

Historic, Archive Document

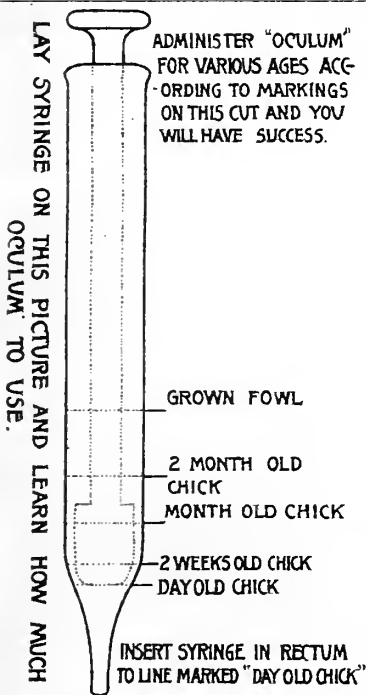
Do not assume content reflects current scientific knowledge, policies, or practices.

"OCULUM"

(REGISTERED TRADE MARK)

Guaranteed by the Hancock Inoculum Co., Inc., Under the Food and Drug Act of June 30, 1906. - No. 28,809.

SCIENTIFIC REMEDY AND PREVENTIVE FOR CHOLERA, ROUP, WHITE DIARRHEA AND SORE HEAD; ALSO CURE FOR GAPES.



ADMINISTER "OCULUM" FOR VARIOUS AGES ACCORDING TO MARKINGS ON THIS CUT AND YOU WILL HAVE SUCCESS.

GROWN FOWL

2 MONTH OLD CHICK

MONTH OLD CHICK

2 WEEKS OLD CHICK
DAY OLD CHICK

INSERT SYRINGE IN RECTUM TO LINE MARKED "DAY OLD CHICK"



TWO SIZES,
\$1.00 AND 50c.



FOR SALE BY ALL DEALERS OR BY MAIL ON RECEIPT OF PRICE



(Sold Under Guarantee.)



INOCULATE YOUR FOWLS AND PREVENT DISEASE



FOR SALE BY

Inoculation for fowls is a new discovery. Oculum is a sure cure for Cholera, Roup, White Diarrhea and Sore Head in fowls. It is also a preventive of these diseases. Inoculate your fowls with Oculum and they will be healthy. The deadly germ of Cholera and White Diarrhea is in the egg. The chick when hatched is a candidate for early death.

Cholera and White Diarrhea in fowls is the same. Cholera attacks grown fowls, while White Diarrhea carries off thousands of chicks yearly. "Intestinal Coccidiosis" is the scientific name for these diseases. They are germ diseases, *Coccidium tenellum* is the scientific name for the germ which attacks the intestines of fowls. Roup is a germ disease.

No satisfactory remedy for Cholera, Roup, and White Diarrhea has ever been known until Oculum was discovered. Once inoculated, the fowl rarely needs a second treatment; but, as a tonic, all fowls should be inoculated four times a year.

Inoculation for humanity has proved a blessing, Smallpox has been almost exterminated by vaccination. Typhoid fever is now prevented by inoculation. Diphtheria is overcome by inoculation. Other diseases are giving way to the scientific treatment of inoculation.

The germ destroys the human body.

The germ also destroys the body of the fowl.

Inoculation has blessed humanity.

Inoculation will now enrich humanity by saving millions of the fowls upon which man feeds for subsistence.

Fowls are subject to other diseases which Oculum does not profess to cure or prevent.

If your fowl is suffering from Cholera, Roup, White Diarrhea, Sore Head or Gapes, send for a bottle of Oculum with confidence that it will do its work thoroughly. Use it with discretion and you will be more than satisfied with results.

Oculum is administered through the RECTUM OF THE FOWL. The disease germ attacks the intestines of the fowls; Oculum destroys the germ. For inoculating, use the small syringe that goes with each bottle.

Oculum is the only remedy on the market based on the theory of coccidiosis, as diagnosed by the United States Government.

HOW TO INOCULATE CHICKS.

FIRST—Give a small injection of warm water to cleanse the bowel. If bowel does not move promptly after injection of warm water and the rectum stands distended, you have a desperate case. Injection of warm water is not necessary when using "Oculum" as a preventive or tonic on well fowls or day old chicks; but it makes results sure when used on sick fowls. When the bowel is cleansed inject "Oculum."

