

PERFECOLD Refrigeration Co.

Exclusive Franchise Dealer for
TYLER FIXTURES
KOCH REFRIGERATION
 REACH-INS 16 TO 80 CUBIC FEET

MEAT & DELICATESSEN CASES 6 TO 12 FEET
 SERVE-SELF MEAT - DELICATESSEN CASES
 SERVE-SELF FROZEN FOOD MERCHANDISERS
 DOUGH RETARDERS - FLORIST DISPLAY CASES
 BEVERAGE COOLERS - SECTIONAL STEEL WALK-INS
 FROZEN FOOD STORAGE

HEmlock 1-1664

1665 Mission Street
 S. F. 3, Calif.

REFRIGERATION CONTRACTORS

SERVICE - INSTALLATION - MAINTENANCE

HEmlock 1-0093

PROMPT SERVICE - DAY - NITES - HOLIDAYS
 COMMERCIAL - DOMESTIC

ABCO REFRIGERATION SERVICE
 (DIVISION OF ELECTRICAL FOOD MACHINERY CO.)
 291 - 8th St.

CYCLOPS

High & Low Pressure
 Commercial - Industrial
REFRIGERATION
 SALES - SERVICE

DOuglas 2-6100

Ice Making Machinery
 Locker Plants
 Food Freezing Equipment
 Pre-Cooling Plants
 Frozen Food Display Cabinets
 Refrigeration Fixtures
 Air Conditioning

FACTORY AND GENERAL OFFICES
837 Folsom St.
SHOWROOMS
343 Fourth St.

COMMERCIAL REFRIGERATION
 from
FACTORY TO YOU

We Manufacture
 ALL TYPES OF COMMERCIAL BOXES
 Built to Order or Stock

"FIT YOUR REFRIGERATION TO YOUR SPACE"
 Save Money
 SALES - SERVICE - REPAIRS - ALL MAKES
 Free Estimates

Phone **DOuglas 2-7614**
CONSOLIDATED ELECTRICAL PRODUCTS CO.
 160 TEHAMA ST.

When a Name **RECOMMENDED**
 has been **FORGOTTEN**

You remember someone recommending a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE
Classified TELEPHONE SECTION

Refrigeration Equipment-Commercial-(Cont'd)

KELVINATOR AUTHORIZED SERVICE- L & W REFRIGERATION SERVICE
 580 Minna. UN drhil-1-6181

KELVINATOR COMMERCIAL REFRIGERATORS- WINTHER RAY CO
 1245 Folsom. UN drhil-1-7121

Kerotest Manufacturing Co
 Merchants Exchange Bldg. YU kon-6-1245

KOCH REFRIGERATORS- PERFECOLD REFRIGERATION
 1665 Mission. HE mlock 1-1664

L & W Refrigeration Service
 580 Minna. UN drhil-1-6181
 (See Advertisement Page 504)

MANDRUM HOLBROOK & ELKUS
 Fell & Gough. HE mlock-1-8118

MANN'S RALPH E CO
 Engineers & Contractors
 Marine & Land Refrigeration
 Ice Making & Industrial Freezing Plants
 2365 Lombard. WA Inut-1-5314

Marlo Coil Co 3221-20th. AT water 2-6700

McCRAY REFRIGERATION

Completely new line of modern design McCray commercial refrigerators including walk-in coolers, display cases and reach-in refrigerators. Prompt, efficient, factory-supervised service.

"WHERE TO CALL"
 Scatena York Co 1666 Mission. UN drhil 1-9676

McIntyre Engineering Co
 3221-20th. AT water 2-6700

McQUAY PRODUCTS- SCOTT ROY M 323-10th. MA rket-1-2921

Modern Appliance Co 1355 Market. UN drhil 1-2727

MODERN APPLIANCE CO
 2311 Market. UN drhil-1-4050
 (See Advertisement Page 502)

MORRIS REFRIGERATOR CO
 Mfrs-Coml Refrigerator Equip
 39 Sheridan. HE mlock-1-9838
 (See Advertisement Preceding Page)

