ADVERTISEMENTS.

The progress of The Owl Drug Co. Its success and why

The Owl Drug Company

1128 Market Street, San Francisco.

10th and Broadway, Oakland.

The seventy-two pen portraits grouped below are of bona-fide members and employes of The Owl Drug Company's stores and laboratory.

320 S. Spring st., Los Angeles.

The largest retail Drug Company West of New York. $500,000 business

WE have purchased this half-page to give the general public an idea of the magnitude and enormity of our retail drug business.

We sell patent medicines, drugs, trusses, elastic stockings and bandages, toilet articles, fill prescriptions and do the largest retail drug business in America west of New York. This may seem like an exaggerated statement, but it is an absolute fact. We know it and we want you to know it, and we have bought this half-page to convince you of it.

The last fiscal year, ending June 1, 1899, was the greatest in our history. Our gross receipts exceeded one-half million dollars, thousands of dollars more than any other retail drug company west of New York.

We carry over 2000 good selling patent medicines. During this last year we sold 189,891 bottles of Dr. Ira Baker's different remedies and 18,451 bottles of Lydia Pinkham's Compound. We mention these two because they are in greater demand.

We employ seventy-two men and women, and our stores and laboratory occupy 37,365 square feet.

When The Owl Drug Company began business at 10 a. m. June 11, 1892, at 1128 Market street, San Francisco, it was the beginning on this coast of cut-rate drugs and medicines. We were first to cut prices and are the original drug cutters. Cut-rates played havoc with the retail drug business throughout the whole State. But we could not help that. Our mission was to supply the medicine buying public with patent medicines and prescriptions at reasonable, affordable prices—do a big business with small profits.

Prior to the opening of our first store, when it became generally known that we intended to cut prices on medicines, a joint committee of the San Francisco Druggists' Association and the California Retail Druggists' Association called upon the wholesale druggists of San Francisco and demanded that they refuse to supply The Owl Drug Company with drugs and medicines or they themselves would boycott these wholesalers. Spot cash in unlimited quantities covers a multitude of protests and threats. By aggressive and honest business methods we were enabled to secure drugs and medicines necessary to supply a rapidly increasing trade. The high-priced druggists' associations were unable to carry out their designs and finally collapsed. They have now been dead several years, much to the satisfaction and economy of the drug and medicine consumers of San Francisco in particular and the Pacific Coast in general.

By breaking up the high-priced druggists' combination and cutting prices we have saved medicine buyers 10 to 50 per cent. We have supplied the poor and rich alike with the very best goods that money can obtain. By our methods we have revolutionized the retail drug business from one of narrow-minded, high-priced policy—a game of cinch everything in sight—to one of strict, legitimate business principles.

The prescription departments of our stores have pursued a policy unique and entirely characteristic of this company. We do not substitute. We fill every prescription just as it is written, with exactly the same ingredients the doctor intends it shall be filled with when he writes out the formula. If we haven't the ingredient called for we get it; if we cannot get it we tell you so. We will not fill a prescription written in cipher characters, nor will we pay commissions to doctors on any business they may send us. Druggists who do this sort of thing cannot compete with us. They are compelled to add to their own price the doctor's share, which the customer is unjustly taxed. Every drug our clerks put into prescriptions is the very best we can obtain, for that is the only kind that will make good medicine to do the work for which it is prescribed. Our way of conducting the prescription departments is certainly appreciated, for during the last fiscal year our three stores filled 91,253 prescriptions.

We pay as little as possible for our goods, that will buy good goods. We buy staples (medicines and drugs that will keep) in very large quantities, pay spot cash and secure every possible discount.

Drugs and medicines that will not retain their strength and purity beyond a certain time, like Mellin's Baby Food, dry drugs and herbs, we buy in small quantities that we may quickly dispose of them while fresh and active.

We pay as much for experienced help as is necessary to secure the very best men that we can find. Our prescription and head clerks were gathered from the largest and most reputable stores in San Francisco and Eastern cities. We engaged them because they were men of ability, and they came to us because we were able to pay their worth. Every clerk in our employ is a registered pharmacist and thoroughly capable of conducting any drugstore department. However, we consider it an unsafe policy to allow store clerks to fill prescriptions. Prescription clerks attend strictly to prescription business and store clerks wait on trade. Public safety and convenience is assured by keeping separate these departments.

