







We have been too busy to write an ad this week

*The*  
**White Store**

Phones: S. S. 448, Home 1164

**Big Purchase of Mens, Ladies and Boys Underwear SAMPLES**

TO GO ON SALE ABOUT 1-3 THEIR ACTUAL WORTH

Mens fine wool Shirts that cost up to \$1.75, your choice at \$1.00. Not one in the bunch worth less than \$1.25 all the best makes; ROCKFORDS, NARRAGANSETT, SPRING NEEDLE

Boys Shirts and Drawers, Standard 25 & 35cts. values 20cts. Garment. Ladies Vests, The Rosary Make, Values up to 35 for 19cts. while the lines are a little Mussed they are the biggest values ever offered you in the Valley.

Our regular stock all lines complete from little Rueben to the largest Man or Ladies Size: either, separate or Union Suits.

RECEIVED ANOTHER CASE OF THE FAMOUS MERCER HOSE; LIGHT OR MEDIUM WEIGHT NONE BETTER AND FEW AS GOOD SPECIAL

**25c; 6 PAIR FOR \$1.50**

Another Shipment of the BOYS Blue Large and New Shade of Brown Suits and can now give you any size up to 17.

Nothing but new Suits to show you and Price and Quantity absolutely Guaranteed

CHOICE OF ANY CAP IN THE HOUSE FOR \$1.00 worth up to \$1.50 in all the new COLORS and SHAPES Silks Worsted Scotch Tweeds and Serges. We can show you Beauties and SAVE YOU MONEY. Big stock all sizes 6 1/4 to 7 1/2 to select from.

We have the goods right in stock, not looking for them, right through the stock

Your money worth or your money back and prices

ABSOLUTLY GUARANTEED RIGHT ON EVERY PURCHASE

DryGoods, Shoes, Men's and Boys outfitters

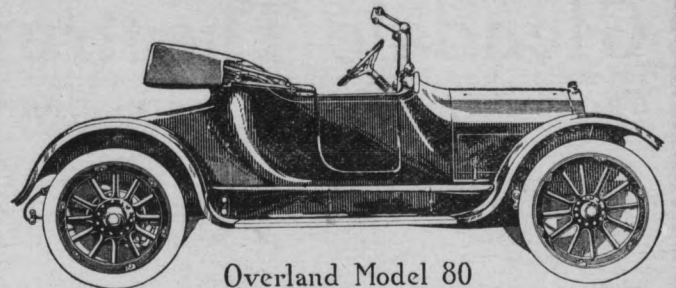
**Hendrick's CASH DEPT. STORE**

"GLENDALE BARGAIN CENTER"

1112 West Broadway

Between Brand & Maryland - Glendale

Anniversary  
 Number  
 Glendale  
 Evening News  
 Ready for  
 Distribution,  
 October 1st.  
 Copies 25c  
 Each



Overland Model 80

**Sale of Automobiles**

All in First Class Condition and Guaranteed in good running order

One Regal 1913 25 H. P. Five-Passenger Touring Car .....	<b>\$650</b>
One Overland 30 H. P. 1913 Touring Car .....	<b>\$725</b>
One Overland 30 H. P. 1913 Touring Car, Electric Lights and Starter .....	<b>\$825</b>
One Overland 1914 Touring Car, 35 H. P., Electric Lights and Starter, Practically New .....	<b>\$900</b>
One Studebaker, 1913, 25 H. P. Touring Car .....	<b>\$550</b>
One Perfex Roadster, 30 H. P., 1912 Model .....	<b>\$550</b>

We consider above cars real bargains. It will certainly pay you to call and investigate.

**Overland Auto & Truck Company (Inc)**

1312 W. Broadway—Near Central Ave.—Glendale, Cal.

**The Glendale Evening News**

—CLASSIFIED—

**Business and Telephone Directory**

In this column not only your phone number but also your place of business is brought to the attention of over 4500 readers every day. Phone your order or drop a line and our directory department solicitor will call upon you at once. Our phone numbers are Sunset 132, Home 2401.

PHONES

- ALWAYS IN LINE**  
 Central Stables, cor. Broadway and Maryland. Sunset 314, Home 2512
- AUTO AMBULANCE, UNDERTAKING, EMBALMING**  
 Pulliam Undertaking Co., 919-21 W. Bdwy. . . . . Sunset 201, Home 334
- BOOKS, STATIONERY AND KODAK SUPPLIES**  
 Glendale Book Store, 576 Bdwy., opp. City Hall. . . . . Sunset 219
- BETTER COFFEE AT 25c, 30c, 35c, 40c AND 45c LB.**  
 F. Booth, coffee expert, 429 Gardena Ave. . . . . Home 2312, Sunset 943W
- SCHOOL BOOKS AND SCHOOL SUPPLIES' HEADQUARTERS**  
 Glendale Paint and Paper Co., 419 Brand Blvd. . . . . Sunset 855
- FURNITURE, RUGS, ETC.**  
 Parker & Sternberg, 417 Brand Blvd. . . . . Sunset 40
- GLENDALE DYE WORKS**  
 H. M. Merrill, 116 Elrose. . . . . Home 348, Sunset 207
- LUMBER AND BUILDING MATERIAL**  
 Bentley Schoeneman Lumber Co., 1022 Bdwy. . Home 2061, Sunset 51
- MONEY TO LOAN ON REAL ESTATE**  
 Volney H. Craig, Trustee. Address P. O. Box 446, San Fernando.
- PHILLIPS TRANSFER—Moves everything everywhere.**  
 Stand at P. E. Depot. Sunset 138. Home 2422. Res. Home 551.
- PRINTING, STATIONERY, ETC.**  
 Glendale News Office, 920 W. Bdwy. . . . . Sunset 132, Home 2104
- REAL ESTATE AND LOANS—Town Property and Acreage**  
 J. H. Adams, cor. Second and Brand Blvd., Glendale. . . . . Sunset 744
- SEWING MACHINES—Repairs On All Kinds—New Singers Sold**  
 E. J. UPHAM, 1020 W. Broadway. . . . . Sunset 656W

**News Ads Bring Results**

**PROFIT IN BUSINESS**

(Continued from Page 1)

prosperity, for profit is like a great chain running over a sprocket wheel. For, if one link should weaken and finally break and if a fair profit has not been laid aside as a resource to repair it and weld it together, then we have hard times. Then some great events will have to occur to again weld the chain and do away with the stagnation caused by this breach.

And now the great chain of prosperity has been weakened and broken. A great war has broken forth in Europe and is again about to join this chain. How? By taking away the over-production caused by our under-consumption, which in turn was caused by the masses' lack of backbone to stand up for the profit which they were entitled to.

This being the case, and I dare say we are all of us more or less guilty for the condition of this chain, let us return to our business, fully resolved that we will not be guilty of

either working or selling our goods so cheaply that our competitors, in trying to meet our prices, will fail.

Use your natural ingenuity and personality, but do not resort to the dastardly practice of cutting prices to gain your end, for it is a sure way to failure and ruin, not only for yourself, but your fellow men and loved ones as well.

Let us all take our pencils and figure out what our expenses are and add not less than five per cent to that for profit.

Let Glendale, Tropico and Casa Verdugo set an example for all. Let us post signs in our windows to this effect: "Profit to me means profit to you, one and all, and profits and continued profits mean prosperity and continued prosperity." Then, perhaps, the whole country will take up the slogan and it will travel like wild fire.

Then when the new year comes every man will be able to meet his fellow man and say: "I have not sold or labored so cheaply that if my fellow man met the price he had to deprive himself of an honest profit."