Morrow Barney 936 Valencia. VA lencia 4-6154

Moschetti Refrigeration Co
 731 Octavia. WA Inut 1-7734
 (See Advertisement Preceding Page)

MOWAT JOHN REFRIGERATORS
 1866 Folsom. HE mlock-1-1144
 If line busy call. HE mlock-1-4833
 (See Advertisement Page 503)

NELSON ICE CREAM EQUIPMENT-DISTRIBUTORS

COAST REFRIGERATION DISTRIBUTORS
 731-13th Oakland. HI gate-4-7440

SILVER STAHL CORPORATION
 219 Natoma. GA rfd 1-2422

NIAGARA BLOWER CO
 420 Market. EX brook 2-3492

Pacific Factors 1334 Potrero. VA lencia-4-8831

Pacific Metals Co Ltd 3100-19th. MI ssn-7-1104

PACIFIC NATIONAL SALES CO
 1044 E 12th Oakland. GL encort 1-9966

PAMEGO-KRACK REFRIGERATION COILS- PACIFIC METALS CO LTD
 3100-19th. MI ssn-7-1104

PERFECOLD REFRIGERATION- PERFECOLD REFRIGERATION
 1665 Mission. HE mlock 1-1664

PERFECOLD REFRIGERATION CO
 600-16th Oakland. HI gate 4-3811

Perfecold Refrigeration
 1665 Mission. HE mlock 1-1664
 (See Advertisement This Page)

Perishables Shipping Equipment Co
 Russ Bldg. YU kon 6-1468

PHILLIPS REFRIGERATION PRODUCTS INC
 Commercial REFRIGERATION EQUIPMENT REGULATORS
 Hubbel Corp. and H. A. Phillips & Co.
 AUTOMATIC CONTROL SYSTEMS
 Ice Crushing and Ice Handling Machinery
 444 Potrero Av. MA rket-1-1866

PLUMB TOOLS- CENTRAL TOOL CO 750 Eills. PR ospect 5-2220

QUICK FREEZER EQUIPMENT CO
 451 Turk. GR ayston 4-6956

RMC REFRIGERATING MACHINERY

HEAT TRANSFER EQUIPMENT AND COMPONENTS

REDWOOD COOLING TOWERS

"WHERE TO BUY THEM"
REFRIGERATING MACHINERY CO
 525 Market. GA rfd 1-4286

RAY WINTHER CO 1245 Folsom. UN drhil-1-7121

Refrigerating Machinery Co
 525 Market. GA rfd 1-4286
 (Continued Next Page)

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

Refrigeration Equipment-Commercial-(Cont'd)

REFRIGERATION CONTRACTORS ASSOCIATION

CODE OF ETHICS
 Fair dealings with are public. Qualified mechanics. Public Health Protection. Promotion of Higher Standards.

"FOR SALES, INSTALLATION & SERVICE CALL"

ABCO REFRIGERATION SERVICE
 291-8th. HE mlock-1-0093

BAL-MAC CO THE 416-6th. MA rket-1-1151

CYCLOPS IRON WORKS
 837 Folsom. DO uglas-2-6100

EKERT ENGINEERING CORP
 1268 Folsom. MA rket-1-4183

GENERAL REFRIGERATOR CORP
 2204 Mission. UN drhil-1-4200

HOLBROOK MERRILL CO
 370-4th. DO uglas-2-5785

MODERN APPLIANCE CO
 2311 Market. UN drhil-1-4050

MORRIS REFRIGERATOR CO
 39 Sheridan. HE mlock 1-9838

MOWAT JOHN REFRIGERATORS
 1866 Folsom. HE mlock-1-1144

NIELSEN REFRIGERATION SERVICE
 3660-19th. HE mlock-1-6584

O'KEEFE'S INC 55-11th. MA rket 1-6333

RICHARDS REFRIGERATION SERVICE
 1348 Grove. WA Inut-1-8585

SCATENA YORK CO
 1666 Mission. UN drhil-1-9676

SOOTT REFRIGERATION CO
 1656 Pine. OR dway-3-3727

SHIRAR-YOUNG REFRIG CORP
 1450 Van Ness Av. OR dway-3-6822

THERMO REFRIGERATION CO
 3170-16th. HE mlock-1-7363

VINNEY REFRIGERATION SERVICE
 1317 Grant. EX brook 2-8181

WESTLUND IRVING REFRIGERATION CO
 2334 Market. UN drhil 1-9661

WINTHER RAY CO
 1245 Folsom. UN drhil-1-7121

When the name of a **BUSINESS HOUSE** has been forgotten

... or when you are new to the city, or when you simply want to find a telephone number the quickest way ...