We started in 1892 with one store in San Francisco. Now we have three thriving stores in the three largest cities in California—each store a leader in each city—San Francisco, Los Angeles and Oakland.

The San Francisco store, located at 1128 Market street, runs through the entire block to Turk street, and occupies 9650 square feet, employing forty-four men and women. This is an all-night store, and for five years has not closed its doors once. The mail order department occupies the rear or Turk street side, and is under competent management. The men who attend to the wants of our country friends are old-time experienced mail order men, who know the shortest and quickest routes and cheapest rates to the various points on the Pacific Coast. They understand wrapping and packing bottled medicines and drug sundries to withstand the carelessness of postal and express clerks. Mail orders receive immediate attention and country customers are not obliged to pay one cent more for their purchases than our city customers, except freight or express charges, which we prepay on $5 orders or over to railroad points within 100 miles of our stores.

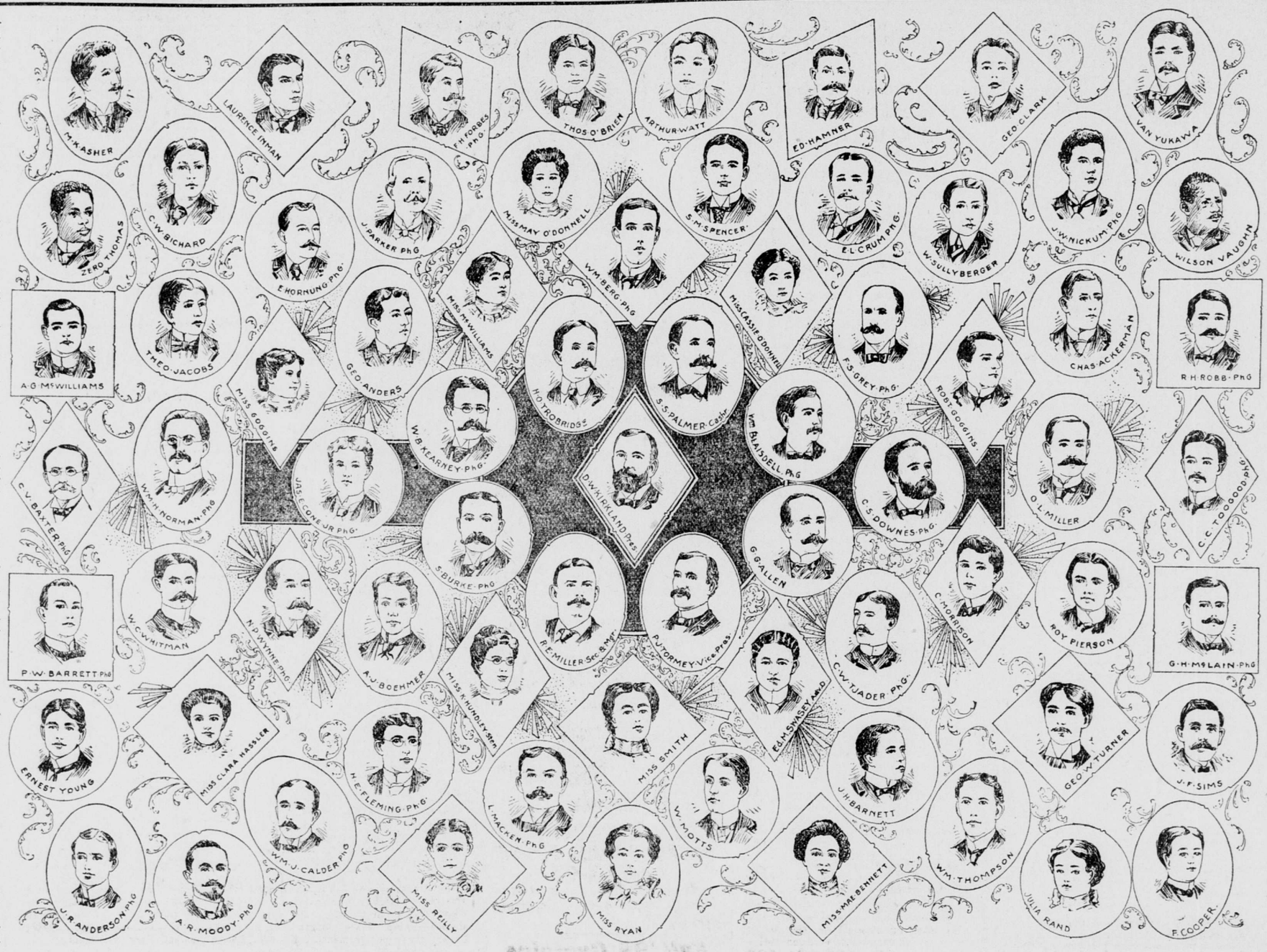
The Los Angeles store, located at 320 South Spring street, was established in 1894 and is by far the handsomest and best equipped drugstore in the southern city. It, too, is a cut-rate, dependable store, and supplies a majority of the residents of Southern California, Arizona, New Mexico and Mexico with drug sundries. This store occupies 11,200 square feet and gives employment to eighteen men and women.

