



American TV Shoppers: Watch Out for Checkout Errors

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MADISON – Bargain shoppers who are hitting up their local American TV & Appliance store’s going out of business sale need to pay close attention to the price at the register when they check out. Weights and Measures inspectors from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) conducted a price verification survey at each of the seven American TV stores in Wisconsin on Monday and found that 5.5 percent of the items checked rang up higher than the advertised price.

Wisconsin law requires that stores charge the lowest advertised price. Consumers are entitled to a refund when they are overcharged.

DATCP inspectors checked a total of 325 items at the stores. The highest overcharge on a single item was \$314.44 at the Casaloma Drive store in Appleton.

The store with the highest number of overcharges was the West Beltline Highway store in Madison. Of the 50 items checked, seven were overcharged at the register. When the inspector returned to the store on Tuesday, February 25, the errors had been corrected.

DATCP advises consumers to:

- Take the sticker or tag from the item with you to the register.
- Compare the sticker price to the price that rings up at the register.
- Ask questions before you pay.

Following are results from the survey:

Store Location	Items Checked	Overcharges	Top Overcharge Amounts
West Beltline Hwy., Madison	50	7	\$279.25
High Crossing Blvd., Madison	50	1	\$0.99
Brown Deer	50	3	\$72.85
Casaloma Drive, Appleton	25	1	\$314.44
Grand Market Drive, Appleton	50	5	\$147.50
Waukesha	50	0	
Oak Creek	50	1	\$72.60
Total	325	18	

For additional information or to file a weights and measures complaint, visit the Bureau of Weights and Measures at datcp.wisconsin.gov, send an e-mail to datcpweightsandmeasures@wisconsin.gov or call 608-224-4942.

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