Hold chick for one minute after inoculation to prevent its voiding the oculum before it can permeate the system. THIS IS IMPORTANT. Sick fowls should be inoculated every day until im-

provement results, using a gradually reduced dose. If pasting is noticed after inoculation, remove with warm water.

Draw "Oculum" up in syringe and drop out several times. You will soon learn to gauge quantity. INSERT SYRINGE ONE-HALF INCH.

WHITE DIARRHEA.

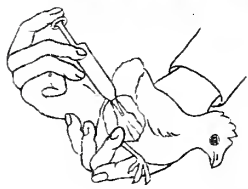
White Diarrhea is a scourge and reduces the vitality of the chick to such a low ebb that patience and careful nursing are necessary to restore the chicks to health, after "Oculum" has killed the diarrhea germ. It has been demonstrated that Oculum always kills the germ, but the chick is in about the same condition as a typhoid fever patient in the last stages of the disease, and must have the proper care if you expect it to recover. "OCULUM" CAN NOT DO THE NECESSARY NURSING.

FIRST—Remember that since Oculum kills a germ, too much of it can kill a chick. It is better to inoculate a second or third time, if necessary, than to use too much at once. OVER DOSING KILLS.

SECOND—The chick is too weak to follow the hen and must have rest and artificial heat. It should be fed only on softened bread and kept in a warm, dry place. A box with a jug of warm water in it is a good hospital.

DIRECTIONS FOR WHITE DIARRHEA.

Grease around the vent. Give injection of from five to ten drops of warm water. After bowel moves inject "Oculum," using dose indicated on cut of syringe for the age of fowl being treated. Hold chick in your hand for at least a minute to prevent voiding the Oculum. In severe cases it may be necessary to repeat this operation two or three times.



DIRECTIONS FOR CHOLERA.

Inject the quantity of "Oculum" indicated on cut of syringe for the age of fowl being treated. Hold the fowl in your hand for at least a minute to prevent voiding the "Oculum." In severe cases it is necessary, first to give a good enema of warm water to cleanse the bowel. Repeat daily, if necessary, up to three times. Keep in dry, warm place, feed lightly and give plenty of clean, cold water.



ROUP.

Roup is harder to reach than Cholera, as the germ which attacks the intestine of the fowl penetrates the mucus membranous lining of the intestine, and is distributed by the circulation in various parts of the system, manifesting itself by an inflammation of the mucus membranous lining of the throat, nostrils and eyes.

DIRECTIONS FOR ROUP.

Inoculate according to the quantity indicated on cut of syringe for age of fowl being treated. Drop two or three drops of Oculum down the throat. If the head is swelled, press the matter out through



the nostrils, as indicated on cut. No. 1. Wash the head out with about five drops of Oculum through the slot in the roof of the mouth, as indicated in cut No. 2. This treatment may have to be repeated daily for three or more times. Grease head daily with Oculum ointment.

DIRECTIONS FOR GAPES.

If Gapes are taken in the early stage, a cure is very simple.

Strip a feather, leaving only a tuft on the point; dip this in Oculum, insert in wind-pipe, twist several times and draw it out. Repeat if necessary.

Inoculate by injecting Oculum as indicated for age of fowl on cut of syringe.



SPECIAL NOTE.—In severe cases care must be taken to insert the feather dipped in Oculum short distance only; remove it promptly, and allow the chick to cough out the worms loosened; repeating a little deeper, and so on, until all the worms are removed. CAUTION—It is necessary to carefully follow the above in bad cases; otherwise, too many of the worms will be loosened at one time they will form a wad in the chick's windpipe and immediately choke it. The Gape worms loose their hold immediately they come in contact with "Oculum." Hence—the necessity for care.

IT IS BETTER TO REPEAT SEVERAL TIMES, THAN TO OVER DOSE. "OCULUM" IS NECESSARILY POWERFUL TO KILL THE GERM.

DIRECTIONS FOR CHICKEN-POX or SORE HEAD

Inoculate once as for Cholera. Remove the scabs from the sores and bathe with Oculum. This may have to be repeated several times.

DIRECTIONS FOR CANKER.

Inoculate once as for Cholera. Scrape the canker sores until they bleed and mop with Oculum. Repeat as often as necessary.

SPECIAL INSTRUCTIONS FOR USING "OCULUM" AS A PREVENTIVE OF DISEASES AND AS A TONIC.

"Oculum's" greatest value to the poultry raisers of this country, is not alone as a curative of the germ diseases, but as a TONIC and PREVENTIVE of disease.

