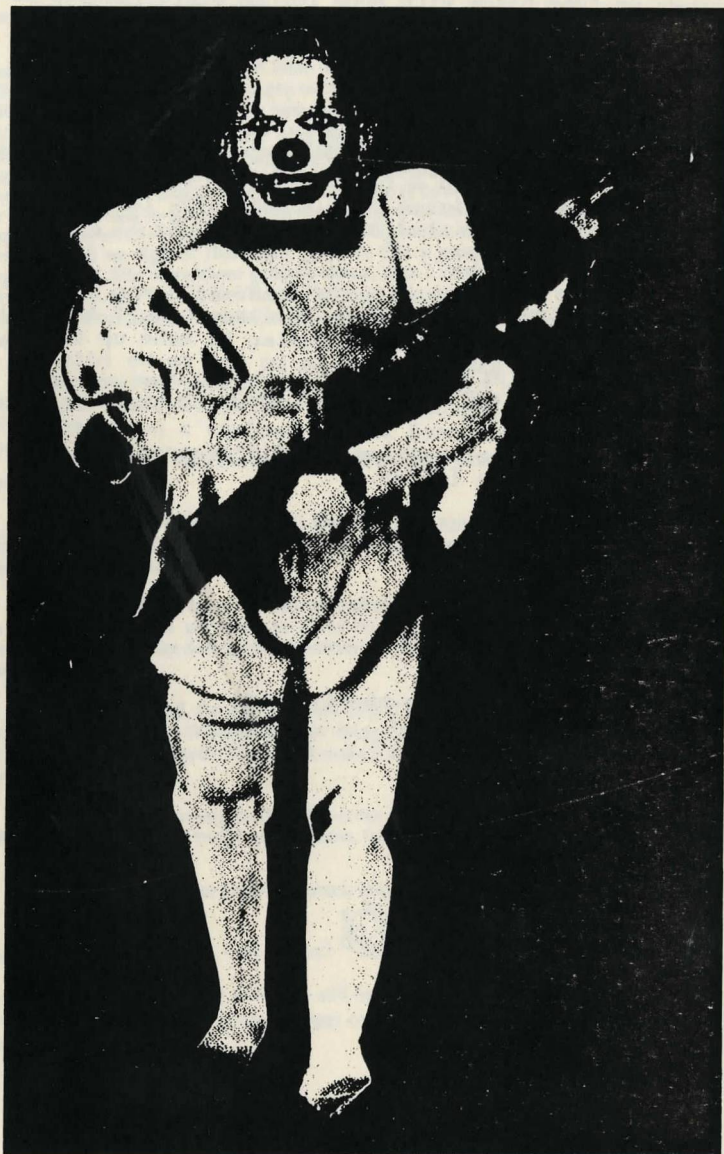


Rev. Richard J. Mackin's
BOOK OF LETTERS

\$2.00
(more if mail order)

#7

CONSUMER DEFENSE CORPORATE POETRY



Sept 7, 1997

Dear Readers,

Its been years since that 1st letter asking what the M's in M&Ms stood for, and here I am sifting through a HUGE pile of stuff. I am in the final stages of unpacking my new Apartment, a real grown up type place with room for an office/studio so that I don't have to clutter the bed and couch in the process. The move explains any delay in this publishing, but the next 2 books will be out really soon.

This issue marks a strange sci-fi motive I did not realize until just before printing (xeroxing). Combine that with my growing tendency to respond to things other people write (as you will see me reply to junk mail in a few pages) and we have the cover art. Actually, I made the image over a year ago, in response to the facing letter, reprinted from DON'T SHOOT, IT'S ONLY COMICS! Vol2#1.

I have been getting asked about Jerry Seinfeld's new book in which he writes stupid letters under an alter ego. I don't think it sucks or anything, but its a lot easier to make up sheer nonsense under a false name than it is to try to be idiotic and have a point at the same time. In any case, we are both ripping of Don Novello (Father Guido) who wrote funny letters decades ago. He gets mentioned in Ian MacKaye's postcard. I would like to discuss similarities and differences, but it would sound too egotistic, even for me.

Anyhoo, Thanks for reading this. Feel free to write me with questions or comments. Ordering info for other books is on the back cover. Please respond,

Rich
POBox 890
Allston MA 02134
(disregard all other addresses-they're old)

Dear 'Jef-

I have been a big fan of your all the way back to your days at 'The RAG' and 'Basket of Weasels', and of course, DSIOC ('DSIOC', sounds like an Orwellian term, like Mindcrime, or INSOK. 'Orwellian', meanwhile, sounds like the name of a hobbit or something like that). I am a lifelong fan of the comic medium, and have mint copies of almost every issue of Alpha Flight © ever printed.

Anyway, I have few questions.

