

OPINION

LETTERS

Gasoline pricing

Re " 'Zone pricing' plays big role in gas costs," Business, Jan. 2

Congratulations to The Times for discovering economic theory. Costs do not set prices. Prices are defined by the equilibration of supply and demand, and when demand varies by location then price will vary by location.

Maximizing profits from selling gasoline is why people bother to sell gas, or for that matter any product or service allocated by market mechanisms. Who knew?

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HOW TO WRITE TO US

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Numbers and letters

A quick breakdown of the mail we received from readers this week:

420

Letters were sent to letters@latimes.com between last Friday and this Friday.