchased the bag! It says so in error! For you see, I was GIVEN the bag as a promotional giveaway during a public event! Ha HAI And yet you do not have "Proof of gift reception" markings.

Rich Mackin
POB 890
Allston MA 02134

The Bachman Company

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

August 10, 1999

Mr. Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your letter indicating your pleasure and satisfaction with our Bachman Corn Chips.

It is always a pleasure to receive compliments from our consumers about our products.

I am enclosing one full value coupon and one 25 cents off coupon to be used toward your next purchase of any Bachman product.

Yours truly,

THE BACHMAN COMPANY



Daniel J. Myers
Vice President of Manufacturing

DJM:mms

Enclosures: 2



Visit our website at:
www.bachmanco.com

Ronald C. Walker.
Smithsonian Inst..
Wash. DC 20560

My main man Ron,

Thank you for checking up on me. I am glad that in case something happens to me, like being kidnapped or killed, that there are those such as yourself that would note my absence and act upon it.

Anyway, I don't recall the details of my decision to not subscribe to you after all, but I believe it was more to the extent that I don't really have ANY extra money right now. I appreciate how low you are willing to go pricewise to accomodate me, but still, I shouldn't really even spend that 12. BUT I was thinking, you didn't seem at all concerned in your letter that you make money off of me, you only want me as a member rather than " to have lost a new friend" and are willing to do all this stuff to get me back. Well, not GIVE me a subscription, but I tell you right now, a FREE sub. would certainly make me your friend, oh boy I tell you.

Also, while I think it is nice that I could free entry to a museum that is really far away, I think it might sway me even more if you give me free admission to someplace that I could feasibly GO to. It's like I have a roommate whose mom lives in Hawaii, and I could stay at her house for free I am sure if I ever visit, but that doesn't mean I can afford the hundreds of dollars in plane fare. Like, having to go on a long trip to save a few bucks just isn't a deal maker.

Finally, I have to break some bad news on you. As nice as the Smithsonian is, it isn't "the pride of all Americans" as you call it. The pride of some, sure, some pride to most, as well. But there are many many Americans that take more pride in some second rate sports team than your museum. Like, there are idiots out there with NIKE logo tattoos, they take pride in an evil company that they have no connection with except to pay high prices for trendy shoes. How many people have Smithsonian tattoos?

Anyhoo, if you really think that it will be " a great pleasure to restore" my name to your " active membership roles", go nuts, I mean, what the hell, you only live once, if it makes you happy, do it! Just don't expect any money from me is all.

Please keep in touch,

Rich Mackin

NO REPLY!

Pepsi 1

Jan 26, 1999

I am writing to you about your ads featuring Cuba Gooding, jr. First of all, what kind of name is that. Were his parents communists? You know, like Cuba Good, with "ing" added for some weird covert reason? Is that the sort of Unamerican behavior that you want representing your product?

Anyway, in your ads, you have decided to stop using regular advertisements and replace them with a heavily caffeinated man who barges in places and does a poetry slam until everyone gets all cult like about your soda. The airplane ad is just plain dumb.

1) You can't parachute INTO a small door on a plane.

2) The fact that he convinces people to jump out of a plane to get soda would be more impressive if the people were not wearing parachutes and taking part of a sky diving class in which they were planning to jump anyway. It's like Pepsi One is so good, you'll carry out your plans.

The ad that really annoys me is the one in which he shows up in some office and starts babbling, jumping on tables and stuff. Have you ever actually been in an office. If you have, you would notice

1) The are filled with people who work in an office- people who aren't excited by much, certainly not soda.

2) The people are working, and probably no allowed to take time off for a beverage sales campaign while on the clock.

3) Any stranger who shows up, shouting and jumping will not be recieved well. Even before security comes. Some places don't even like polite strangers.

4) And this applies to most situations. Even people who are so odd that they get excited about soda would do so if THEY get to drink it. In your ad, you have a whole crowd cheering on the one guy who Cuba wants to be a consumer. This is so stupid that I would need to invent words to sufficiently mock it.

