

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

**\$2.00**  
(more if mail order)

**#9**

CONSUMER DEFENSE CORPORATE POETRY



If ever someone told me many years ago that I would have 9 self published booklets of silly letters, I would look at them like they were holding a big crab and wearing a tie. This book is the surprise by-product of not doing any for a while and having more material than expected when I start to put them together. Now, some would say that I should just make bigger books, but the oversized experiment with book 5 proved that too thick of a booklet causes numerous production problems. Sorry. This leads me to the fact that people are always asking why I don't just give up the xerox thing and get these publishes professionally. Actually, I don't see why that is an improvement. I would rather have people buy many 2 dollar books or pay 15 or 20 bucks and get the same amount of material in one "professional" book that they would in 3 or 4 xeroxed ones. I also like the complete control aspect. I also don't recall hearing from too many publishing companies (maybe I should call Jerry Seinfeld).

Anyway, enough about me. How are you? Doing well I hope? What are you all up to? Maybe I should make a questionnaire or something for my readers. Establish who my market is. How I figure into different demographics. Either that or you could write me friendly letters. Maybe I'll send you stuff in return. In any case, If you send me money and stamps, I will send you all sorts of wacky things.

That's it, no more writing at 4 am.

Rock On,

A handwritten signature in black ink, appearing to read 'Rich Mackin', with a stylized, cursive script.

Rich Mackin  
POBox 890  
Allston MA 02134

Dear Louis Rich Company

Jan 11, 1997

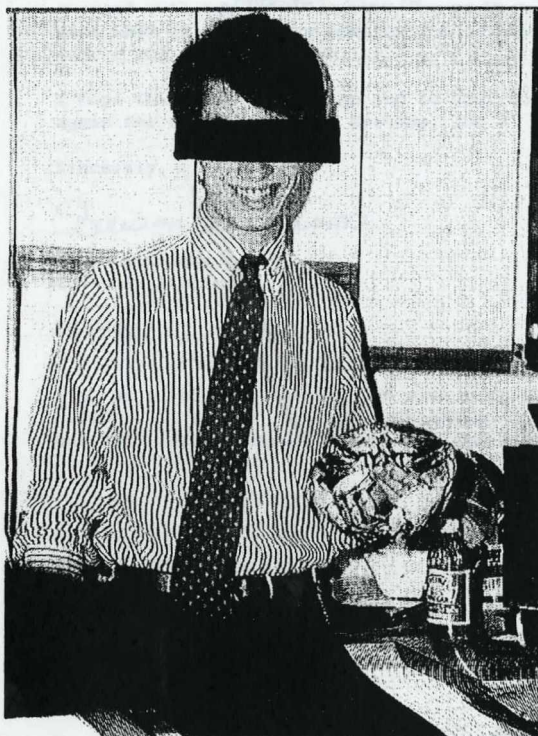
Who is this guy?

I found the original of this photo in an apartment that my friend Bryan was subletting from LIZ RICH. Liz, as I understand it, is the granddaughter of THE Louis Rich, so I figured if I wrote to you, one of you people might know. It's a funny picture in any case, doncha think?

Please respond, answer if you can, keep me posted if you can, and feel free just to drop a line.

Thanks,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134



NO REPLY!

Lego's  
555 Taylor rd  
PO Box 1600  
Enfield, Ct  
06083-1600

Mar 27, 1997

Dear Lego's

I, like anyone who has ever been a kid, love legos. I played with them constantly during childhood, and even a few years ago, I was at a party, and one of the hostesses and I got bored with the beer swilling surrounding us, and stumbled upon her old stash of Legos, and played happily for hours. It confused many partygoers that a twentysomething male and female would seclude themselves at a party for such a reason, but I think that made it even more fun. But anyway, I am not writing about legos directly. I am wondering something that has plagued me for years. Why do EGGO brand toaster waffles rag on you? Year after year, LEGO my Eggo! What does that mean? I know literally it means LET GO of my eggo, but why do they have to bring you guys into this? Please sue them. Please respond,

Thank you

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



**LEGO Systems, Inc.**  
**CONSUMER AFFAIRS**  
P. O. BOX 1138  
ENFIELD, CONNECTICUT 06083-1138  
TELEPHONE 860-763-3211

April 11, 1997

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

Dear Mr Mackin:

Thank you for taking the time to share your complimentary thoughts regarding LEGO® toys. It is gratifying to know that you still appreciate their play value, even as an adult.

