

NEW AIR CONDITIONED

ICE REFRIGERATOR

THE WORLD'S MOST MODERN REFRIGERATOR. Scientifically air conditioned to preserve the natural freshness and flavor of your foods. With it, you can make ice cubes in 3 minutes, and frozen desserts in 45 minutes. Available on easy payments with liberal allowance on your old ice or mechanical model. Phone for FREE TRIAL.

CITY ICE DELIVERY CO.
2445 16th Street Market 6400

SCOTT-BUTTNER REFRIGERATION CO., Ltd.

Engineers—Contractors

APARTMENT House Refrigeration—Specialists for 11 Years.

SERVICE on All Makes. Best Equipped Shop in the City.

MAJESTIC Refrigerator Repairs—Factory Equipment.

SERVEL Hermetic Repairs.

BEDELL Refrigeration—Commercial Compressors and Coils—Distributors for Northern California.

1656 Pine St. OR dway 3727

AUTHORIZED NORGE AND GENERAL ELECTRIC
SALES & SERVICE
Telephone Mission 1715
PACIFIC APPLIANCE CO.
2640 MISSION ST.

AUTHORIZED GENERAL ELECTRIC AND NORGE
SALES & SERVICE
Telephone AT water 2233
PACIFIC ELECTRIC APPLIANCE CO.
2293 MISSION ST.

REFRIGERATORS

NEW and USED
ALL STANDARD MAKES

BOUGHT ; SOLD ; EXCHANGED
EASY CREDIT - 3 YRS. to PAY

As Low as **\$100** SEE US FOR ALL REPAIRS AND SAVE
WEEK

CARTMAN TIRE CO.
639 Van Ness : OR dway 3633

Refrigerators—(Cont'd)

Shirar-Young Co 1450 Van Ness Av. .OR dway-6822

SPARTON REFRIGERATORS—
A-1 Gas & Electric Appliance Service
Authorized Parts & Service Only
16A Sanchez. UN dhril-7075

STEWART WARNER RADIO & REFRIGERATION DISTR
650-5th. EX brook-6000

STEWART-WARNER REFRIGERATORS—
Household Appliance Shop
2416 Mission. AT water-2733

SUPER-COLD CORPORATION THE
779 Mission. SU tter-6623

VANDE & CO 819 Ulloa. MO ntrose-8727
Westinghouse Refrigerator Distributor
Agy 871 Mission. EX brook-5470
Wilson Refrigeration Service 49 Geary. EX brook-2858

Refrigerators—Apartment House

CASSIDY PAUL R 2237 Polk. . . OR dway-5306
Cochran & St John Ltd 952 Mission. . DO uglas-8865

COHEN I S SONS LTD 1236 Mkt. . MA rket-4868
Cyclops Iron Works 837 Polson. . . GA rld-7457
Frigidaire Commercial Headquarters
1450 Van Ness Av. OR dway-6822

HOLBROOK MERRILL & STEYSON INC
973 Mission. SU tter-0060

HOT POINT ELECTRIC REFRIGERATORS—
Cohen I S Sons Ltd 1236 Mkt. . MA rket-4868

KELVINATOR REFRIGERATION—
Roud Heater Co
Sales & Service Headquarters
437 Sutter. GA rld-3161

SCOTT-BUTTNER REFRIGERATION CO LTD
Sales & Service Headquarters
1656 Pine. OR dway-3727
Shirar-Young Co 1450 Van Ness Av. .OR dway-6822

Refrigerators—Butchers'

Cochran & St John Ltd 952 Mission. . DO uglas-8865
Henshaw Refrigeration and Fixture Co
25 Oak Grove. DO uglas-8875

Morris Refrigerator Equipment Co
290-8th. HE mlock-4817

Mowat Corporation The 25 Oak Grove. DO uglas-8875
Mowat John 1866 Polson. HE mlock-4833

SEGER CASES—
Brown Wyatt R 1034 Mission. . UN dhril-8340

SUPER-COLD CORPORATION THE
779 Mission. SU tter-6623

TYLER CASES—
Shirar-Young Co 1450 VanNessAv. OR dway-6822

WEBER CASES—
Shirar-Young Co 1450 V Ness Av. OR dway-6822

Refrigerators—Commercial

ARCTIC REFRIGERATOR CO
Designers and Builders of All Types
Commercial Refrigerators
and
Refrigerated Display Cases
Prompt and Dependable Service
21 Riteh. SU tter-2134

BAKER ICE MACHINE CO INC
941 Howard. GA rld-6786
Brown Wyatt R 1034 Mission. . . UN dhril-8340
Cochran & St John Ltd 952 Mission. . DO uglas-8865
Colvin-Templeton Inc 871 Mission. . . EX brook-5470
(See Advertisement Opposite Page)

CYCLOPS IRON WORKS 837 Polson. GA rld-7457

FRICK REFRIGERATION EQUIPMENT—
ECKERT-ETIENNE ENGINEERING
CORP 290-8th. MA rket-4183

GENERAL REFRIGERATOR Corp.

