



State of Wisconsin  
Jim Doyle, Governor

---

Department of Agriculture, Trade and Consumer Protection  
Rod Nilsestuen, Secretary

September 1, 2005

THE SOUTHWESTERN CO  
PO BOX 305140  
NASHVILLE TN 37230

RE: **File 456367** (*Refer to this number when contacting our agency*)  
MS DOROTHY DAVIS  
3617 N 128TH AVE  
WAUSAU WI 54401

Dear Sir/Madam:

I received a complaint from Dorothy Davis concerning an unsatisfactory transaction with your business. A copy of the complaint is enclosed for your review.

The complaint suggests you may have violated the indicated provision(s) of Wis. Admin. Code, ch. ATCP 127, and Wis. Stat., ch. 100:

***Direct Marketing—Face-to-Face Solicitations***  
***Wis. Admin. Code § ATCP 127, Subchapter IV***

***No person shall make an advertisement, announcement, statement or representation which is untrue, deceptive or misleading to induce a sale.***  
***Wis. Stat. § 100.18(1)***

Violations of this law can result in civil or criminal prosecution by the State of Wisconsin. Also, any person who suffers a monetary loss because of Wis. Admin. Code, ch. ATCP 127, and Wis. Stat., ch. 100 violations may sue for double damages, court costs, and reasonable attorney fees. Copies of Wisconsin rules and statutes are available on the Wisconsin State Legislature website: <http://www.legis.state.wi.us/rsb/index.html>.

I am providing you with an opportunity to review Dorothy Davis's complaint and comment on this matter before I investigate further. Please reply to me in writing within ten days about the facts and allegations of the complaint. Attach any documents that you think are relevant in supporting or explaining your position. Be sure to include a statement of your position concerning the resolution of the complaint.

*Agriculture generates \$51.5 billion for Wisconsin*

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

Your written response will assist me in making the correct enforcement decision. In addition, your response will document your side of the story and be included in the Department's records.

Thank you for your cooperation.

Sincerely,

Andrea M. Loudon  
Consumer Specialist  
**BUREAU OF CONSUMER PROTECTION**  
FAX: 608 224-4939  
E-mail: [Andrea.Loudon@datcp.state.wi.us](mailto:Andrea.Loudon@datcp.state.wi.us)