On, however, to the question that has "plagued you for years." While many individuals may believe that the slogan used by the other company you mentioned contains our name, in fact it simply sounds that way. The proper spelling of the phrase used in the slogan contains the word "Leggo" with two "g"s, whereas our product name uses only one. The name LEGO is actually a contraction of the two Danish words "leg godt," and means "play well."

I hope this will "spell" an end to your question about this! Thanks again for contacting LEGO Systems, Inc.

Sincerely,

A handwritten signature in cursive script that reads "Susan Williams".

Susan Williams  
Consumer Affairs

SW/ddd

P.S. As a valued consumer, you will soon receive our catalog, "LEGO®...It's Hard To Imagine Childhood Without It," which features our 1997 retail product assortment, including suggested retail prices.



LEGO®...It's hard to imagine childhood without it.

Dear Ensure,

I just saw your ad in which a little girl is sitting on a porch with her granpa, and says to him, she says, "Granpa, will you marry me?" and he says something about how she is so much younger than him, and while I appreciate the fact that he doesn't seem to want to rob the cradle or nothin', but I think it's creepy that he doesn't site the blood relation as a reason. Neither does he seem to object to anything besides the marriage itself. I mean, for all we know, he just isn't ready for the commitment, but is more than willing to shack up or just see each other casually. There is no discussion of who owns the porch, so they might be shacking up already. This is really gross. I mean, feel free to provide nutrients for the elderly so that they can have more energy, but you don't need to give them so much energy that they live in sin with their grandkids.

Please send me stuff,

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



INTEROFFICE CORRESPONDENCE

ROSS PRODUCTS DIVISION • ABBOTT LABORATORIES

April 15, 1997

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

Dear Mr. Mackin:

Thank you for your letter expressing interest in Ross Products. We are always pleased to hear from our consumers.

It is helpful to hear consumer feedback regarding our commercials. We have informed our marketing department of your comments. By bringing this matter to our attention, you are helping us to determine consumer satisfaction regarding the advertising of our products.

Thank you for the opportunity to correspond with you.

Sincerely,

Susan Kemmer  
Coordinator, Consumer Relations

Oct 2, 1996

Dear Advil,

On certain occasions, I, like most Americans, get a headache or similar minor medical catastrophe, which is brought to a stop by a trip to the medicine cabinet, where I find a bottle of Advil, which I open, take 2 tablets out of, and ingest these tablets curing my ailment. Unfortunately, the more this happens, the worse a psychological ailment gets. Every time I take Advil, or watch your commercials, I feel more and more like a failure. Time and Time again I watch the people in your ads easily shake the bottle and have 2 tablets come out. Not one, not a whole bunch, but 2 and 2 alone, the exact dose. Every time I try this, a shower of pills cascades out, spilling out on to the floor.

I am becoming very distressed at my repeated failure. Please give me some advice as to how I could pour out the tablets correctly.

Sincerel,

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

Richard Mackin  
1298 Commonwealth Ave #4  
Allston, MA  
02134-6018

Advil  
to Whitehall Laboratories  
New York, NY 10017

10017/3333

NO REPLY!

Pepperage Farm  
595 Westport Ave  
Norwalk, CT  
06851-4413

June 20, 1997

Dear Pepperage Farm,

For as long as I can remember, the Pepperage Farms catchphrase has always been...

"Pepperage Farm Remembers."

That's good. Those who forget the past are doomed to repeat it (paraphrased.)

Please Reply,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA  
02134

NO REPLY!

Dear Frito Layers

Jan 11, 1997

I was reading this article about that stuff OLESTRA that you are testing, and about how the original formula for it would go directly through the body unnaturally, and instead of compiling with other materials for normal release, Olestra caused -ahem- ANAL LEAKAGE.

What the hell is WRONG with you people? ANAL LEAKAGE?

I understand that you've adjusted the formula that now it JUST causes diarrhea, nausea, and cramps (in some people...) and comes out more or less when everything else does, but the very fact that you couldn't come up with a better term than ANAL LEAKAGE says volumes about what kind of substance this is. One would think that anything that in any way could possibly cause ANAL LEAKAGE should be nixed IMMEDIATELY!

Please Respond,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134

P.S. Carrots are low in fat, crunchy and actually GOOD for you.



Frito-Lay, Inc.

