

CABLES AND RADIOGRAMS MARQUIS-CHICAGO
THE A. N. MARQUIS COMPANY
PUBLISHERS

MARQUIS PUBLICATIONS BUILDING
CHICAGO-11 ILLINOIS U. S. A.

1898 - THE FIFTIETH ANNIVERSARY - 1948
OF "WHO'S WHO IN AMERICA"

Dear Biographee:

I am enclosing a copy of a biographical sketch of you as it appeared in our "Monthly Supplement".

The "Monthly Supplement" bridges, primarily as a service to reference centers and libraries, the intervals separating the successive bound editions of the standard Marquis volumes.

When compilation for a definitive volume begins, the Editors select for listing in it any biographees whose sketches have been previously published in the "Monthly Supplement" and whom they consider sufficiently outstanding in respect to the particular field of reference interest involved.

These selections are then automatically listed in the compilation in question, after sending copies of the sketches to the biographees, arranged as printer's copy and in the form in which they appeared in the "Monthly Supplement" in order to bring into the Editors' hands completely current information by (1) bringing data down to date, (2) correcting errors, and (3) making necessary revisions and additions.

This I am now doing in connection with your enclosed sketch, as the Editors have selected you for listing in the First Edition of Who's Who in the West.

That printing, the first issuance under the title by the A. N. Marquis Company - publishers of "Who's Who in America" - will be an entirely new compilation of the life-records of citizens of the Western States carefully selected under Marquis standards of reference usefulness based on a half century of experience in publishing biographical dictionaries in reference service throughout the world.

Analyses made by our Editors in connection with trade-name and copy-right legal actions - the publication recently using the title "Who's Who on the Pacific Coast" is now in our hands - convince them that reference utility justifies a regularly-issued and adequately-edited Marquis work covering not only that area but as well contiguous Western States.

Our Editors have therefore carefully checked not only those listed in that publication against our compilative standards, and selected those they will list in this First Edition of Who's Who in the West, but also selected such additional biographees throughout the Western United States whom they consider subject to reference interest under these standards.

You are one of the biographees selected for the First Edition of Who's Who in the West and will you not therefore assure this copy of your "Monthly Supplement" sketch a careful scrutiny with the three objectives I have mentioned in mind?

PAGE two

I should add that, since it contains an essential part of the content of the new volume of Who's Who in the West, it is to be returned even though there are no corrections or additions.

This is necessary because the alphabetical arrangement prevails throughout the indexing routine, and is greatly facilitated by having each listed name in its proper place during the successive steps. For the same reason, the prompt return of your data will be appreciated.

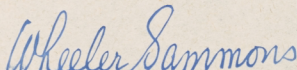
I should, in this connection, also bring to your attention that you are, as a result of being listed in it, entitled to the 25% pre-publication discount from the list price (\$15.25) of Who's Who in the West, a discount which is regularly extended to those named in it who order in advance of publication, and making the price for them \$11.20 if remittance accompanies the order, or \$11.45 if to be billed on delivery.

Advance of publication orders make possible important production economies, and it is our practice to share these savings with those listed in each Marquis volume, and who have cooperated not only in checking proofs but as well in supplying original data and revising sketch manuscripts. A blank extending this discount to you is, accordingly, enclosed.

I know it goes without saying that no obligation on your part, of any nature whatsoever, attaches to this listing in this or any other Marquis volume.

On the other hand, listing of you in this First Edition of Who's Who in the West affords me an opportunity to thank you for your cooperating in making data available for the original printing in the "Monthly Supplement".

Very truly yours,



Wheeler Sammons
Publisher

WFW/PSA

Enclosures:

A copy of your sketch as previously published in the "Monthly Supplement" (for permanent publication in the first Marquis edition of Who's Who in the West).

An announcement of the compilation of the new edition.

A biographee's privilege form.

A post-paid and self-addressed return envelope.

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WHY YOU ARE Listed by Marquis

Listed by Marquis—according to the latest standard Merriam Webster—means:

"A person [who] . . . may be inquired about
. . . as, one of the whos in Who's Who."

The Marquis compilative methods which have over the last half century created this meaning are here summarized.

They make clear why

Listed by Marquis is a distinction, a distinction that can not be obtained by request or by purchase, since it results solely from selection by Marquis editors as "a person [who] may be inquired about"—

WHY Marquis listings therefore supply a fundamental service to the reference needs of the modern world, a service that is in sharp contrast to buy-it-and-surely-be-listed-in-it books serving hardly more than the vanity of those who have selected themselves for inclusion in these publications by mailing the publishers information about themselves.

The Distinction of Listed by Marquis

● Marquis biographical compilations have increased in number and scope for nearly a half century because they are expensively edited to provide listings selected to meet the user's reference requirements.

● They are—depending on the designated scope of each—general or specialized reference tools.

● They are not mere collections of individuals wanting to have information about themselves printed under the words "who's who" because Marquis has brought to these two words the distinctive meaning of having been carefully selected as actually noteworthy in some worth-while respect.

● Such collections of individuals desiring to see their biographies in print, regardless of the reference usefulness of the publication in which they appear, are popularly and accurately known as "vanity books."

● Strikingly in contrast, every biographee listed in a Marquis compilation has been selected under standards carefully established to assure that the compilation provides consultants of it with available information—condensed to essentials—about those sufficiently subject, in the opinion of Marquis editors, to reference interest—within the scope of the particular work—to justify inclusion.

