

Wesfarmers Coles Feebly Attempt to Deceive Federal Court

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The case against Coles for “false, misleading and deceptive” practices brought by the ACCC proceeded in the Federal Court today and one would think that a Company that is able to pay its ‘former’ (by a few days) CEO, Ian McLeod, an astonishing [\\$55 million](#) could afford lawyers that are reasonably competent.



Counsel for Coles submitted to the court that the phrase, “baked today, sold today” was not to be taken literally or at face value, as every competent English speaker would; instead counsel submitted that it was a “juxtaposition” of categories and that ‘baked today’ referred to bread without preservatives baked on the premises and that ‘sold today’ referred to processed or pre-baked bread that contained preservatives -- give Oz a break!

Notwithstanding the giant leap into absurdity and unreason by Coles’ counsel, which is clearly ignoring common grammar, meaning and the general public literary context, it beggars belief that any counsel would attempt such a feeble defence. It is little wonder that former CEO, McLeod, who is CLEARLY responsible for getting Coles into this compromising mess with his deceptive methods of management, has jumped ship like the despicable, COWARDLY, corporatist dog that he is!

We can hardly wait for the next absurd, deceptive and compromising excuse Coles offers the Australian people.

Clearly the most effective and honourable defence in this case is to admit fault, take the consequences and pledge to rectify the problem and prevent it occurring again; however, as the links below clearly indicate Coles’ divorced from reality management exhibit an almost pathological inability to admit fault and rectify easily remedied problems.

Foreign coward and currently unplaced former CEO Ian McLeod, and the very ill-advised and astonishingly stupid Wesfarmers board, will soon learn that Australian courts are not to be trifled with and/or insulted with such feeble lies and obvious excuses.

Also see:

<http://colescomplaints.zapto.org/news/story-38.html>

<http://colescomplaints.zapto.org/news/story-32.html>

<http://jungledrum.hopto.org/news/story-989.html>



Ian McLeod

<http://tinyurl.com/k9fnrjr>

Jungle Drum Prose/Poetry. <http://jungledrum.lingama.net/news/story-1012.html>