We especially request our customers to try the following experiment, and when they have proven to their own satisfaction that "Oculum" will do exactly what we claim for it along these lines, then put into execution, regularly and systematically the use of "Oculum" four times a year: First—Select a dozen or two of your average fowls in average condition, inoculate them once, following directions as for Cholera; if possible, put them in a pen by themselves and watch results. In a few days their combs will be the reddest in the whole flock and the red will not rub off; hens not laying will go to doing business in a very few days, the bunch will be more active and thrifty and give you less trouble than your other fowls; their plumage will be finer and brighter; in a given length of time they will weigh more than the same number of fowls not inoculated. Consequently, the profits derived from them will be much larger, and the trouble will be infinitesimal.

Having proved the above statements to be facts, inoculate your whole flock at least three times a year; January, June and September, if you prefer eggs to setting hens inoculate in March, also. Your results will then be as good from the whole flock as they were from the bunch you tested "Oculum" on. Chicks hatched from hens inoculated four times a year, should be inoculated when they are one day old and at two weeks old. If these directions are followed closely, results will be from two to three times as many chicks raised from a given number of eggs as formerly; the egg supply will be a third more; your trouble from germ diseases will be reduced to a minimum; your fowls will grow faster and weigh more than formerly; especially you will have no trouble with Cholera and kindred diseases in summer and your fowls will profit in much less than ordinary time. Consequently your profits will be much larger and your labor much less.

It will cost but a little time and money to demonstrate this to your entire satisfaction.

Try it thoroughly once and you will not return to the old fashion "Happy-go-Lucky" method of raising fowls.

Always inoculate before shipping fowls. They will arrive at their destination in the pink of condition, and bring the top of the market. Inoculate all fowls brought to your place. This will prevent them bringing diseases.

NOTE.—"Oculum" does not profess to cure all the troubles to which fowls are heir. Diseases we especially mention, we guarantee Oculum to cure.

Our customers are daily finding it useful for other things. Try it when necessity arises, and you will be surprised and pleased at your unexpected success.

SPECIAL NOTICE.

The syringe which goes with each bottle has been brought to its present state of perfection by much care and thought. It is the most perfect instrument known for administering "Oculum" and we request our customers, who break their syringes to immediately send to their dealer or to us 5c. for another one. This amount is less than the actual cost of the syringe, mailing case and stamps, but we know of its great value to the user, and want to be sure that the price charged for extra ones will be so small that it will not bar any of our customers from always having one in perfect condition.

LEADING FANCIERS PRAISE OCULUM.

POULTRY DISEASES AND THEIR REMEDIES.

The Latest Book on the Subject.
By J. Gaylord Blair.

Carlisle, Ky., Mar. 22, 1911.

I have used your great medicine, Oculum on my poultry farm, and I have not been disappointed in the least. It is surely the best medicine on the market today, or at least it appeals to me in that manner.

Wishing you success, I remain,
J. GAYLORD BLAIR,
Prop. Maple Hill Poultry Plant.

Lime Rock, Conn., Mar. 14, 1911.

I do not believe that I can give you a stronger testimonial for Oculum than to say that my poultry superintendent, Mr. Charles Hubbard, a poultry college graduate, a man who has been raising chickens for the last thirty years, said to me one day: "There is one thing, that from now on, I would suggest your doing, and that is to discard all the chicken remedies that you have, on that shelf." I naturally asked him why, and he replied that there was no use for them as long as he could have a bottle of Oculum. I asked him if he really liked it as much as he did at first,

and he said he had tried it for all the worst diseases of chickens that winter with the utmost success, and that he did not believe that it was necessary for a poultryman, in the future, to have a single remedy except Oculum.

We will make affidavit that it has performed miracles for us, and see no reason why it should not for everyone else.

Our first prize black Orpington pen, which won at Madison Square Garden in the show this winter, were in bad shape when we took them out of the coops in N. Y., and we did not expect they would be placed. I held them and Mr. Hubbard injected each with Oculum. The result was almost instantaneous, and the next day they were awarded the Blue Ribbon. This is a fact not only known by ourselves but our many friends who saw us use the medicine. FOKHURST FARM.

Largest Orpington winners at Madison Square Garden for the past two years.

Lancaster, Mass. Nov. 23, 1910.

GENTLEMEN:—Your Oculum has been given a most thorough test during the past month in treating my poultry.