Save Money on our Re-built and Repossessed Refrigerators. Equal to New. All Makes and Sizes.

NEW • REPOSSESSED • REBUILT
EXPERT REPAIRS
by our factory trained men

ANY QUANTITY BOUGHT AND SOLD
Household and Commercial

HE mlock 5397

2204 Mission St. - Near 18th

Refrigerators—Commercial—(Continued)

General Electric Supply Corp
1201 Bryant. MA rket-4000

HENSHAW REFRIGERATION AND FIXTURE CO 25 Oak Grove. . . DO uglas-8875
HOLBROOK MERRILL & STEYSON INC
973 Mission. SU tter-0060

KELVINATOR AUTHORIZED SALES & SERVICE
PLUS-POWERED
KELVINATOR
CUTS THE COST
OF BETTER
REFRIGERATION
FOR ALL
BUSINESS NEEDS

"WHERE TO BUY THEM"
RUUD HEATER CO 437 Sutter. . GA rld-3161

LIPMAN REFRIGERATION—
Houchin E G Co 29 Mons. . . HE mlock-2586

McGRAY REFRIGERATORS—
Olin O A
Northern Calif Distributor
929 Mission. GA rld-6738

MORRIS REFRIGERATOR EQUIPMENT CO
290-8th. HE mlock-4817

MOWAT JOHN
REFRIGERATORS
DESIGNED AND BUILT
For All Commercial Purposes
Display Counters—Walk-in or Wall Type
Boxes—Freezers and Hardening Rooms
Also Used Equipment
1866 Polson. HE mlock-4833

NORGE COMMERCIAL REFRIGERATION—
Meyers Leo J Co 76-10th. . . UN dhril-1212

OSTROWSKI F S 1146 Howard. . . MA rket-6436

SUPER-COLD CORPORATION THE
"SUPER-COLD"
KNOWN THE WORLD OVER
Commercial Refrigeration
for All Purposes
779 Mission. SU tter-6623

TANNER REFRIGERATION WORKS
AMMONIA PLANTS
SALES SERVICE AND SUPPLIES
REMODELING AND INSTALLING
We Repair All Makes
NEW AND USED EQUIPMENT
BOUGHT AND SOLD
646 Genera. DE laware-6818

WESTINGHOUSE COMMERCIAL REFRIGERATION
Investigate the advantages of Westinghouse Hermetically-sealed Refrigeration and Water Coolers—both backed by 5 year Protection Plan. They cost no more; save you money.

"WHERE TO BUY IT"
DISTRIBUTOR
COLVIN-TEMPLETON INC
871 Mission. EX brook-5470

YORK ICE MACHINERY CORPORATION 1275 Polson. . UN dhril-1248

Refrigerators—Display Counter
HUSSMANN COUNTERS—
COCHRAN & ST JOHN LTD
952 Mission. DO uglas-8865
Seeger Refrigerator Co 1034 Mission. UN dhril-8340

Your telephone has many happy, human uses. When the family is scattered by business, school or vacation. When friends move to other cities. When there are babies, birthdays or anniversaries. Then a friendly, personal greeting means so much . . . and costs so little.

Refrigerators—Electric

A-1 GAS & ELECTRIC APPLIANCE SERVICE
Parts & Repairs For All
Makes Of Refrigerators
16A Sanchez. UN dhril-7075

APEX ELECTRIC REFRIGERATORS
You Want COLD in the Refrigerator. APEX gives it in the exclusive "Giant" Freezing Chamber. More Ice and Cold Faster. See Authorized APEX Refrigerator Dealer Today.



