

SLEW THE BIG JABBERWOCK

True Story of the Man Who Got the Best of the Standard Oil Company.

SMOOTH, CLEVER WORK OF JIM BROWN

Took the Rockefeller Octopus by the Gills and Made It Sweat Blood—Also Some Good Money.

A popular magazine recently published the portrait of an aggressive looking young man with the caption that this was the only man who had won interestingly 'the Standard Oil Company.'

As I looked upon his highly intelligent features and the long ramus of that young man's jaw, I recalled the face of another man with a long jaw who, although he never had the honor of having his portrait printed as a "successful" fight with the Standard Oil Company, would have no trouble, did he need it (which he doesn't), in securing a letter from the big company recommending him as one of the brightest business men in American industrial history.

The general public notion of what the Standard Oil Company is, is cloudy. By reading the magazines one would sometimes fancy that it was a kind of Jabberwock or Job-Job dragon, the legitimate material for the industrial sword of the young American knight. But James Brown, whose story will be told here, had no notions of that kind.

It was not so long ago that Brown did it and the way he did it is a revelation to Miss Tarbell and others who have written about the Standard without knowing much of the technique of business affairs. The story of Brown is a story for young men who have ambitions not to let the grass grow under their feet, and entirely apart from its usually interesting facts it has the merit of being unassailably true.

Mr. Brown was bred in New York City, where he started in life as an errand boy. He saved his pennies, secured a situation in the office of an oil company in Pennsylvania, and in due season he was promoted to a position of some consequence.

Mr. Brown had a good many friends, but the love of doing business for the sake of the business itself. He had found it a rather difficult matter to compete with the Standard in the past and he packed up his clothes and came west to find himself.

He opened a small depot and during the first six months of his work he bustled himself in securing teams and a few salesmen to sell his oil on commission. Then he had printed a number of circulars, which he sent to all the retail grocers, his first business card.

He offered his oil, at first, at the current Standard price, which was high at that point, owing to the competition elsewhere; so that Brown had a good margin to cut into when the time came for price war.

Meanwhile he looked around and found that the Standard people were paying 40 cents apiece for empty oil barrels. Brown let it get around that he would pay 45 cents for the Standard barrel, and then he offered 50, and then 55, and then he bid was raised.

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GRAIN AND PRODUCE MARKET

Holiday in Leading Grain Markets, Minor Markets Very Strong.

SHORTS GET NERVOUS AND COVER FREELY

Liverpool, Minneapolis and Milwaukee Quote Nearly Two Cents Rise on Wheat—Corn Firmer—Gossip on Stocks.

Local grain markets were closed, in accordance with the Chicago custom, on the observance of "Chicago day" at the St. Louis exposition, the chief purpose of which was apparently to give an annual picnic. Now Brown had no use for the butchers. Butchers did not buy coal oil. But his heart went to the grocers, and he was now sufficiently known to them by repute to meet them personally and to strike the "death blow" to the Standard Jabberwock.

Per two extra Brown played the grocers to the limit. He was the son of the annual picnic. He took a grocer now and then to the picnic, and the grocer, in return, kissed the grocer's children on the head, kissed their grownup daughters smack, and, in short, was the prince that he had advertised to be.

Result: When the Standard cut below what it had advertised to do, the grocer, and laughed in the face of his competitors. The grocers bought his oil at a higher price in preference to the Standard's at a lower price, and the Standard wagons went home full every day.

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OMAHA LIVE STOCK MARKET

Lighter Receipts for the Week Caused All Cattle to Advance.

HOGS MOVING STEADILY DOWNWARD

Good Fat Sheep and Lambs Steady for the Week, Others a Trifle Lower, Good Feeders Also Steady, but Light Weight Lambs Lower.

Receipts were: Cattle, Hogs, Sheep, Oct 10, 1904. Official Tuesday, 1,115 3,555 2,488; Official Wednesday, 1,115 3,555 2,488; Official Thursday, 1,115 3,555 2,488; Official Friday, 1,115 3,555 2,488; Official Saturday, 1,115 3,555 2,488.

Receipts for the week were: Cattle, 11,115; Hogs, 35,555; Sheep, 24,888. Total for week, 71,558. Total for week, 71,558. Total for week, 71,558.

Chicago, Oct. 8.—CATTLE—Receipts, 600 head; market steady; good to prime steers, \$2.75@3.00; poor to medium, \$2.50@2.75; stockers and feeders, \$2.25@2.50; cows, \$1.50@2.00; heifers, \$2.00@2.50; calves, \$2.00@2.50; pigs and butchers, \$2.00@2.50; rough heavy, \$1.50@2.00; light, \$2.00@2.50.

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