February 7, 1997

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

Dear Mr Mackin:

Thank you for contacting Frito-Lay about the use of olestra in Frito-Lay snacks. Feedback from our consumers is very important to us, so we certainly appreciate hearing your comments and concerns.

After the most extensive review of any food additive ever, the FDA approved olestra as a fat replacer in salty snacks and crackers. Olestra is made from a combination of vegetable oil and table sugar which gives it the real taste and physical properties of vegetable oil. The olestra molecule is larger than a regular fat molecule and therefore passes through the body unchanged. That is why olestra adds no fat or calories to the diet. Olestra was developed by The Proctor and Gamble Company and they have given it the brand name of Olean.

The extensive research shows that Olean can be safely consumed by the general public as part of a balanced diet. Because everyone is different, there are some consumers who might experience some digestive effects if they eat large quantities of snacks with Olean. The effects are no different than those experienced with common foods like beans, raw vegetables or high fiber cereals.

Like any new food ingredient, there are some people opposed to the use of olestra and you may read or hear about them. Frito-Lay has every confidence in the FDA decision and believes Olean to be safe. Snacks made with Olean provide another choice that can help reduce the amount of fat and calories in the diet. In 1996, Frito-Lay will be testing snacks with Olean to determine if our consumers are interested in this idea. Snacks with Olean will be clearly marked with the Olean logo on the front of the bag. Olean will not be added as an ingredient of our existing products.

Thank you again for bringing your concerns to our attention. You can be sure that Frito-Lay will continue to provide a wide variety of great tasting snack choices for consumers to enjoy.

Sincerely,

Richard Small  
Consumer Affairs

Enclosure: 1 Olestra/Olean Information

MCI

June 15, 1997

Patewood Plaza IV  
50 International Dr  
Greenville SC 29615

Dear MCI people,

Do you know that every major religion and most nontheological philosophies have some variation of what is known as the "Golden Rule", which is "DO UNTO OTHERS AS YOU WOULD HAVE OTHERS DO UNDO YOU." It means that you should treat people the way you would like to be treated.

I am glad that you would like me to continuously bother you with junk mail and phone calls trying to get you to use my overpriced services. Either that or you are godless ignorant people who are against soul-searching.

I am sure that you are going to contact me again, no matter what I say. Please make it good,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134

**NO REPLY!**

June 1, 1997

Dear Discover Card,

I was watching TV and I saw your ad in which some lady is talking about the things that she buys with your card, as if she would never be able to buy things otherwise, and she mentions that "SHOES ARE HER WEAKNESS"

Of course, Kryptonite is Superman's weakness, coming from the planet Krypton, but living on Earth, Superman is effected our yellow sun, which gives him these super powers. But the rock from his home planet counteracts this effect, reducing his powers and thus causing him grief and misery.

Please respond

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

NO REPLY!

Franklin Delano Roosevelt  
Memorial Commisiion  
P.O. BOX 96513  
Washington D.C.  
20090-6513

Dec 7, 1996

Dear David B. Roosevelt,

I recently recieved your appeal for money so as to enroll me as a Founding Member of the FDR memorial. I have a few questions regarding this, not the least of which is...

ARE YOU HIGH?

What are you thinking, where did you dig up my name and address? Consider the fact that I am 24 years old, so that FDR does not mean much more to me than any other character in Lil'Orphan Annie, especially since the character of "Rooster" was played by Tim Curry, who starred in THE ROCKY HORROR PICTURE SHOW and does voices for the TV show "DUCKMAN" What do I have to gain by this? I notice that your case is "(you) would like to list (my) name with M's in the Founder's Regisrty of the FDR Memorial..." No you don't. You don't REALLY want my name, you just want my money. I wish I could ask people to give ME money to build temples to MY ancestor's.

If I DO shell out ten bucks, how am I a MEMBER? It's a BUILDING! Buildings don't have MEMEBERS! There was no appeal for an FDR SOCIETY, just the BUILDING! Sounds like a cheap attempt to rationalize the funds asked for. I realize that it would be a cool card to have in my wallet, but certainly no more so than the FREE Jewish Diplomat card, Robotech Defense Force membership and Safety Kids Club. I am already a member of the Society for the Preservation and Enlightenment Regarding Millard Fillmore, Last Of the Whigs (or something like that, it spells SPERMFLOW) so I have the presidential angle covered.