For mild colds, liver and bowel trouble, it is the best remedy I have ever used.

Oculum will cure chronic cases of Roup, usually considered incurable.

I consider it an invaluable remedy and should be in every poultryman's medicine case.

It is a pleasure to recommend Oculum which is being introduced solely on its merits as a cure for many of the diseases we have among poultry.

C. H. LATHAM.

Breeders of winners at Madison Square Garden, Boston and Philadelphia, and winners at the largest shows in all parts of the country.

Hope, Ind., Dec. 29, 1910.

Gentlemen: I have thoroughly tested your "Oculum" on matured fowls for colds, roup and various other troubles and have had splendid success with the remedy. There is no doubt but what you have one of, if not the greatest poultry remedies ever brought out. I would not think of doing without the remedy, if its cost were five times what it is. U. R. FISHEL,

Originator Fishel's W. Plymouth Rocks, "The Best in the World."

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DEAR SIR:—I have been using your new remedy, "Oculum," on some of my valuable birds and it has produced good results. You surely should have a large sale for the remedy when its qualities become known among poultry fanciers.

Wishing you all success. A. C. HAWKINS,
Breeders of America's Best Plymouth Rocks and Wyandottes.

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Originator Fishel's W. Plymouth Rocks, "The Best in the World."

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Breeder of America's Best Plymouth Rocks and Wyandottes.

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Hope, Ind., March 9, 1911.

In regard to Oculum, I must say it is one of the greatest things we have ever used on the plant. We are using it on all our birds and find that we can save many valuable birds.

I do heartily recommend it to all poultrymen and if they will use it, they will find it valuable.

J. C. FISHEL & SON.

Breeders World's Best W. Wyandottes.

Waltham, Mass., Jan. 9, 1911.

Gentlemen: It will undoubtedly be of interest to you to know that your Mr. Underwood treated for us a number of birds that were severely ailing with Roup, Colds and Bowel trouble, and most of them very successfully. I regard your cure as a very special aid to poultrymen.

GROVE HILL POULTRY YARDS,

A. C. Smith, Supt. William Ellery Bright, Owner,
The Leading Winners at America's Largest Shows—the BEST—the VERDICT OF THREE WORLD'S FAIRS.

South Framington, Mass., March 20, 1911.

I shall be pleased to recommend Oculum at any time and place I can. It is a smart tonic. Can't keep house without it. Wishing you success with what is really a meritorious article, I am

ARTHUR G. DUSTIN,

White Wyandotte (Special Breeder.)

Fruitvale, Cal., Sept 16, 1910.

I had a hen leave her nest when the chicks were hatching, so of course, the chill would cause White Diarrhoea. Three of the six were already pasted up when the Oculum reached me, and I supposed they were as good as dead, but I used the Oculum. One injection did the work, and I have all the six chicks yet. I have told dozens of people about Oculum. I think you will hear from California and other western states.

MRS. ELLEN JACQUE.

One of California's leading poultry women.

April 15, 1911.

I have been using Oculum for six months on my own flock and on birds belonging to others who come to me for help, and it has been very satisfactory in every case. MRS. ELLEN JACQUE.

Saved a \$100 Show Cockerel.

October 31, 1910.

I want to state here that Saturday, a very beautiful Buff Cockerel, surely a winner—one for which I have refused four times this year \$100 contracted so bad a case of Roup he was lying on the dropping board. I at once inoculated him with Oculum. This, Monday morning, he was spoiling for a fight, greeted me with a lusty crow and, being a pet, started pecking at the leg of my pants to encourage me in the fact he will be O. K. for Chicago show in December. This I consider the worst case of Roup I have ever seen, yet "Oculum" has done its work, and I am

willing to publish it all over the world to all poultrymen. It is not only the best, but the surest cure for Roup, Colds, or White Diarrhoea.

P. J. ARMSTRONG,

Proprietor Lawndale Orpington Yards, Chicago,
member of S. C. Buff Orpington Clubs (National and American), and Secretary Illinois State Poultrymen's Association, N. E. Illinois Fanciers Association.

FOXHURST FARM.

Lime Rock, Conn., U. S. A.

"Largest New York Madison Square Garden Winners."
Breeders and Exhibitors of the Foxhurst Farm
Champion Strain of S. C. Black and White Orpingtons.

Lime Rock, Conn. Aug. 4, 1911.

The Hancock Inoculum Co., Salem, Va.

