

## Jenny Lind

Jumbo the Elephant wasn't the only sensation that P.T. Barnum brought to American audiences. He also brought “the Swedish Nightingale,” Jenny Lind. She was one of the most famous singers in Europe during the 1850s.

Lind was a Swedish soprano who was known for her operatic performances in Stockholm and Paris. She also was known for her generosity to various charities. Barnum, of the famous Barnum and Bailey Circus, learned about Lind's singing ability. In 1850, he asked her to tour America. She demanded \$1,000 per performance and an advance payment of \$187,500. Barnum had to mortgage everything he had and take out a \$5,000 loan to come up with the money to pay the 30-year-old singer.

One of Barnum's greatest skills was his ability to successfully market his acts and entice large audiences to his performances. To promote Lind's American performances, he circulated copies of her photograph, along with a biography that pointed out her many charitable contributions. Barnum also arranged for Lind to perform two farewell concerts in Europe before she started her American tour. He paid a critic to send rave reviews of those concerts to newspapers in the United States. Barnum's marketing plan paid off. About 40,000 fans showed up to greet Lind's ship when it arrived in New York and dozens of bouquets were tossed into the windows of her carriage as it made its way to her hotel.

Barnum and Lind continued to pack concert halls until their partnership soured. Lind then settled in England, where she became known for her philanthropy. Eventually, Lind's name became tied to every kind of commodity. Theaters were named for her, along with streets, schools, dams, gloves, bonnets, chairs, sofas, and even pianos.

## Unit 9

- P.T. Barnum used extensive marketing strategies to promote Jenny Lind.  
Describe how sports, music, and movies have used similar strategies.
  
- Jenny Lind was a philanthropist as well as a singer. If you were a philanthropist, to what causes would you contribute?
  
- Lind and Jumbo were both products made famous by P.T. Barnum. How were their careers similar? How were they different?