

FOR RELEASE MONDAY A.M. AUGUST 27, AND THEREAFTER

1484

Chicago, Illinois, August 26. (Special)....According to arrangements completed yesterday and announced today, the Mormon Tabernacle Choir of Salt Lake City has been engaged by the Ford Motor Company to succeed the Detroit Symphony Orchestra for one week, September 10 and 16, inclusive, as the principal musical attraction of Ford Symphony Gardens, one of the features of the Ford Exposition at A Century of Progress in Chicago.

The announcement comes as the result of negotiations begun several weeks ago between officials of the Ford Exposition in Chicago and Bishop David A. Smith, President of the Salt Lake Tabernacle Choir. Terms of the agreement were not announced, but it is understood that the figure reached in the negotiations guarantees expenses of the 1500 mile journey for the group of 250 singers, and makes possible the first appearance of the choir in Chicago and the middle west in forty-one years.

In engaging such an outstanding musical organization even at the expense of transporting it half-way across the continent, the Ford Motor Company continues a policy begun last June of making its World's Fair exposition a great cultural as well as industrial and historical display. The program in Ford Symphony Gardens, a beautiful, tree-encircled amphitheater on the World's Fair lake front opposite the 900 foot long Ford Exposition Building, began on June 7, when the Chicago Woman's Symphony Orchestra of seventy pieces was presented in a seven day engagement. This was

(more)

FOR RELEASE MONDAY, AUGUST 27, 1934

Chicago, Illinois, August 26 (Special)...According to arrangements completed yesterday and announced today, the Mormon Tabernacle Choir of Salt Lake City has been engaged by the Ford Motor Company to succeed the Detroit Symphony Orchestra for one week, September 10 and 16, inclusive, as the principal musical attraction of Ford Symphony Gardens, one of the features of the Ford Exposition at A Century of Progress in Chicago.

The announcement comes as the result of negotiations begun several weeks ago between officials of the Ford Exposition in Chicago and Bishop David A. Smith, President of the Salt Lake Tabernacle Choir. Terms of the agreement were not announced, but it is understood that the figure reached in the negotiations guarantees expense of the 1500 mile journey for the group of 800 singers, and makes possible the first appearance of the choir in Chicago and the middle west in forty-one years.

In engaging such an outstanding musical organization even at the expense of transporting it half-way across the continent, the Ford Motor Company continues a policy begun last June of making its World's Fair exposition a great cultural as well as industrial and historical display. The program in Ford Symphony Gardens, a beautiful, tree-enclosed amphitheater on the World's Fair Lake front opposite the 300-foot long Ford Exposition Building, began on June 7, when the Chicago Women's Symphony Orchestra of seventy pieces was presented in a seven day engagement. This was

(more)

Add 1 - Salt Lake Tabernacle Choir

followed by the present twelve week, twice a day, seven days a week series of two hour concerts by the Detroit Symphony Orchestra, the most extended and intensive symphony engagement on record in world musical annals. Over a dozen famous choral groups also have been presented during the summer to supplement the symphony concerts, and, according to present uncompleted plans, such attractions as the Fokine Ballet of New York, the Baltimore and Ohio Men's Glee Club of Baltimore, Maryland, and several other nationally known musical and dramatic groups will follow the Tabernacle Choir in order to finish the World's Fair season in Ford Symphony Gardens in as brilliant a manner as that in which it was begun.

The selection of the Tabernacle Choir by the Ford Exposition management as first successor to the Detroit Symphony may be interpreted as a high compliment to the musical and cultural life of Utah and the far west. Despite the fact that many other similar organizations could have been found much nearer Chicago, and therefore could have been engaged at much lower expense, Ford officials decided that only a truly outstanding choir could be presented without loss of the prestige built up by the brilliant symphony series. In their opinion, the Utah choir met this requirement more satisfactorily than any other available organization.

During the week of its stay in Chicago, the choir, under the direction of its veteran conductor, Anthony C. Lund, will present fourteen one-hour concerts from 2:30 to 3:30 Chicago Daylight Savings Time, in the afternoon, and from 8:30 to 9:30 in the evenings. (12.30 to 1:30 and 6:30 to 7:30 Rocky Mountain Standard Time).

At least several of the programs will be broadcast over a full network of the Columbia Broadcasting System, with KSL the probable Salt Lake City outlet.

followed by the present twelve week, twice a day, seven days a week series of two hour concerts by the Detroit Symphony Orchestra, the most extended and intensive symphony engagement on record in world musical annals. Over a dozen famous choral groups also have been presented during the summer to supplement the symphony concerts, and,

according to present uncompleted plans, such attractions as the Foxfire Ballet of New York, the Baltimore and Ohio Men's Glee Club of Baltimore, Maryland, and several other nationally known musical and dramatic groups will follow the Tabernacle Choir in order to finish the World's Fair season in Ford Symphony Gardens in as brilliant a manner as that in which it was begun.

The selection of the Tabernacle Choir by the Ford Exposition management as first successor to the Detroit Symphony may be interpreted as a high compliment to the musical and cultural life of Utah and the far west. Despite the fact that many other similar organizations could have been found much nearer Chicago, and therefore could have been engaged at much lower expense, Ford officials decided that only a truly outstanding choir could be presented without loss of the prestige built up by the brilliant symphony series. In their opinion, the Utah choir met this requirement more satisfactorily than any other available organization.

During the week of its stay in Chicago, the choir, under the direction of its veteran conductor, Anthony G. Lund, will present fourteen one-hour concerts from 8:30 to 9:30 Chicago Daylight Savings Time, in the afternoon, and from 8:30 to 9:30 in the evening. (12:30 to 1:30 and 6:30 to 7:30 Rocky Mountain Standard Time).

At least several of the programs will be broadcast over a full network of the Columbia Broadcasting System, with KSL the probable Salt Lake City outlet.