I also like the fact that you send me the free mailing labels, like all the other fundraising groups, but tell me not to use them until I join. IN FAIRNESS TO THE OTHER MEMBERS! Well pally, life is not fair, and if Vern in Wyoming feels cheated because he sent in HIS 10 beans and I didn't, well, he'll just have to deal. What do you want me to do? Throw them away? Would FDR approve of such wasteful unenvironmental activity? I think not.

If you write back with anything resembling a thoughtful letter, I will indeed send \$10.00 in fairness. Please respond soon.

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

NO REPLY!

Nov 15, 1996

Dear Texaco,

Despite the fact that I am writing to you on the same day that the entire country is crying for your blood because you are racist pigs, I am NOT writing about the fact that you are racist pigs. I am writing because all this media attention has gotten your logo into my field of vision WAY too much today, and I noticed the major elements...

1) A RED circle

2) a STAR

3) the letter "T" in a bold unserifed font, so that it looks like a sledge HAMMER.

Put RED, STARS and a HAMMER together, and what do you get? Well, add a sickle and you get Communist Propaganda. What's up with that?

Please respond,

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

NO REPLY!

Kraft Foods

Feb 16, 1997

Dear Cool-whip people,

Are you called Cool because you are refrigerated or because you are like the Fonz? If you are cool because you are like the Fonz, is it in the troublemaking motorcycle tough rebel type of cool, or the everybody likes you, social approval by pop culture cool? Why are you calling yourself a Fat free food despite the fact that the third largest component of your product is the fatty "HYDROGENATED VEGETABLE (coconut)OIL?" Is it because you found a legal loophole that lets you define a "serving" as such a minute amount that you can round down the fat to 0? That loophole searching may be rebellion, but it is certainly not "cool".

Please respond,

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

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

NO REPLY!

 KRAFT

## CONSUMER RESPONSE CENTER

April 17, 1997

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

Dear Mr. Mackin:

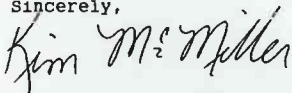
Thank you for contacting us about tropical fat ingredients in COOL WHIP® Free Non-Dairy Whipped Topping. We were most interested in your comments, and will be sure the proper areas in the Corporation are told of your remarks.

In response to consumer concerns, tropical oils, such as coconut and palm oils, have been removed from most of our products. A few products present more of a technical challenge. No readily available substitutions give the taste and texture qualities that consumers desire. Health experts advise against trying to eliminate any single type of fat or fat-containing food from your diet. Eliminating foods or ingredients from the diet restricts your food choices unnecessarily. It can also make it difficult to achieve proper dietary variety and nutrient intake.

Under government regulations, a "fat free" claim can be made on any product with less than 0.5 grams of fat per serving. The definitions for claims like "fat free" are very complex. Be assured, that we follow the regulations for all of our claims.

Again, we appreciate your sharing your thoughts and questions with us. And we wish to reassure you that Kraft Foods takes seriously its commitment to provide consumers with high quality, nutritious, and wholesome menu choices.

Sincerely,



Kim McMiller  
Consumer Response Manager

4247795 / 4926461 / CAF

Enclosure

Dear Coca Cola

March 31, 1997

Your big ad campaign at late is "ALWAYS COCA-COLA". As opposed to what? Was there any doubt on this, that you WEREN'T Coca Cola? Are you implying for instance that Pepsi is not always Pepsi? Does it have an unstable chemical structure that causes it to mutate into Dr. Pepper or something? Please explain all of this.

Thank You,

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



# *The Coca-Cola Company*

COCA-COLA PLAZA  
ATLANTA, GEORGIA

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

April 24, 1997

Mr. Richard J. Mackin  
1298 Commonwealth Ave., No. 4  
Allston, MA 02134

Dear Mr. Mackin:

Thank you for your comments concerning our slogan "Always Coca-Cola." We sincerely appreciate your feedback about this campaign.

Mr. Mackin, our slogan reflects that although life is ever changing, there is one thing you can always count on: "Always Coca-Cola!" According to Roberto Goizueta, our chairman, Board of Directors, and chief executive officer, "This is special advertising, and that's only right for the most special and best-loved brand in the world."

If you have additional questions or comments, we invite you to call us at 1-800-GET COKE. Best wishes!

Sincerely,

Kimberly D. Russell  
Consumer Affairs Specialist

Stickfree gum  
c/oNabisco  
c/oLifesavers  
P.O.Box 41  
Winston Salem NC  
27102

July 21, 1997

Dear Stickfree gum.