1. How is it that in issue 8, page 8, we see Dexter of Bughouse shot by a clown assassin, and in the letter's page of issue thirteen, the creator promises to replace Dexter with some new guy with the cheap-gag name of Dick (actually, using 'gag' and 'dick' in the same sentence is pretty cheap in it's own right), yet, on page 46 of the Bodily Fluids and Functions issue of ABUSE (published annually by Rachel Abuse, \$4.00, available at more daring newsstands), we are shown 'Bughouse', with Dexter, although he is trying to escape the Toasterhead Megaship, now in the company of Blildoxx and Princess Leah (where are Fook, and Stucky?) of Star Wars fame (I have a few issues of the Marvel © Star Wars title., still-in-the-grocery-store-three-for-a-dollar-check-out-bag mint condition, if anyone's interested. They're the ones with the big rabbit, and the pirates who have a Star Destroyer) and no sign of this 'Dick' guy? Is this a prequel? A dream sequence? If 'Bughouse' and Star wars share galactic space, then I think, that if the clowns are still down of Dexter, they should hire Bobba Fett to go after him, because we all know that he escaped the Pit of Sarlac, because he shows up in some of the Dark Horse © Star Wars titles.

2. Are you looking for writers? I have an idea for an ending to 'Runners'. It's almost exactly the same story, except most of it happens on a farm, instead of in outer space.

3. Do you really read the mail sent to the comic yourself, or does some lackey answer them for you?

4. Who do you think would win in a fight, Spielgeman, or Eastman? And isn't it funny that they both have 'man' at the end of their names, sort of like "Spiegleman, Spielgeman, does whatever a Spiegle can..."

5. How is it that in issue 13, Baxter is all shy and nervous, but the next time we see him, in issue 15, he is all ready to make on that ambiguously oriented chick? Did something happen to him during issue Fourteen which we didn't see, because the creator is a 'man'?

6. Also in issue 15, the guy in STAR TREK MARKET looks more like Jim Carey doing Captain Kirk than William Shatner doing Captain Kirk. Also, is it possible that Dexter and Baxter are related? That might make a nice story. it could also be revealed that Ron Regee is their father.

7. I also have an ending for 'God Bless the Ugly Children', left hanging all the way back in issue 2, which you could use, because, frankly, it won't do anyone else any good.

8. Would you consider printing a comic that was done entirely on a computer? How

about if it were drawn entirely with clip art?



9. Lastly, I am looking to trade a still-in-the-box Smileyface Death Axis © for a still-in-the-box Dexter © in Stormtrooper armor, or even a Rich Mackin © in Stormtrooper armor, for that matter.

Dear Post people,

May 11, 1997

I am writing to you in reference to your name.

I have already mentioned the fact that your name invokes thoughts related to the various definitions of the word POST. This was reiterated the otherday for POST CRANBERRY CEREAL. And I thought to myself, "After cranberry cereal? What do they mean after cranberries? Or after the cereal?" At first I thought it was a product to eat after eating the cereals, like a breakfast dessert. This was because I am familiar with the idea of POST GAME SHOWS and the like. Thereby, your ads were not effective. But why isn't there dessert for breakfast? Is it because too many breakfast foods are pretty much desserts anyway? Like doughnuts (also spelled donuts) they are desserts and not at all something to start the day with. Should I eat donuts after your cereal? Please let me know.

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. Please forgive this sad font. It is the only one I can get from my word processor these days.

KRAFT**CONSUMER RESPONSE CENTER**

May 29, 1997

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

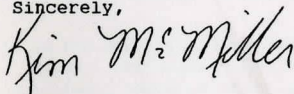
Dear Mr. Mackin:

Thank you for contacting Kraft Foods.

We are always pleased to hear from consumers, like you, who have discovered a new way to enjoy one of our products. This is certainly a tribute to your creativity.

Thank you for taking the time to write about your success and for your interest in Kraft Foods. I am enclosing a recipe leaflet and hope that you will continue to enjoy our products.

Sincerely,



Kim McMiller
Consumer Response Manager

4247795 / 5090329 / JAN

Enclosure
RECIPE, POST, IDEA FILE

March 31

To the Editor,

A few semi-related notes on recent events...

39 people killed themselves in a UFO cult ritual mass suicide. They were all wearing NIKE sneakers.

NIKE, having a spotty Human Rights record anyway, recently was charged for sexual harassment, physical abuse, and essentially slave labor practices in Viet Nam and other countires.

The cult suicides, although tragic, and quirky, and generally interesting, were essentially self contained acts by willing participants. The Suicides recieved huge media attention.

NIKE is a multinational, multimillion dollar company that is very saturated in our society. Its Human Rights abuses were hardly mentioned by mass media.

The UFO cult leader was called "DO".

NIKE's ad byline is "JUST DO IT".

The Suicides were timed in relation the the arrival of a comet.

They were supposed to free the cultists' spirits so that they could travel with Space Aliens.

NIKE's spokesman MICHAEL JORDAN starred in SPACE JAM, which was about space aliens.

NIKE's logo closely resembles a comet.

Conclusions can be left to the reader.

Thank you,

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

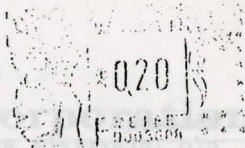
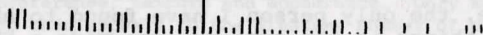
Dear TIME Reader,

Thank you for writing to TIME. The sheer volume of our editorial mail makes it difficult to reply personally to every reader, but we can assure you that your comments were circulated among several editors for their information and consideration. They were also reviewed for possible publication, but we regret to say we were not able to use them. We hope, however, that you will continue to write to TIME whenever the news or our reporting of it particularly interests you.

