

THE MORAL

*You're gouging on your prices if
You charge more than the rest.*

*But it's unfair competition if
You think you can charge less.*

*A second point that we would make
To help avoid confusion:*

*Don't try to charge the same amount—
Since that would be collusion!*

*You must compete. But not too much,
For if you did, you see,
The total market would be yours,
And that's monopolee!*

*R. W. Grant, Tom Smith and
his Incredible Bread Machine,
Competitive Enterprise Institute,
1964.*