

# M. E. Smith & Co. Inc.

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Retailers Are Invited to Inspect Our Plant

## GROWTH OF THE JOBBING-TRADE

(Continued from Eighth Page.)

great growth in both manufactures and jobbing has been wholesome, the figures in representative lines may be quoted. They show that no single line has participated beyond its due in the melon cutting and that a liberal share of the fruit has fallen to each. In agricultural implements the thirty-nine houses of the city have sales for this year of \$12,135,000. In 1908 they had \$11,110,000. Dry goods increased from \$3,718,000 to \$11,156,000, and groceries leaped from \$12,600,000 to \$18,415,000. Hardware men dipped in for their share, going from \$1,650,000 in 1908 to \$4,635,000 in this year of grace.

Likewise in manufactures. The packing houses, by far the largest line, have gone from \$107,000,000 to \$143,135,000, a neat little increase of \$36,000,000. Creamery products show an increase of \$1,600,000, a figure which is believed to be too small for the great growth here in this line is famous. Omaha is in fact the first butter market in the world and the Elgin price is likely to disappear from the quotations, with "Omaha" on the date line in its place. Men's clothing has gone up a cool million and the production of alcoholic liquors has been boosted \$2,300,000, or a little better than a million a year.

Many causes have contributed to this growth. Omaha's position is strategic. Its command of raw products is sure, its railway service is such that not only is a firmer grip being made on old territory, but new is constantly being added.

Then again, there is the enormous agricultural wealth, which is the real basis of its commercial and industrial success. In a state all its own, which raises more wheat per capita than Kansas, more corn per acre than any other state in the country, with its farmers largely practicing diversified farming, the most certain wealth producing form of agriculture, its increasing live stock resources—Omaha's certainty of being a great primary market is absolute, so far as things human are absolute. From the viewpoint of the manufacturer and jobber with but a little imagination, there is an enormous field of wealth to come in the country to the west, the soil of which has not even been scratched and which belongs to Omaha jobbers and manufacturers by a right difficult to alienate, the right of geographical position and topographical formation. A cataclysm which would destroy this would destroy everything.

The full import of the figures of increase is difficult to grasp or to convey. They must be interpreted in various ways: by the increase in bank clearings, by the new buildings going up of every kind for store and office buildings, new theaters, new churches and new homes, are but coordinate reflexes of the other movements.

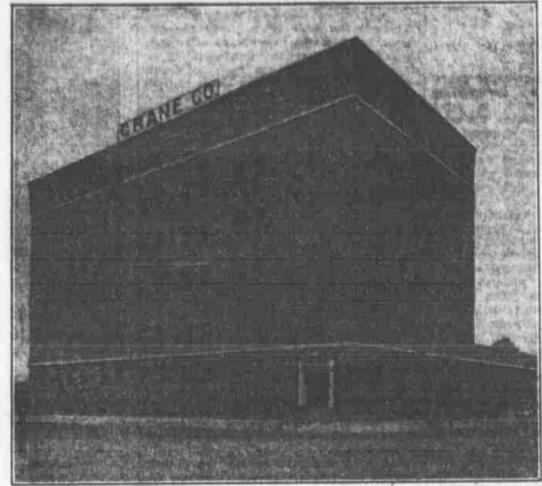
To sum up: Omaha's commerce and industry have grown prodigiously. The growth has been equal, or approximately so, in all branches. The growth has not been forced; it is the result of no boom. Its roots tap living waters and find nourishment in the richest soils. When the government census takers of 1910 begin to accumulate data with regard to Omaha's activities and resources they will find plenty of material to work upon.

### BIRDS FIND THEIR WAY HOME

Experiments with Tropical Birds Carried 850 Miles from Their Nests.

The question as to whether animals have a special homing sense can never be answered by experiments upon the homing pigeon. It was this thought which led me to make a study of distant orientation in two species of tropical birds which are found upon Bird Key, a little deserted island of about 200 yards in diameter, lying in the middle of the Gulf of Mexico. This key is a member of the Dry Tortugas group, sixty-five miles due west from Key West. The birds in question are the noddly and sooty terns, belonging to the gull family, and not differing much in size from the homing pigeon. In the fall and winter months they are to be found distributed generally over the tropical waters of the Caribbean sea. On May 1, almost to the day, about 20,000 of them migrate to Bird Key and remain there for the nesting season. Bird Key is thus the northern limit of migration. A study of their habits shows that they do not get out over the water in their search for food for distances greater than fifteen to eighteen miles; consequently any distance north of Bird Key greater than this would take the birds into an unknown territory. Here, if anywhere, then, we have material at hand for carrying out experiments upon distant orientation. We can send birds out over an ocean pathway or we can send them inland. My experiments have not been carried very far at the present time, but they have already progressed far enough to give some really astonishing results.