Amy Nusher

Time & Life Building/Rockefeller Center/New York 10020

09



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

I sent copies of this letter to every magazine and newspaper I could find the address of. This was the only acknowledgement.

Hostess
c/o Interstate Brands Inc
Kansas City, MO
64111

Dear Hostess People,

Earlier today, I was in my local Star Market selecting snacks for company later on. I was considering the Hostess display when I saw what I hope to God is a new product, HOSTESS BUBBLEGUM MUFFINS. I was shocked and dismayed and stood there slack jawed for a moment before showing the culinary abomination to my girlfriend. As I reached for the box, a total stranger leapt to me, grabbed my wrist and said, and I swear to God this is actually what he said, "Don't do it man, it's just not worth it, just DON'T BUY THOSE THINGS!". This caught the attention of a Star Market employee who asked what was going on. The stranger showed the box and said "These" and the Star guy went "EEEEEEew!" and walked off in disgust.

I imagine that this one event, when multiplied for the number of people shopping across the country, gives you an idea of what an unholy error you have made. To put it in another perspective, the only person I have found to have considered buying the things is the same guy who made a SPAM dish with gumballs.

Please send me either an apology or a full explanation of who dared who to do this or what bet was lost by whom. Thank you.

In sincerity,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

P.S. When Henry Rollins and Ian MacKay worked together in an Ice Cream shop, they would put out rat poison with the toppings as a conceptual joke. People would think it was really bubble gum (which is what made me think of this) but would be corrected.



Interstate Brands Corporation

Consumer Affairs
Interstate Brands Corporation
General Office
12 E. Armour
Kansas City, MO 64111
816/502-4010
816/502-4074 (Facsimile)

WONDER / **Hostess**

April 10, 1997

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

Dear Mr. Mackin:

Thank you for contacting us concerning our Hostess® Bubble Gum Mini Muffins.

Before any item is put on the market, or in fact, if a change is contemplated, it is first tested by consumers and in-house panels and evaluated for taste preference, texture and appearance. Only after such testing is the product that appeals to the greatest number of consumers introduced.

Although we believe it to be a very good product, we are continually striving for improvement and we thank you for sharing your observations with us.

In anticipation that this incident will not mean the end of your highly valued patronage, please use the enclosed for any WONDER® Bread or Hostess® Cake product of your choice with our compliments.

Sincerely,

Jane V. Raede
Consumer Affairs Representative

JVR/bkb

Enclosure

NO REPLY!

ALLISON WOLFE OF BRATMOBILE W/
HER 1979 PONTIAC CATALINA, WDC

6 7 97

fugazi c/o dischord

dear rich

3819 beecher street nw

washington, dc 20007-1802

thanks for #3 and #6. i read #3 where

i was in kansas city, but i'm happy

to add it to my collection. did i

tell you about my experience at the

zine conference? i was checking out

your mags and was talking to this

woman behind the table about them.

i asked her if she had ever read the

letters of laslo toth, she gave me

a really strange look and then look

over at the fella sitting next to

her. it turned out his name was

actually 'laslo toth'! i had no idea

that such a name existed. but he

said it was hungarian. by the way

the rat poison story is all true.

printed on 100% recycled paper, and

icallly de-inked paper, ok?

take care. ian/fugazi

COPYRIGHT 1995 CYNTHIA CONNOLLY
PO BOX 9743 WASHINGTON, DC 20016

Post Railway 1870s

20 USA



rich mackin

1298 commonwealth ave #4

allston ma 02134

I got a letter from Ian MacKaye (Fugazi, etc.) about an event I had stuff for sale at, and so sent him an "advance copy" of this letter and response. When I got this postcard, I carried it around for days, citing it as written proof that i must be pretty cool.

VERYFINE

P.O. BOX 1299

Grand Rapids MN

55745-1299

Crc Dept 38

6633 N. Mesa Suite 601

El Paso, TX

79912-4435

May 11, 1997

Dear Very Fine people,

First of all, get it? I said VERY-FINE people, like you are quite (very) good (fine) people, when your name is VERYFINE. You must laugh about things like that all the time.

Anyhoo, I am a white, middle class, educated twentysomething guy, which means that I memorize stupid things from movies and TV that I watched repeatedly as a dateless nerd in Jr. and High school. Some good examples are Monty Python's "penguin" sketch (also known for being an extension of the "Death of Mary, Queen of Scots" sketch; which goes...

Woman 1-What's on the telly?

Woman 2-Looks like a penguin.

1- No, I don't mean "what's on the television SET", I meant what program?

2-Oh. (turns on set, and as it warms up...) Funny that penguin being there.

1-Perhaps it came from next door.

2-PENGUINS DON'T COME FROM NEXT DOOR, THEY COME FROM THE ANTARCTIC!

1-BURMA!

2-What did you say "Burma" for?

1-I panicked.

Now panicking makes me think of John Cusack in BETTER OFF DEAD, in which he panics numerous times in various scenes while fleeing the paper boy, who repeats "I WANT MY TWO DOLLARS!"

