

"A NATION-WIDE SERVICE"

Dr. Salsbury's POULTRY HEALTH Messenger

NO. 4

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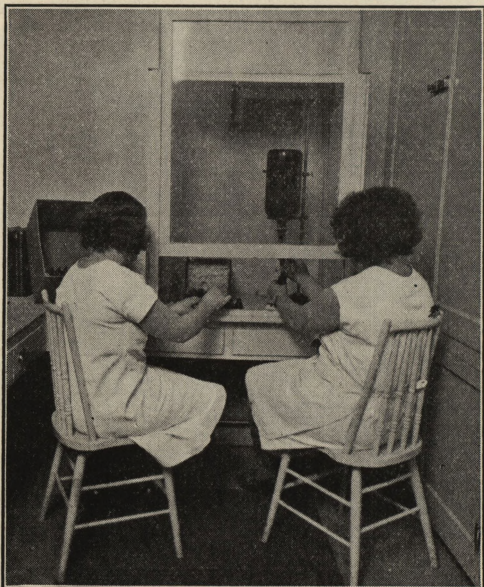
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Introducing Our Biologic Department

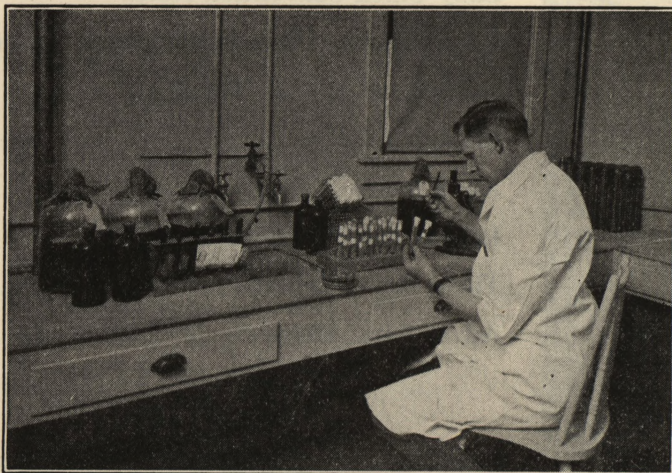


All the biologics are filled under a glass hood shown in the photograph above. This is done to prevent any particle of dust from getting into the Bacterins. Fresh, clean white aprons are required of all the personnel. Every detail of sterilization of equipment is constantly practiced to insure a pure, potent and safe product.

Our Biologic Department is operated under U. S. Veterinary License No. 195. It is one of the newest establishments in the country for the production of Biologics. Government regulations on the preparation of Bacterins and Vaccines are very strict and they are getting stricter each year. This means that in order to obtain a license now much stricter requirements have to be met than was necessary five or ten years ago.

Our laboratories are complete in every detail. The entrance to the department is entirely separated from all other units. Automatic, electric incubators provide proper temperature for the bacteria to grow, mechanical refrigeration provides cool storage space.

Dr. Eriksen at work in the cultural laboratory, transferring the bacteria from which bacterins, Antigen, etc., are made. Cultures have been obtained from all over the country in order to have the best representative product possible. Dr. Eriksen is a graduate veterinarian who has had many years of biologic experience in such institutions as the University of Illinois, Missouri Poultry Experiment Station, etc.



Dr. Salsbury's Biologic Department is fully recognized by the U. S. Government.

When using biologics be sure that they are made in a Government licensed establishment and be sure they are made according to the latest and best knowledge in the preparation of biologic production.

POULTRY HEALTH MESSENGER

Published monthly in the interest of Hatcherymen, Produce Dealers, Druggists, Dealers in Poultry Supplies, and all other branches of the allied industries concerned with the health and well-being of poultry.

DR. SALSBUURY'S LABORATORIES, CHARLES CITY, IOWA

DR. J. E. SALSBUURY, *President*

DR. SIVERT ERIKSEN, *Editor*

D. J. SKYRME, *Treasurer*

VOLUME I

AUGUST, 1931

NUMBER 4

Vaccination—How It Prevents Many Poultry Diseases



Vaccination to prevent diseases is the discovery of the present age. It is one of the most startling and marvelous achievements that has been developed by scientific research and practical experimentation.

Vaccination is indeed simple when one learns the underlying principles. There is nothing mysterious or "hokus pokus" about the use of Bacterins and Vaccines for the control and cure of poultry diseases. Vaccination dates back to 1880 when the great Pasteur made the significant discovery that if the bacterial germ that is found in fowl cholera was grown on artificial media and treated in a certain way in laboratories and then injected into a healthy chicken with a needle and syringe, those chickens were immune to fowl cholera.

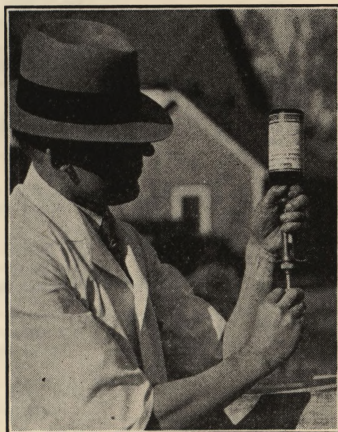
From this fundamental early discovery has come our wide and diversified knowledge of all types of vaccination that are used today. It is interesting to ponder on the fact that the foundation of all vaccination was laid when Pasteur conducted this memorable work with fowl cholera Bacterin on chickens. In the human family vaccination is now a part of the every-day program of the physician. The Pasteur treatment for rabies or mad dog is common to everyone. This was developed by the same man that discovered fowl cholera vaccination for chickens.

Immunization against small pox was developed by other scientists some time previously. Vaccination for typhoid fever is now insisted upon in the army and in many public schools. Before the discovery of vaccination, typhoid fever caused a higher death rate among soldiers than did the cannon, gun or saber. The death rate from typhoid fever in the army is now reduced to practically nothing, all due to compulsory vaccination of all soldiers.

These are generally recognized facts that we must take advantage of in planning vaccination against poultry diseases. Recent experiments conducted by Dr. Stiles of the Denver branch, Bureau of Animal Industry, and Dr. Bunyea of Federal Bureau at Washington has conclusively shown the effective value of Bacterin in poultry diseases. This work is now referred to in the latest government bulletins on poultry diseases and vaccination is endorsed by the government authorities.

Our Own Experiments

To check out the protective values of Bacterins against fowl cholera, we repeat experiments similar to that conducted by Pasteur with equally gratifying results. Here is a severe test on the immunizing effects of Bacterins against fowl cholera. Forty-nine birds were vaccinated with this kind of Bacterin and were given 1 c.c. doses injected beneath the skin.



Method of filling syringe.

Two weeks later each bird was given the crucial test of being injected with a tremendously large quantity of live cholera germs. Small quantities of these germs had been used previously on healthy chickens and found to kill them regularly in 24 hours time. If the bacterin can produce sufficient immunity to protect them against a mammoth dose of live germs, then we

know that the immunity was secure because the number of live germs given in this test was several hundred times as great as any bird would get under natural infection.

The following chart shows exactly what happened on this test.

Band No.	Bacterin Used	Results of Immunity Test Live Germs Given 14 Days After Vaccination
19	1	Bird immune. Withstood the live germ test.
1		Bird immune. Withstood the live germ test.
8		Sick on 3rd day. Died on 5th day. Not quite enough immunity to carry this bird over.
7		Bird immunized. Withstood the live germ test.
11	2	Died on 6th day. Not quite enough immunity.
2		Bird immune. Withstood the live germ test.
22		Bird immune. Withstood the live germ test.
18		Bird immune. Withstood the live germ test.
28 14 14B 43	5	All four birds immune. Withstood the live germ test.
33 30 44		All three birds immune. Withstood the live germ test.
31		Died on 6th day. Not quite enough immunity.
2A 5 41B		All three birds immune. Withstood the live germ test.
22A	10	Died on 9th day. Not quite enough immunity.
16 11B 48B		All three birds immune. Withstood the live germ test.
3		Died after 6 days, a small weak chick.
13		Died the next day. No immunity produced.
26 7A 19B	12	All three birds immune. Withstood the live germ test.
6 24 45 1A		All four birds immune. Withstood the live germ test.
23 50 25 35 28B		All five birds immune. Withstood the live germ test.
17 29 25B 29B		All four birds immune. Withstood the live germ test.
18B 15 24B	19	All three birds immune. Withstood the live germ test.
6B		Died on 3rd day. Insufficient immunity.
27		Died on 3rd day. Insufficient immunity.
20 47 5B		All three birds immune. Withstood the live germ test.
51 52 53	Not vaccinated	All three died in 24 hours.

Of the 49 birds vaccinated, 41 survived the test, a total of 83.7 per cent. Had a smaller amount of these live germs been used, it is quite likely

that a much higher per cent would have survived. Of the three birds not vaccinated, together with a number of previous similar trials, showed that all the birds died that were given the live germs alone.

Also notice that the birds vaccinated lived from three to nine days after the live germs were given, while the non-vaccinated birds were all dead on the second day. This shows that vaccination produces a different amount of immunity in different birds. Some birds get more immunity from the same dose than others but even those that survived lived several days longer than those not vaccinated.

This experiment which was run in connection with many field trials with similar results conclusively prove the high immunizing value of Dr. Salsbury's Triple Strength Bacterin for poultry.