Gentlemen: I received the enclosed letter from someone this morning. I cannot read the name and am not sure of the address. From reading the letter you will note why. If you happen to know who it is, send them my letter to you, and it will answer the purpose.

Once more I state to, whom it may concern, that I consider Oculum, the best poultry remedy ever produced, for any and all purposes, and as I have said before, we have discarded any and all other remedies, and do not feel that we could conduct our plant without a bottle of it on hand all the while.

Yours truly, FOXHURST FARM.

Richmond Va., Feb. 8, 1911.

Oculum worked excellently for me. Inoculated some of my young chicks and they have shown no sign of bowel trouble. Expect to inoculate my entire flock, as I believe Oculum has all the merit you guarantee it to have.

F. S. BULLINGTON,

Secretary-Treasurer and Founder American White Orpington Club.

Norwood, O., March 23, 1911.

I won a bottle of Oculum at the Poultry Show last fall, did not know whether to take it home or not, thinking it was like a great many dopes. Finally I gave it a trial, and I wish to say it has proved very satisfactory and too much cannot be said about it.

J. W. RHU,

Lee, Mass., March 28, 1911.

"Oculum" appears to be the long needed remedy for cases of liver and bowel trouble heretofore regarded as "incurable." Have tried it also with most satisfactory results upon a few cases of baby chick "incurables," which bid fair to fully recover.

BRADLEY BROS.

Breeders of greatest number of winners (B. P. Rocks) at Madison Square Garden for 22 years.

White Pine, Tenn.

Oculum is indispensable for cholera and white diarrhoea. It has cured the most virulent types of cholera I ever saw. I urge my neighbors to use it. I send \$1.00 for my fourth order. J. H. NICHOLS.

Columbus, Ohio, April 13, 1911.

I had a case of incurable canker in a \$200 cockerel, which was followed by the worst case of chicken pox I ever saw, and the bird live. I treated him half a dozen times with Oculum, and effected a complete cure. I believe Oculum entirely destroys the poisonous germs in the system. Under ordinary conditions I would not use a male bird in my breeding yard which has been affected with canker for at least six months after a cure, but so complete was the cure, and believing all poisonous germs had been entirely eliminated, I did not hesitate to place this bird back in the breeding yard.

I have bred fancy poultry 12 years as a business, but have never found a remedy equal to Oculum. I have inoculated all my chicks, and have seen no evidence of white diarrhea, and have never had them to grow so rapidly. OSCAR E. MILES.

Luverne, Minn., April 16, 1911.

Enclosed find 50c. for a bottle of Oculum. I want to convince a doubting friend that Oculum is just what it is represented to be.

Oculum is a sure cure; but I use it as a preventive, with success.

The time is not far distant when everyone who keeps fowls, will have a supply of Oculum near at hand, and then all fear of cholera and white diarrhea will be at an end. N. R. REYNOLDS.

Pres. S. W. Minn. Poultry & Fanciers Assn.

Unbelief in the Claims of Oculum Before Using.

SALINA, Kas., Aug. 2, 1910.

Enclosed find 50c. for sample bottle of your "cure it." If it does I shall buy a barrel.

C. J. PAGE.

Absolute Faith in Oculum After Using.

Salina, Kas., Nov. 2, 1910.

I lost a valuable white Orpington hen with cholera; about the time I received a circular about the discovery of Oculum. I sent for a bottle and it arrived in time to save the life of a Partridge Wyandotte hen that I valued at \$25. I used it as directed with the result that she was on her feet and eating regular meals in just 30 hours after the first application. I would have taken 10c. for her at the time I used the Oculum, so I feel that Oculum will make good and will be a blessing to the poultry industry. I am ready to accept a good word for Oculum at any time. C. J. PAGE

Houston, Texas, Nov. 21, 1910.

I used your Oculum last season on my flock in order to stop white diarrhea. These chickens have not been affected with roup, although it is prevalent here. In my own flock not a case of sore head (chicken pox) developed while most people around here lost almost all of their young stock with it. MRS. GIL BROWN,

South Paris, Me., Nov. 21, 1910.

Have given your Oculum a fair trial and find it as represented. I inoculated all my birds when they were moulting, and it proved to be a stimulant, and they got their new feathers quicker than ever before.

Oculum is the best remedy that I have ever found for diseases of poultry, and I shall always keep a supply on hand. F. S. CLARK.

Rolfe, Iowa, Nov 17, 1910.