The Oakland store was purchased from Kirkland & Trowbridge in 1896 and turned into a cut-rate store immediately. It is on the corner of Tenth street and Broadway, right in the center of the retail shopping district of Oakland. Being so close to San Francisco we do not encourage mail orders from that point. This store supplies and delivers drugs, medicines and toilet articles to the residents of Oakland, Berkeley and Alameda. It covers 5625 square feet, and ten employes are necessary to attend the wants of its customers.

All of our stores are well provided for public convenience. Ladies' waiting and toilet rooms, ice-water tanks, telephones, directories, messenger service, dictionaries, postage stamps, writing desks and every other little thing that so greatly adds to the comfort and pleasure of shoppers and visitors. Every well-behaved person is welcome, and while there, whether they purchase or not, are our guests, and we want them to feel that any courtesy or favor desired will be gladly granted, and their presence not considered in the way or out of place.

We have recently established a laboratory in connection with our San Francisco store. It is located at 1051 Market street, one block from the store. We have leased three floors, 22x165 feet, covering 10,890 square feet. Every detail is modern and affords the greatest convenience for operation—that of preparing and making chemicals and extracts, manufacturing our own medicines, staple pills, powders, capsules, lotions, and bottling, labeling, packing and shipping the same. It is equipped with the very latest machinery and manufacturing apparatus, and is a modern laboratory in every respect. Fifteen men, boys and women are employed in the laboratory.

No sentence ever hurt business so much as the remark by P. T. Barnum, "that the American people like to be humbugged." That an honest policy is a good business policy is sufficiently and amply proven by the enormous and satisfactory success of The Owl Drug Company.



SEND A POSTAL FOR A NEW ILLUSTRATED CATALOGUE, NOW IN PRESS.

INSURGENTS DEFEATED AT SANTA RITA

Americans Drive Them Back Without the Loss of a Man.

REBEL CAPTAIN TAKEN

Inhabitants of Santa Barbara on Panay, Fearing a Bombardment, Abandon the Town.

Special Dispatch to The Call.

MANILA, Sept. 9.—A force of 450 rebels, with one cannon, attacked Santa Rita early this morning, and simultaneously Guagua and San Antonio were attacked by bodies of rebels numbering about sixty men.

All the insurgents were repulsed without loss to the Americans. Colonel Bell and his regiment, while attempting to surprise the rebels in the rear, met two small patrols and succeeded in capturing a rebel captain, a lieutenant and six privates.

A Filipino who has arrived here from the Visaya Islands says that Victoria Nomapa, a prominent and wealthy lawyer of Iloilo, being forced by public opinion to declare his politics, has joined the rebels.

The inhabitants of Santa Barbara, the rebel headquarters in the island of Panay, have abandoned the town, fearing a bombardment of the place by the United States battleship Oregon.