Um...

BUT THEY ARE STICKS! THEY CAN'T BE STICK FREE! THEY ARE ENTIRELY STICKS! THAT'S ALL THEY ARE!

If the package was stick FREE, it would be empty!

Please respond,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134



100 DeForest Avenue  
P.O. Box 1911  
East Hanover, NJ 07936-1911  
1-800-NABISCO

August 13, 1997

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

Dear Mr. Mackin:

Thank you for contacting Nabisco. We appreciate your interest in our products.

In response to your inquiry, STICK\*FREE Gum is the only sugar-free, non-stick gum on the market. The term "stick-free" refers to the fact that its' special formula will not stick to most dental work. We hope this information is helpful to you.

Thank you again for your interest in our product and for being a valued Nabisco consumer.

Sincerely,

A handwritten signature in cursive script that reads 'Janine Hintz'.

Janine Hintz  
Team Leader  
Consumer Affairs

Shell Oil  
One Shell Plaza  
Houston Texas 77702

Nov 4, 1996

Dear Shell,

How does it feel to own Nigeria? When you have people killed, do you just receive reports of it, or do you take active part, the way James Bond villains always oversee the killing of captive adversaries? When you have environmental activists like Amnesty International hero Ken Saro-Wiwa killed, do you just shoot them, or do you play with the idea and set up elaborate Rube Goldberg type contraptions with laser beams or piranhas? Since you are located in Texas, aren't you supposed to drill oil in Texas, drive around with big hats in big cars in all that? If there was a white American activist that did same thing that black Nigerians did, would you kill him too? Or is it harder to kill white Americans than people in Africa? Since you seem to be into the "blood for oil" concept, what was your take on the Gulf misunderstanding? Isn't it odd that the Gulf war was to teach Saddam a lesson, and yet he is still in power, and we are going to teach him another lesson? Does it upset you that in America, people like myself have the right to complain to you, and you can't hunt me down and kill me?

Please respond,

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

Shell Oil Company



One Shell Plaza  
P.O. Box 2463  
Houston, Texas 77252-2463

December 23, 1996

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

Dear Rev. Richard Mackin:

This will acknowledge receipt of your recent communication regarding Nigeria. Thank you for your comments.

We share your interest and concern regarding a number of the issues involving the Ogoni tribe in Nigeria. However, we must point out that Shell Oil Company, a U.S. corporation, has no operations in Nigeria nor does the company do any business with the government in Nigeria.

Nevertheless, Shell Oil has been following these issues for some time. We believe the situation in Nigeria is much more complex than generally reported. In addition, some of the reports received here in the U.S., regarding various events and activities, are sometimes distorted and misleading.

Therefore, we are forwarding your comments to Shell International Petroleum Company in London which deals directly with the Royal Dutch/Shell Group company operating in Nigeria. They will communicate directly with you.

In addition, I believe you will be pleased to learn that, in May, the Shell Petroleum Development Company of Nigeria Ltd. (SPDC) proposed a plan for reconciliation with the Ogoni people. That plan is being discussed with the various Ogoni communities in Nigeria. While no final agreement has been reached, on October 31, 1996, SPDC announced that it has agreed to assume responsibility for upkeep and assist in the staffing of the Gokana general hospital, Terabor, in Ogoniland.

Discussions also have included plans to renovate and re-equip three other government health centers in Ogoni and start a job skills training program for up to 300 Ogoni youth. SPDC hopes to begin all projects within the next three months. However, SPDC has no plans to resume oil operations in Ogoniland until full discussions have taken place and agreement has been reached with all Ogoni communities and opinion leaders.

Once again, thank you for your letter. We are hopeful that many aspects of this issue can soon be resolved by the various parties involved.

Sincerely,

*W.K. Jacobs*

W. K. Jacobs  
Manager, External Affairs  
Corporate & CEO Support

December 30, 1996

W.K.Jacobs,  
Manager, External Affairs  
Shell Oil and related evildoers,  
P.O.box 2463  
Houston, Texas 77252-2463

Dear W.K.Jacobs,

This will acknowledge your recent communication of corporate doublespeak, contradiction and outright LIES.