Finally, how does Cuba determine who he bothers about Pepsi each day? By height?

Please Respond,

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

NO REPLY!

Morningstar Farms
c/o Worthington Foods
Worthington, Ohio 43085

Dear Morningstar Farms,

I saw that there was a sale on your Spicy Black Bean Burgers and I bought some and enjoyed them. I was not surprised, since I enjoy veggie burger type products, more so when they lean towards the "what's in them" angle as opposed to the "What's not in them (le: meat-less patty)" and so I enjoyed them. The taste was familiar and when I saw that the CHILI'S logo was on the package, I realized that I had had one at Chili's. Much to my surprise is that according to your package, at Chili's I had a VERSION of your product. Specifically, a DELICIOUS version, which is odd, because that makes me think that the home version then isn't supposed to be delicious.

Anyway, I am writing for 2 reasons...

1) Your name- morningstar to me invokes the medieval weapon consisting of a spiked ball on a stick or chain. Is that what you are named after, or am I just being an overanalytical Dungeons and Dragons nerd? If you are named after a weapon, tell me the story.

2) Why is it that every pre-packaged vegetarian burger shows as the "serving suggestion" the patty on a roll or bun with a few small toppings centered on the patty so as to really affect the one bite worth in the middle of the sandwich? Why always a sliver of jalapeno? Why not a big slice of tomato? Is there some rule I don't know about that I can't cover a non meat burger with toppings?

Thanks,

Rich Mackin
POB 890
Allston MA 02134



Worthington Foods, Inc.

July 26, 1999

Rich Mackin
PO Box 890
Allston, MA 02134

Dear Mr. Mackin,

Thank you for your recent correspondence. To answer your question, our brand Morningstar Farms was not named after a medieval weapon. In fact, our new packaging coming out this fall really plays up the "morningstar" name. The "dairy barn" will be removed from the logo, and replaced with a sunburst (the morningstar) to put more emphasis, energy and fun into Morningstar Farms graphic.

Regarding your questions about serving suggestions for burgers. Our consumers are always looking for interesting toppings and serving suggestions. We try to provide a variety of appealing toppings for our consumers to consider when preparing their burgers.

Thank you for your interest in Morningstar Farms. Enjoy eating better!

Sincerely,

Marketing Communications
Worthington Foods, Inc.

Frito Lay Inc
Plano, TX
75024-4099

June 29, 1999

Dear Frito Layers,

After enjoying a bag of Lays potato chips that came as part of a meal deal with a bagel sandwich, I noticed that there was a "Planet Lunch"(tm) "PLOID"(tm). What the heck is that? where did these things come from? PLOIDS? I don't know what a ploid is, but the sound is a bit disturbing, let me tell you.

Apparently, a Ploid, according to your package is "The Official Currency of Fun!" What does that MEAN? Fun is happiness, and money can't buy happiness, so what good is the official currency of fun? And how did it get official? What office is in charge of this? Is it part of the government? Does this mean that fun is regulated now? I am very confused.

Please explain,

Rich Mackin
POB 890
Allston MA 02134



Frito-Lay, Inc.

July 16, 1999

Mr Rich Mackin
P O Box 890
Boston, MA 02134

Dear Mr Mackin:

Thank you for contacting Frito-Lay. We appreciate your comments regarding our promotion.

We are sorry for the difficulties encountered with this promotion and apologize for any inconvenience this may have caused. We try to ensure that problems such as this do not occur and appreciate your taking the time to bring this to our attention. We will forward your comments to our Marketing Department, which is responsible for this promotion.

We consider you a valued consumer and hope that you will give future Frito-Lay promotions another try. Should you have additional questions or comments, please call us toll free at 1-800-352-4477 Monday through Friday between 9:00 a.m. and 4:30 p.m. Central Standard Time or e-mail us at consumer.affairs@fritolay.com.