MUCH SICKNESS IN MACARTHUR'S DIVISION

MANILA, Sept. 5, via Hongkong, Sept. 9.—The censor has refused to allow the following dispatch, the accuracy of which is unquestioned, to be telegraphed:

The surgeon's reports in regard to the condition of General MacArthur's division showed that 36 per cent of the officers and 25½ per cent of the enlisted men are sick. This includes the sick in quarters and those sent home. Eleven per cent of the enlisted men sick in quarters are mostly suffering from dysentery and malarial fever.

PLAN OF CAMPAIGN FOR THE DRY SEASON

WASHINGTON, Sept. 9.—General Otis has been instructed in framing his plan of campaign for the dry season to allow for the fullest participation of the naval forces now in the Philippines, and as soon as he has been heard from the necessary orders will go forward to the naval commanders to co-operate with the army to an extent not before contemplated. The naval officers have always been willing to do this, but they have been restrained in their operations by an indisposition to interfere in any quarter with the plans of the military commanders. The ships will undertake to capture any of the ports now in insurgent possession that may be desired by the army, and also to hold them indefinitely, thus making it possible to open the railroad in Luzon from the northern extremity, while in Cavite province, with the large force of marines now on hand, it is believed that the navy can undertake to relieve the soldiers tsationed there and make a valuable force for other operations.

WILL ORGANIZE TWO COLORED REGIMENTS

WASHINGTON, Sept. 9.—An order for the organization of two colored regiments was issued from the War Department to-day. All the field officers of these two regiments are white men now in the regular army.

All the companies are colored men who served in the war with Spain in either the regulars or the volunteers. The regiments will be designated the Forty-eighth and Forty-ninth Volunteer Infantry. The Forty-eighth will be organized at Fort Thomas, Kentucky, and the Forty-ninth at Jefferson barracks, Missouri.

The full complement of officers has been selected, and the following are the field officers.:

Forty-eighth Regiment — Colonel, William P. Duvall, captain First Artillery; lieutenant colonel, Thaddeus W. Jones, captain Tenth Cavalry; majors, Sedgwick Rice, first lieutenant Seventh Cavalry; Alexander L. Dade, first lieutenant Third Cavalry; John Howard, first lieutenant Nineteenth Infantry.

Forty-ninth Regiment—Colonel, William H. Beck, captain Tenth Cavalry; lieutenant colonel, Arthur C. Ducat, captain Twenty-fourth Infantry; majors, Ernest Hinds, first lieutenant Second Artillery; George W. Kirkham, captain Twenty-third Infantry; James E. Brett, captain Twenty-fourth Infantry.

TEMPERANCE WAVE STRIKES PASADENA

Effort Being Made to Put the Sanitary District Act Into Effect.

PASADENA, Sept. 9.—The State Anti-Saloon League, whose headquarters are at Oakland, has begun a fight against saloons and out-of-town roadhouses in Southern California, using as its weapon the sanitary district legislative act. C. Garibaldi, who for years has conducted a saloon a short distance outside the city limits on East Colorado street, has been chosen as an example. The citizens of Lamanda Park, which is the nearest post-office, met and chose A. L. Schofield, J. W. Hugus, C. A. Day, W. T. Sibley and W. A. Weymouth members of a sanitary board, the district to be established if the voters so decide at an election to held on October 10. A majority of the ballots is necessary to elect.

The County Board of Supervisors is said to believe that the district will be established. If so, the sanitary board will have power to grant or refuse a liquor license and will close Garibaldi's saloon. The proprietor believes that his saloon will be closed and has tried to sell out. Failing in this he has begun the erection of a winery in the belief that no authority has power to prevent his selling his own product, even if the city should extend its limits to include the winery.

The local Anti-Saloon League met recently and passed resolutions supporting the State League and Lamanda Park League. The State League agrees to bear the expense attendant to enforcing the law and all incidental expenses should opposition be made.

Should the election result in establishing the district, work will be begun on other districts in this part of the State which have been mapped out by the Anti-Saloon League. The Lamanda district will comply pretty closely with the election precinct.

The citizens of North Pasadena have acted upon similar lines as have the Lamanda Park people. Their petition has not yet been acted upon by the County Board of Supervisors.

