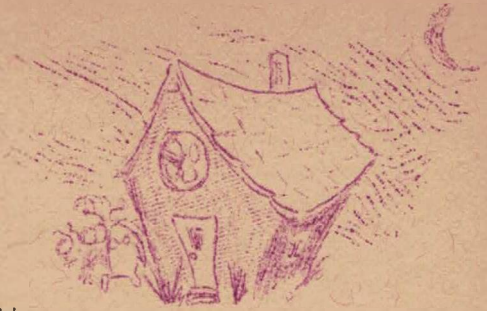


MAYHEM HOSE MYTHM HOSE



Actually, this is Mayhem Annex #32 (NP65:44), Felice Rolfe, 1360 Emerson, Palo Alto 94301, Dec. 26, 1965. Johnny Chambers did this heading for NIEKAS, but we didn't use it yet; besides, that thing looks like an annex to me.

ANSWER TO INDIGNANT LETTER Dept.

Thank you, Mrs. Rolfe....

.....for your December 3 letter concerning an Aladdin thermos bottle which is not giving the service you have every right to expect.

You mentioned some dissatisfaction in our new plastic collars on the one-half pint school kit bottles. Formerly, we manufactured the aluminum collars for this bottle, but we discontinued this because of a large number of customer complaints, similar to yours, only concerning the aluminum collars rather than the current plastic ones. You see, the aluminum collars would rust and, consequently, "freeze" to the bottle's jacket, which was caused by normal condensation and moisture on the outside of the filler.

This past season, we went to the plastic collar in order to accommodate the consumer. This new collar makes it easy to disassemble the bottle for cleaning and filler replacement. This being our first year for the plastic collars, it is possible that you received one which was slightly molded improperly.

The name "Aladdin" on any vacuumware product is always your guarantee of complete satisfaction. For this reason, we would like to replace your current bottle with a new one "no charge". Please identify the characters of scene on this school kit bottle, such as "The Flintstones", "Bonanza", "Mary Poppins", etc. Feel free to jot down this information at the bottom of my letter and return it to me. Upon receipt, I'll see that a new bottle is rushed to you promptly.

You can be sure that Aladdin's thermos bottles are designed especially for quality and performance. Our aim is that each and every bottle, of the millions produced here at Aladdin, will serve our customers long and faithfully.

Again, Mrs. Rolfe, thank you for writing. I fully understand your situation, but I hope also that you can appreciate our position. It is a pleasure to be of service.

Cordially yours,

Creed Crowder
Customer Service

ø ø ø ø ø ø ø

THE THERMOS people sent me a form letter. Though I will admit they went to the trouble of typing my name on the top. While you may feel that this reads like a form letter, actually it doesn't; it reads like a Customer Service man thinks after he's been at the company literature again. I present it to you in the spirit of "equal time", something which was drummed into me during my short career as a radio continuity writer at a station in Kentucky. It happened that my stay at WBRT coincided with "Happy" Chandler's campaign for governor of that fair State with its fastest women and most beautiful horses in the world...

At any rate, I'll get a couple of new vacuum bottles for the kids out of this, plus the pleasure of pointing out to the gentleman that I've had this experience with a good many more than one of the blasted things; and that any halfway-competent engineer could tell him that making the "direction of unscrew" of both cap and collar the same is not a good engineering decision. Hell, I can tell him that, and I'm not even a halfway-competent engineer.