Sincerely,
Frito-Lay Consumer Affairs

Enclosure: 1 55 Cent Coupon

30426260

Dear Nestle's

For years, I have been one of the people that boycotts your company because of evildoing such as your deception of Third World Mothers, convincing them to stop breast feeding and instead to use your products. As you know, this causes numerous health problems, often as a result of babies with little immunity and resistance drinking contaminated water mixed in with your formula.

But now I see that you are helping to market bottled water to these people, so you can make more money off of them. Well, I guess that solves everything.

Rich Macklin
POB 890
Allston MA 02134

NO REPLY!

New York Frozen Foods
Box 29163
Columbus, Ohio 43229

Dear New York Frozen Foods,

If you are New York Frozen foods, why is your address in Ohio? If You are New York Foods based in Ohio, why is your product "Texas Garlic Toast"? If Your New York Texas Garlic Toast is made in Ohio, how is it "European Style"?

To some up, How is it European Style New York Texas Garlic Toast from Ohio?

Rich Macklin
POB 890
Allston MA 02134

NO REPLY!

Dear Klondike Bars...

In reaction to the long running question...

"What would you do for a Klondike Bar?"

I would write to the company and see if I could score some free coupons.

Rich Macklin
PObox 890
Allston MA 02134

NO REPLY!

Evans Spring Water
Moonachie, NJ 07074

Dear Evans Brand Bottled Water,

I purchased and drank a whole bottle of your water before I noticed the subtitle- "the healthy water". While I am glad that you are THE healthy water, I am now concerned, having thought water as a whole was healthy up until now, and would like to know why only your water is healthy. Does this mean I shouldn't go swimming anymore? I am confused.

Rich Mackin
POB 890
ALLSTON, MA 02134

NO REPLY!

Dear McDonald's

Dec 22, 1998

In reference to your ads that tie in with the film "A Bug's Life" in which bugs are at McDonald's and frolicking and some of them eat everything in sight... since when is depicting bugs running amuck a positive image for a food establishment? Usually restaurants do all they can to seem bug-free. I am confused.

Please respond,

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

NO REPLY!

Uno Restaurant Corp
West Roxbury, MA

Sept 5, 1999

Dear Pizza Uno folks,

I am looking at a packet of iodized salt as contained in my thursday thin crust veggie pizza lunch special. Please notice that I did not say ONE OF the packets, but THE SINGLE SOLITARY LONELY TINY LITTLE PACKET of salt enclosed. Anyhoo, I know what salt is, and as odd as it is, I have a basic understanding of this whole IODIZED business, and how it would involve iodine.

I do not understand what sodium silico-aluminate is, nor do I know what yellow prussiate of soda is. I mean, is it yellow, really? Like it isn't yellow colored, since the salt is white. Is it yellow like cowardly or like yellow journalism? Is it really from Prussia? Did Prussia change its name because people confused it with Russia? What does it have to do with soda? I wouldn't want salt in MY soda, I prefer regular sweet soda.

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Campbell Soup Company

September 22, 1999

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

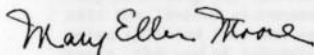
Dear Mr. Mackin,

Thank you for taking the time and interest to contact us.

While the label on our condensed soup varieties has changed, the product remains the same! The Campbell Soup Company decided to contemporize its label to get ready for the millennium. The specific style of the label was chosen in order to help you, the consumer, find your favorite soups. The labels are color coded to more easily identify the varieties.

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

Sincerely,



Mary Ellen Moore
Consumer Representative

0491581A

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

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

WWW.CAMPBELLSOUP.COM

Sept 6, 1999

[illegible][illegible]

Please respond,

Rich Mackin
POB 890
Allston MA 02134

Lever 2000
800 Sylvan Ave
Englewood Cliffs, NJ

Dear Lever 2000,

Enclosed is a GREENPEACE flyer I found a while ago about a thing called "WHALES 2000". I find this odd, since obviously it was Greenpeace's intention that using the number 2000 in connection with whales would help to reinforce the fact that Whales are milder to the environment, or something.