Look in the **YELLOW PAGES**

Refrigeration Headquarters of S F
 1656 Pine. OR dway-3-3727

Richards Refrigeration Serv
 1348 Grove. WA Inut-1-8585

Rogers Chas R 1355 Market. UN drhil 1-2727

ROSSBERG NELS H INC

Refrigeration Engineers
 Consulting Designing
 Contracting
 Cold Storage - Ice Making and Food Freezing Plants
 515 Brannan. DO uglas-2-7850

ST JOHN H W DISTRIBUTING CO
 Formerly Hussmann Ref Counter Distr
 1245 Folsom. UN drhil-1-7121

San Francisco Refrigeration Co
 153-7th. MA rket-1-6725
 (See Advertisement Following Page)

Scott-Buttner Refrigeration Co Ltd
 1656 Pine. OR dway-3-3727
 (See Advertisement Page 505)

SEEGER REFRIGERATOR CO
 734 Harrison. SU tter 1-4250

SERVEL AUTHORIZED SALES & SERVICE- MARINE ELECTRIC CO
 195 Fremont. EX brook-2-6312

Shirar-Young Refrigeration Corp
 1450 Van Ness Av. OR dway-3-6822
 (See Advertisement Page 502)

SILVER STAHL CORPORATION
 219 Natoma. GA rfd 1-2422

Silverstone Nat 219 Natoma. GA rfd-1-2422

SPORLAN EXPANSION VALVES- PACIFIC FACTORS
 1334 Potrero. VA lencia-4-8831

STANDARD REFRIGERATION CO
 449 Valencia. MA rket-1-9559
 (See Advertisement Page 503)

STANLEY KNIGHT SODA FOUNTAIN EQUIPMENT-DISTRIBUTORS

COAST REFRIGERATION DISTRIBUTORS
 731-13th Oakland. HI gate-4-7440

SILVER STAHL CORPORATION
 219 Natoma. GA rfd 1-2422

SUPER-GOLD

Meat and Delicatessen Cases, Walk-In Coolers, Reach-In Coolers, and Complete Market and Grocery Store Layouts.
 Free Specifications and Quotations.

"WHERE TO BUY THEM"
DISTRIBUTOR
SILVER STAHL CORPORATION
 219 Natoma. GA rfd 1-2422

SUPER-GOLD CORPORATION
 Sales & Service
 219 Natoma. GA rfd-1-2422

TANNER REFRIGERATION WORKS
 1419-15th. MA rket-1-6253
 (See Advertisement Page 505)

Taylor Stanley W 532 Larkin. OR dway 3-2395

THERMO REFRIGERATION CO
 3170-16th. HE mlock-1-7363

TYLER FIXTURES- PERFECOLD REFRIGERATION
 1665 Mission. HE mlock 1-1664

Walter Mayer Refrigeration Supply Co
 6033 Geary Blvd. BA yview 1-1856

WEBER BASES- SHIRAR-YOUNG REFRIGERATION CORP
 1450 Van Ness Av. OR dway-3-6822

Weber Showcase & Fixture Co Inc
 Direct Factory Branch 420 Market. GA rfd-1-0114

Frozen Food & Ice Cream Cabinet Div
 420 Market. GA rfd 1-0113

Weber Showcase & Fixture Co Inc
 1450 Van Ness Av. OR dway-3-6822

Two friendly telephone habits:
QUICK to answer when your bell rings;
SLOW to hang up when you call someone who does not immediately respond.
 In calling others, remember that the called person may be almost there—so wait a few seconds longer.