"WHERE TO BUY THEM"
FACTORY
Apex Rotarex Mfg Co 45th & Horton Oakland
Call Operator for. HU mbolt-0383

DEALERS
McNallys 2904 Mission. MI sm-0202
Purtus Furniture Co 1230 Stockton. SU tter-2797

SERVICE DEALERS
A-1 GAS & ELECTRIC APPLIANCE SERVICE
Authorized Parts & Service Only
16A Sanchez. UN dhril-7075

BRIIGGS ELECTRIC REFRIGERATORS—
Johnson Motors 1355 Market. . UN dhril-2727

COCHRAN & ST JOHN LTD
Carrier Brunswick Refrigeration
952 Mission. DO uglas-8865

CROSBLEY TRI-SHELVAADOR ELECTRIC REFRIGERATORS
The Crosley Tri-Shelvador Refrigerator means economy and convenience for years. No other has the SHELVAADOR. See your dealer for selection.



You're THERE with a CROSBLEY
"WHERE TO BUY THEM"
DISTRIBUTOR
Chanlor & Lyons Stores Inc
740 Polk. OR dway-7303

DEALERS
Christophe's Music & Radio Shoppe
2388 Mission. MI sm-2098
Gernhardt-Strohmaier Co
Mission & 18th. MI sm-0236
Mark Morris Tire Co 999 Geary. . OR dway-3441

FRIGIDAIRE AUTHORIZED SALES & SERVICE
The new Frigidaire with the Meter-Miser—made only by General Motors—provides All 6 Basic Services for complete home refrigeration. See the Proof.



"WHERE TO BUY IT"
HOUSEHOLD SALES & SERVICE
Dulfer Hardware Co
103 West Portal. MO ntrose-5930
Genera Radio Shop 5141 Mission. DE laware-4757
HALE BROTHERS 5th & Market. SU tter-8000
Jackson's 1929 Irving. MO ntrose-8271
Ludolph Appliance Co
5442 Geary Blvd. SK yline-2626

REDLICK NEWMAN CO
17th & Mission. MA rket-1600
Schwabacher-Frey Co 735 Market. DO uglas-4848

SHIRAR-YOUNG CO
1450 Van Ness Av. OR dway-6822

COMMERCIAL & APARTMENT HOUSE SALES & SERVICE
Shirar-Young Co 1450 VanNessAv. OR dway-6822

SERVICE DEALER
Shirar-Young Co 1450 VanNessAv. OR dway-6822
If no answer call. DO uglas-5300

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want takes down his receiver.
3. Please speak as cordially as you would if face-to-face.
4. Please place the receiver on the hook gently when hanging up.

Refrigerators—Electric—(Cont'd)

GENERAL ELECTRIC REFRIGERATORS
The refrigerator with the famous vacuum sealed mechanism for homes and apartments; G-E Commercial Refrigeration; Water Coolers, Ranges, Dishwashers, Disposals; the complete G-E Kitchen.



"WHERE TO BUY IT"
DISTRIBUTOR
GENERAL ELECTRIC SUPPLY CORP 1201 Bryant. MA rket-4000

SALES & SERVICE DEALERS
Arc Electric Co 4792 Mission. . RA ndph-5671
Columbus Electric Co
507 Columbus Av. EX brook-1665
Dimmer Hardware Co Inc
1715 Polk. OR dway-8512
Electric Heat Shop Inc The
1028 Geary. GR ayton-2626
Granucci Co Inc 310 Paris. . . DE laware-5290
Home Appliance Co 2193 Market. HE mlock-8216
PACIFIC APPLIANCE COMPANY
2040 Mission. MI sm-1715
Pengelly Radio Electric
5300 Geary Blvd. BA yline-4460
Schwabacher-Frey Co 735 Market. DO uglas-4848
Union Radio & Electric 2150 Union. FI mox-5975
Valencia Radio & Appliance Co
525 Valencia. MA rket-6015

West Portal Radio Co
90 West Portal. OV erland-3737
Western District Radio Service
2215 Clement. BA yline-2629
Wiley J H 2008 Market. UN dhril-5102

GRUNOW REFRIGERATORS
SUPER-SAFE REFRIGERATION



"WHERE TO BUY THEM"
DISTRIBUTOR
Eberhard Geo H Co The 290-1st. EX brook-4444

DEALERS
Allied Appliance Co 2794 Mission. MI sm-0390
Arc Electric Co 4792 Mission. . RA ndph-5671
CASSIDY PAUL R 2237 Polk. . OR dway-5306
Ferraera Variety Store 4653 Min. RA ndph-1684
Matteucci R 229 Columbus. . . EX brook-5918
Victory Washer Co Ltd 2813 Mim. AT water-4303

SERVICE DEALER
NELSON WALLACE W
1737 Waller. SK yline-4877

HENSHAW REFRIGERATION AND FIXTURE CO 25 Oak Grove. . . DO uglas-8875

HOTPOINT ELECTRIC REFRIGERATORS—
Electric Kitchen Appliance Co
560-9th. HE mlock-8080

Extension telephones are the convenient way of bringing the call to wherever you are. Just when you are upstairs, or in another part of the house, the telephone may ring. Why be without an extension? The cost is little—the convenience great.

