The President Needs a Basic Education in Economics
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The President strongly implied that the oil industry pricing practices was predatory. There is a big difference between a windfall profit and price gouging. When prices suddenly rise, companies unavoidably receive a windfall in their inventories (just as they bear the risk when prices fall).

Assume for the moment that you have two gasoline stations on opposite corners. Company A wants to listen to the president. He keeps prices lower than company B who sells at market (replacement cost) prices. Everyone would immediately rush to fill up from company A. Company A would see his inventory drained. He now must go out into the market and replace his inventory at market price.

However, he has fewer dollars to fully replace inventory since he sold below replacement costs.

The real question that the president won't speak to is: who should receive the unavoidable inventory windfall? The one who took the market risk (he won't be compensated when prices fall) or someone else.

The economics is clear here: you price at replacement cost.

P.S. We are still awaiting the FTC's findings on previous accusations of price gauging. The administration is quick to accuse and investigate but slow to release results.

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