So now I have panicking and Burma and wanting two dollars in my head and all I can think of is the fact that your company pays only 2 dollars an hour to your sweat shop employees in Burma. Maybe if you paid them more, they would be better workers and your orange juice wouldn't taste so artificial. Please fix this or I will have to quote more generation X nostalgia at you.

Thanks

Rich Mackin

1298 Commonwealth Ave#4

Allston MA 02134

NO REPLY!

Feb 27, 1997

Dear Companies involved with STAR WARS promotion,

I have been studying religion recently, and one religion I have studied is ISLAM. There is an Islamic exclamation of "ALLAHU AKBAR!" which means "God is greater." Since "Allah" is the Islamic word for God, I can only assume that "akbar" means "greater", which is odd because "Jeff" does not mean "lesser."

But I was thinking of the character ADMIRAL AKBAR, who appears in the latter part of RETURN OF THE JEDI. I find it odd that part of a phrase exalting a monotheistic diety would be utilized in a pseudo-pagan film. Now, now, I realize that many of you are saying, "but Rich, the force is obviously a metaphor for the Tao, and is typical philosophically of Eastern religion!" But this is true only in theory, for in practice, Jediism shows visible phenomena related to "mastery" of the force, more again to wiccan spells than an eastern sence of SATORI. BUT anyway, the aforementioned discrepancy seems to complicate itself further by the fact that Admiral Akbar is a member of a race called the "Calamari", which is well known to be Italian for "Squid". Squid being greater makes sense, as they have the GREATEST diversity of any type of animals. ranging from school-swimming varieties 3 inch adults to monstrous loner squids reaching 80 feet in length. The size of these also is great in itself. But Lucas' attempt to revamp the Islamic exclamation to mean "God is Squid." is cryptic.

Perhaps what Lucas is referring to is his science fiction predecessor, H.P.Lovecraft. More people know Lovecraft as a horror writer (perhaps he should've changed his name to 'Horrorcraft'), but his work certainly referenced Alien Life Forms. His most well known creation was CTHULU, a godlike being oft depicted as a huge man with a cephalopod for a head. Usually it is thought to be an octopus, but it could be a squid. But this is disturbing, since Cthulu seems based on the demon mentioned in archaic text such as the NECRONOMICON CTHH, or Cthah, later referred to as Cthh 666 by Aleister Crowley, who considered himself a manifestation of said. This would of course mean the DEVIL, so that the final statement made by Lucas is

GOD IS THE DEVIL

Please let me know your thoughts about this,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

cc;Taco Bell
Dorito's



Taco Bell Customer Service Center
P.O. Box 9104
Opa-Locka, FL 33054-9104

May 14, 1997

Rich Mackin
1298 Commonwealth Ave
Apt 4
Allston, MA 02134

Dear Rich Mackin,

Satisfying you is the most important thing we do, so we appreciate this opportunity to make up for any inconvenience you have experienced and to focus on making sure it does not happen again.

Again, thank you for contacting us. You are a valued guest and we are looking forward to welcoming you back to the great taste of Taco Bell.

Sincerely,

Patrick

Guest Service Representative

Of all the companies involved that I wrote to (mostly Pepsi divisions), this was the only response.

Campbell Soup
Camden NJ
08103-1701

Dec 7, 1996

Dear Campbell soup people,

I recently purchased and ate some of your HEALTHY REQUEST Chicken with Rice condensed soup. I looked at the ingredients and know I am a wee bit confused about the the definition of "Healthy" I know that I am supposed to eat 5 servings of vegetables and drink 8 glasses of water a day, but I don't know exactly how much Disodium Inosinate, Disodium Guanylate and Sodium Phosphate I should have. You don't tell me what the daily percentage of these things your product has, only that they are there. I also want to know why you use HIGH fructose corn syrup and not plain ol' fructose corn syrup. Did you know that much of the fake blood in Hollywood movies is made with corn syrup and red food coloring. Except in CONAN THE BARBARIAN, when they actually had to use vodka in certain scenes since they were shooting in below freezing temperatures in some scenes, but the vodka kept it from melting.

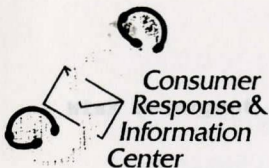
Have you noticed that since you name is right next to the ingredients and is in the same font, it looks like that Cambell's Soup Company is one of the ingredients. Pretty funny, huh.

What crackers do you recommend to be crumbled with your soups?

Please Respond,

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

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134



Campbell Soup Company

December 24, 1996

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

Dear Mr. Mackin,

Thank you for contacting us about the Campbell's Healthy Request Chicken With Rice Soup. We appreciate your taking the time to share your interest with us.

The ingredients you submitted are merely flavor enhancers, and not nutritional requirements.

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

Sincerely,

Mary Stow

Mary Stow
Consumer Representative
0014903440

Enclosed: \$.50 coupon(s)

Campbell Soup Company
Consumer Response and Information Center
Camden, NJ 08103-1701

Dear Soupies,

In reference to your reply to my previous letter-
I did not submit anything to you, I asked you about ingredients.
What are you, a magazine to submit to? Gee whiz, and you didn't
even answer my question or nothin'.

I appreciate that you sent me a coupon, but why did you have
to build my hopes up? I read your letter that ended with
Enclosed \$.50 coupon(s)

Why the (s)? Were you thinking of sending me a bunch, and then
decide that you didn't like me that much? I'm sad now.