I have been breeding fancy poultry for 23 years and have never found a remedy for white diarrhea or roup equal to Oculum.

I inoculated 30 fancy breds that were sick with roup and did not lose a single bird. Anyone that gives it a trial will always use it.

J. L. MOORE.

Roanoke, Va., May 6, 1910.

You will be pleased to know that Oculum is a positive cure for "Going Light" in pigeons. Have thoroughly tested Oculum and it has never failed me. A. T. DAY.

Indianapolis, Ind., Jan. 9, 1910.

I find Oculum to be just what you claim for it and am recommending it. Wish you success with your great scientific remedy (Oculum).

E. J. STUCKMEYER.

GOLDEN TESTIMONIAL.

Glaring Exception to the Rule—"A Prophet is Not Without Honor Save in His Own Country."

On October 21, The Hancock Inoculation Company, Salem, Va., manufacturers of Oculum, bought two chickens from O. D. Oakey, Salem, Va. A black hen and a white rooster. They were so near dead with cholera, that they could not move or open their eyes. The Company inoculated them with Oculum at 3:30 p. m., Friday, October 21, 1910. We saw them and thought they could not possibly live until the following morning. They lay in a comatose condition until Sunday evening (over forty hours), before either one opened its eyes. These two chickens are now perfectly well and in fine condition. Restoring these two fowls to health by the use of Oculum alone was truly a wonder to us.

We certify to the correctness of the above statement:

W. T. Younger, Pres. Salem Loan & Trust Co.

F. H. Chalmers, Pres. Farmers National Bank, Salem, Virginia.

T. H. Cooper, President Colonial Bank & Trust Co., Roanoke, Va.; Residence, Salem, Va.

A. M. Bowman, President of Bank of Salem.

J. H. Chapman, Cashier, The Bank of Salem, Salem, Va.

W. H. Ruthrauff, Cashier Farmers National Bank, Salem, Va.

- A. J. McClung, Cashier Salem Loan & Trust Co.
 O. D. Oakey (who originally owned the fowls),
 Prop. Camden Iron Works.
 J. E. Townes, Manager Townes Cigar Co.
 Dr. R. M. Wiley, Dr. W. P. Norris, Dr. J. C. Darden,
 Dr. J. P. Killian, Salem, Va.
 W. W. McClung, Prop. Salem Times-Register and
 Sentinel.
 Chas. D. Denit, County Clerk Roanoke Co., Va.
 Thos. I. Preston, Deputy Clerk Roanoke Co., Va.
 R. T. Hubard, Attorney, Salem, Va.
 W. A. Francis, Commissioner of Revenue, Salem,
 Virginia.
 Chas. W. Cook, Deputy Treasurer Roanoke, Co., Va.
 Geo. M. Muse, Treasurer Roanoke Co., Va.
 W. B. Dillard, Druggist, Salem, Va.
 L. M. Smead, Druggist, Salem, Va.
 Thos. R. Boon, of Z. Boon's Sons, Salem, Va.
 G. R. Ragan, Architect, Salem, Va.
 B. P. Shelor, President Salem Post Card Co.
 W. A. Vest, Sergeant Town of Salem.
 J. Starr Webber, Mgr. Va. & Tenn. Telephone Co.,
 Salem, Va.
 J. S. Persinger, Mayor Town of Salem.
 W. W. Moffett, Judge Circuit Court, Roanoke, Co.
 R. W. Kime, Commonwealth's Atty, Roanoke Co.



DESCRIPTION OF COCCIDIOSIS

(Taken from the U. S. Circular No. 128, Department of Agriculture).

"White Diarrhea (Typhlitis Coccidiosa) of chicks is an inflammation of varying severity, of the ceca or blind intestinal pouches, caused by the presence of the coccidium tenellum, an intra-celular parasite belonging to the class Sporozoa of the phylum Protozoa, the lowest division of the animal kingdom. The symptoms of this disease are dullness and weakness, accompanied by a white, pasty fecal discharge.

"Intestinal coccidiosis in adult chickens is characterized clinically by dullness, sleepiness, weakness, diarrhea, emaciation, in spite of a frequently good appetite and a plentiful supply of good food, finally exhaustion and death."

Oculum is guaranteed—use it for two weeks from date of purchase, and if it does not do all we claim for it, return the bottle and contents to your dealer and get your money back.

HANCOCK INOCULATUM CO., INC., Salem, Va.