WEBER COMMERCIAL REFRIGERATORS

Display Cases
 Self-Service Cases
 Reach-In Refrigerators
 Walk-In Refrigerators
 Beverage Coolers

"WHERE TO BUY THEM"
DISTRICT SALES OFFICE
WEBER SHOWCASE & FIXTURE CO INC
 William Stafford Mfg
 420 Market. GA rfd 1-0114

WEBER FROZEN FOOD CABINETS- WEBER SHOWCASE & FIXTURE CO INC
 Frozen Food & Ice Cream Cabinet Div
 420 Market. GA rfd 1-0113

WESTERN REFRIGERATION CO

Wholesale Only
 Industrial - Commercial Refrigeration Equipment
 Iceberg Locker Systems
 Revco - Chill Chest
 Victor Freezers and Walk-Ins
 Paley Open Freezers & Cases
 Freon & Ammonia Compressors
 Westinghouse Equipment

433 Jefferson Oakland. TW inoaks 3-0523

WESTLUND IRVING J REFRIGERATION CO
 2344 Market. UN drhil 1-9661

WHITEHEAD JUD HEATER CO
 Frozen Food Cabinets
 409-10th. HE mlock-1-8080

Wintner Ray Co 1245 Folsom. UN drhil-1-7121

WORTHINGTON PUMP & MACHINERY CORP
 224 Townsend. GA rfd-1-4906

WORTHINGTON REFRIGERATION EQUIPMENT

Complete systems for **WORTHINGTON** all types of commercial or industrial refrigeration. Built around famous Worthington "Feather Valve" Compressors—light, compact, quiet. Complete engineering facilities, service, supplies.

"WHERE TO BUY IT"
DISTRICT OFFICE
WORTHINGTON PUMP & MACHINERY CORP
 224 Townsend. GA rfd 1-4906

DISTRIBUTORS
MANN'S RALPH E CO
 2365 Lombard. WA Inut 1-5314

MOWAT JOHN REFRIGERATORS
 1866 Folsom. HE mlock 1-1144

WYATT R BROWN CO
 734 Harrison. SU tter-1-4250

YORK REFRIGERATION

And air conditioning equipment from the smallest to the largest installation. Dairy products plant equipment. Complete engineering and design facilities, service and supplies.

"WHERE TO BUY IT"
BRANCH OFFICE
YORK CORPORATION
 1275 Folsom. UN drhil-1-1248

DISTRIBUTOR
SCATENA YORK CO
 1666 Mission. UN drhil-1-9676

YORK REFRIGERATION SYSTEMS- YORK ICE MACHINERY CORPORATION
 1275 Folsom. UN drhil-1-1248

YORK

Hurry in dialing often wastes time. Listen for the dial tone. Dial carefully, drawing the dial all the way to the stop. Remove your finger and let the dial return to position naturally, without forcing. Result: Speed, accuracy!

REFRIGERATION Service All Makes

DOMESTIC - COMMERCIAL
 MODERN SHOP FOR REBUILDING MACHINES
 Reconditioning - Refinishing
 Call An Expert - It Costs Less

Charles

REFRIGERATION SERVICE
SUtter 1-0939
 374 BRANNAN

REFRIGERATION SERVICE

All Makes Repaired at Your Home or Business

Norge
 Cyclops
 Cold Spot
 Kelvinator
 Crosley
 Apex
 Gibson

Frigidaire
 Westinghouse
 General Electric
 Sparton
 Leonard
 Universal
 Stewart-Warner

"Expert Guaranteed Work"
 Prospect 5-2000 or Prospect 5-3502
Accurate Appliance Co.
 903 O'Farrell St.

CAPITAL REFRIGERATION CO.
 DON LAMPHERE
 11 Years Experience
 Repairs Positively Guaranteed
 HOMES - APTS. - COMMERCIAL
 Sales & Service

PROspect 5-9419

Night Phone PROspect 5-2238
 1444 PINE

Comfort Air Inc.

SAVE \$ \$

Save Your Refrigeration Equipment with a SERVICE & MAINTENANCE CONTRACT

Phone **HEmlock 1-2048**

Chrysler Airtemp
 2100-17th
 REFRIGERATION SALES & SERVICE