Selling and delivery, wholly distribution expenses, vary (cost and profit), 22.55 per cent. widely from industry to industry. For example, in 1940, for 2. Suits—For the year 1939, for a \$35 ready-to-wear man's 91 industry groups, selling and delivering expense varied from a minimum of 32 one-hundredths of a cent for crude petroor boy's suit, the farmer or wool grower received \$2.31 for

whatever tends to lower prices tends to create efficiency through increased consumption. This in turn tends to stimulate production and distribution and to maintain all three in efficient balance. The theory underlying the competitive system is that it is the best method of inducing men of superior

In competitive sport the game is for one competitor to outdo the other and the contestants are expected to call upon their varying abilities and reserves of efficiency for that purpose. We would regard the game as fixed and fraudulent if this were not so. It is the effort to outdo the competitor that creates and salesces unsuspected receiving of ability and