

# Casteel's Cut Rate Cash Market

TORRANCE, CALIFORNIA

## Announcement

After having traveled throughout Southern California and having spent some time in TORRANCE studying conditions and possibilities here, I realize the wonderful opportunities that are in store here for the wide-awake business man. The man who has vision, who thinks for the people and of the people, and not alone of his pocket-book.

It gives me great pleasure to announce the opening of "CASTEEL'S CUT RATE CASH MEAT MARKET" on Saturday, May 7th, in the TORRANCE GROCERY, located in the Brighton Building, TORRANCE—better known as THE FIRST STORE IN TORRANCE.

By selling for strictly CASH I will be able to do three things:

First—Give you the benefit of my vast experience in buying.

Second—Give you prices that will startle you, to say the least.

Third—Pay CASH for my purchases and not be obligated to any packing-house.

Quality will be the first consideration. But I shall buy from the packer, or packers, that will give me the best prices.

My "CUT RATE" price list will be out in a few days—subject to changes each week. By changes I mean this: When I can buy cheaper you can buy cheaper. My margin of profit is set for a percentage that is below the standard allowed by the United States Government. And I want to tell you here and now that I am only striving for that percentage and no more.

You, dear housewives, are striving to save every penny you can. It is my desire to help you. Carefully compare my price list with the exorbitant prices you are now paying. If you can save on your purchases you can get that home paid for quicker; you can get that automobile, hat, dress, things for the kiddies, and many other things you desire, more quickly. If my conservative buying is going to help you save money, then do your marketing with me. See that you are on my mailing list. Watch the newspapers each week for bargains. Phone me for price changes. Give me the opportunity and I will save you money.

Very respectfully,

W. T. CASTEEL.

## The Real Meaning of Savings Demonstrated in These Prices

### BEEF

Round Steaks, per lb.	28c
Flank Steaks, per lb.	25c
Serloin Steaks, per lb.	30c
Serloin Tip, per lb.	26c
Porterhouse Steaks, per lb.	34c
Rib Steaks, per lb.	25c
Rump Roast, 1st Cut, per lb.	21c
Rump Roast, 2nd Cut, per lb.	20c
Rump Roast, 3rd Cut, per lb.	18c
Rump Bones, per lb.	06c
Shoulder Roast, per lb.	20c
Chuck, 2 lbs. for	25c
Short Ribs, per lb.	11c
Boiling Meat, per lb.	10c
Shank Soup Bones, per lb.	06c

### PORK

Chops, Choice, per lb.	32c
Chops, Shoulder, per lb.	29c
Steaks off Round, per lb.	34c
Roasts, Hams, per lb.	28c
Roasts, Shoulder, per lb.	22c
Spare Ribs, per lb.	23c
Side Pork, per lb.	15c
Heads, per lb.	09c
Leaf Fat, per lb.	17½c
Back Fat, per lb.	10c
Shanks, per lb.	15c

### MUTTON AND LAMBS

Chops, per lb.	34c
Legs, per lb.	28c
Shoulders, per lb.	22c
Breast, per lb.	18c

### VEAL

Steaks, per lb.	43c
Cutlets, per lb.	38c
Roasts, per lb.	35c
Breast, per lb.	22c
Shoulder, per lb.	20c

### LARD

Best Lard, per lb.	15c
Compound, per lb.	10c

### BACON

Swift's Premium Sliced, in 1 lb. boxes	60c
Best Eastern Bacon, per lb.	45c
Best Bacon Strips, per lb.	18c

### HAM

Swift's Premium, Whole or Half, per lb.	41c
Swift's Premium Boiled Ham, Whole or Half	53c

### CHICKENS

Dressed Hens, per lb.	35c
Hamburger, per lb.	15c
Liver, per lb.	18c

### Sausages of All Kinds