After the egg is laid the male and female birds take turns at brooding, and one bird is always to be found at the nest. At this time the birds are bold and can be captured easily. After being captured they are marked individually with large streaks of different colored oil paints. These markings can be so varied that such bird sets out has a different marking. The nest is then tagged, showing the time of the bird's removal. On the early morning of June 13 five birds were put into a large insect cage and given into the charge of Dr. H. E. Jordan, who was returning to New York. He carried the birds via the government tug to Key West. There food was purchased for them (small minnows). At 3 in the morning of Friday, the 14th, Dr. Jordan boarded the Mallory boat Denver, which was leaving Key West at that time for New York. On board the boat the birds (which were carried in the hold of the vessel) were both watered and fed. On Sunday, the 16th, at 9 in the morning the birds were released at latitude 25 degrees, longitude 75 degrees 10 minutes (approximately twelve miles east of Cape Hatteras). The wind was fair and fresh for several days after the birds were released. I kept their nests under constant observation, but had almost given up hope of their return, when, to my surprise, on June 21, at 3:30 in the morning I found two of the marked birds upon their respective nests. The nest mates of the other three birds had taken new nest companions; consequently, had the marked birds returned, they would have been unable to obtain possession of the nest. A few days later I, by chance, observed one of the marked birds attempting to alight at its own nest. It was immediately driven away. Three of the five birds are thus known to have returned. I have little doubt that the other two birds also returned. The distance in a straight line from Hatteras to Bird Key is approximately 850 miles. The along shore route is about 1,050 miles. The latter is the route in all probability chosen by the birds, since by studying their habits I found that they do not fly at night, nor swim nor rest upon the water, and yet are dependent upon the ocean for their food and water. This distance was covered in a little less than six days—Prof. John B. Watson in Harper's Magazine.



# THE CRANE CO. OMAHA

### A Little Hasty.

Numerous complaints had come before a certain public official in regard to the quality of food served to the inmates of one of the public institutions and he determined to investigate for himself in order to see if the matter really required attention.

Making his way to the particular building in question just about dinner time, he walked straight over to where the kitchen was located. At the very door he encountered two muscular looking men carrying a huge steaming boiler.

"Put that kettle down," he ordered brusquely, and the men at once obeyed. "Get me a spoon," he next commanded. The man that brought the spoon was about to say something, but was ordered to keep silent.

"Take off the lid," was the next command; "I'm going to taste it." The two men were utterly cowed by the official's brusqueness and wonderingly

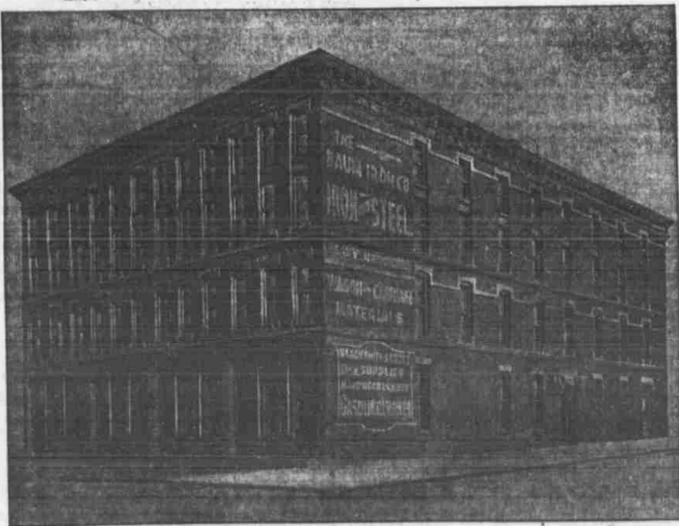
watched him gulp down a good mouthful. "Do you mean to say you call this soup?" the official demanded. "Why it tastes to me more like dirty water."

"So it is, sir," replied one of the men, respectfully. "We were just scrubbing the floors."—Uncle Remus's Home Magazine.

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--- OMAHA ---



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