THREE PERSONS LOSE THEIR LIVES BOATING

Accidentally Run Into at Night by Government Boat and Their Craft Overturned.

QUINCY, Ill., Sept. 9.—The Government steamer Ramona last midnight struck a skiff containing six belated merrymakers in Quincy Bay. All were thrown into the water and three were drowned. The dead are:

JOHN H. WEHKAMP.
LULU BROY.
MARY McCARTHY.

George Lambur and Thomas Dowd of Quincy and James Driscoll of St. Louis were saved by clinging to a beer keg from the overturned boat.

COMMENT ON KAISER'S SPEECH

Many Catholics Are Pleased With It.

Copyrighted, 1899, by the Associated Press.

BERLIN, Sept. 9.—The Emperor's speech at Strasburg is variously commented on. The Centrist Cologne Volks Zeitung says the Catholics are thankful his Majesty tries to avoid every conflict. The Vossische Zeitung considers the speech to be evidently a reply to those made by a Bavarian priest in Heisse, who said the throne and altar could only be maintained by Catholicism. The Emperor reverses the proposition.

The Boersen Courier says it remains to be seen whether the relations between the Emperor and Catholicism will really be mutual. The Vorwaerts asserts that it seems the Emperor returned from Palestine with a heightened opinion of the possible usefulness of the church, adding: "It is no longer the army and nobility he asks to follow him. He now regards the clergy also as an equally strong ally."

The Tageblatt says the Emperor's doctrine is that of Charlemagne, "which means antagonism to Papal power."

An eye-witness informs the correspondent of the Associated Press that the Emperor's reception at Strasburg and Stuttgart showed that his popularity has enormously increased in South Germany. The applause was mostly genuine and spontaneous. This was specially noticeable in Alsace.

The absence of the French military attache from Strasburg was commented upon, and it is surmised that he acted on orders from the French Government, so as not to seem to recognize German domination of the Reichland. It was remarked, however, at the Strasburg parade that the presence of French-speaking people was unusually large. A large number of correspondents of the leading French papers were present, and they were granted every facility and shown every courtesy. Many of them will accompany his Majesty throughout the whole maneuvers.

The noteworthy features of the maneuvers were the Jaegers (sharpshooters) battalions of the Fourteenth Corps, who were equipped with Maxim guns. The Fourth, Eighth, Tenth and Fourteenth battalions of the sharpshooters, forming a brigade with three batteries of Maxims, ecpecially distinguished themselves. The correspondent of the Associated Press hears the Maxims stood the test so well that all the Jaeger battalions of the army will be equipped with them.

In order to make the resemblance to actual war as close as possible neither the regular telegraph nor telephone lines were used within the whole maneuver territory. Instead special messengers on horseback, pigeons and field telegraphs were employed. Automobiles were used in transporting provisions and ammunition and were found serviceable on paved roads in Wurtemberg, even on the steepest grades. A remarkable achievement was the successful passage of the steep Kniebis pass, in the Black forest, 1300 feet high, by the bicyclist division. The naval maneuvers near Heligoland have not been sensational.

Following the example of the United States in the war with Spain the Government has ordered the equipment of a number of repair ships for the navy, closely patterned after the Vulcan. These will be fireproof and will be used in training firemen.

The Vossische Zeitung prints a hitherto unpublished letter from the late Prince Bismarck to Field Marshal von Manteuffel, in which Bismarck was far from complimentary to the Prussian Conservatives. This is one of a number of unpublished letters bought since the death of the field marshal by a syndicate of Liberal politicians. They are said to contain many highly sensational letters, including some from the old Emperor to his son, then Crown Prince, in which there are passages which refer in surprising terms to the present Emperor.

The Berlin courts will be busy September 25 with the case of Max Schlemangk, a major of United States volunteers during the Spanish war, who is charged with various frauds by which he obtained sums of money.

A line of electric omnibuses was started in Berlin this week.

The oldest part of the Royal Castle has just been renovated at a cost of 4,500,000 marks, the ancient architecture being retained.

