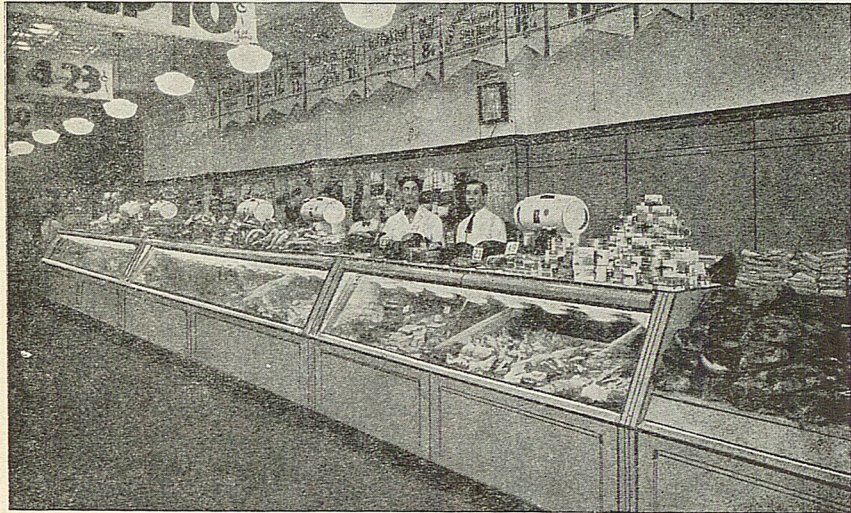


Bernard Gloekler Equipment Installed at the Star Market, Inc., New Kensington, Pa.

Refrigeration Should be Properly "Housed"

The preservation of perishable foods is a problem that is not always solved by the installation of refrigeration equipment. It can be solved satisfactorily only by giving careful attention to the selection of the refrigerator or refrigerator display case.

Such equipment must be constructed to properly "house" the refrigeration and retain uniform temperature at all times — otherwise, perishable foods will not be kept in the pure, fresh and wholesome condition demanded by the better-class



trade, which results in loss through spoilage as well as loss of business due to dissatisfied customers.

Your selection of a refrigerator should, therefore, be based on a careful and thorough examination of its construction.

Such examination of a Bernard Gloekler Co. Refrigerator is invited, for we know you will find that in addition to being designed on scientific refrigeration principles, they are properly constructed of the very best materials for the purpose. Gloekler Refrigerators are largely "custom made" — designed and constructed to solve the individual problem of the merchant it is to serve.

You will find it to your advantage to personally inspect the equipment in actual use. This can be arranged through one of their representatives at any time.

It has been a Pittsburgh institution since 1856 and their only office and salesrooms are located at 1627-29-31-33 Penn Avenue.