If one depended on infection taken in through the food, as is the customary method of becoming infected, it is quite likely that none of the vaccinated birds would have died. It is interesting to know in this connection that all Bacterins are not alike in immunizing properties. In our research work, we occasionally run across Bacterins that do not develop any immunity. It is the duty of the firm manufacturing Bacterins to test their product to know that it is actually producing the immunity it should.

Why Bacterins Sometimes Fail

The foregoing thought that certain Bacterins do not have proper immunizing value should be mentioned in this connection. Improper diagnosis is another reason for vaccination failures. For instance, if chickens are affected with chronic coccidiosis and a person diagnoses the condition as fowl typhoid, then, naturally, the typhoid bacterin will not immunize the birds against coccidiosis. The same is true in regard to parasites. We also find that birds loaded with coccidia, tape worms and round worms of all kinds have so much poison in their system that they are unable to respond satisfactorily to vaccination. To get best results one should rid the birds of parasites and clean up their intestinal tract at the same time

(Please turn to page 11)



Method of using syringe.

Baby Chick Convention at Louisville a Great Success

Even the weather man co-operated with Reese Hicks and the management to make a successful Baby Chick Convention in the South. It started to rain the evening before the Convention and it rained enough every day to keep the atmosphere cool and comfortable.

The registration figures showed a total of 1,480 persons and undoubtedly there were a great many people that did not take the trouble to register. The banquet held in the evening of the 5th had some 700 persons present. Only one after dinner speaker appeared on this program, yet this did not gain any time because of the slow service at the banquet. The eccentric dancing after the banquet was enjoyed by a great many of the visitors but, due to the lateness of the hour, others became tired and left the banquet hall.

The lectures were well attended and the audiences were extremely interested in the subject matter. Speakers of national ability prevailed on the program and nearly all of them handled their subject in a very high-class and satisfactory manner.

The exhibits were unusually well displayed and were arranged in such a way that it was easy for the visitors to take in the entire show. The quality of the displays are being improved from year to year.

* * *

CONVENTION NOTES

Better salesmanship and advertising principles were without question the keynote of the Baby Chick Convention. The cap was touched off on these subjects by the famous, Dr. Stanley E. Krebs, President of the Institute of Mercantile Art, New York. Throughout his talk he proved and illustrated that—sales and advertising are essentially one in principle. Selling, as he put it, is oral advertising, while advertising is but written selling.

Unlike a great many speakers who delve into principle without illustrating, Dr. Krebs illustrated the principle of selling and advertising by reading a book he had prepared for the purpose of selling chicks. He read this chick selling booklet, explaining as he went along how principle must be followed to successfully sell and advertise chicks. The interest in his talk was very much in evidence by the favorable comments of the hatcherymen heard everywhere after his talk.

* * *

Dr. Fitch of St. Paul, Minnesota, gave a very comprehensive discussion on the B.W.D. situation. Charts and figures of various experiments and literature were shown in regard to this method

of testing. While the University of Minnesota has been using the tube method in the past, this year they will recognize the rapid plate Antigen method using a drop of blood direct from the bird.

The importance of B.W.D. in Minnesota and the practicability of removing it were featured. In the states with heavy poultry populations the test tube method was being found too cumbersome and expensive for practical results. Therefore, the blood test as has been practiced by many hatcherymen during the past two or three years was looked upon as the only practical solution to the B.W.D. testing problem.

* * *

Prof. J. H. Martin of Lexington, Kentucky, featured his talk on cleanliness. It was a clean hatchery and clean flock and clean house that met Professor Martin's approval. Professor Martin contended that there were many different ideas as to what constituted cleanliness and told the story of the mother who sent her boy up stairs to wash his face and neck and the boy responded by saying: "Neck whom, mother."

* * *

Among the many who stopped at our booth to renew acquaintance or to become acquainted for the first time we mention the following: We are glad to acknowledge their visit.

Prof. Clyde Ingram, Ext. Poultryman, Louisiana State University, Baton Rouge, La.

Chas. Mogan, Derby, Ind., who was particularly interested in the subject of Worm Control.

H. C. McGill, Nashville, Tenn., who was especially interested in Turkey Raising.

O. H. Crawford, Winamac, Ind.

Frank Mauert, Petaluma, Calif.

J. H. Burrell, St. Louis, Mo.

W. Kroupa, Racine, Wis.

Hughes & Sons Hatchery, Hillsboro, Ore.

Russell Barley, Mount Orab, Ohio.

F. S. Alley & Sons, Lucasville, Ohio.

Ludlow All Electric Hatchery, Ludlow, Ill.

A. Seibona, Chicago, Ill.

Mrs. E. Williamson, Hopkinsville, Ky.

W. S. Mixon, Griffin, Ga.

Mrs. H. D. C. Herrington, Troy, Ohio.

M. G. C. Harlow, Glasgow, Ky.

Everett Tabor, Harney, Ky.

Mrs. Frank Harrison, Anchorage, Ky.

Mount Hatchery, Elkhorn, Wis.

Mrs. E. W. Mahood, Webster Grove, Mo.

Clyde Berfield, Tulley, Ill.

J. E. Siefert, Rosedale, Ind.

Hubert F. Walter, Danville, Ill.

Horace T. Jones, Moorestown, N. J.

D. E. Whitney, Huntington, Ind.

Mr. Musselman, Loganport, Ind.

Craddock's Hatchery, Murfreesboro, Tenn.

O. L. Mertens, Kiel, Wis.

J. E. Vetter, Kimmiswick, Mo.

A. B. Menefer, Gollion, Ala.

P. H. Johnson, King, N. C.

Wilkes Hatchery, Wilkesboro, N. C.

Bisagno Poultry Farm, Augusta, Kans.

Piqua Hatchery, Piqua, Ohio.

E. B. Lepp, Aurora, Mo.

Dickson Hatchery, Dickson, Tenn.

Dr. J. F. Erdley, Wray, Colo.

McDonald Hatchery, Sheridan, Ind.

K. A. Zimmerman, Mason, Mich.

A. Threlkelel, Corinth, Ky.

Mr. Bush, Dwight, Ill.

(Convention notes and list of visitors continued next month)

"Vaccination" a Part of Hatchery Service

H. G. BOS

The vaccination of poultry means as much to the hatcheryman and poultry raisers as any other service or disease prevention.

There is a direct relationship between the hatcheryman and poultry raiser when the question of disease control and prevention arises. This direct relationship is becoming more in evidence every year, particularly to the hatcherymen who equip themselves with information which they can use to aid poultry raisers in controlling and preventing diseases.

Vaccination, as an example, is by no means an empty word to the poultry raiser and offers the hatcherymen a very good opportunity to help their business.

This point can be very well illustrated by the following letter received from C. G. Lund, manager of Lund's Electric Hatchery, Shawnee, Kansas. In part he writes:

"Service to poultry raisers in my community has developed into a very important part of my all-year hatchery program.

"Poultry disease control among my customers receives a great deal of my attention and is of much interest to my customers. As an illustration of the amount of work I do for some customers, I will relate the following story of one of my customers, the busiest little poultry raiser in the state, Mrs. Esther K. Broers of Eudora, Kansas. Like most of the poultry raisers she had worked like a trooper with her chickens through the entire summer but was becoming discouraged due to an unthrifty appearance of her pullets. She phoned to my hatchery and asked me to drive to her place. Posting one of the young pullets, plenty of worms were found. Acting on my advice she capsuled the entire flock and fed AVITONE in the mash. Within a few weeks Mrs. Broers reported the flock was the picture of health and was commencing to lay. Also being an enthusiastic raiser of capons, which net her a handsome profit every year, she decided to vaccinate them against roup, flu and colds. She used the MIXED BACTERIN with excellent results.

"Her next concern was to build an open range poultry house to house her large flock of pullets and capons. Before placing them in the new house she called me to vaccinate her pullets and capons and cockerels against chicken pox.

"When selling her broilers she was well rewarded for her efforts in preventing disease by worming and vaccinating for they were considered the finest to enter the Kansas City market and brought a 2c premium over market quotation.

"Next was a call for her breeding cockerels. She advertised them as having been vaccinated

against chicken pox and roup, flu and colds. Her demand far exceeded her supply.

"In September I advised her to test the flock for B.W.D. for I desired to purchase her eggs for my hatchery. We used the rapid Antigen method, which clearly showed the reactors.

"Through the entire spring hatching season, Mrs. Broer's eggs hatched at a very high percentage, the chicks were large and strong, with an unusually high livability.

"The explanation of the service rendered to Mrs. Broers is but an illustration of the service I give to a great number of other poultry raisers."

The above letter certainly gives one a good idea of the part vaccination plays to make service a success for the hatchery.

Here is part of another letter received from a hatcheryman voicing his satisfaction in the use of Bacterins. Mr. Roy Allen, owner of the Red Oak (Iowa) Hatchery, says:

"Have used both your Roup and Cholera Bacterin and find them very effective. Have vaccinated flocks dying fast with typhoid and after three days there were no more losses. Also vaccinated for Roup. In one particular case, the fowls were affected so badly with roup that a number of fowls had eyes swollen shut and the vaccination put them back to health with a very small loss."

