

## A PIG RACE FOR ADVERTISING IN FRONT OF GRANDSTANDS

This spectacle is intended to be used in conjunction with the individual pig act described elsewhere. It is designed to be shown in front of fair grandstands and has all the action, color, speed, suspense, and novelty necessary for success in this situation.

Five or six pigs could be conveniently handled and could be matched in several heats. The pigs would be released from a "starting post" as in a horse race and would race down the straightaway in front of the grandstand for 100 yards or so to a finish line, where they would be given some food in a special feeding apparatus.

Each pig could represent a product sold by Farm Service Stores: Starline Barn Equipment, De Laval Milkers, Dr. Salisbury's Poultry Remedies, Larro Feed, and so on. The pigs would wear jackets with the trade name of each displayed in large letters. The pigs would have no other designation than the product name, so that the race announcer would have to use them over the public address system. Each company could pay a proportional cost of the project, and it would be offered to the fairs free.

Fair boards are not opposed to advertising in grandstand events. Firestone Tires are regularly advertised at automobile races by displaying their trademark on the faster cars. In return the drivers receive gas, tires, and some monetary considerations. The race announcer also gives Firestone a plug or two over the public address system. Fair secretaries are in fact avidly seeking time-consuming attractions for the grandstand shows and should jump at the opportunity of showing anything as unusual as a pig race.

County fair grandstand crowds average about 2500 to 3500 per performance, or 5000-~~to~~ 7000 a day. In thirty days of showing, the race would be witnessed by 150,000 to 200,000 people.

The pig race then has these advantages:

- (1) It reaches a large audience.
- (2) The audience is composed largely of farmers.
- (3) Competing advertising is at a minimum while it is being witnessed.
- (4) People will talk about it, and since no other designations will be used for the pigs, they will have to use the Farm Service trade names in telling their friends about the race.
- (5) It will get newspaper publicity.
- (6) It will serve as an advertisement for the pig act being shown at the Farm Service booth.
- (7) The cost is reasonable.