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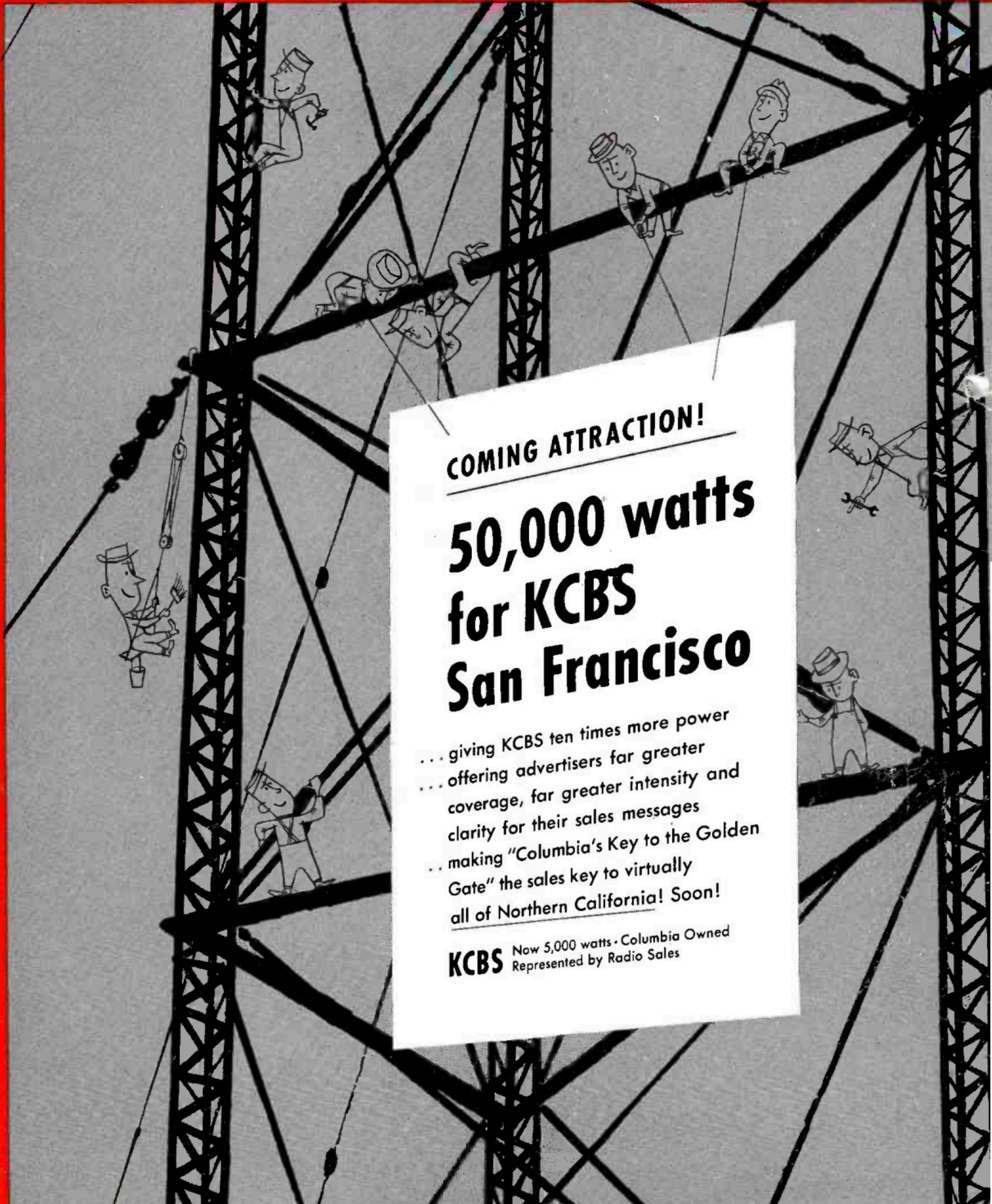
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The Newsweekly
of Radio and
Television.
20TH
year

\$7.00 Annually
25 cents weekly



COMING ATTRACTION!

**50,000 watts
for KCBS
San Francisco**

... giving KCBS ten times more power
... offering advertisers far greater
coverage, far greater intensity and
clarity for their sales messages
... making "Columbia's Key to the Golden
Gate" the sales key to virtually
all of Northern California! Soon!