Please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!

Wisk Detergent

Feb 16, 1997

Dear Wisk people,

I am writing to you about your ads. I am not sure how they go. That is why I am writing. I cannot recall any recent Wisk ad. Apparently they aren't very good, or otherwise I would remember at least a portion of them. By contrast I can remember every line of a commercial circa 1988-89...

Nerdy guy-(to Cool guy) Do you know what your problem is? Bodily secretions and proto-natious dirt form a substance anathetical to most fibers.

Cool guy-HUH?

NG-You have ring around the collar, the answer is WISK.

(Voice over, diagrams and typical ad stuff for a bit and then...)

NG- Ah, the offending ring has been eradicated!

CG(jokingly)-Along with a plethora of unsightly contaminants.

NG-PRECISELY!

Now, that is a good commercial. Me and my friends used to quote it verbatim in High School, I swear to God. It was quite a spectacle to see 4 or 5 glasses wearing poorly dressed suburbanites chanting it as we walked down the hall.

Please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

Sincerely,
Michelle R. Marrero
Michelle R. Marrero
Consumer & Professional Affairs

NO REPLY!

Dear Ex Lax

Mar 31, 1997

I realize that it is important that your product be palatable, but do you ever think that maybe the chocolate flavor is a bit TOO tasty? There has always been an underlying exlax as chocolates school of humor, recently exemplified in the FOX filler-between-hit-shows KING OF THE HILL. (Which most people I know have seen every episode of, despite not actually liking, it's just convenient to watch between Simpsons and X Files.)

But recently art became life, when some area teens made ex lax brownies that they left in their teacher's conference room, causing illness and hospitalization. Do you think that maybe it's time to put a warning label on your package- This is a poo-making product, do not eat as a candy, or serve as a dessert?

And why are you called EX-LAX? LAX I am sure means LAXITIVE, which you are, but EX-lax implies that you WERE a laxative, but now you are not. What are you then?

Please respond,

RichardJ. Mackin
1298 Commonwealth Ave #4
Allston MA 02134

NO REPLY!



Novartis Consumer Health, Inc.
Consumer & Professional Affairs
Mack Woodbridge II
581 Main Street
Woodbridge, NJ 07095-1179

Tel 800 452 0051
Fax 800 635 2801

May 2, 1997

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

Dear Mr. Mackin:

Thank you for taking the time to contact us regarding your concerns about a of EX-LAX® Original Chocolated Laxative Tablets. We are glad you took the time to express your concerns about the labeling present on this package.

EX-LAX has been used for over 85 years as a safe, effective and easy to use form of laxative. Millions of Americans depend upon this easy to take product, as the chewable chocolated form of this laxative eliminates the need to swallow a pill.

EX-LAX, like all drugs, should be kept out of the reach of children, as indicated on our label. Your comments will be passed along to our Marketing Department for consideration.

The EX-LAX name stems from a contraction "Excellent Laxative". Thank you for taking the time to contact us.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Natalie R. Marrano'.

Natalie R. Marrano
Consumer & Professional Affairs

NRM/cl

0139178A

Litter Gitter
507B Maple Leaf Dr.
Nashville TN 37210

Dear Litter Gitters,

I love television, watching television, and ads and infomercials. I am particularly captivated with this cryptic infomercial with some guy with a suit telling me to call some international dating line that seems to cater to Euro kids that like techno music. But anyway, I was watching TV and I saw your ad for your product that makes cleaning cat litter boxes easier, which is really good, but you see, there are Cat people and non-cat people, and not everyone who watches TV likes cats. People who DO own cats are familiar with cat related stuff, things that us sane non cat friendly people don't need to know. Things like CAT TURDS. I KNOW that your products revolve around cat turds, but you don't need to show them. Especially since you could easily get away with the long lost art of subtlety by merely mentioning what your product does and allow the masses to figure out what the cat turds will look like. I watch TV for entertainment and education. Not for cat turds.

And what is up with the idea of litterboxes? The very point of excretion is to GET RID of bodily waste. We train dogs to go outside. We invented plumbing to bring our own waste outside. But when it comes to cats, we want it to kick around the house for a while before we get rid of it? What is wrong with our society to perpetuate this?

Please respond,

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

Georgia-Pacific



Consumer Response

Georgia-Pacific Corporate
Consumer Paper Products
233-A Peachtree Street
Atlanta, Georgia 30303
1-800-283-5547

April 21, 1997

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

Ref #: 46617-1

Dear Mr Makin:

Thank you for your contact on Wednesday, April 16, 1997, regarding our advertising in relation to television program content.

Georgia-Pacific has a commitment to quality television programming, as this is one medium that we utilize to convey our advertising messages. Our goal is to place advertisements during only those programs which are considered to be appropriate to these messages. Georgia-Pacific does have some choice of time periods available for advertising, and we would like for these choices to reflect an interest in reaching members of the viewing public with varying tastes. Hopefully, we are able to find the balance between entertaining the vast majority of the population while offending the fewest. We appreciate the time you have taken to contact us, as customer comments and opinions are very important to our business. Please be assured that every effort will continue to be made to provide you excellent quality and service.

