

Rep. Maxey: Introduces legislation to repeal the unfair sales act

Posted on Tuesday, Dec 19, 2023

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“Over the last few years, we have seen consumers spending more and coming home with less due to the crippling effects of this historic inflationary period. This Christmas, I wanted to help Wisconsinites with cost savings by introducing legislation that would repeal Wisconsin’s unfair sales act. With prices rising on almost all essential products such as gasoline, prescription drugs, and food, this gives us a chance to ease the burden of soaring prices on Wisconsinites.”

“The unfair sales act is an outdated, over burdensome regulation that doesn’t actually help small businesses; rather, it drives up profits for larger businesses while driving up prices for consumers. When I took office, one of my goals was to make common-sense regulatory repeals; this legislation does just that.”

The Unfair Sales Act was enacted into law in 1939 with the intent of protecting small retailers from being pushed out of business by larger competitors opening nearby and offering lower prices. However, the retail landscape has drastically changed in 84 years. The current evolution of the marketplace has driven consumers to find cheaper and more convenient ways of doing business in the digital era. Today, the Unfair Sales Act of 1939 is a driver of higher prices and a tool for anti-competitive behavior.

“This legislation is a common-sense free market proposal to put more money back in the pockets of Wisconsinites. We have all been hit hard by inflation, and this legislation would provide much-needed relief during the season of giving.”