KCBS Now 5,000 watts - Columbia Owned
Represented by Radio Sales



They Built a Better Mousetrap

... And Used Radio to Sell It

IN THREE MONTHS, a Chicago manufacturer of rodent eliminator has accomplished what others in his field have tried to do for 30 years.

And there is no mystery behind the success of 31-year-old Lee Ratner, who has glamorized and created a nationwide demand for the new rodent control compound—d-CON (for decontaminate). It's the old story of one man's faith in radio.

Last Sept. 5, shortly after he had been authorized by the U. of Wisconsin Alumni Research Foundation to market an anti-rodent preparation produced from the foundation's exclusive "warfarin" formula, Mr. Ratner invested \$1,000 in a one-week mail order test campaign over WIBW Topeka and WLW Cincinnati. A quarter-hour was purchased daily across-the-board.

Daily Strips Bought On Additional Stations

So spontaneous was the demand for d-CON from listeners in surrounding farm areas that, following the week's test, Mr. Ratner purchased three strips daily on WIBW and WLW. Within a fortnight, record-breaking mail orders justified the addition of such stations as WLS Chicago, WRVA

Richmond, WWVA Wheeling and WCKY Cincinnati.

Last week, 425 stations from coast-to-coast were carrying d-CON shows at a cost to the sponsor of more than \$30,000 weekly. This is well over 75% of d-CON's overall advertising appropriation.

Mr. Ratner's horizon is not limited to a mail order operation, however. Recently McKesson & Robbins became a distributor and other equally large companies are interested.

"We followed the pattern of other successful exploitations by using mail order at the outset," he told BROADCASTING • TELECASTING. "Our ultimate goal is to have d-CON available in grain and feed, drug, seed, lumber, hardware and grocery stores throughout the country. Co-operative advertising will be a logical development. But we will always be enthusiastic about mail order advertising because we are convinced that, in addition to launching our product on a national scale, it will also build retail sales across the country."

Although a young man, Mr. Ratner has had a long experience with

mail order radio. Such products as stainless steel tableware sets, pocket adding machines and glow-in-the-dark gardenias, manufactured by his United Enterprises Inc., parent organization of d-CON Co. Inc., have attracted millions of orders from radio listeners. Mr. Ratner founded United Enterprises in 1940.

d-CON Experiment Held In Middleton, Wis.

Aiding d-CON's rapid advance was a 15-day experiment conducted last month in Middleton, Wis., where rats and mice had been out of control for several years. At Mr. Ratner's expense, bait stations were set out Nov. 4 throughout Middleton township. Members of the city's rodent control committee, the local boy scout troop and other civic organizations cooperated. By Nov. 19 there were no longer any signs of rats in the entire area and there has been no indication of a return of the menace. However, the d-CON company has recommended to Middleton residents, as well as to all of its customers, that they set out fresh bait periodically

to insure against rodent infestation.

Less than \$3 buys a 4-ounce can of de-CON, a light green powder, which, when mixed with grain or ground meat makes six pounds of bait—enough to clear an average size farm, home or business place of rodents. The mixture acts as a blood anti-coagulant on rodents that take cumulative dosages. It is relatively safe for farm and domestic animals because the chances of their taking cumulative dosages is slight, particularly when the bait used is not appetizing to such animals.

Advertising Not Confined To Farm Shows Alone

In addition to broadcasting the fact that d-CON is made from a formula developed at one of the nation's leading universities, Mr. Ratner has dozens of recommendations from such agencies as the U. S. Public Health Service and the U. S. Fish and Wildlife Service, as well as county agents in the 48 states. Letters from hundreds of customers, who for years spent upwards of \$20 monthly for rodent control, also come in handy. While radio farm shows logically give the product its biggest boost (Mr. Ratner tendered a reception to NARFD members during their recent Chicago convention), other programs, many in the evening, are sponsored

OPERATION MIDDLETON was launched with a broadcast (left photo) over WKOW Madison, Wis., by (l to r) Mr. Ratner, Roy Gumtow, WKOW farm director; Clarke Richards, rodent control expert of U. of Wisconsin; and Ray Kubista, secretary of the Middleton rodent control committee.

Boy Scout cooperation (right photo) is typified by these scouts sorting bags of d-CON, prior to general distribution throughout the community.

