

### MARKET DEVELOPMENT CO., INC.

COMPLETE MARKET PLANNING DESIGN & MODERNIZATION

Authorized Factory Agent For **McCray** ADULTO Auth. DEADY Chemical Water Treatment

MARKET EQUIPMENT & BUTCHERS' SUPPLIES

Commercial Refrigeration Service Specialists

ALL TYPES OF EXISTING EQUIPMENT

Walk-Ins Reach-Ins Display Cases **GL 2-4919** Shelving Checkstands Shopping Carts  
2915 P ST.



### SCHWAN REFRIGERATION

**WA 2-3613 SALES & SERVICE**

- ✓ COMMERCIAL REFRIGERATION
- ✓ AIR CONDITIONING
- ✓ DISPLAY CASES
- ✓ REACH-IN & WALK-IN BOXES NEW & USED



HEAT PUMP SPECIALISTS  
3049 RIO LINDA BLVD. NORTH SACRAMENTO



**COMMERCIAL REFRIGERATION**  
SALES - SERVICE & INSTALLATION  
LICENSED CONTRACTORS

- \* COMMERCIAL & INDUSTRIAL ONLY
- \* SUPER MARKET FINANCING
- \* LEASING
- \* DAILEY SHELVING EQUIP
- \* USED EQUIPMENT

Day & Night **GL 5-9285**

3418-3rd Ave. Day GL 2-0313 SACRAMENTO

### ED'S REFRIGERATION

Repair - Service - Engineering - Contracting  
ALL MAKES - ALL MODELS  
Custom Planning Service

MARKETS - HOTELS - TAVERNS - RESTAURANTS  
TYPHOON HEAT PUMPS - CHRYSLER AIR-TEMP PARTS DEPT  
AIR CONDITIONING - HEATING  
PLANNED & PROGRAMMED MAINTENANCE POLICIES

Over 18 Years Experience

24-Hour Service  
**GA 1-0803**

6388 FREEPORT BLVD.

### Refrigeration Equipment-Commercial (Cont'd)

**EDSCO REFRIGERATION & MERCHANDISING CONSULTANTS**  
LIQUOR STORE MERCHANDISING & MARKET PLANNERS  
Ochsner Bldg. HI 7-6446

**EDWARDS C P CASE CO**  
SPECIALIZING IN WALK-IN BOXES  
ICE MAKERS - AIR CONDITIONERS  
STORE FIXTURES  
2965 Del Paso Blvd (NS) WA 5-0173

**EMERGENCY REFRIGERATION**  
702-5711 GL 2-4901  
(See Advertisement Page 477)

**FALWELL'S REFRIGERATION SERVICE**  
2304 Grand Ave (PH) WA 5-3669

**FOOD-O-MAT GRAVITY SHELVING - SALES & SERVICE DEALERS**  
TYLER SACTO REFRIGERATION CO  
2804 T GL 1-7275

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

### FRICK REFRIGERATION (Cont'd)

For all commercial and industrial cooling, air conditioning, food and chemical processing, ice making, quick freezing, cold storage, and research.  
"Dependable Refrigeration Since 1882"



"WHERE TO BUY THEM"  
WESTERN REGIONAL OFFICE  
Frick Co  
825 N San Antonio Rd Palo Alto Davenport 1-1682  
DISTRIBUTORS  
TYLER SACTO REFRIGERATION CO 2804 T GL 1-7275  
WEBER COMMERCIAL REFRIGERATORS 2804 T GL 1-7275

Friedrich Floating Air Refrigeration Co  
see also Calif Market Equip Co Inc  
217 N. 16th NS 8-9311

**FRIEDRICH FLOATING AIR REFRIGERATORS**  
TOP QUALITY SINCE 1883  
Profit Minded Store & Market Planning Without Obligation  
Complete Market & Store Equipment



"WHERE TO BUY THEM"  
**CALIF MARKET EQUIP CO INC**  
217 N 16th NS 8-9311

Hot-n-Kold Shop 1230-20th NS 8-3193

**HUSSMANN REFRIGERATION**  
Complete Line of Refrigerated Cases - Delicatessen - Dairy - Produce - Ice Cream - Frozen Food Walk-In Freezers and Standard Temp. Coolers. Installation Guaranteed  
Complete Market Financing  
"WHERE TO BUY THEM"  
DISTRIBUTORS  
ARCTIC COML REFRIGTN 3418-3rd Av NS 5-9285

**LAWRENCE REFRIGERATION COMM L SERV** 2027-51st GL 1-4691  
Leo's Refrigeration Service 1017 V GL 8-8589  
**MARKET DEVELOPMENT CO INC** 2915 P GL 2-4919  
(See Advertisement This Page)

**MCCRAY REFRIGERATION**  
Refrigerated Merchandisers for Dairy Products, Meat, Frozen Food & Ice Cream, Produce, Reach-in or Walk-in Coolers and Freezers for Markets, Restaurants, Hotels and Institutions, Compressor Racks.  
"WHERE TO BUY THEM"  
**MARKET DEVELOPMENT CO INC** 2915 P GL 2-4919

**MCCRAY**  
Refrigerated Merchandisers for Dairy Products, Meat, Frozen Food & Ice Cream, Produce, Reach-in or Walk-in Coolers and Freezers for Markets, Restaurants, Hotels and Institutions, Compressor Racks.