**YOU DO NOT SHARE MY INTEREST AND CONCERN** regarding issues involving the Ogoni tribe and/or other affairs in Nigeria. If you did, you would not be the bad guys. You would not be associated with murder. I must point out that when you tell me that Shell oil company is a U.S. corporation that does not deal with Nigerian Government, you are LYING. An example is the fact that you mention the fact that you are forwarding my letter to SHELL INTERNATIONAL (which is either the same company as you or an amazing coincidence) in LONDON, which I assume is London, England, which is NOT in the U.S. Am I a detective or what? Do you share notes with Pepsi, which maintains to be a different company than PepsiCO? If you, or whatever branch of you that isn't really you because you tacked another word on after SHELL, are planning to re-equip government health centers, doesn't that mean that you are working with the government? The key word is government. If you are doing something for something run by the government, then you are working for or with said government. I figure that a P.R. rep would know these things.

On that note, do you sleep well knowing that you are the message boy for evildoers? Can you look yourself in the mirror and say "I LIKE being a spreader or propaganda! I ENJOY lying to the public! I am a useful and important cog in the big faceless machine!

Why is it that big multimillion dollar companies that do bad things always write P.R. letters that make it sound like YOU are the ones being picked on? Do the death squads make fun of you at the office Christmas party? What's up?

Please respond, preferably as a person and not just as  
"MANAGER,EXTERNAL AFFAIRS, CORPORATE & CEO SUPPORT"

Sincerely,

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

**NO REPLY!**

July 17, 1996

Dear Band-Aid people,

I was reading a magazine today, and there was an article about India. It discussed the effects of mixing cultures in that and other countries, something which often results in a "split personality" culture, where there are two distinct sets of values imposed simultaneously, which can lead to, among other things, the "Rich-get-richer-poor-get-poorer" thing. Anyway, an Indian woman interviewed said "Charity is capitalism's way of putting a band aid something that it has mortally wounded." (I believe I quote correctly.)

That started me thinking. In APOCALYPSE NOW, there is a similar Shoot-someone-and-give-them-a-BAND-AID quote. In fact, the concept of the Band-Aid as ineffecient form of repair, often given by those responsible for the damage, is used quite often in both media and political speech. Why is that? It's never "give someone an aspirin when they have a malignant brain tumour" or "Give a pair of Dr. Schol's (sp?) to an amputee" or even "loan a tube of hand cream to a leper" its always a shot against BAND-AIDS. Not even bandages, always the brand name. Why the conspiracy? Fight back! No demonic underlings are you, but a proud and necessary manufacturer of an important household medical product!

Please respond,

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

NO REPLY!

Oct 17, 1996

Dear RED BARON people,

I have never heard of you until recently, when I was suddenly bombarded by your ad repeated ad nauseum. In this ad, two bullies are chasing a boy down the suburban streets of Anytown, USA. He escapes to his home, at which point he immediately microwaves one of your food products. This summons what is implied to be the Red Baron, who in actuality looks more like Tom Selleck in his MAGNUM PI days. The boy then opens his door to find the waiting bullies, who are terrified of the costume clad actor, and retreat.

Lets see, what's wrong with this?

1) In the beginning, the bullies repeatedly refer to the boy as "crybaby". Since he bares little resemblance to Johnny Depp's title character in the film of that name, we can assume that he cries a great deal, but this point is never fully explained or exemplified.

2) Where are the boy's parents? They are physically not there, and they do not seem emotionally there either. The child is a latch key kid with no self esteem and evidently has a hard time socially. Another example of family values breaking down, and who do we blame? The family? No, we instead forbid gay marriage. But I digress.

3) What exactly is your product? Major brands with heavy saturation and obvious name (ie, Coca cola, a well known product is obviously a cola) can have awareness ads without detailing what they are, but you cannot.

4) I don't know what history classes YOU took, but in mine, the RED BARON was a German fighter pilot in WWI. Germany were the bad guys that we, the good guys, fought against. Unless you guys are neo-nazis, you are complete idiots. What's next? Goebbels burgers? Attila the Hun-gryman frozen TV dinners? If you want to name food after evil men, can't you at least stay local?

5) The red baron did not have a moustache. Look at the enclosed photo. You can't just take a historical figure and give him any face, Tom Selleck ish or not. Would you like me to make a product named so-and-so the dumb microwave food guy and have the logo be an Asmat warrior from New Guinea? I mean you might, they look cool what with their feather headdresses, nose spikes and stretched earlobes, but I assume you are not so adorned.

