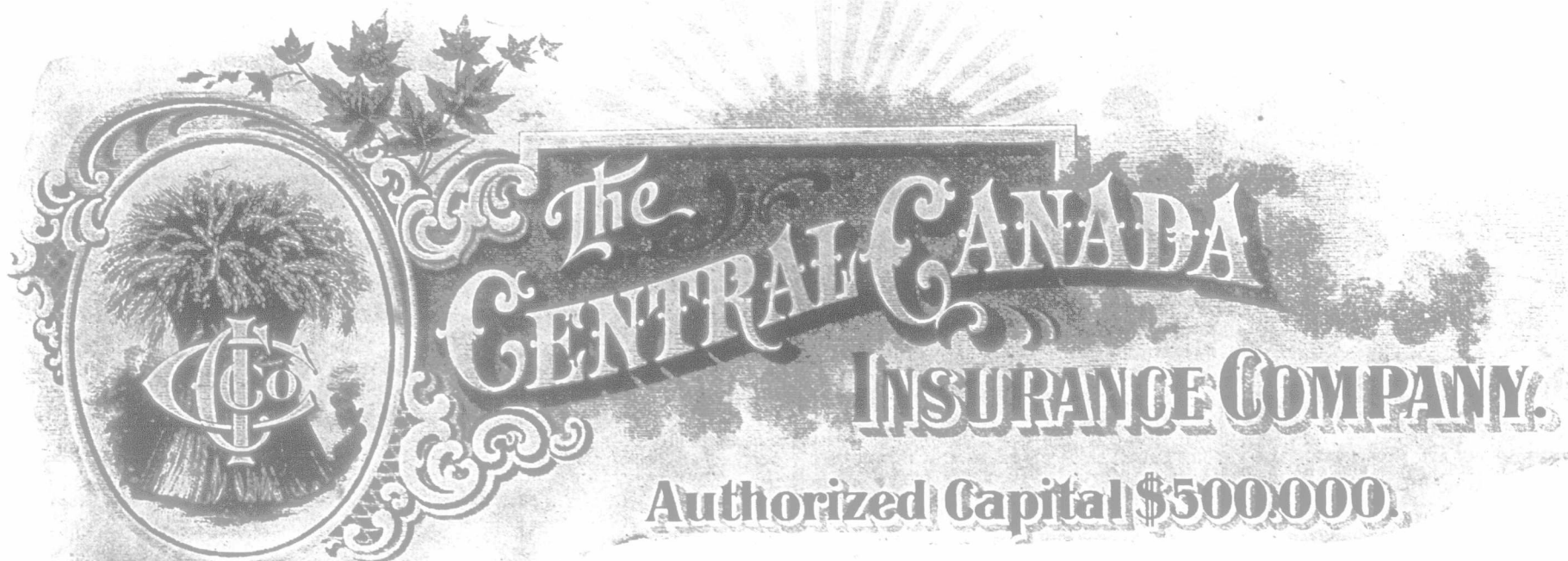


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JOS. CORNELL, Manager

THE "EMPIRE MEET."

On the night of February 24, at the close of the National Dairy Show, a special train of four Pullman sleepers, a dining car, observation car and baggage car, pulled out of Chicago loaded with 80 branch managers and western agents of the Empire Cream Separator Company, and nearly 30 representatives of the leading agricultural newspapers, all headed for Bloomfield, N. J.



H. G. Taube, President Empire Cream Separator Co.

On the way a stop at both a day was made at Niagara Falls. Several hours were put in viewing the wonders of this spot and the night seeing trip was followed by an elaborate dinner at the Prospect Hotel.

At 9:30 on the morning of Monday, February 26, the train reached the Empire Cream Separator Company's factory at Bloomfield, N. J. The officers of the concern were greeted with enthusiastic and enthusiastic yells from the people on the train.

Other separator concerns have shipped train loads of cream separators, but this is the first

time, we believe, that any separator concern has taken a train load of its representatives to its factory.