"WHERE TO BUY THEM"  
**MARKET DEVELOPMENT CO INC** 2915 P GL 2-4919

**MERCHANTS' COOLING** 2017 Burnett Wy NS 1-0891  
**NATIONAL REFRIGERATION SALES INC** 2116-19th HI 6-7882  
**PHILLIPS REFRIGERATION PRODUCTS INC** 444 Polero Ave SF HI 1-8666  
(See Advertisement This Page)

Refrigeration Engineering Co 1905-18th GI 3-1345  
**SCHWAN REFRIGERATION** 3049 Rio Linda Blvd (NS) WA 2-3613  
(See Advertisement This Page)

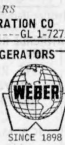
**TYLER SACTO REFRIGERATION CO** 2804 T GL 1-7275  
(See Advertisement This Page)

"Continued Next Page"  
**ROLLING PIE-CRUST**  
When rolling pie-crust, you can keep it from sticking to the rolling pin or breadboard by putting the dough between sheets of oiled paper.

### Refrigeration Equipment-Commercial (Cont'd)

**TYLER SALES AND SERVICE**  
Complete line of welded-steel commercial refrigeration - sales and storage, storage freezers, condensing unit assemblies. For food stores, restaurants, hotels, institutions, schools, hospitals, bakeries.  
"WHERE TO BUY THEM"  
DISTRIBUTORS  
**TYLER SACTO REFRIGERATION CO** 2804 T GL 1-7275

**WEBER COMMERCIAL REFRIGERATORS**  
Refrigerated Cases for Meat - Delicatessen - Dairy Product - Ice Cream - Frozen Foods - Walk-in Coolers & Freezers - Racks Racked Condensing Units Complete Market Equipment SINCE 1898  
"WHERE TO BUY THEM"  
FACTORY REPRESENTATIVE  
**WEBER SHOWCASE & FIXTURE CO** 2424 Burgundy Wy IV 7-3359



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FACTORY REPRESENTATIVE  
**WEBER SHOWCASE & FIXTURE CO** 2424 Burgundy Wy IV 7-3359

**WEBER SHOWCASE & FIXTURE CO**  
Store Planning Division  
Louis A Hemstreet  
2424 Burgundy Wy IV 7-3359

**YORK PACIFIC COMPANY**  
329 Broadway GI 2-0753  
(See Advertisement Page 477)

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**TASTY TIP**  
A dash of hot coffee added to pan drippings enriches the flavor and color of gravy from steaks, chops or ham.

### Leo's REFRIGERATION SERVICE

Since 1940  
WALK-INS REACH-INS DISPLAY CASES ETC.  
SELL OR LEASE BAR DISPENSERS & ICE MAKING MACHINES  
Commercial - Industrial Only  
CO-2 Bottled Gas  
**CARBONIC GAS**  
-CALL-  
**GI 8-8589**  
THIS PHONE ALWAYS ANSWERS  
1017 V STREET

### REFRIGERATION AIR CONDITIONING - HEATING

SERVICING ENTIRE COUNTY  
"SERVICE IS OUR BUSINESS"  
- COMMERCIAL -  
WE SERVICE ALL TYPES OF REFRIGERATION  
**ACME REFRIGERATION & HEATING**  
All Work Guaranteed  
**24-HOUR SERVICE**  
SACRAMENTO  
**GL 1-1092**  
If No Answer Call 68 8-5197



### Refrigeration Engineering Co.

ESTABLISHED SINCE 1946 - SAME LOCATION  
"We Specialize in Service"  
**COMMERCIAL-INDUSTRIAL REFRIGERATION AIR CONDITIONING & HEATING EQUIPMENT**  
SALES & SERVICE  
MEMBER INTERNATIONAL ASSOCIATION OF REFRIGERATION AND AIR CONDITIONING ENGINEERS OF NORTHERN CALIFORNIA

- Hotels • Motels • Institutions
  - Grocery Stores • Liquor Stores
  - Restaurants • Dairies
- ALL WORK GUARANTEED  
CALL  
**GI 3-1345**  
If No Answer Call GI 3-7461

1908-18th—Sacramento  
WALT BALDWIN - Owner  
Residence ... GL 5-5000

### AAA REFRIGERATION & AIR CONDITIONING

"Serving the Greater Sacramento Area"  
**RESIDENTIAL - COMMERCIAL**  
- We Specialize in -  
• HEAT PUMPS • FREEZERS  
• WATER COOLERS  
• ICE MAKING MACHINES  
• FURNACES  
**24-HOUR CALL**

No Extra Charge for Evenings or Weekends  
SALES & SERVICE  
**GL 5-6303**  
30 YEARS IN SACRAMENTO  
CECIL HAMMON  
Owner  
SHOP LOCATED AT POWER INN RD. & BELVEDERE NEAR 14th AVE.  
5200 FOLSOM BLVD. SACRAMENTO

