

Declares Bahaists Save Toward Wilmette Temple

Fifteen hundred of the one million bahaists in all parts of the world, are saving according to a regular monthly plan to insure erection of the Bahai temple in Wilmette, at the Wilmette harbor bridge, it was stated this week by leaders in the movement.

The temple's base has been constructed for several years. It is the

mushroom-shaped concrete structure on Sheridan road just west of Wilmette harbor. The temple promises to be what architects have described as "the greatest creation since the Gothic period."

Louis Bourgois, architect and ardent Bahaist, is quoted as saying that \$485,000 of the \$2,000,000 sought will have been collected in three years. Construction then will go forward, he asserts.

Mr. and Mrs. Richard Yates Hoffman, 921 Pine street, and Dr. and Mrs. Elbert Clark, 635 Blackthorne road, were the guests last week of Mr. and Mrs. Clarence B. Randall, 644 Walden road, at their summer cottage, Lake Michigamme, Michigamme, Mich. As the guests of Mr. Randall, they made the trip in an interesting manner going by boat as the only passengers on a large ore boat.

ANNOUNCE PRICE CUT

Frigidaire Manufacturers Authorize Sharp Reduction In Cost of Refrigeration Device

Drastic price reductions effective immediately on all lines of Frigidaire were announced this week. The cut in price ranges from \$20 to \$90. Increased demand for Frigidaire, followed by increased production, is assigned as the reason by E. G. Biechler, president and general manager of Frigidaire.

"Through anticipated production increase we expect to materially lower our production costs," said Mr. Biechler, commenting on the announcement. "We have sold more than 200,000 Frigidaires to date—a larger number than has been sold by all other makers of electric refrigerators combined. We feel that the public will demand Frigidaire in ever increasing quantities and now it is time to pass on the savings that will be accomplished.

"Frigidaire recently announced a \$20,000,000 factory expansion program which will give it an output of 600,000 refrigerator units next year. This new General Motors plant will be completed within a short time and will be in production early in 1927.

"The price cut affects Frigidaire metal cabinet models, residential and commercial installations and also cooling units designed for use in the standard makes of ice boxes.

"Retail sales for the first seven months of 1926 indicate that we will pass far beyond the \$80,000,000 market set as our goal for this year." Mr. Biechler said, "We have every reason to believe that cold weather sales will run many times higher than last year, for the public is just beginning to realize that it is summer in the kitchen the whole year around and that adequate refrigeration is needed every day in the year.

"During the past twenty years, the expectancy of life of the average American citizen has been prolonged ten years. This has been done through dissemination of knowledge of sanitation and health safeguards, plus the fine work done by the government in supervising the preservation of foods in transit. Better refrigeration in the homes is the next logical step."

"Rapid strides are being made by Frigidaire in the commercial refrigeration field. Sales to grocers, restaurateurs, meat dealers, druggists and florists have more than doubled in the past year. The tremendous increase in this field is altogether due to the great economies and added conveniences afforded by electric refrigeration." Mr. Biechler stated.

Dr. and Mrs. Earl R. McCarthy (Elizabeth Kirk McEwen), who have been spending the summer with Mrs. McCarthy's parents, Mr. and Mrs. John McEwen, 808 Hill road, are sailing this month for Europe, where Dr. McCarthy will visit various surgical clinics. They will remain abroad two years.

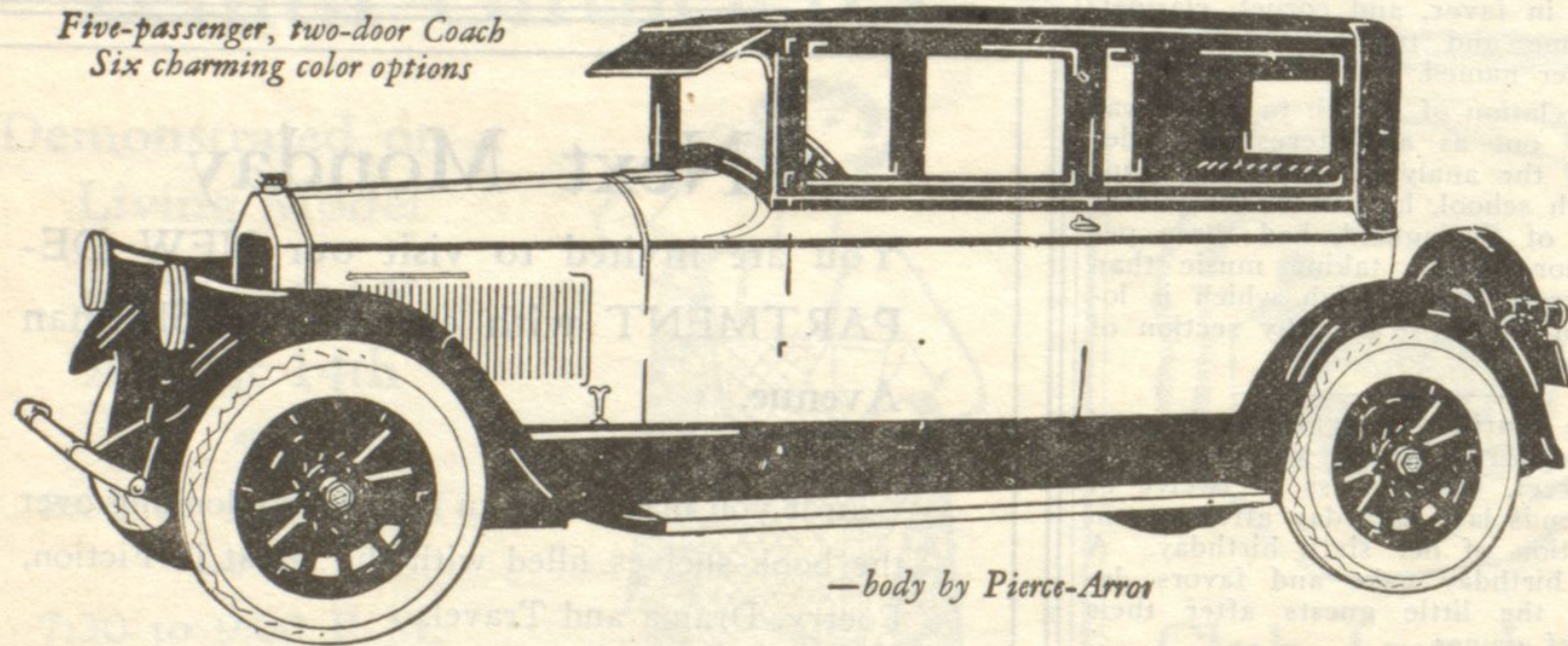
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