6) If bullies hate that kid so much to chase him home and wait for him to eat in order to beat him up, do you really think some costumed guy will really scare them? They wouldn't know he's the Red Baron, bullies aren't very studious. Even if they

were, they would be thinking "hey this guy looks like a poor man's Tom Selleck dressed somewhat like the Red Baron." and, given the way our society is getting, they would probably "bust a cap in his ass." Maybe then they would become infamous killers and thereby have junk food named after them.

7) The purpose of an ad is to educate the public of a product's existence and properties. Your product seems to have the selling point of evoking poorly cast actors. Couldn't taste very good. There is going to be a lot of disillusioned nerds out there when they get beat up because no protective Nazis materialize to protect them. Get ready for the lawsuits.

Please send me information on what you are going to do to try and redeem yourselves.

Thank you

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



NO REPLY!

Exxon  
200 Park Ave  
Florham Park, NJ  
07932-1002

Dear Exxon,

There is a current ad campaign by a brand of paper towels called SPARKLE or something that depicts their towels chasing paper tigers or something that that. I didn't really get the chance to see it all, but I did intake the main elements...

- \* Paper
- \* A Tiger
- \* Spills

AT which point I realized that the whole thing was a metaphor for your little goof up a while back when you killed the state of Alaska. You are the tiger- obviously, your logo is a tiger, and you certainly aren't to be taken literally when you say "put a tiger in your tank" You mean "put our gas in your tank." The spill is a metaphor for the oil spill. The paper symbolizes the paper work that you did to weasel out of making good on your goofiness.

Please respond,

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

P.S. Ever see WATERWORLD? Didn't the VALDEZ sink? I mean will it be around when the world is covered by water that is covered by actors whose careers have seen better days? Kevin Costner could not live on that little lime plant. And he was horrible in Robin Hood. He didn't even try to act in that one.

NO REPLY!

Dear Apple People,

So check this out...

AN APPLE A DAY KEEPS THE DOCTOR AWAY.

Johnny Appleseed was a famous American who wondered the country, sowing apple seeds everywhere he went.

Because of Johnny, America is now filled with apples, each of which has the potential to ward against a doctor for a 24 hour period.

America is 1 of the only 2 industrial nationals without socialized medicine.

Makes you think, huh?

Please respond.

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

NO REPLY!

Strawberry's  
205 Fortune Blvd  
Milford MA  
01757-1746

jan 11, 1997

Dear Ivan Lipton, CEO, and assorted people,

I was walking down the street with my friend Josh, and these punk rock kids were walking towards us. When we met, one of them said "Hey, where's Strawberry's?" and I said "Oh, it's right down the street." I said this because it was. Then I realized that punk rock kids shouldn't shop at a chain store like Strawberry's, so even though they were a few blocks away. I turned and screamed out, "Hey, punk rock kids don't shop at Strawberry's! YOU POSERS!"

Please Respond,

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

NO REPLY!

Angel Soft  
Georgia-Pacific Corp.  
CMS  
Dept 30400  
1 Fawcett Dr.  
Del Rio TX 78840

April 28, 1997

Dear Angel Soft Toilet Paper People,

What religion are you? Do you actually BELIEVE in angels? Do you think that the messengers of GOD are that concerned about toilet paper? Do you find it funny to connect divine beings with HUMAN WASTE? In eastern countries do you market Boddhisatva toilet paper? Do you realize that connecting divine beings with fecal matter seems in line with satanic rituals in which the divine is mocked, often with human feces used to desecrate people and objects?

Are the angels you refer to Seraphim? Cherubim? Archangels? Elohim in general? Dark Angels? Fallen Angels? You do realize that SATAN was once at GOD's right hand, being LUCIFER, the prince of light? DO you realize that certain groups believe that The fallen angels begot earthly children? Ironically some of these groups believe these children are "mud people" and use this blasphemy to justify racism, while others claim these children to be the true "ARYAN" race, descended from angels, which is used to justify THEIR racism? Does this talk of racism make you uncomfortable considering your seeming consistent use of blonde, blue eyed babies? You do realize that the GRIM REAPER is also called "the ANGEL of death" and thereby could be the very angel you have as nameake. How can you have a registered trademark based on a spiritual concept that predates you by thousands of years?

Please Answer ALL of these questions.

Thank you,

Rev. Richard J. Mackin,  
Minister of Peace  
Universal Life Church  
c/o 1298 Commonwealth Ave  
#4  
Allston, MA  
02134

PS: Please forgive problems with our word processor.

