

INDIANAPOLIS TO SMASH PRICES: CO-OPERATIVE STORE STARTS FROM MAYOR SHANK'S IDEA

Indianapolis, Ind., Dec. 23.—Potatoes, turkeys and Christmas trees—these three things, in combination with an idea, have resulted in a co-operative experiment here which may help all the United States solve that high-cost-of-living problem.

When Mayor Shank demonstrated that potatoes could be



Mayor Shanks selling turkeys at cost.

bought by the car load and sold to the consumer direct at prices that made the commission men and green grocers gasp with horror, the people of Indianapolis got a hunch.