Sincerely,

Janice F Stevens
Consumer Response Specialist

Maybe predecessor
from 6

Lucky Charms
General Mills
PO Box 1113
Minneapolis, MN 55440,

Mar 27, 1997

Dear Lucky Charms,

In reaction to your response to my theory that I had provided the inspiration for a commercial, I guess I will have to take your word to the fact that you came up with it first.

BUT, I have another issue. You refer to your ad, in which Lucky the leprechan asks kids to name all the marbits, as the "Name Game." But you see, the "Name Game" is the title of the song in which one takes a name and puts it through a schematic of related and rhyming phrases. For instance, a true Lucky Charms would be

Lucky Charms Lucky Charms, Bo Bucky Charms
Banana-Fanna Fo (propriety prevents the usage, although called for, of a slang term for coitus, rhyming with "lucky") Charms
Me My Mo Mucky Charms
Lucky Charms

No, this does not provide an adequate sales pitch for cereal, but neither does lynching a mythological figure. Please respond.

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

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

[Handwritten signature]
Lucky Charms
General Mills
Minneapolis, MN 55440



General Mills Consumer Services

P.O. Box 1113, Minneapolis, MN 55440

April 29, 1997

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

Dear Mr. Mackin:

Thank you for contacting General Mills about our Lucky Charms advertising.

I'm sorry you feel it was misleading. It's certainly not our intention to mislead consumers in our advertising.

I appreciate your bringing this matter to our attention. Please be assured that your comments will be carefully reviewed with our marketing and advertising staff.

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

Sincerely,

Todd Shackelford

Dear Coca Cola Company,

I recently was reminded of your product OK SODA, which is now apparently no longer made, having been mostly a marketing scheme in the first place. This got me to thinking about other potential concept sodas that could be made, and I think that I should share the best one in hopes that it may become a reality.

I am speaking, of course, of ABE VIGODA SODA. Not only would it have the rhyme aspect, but it would also have some inner meaning for everyone, harping back to at least one favorite movie or TV show. The most obvious flavor would be fish, but we all can see that ending REAL quick, so leeway must be made. Since you are a big company and I'm just some guy, it might be better if you contacted him to get Abe's permission. don't forget that he IS NOT DEAD, but I am sure that you already saw that bit on Letterman. Anyhow, please keep me updated on the progress that you are making on this project.

Thank You,

Rich Mackin

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134



Coca-Cola sent back my letter after stamping it and underlining Abe's name.

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

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

May 2, 1997

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

Dear Mr. Mackin:

Your letter was shared with me for response. Thank you for contacting us regarding your new product idea.

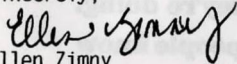
As is the case with many large corporations, The Coca-Cola Company has a policy for dealing with outside submissions. That policy includes an absolute prohibition against consideration of any submission relating to advertising, sales promotions, the Olympic Games, concepts we have previously reviewed, or formula modifications for any of our soft drink, fruit juice, or other fruit juice-based or flavored products. The policy is based, in part, on the fact that the Company employs some of the best people available, both on its staff and with advertising agencies, to develop such ideas.

We recognize that having such a policy may occasionally cause us to miss an opportunity for good suggestions from our friends outside the Company. However, experience has shown us that our policy is the best course to follow. The result is that we cannot consider your suggestion.

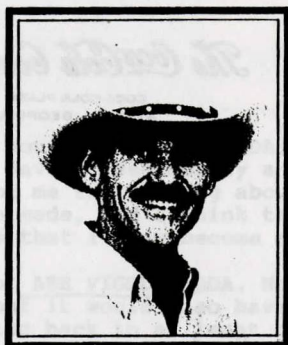
I wish to emphasize that although we cannot consider your idea, this in no way reflects on its merits.

We appreciate your taking the time to contact us, Mr. Mackin.

Sincerely,


Ellen Zimny
Consumer Affairs Specialist

Encl: Your Correspondence



Ken Roberts

*Publicly turned the smallest
amount of money into the
most two years in a row.*

SOURCE:
INVESTMENT HOTLINE MONITOR

**"Do you think real estate ^{WAS} is the only way to
make big money? !**

**"Average people across America are turn-
ing small sums into huge profits quickly,
easily, and safely—without the hassles of
real estate, mail order, selling, multi-level,
stocks, bonds, or gambling.**

**"This letter describes what they're doing.
It's something relatively few people know
about or have ever seen.**

**"Have your newspaper ready for an actual
demonstration of how such profits are
made"**

**This was from a large packet I
recieved unsolicited.**

The Ken Roberts Company
333 S.W. 5th ST
Grants Pass, OR
97526-2513

March 31, 1997

Dear Ken,

Thanks for your junk mail important offer. I am glad that you sent it to me, especially because you did the thing where you try to trick me make the creative act of having "handwriting" on your note to me so it does not appear like this is just one of a mass mailing.

I also like the "references" you include. You know, I bet if the next time I apply for a job, I can just put down the initials and home towns of my references, and that will be sufficient proof that people endorse me. Yep. Honestly. Uh huh.

By the way, how come you don't mention the fact that you were one of the Villiage People?

Please respond,

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

NO REPLY!

