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## Coast-to-Coast

Hazel Brooks Scott

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edited by Helen F. McGillicuddy of Chicago, Illinois, and under her direction the magazine has continued to be a source of good public relations for women accountants. The high standards established by our previous editors have been faithfully adhered to by Helen.

The Business Manager of *The Woman C.P.A.* is Helen Lord of New York, who is also Office Manager for A.S.W.A. She is located at 342 Madison Avenue.

The Legislative Committee under the Chairmanship of Frances McNamara of San Francisco, California followed through on the requirements of the Society regarding the Equal Rights Amendment.

Alice Aubert, Educational Chairman of New York, conducted a personal survey of Educational possibilities for our members especially in the smaller communities.

Veva Johnson, Publicity Chairman of Opportunity, Washington, has been very ill so was not able to devote much time to pub-

licity problems, however, we secured unusual national publicity for our annual meeting held in New York in September 1950.

Virginia Thrush of Toledo, Ohio headed the Research Committee as she did the preceding year. Her excellent survey regarding regions will be used in the very near future.

I presume every retiring President feels as I do, that much more could have been done if only time and energy permitted, however, we have continued our growth this past year, improved our methods of operation, assisted individual members when possible, so we can feel that progress has been made.

The President is only a figurehead of any organization and without a fine board of directors and committee chairmen could not accomplish much. My appreciation of their efforts is gratefully acknowledged. It has been a wonderful experience to work with such fine women.

## COAST-TO-COAST

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# **WHAT'S NEW IN READING**

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## **RUTH C. FORD, CPA, Columbus, Ohio**

*PRICE CONTROLS*, a policy manual by Dr. Julius Hirsch and William J. Casey. Publisher, Business Report, Inc., 225 West 34th Street, New York 1, New York. Price, \$12.50. The book is presented in loose-leaf form in a ring binder, 200 pages.

This timely book was released June 13, 1951, and is an authoritative presentation of the field of controlling prices. Dr. Hirsch was chief economic consultant to Office of Price Administration during World War II, and Mr. Casey is a member of the New York Bar. The authors believe "that the problems which occurred under OPA price ceilings will recur under OPS." They have analyzed and presented (1) price control techniques for various types of industry, (2) kind of cost pressures experienced and which are likely to develop again, (3) kind of relief obtained by industry, and (4) illustrations of special relief sought and the reasons for success or failure of the applications.

For purpose of understanding the problem, the authors analyze the factors which

have caused today's inflation, and the outlook for stabilization. Various price control techniques are discussed and the pattern which is evolving from the freeze orders. Ceilings for retailers and wholesalers are divided into three classes, applying to different groups: Dollars and cents margins; percentage margins; and store-wide over-all margins. For manufacturers, there are five techniques varied to the industry: (1) Fixed price schedules, (2) base period prices plus increase in direct costs, (3) customary percentage markup, (4) margin ceiling, and (5) pre-Korean prices plus adjustments for increases in direct cost of labor and material.

The authors outline the specifications and requirements of the general price freeze, what classes of industry are presently covered by it, what classes have been covered by specific regulations, and the classes of business which may be covered by future orders.

Regulation CPR22 for manufacturers is covered in detail with practical advice as