

Sens. Vukmir, Craig and Reps. Ott, Murphy: Author bill on Tax Day to allow consumers to stretch dollars further

Posted on Tuesday, Apr 18, 2017

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

Contact: [Sen. Vukmir, \(608\) 266-2512](#)
[Rep. Ott, \(608\) 266-0486](#)

MADISON, Wis. – Sens. Leah Vukmir and David Craig and Reps. Jim Ott and Dave Murphy introduced a bill Tuesday that would repeal portions of Wisconsin’s Unfair Sales Act by allowing for the sale of prescription drugs and retail merchandise at below cost.

“Under current law, Wisconsin-based businesses are at a competitive disadvantage against online and out-of-state retailers, a complete absurdity that should be rectified,” said Vukmir, R-Brookfield. “This mandated markup on prescription drugs and merchandise results in Wisconsin seniors and families paying more for their goods. Repealing this required cost is in Wisconsinites’ best interest.”

“The Unfair Sales Act was enacted more than 75 years ago and outlived its usefulness long ago,” said Ott, R-Mequon. “The outdated law requires businesses to sell their products above cost, making it difficult to compete against online companies and forcing Wisconsin consumers to pay more for the products they purchase.”

Across the United States, Tuesday marks Tax Day. Some businesses across the country are giving deals to provide consumers relief while Americans send far too much of their paychecks to the government. Wisconsin, unlike other states, isn’t

always able to participate in these kinds of deals, similarly offered before the school year and on Black Friday. This bill would make those door-buster discounts legal.