Dear Kelloggs Crispex

May 20, 1997

In reference to your ad in which a father is talking to his son about his distrust of the kid's mother...

1) The father says something ("I'm still skeptical.") and the kid says "I'm so skeptible." HAHAAAA the kid can't talk right. How adorable. Now lets watch a bunch of kids fall and hurt themselves on AMERICA'S FUNNIEST HOME VIDEOS. Boy I am glad I am a mature adult. so that I can ridicule babies.

2) The commercial in theory denotes passage of time-It starts with them starting the cereal, and then mentions the fact that they are almost finished. But the orange juice is still at the same level. What, they have OJ just for decoration? What, you have no concern for making a good commercial so that you can't even TRY to make it plausible? I'm sure the actors would enjoy a refreshing glass of juice.

3) The fact that the man seems skeptical and distrustful of his wife seems to have roots in the fact that the kid lokks nothing like him OR his wife. Maybe the discussion should not be what stays crispy in milk, but WHO stays after delivering the milk.

Please respond,

Rich Mackin
1298 Commonwealth Ave #4
Allston MA 02134

This was from a large packet I
received unsolicited.

Kellogg's

July 22, 1997

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

Dear Mr. Mackin:

Thank you for contacting Kellogg Company regarding our advertising for KELLOGG'S®CRISPIX®. We sincerely appreciate your interest.

Mr. Mackin, our intention is to provide wholesome, entertaining advertisements that present our products in a pleasing manner. I am sorry you are not pleased with this particular ad, and I hope that future ads for this and our other products will be more acceptable to you.

Viewer reaction such as yours is helpful to us and is taken into consideration when developing future advertisements. Therefore, we have forwarded your concerns to the appropriate company officials. Thank you, again, for sharing your views.

Sincerely,

Laurie A. Giddens

Laurie A. Giddens
Consumer Specialist
Consumer Affairs Department

Enclosure
lg2/mck

2189733A



Dear Milky Way

March 31, 1997

You know, your ad campaign is not bad. Sure, it is ripping off the hit TV show THE X FILES, but it isn't pretending its not. It also changes the vital stuff enough so that it shows some originality on your part, and will also stand up to non X FILE viewers. It even ties in with the MILKY WAY, which, given the MILK chocolate, is a logical, and even clever name. (As opposed to, say LEVER 2000, and their stupid 2000 theme) But then you go and ruin it at the end by saying something along the lines of "There's nothing on earth like it." But there are things like it. Milky way dark comes to an immediate forefront of my mind, as does various Milky Way ice cream snacks. Furthermore, it is well known that Milky way is the mid point between 3 Musketeers and Snickers, kind of like Plato being taught by Socrates and teaching Aristotle.

Speaking of 3 Musketeers, do you realize how stupid THAT ad campaign is, especially in comparison. If 3 guys in weird outfits appeared in the back of a cop car, they would more likely be shot that asked about sweets. Also, while I appreciate the fact that you want to be politically correct and have a black musketeer, it defeats the point of having French aristocracy as your logo if you are just going to recreate history. It is indeed racist and unfair, but to conveniently re write history to suit what we would like it to be menas we are forgetting history, and thus are doomed to repeat it.

Don't you find it odd that the 3 musketeers are always noted for their swordmanship, despite the fact that they are MUSKET (you know, like as in guns)teers. Its almost like calling McDonalds employees ARCHERS since they work under the Arches.

Do you ever think that you will add to they heirarchy with something with chocolate, caramel, nougat, peanuts and something else. What the hell IS nougat anyway? You ask in an ad, but never answer.

Please respond,

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



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

May 12, 1997

Mr. Richard J. Mackin
1298 Commonwealth Avenue AP
Allston, MA 02134-4026

Dear Mr. Mackin:

Thank you for your recent letter expressing your viewpoint regarding our television commercial for 3 MUSKETEERS® Bar. We value the comments received from our consumers and always refer them to our advertising associates for their review.

In appreciation for writing, we are enclosing a complimentary store coupon redeemable for M&M/MARS products.

Sincerely,

A handwritten signature in dark ink, appearing to read "Donna Ditmars".

Donna Ditmars
Consumer Affairs

DMD/dmd 0723460A
Enclosure

Feb 27, 1997

Dear Snickers,

You do realize that "snicker" is usually referred to as the type of laugh that one would do with somewhat guilty pleasure as one mocks the misfortune of others. Case in point, you ad campaign featuring an old man, let's call him "Ted."

At first, Ted is the guy who paints the grass for football games. He paints a beautiful piece, but unfortunately spells the name of the team wrong. He now has to do the whole thing over. He won't be able to go to Denny's it seems. He needs a snack to keep his hunger at bay. Hence Snickers. Ad makes it's point. O.K.

After the ad ends, we assume that the cruel football bosses say to hell with Ted's years of service, fire the geezer if he's gonna mess up like that. So Ted is now working in a hockey rink. He is feeling the aftermath of Reaganomics and "trickle down" theory, or else he spent his savings on girls and beer, since he is older than many people who have retired already, but is still taking unrewarding menial jobs.