Mr. Erwin M. Leckband of the Triple L Hatchery, Hutchinson, Minnesota, knows the difference in the quality of Bacterins and Vaccines, as he expresses his experience with Dr. Salsbury's BACTERINS and VACCINES in part in the following letter:

"It is our pleasure to inform you of the results we received in the use of Bacterins and Vaccines purchased from you. The results have been splendid and very satisfactory. It took a great deal of effort on the part of your representative to sell us on the idea of vaccinating due to the fact that for some years past our results from other vaccines had been very poor. But upon recommendation from other satisfied users, persistent efforts of your representative, we decided to give it another trial.

I may state that up to date we have administered over 6,000 doses with but very few complaints that the vaccinating failed to accomplish desired results. In some outstanding cases the results were phenomenal, stopping the losses within 12 hours and saving a loss of the entire flock."

Service to poultry raisers is not complete until vaccination is recommended in its proper place.

Methods of B. W. D. Testing



A chick well hatched from disease free parents has a 99% chance to live and grow.

The season for B.W.D. testing is fast approaching. With this issue of the Messenger we enclose a special circular entitled "GIVE THE CHICK A CHANCE," which answers most of the questions that arise in the minds of people considering testing. It also gives the complete method of doing the work.

There are four distinct methods of testing for

B.W.D. Two of these are very common and popular. One is the rapid slide method (No. 1) in which a drop of blood is spread on the slide and a drop of ANTIGEN added. Curdling reactions mean that the bird is a reactor and should be removed. The second method is the injection of PULLORIN into the wattle. The swelling of the wattle in 2 hours indicates a reaction. Which of these tests to use depends largely on the individual likes and dislikes of the person doing the testing. Both of these methods have been used by thousands of poultrymen and have yielded greater egg production, lower mortality and increased profits for the parties concerned.

The work is simple and anyone can learn to do it in a short time. The only thing to do is to make up your mind to master the work and then practice until you become an expert. That is how the other fellow did it.

Call on any of our servicemen for help, come to our laboratories and see how the work is done if you can possibly do so. Test your breeding flocks for B.W.D. this year and avoid a lot of the troubles, etc., that you have had in the past. If you have tested before, continue the test to be sure that you are keeping out all the infection. It is the continual battle that wins.

"Enclosed find my summary of the tests that I have been running; as you will notice Dr. Salisbury's PULLORIN removed more birds than any of the other methods, although it was very close to my check with the Rapid ANTIGEN on serum. I believe it is easier for me to handle and no numbers to get mixed is why I favor the PULLORIN."—H. K. COOK.

EASTERN POULTRYMEN BELIEVE IN TESTING

Elmer H. Wene, poultryman, Eastern specialty breeder, says:

"We have continued our program of blood-testing started seven years ago. It is now generally recognized that blood-testing gives the best available protection against B.W.D. (baccillary white diarrhea)."

* * *

"Last year we vaccinated a group of cockerels before we put them in the pens with other chickens. Some of these chickens contracted roup, but the vaccinated cockerels remained healthy for the entire season. We are thoroughly convinced of the value of vaccination."—ROCHESTER CHICK HATCHERY, Rochester, Minn.

* * *

"One of our customers had a flock vaccinated with MIXED BACTERIN last fall. Strange enough she was the only one that had eggs during the winter months. She feels that the MIXED BACTERIN was responsible for the excellent



A nice set-up for testing and vaccinating at the same time. Women folks can help with this work.

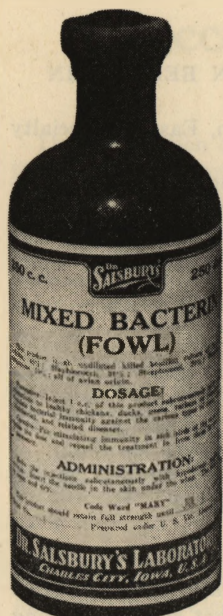
health of her chickens."—TRIPLE L HATCHERY, Hutchinson, Minn.

* * *

PARALYSIS IN POULTRY

From extensive work done on paralysis, it is concluded that this is not a specific disease, but is the result of intestinal inflammation with very extensive peeling off or sloughing of the intestinal lining and the subsequent absorption of poisonous product from the digestive tract. Several causes of intestinal inflammation were found, including coccidiosis, intestinal parasites especially tape worms and dietary disorders from incorrect feeding.—Abstract of an article by Dr. A. M. Lee, Wyoming Experiment Station.

MIXED BACTERIN (FOWL)



A triple strength bacterin for the treatment of colds, roup, bronchitis, and various diseases of the head and respiratory tract in which the common disease germs are found. Each dose is based on a full c.c. which means that if you decide to use $\frac{1}{2}$ c.c. dose, you get twice the amount of bacterin for the money.

Use triple strength bacterin in the fall to prevent roup and colds. Use it on birds that have colds and roup to stimulate an immunity that will hasten recovery.

Write for attractive prices to dealers if you do not already have a dealer's price list.

Code		Retail Prices
Mix	60 doses—60 c.c.....	\$ 2.00
Mary	250 doses—250 c.c.....	5.00
Moore	500 doses—2-250 c.c.....	8.00
Man	1000 doses—4-250 c.c.....	15.00

MIXED BACTERIN (RABBIT)

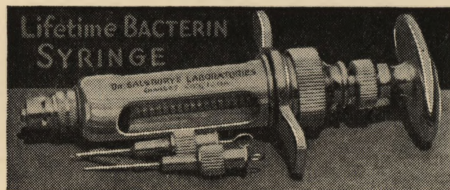


A triple strength bacterin that is to the rabbit what the Mixed Bacterin Fowl is to the chicken. Used to build up an immunity against colds, snuffles, hemorrhagic septicemia, etc., in rabbits of various ages.

When vaccinating, inject 1 c.c. of the MIXED BACTERIN RABBIT in the region of the elbow. The fur is thin at that place and it is easy to insert the needle. It is simple and easy to vaccinate rabbits.

Code	Package	Price
Rab	5 doses, 5 c.c.....	\$1.00
Robin	10 doses, 2-5 c.c.....	1.50
Rabmix	30 doses, 30 c.c.....	3.00
Robert	60 doses, 2-30 c.c.....	4.50
Ralph	120 doses, 4-30 c.c.....	8.00

Dr. Salsbury's Lifetime Bacterin Syringe



10 c.c.

All steel and glass syringe of highest quality that will last a lifetime. Do not compare this syringe with the cheap glass syringes that are easily broken and apt to be unsatisfactory. This syringe may be used for vaccinating any farm animals as well as fowls.

Price, net\$2.75

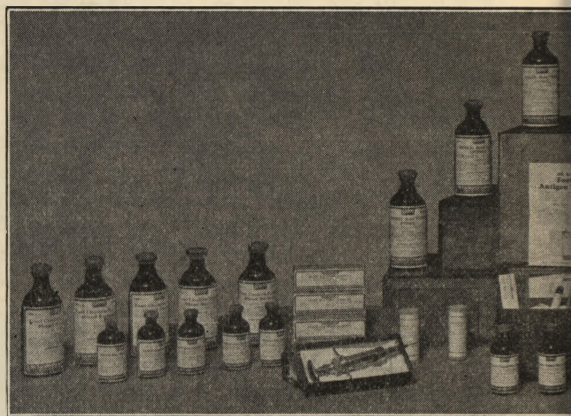
A COMPL

Bacterins, Vaccines, Pullorin, and Antitoxins of all kinds of poultry, is prepared by

Made at Charles City under the personal supervision of the highest standards of purity and strength.

Insist on Dr. Salsbury's Biologic Products as the Latest Discoveries From

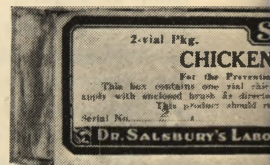
Dr. Salsbury's TRIPLE STRENGTH



An attractive display of the Biologics produced under the supervision of Dr. Salsbury's Laboratories. Note the neat uniformity of the packaging. The Serum and Virus Control Division of the Bureau of Animal Industry must be okayed by these products.

Chicken Pox

A highly potent vaccine that develops an immunity against Chicken Pox in chickens and turkeys. Sold in powder form, ready to mix and use. No instrument necessary. Vaccinate the growing birds just as early as possible.



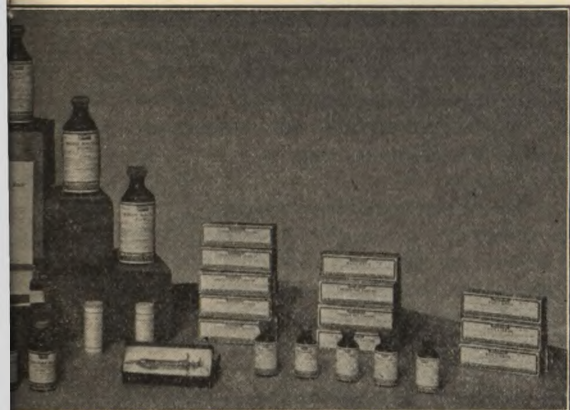
PUL

The intradermal test for the edge of the wattle. By the swelling in about 24 hours this highly popular method of diagnosis and low prices made

Write for

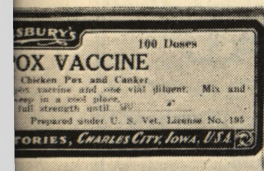
BETTER LINE

gen, for immunizing and testing all
DR. SALSBUURY'S LABORATORY
 atrol of Dr. Salsbury, which insures high
ducts. They Are Made According to
Tested Strains of Organisms
NGTH Bacterins are BETTER



U. S. Government License No. 195, in Dr. Sals-
 he packages. The labels are all approved by the
 Animal Industry. Every statement on each label
 Government authorities.