The entire train, including the dining car, was run onto the company's side track, and here the whole crowd slept and ate for the entire week. They called it the Empire Hotel.

The real object of the trip was to bring the salesmen of the Empire cream separator into closer touch with the officers at Bloomfield and to give them an opportunity to see the manner in which the machine is made. Every morning, afternoon and evening during the week the salesmen were put through a "course of sprouts" in a school of instruction. They were shown how every part of the Empire separator is made, what kind of material is used in it, where this material comes from, why the Empire company insists on its being up to a certain standard, just how the machine is put together, and, after the salesmen had thoroughly digested these points, lively discussions were held on salesmanship, advertising and kindred questions.

The discussions at these meetings were not confined entirely to the Empire machine and the selling thereof, but a variety of questions affecting the dairy interests in a broad, general way—especially the means which should be taken to

improve the quality of separator cream—were thoroughly discussed. An entire session was given to the question of cream quality. There was not a dull moment from start to finish and there was as much snap and ginger and enthusiasm in the Empire meetings as one can usually find in a hotly contested political convention.

The Empire people have recently added a number of improvements to their machine and now call it the improved frictionless Empire. A machine on the floor was put up to speed and the power stopped. But the bowl continued to revolve for 30 minutes. The company has provided a brake by means of which the bowl may be stopped in a few seconds' time if this is desired.

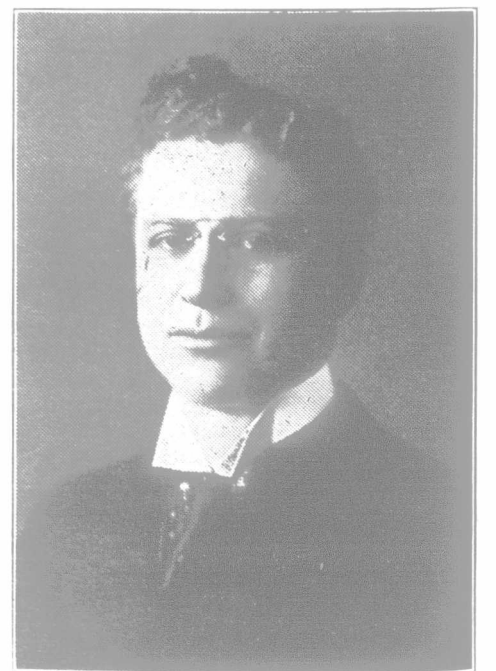
The main points that seemed to crop out in almost every discussion and the ideas that President Taube and Secretary Bell were constantly trying to impress were: Tell the truth about the Empire. Don't knock your competitor. Study every method by which the farmer can, through the use of the cream separator, make his milk cows pay him a bigger profit. This, we believe is a broad, liberal, twentieth-century platform, and we want to congratulate the Empire Cream Separator Company on conducting its business along these lines.

But it was not entirely a week of work for the

separator people. On Tuesday night the entire company attended the "Society Circus" at the big Hippodrome and occupied seats in the best part of the theatre. Thursday night was given up to a smoker and entertainment by the newspaper men, and all day Friday was spent in sight seeing in New York.

The start home was made early Saturday morning, providing a daylight run over the beautiful section of country traversed by the Lackawanna railroad.

The officers of the Empire Cream Separator Company are men of high business caliber. They



Ernest E. Bell, Secretary Empire Cream Separator Co.



The Empire Cream Separator Co.'s Special Train.

have provided their factory with the best of modern machinery, have seen to it that there is an abundance of light and ventilation for their workmen and have taken every precaution looking towards the health of their employees. The trip through this factory and the week spent with the Empire salesmen and officials impressed one with the thorough and careful methods employed in making the Empire cream separator. The company is to be congratulated as its intelligent, loyal and enthusiastic salesmen. Among the Canadians who took part in the "Empire meet" were Mr. S. H. Chapman, Toronto, and Mr. Jas. M. Reid, Winnipeg, of the Grand West Engine and Pump Co., Canadian agents for the Empire Separator. Mr. H. C. Hanson, Special Empire representative, was also a guest.