



**PLAQUES & LETTERS.COM**

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12/21/2009

Your protestations to LA AG re: "False Advertising" Complaint Against Bronze Memorials

James Savage  
Bronze Memorials  
1226 S.W. PARADISE COVE  
PORT SAINT LUCIE FL. 34986

James:

Point by point responses to your letter to Mr. Charles Johnson, LA AG's Office, Consumer Section:

- "LET ME FIRST SAY THAT THIS COMPLAINT IS BY A LUNATIC AND VERY PROBABLY A MENTALLY ILL PERSON AND AS SUCH SHOULD NOT BE GIVEN MUCH VALIDITY." **That's a poor way to start James. You've immediately made this a personal attack, rather than addressing the salient matter. Get back to me on this, but only after you become a professional of any sort, including becoming a psychiatrist. In the meantime, as you type in ALL CAPS and struggle with English (your letter to AG began "DIR"), have someone read [http://www.plaquesandletters.com/ftc\\_false\\_adv\\_complaints.htm](http://www.plaquesandletters.com/ftc_false_adv_complaints.htm) to you. Unless you think "LUNATIC" is a synonym for "erudite" (perhaps your reader can look that up), I'm a "LUNATIC" only if you believe not following the industry trend of lying to the public—and is brave enough to do something about it—is lunacy. Otherwise your meaning is lost to me.**
- I FIND IT UNFORTUNATE THAT I EVEN HAVE TO RESPOND TO HIS ALLEGATIONS." I'm sure you do. I find it "UNFORTUNATE THAT I EVEN HAVE TO" **clean up this cesspool.**
- "THE PERSONS COMPLAINT THAT WE REPRESENT OURSELVES AS MANUFACTURES [sic] IS FALSE." **THAT is "FALSE".** Reference your <http://www.bronzememorials.net/manufacture.htm> **How our plaques are made** link. There you offer over 30 images of a plant, ostensibly yours, with a step-by-step depiction of the foundry's plaque casting process.





**Your text offers in part:** “Sales and art department and accounting management offices where your call or email is received. Your order is entered into the processing system. The file is sent to the art department and from the art department it goes to the production floor... The mold is put into a frame and filled with sand . [Whose sand is this supposed to be Jim? Yours? If not, why are you even discussing it, as it's not part of your process?] After compression the mold is cleaned before heading to the Molten Bronze station... A sight to behold! As the molten bronze is being poured... Very hands on to be sure there are no imperfections in the finished plaque... We stock each state seal mold in many different sizes.” **Now why in the world would anyone show those pictures and use that text if they weren't presenting themselves as a “MANUFACTURES”?** (The answer's very simple.) On <http://www.bronzememorials.net/College> you offer: “Free and fast - free artwork, free quote, free plaque design, free ground shipping to U.S. address and all military addresses in the world. We ship fast and with the fastest production in the industry we can ship your plaque in 15 days.” **NOTE: Actually, you don't ship plaques, your vendors who make them do. Gemini, one of your suppliers, has as a standard turn around 8 working days after art approval. But why would you say “fastest production in the industry” if you weren't distinguishing yourself from all others, strongly implying that you're able to because you make your own plaques, set your own schedules? You go on with:** “Need it quicker? We do offer a 5 day rush service available and 10 day rush service also and we have 72 hours dedication service available. Some of our competitors say it's not possible, 5 day production and shipping but our customers love it.” **Jim, no knowledgeable “competitor” says that. All you're offering is Matthews Bronze's—which you also distribute, because you have their project and specification diagrams plastered all over your website (as you do Gemini's)—10 Day & Five Day QuickShip schedule.**

- “THE COMPLAINT THAT I PUT HIS COMPANY AT A COMPLETIVE DIS-ADVANTAGE IS CORRECT, BECAUSE I DO GET SPECIAL PRICING, AND SPECIAL DELIVERY TIMES, BECAUSE OF THE AMOUNT OF VOLUME BRONZE MEMORIALS DOES WITH OUR MANUFACTURES... WE ARE ONE OF THE LARGEST VOLUME DISTRIBUTORS BOTH IN THE NUMBER OF PLAQUE WE SELL AND THE DOLLAR AMOUNT WE SELL...” **You get the same pricing and delivery as virtually any other Gemini & Matthews distributor. As for “AMOUNT OF VOLUME”, since it's a real challenge to even find you on the net unless the search term is “BRONZE MEMORIALS”, which uses the name of your company, you must be dreaming. Googling “cast bronze plaques”, “cast plaques” and “cast bronze plaques”, you're a no-show. I however am always on the front page and you SURE don't have any better business than I. We're seeing who the “LUNATIC” is perhaps?**