AN ENTIRE TOWN IS DESTROYED BY FIRE

Probably the Worst Conflagration Ever Known in the Forests of Northern Wyoming.

DENVER, Sept. 9.—A special to the Republican from Cheyenne, Wyo., says: Forest fires are now burning in the Laramie Peak timber district, in Northern Albany County, and along Muddy Mountain, about twenty-five miles southeast of Casper. Special Agent Abbott of the Interior Department, who went out to investigate and put out the fires if possible, has a force of men working in the Laramie Peak district, and hopes to overcome the flames within a few days. Nothing can be done toward fighting the Muddy Mountain fire on account of the dense smoke, and it will be allowed to burn itself out.

During the fore part of this week the worst forest fires in the history of Northern Wyoming raged in the mountains between the north and south forks of the Tongue River, west of Sheridan. Four townships were burned over and the town of Rockwood was wiped out. The tie camp of McShane & Co., together with a number of sawmills and a large quantity of railroad ties and lumber, was destroyed. Many tiecutters narrowly escaped.

LIFE BOAT EQUIPPED WITH A GAS ENGINE

First Experiment of the Sort Ever Tried Results in Every Way Satisfactorily.

MARQUETTE, Mich., Sept. 9.—The first test of a lifeboat equipped with power was made here to-day and, judging from the performance, was in every way satisfactory. Lieutenant Charles W. McLellan, assistant inspector of the Life-Saving Service, was in charge of the experiment. An ordinary thirty-five-foot lifeboat had been fitted with a twelve horsepower superior gas engine. Under full power the boat made a good rate of speed. During the drill of the life-savers the boat was rolled over and over, and showed that the presence of the engine in the airtight chamber in no way affected the ability of the boat to right itself. The engine kept running no matter what position the boat was in. Up to this time lifeboats have had but sails and oars, and it is thought engines of this type will be of great utility.

Died From a Kick.

ANGELS CAMP, Sept. 9.—Fred Brunner died suddenly this morning from the effects of a kick over the heart inflicted two weeks ago. Deceased was a well known rancher and miner, having lived at this place since the early mining days. Several children survive him.

QUAKER COLONY IN THE FAR NORTH

Working Among Alaska Indians.

Special Dispatch to The Call.

PASADENA, Sept. 9.—C. C. Reynolds, a prominent business man of this city, has returned from a long stay in the country about Kotzebue Sound, Alaska. Reynolds and his party—a score of men—were elaborately equipped and built a steamer in Kotzebue, in which they prospected the Kowak River thoroughly without finding gold enough to warrant the staking of a claim. This steamer, the Helen, was the only one built in the sound. She is 10 feet beam and 38 feet over all.

Mr. Reynolds is a leading member of the Friends church. While at Kotzebue he was on very intimate terms with Mr. and Mrs. Robert Samms and Miss Anna Hunnicutt, the three Friends missionaries who went from Los Angeles and Whittier two years ago and located at Blossom Cape for the purpose of instructing the Indians. Despite the misgivings of friends of the missionaries, who feared that the Indians would not be found to be hospitable, these missionaries have enjoyed great success. They have erected a school building, where the Indians come in the summer to trade with the natives from Siberia. The American Indians trade furs to the Siberian Indians for skins of reindeer, which are made into clothes. They are said to take kindly to instruction. The methods employed by the missionaries are similar to those of kindergarten teachers. The English language is the first thing taught. Recently the missionaries, who are without white companions, have built, with the aid of a few Indians who stay there the year round, a steamer, with which they visit the Indian villages on the Kowak during the summer, carrying with them balm for minds and souls.

The missionaries have great hardships to contend with. Mrs. Samms, who is only 23 years of age, was forced last winter to walk forty-five miles over snow and ice while working among the Indians. She has often slept out on the ice in a deerskin sleeping-bag, with the thermometer 30 to 40 degrees below zero.

The Reynolds party left in the schooner Penelope from San Pedro in May, 1898, and only Mr. Reynolds has seen civilization since then. The other members of the party are expected home some time this fall. They failed to locate any claims in the Kowak or Kotzebue country, but have several claims near Cape Nome.

