



PLAQUES & LETTERS.COM

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False Advertising Complaint Against Several Competitors: The PLAXX COMPANIES; Bronze Memorials, Inc.; signlettersontheweb.com; Franklin Bronze; Pacific Bronze; **NOW: Against Metallic Arts; Architectural Bronze; Saxton Bronze; Bay Bronze & CastBronzePlaques.com**

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear FTC:

I have previously written you in part: *"I am in the online architectural signage distribution industry. My online competitors are is well. The difference is, we tell the truth and stipulate that we are Distributors; the VAST majority of our competitors lie and pretend they are manufacturers, implying or even blatantly stating end users will be receiving "manufacturer-direct pricing". They don't...but they don't know that. Therefore they have been duped by these liars...Please see the enclosed THE TRUTH ABOUT ARCHITECTURAL PLAQUES & LETTERS ACQUISITION document. Many are listed there. I've carefully scrutinized their online claims. They are all liars. I will also provide individual complaints about a few of the worst."*

One existing Complaint, against Bronze Memorials, Inc., has been assigned the Reference # 23073235. Apparently, from your letter dated August the 3rd, 2009, the five more that I submitted to you on July the 22nd have been collectively assigned Reference # 23598124. In your letter you offered: **"The Commission does not resolve individual complaints.** The Commission can, however, act when it sees a pattern of possible violations developing. The information you have provided will be recorded in our complaint retention system. This computerized system enables us to identify questionable business practices that are generating numerous complaints and may be in violation of the law." **I've no way of knowing if your "a pattern of possible violations" is applicable to a sole company you receive multiple complaints about posited by multiple parties against same, OR if it might apply to one person making complaints about multiple parties in the same industry. If it's exclusively the former, I have previously offered: "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."**

It's the latter scenario which still concerns me...and should you. The five Complaints already filed—as well as the five more I now submit—are meticulously documented and supported. As I've previously conveyed to you: "A customer of Franklin's offered us, after Franklin had beaten our quote, and we informed said customer who they were dealing with: *"Obviously this is not a good situation we find ourselves... If what you're telling me is the truth, then yes, we have been duped, and I don't appreciate it."* Customers don't like being hoodwinked even if they do receive a lower quote."...but it's happening many times daily in this architectural signage industry. Countless people are being ripped off in one fashion or another as a result. "Caveat Emptor" has never been more true since the advent of online commerce.

The same prospect later inquired of us:

"Don,

Here is their "about us" page that explicitly says that they cast their own plaques:

<http://www.franklinbronzeplaques.com/aboutus.html> Is this a lie? If so, how is that this is allowed?

Pete"

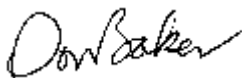
My reply was: *"Is this a lie? If so, how is that this is allowed?"*? Ask state Attorney's Generals who don't give a [____]. Please see attached." The "attached" I referred to then were actually the five Complaints I've sent to you, FTC. As for the various state Attorneys' General, I'll have them "send them a letter". But as for Tom's *"how is that this is allowed"*, it's "allowed" because no one—besides me—is doing anything about it. That's why, for the foreseeable future, Pete's concern, and that of a Cheryl Walker remains, who offered:

"I noticed on your web site that you have other competitors websites that we should check out so we did that. We went to www.bronzememorials.net and I noticed on that web site that they have pictures of "How we make our plaques". The problem is that these are pictures of Matthews Foundry in Pennsylvania not Bronze Memorials which is located in Florida. Isn't this false advertising? Apparently they are not manufacturers but are claiming to be. Are all bronze plaque sites false? Is this industry wide?" Yes it is...for now. This is a larger dynamic than any one website or business's "questionable business practices"; it's industry-wide. The "pattern" you seek is that, each of these companies that I have brought to your attention lie about themselves (and sometimes others) on a daily, weekly, monthly and annual basis.

Is anyone doing anything "illegal" by your definition? I can't say, but most would think *"there oughta be a law"*. It's safe to say most people have some vague sense that there's somebody paying attention to matters such as this.

This letter along with my growing list of Complaints will be posted online. It'll be interesting to see what affect if any that it has.

Thank You,



Don Baker