Westinghouse Commercial REFRIGERATION ONLY

Westinghouse offers 5 years SERVICE PROTECTION ON THE HERMETICALLY SEALED UNIT

Colvin-Templeton Inc.
871 Mission
EX brook 5470

Refrigerators—Electric—(Cont'd)

KELVINATOR AUTHORIZED SALES & SERVICE
PLUS-POWERED
KELVINATOR
CUTS THE COST
OF BETTER
REFRIGERATION

"WHERE TO BUY THEM"
DEALERS
Genera Radio Shop 5141 Mission. DE laware-4757
Knight R & Son 665 Valencia. . . MA rket-4325

PACIFIC APPLIANCE COMPANY
2040 Mission. MI sm-1715

RUUD HEATER CO 437 Sutter. . . GA rld-3161
Service Dep: 437 Sutter. . . GA rld-3161



LEONARD AUTHORIZED SALES
The Leonard Master Dial makes Leonard again the most sensational refrigerator of the year.

LEONARD ELECTRIC WITH THE MASTER DIAL

"WHERE TO BUY IT"
DISTRIBUTOR
Graybar Electric Co 9th & Hwd. . MA rket-5131

DEALERS
Angelic Sales & Service Co 54-7th. UN dhril-4880
Columbus Electric Co
507 Columbus. EX brook-1665
Crown Electric Agencies
104-9th. HE mlock-5615
Henderson W 381 Guerrero. MA rket-5595

MOORE ELECTRIC SUPPLY
550-5th. EX brook-6000

NORGE REFRIGERATORS—
Arc Electric Co 4792 Mission. . RA ndph-5671
Riley's Haight Hardware Co
1615 Haight. HE mlock-2344
Scott-Buttner Refrigeration Co Ltd
1656 Pine. OR dway-3727

WESTWOOD ELECTRIC HARDWARE CO
1944 Ocean Av. RA ndph-0121

Shirar-Young Co 1450 Van Ness Av. .OR dway-6822
(See Advertisement Page 329)

SPARTON REFRIGERATORS—
A-1 Gas & Electric Appliance Service
Authorized Parts & Service Only
16A Sanchez. UN dhril-7075

WESTINGHOUSE KITCHEN PROVED REFRIGERATORS
World-wide Kitchen Proof! 623 Certified Scientific Tests . . . in 89 Home Proving Kitchens . . . confirm 16-Year Economy that won the Government order for 16,697 refrigerators.



"WHERE TO BUY IT"
DISTRIBUTOR
COLVIN-TEMPLETON INC
871 Mission. EX brook-5470

DEALERS
Axelrad Furniture Co 1306 Polk. . OR dway-8476
Brown Chas & Sons 813 Market. . . SU tter-6030
Doyle Furniture Co 821 Mission. . GA rld-3038
Nichols Geo V 2647-24th. MI sm-2351

PACIFIC APPLIANCE COMPANY
2640 Mission. MI sm-1715

Provident Furniture Co
4614 Mission. RA ndph-7979
Ruggles Frank E 3326 Sacramento. WE st-8637
Shaff's Furniture Co 2871 Mission. MI sm-8580

Refrigerators—Household
City Ice Delivery Co Kansas & Division. MA rket-6400
(See Advertisement Opposite Page)

Refrigerators—Manufacturing
Forderer Cornice Works 260 Potrero. HE mlock-4100
Henshaw Refrigeration and Fixture Co
25 Oak Grove. DO uglas-8875
Mangrum Holbrook & Elkus
Golden Gate & Hyde. HE mlock-8118
Modern Show Case & Refrigerator Co
607 McAllister. WA lnut-1478
Pac Refrigerator Co 318 Linden. . . HE mlock-1688

Refrigerators—Refinishing
Madigan L T 147-10th. HE mlock-5747