So Ted is doing ice preparation, and is distracted by a girl in a billboard. He hoses water all over his feet and is standing there mesmerized by this Siren that the ice freezes around him, trapping him. The hose then mysteriously disappears. Hockey players come, and instead of feeling that they should rescue our pal Ted, or even expressing confusion, or even annoyance at the strange new obstacle in their playing area, they act as if it is not anything odd, and one even goes to tell Ted that he is stuck in the ice. AS if he was so old and senile that he didn't realize that he had been stationary for hours.

Well, I am sure that the add will invoke Snickers at Ted and his plight. But not by his grandkids who are sad and confused, wondering why Poppy isn't coming to dinner tonight.

Please respond

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



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

May 12, 1997

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

Dear Mr. Mackin:

Thank you for reporting the problem you had with SNICKERS® Bar. How our consumers feel about our product matters to us, and we appreciate the opportunity to explain what may have happened.

As our products travel through the manufacturing process, we examine and constantly check for the slightest flaw. Although we continue to monitor our products after they leave the factory, things can happen in the channels of distribution that we cannot prevent. We are looking into your report.

I am enclosing complimentary store coupons which are redeemable for M&M/MARS products. Thank you for caring enough to let us know when we can do better.

Sincerely,

A handwritten signature in black ink, appearing to read 'Donna Ditmars'.

Donna Ditmars
Consumer Affairs

DMD/dmd 0723465A
Enclosure

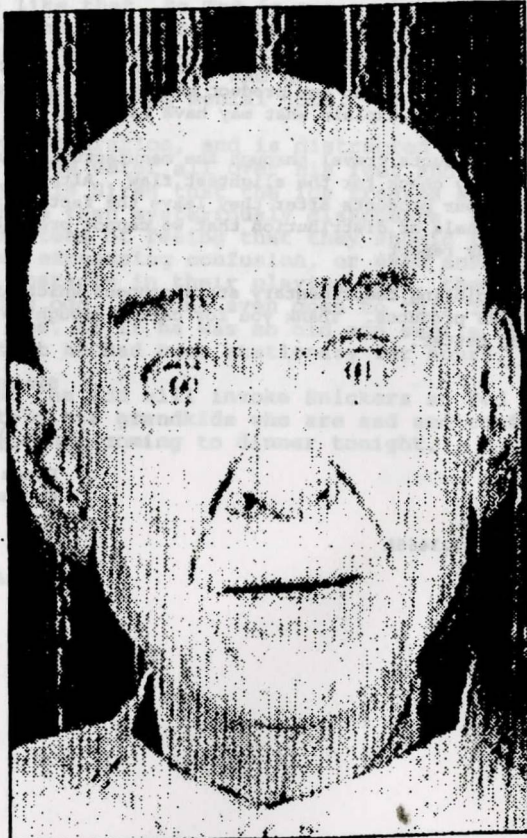
March 31, 1997

Dear 2000 Flushes,

Enclosed is a picture of "DO", the now deceased leader of the HEAVEN'S GATE UFO Cult. Notice the eery similarity to your spokesman. Please send me a photograph of your spokesman and proof that he is still alive and on our planet so as to curb fear of the two being one and the same. Thank you.

Sincerely

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



MARSHALL APPLEWHITE
'It is close to our end'



CONSUMER AFFAIRS DEPARTMENT

Adams/American Chicle/Parke-Davis/Shaving Products/Warner Wellcome Consumer Healthcare

201 Tabor Road
Morris Plains, NJ 07950

Phone: (800) 223-0182

February 24, 1997

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

Dear Mr. Mackin:

Letters from readers of our print advertisements are always welcome and we certainly appreciate your input regarding our advertising.

We are sincerely sorry that you have found this advertisement displeasing, but please understand that prior to any of our advertising, new ads are reviewed and tested by people like yourself. Without overwhelming approval by these consumers, ads may never be placed in print.

Please be assured that your observations and opinions will be brought to the attention of those people specifically responsible for the ultimate approval of our advertising to ensure that extreme care and consideration can be given to future creative decisions.

Thank you once again for writing.

Cordially yours,

CONSUMER PRODUCTS GROUP

Chip Horner, Director
Consumer Affairs Department

MR/

10473390



mail order fun

E A T

EVIDENCE OF ACTIVE THOUGHT
publications



POB 890, ALLSTON, MA 02134

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

Consumer Defense Corporate Poetry

Letters to and responses from corporate America.



"Richard is on to something here-something big."-Factsheet 5
"The funniest zine I have EVER read."Jef, Don't Shoot, It's Only Comics!

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

TRUE TALES
AND
OTHER STUFF
#s 1&2



Comic stories, mostly autobiographical, from Rev. Rich

Coming Soon!

More Books of Letters, More True Tales, and
P.A.Y.B.E.V. (PROTESTS ARE YOUR BEST ENTERTAINMENT VALUE)
#1 will be a photo packed tale of the Boston NIKETOWN opening day protest.
#2 Will be a chronicle of Rev. Rich stumbling upon a Animal Rights protest and the ensuing police problems.

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

Also Available- E.A.T. books 1&2-Art, writing, DadA few left!
SAVED/LOST-quality self published book of
Rev. Rich's paintings

These here heavy items go for \$8.00ppd.

POB 890, ALLSTON, MA 02134