● Whether these selected biographies wish to be listed or do not wish to be is in no way connected with the decision of the Marquis editors to list them or not to list them. And the editors' decision is based solely on whether or not the biographee in their opinion falls under the standards reflecting probable reference interest painstakingly established for the particular work involved against Marquis half century of experience in gauging that specific type of reference interest.

● A casual inspection will disclose the "vanity-book" to even an inexperienced observer—the listing, often with "portraits" (at a "slight" extra charge!), of individuals obviously of no significant reference interest within the scope of the compilation, while many others of exactly the same calibre are not listed, always unveils the "vanity book."

● Because Marquis on the binding and title page has for over fifty years alone been sufficient identification thereof, it is even easier to identify the biographical reference compilation which actually is a serious reference work because those listed are not included simply because they themselves wanted to be, but are included because an experienced, specialized editorial staff, working under carefully established selection standards, selected them.

● These are the qualities, the ingredients of lasting worth, which give Listed by Marquis its standing of distinction, which have brought into the pages of the dictionary itself the Marquis trade name as the lexicographer's definition of what that name has, over years in two centuries, come to identify.

THE EDITORIAL BOARD OF

THE A. N. MARQUIS COMPANY

PUBLISHERS OF

WHO'S WHO IN AMERICA

ANNOUNCES COMPILATION OF THE FIRST EDITION OF

WHO'S WHO IN THE WEST

A NEW

STANDARD MARQUIS BIOGRAPHICAL REFERENCE WORK

IMPORTANT DETAILS OVERLEAF

"WHY YOU ARE LISTED BY MARQUIS"
ON THE FOURTH PAGE

WHO'S WHO IN THE WEST

Volume I

A HALF-CENTURY OF EXPERIENCE: Over fifty years of useful and successful publication of biographical reference work implies many things. Primarily, however, it implies continuing and strict adherence to ethical standards set by this editorial doctrine: publication—and selection for inclusion—exclusively for reference usefulness.

THE NEED SERVED: A Marquis biographical compilation is published solely to serve a reference need and demand which has been thoroughly demonstrated.

WHY AND HOW THOSE LISTED ARE SELECTED: A biographee is sketched in a Marquis publication not because he wants to be—or because his friends or associates wish him to be—but because a selection routine based on fifty years' experience in serving the needs of serious reference consultants shows that actual or potential reference interest indicates he should be. (The basis for selection are explained in detail on the fourth page of this announcement.)

OTHER MARQUIS PUBLICATIONS: That doctrine—and that half century of experience—are both brought to WHO'S WHO IN THE WEST by its addition to the Marquis group of biographical reference works, which includes the internationally-known "Who's Who in America," "Who's Who in Commerce and Industry" and "Who Was Who."

THIS NEWEST ADDITION: And it was with that doctrine in mind—and that experience to guide them—that the editors undertook their evaluation of a WHO'S WHO IN THE WEST when such a volume was first proposed.

ITS PLACE: Their study demonstrated definite interest among community libraries, specialized reference centers, and other reference users, in a larger proportion of the outstanding men and women in the region involved than could be provided in a work of national coverage and usable size such as "Who's Who in America."

ITS PURPOSE: In fact, this investigation disclosed that for every 10 subject to reference interest to an extent justifying listing in "Who's Who," there are approximately 3 requisite for listing in order to serve sectionalized reference requirements with a reasonable degree of effectiveness.

THE REVISION: With this clearly defined reference need for—and the useful reference field of—logically delimited regional biographical reference works thus established, the editors addressed themselves specifically to applying to the compilation for WHO'S WHO IN THE WEST, the Marquis standards for selection for reference usefulness, standards which have brought to the phrase—Listed by Marquis—the world-wide repute it enjoys in reference centers, newspaper and business offices, and educational institutions.

FEATURES--

AREA COVERAGE: WHO'S WHO IN THE WEST will present complete coverage, based on the proved-by-experience Marquis system of selection, of those of sectional or national reference interest because of noteworthy achievement in all reputable fields of endeavor and who live or follow their vocations within the area comprising the Southwestern, Mountain, Northwestern and Pacific Coastal States.

ALL DATA REVISED TO DATE: The new WHO'S WHO IN THE WEST will contain over 14,000 biographical sketches, each checked for currency immediately prior to publication, of noteworthy business and professional men and women, educators, state and local government officials, and leaders in the arts and sciences, residing in the Western United States.

TYPOGRAPHY AND PRESENTATION: The edition will be set in the standard Marquis type-face and format proved through checking by reference technicians to be best adapted for reference use. Furthermore, sketches will be compiled in the concise and to-the-point style long characteristic of all Marquis biographical reference compilations.

Full Cloth Over 1000 Pages

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210 EAST OHIO STREET

CHICAGO—11 U.S.A.

PUBLISHERS OF—

WHO'S WHO IN AMERICA

WHO WAS WHO

WHO'S WHO IN THE EAST

WHO'S WHO IN COMMERCE AND INDUSTRY

THE MONTHLY SUPPLEMENT TO WHO'S WHO

CO-PUBLISHERS (WITH STANFORD UNIVERSITY) OF—

WHO'S WHO IN LATIN AMERICA