I find this especially an odd connection to your company, what with the Lever Brother Company bringing up that they test their products on whales in a previous statement.

Please Respond,

Rich Mackin
POB 890
Allston MA 02134

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

October 1, 1999

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

ARE 6864439A



Dear Mr. Mackin:

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

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

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

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

Sincerely,

Sandy Brown
Consumer Representative

sb/ww

22LELTA

So, all the time, people say to me "You say that you're the Consumer Defense Corporate Poet, but you never actually write poems!" Well, I wrote these, just to show 'em. Interestingly, not a one got a reply.

Dear Q Tips

Here is a Haiku...

Unwanted wax gone
harvested by cotton stick
Q tips get mad props

enjoy,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Dear Cheez Whiz,

Here is a Haiku...

And this came from Cows?
Neon paste of dairy treat
strangely spelled- Cheez Whiz

enjoy,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Dear Kelloggs Frosted Flakes

Here is a Haiku...

Chemicals In Bowl
Predator sells sugar high
Tony the Tiger

enjoy,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Dear Cocoa Puffs

Here is a Haiku...

Cocoa Flavored Corn
Hyper Stimulant Breakfast
Sonny Goes Coo-Coo

enjoy,

Rich Mackin
POB 890
Allston MA 02134

NO REPLY!

Chatham Village Croutons
15 Kendrick Rd
Wareham, MA 02571

Jan 25, 1999

Dear Chatham Village croutons,

A bought a bag of your croutons, and I saw that you are the same comapny that makes Cape Cod Potato chips, and saw the address and figured that I would write.

I was In Chatham once. A friend of mine had a two family summer cottage that she stayed in while renting the other side for fun and profit and she had nobody to rent one week and let me and my at-the-time girlfriend stay and have a week on the beach. She was staying there herself, even though she didn't always live there (often she rented both sides I guess.) There was only one punk rock kid that lived in Chatham, and he had frlends staying for the summer, and THEY had friedns staying the weekend, so for that weekend, there was a big punk scene in Chatham, so you could see "downtown" Chatham (Ie, 8 stores, a church and a bench) and there would be a whole bunch of spiky kids covered with 5cent bubblegum fake tattoos.

The thing I noticed while driving down any given road in Chatham, there would be a lawyer's office, a dentist, a general store, and 6 antique stores every mile? What is up with that? Not a single crouton maker, which is no surprise, since you are located in WAREHAM. Why aren't you the WAREHAM villlage crouton company? Is it because you wanted a word that wasn't spelled the way it was pronounced, just to mess with the "hooked on phonics" crowd?

Please Respond,

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

Marzetti®

Since 1896

May 18, 1999

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

Dear Mr. Mackin:

Thank you for your very nice letter concerning our Chatham Village Croutons. We truly thank you for your kind comment. You really made our day here!

Your time in taking to share your thoughts with us is greatly appreciated, because it let's us know that our efforts really are worthwhile. Please find the enclosed coupon to show our appreciation for taking the time to write to us.

You may not be aware that Chatham Village is now part of the T. Marzetti Food Group. We have a variety of products available in the retail market, but we do not handle the Cape Cod Potato Chips. Please look for our other fine products available in your supermarket.

IN PRODUCE DEPT.

T. Marzetti Refrigerated Dressings
(Orig. Light, Low Fat, Fat Free House)
T. Marzetti Veggie Dips
T. Marzetti Caramel Apple Dips
T. Marzetti Fruit Dips
T. Marzetti Fruit Glazes
Chatham Village Croutons
T. Marzetti Cranberries

ON GROCERY SHELF

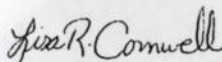
Marzetti Slaw Dressings
(Orig. Light, Low Fat, Fat Free)
Marzetti Salad Dressings
Pfeiffer Salad Dressings
Girard's Dressings
Cardini's Dressings
Cardini's Marinades
Inn Maid Noodles
Marzetti Condiments
Chatham Village Bread Crisps
Romanoff Caviar
Texas Best Barbecue Sauces
Texas Best Grilling Sauces
Jack Daniel's Mustards

IN FROZEN FOODS DEPT.

