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Accounting Historians: History in print [1987, Vol. 10, no. 2]; History used in advertising
HISTORY IN PRINT

The following articles on accounting history have appeared in non-Academy publications during the past few months. The articles are listed here to make members aware of the articles being published and the publication outlets available. Readers are urged to keep the editor of *The Notebook* alerted to publications which should be listed in this column. Send your suggestions to Dale Flesher at the editorial address. Readers in Asia and Australia may send their suggestions to Dr. Robert Gibson, School of Management, Deakin University, Victoria 3217 AUSTRALIA.

"Accountancy: The Making of a Profession," *The Virginia Accountant* (September, 1987), p. 7.
Callen, Jeffrey L., "A Medieval Controversy About Profit and Loss Allocations," *Abacus* (March, 1987), pp. 85-90.
Cooley, John W. and Joseph A. McHugh, "Over Thirty Years of Fun and Games as a Government Accountant," *The Government Accountants Journal* (Spring, 1987), pp. 1-6.
Fleishman, Richard K. and R. Penny Marquette, "The Origins of Public Budgeting: Municipal Reform During the Progressive Era," *Public Budgeting & Finance* (Spring, 1986), pp. 71-77.
Fuhrman, Peter, "The Century's Best Investor?," *Forbes* (April, 1987), p. 58.
Gaffikin, M. J. R., "The Methodology of Early Accounting Theorists," *Abacus* (March, 1987), pp. 17-30.
Lodge, Arthur, "Annals of Taxation," Series of articles on tax history in *Journal of Accountancy* (June, July, and October, 1987).
Marsh, J. A. and G. R. Henning, "Some History of the Debate on Educational Policy of Accountants in Australia," *Abacus* (March, 1987), pp. 55-69.
Merino, Barbara, Bruce S. Koch and Kenneth L. Marritchie, "Historical Analysis—A Diagnostic Tool for 'Events' Studies: The Impact of the Securities Act of 1933," *The Accounting Review* (October, 1987).
Reed, Fred L., "Harvey Gridley Eastman's College Leaves Syngraphic Legacy," *Coin World* (June 17, 1987), p. 1ff.
Smith, D. M., "The Lower of Cost and Market Revisited: An Extensive Historical Survey (United Kingdom 1870-1925) - Some

Preliminary Thoughts" in *Proceedings*, AAANZ Conference, Auckland, Department of Accounting, University of Auckland, 1987.
Someya, Kyojiro, "International Conferences on Accounting Education," *The Waseda Business & Economic Studies* (No. 22, 1986), pp. 1-7.
Someya, Kyojiro, "The Coming of Age of Accounting in Japan," *Information Bulletin of the Union of National Economic Associations in Japan* (No. 6, 1986), pp. 1-6.
White, Godwin T. and Jean C. Wyer, "Virginia Audit Reporting: Past and Future," *The Virginia Accountant* (September, 1987), p. 11.

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HISTORY USED IN ADVERTISING

South-Western Publishing Company has again used accounting history as the central premise of its advertising campaign for accounting textbooks. One recent brochure depicts the company's accounting principles products on one side and classic accounting tools on the other. The classic tools illustrated include painted pebbles, clay tablets, tally sticks, the quipu, the abacus, napier's bones, an early adding machine, and Fra Luca Pacioli's famous book. In addition, the company recently mailed out a 16 x 26 inch poster emphasizing the historical importance of cost accounting. This is the second consecutive year that South-Western has used accounting history in its advertising. Individuals who wish to be added to the publisher's mailing list may write to the company at 5101 Madison Road, Cincinnati, Ohio 45227.