



**PLAQUES&LETTERS.COM**

Don Baker dba Designs&Signs aka Plaques&Letters.com  
3205 Arthur Drive Ruston LA 71270

Website: <http://www.plaquesandletters.com/> Email: [admin@plaquesandletters.com](mailto:admin@plaquesandletters.com)

Local Phone: 318-251-9693 Local Fax: 318-251-9680

Toll-Free Phone: 1-866-336-4135 Toll-Free Fax: 1-866-336-4650

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**False Advertising Complaints Against Various Online Competitors**

Mr. Charles Johnson  
LA Attorney General's Office, Consumer Affairs Division  
P.O Box 94005, Baton Rouge, LA 70804

Mr. Charles Johnson:

Please see enclosed my responses to six competitors in their responses to your office. Liars squeal like pigs when stuck. Your Sally Sanders offered on the phone that "You'd be surprised how some clean up their act when we send them a letter. Most do." I thought at the time: "Unlikely." That's turned out to be the case. They just keep squealing and providing obfuscation, using terms no one outside the industry would understand, hoping that's a sufficient defense. These distributors remain liars, pretending that they are current, or even actual manufacturers, with all that does imply to customer prospects, also hoping "no one will notice". I noticed.

My Complaints to the FTC, which you were copied on, were meticulously researched and valid. After all, I've needed to amend only one, that concerning Franklin Bronze. The only other item of note is that [signlettersontheweb.com](http://www.signlettersontheweb.com) is placing their distributors at a disadvantage, given that their practices abridge industry norms (double-dealing).

I appreciate your office addressing this matter with my deceptive competitors. When I contacted them about their practices, they either ignored it completely, or provided lame excuses for their lies, usually turning this into a personal matter. It's never been that. It's about all architectural signage distributors playing on a level field. They make it unlevel when they state or imply that prospects will receive "manufacturer-direct pricing and service." Then they whine when someone points out—to their sheer and utter amazement—that will not be the case, as posted on [http://www.plaquesandletters.com/ftc\\_false\\_adv\\_complaints.htm](http://www.plaquesandletters.com/ftc_false_adv_complaints.htm). Their responses to you, and my responses to them, are now online for any and all to evaluate. Your involvement has gotten their attention—and provided more validation that what I post about them is true, and in their own words—than the tepid practices of the FTC ever would have. I never thought cleaning up a cesspool distribution industry would be easy.

Thank You,

A handwritten signature in black ink that reads "Don Baker".

Don Baker