POX Vaccine



Code	Doses	Retail Prices
Pox	100	\$ 2.00
Henpox	500	7.50
Henry	1000	14.00
Hot	1000	26.00
Hope	5000	50.00

PULLORIN

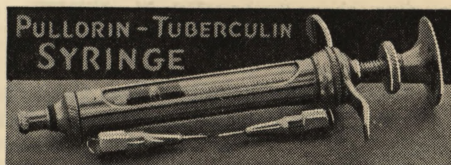
used by injecting into the lower
 D. reactions are indicated by a
 ars. A simple, convenient and
 testing for B.W.D. High quality
 possible by quantity production.

quantity discounts.

PULLORIN SYRINGE

The best quality syringe with two
 needles, suitable for the injection
 of either PULLORIN or TUBER-
 CULIN. Has adjustable leather
 plunger and graduated piston. Spe-
 cial finger and palm rest. The best
 kind of syringe for testing work.

Price, net\$3.50



CHOLERA-TYPHOID BACTERIN

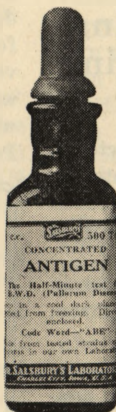
A triple strength bacterin for the pre-
 vention and treatment of cholera and
 typhoid in chickens, turkeys, ducks,
 geese, etc. When in doubt, as to
 whether your chickens are dying from
 cholera or typhoid, use the Cholera-
 Typhoid Bacterin. 1 c.c. is the average
 dose. Protect the chickens in your
 flocks by vaccinating early this Fall.
 Attractive prices to hatcheries.



Code	Retail Prices
Call 60 doses—60 c.c.	\$ 2.00
Cat 250 doses—250 c.c.	5.00
Cave 500 doses—2-250 c.c.	8.00
Cook 1000 doses—4-250 c.c.	15.00

In ordering by telegraph mention code word only.

Dr. Salsbury's IMPROVED ANTIGEN



A highly concentrated, greatly improved
 ANTIGEN containing dye material that
 makes the readings easy and the action
 more specific. A great improvement in
 ANTIGEN without an increase in price.
 For quick, sure and safe ANTIGEN test-
 ing, use Dr. Salsbury's IMPROVED AN-
 TIGEN.

Order your supply now for the season.
 Attractive Prices to Hatcheries.

NEWS ITEMS

The Sunny Side Hatchery of Waunakee, Wisconsin, owned and operated by Mr. Oscar Wilke, was recently demolished by fire.

We sympathize with Mr. Wilke in his unfortunate situation.

* * *

A great many of the hatcherymen in Wisconsin are seeing the need of blood testing and vaccinating their flocks. There apparently will be a great deal of this work done this fall and winter.

* * *

Our sympathy goes out to Wallace W. Collins who recently lost his father, Robert M. Collins. Wallace's father had been sick for several weeks. The father and son operated the Collins Hatchery at Milton, Delaware, and had been actively engaged in distribution of Salsbury's Products.

* * *

Mr. R. K. Newcomb of the Sunshine State Hatchery paid us a very interesting visit early in July. Mr. Newcomb has four sons all actively engaged in the operation of various branches of the Sunshine State Hatchery.

* * *

We were very much pleased to have Mr. Philip E. Schwab, field manager for the Rochester Chick Hatchery of Rochester, Minnesota, spend two days with us in July. We had the opportunity of discussing testing, vaccinating and merchandising with Mr. Schwab.

What Users Say Regarding Vaccination With Bacterin

* * *

It Sure Works Great!

"I need another 500 c.c. of the Mixed Bacterin. A neighbor has roup in his flock and wants me to vaccinate them. It sure works great, cured birds with eyes swollen shut. The only thing is to be liberal with the Vaccine.

"Much obliged for your advice and interest in my birds."—GILBERT SEVERSON, Winthrop, Minn.

* * *

Well in Less Than a Week

"Had 125 January hatched pullets which contracted a bad case of roup in August. All had colds and the eyes of a number had begun to swell. I vaccinated them with MIXED BACTERIN about August 15th and in less than a week I saw a marked improvement. All the birds cleaned up in fine shape."—JAMES M. WHITE, Canton, Ohio.

* * *

A Combination Treatment That Can't Be Beat

"I am having very good results vaccinating but where flocks are worm infested, I always capsule at the same time and some flocks are very lousy, and I then delouse at the same time. I then give AVI-TONE twice a week to build and tone up the

flock. One flock of 755 I treated, not one died and are looking fine."—GEORGE WEBER, Osage, Iowa.

* * *

Lost Only One Bird

"Had very good success vaccinating 600 growing pullets and hens which had a bad cold and some roup; lost only one bird, and they look much better."—LEOTI ELECTRIC HATCHERY, Leoti, Kansas.

* * *

Pheasants Recover Completely

W. H. Mathews, Freeport, Illinois, used MIXED BACTERIN for the treatment of pheasants badly affected with roup. On the date of September 17, 1930, he wrote us that "The pheasants responded to the serum in fine shape. Now all but two have no pus in their eyes and can see to eat. The AVI-TONE, PHEN-O-SAL all help as would the artificial feeding with raw egg yolks. The owner is tremendously pleased and will broadcast the news to other pheasant breeders."

* * *

Bacterin Acted Like Magic!

"About a month ago we got some MIXED BACTERIN from you for our chickens which had roup. It was spreading so fast, in another week if we hadn't checked it, every chicken we had would have been infected, but the Bacterin acted like magic, it was wonderful; in three days there was such a big improvement and in a week they seemed entirely all right. We gave the second dose to a few hens and used the medicine on every fowl on the farm, including the turkeys, as a preventive. We shall recommend your medicines whenever we have the opportunity as they are just what you claim them to be."—JOHN DAWSON, Pearson, Maryland.

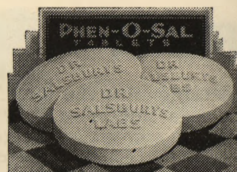
Dr. Salsbury's PHEN-O-SAL TABLETS

The tried and tested medicine for Diarrhea, Coccidiosis, Blackhead in Turkeys, Fowl Cholera and Typhoid.

Use it to heal intestinal inflammation when worming. For all summer complaints in all poultry. Order now!

Retail Prices

50 Tablets.....	\$.50
125 Tablets.....	1.00
300 Tablets.....	2.00
500 Tablets.....	3.00
1000 Tablets.....	5.50



Note large tablet, actual size, all medicine.

Can Be Used in Water, Feed or Milk, in Any Kind of Container.

VACCINATION—HOW IT PREVENTS MANY POULTRY DISEASES

(Continued from page 4)

they are vaccinating. This gives the birds a chance to combat the various diseases.

How to Vaccinate

It is very simple to perform the operation of vaccination. The needle is adjusted to the syringe, the plunger is adjusted by turning the handle until it has just the right suction and feel when it is worked back and forth. Draw the plunger out as far as it will go, insert the needle through the center of the rubber stopper in the Bacterin bottle, force the air that is in the syringe into the bottle and draw out some of the Bacterin. Work this back and forth like a pump until all the air has been forced into the bottle and the syringe is full of Bacterin. Set the adjustment on the rod of the plunger for the proper dosage. With an assistant either holding the bird with the head down and breast towards you or else lay the bird flat on a table, run the left hand along the breast to push away the breast feathers. Just below the wing you will find an area that has very few feathers. Insert the needle deep under the skin here and push the plunger until it hits the set screw. Do not insert the needle straight in, but run it into and under the skin. When this is done the Bacterin will not come back in the hole after the needle is withdrawn. Reset the adjustment on the plunger and repeat until empty.

Birds may be culled, treated for worms, lice, etc., at the same time they are vaccinated.

When to Vaccinate

For cholera, typhoid, roup, colds, etc., it is best to vaccinate shortly before the season for these diseases is at hand. Roup is most common in the spring and fall. Use the MIXED BACTERIN for these diseases in the late summer for fall trouble and late winter for spring colds.

Cholera is commonly present in mid-winter and typhoid in mid-summer. Use CHOLERA-TYPHOID BACTERIN just before this season is at hand.

In treating sick flocks, use the Bacterin just as soon as possible and repeat the treatment if necessary. The immunity in the average flock lasts from six months to a year with Bacterins and from a year to a lifetime with the CHICKEN POX VACCINE.

For Colds, Roup, Bronchitis and other common diseases of the head and respiratory tract of chickens, turkeys, pheasants and other game fowls, Dr. Salsbury's TRIPLE STRENGTH MIXED BACTERIN is particularly good. Use it both as a preventive and curative for these diseases. The average dose is one c.c. although half c.c. doses may be used.

Remember that Dr. Salsbury's BACTERIN is triple strength and that you have three times the immunizing value over that found in practically all other bacterins. It pays to use a triple strength bacterin and to start out with full doses. Experience shows that one full dose of Dr. Salsbury's TRIPLE STRENGTH BACTERIN has higher immunizing values than smaller repeated doses of other bacterins.

Vaccinate the pullets after they go into the laying house to prevent colds in the fall and winter. Vaccination does not interfere with egg production but on the contrary increases it.