Reames Egg Noodles
New York Frozen Garlic Breads
Mountain Top Pies


If we may ever be of further service to you, please do not hesitate to contact us.

Sincerely yours,



Lisa R. Cornwell
Consumer Relations Dept.
T. Marzetti Company

T. Marzetti Company • 1105 Schrock Road • Box 29163 • Columbus, Ohio 43229-0163 • (614) 846-2232 • (614) 848-8330 Fax

 A Lancaster Colony Company

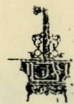
Peggy Lawton Cookies
East Walpole, MA02032-0033

Dear Peggy Lawton Cookies,

Many years ago I lived in a dorm that had not good food. but it did have Peggy Lawton Oatmeal cookies which kept me from starving to death. I ate them daily and endorsed them to friends. Once I was even on a train headed towards Connecticut and I saw a lonely looking guy with a huge blue and red mohawk and I went up to him and said "You could use some Peggy Lawton Oatmeal Cookies" and he said that I was right and we are still friends many years later. In case you are the type to be prejudiced against guys with mohawks, he also went to MIT and later taught at Tufts.

Anyhoo, why does every Peggy Lawton Oatmeal Cookie look like it has a finger print in the center?

Rich Mackin
POB 890
Allston MA 02134



Portion-Packaged Brownies • Squares • Cookies
P.O. Box 33, 255 Washington Street, East Walpole, Massachusetts 02032
KITCHENS, Inc.

Mr. Rich Mackin
P.O.B. 890
Allston. MA. 02134

July 16, 1999

Dear Mr. Mackin,

It was a another one of those hot and oppressive mornings here, that is until we read your kind and encouraging letter. We now feel like the cool breezes have refreshed us. What a lift to hear from a happy customer !

It is rare for a customer to sit down and use up their valuable time to compliment a product. Usually they just buy more. This is, of course, one reason why we are still in business.

Thank you for taking the time. I posted your letter on our bakery bulletin board. All of the team here in the bakery benefit from direct customer communication.

We are not prejudiced against people who feel the need to stand out in the crowd (red or blue mohawk), especially if they are consuming one of our products. As far as the "finger print" in the center of the Oatmeal cookies goes, this is actually an indentation formed by a stainless plug in the cookie die. This plug helps create an evenly baked cookie. Without the plug there is too much dough in the middle of the cookie creating an area that is less well baked.

Enclosed is a small token of our appreciation for your business and your thoughtful communication.

Best Regards,

William Wolf

William Wolf, V.P.

1-800-843-7883



The "enclosed" was not coupons or samples, but instead, a Peggie Lawton 50th anniversary address book and also a metal key chain!

RICH MACKIN

CONSUMER DEFENSE CORPORATE POET

12 BOOKS OF LETTERS-

correspondence to and from corporate America.
\$2.00 each (please add \$1p h/order)

"In the footsteps of Jello Biafra and Laszlo Toth"-Boston Phoenix

"Mackin is a witty genius"-Factsheet 5

"...Mackin is no Nobel Prize winner"

-Boston Globe

"Mackin...all around funny guy"

-Adbusters

"I can't recommend this highly enough"

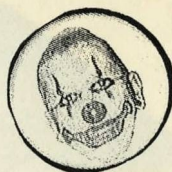
-Zine World

"Big Fun"-Max. Rock and Roll

Also available- 1 1/4" pins \$1.00 ea



Still available, ON TOUR WITHOUT A BAND
Rich, Duncan Wilder Johnson, Clay S. Fernald
and Tony Flackett all read spoken word on a 74
min. Cd. "something special"-Boston Phoenix.
"head banging, rock-style entertainment with
punk attitude to spare.-Boston Globe
\$7.00 ppd, \$6 with zine order.



POB 890, ALLSTON, MA 02134

<<http://home.earthlink.net/~richmackin/>>
For more info/free stickers, send a buck