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11/3/2009

False Advertising Complaint Against: Architectural Bronze Aluminum Corporation. 655 DEERFIELD RD. STE #100 PMB422, DEERFIELD, ILLINOIS 60015-3241. Owner: Ken Cooper. ph: TOLL FREE (800) 339-6581. fax: FAX (847) 266-7301. email: sales@architecturalbronze.com Website: <http://www.architecturalbronze.com/>

Mr. Kevin Lyons
IL Attorney General's Office
Consumer Protection Division
500 South Second Street
Springfield IL 62706

Mr. Kevin Lyons:

I have received your response to my letter where I stated in part: "These people pretend that they are manufacturers, stating or implying that offer "manufacturer-direct" pricing & service... They are simply distributors, just like we are. These "manufacturer-pretenders" put honest distributors such as us at a competitive disadvantage because they lead customers to believe they'll get a better deal from them."

This "...complaint files for future reference" business of yours is detritus. Ken's lying 24/7 on his website. As I've already informed you, the vast majority—if not all—of the images he posts are actually the work of Matthews Bronze. He leads potential customers to believe he will have hands-on involvement in casting their plaque, with all of the supposed benefits that implies. He will NOT be doing that; Matthews will cast his plaque orders. As I've also already informed you, he's even admitted that to me. On Dec. 21st, 2004, he replied to my emailed "revelations" with: "Hey Don, It sells!".

Apparently his taking money under False Pretenses, and certifiable False Advertising is of no concern to your office; it's not deemed "actionable". As for "subsequent complaints", as I've written the FTC, and copied your office on it: "*I don't foresee any others—whether they're architectural signage distributors OR buyers—making the same complaints. The first group is largely complicit in this; the latter group either doesn't know any better, or just "moves on", believing that nothing either can or will be done.*" Perhaps you missed that part.

Thank You,

Don Baker

PS: As with all other correspondence relating to these matters, these letters will be posted online. It's intriguing to see which states take these matters seriously...and which don't.