Vaccinate when birds are culled and wormed. It is the scientific way to attack all the different diseases that affect chickens.

The Bacterins may be used from the time the chicks are half grown. It Is Results That Count.

Chicken Pox, Sore Head, Fowl Pox are the names of the same disease that attacks the head, combs, wattles, eyes and mouth of chickens of all ages. CHICKEN POX VACCINE is quite different from the Bacterin used for vaccination. The Vaccine is a live virus in powder form that produces a mild take on the leg. This take is a sign of thorough immunity in the chicken.

In using Dr. Salsbury's CHICKEN POX VACCINE you may employ the stick method, the follicle method or the scarification method. Our vaccine works equally well with any of these methods. Vaccinate the birds when they are young and develop an immunity before they come into production. It is a source of satisfaction to know that this disease will not raise havoc with your egg production after the birds get into the profitable stage.

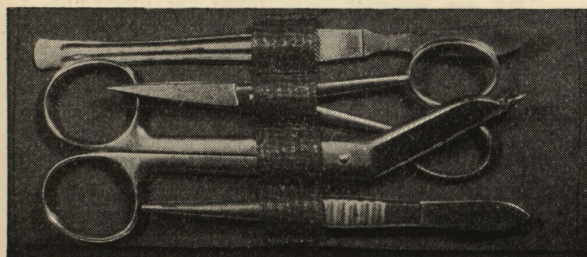
The essential information contained in the above article may be had in pamphlet form for mailing or handing to your customers. If you can use this to advantage in giving information on vaccination to your customers, ask for circular "VACCINATING FOR GREATER POULTRY PROFITS" and tell us the number that you can use. This circular is free.

Dr. Salsbury's

DISSECTING SETS

Complete set of highest grade steel, nickel plated instruments, in neat case. These instruments find many uses in the household and in treating sick animals as well as for post mortem.

Complete set, net.....\$4.50



Laboratory Diagnosis

Laboratory diagnosis is conducted free of charge on specimens sent to the laboratory at Charles City.

Sick chickens may be shipped in an open crate with an abundance of straw or other absorbent material in the bottom. Needless to say, the bottom should be tight. They may be expressed as live poultry.

Baby Chicks are sent in a similar way.

Chickens or chicks that have recently died may be wrapped well and sent special delivery. As summer and hot weather comes on, they should be

packed in sawdust and a few chunks of ice. This may also be put in a candy bucket and the original cover nailed back on.

In laboratory examinations, microscopic and bacterial tests are made to determine the exact nature of the disease. Accurate findings simplify the method of treatment. Do you know that when you try this and that for your chickens and it doesn't do any good, it usually means that you are not treating for the right trouble? If you knew the exact cause, you could get immediate response.

CHRONIC COCCIDIOSIS

"We are mailing you two live chicks for posting. This flock is not uniform. There are quite a number of chicks that are small and stunted. Another lot of chicks hatched from the same parent stock have grown uniform and have done very well. Kindly make your reply direct to the owner."—KENYON HATCHERY, Kenyon, Minnesota.

Our Reply: "Examination of the chicks sent in by the Kenyon Chick Hatchery showed a chronic type of coccidiosis. The intestines were not greatly inflamed and on post mortem examination we did not find very much out of the way, but when we put some of the material from the entire intestinal tract under the microscope we found lots of coccidia.

Usually coccidiosis kills chicks quickly, they have bloody droppings, etc., but there is a chronic type of coccidiosis that does not kill quickly but causes the birds to become stunted and develop slowly. Finally the chicks die from lack of strength.

"In treating these chicks I would suggest that you first give them a dose of Epsom Salts to clean out the intestinal tract and put them on PHEN-O-SAL to rout the infection and heal up the intestines. Use the PHEN-O-SAL in full strength to start with because these chronic cases need the full dose."

* * *

COMPLICATIONS

"We are sending you two birds from a flock in which the hens do not eat, have bowel trouble and droop around for several days. Others drop dead from the roost."—ALLAN WILSON, Goldfield, Iowa.

Our Reply: "Examination of the chickens you sent us showed the following conditions. One of the birds had a very severe case of tuberculosis, while the other bird showed a tumor of the intestines and other organs and an intestinal inflammation with some capillaria worms present.

"In handling this flock, I would suggest that you have them tested for tuberculosis by using the Tuberculin test. Then the remainder of the flock should be treated with a combination of AVI-

TONE and PHEN-O-SAL to heal the intestinal condition and rid the intestines of worms.

It is quite likely that you have some cholera in this flock also and the PHEN-O-SAL will take care of that very nicely. If you will follow this method of treatment carefully, I believe you will get your flock straightened up nicely. It is important, however, to remove all the birds that react to tuberculosis."

* * *

CONCRETION IN OVIDUCT

"We are shipping you a hen which we would like to have examined. This is from the farm flock of year-old hens where the birds become thin, develop a diarrhea and die. Kindly report direct to the owner."—JOHNSON'S HATCHERY, Colton, S. Dak.

Our Reply: "Examination of the Silver Laced Wyandotte that was sent in showed an enormously large concretion in the oviduct. There was a ball of yolk-like material about the size of your doubled two fists and the poisons absorbed from this decomposed material is what made this hen thin. This concretion was caused by B.W.D. germs that had evidently traveled from the ovary to the oviduct and set up the inflammation.

"I would suggest that you have the Johnson Hatchery test your flock of chickens for B.W.D. If they have been tested before I would suggest that they be re-tested and all the reactors removed. Then I would put the remainder of the flock on AVI-TONE as a tonic and continue the PHEN-O-SAL as an intestinal conditioner. With this combined treatment, I feel satisfied that you will have good results."

* * *

ROUP IN THE HEADBONES

"We are sending some birds for examination that have not responded to treatment. They get yellowish around the comb, droop around several days before they die."—PAUL RENTZEL, Dover, Pennsylvania.

Our Reply: "The birds were killed as soon as they arrived and we found an inflammation of the bones of the head. When we cut through the head bones we found that there was a fatty substance throughout the entire bone structure. In

some places there were actual pus pockets inside the bones. This is a common infection following a certain type of roup. Sometimes the infection gains entrance through the internal ear. The birds were very typical when we looked at them. The yellow colored head, the dazed appearance, the painful expression and stiffness is characteristic of the bone inflammation.

"Cultures were made from the head bones and we obtained two distinctly different types of bacteria. We are preparing 1,250 doses of AUTOGENOUS BACTERIN from these cases as requested. AUTOGENOUS BACTERIN has been quite successful in handling troubles of this kind."

* * *

CHRONIC ROUP

"We have some chicks that get thin, light and some develop a swelling of the eyes and head. Kindly examine and report."—GRADY HATCHERY, Rockford, Iowa.

Our Reply: "Examination of the White Minorcas you sent in showed intestinal inflammation and coccidia in the caeca. One showed signs of roup and the other two were very thin.

"We have had quite a little trouble with colds in chicks and intestinal inflammation with a chronic type of coccidiosis in connection with it.

"Treatment for one of the diseases without proper attention to all of them has not been as successful as one should like. The best method of treatment is to get after all of them at one time. Use large doses of MIXED BACTERIN to build up an immunity. Then get after the intestinal condition at the same time. If there is a chronic type of coccidiosis with greyish creamy substance of the caeca, cleanse them out first with one pound of Epsom Salts to every 400 birds. Then put them on full doses of PHEN-O-SAL right away. If there are signs of worms, and there usually are, better put them on AVI-TONE as a flock treatment both for its tonic effect and its worm preventing qualities.

"This seems to be a complicated program to use on chicks, but it is the only thing that will give results in these cases that are so badly complicated."

* * *

"I want to thank you for your prompt and efficient autopsy and report on the birds I sent in from G. Y., Gibsonburg, Ohio, last week. That is the kind of service that counts.

"I have been sending most of my specimens to a state laboratory until recently and I will say that their service does not compare in any way with yours. You give the customer an intelligent answer and recommendations, while those fellows down there make a customer feel that it is just too bad and there is nothing more to be done. So from now on you will get plenty of specimens from me."—J. W. H.

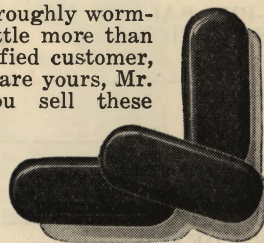
3 GREAT SELLERS

—because they actually get results, at small cost, for the poultry raiser.

Dr. Salsbury's WORM CAPS

For effective individual treatment, these WORM CAPS are easy to give, dissolve readily after reaching intestines, and quickly kill the tape, round and pin worms in any fowl.

Each bird is thoroughly wormed at a cost of little more than one cent. A satisfied customer, and a good profit are yours, Mr. Dealer, when you sell these WORM CAPS.



Dr. Salsbury's

AVI-TONE

For Chickens and Turkeys

The widely known flock treatment for worms; also a great tonic. Fed in wet or dry mash, AVI-TONE costs the poultry raiser only about 2½ cents per bird from brooder to laying house. Poultrymen start feeding AVI-TONE when chicks are two weeks old, and continue until birds are grown, and thereafter, for safety and economy.

All pure drugs; no filler, and no hokum. You can safely recommend AVI-TONE to anyone who will follow directions for feeding.

