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## **Jacques Seligmann & Co. records, General Correspondence: National Recovery Administration, 1933-1934**

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NATIONAL RECOVERY ADMINISTRATION,  
October 20, 1933.

THE PRESIDENT,  
The White House, Washington, D.C.

## I. INTRODUCTION

MY DEAR MR. PRESIDENT: This is a report of the hearing on the Code of Fair Competition for the Retail Trade as proposed by the following associations:

The National Retail Furniture Association.  
The National Retail Hardware Association.  
Mail Order Association of America.  
The National Association of Retail Clothiers & Furnishers.  
The National Retail Dry Goods Association.  
The National Shoe Retailers Association.  
The National Council of Shoe Retailers.  
The Limited Price Variety Stores.  
National Association of Music Merchants.

Attached herewith is a copy of the Code as finally proposed and the Report of the Deputy Administrator.

This Code covers all the retail field except the selling of foods, tobacco, and milk, and except such other divisions of the retail trade as are now or may subsequently be governed by separate codes. Schedule A, attached to the Code, contains certain special provisions which apply only to drug retailers. Inasmuch as the drug retailers asked for a separate code, we are submitting at the same time with this Code a Code for the Retail Drug Trade which is identical in all its provisions with the provisions of the Code for the General Retail Trade, including Schedule A.

The hearing was conducted in Washington on August 22, 23, and 24. Every person who requested an appearance was heard in accordance with statutory and regulatory requirements. The Code has the approval of a substantial portion of the retail trade.

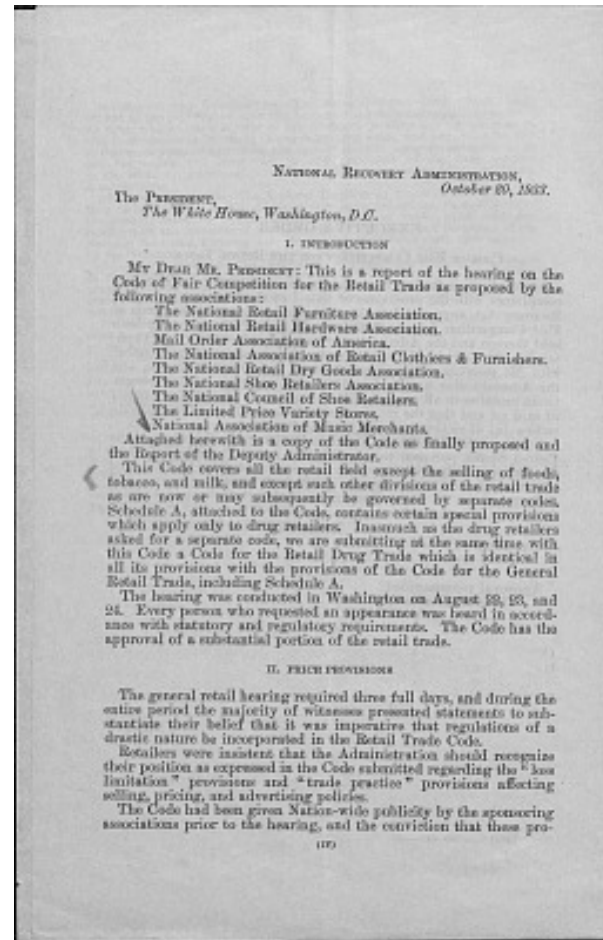
## II. PRICE PROVISIONS

The general retail hearing required three full days, and during the entire period the majority of witnesses presented statements to substantiate their belief that it was imperative that regulations of a drastic nature be incorporated in the Retail Trade Code.

Retailers were insistent that the Administration should recognize their position as expressed in the Code submitted regarding the "loss limitation" provisions and "trade practice" provisions affecting selling, pricing, and advertising policies.

The Code had been given Nation-wide publicity by the sponsoring associations prior to the hearing, and the conviction that these provisions

(IV)



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