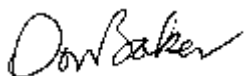
- “HIS COMMENT THAT HE IS THE ONLY HONEST COMPANY IS RIDICULOUS WE HAVE OVER 35,000 CUSTOMERS IN THE 35 YEARS WE HAVE BEEN IN BUSINESS AND YOU JUST CANNOT HAVE THAT BY BEING DISHONEST WITH YOUR CUSTOMERS.WE ENJOY AN A+ RATING WITH THE BBB IN OUR COMMUNITY AND YOU CANNOT HAVE THAT BY BEING DISHONEST.” **Obviously and sadly you can. Please see above topic about your blatant lies about being a foundry. BBB's don't give a whit about selling under false pretenses, as is clearly your practice. They only care if customers received the product they offered, and perhaps if it were consistently defective.**

- “THIS PERSON STATES THAT WE CEASE PRETENDING THAT WE OFFER SPECIAL PRICING AND SERVICE THAT HE CANNOT OFFER. THE REALITY IS THAT WE CAN OFFER A LOWER PRICE AND FASTER DELIVERY THAT HE CAN BECAUSE OF OUR RELATIONSHIP WITH OUR MANUFACTURES, WHICH HE HAS DESTROYED THE RELATIONSHIPS BECAUSE OF HIS TIRADES AGAINST HIS COMPETITORS.” 1) Your “OFFER SPECIAL PRICING AND SERVICE” **remains a lunatic’s dream, and 2) By** “HE HAS DESTROYED THE RELATIONSHIPS BECAUSE OF HIS TIRADES AGAINST HIS COMPETITORS”, **if you mean I no longer buy directly from Gemini, it’s because [I’m not subservient to anyone].**
- “IN MY CONTACT WITH THIS INDIVIDUAL I HAVE ASKED AS POLITELY AS I CAN FOR HIM TO STOP HIS MALICIOUS AND UNFOUNDED ACTIVITY TOWARD OUR COMPANY. IT IS MET WITH MORE HOSTILITY AND VENOM SPEWED AGAINST OUR COMPANY.” Jim, hyperbole is rarely effective when making an argument. If you have to use bombastic language, you didn’t have a point to begin with. You are referring to this: [http://www.plaquesandletters.com/FTC/Bronze%20Memorials/False%20Advertising%20Complaint%20Against%20Bronze%20Memorials%20with%20FTC\\_emails.pdf](http://www.plaquesandletters.com/FTC/Bronze%20Memorials/False%20Advertising%20Complaint%20Against%20Bronze%20Memorials%20with%20FTC_emails.pdf) ...where you offered: “REPRESENT THEM IN SUCH A MANOR, BY SLANDERING THEIR **OTHER DISTRIBUTORS** I AM GOING TO SEND THIS TO EVERY LINK THAT YOU HAVE LISTED IN THIS EMAIL AND MAY BE THEY WILL JOIN ME IN EVERY EFFORT TO STOP YOUR ACTIONS.” 1) **Everything I’ve said about BM is entirely** “FOUNDED ACTIVITY”, 2) **If anyone can find anything** “MALICIOUS” or “HOSTILITY AND VENOMOUS” in my response to you (at least any more than your frantic, defensive ramblings have been), it’s news to me, and 3) The ones you refer to are other Distributors also pretending to be manufacturers (as the word is actually spelled), Jim. Apparently Bronze Memorials et al think there’s “safety in numbers”. **You folks are creeping dangerously close towards being a cartel.** A cartel is a collection of business competitors who collude to damage another competitor’s business, certainly without validation. That’s a Federal offense. My issues with BM have concerned your selling under false pretenses, which you continue to do. Written evidence provides that about a third of you are busy as bees trying to take me down. With any further confirmation of your forming and/or acting as a member of a de facto cartel, I will see that it’s fully prosecuted for all concerned.
- “PLEASE DO NOT ALLOW THIS LUNATIC TO CONTINUE USING YOUR OFFICE TO TRY TO **PUNISH HIS COMPETITORS...MAY BE THEY WILL JOIN ME IN EVERY EFFORT TO STOP YOUR ACTIONS...**”? 1) **Maybe they will Jim; maybe they already have, and 2) I’m not trying to “PUNISH” anyone.** I’m trying to get my COMPETITORS to tell the truth. **Otherwise I’m indeed at a competitive disadvantage. Will you EVER get this concept?**
- “WHAT WE CAN TO GET A COMPETITIVE EDGE, BUT WE ALL HAVE TO COMPLY WITH THE LAW OF OUR STATES, AND WE DO.” 1) **States and even the FTC largely don’t give a “fig” beyond what the BBB does, addressed above, and 2) Acting as a cartel is a federal, not state matter. (Where’s that ‘suit you were to “DAM WELL” file 06/10/09?)**
- “IF YOU NEED VERIFICATION OF MY SPECIAL PRICING AND FASTER PRODUCTIONS TIMES OF THE PLAQUES AND LETTERS PLEASE CONTACT BILL CHRISTOPHER AT MATTHEWS INTL. 1800-950-1317.” **Great suggestion Jim. I did just that to see if they’re providing you with more than their standard 50% off List. They don’t. Company policy.**

You want everyone to see that you’re an honest person? Your and this letter is posted online.

“Hope This Helps”,

Don Baker



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copy: Mr. Charles Johnson, Louisiana AG's Office, Consumer Section; Federal Trade Commission