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.