Dr. Salsbury's

AVI-TABS

For Chickens and Turkeys

A still more convenient flock treatment for killing large round worms, tape worms and pin worms. Also acts as a tonic. In concentrated TABLET FORM, just right for dissolving in water and mixing in the mash.

With AVI-TABS the poultryman can treat one hundred birds for five days at a cost of only one dollar. Larger flocks at even less cost per bird. There is PROFIT for you in AVI-TABS sales.

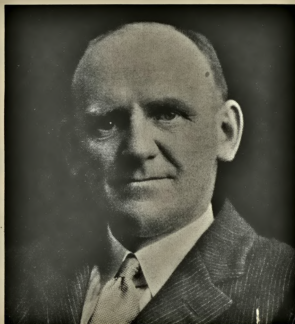
"A NATION-WIDE SERVICE"

Dr. Salsbury's POULTRY HEALTH Messenger

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CHARLES CITY, I , U.S.A.

1931



1932



Here's Wishing You
A Happy Christmas
and a
Prosperous New Year

May December's higher prices renew your confidence in the poultry raising business and make us all feel more secure and happier. May the year 1932 bring to us abundant opportunity to make good, and to enjoy our work more than ever.

Dr. J. E. Salisbury

POULTRY HEALTH MESSENGER

Published monthly in the interest of Hatcherymen, Produce Dealers, Druggists, Dealers in Poultry Supplies, and all other branches of the allied industries concerned with the health and well-being of poultry.

DR. SALSBUURY'S LABORATORIES, CHARLES CITY, IOWA

DR. J. E. SALSBUURY, President

DR. SIVERT ERIKSEN, Editor

D. J. SKYRME, Treasurer

VOLUME I

DECEMBER, 1931

NUMBER 8

ALL NIGHT LIGHTS

By W. H. MATHEWS, Freeport, Ill.

To dispel some doubts, arguments, false and ignorant statements, etc., as to what all night lights are, do, do not do, the following statement is penned:

In the first place when "all night lights" are spoken of understandingly only a moderate dim glim is meant. Only enough light is meant to enable hungry birds to see feed, water and, finally, either the front of the roosting platform or first roost.

What is not meant are two or three 20 watt or brighter lights like a gasoline lantern. What is meant is a light of not to exceed 15 watts in a 20x40 coop, or only a wick, oil burning, barn-lantern. Whatever is used is placed over, or where it shines on the feed and water. It is useless to attempt to use all night lights unless water and good egg mash are plentifully supplied.

Now what do those lights do?

To answer that we must go to the condition of the birds. Wormy or birds otherwise in ill health have almost no appetites. What appetites they have only serve to urge them to eat partly enough for the worms. Certainly they are unlikely to eat enough to enable them to assimilate enough to make an egg out of what the worms leave. Therefore the birds to be given all night lights with production expectancy, should be wormed and toned up with some such worm control product such as is AVI-TONE. When this is done we may assume we have production expectancy.

Assume that has been done that birds are being given their starting "five day AVI-TONE treatment."

By the very nature of things hens in a molt, and undeveloped pullets also have very little appetite even when in the height of physical health. Hence both have a tendency to eat a teaspoonful or two of feed and go to roost. In about two hours (approximately) they are hungry. And being hungry are restless and uneasy and uncomfortable and of poor circulation till the appetite is

appeased with another 2 teaspoonfuls of feed and water. After which they roost and rest again.

When we say that hens take a long period to molt and make new feathers we speak only of our past experience. We mean that when only two hours of each 12 hours are used each night it takes so many days to bring hens through the molt or to develop late pullets.

Most assuredly we do not mean that when such birds use the whole night for assimilating food that they take that many days for the molt. Nor do we mean that hens starved for 10 hours out of every 12 hour night make better breeders than those not starved. They don't, and we all know it. And it is to enable such late pullets and backward pullets and molting hens to assimilate food 12 hours a night and have good nutrition and good circulation, that we use "all night lights."

As fast as a bird passes a given development condition, or molting condition, she at once develops an appetite by leaps and bounds. She eats more and more and stays asleep longer and longer without waking. She soon comes into lay and does not know whether there are lights in the coop or not, because she sleeps all night. Hence we can make the following flat statement:

Unless they are bright enough to wake her, all night lights can have no effect whatsoever on a hen in production. She simply does not know they are there. She is full, happy, contented, comfortable and asleep. Hence, all night lights, as previously explained, can be turned on and off at will with no effect on hens or pullets in production.

What can be affected is the rate of increase in production due to the fact that pullets still eating less than an all night supply of food, will be slowed up in development due to their inability to replenish their food supply till morning light appears.

Hence we may disregard all stories of "spring molts," "breaking down," "burning out," and all

the other goblins. Only such things will happen to the bird as will be due to the way you use the ration you are offering. If it is a good ration use it right and have no fear. If it's a bad ration you will not help it by misusing it.

Don't lay to lights the faults due to poor flock health that can be corrected by AVI-TONE and PHEN-O-SAL, for instance.

Winter production is another modern but necessary need for profitable flocks. But it is more necessary to secure and keep flock health in winter production than in summer yield. Hence pay



Macon Hatchery (Missouri). A blood tested flock to be proud of.

greater attention to flock health in winter than in spring or summer.

Therefore, rely more on AVI-TONE and PHEN-O-SAL in winter production than at any other time. But use what is needed to insure health no matter what the season.

In conclusion I ask: which offers greatest hatching possibilities, a case of eggs from a flock laying 50% which has been doing so all winter or a case from a flock so badly fed, housed and conditioned that they could not lay above 10% all winter and are not up to 50% yet?

Tests show that as the first flock had to be the healthiest to do what it did, its present health also insures greater hatchability now. Which is all we can ask.

Many flock owners expect a rise of from 5% to 10% to 50% production in two weeks. Personally I believe all night lights warrant no such immediate production expectancy.

As a rule, in my experience there is little production increase under 5 days. I do not then expect a 40% jump in 9 days more. But increases up to 50% in 3 to 4 weeks are quite common.

Naturally all increase is governed by two major factors, one is feed efficiency and the other is the starting flock health. The better the flock health and the better the feed efficiency, the quicker the rise to 50%.

POULTRY EDITOR VISITS SHORT COURSE

"Our stay in Charles City, Iowa, last week, at the clinic and short course in poultry diseases was one of great pleasure and profit. We saw the worm caps coming from the machine at the rate of 60 per minute. The PHEN-O-SAL Tablets are made at the rate of a quarter of a million a day and this does not supply the demand. A new tablet machine will be added soon.

"Much interest centered in the laboratory in charge of Dr. Eriksen who makes all the serums for roup, chicken pox, cholera, etc., and the ANTIGEN and PULLORIN for blood-testing. The intricate process of cultures was carefully explained by Dr. Eriksen. Our impression was that such a vast and outstanding institution as the Dr. Salsbury factory and nation-wide poultry service could only have grown up around medicines and products of unusual merit. We believe that if all our poultry-raising friends could have attended this clinic with us, and have seen the manufacture of honest, clean products that the cheap medicine-peddler would stay out of this county. All success to Dr. Salsbury and his great work."—V. Sizemore,

Editor Poultry Department, in Cow and Hen Journal, official paper of the Washington and Smith County Farm Bureaus, Linn, Kansas, October, 1931.

A RARE FORM OF FOWL CHOLERA (Wattle Disease)

A report of a study made in Hungary in the autumn of 1929 of a wattle disease characterized by an edematous swelling caused by the fowl cholera bacillus. In 40 per cent of the 88 cases examined in 5 flocks, the fowl cholera bacillus could be isolated from the wattles.—Experiment Station Record.

Dr. Salsbury's DOG CAPSULES Kill Tape and Round Worms in DOGS

Keep Dog Capsules on hand for your friends who are dog lovers. They are easy on the dogs, they do not make them sick and they get the worms. For small dogs give one capsule, for large dogs three capsules. They are easy to give.

Retail Price, 10 capsules.....\$1.50

BRONCHITIS, DIPHTHERIA, AND COLDS TAKE HEAVY TOLL

There are several forms of bronchitis, diphtheria and colds. Most of them yield to simple treatment with CAM-PHO-SAL. All of them yield to proper supportive treatment and attention to complications. Many cases of bronchitis have been stopped in two hours with CAM-PHO-SAL. CAM-PHO-SAL is not diluted when it



A complicated case of roup in which the bones of the head have become involved.

comes to you. Therefore you are not paying for water or filler. CAM-PHO-SAL is a real cough syrup, a disinfectant and a respiratory healer for poultry. CAM-PHO-SAL diluted with water kills roup germs in 30 seconds.

For birds that have a running nose—early cases of colds—show your customer how to clear it up in two days time. Simply flush out the nasal passages with Dr. Salsbury's POULTRY NOSE SPRAY, a convenient little instrument that fits in the hollow of your hands that thoroughly cleanses the nasal passages. Will save the life of many a valuable bird.



Priced to sell at retail for 85c.

For prices and sizes of packages of CAM-PHO-SAL and other medicines see Dr. Salsbury's Poultry Health Manual, dealer price list or the order blank enclosed.

THE IMPORTANCE OF THE POULTRY

Abstract of Address Delivery by Dr. J. E. Salsbury before the Short Course held at Charles City, Iowa, October 12 and 13.

Few people outside of the hatchery or feed store give thought to the vast importance of the poultry industry. Few people realize the magnitude of poultry sales in these United States alone during one year.