NO REPLY!

June 20, 1997

Dear Chex cereals,

I am writing to you because I think I have an idea you might like. You know how companies will take songs that are well known, but no longer the "in" thing and either use them for semi-related subject ("These eyes" for optical products.) or change the lyrics because the rhythm has some use (Pepsi changing "YMCA" to "PEPSI"). Well, you know what you should do, you should have an ad campaign using the song "I Want Your Sex" by George Micheal, except that instead it should be "I Want Your Chex." Not only would it use a catchy song and your name, but it would reference the obsessive behavior that cereal manufacturers seem to cultivate in their commercials. Barney wants Fred's Pepples; The kids want Lucky's Charms; "ME WANT" Honey Comb: I WANT YOUR CHEX!

What's your definition of breakfast, baby?  
What milk do you add for the Vitamin D?  
Don't you know I'd love a brimming bowlfull?  
Don't you think it's time you had Chex with me?  
Chex with me!

Think about it.

Please write back soon so we can discuss my fee.

Thanks,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134

NO REPLY!

Jan 11, 1997

Dear Domino's Pizza,

Have you ever seen the episode of T.V.'s Seinfeld Show in which the character Elaine talks about a boycott she is participating in of a thinly veiled Domino's Pizza reference? She is boycotting PACHINKO's pizza because they give money to militant pro-life groups, just like you guys. As the plot progresses, Jerry Seinfeld proposes that she should ask Poppi, the owner/chef of a real Pizzeria restaraunt, what his abortion issue thoughts are. Of course, Poppi is militantly close minded about his pro-life stance. Poppi also is indicated as defecating, not washing his hands, and making pizza pie, so as to produce fecal pie, which of course, Jerry refuses to eat. I milled about the concept of fecal pie for a while and realized I once heard the term before, in an independant comic book called BREAKDOWNS, issue one, circa 1989. In it, there was a clown character being hunted by a character dressed in checkerboard clothing. The clown throws a pie made of his own bodily excretions, causing checker man to exclaim "FECAL PIE"! Then there are other references to playing checkers.

What is up with the 4 fold connection between

- 1) simple games
- 2) pizza pie
- 3) militant, if not gun-toting, pro-lifers
- 4) Crappiness, whether literal or metaphoric.

Please enlighten me. I thank you in advance.

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

NO REPLY!

Dear Pizza Hut

Nov 3, 1996

I watch a lot of T.V., so I keep seeing your commercials. You have several variations, but your new theme seems to be the fact that your new way of making pizza is just like pizzeria pizza. If it is JUST LIKE pizzeria pizza, then it ISN'T pizzeria pizza, but something very similar. IF you aren't a pizzeria, what the heck are you? If you aren't a pizzeria, but you have something JUST LIKE a pizzeria, wouldn't it make more sense for me to just go to a pizzeria? I notice that when I go to Natalie's Pizza down the block, they smile and know who I am. (actually in truth, they know my girlfriend better and by name, but know I'm her boyfriend.) I am sure that the pizza hut employees have no idea who I am, and probably could not care less.

If your boyfriend/girlfriend/wife/husband/partner/parents/kids told you that they felt JUST LIKE they loved you, would you be happy about it?

It's JUST LIKE you spent lots of money on an ad campaign that actually depicted your company in an inferior way.

Please respond.

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

P.S. Why are you called Pizza HUT? I mean, you don't actually have HUTS, you have regular buildings.

NO REPLY!

Folger's Death Squad and Coffee Company  
P.O.Box 599  
Cincinnati, Ohio  
45201-0599

Dear Nasty Coffee People,

For the first time I am writing to you about the boycott organized by Neighbor to Neighbor against you. I mention this to you because I have written numerous times, and every time I do, you tell me that I wrote in reference to the group, even though I didn't.

I am, of course, mad that you sponsor death squads. I am also mad that you are so cocky as not even try to deny it or justify any actions. But this time, I am mad for yet another reason.

I just found out that in 1990, Ed Asner made commercials urging your boycott. ED ASNER, man, LOU GRANT! AND you got all whiny about the ads. Hey, If you are gonna dis the guy that played Lou Grant, you have an enemy in me.

Please apologize,

Rich Mackin  
1298 Commonwealth Ave #4  
Allston MA 02134

P.S. Ed Asner listens to "grunge" music.



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