DEATH OF L. S. BUTLER.

Formerly Assistant Adjutant General of the National Guard.

SACRAMENTO, Sept. 9.—L. S. Butler, a watchman in the office of the State Treasurer, died in this city this morning unexpectedly. He marched with the Odd Fellows Thursday night and was at that time apparently well.

Butler was formerly a resident of Los Angeles, and at one time was lieutenant colonel and assistant adjutant general of the National Guard of California.

BIG BLAZE AT CHICO.

Beer Warehouses and Ice Works Totally Destroyed.

CHICO, Sept. 9.—Fire to-day destroyed the beer warehouse of the Wieland and Buffalo brewing companies, A. G. Eames' bottling works and icehouse and W. B. Griswold's warehouse. Nothing was saved from any of the buildings.

A. G. Eames' loss is $3500, insurance $2400; Wieland Brewing Company's loss is $1200, insurance $700; the Buffalo Brewing Company's loss is $700, insurance $500; W. E. Griswold's loss is $600, insurance $450. The Southern Pacific Company's large water tank and a car loaded with telegraph poles were badly burned. The fire started in Wieland's beerhouse. The cause is unknown.

UNUSUALLY HEAVY GRAIN CROP HARVESTED

Output of San Joaquin County Valued at Ten Million Dollars.

STOCKTON, Sept. 9.—Grain dealers are commencing to estimate the value of this year's crops, and the results stated in the most conservative figures are surprising to even the most sanguine. County Assessor Ortman has found that 470,800 acres in this county were planted to wheat this year. At the lowest estimate this acreage raised 250,000 tons. There were 208,900 acres seeded to barley, 970 acres to oats and 80,600 acres to hay. At least 150,000 tons of barley were produced and 80,000 tons of hay cured.

At the present prices 250,000 tons of wheat are worth $5,250,000; 150,000 tons of barley, $2,550,000; 80,000 tons of hay, $503,750, and other products $1,796,250, making in all a grand total to San Joaquin County of over $10,000,000.

NO ELECTRIC LINE FOR MARIN COUNTY

SAN RAFAEL, Sept. 9.—J. A. McNear, the Petaluma capitalist, denied to-day that he contemplates the building of an electric railway from this city to Point San Pedro, to connect with a line of steamers to San Francisco, which would compete with the Donahue road. Mr. McNear asserted that a boulevard should be constructed from San Rafael to the point, and that an electric line would follow as a natural consequence; but it is entirely improbable that he will do anything in the matter at present.

So far as mere competition is concerned the Donahue road has little to fear from such a rival, as the distance by water from Point San Pedro to San Francisco is so great that a steamer would lose sufficient time to make nothing on a through trip by the few minutes gained in traveling from this city to Point San Pedro.

HAS LOST HIS ALL.

Louis Lapiner, Whose Son Was Kidnaped, Is Now a Bankrupt.

CHICAGO, Sept. 9.—Louis Lapiner, the father of little Gerald Lapiner, who was kidnaped two years ago, filed a petition in bankruptcy to-day. Liabilities, $24,000; no assets. The indebtedness was contracted in Ogden, Utah, in 1891, while Mr. Lapiner was in the general merchandise business.

Reception at Stanford.

STANFORD UNIVERSITY, Sept. 9.—The Young Men's and Young Women's Christian Associations jointly gave the first serial event of the college year to-night in the Encinal Hall clubrooms. The halls and corridors were tastefully decorated, and refreshments were served to at least 500 guests. This reception has become college custom and is intended to facilitate acquaintance between the Freshmen and upper classmen.

Fell From a Buggy.

PASADENA, Sept. 9.—Miss Medill, sister of the late Editor Joseph Medill of Chicago, fell from her buggy this morning. The horse started and the wheels passed over her. Her injuries are not serious.

DEUTZ & CELDERMANN.
AY, FRANCE.

DEUTZ & CELDERMANN'S COLD LACK

Is without doubt the finest Dry Champagne imported from France. No connoisseur should fail to try it.

CHARLES MEINECKE & CO.,
Sole Agents Pacific Coast,
414 Sacramento street, S. F.