We can get some idea of the magnitude of our poultry industry throughout the world when we look back to the last World's Poultry Congress held in London, England, last year, where 60 countries were interested enough to send delegates and exhibits several thousands of miles.

Where fowls were raised by the dozen a few years ago they are raised in flocks of one thousand or more today. It is not a pin money business any more. Even the farmer's wife who has only 50 or 100 chickens today knows a whole lot more about the care and the necessary health program for her flock than our mothers did.

She wants to make a profit from her fowls. She is in the business to make money.

The poultry industry today totals around two billion dollars annually in the United States, and ranks first among the farm industries. With the rapidly improving methods of breeding and the care of fowls it will grow far beyond these figures soon.

When we improve the quality of a produce there is going to be a greater demand for it because there will be more consumed. To further increase and elevate the poultry business, we must look to better methods of feeding and care. Because, only by delivering to the great mass of egg and meat eaters a high grade food produce can we hope to merit greater success. One of the first steps in this program is to insure healthy, active flocks everywhere.

Since poultry and its products provide a great portion of our food, it is evident that the poultry industry is here to stay. But, you people who are in the business of hatching eggs and raising chicks, or raising poultry in general, must be alert to conditions that lower the health and quality of fowls, thus lowering the quality of meat and eggs.

In this present depression from which agriculture is suffering all over the world, we rejoice to know that the poultry industry has brought a measure of relief to many a hard-pressed farmer, because poultry provides no small part of our daily food.

City Banker (visiting the farm): "I suppose that's the hired man."

Farmer (who has visited banks): "No, that's the first vice president in charge of cows."

The Advantage of Symplifying Your Stock of Salable Merchandise

By H. G. BOS

Whether any of us care to admit it or not, the secret of retail selling and retail success which follows is a matter of **knowing how**.

In nearly every retail line we have the two kinds of merchants. Those who know, and those who don't know **HOW**.

One carries in stock everything that people in his neighborhood ask for, be it good or otherwise. The other merchant invests his money in stock that he knows, from local experience, is going to give entire satisfaction.

Take the business of retailing poultry supplies, for example. Some dealers feel that, to give a customer the old alibi, "We have something just as good," is the easiest way to lose a sale. True, we may lose a sale that way if we have no "salesmanship" about us at all. But if we keep on hand one line of merchandise for a certain specific purpose—whether it be brooder, diarrhea medicine or scratch feed—we should see that it is a good, honest value; and then **PUSH IT**. Why keep half a dozen different brands on the shelves, when one or two will do just as well?

Every retail merchant should be thoroughly acquainted with the salient features of the merchandise he is selling. If every retailer really **KNEW** all about the merchandise he carries in stock, he would not have five or six different brands of the same item. He would soon discover the best brand, and discard the others.

If Mrs. Jones were to come into your store or hatchery with a sick chicken, and tell you all about the trouble she is having with her flock, would you show her five or six different kinds of worming medicine and let her choose whichever she might think is the best?

Would you, perhaps, sell her some sort of "cure-all" that is widely advertised? Would you point to seven or eight different kinds of medicine on your shelves and give her a short synopsis of the unfailing virtues which the manufacturer of each of those medicines claimed for his product?

No, you would not do anything of the kind. You would first make a diagnosis on the sick bird, and then you would recommend the very medicine which you already **KNOW** is the right treatment for that bird. You would recommend that medicine and treatment which you are sure is the **BEST**, from your own experience.

To make a satisfied customer you always do that very same thing. Why not apply the prin-

ciple to your shelves? Keep in stock only the one or two "brands" which you know, from experience, are the **BEST**. Dealers who do that are keeping busy these days despite the "depression." Instead of staking their own reputations on this, that or the other medicine, without knowing much about the stuff, they have tried out various different brands and concentrated on selling that brand which they **KNOW** will give ultimate satisfaction.

WE ARE ON THE WAY UP

Those who persist in waiting for screaming headlines to herald the return of prosperity will find themselves conspicuously out of the picture by the time "good" times are generally recognized.

Inaction, waiting, continued talk of the present crisis (and how some caress that word!) fear at this stage, will only serve to project into the years ahead the true "losses" of this period of economic gloom. It will be in lost sales, lost customers, lessened prestige, costly regaining of customers lost by unorganized sales and service program, that the real pinch of hard times will be felt.

Don't wait for hindsight to show what should have—but was not—done. Substitute foresight, common sense, courage. Initiate a service program in your community, help your poultry customers with their poultry disease problems and talk poultry prosperity. We are on the way up—take a running start—and hop in your poultry service car and let competition do the waiting.

CORRECTION

On page 13 of our October Messenger we published a photograph of a Sunshine State Hatchery culling unit. The person to the left is identified as Elmer Skinlo. This is an error. It should have been O. C. Syndergard for which error we hereby apologize.

IT STARTED AT LOUISVILLE

"Please be advised that we have been using your AVI-TONE, since the baby chick convention at Louisville, Ky., with very good results."—J. C. CLIPP & SON, Campbellsburg, Indiana.

* * *

Once folks have dealt with you, they watch your ads with new personal interest.

A New Testing Rack

DESCRIBED AND USED BY SUNSHINE STATE HATCHERIES MADISON, S. DAK.

The testing rack is an ordinary home made flat top bench. The top is 4 feet long and 18 inches wide. The legs are 2 feet 6 inches and the top is placed 2 feet from the ground. This leaves the legs stick up on the ends 6 inches and a board is nailed on here to keep the birds from sliding off the end. The picture of S. Gilbert Wood in the November Messenger gives a good illustration.

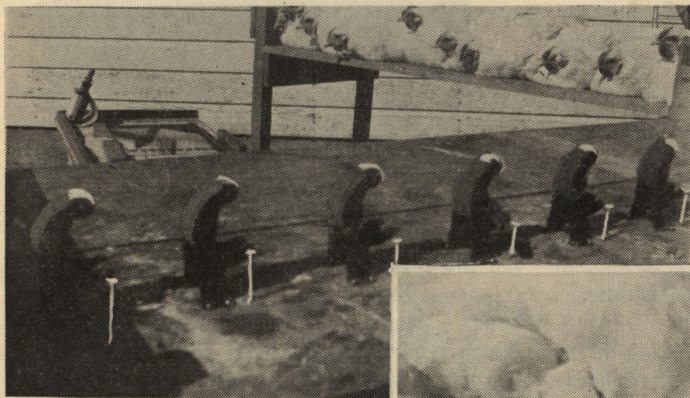
A series of ten ordinary screen or storm door snap catches are used and placed along the edge of the rack about 3 inches from the edge. Ten are used on each rack and are spaced equally. These are taped so that the bird's legs are protected.

The birds are placed on the rack on their right side and the legs are placed in the snap catch and

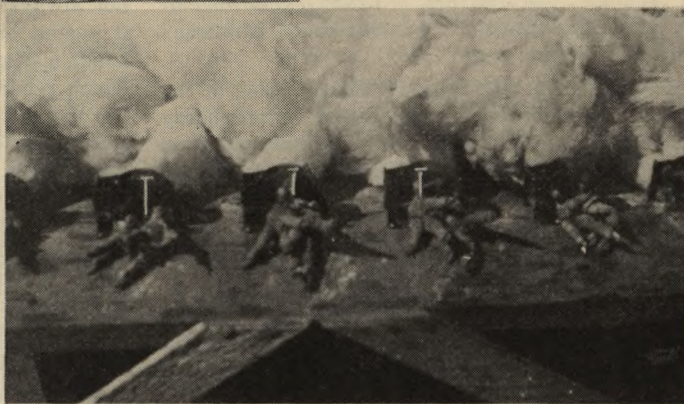
they are in the rack. They are released when finished by merely lifting up the snap catch.

We test ten birds at a time. The man testing sits on a stool on the side nearest the bird's head. He lifts the left wing, strips surplus feathers and draws a drop of blood from each specimen, mixing this with the ANTIGEN on the testing box.

For convenience we use a testing box like Dr. Salsbury's, except that we mount it on rockers and have it about the height of the rack, so that the blood may be thoroughly mixed with the ANTIGEN by rocking back and forth. We use a testing box with a glass large enough to test 100 or more birds before it has to be cleaned. This speeds up the work. We place the ANTIGEN on the glass first—10 drops. We then draw the blood and drop it into the ANTIGEN, stirring it with the slide. Further mixing of the blood is done by tilting the box back and



A close-up of the screen door hooks used to hold the feet of the birds. Photograph to the left shows one rack filled with birds. The other is ready to be filled. Below, close-up of the catches in action.



it is closed, holding the birds in place until tested. They are then released by lifting up the snap catch.

When the snap catch is closed, the opening between the catch and the table top is sometimes too large for Leghorn birds. We place a finishing nail in the center of this space and drive it down flush with the snap catch. Small legged birds are held by placing both legs on one side of the nail. Large legged birds by placing one leg on each side of the nail.

We use two men to a crew and it works fine. A helper sometimes is beneficial in facilitating the work. One man culls and places the birds in the rack and snaps their legs in the catches. The other man tests the birds and worms them while

forth on the rockers. We find that the test is more easily read when the blood is allowed to run slowly back and forth on the glass by tilting the box back and forth on the rockers. It takes only a fraction of a minute to place the 10 drops of ANTIGEN on the box and draw blood from 10 specimens. An experienced man can do this at the rate of 10 birds in less than 2 minutes. A minute or two is then allowed for reading the 10 tests. Under good working conditions we can average 100 birds an hour easily. Under ordinary working conditions found in the field we

(Continued on page 13)

Editor's Note: A rocking arrangement can easily be fastened to Dr. Salsbury's testing cabinet.

DR. SALSBUURY'S COMPLETE LINE

Preparations	Size Packages	Uses
AVI-TONE 100% Medicine	5 lb. carton 15 lb. drum 25 lb. drum 50 lb. drum	Flock treatment for worms, worm preventive and general tonic. For baby chicks and turkeys, growing stock and laying flocks.
AVI-TABS	50 100 200 400 1000	Wormer and tonic in tablet form. For flock treatment.
KAMALA NICOTINE COMBINATION WORM CAPS	50 100 200 300 500 1000	Individual treatment for tape, round and pin worms in chickens and turkeys. State age of birds when ordering.
PHEN-O-SAL PRESCRIPTION TABLETS or POWDER	Small package Medium package Large package	Wonderful corrective for diarrhea and coccidiosis of chicks, Fowl Typhoid, Fowl Cholera, Enteritis, irritation from worms, Blackhead in turkeys, also duck and goose cholera.
CAM-PHO-SAL PRESCRIPTION	Small bottle Medium bottle Large bottle	For roup, colds, flu, gapes, bronchitis, brooder pneumonia, etc.
STOP-PICK	Large can Net Weight 16 ozs.	A preparation for toe picking, vent picking, tail picking, and all forms of cannibalism.
MITE DEATH AND POULTRY HOUSE DISINFECTANT	Quart Can Half Gallon Can Gallon can	To control mites and disinfect poultry houses. A powerful germ killer and insect destroyer.
LOUSE DEATH (Liquid)	Pint bottle Half Gallon Can	Sure death to lice. Most effective and easy to use. Applied individually, with oil can.
LOUSE POWDER	1 lb. sift top can	Very effective for dusting fowls for lice. May also be used in the nests to keep down vermin.
HOG WORM OIL	Quart can Half gallon can Gallon Can	Effective preparation to kill round worms in hogs.
HATCHERY SPRAY	½ gallon can Gallon can	An effective germicide for dipping and for spraying eggs and incubators. Not poisonous.
RAT DEATH	4 oz. Can	A Red Squill preparation that kills rats and mice only.
CHICKEN POX VACCINE	100 dose bottle 500 dose bottle	To prevent Chicken Pox by feather follicle or stick method of vaccination.
MIXED BACTERIN, FOWLS (Triple Strength Bacterin)	60 doses, 60 c.c. 250 doses, 250 c.c. 500 doses, 2-250 c.c. 1000 doses, 4-250 c.c.	A preventive and curative treatment against roup, colds, and related diseases affecting the head of chickens and turkeys.
CHOLERA TYPHOID BACTERIN (Triple Strength Bacterin)	60 doses, 60 c.c. 250 doses, 250 c.c. 500 doses, 2-250 c.c. 1000 doses, 4-250 c.c.	To vaccinate for Fowl Cholera and Fowl Typhoid.
ANTIGEN	100 tests, 5 c.c. 500 tests, 25 c.c. 1000 tests, 2-25 c.c.	Blood or slide test for B.W.D. The Ultra-Rapid Antigen Test.
PULLORIN	100 tests, 5 c.c. 500 tests, 25 c.c. 1000 tests, 2-25 c.c.	Wattle method for B.W.D. testing.
TUBERCULIN	100 tests, 5 c.c.	For T.B. testing. Wattle method.
B.W.D. TEST CABINET	Complete equipment.	For rapid Antigen test.
SYRINGES	2 c.c. 10 c.c.	Pullorin or Tuberculin testing syringe. Lifetime Bacterin syringe.

TESTING TUBES—SYRINGE NEEDLES—DISSECTING SETS—OTHER EQUIPMENT.

If you do not have our complete dealer price list, write for a copy today. We can furnish you special literature for your customers on any of these products, at no cost to you. Our Poultry Health Manual describes all of our preparations and tells how to treat all kinds of poultry diseases.

Advertising Helps

Take advantage of standardized advertising of poultry remedies. Keep your name before the public through your local paper. Let the poultry raisers know in your community that you are ready to supply their wants. Here are some suggested seasonable ads to run this month. Mats may be had free for the asking.

Dress your window space with our free window displays. Stock your shelves in the space with seasonable products. Keep this up until your customers become accus-

Dealer's Ad No. 4 1 col. 4 in.



By Vaccinating Early With



Summer is the best time to vaccinate chicks or older birds. Be sure of absolute immunity in laying flocks next fall, and rest of birds' lifetime, by using only a vaccine of highest immunizing value.

Simply apply with small brush—no syringe necessary.

BENZ HATCHERY
224 WATER STREET

A Dr. Salsbury Service Station

tomed to the reliability of Salsbury's Service and call for Dr. Salsbury's merchandise.

Dealer's Ad No. 5 1 col 5 1/2 in



Likely they have WORMS!

And while in this condition they are easy prey to other serious diseases. You can't afford to feed wormy chickens. Quickly rid each bird of worms by using the widely known, highly recommended individual treatment.



The Kamala-Nicotine combination that destroys tape, round and pin worms with equal speed and certainty.

Safe, sure, and easy to give. Easily swallowed. Quickly liberated into intestines, and instantly effective. Praised by practical poultrymen everywhere.

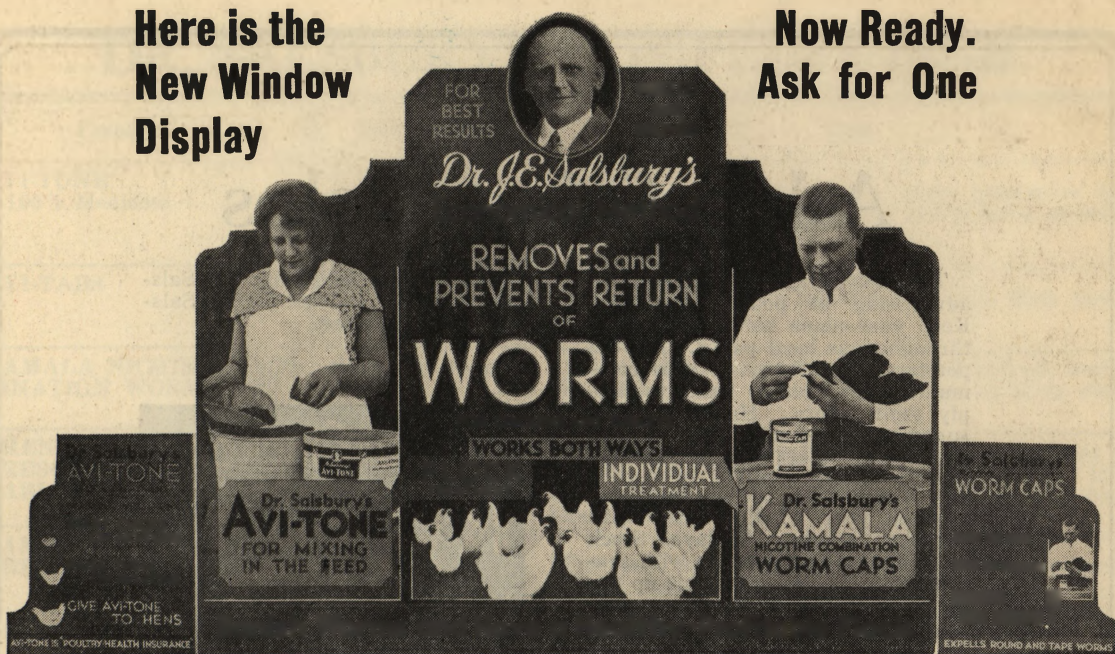
DEVIL'S GLEN HATCHERY
DAVENPORT

A Dr. Salsbury Service Station

"In my experience in the hatchery game, I find it very beneficial to do service work, both as an aid in getting acquainted with the public and in rendering them a real service." — DAKOTA HATCHERIES, Beresford, S. Dak., J. M. Kennedy, Manager.

**Here is the
New Window
Display**

**Now Ready.
Ask for One**



Write for Dr. Salsbury's Free Window Display

Here is a half-tone of a dealer's window using Dr. Salsbury's new window display, featuring treatment for worms by both individual and flock methods.

Three reasons why the display will attract attention.

1. Worms are of vital interest to all poultry raisers. The display suggests the desire for treating and preventing worms in poultry. It brings the poultry raisers into your place of business.
2. The Display will identify you as a member of Dr. Salsbury's Nation-wide Poultry Service. It will be a guide to poultry raisers who seek poultry information.
3. It will give you an opportunity to tie up with Dr. Salsbury's national advertising program. Poultry raisers are familiar with Dr. Salsbury's name and will quickly recognize it on the display.

The display is attractively made up with many colors which will catch the eye of the readers and stop them in front of your store. There are two side pieces to go in front of the display or inside your place of business.

Write for this free display to use in your window and help sell your merchandise.

Dr. SALSBUURY'S LABORATORIES

CHARLES CITY, IOWA

OPERATED UNDER U.S. GOVERNMENT LICENSE NO. 195.

A NATION-WIDE SERVICE.

