who's who at the Fair

ARE YOU LISTED?
FOR TODAY

Time flies,—and with it memories of places,—
and faces. People,—personalities,—events,—
things to be cherished and remembered.

Soon the greatest Exposition of all time will
be history,—A Century of Progress will be over,
forever.

What of these people who made it possible,—
these planners and builders,—these architects
and contractors and workmen who wrought to
create this gigantic spectacle?

What of these people who made up its life
blood as the gates swung open and the World
trooped in to see, to hear, to marvel, and to
journey home and REMEMBER?

In wondering at the marvels, the exhibits, the
great panorama, the lighting effects, the colorful
shows, and the snap and efficiency of operation,
let us not forget that each marvel, each building,
each exhibit, and each task well done was the
work of some individual,—some personality, to
be remembered.

A CENTURY OF PROGRESS IS BEST
TYPOIFIED AND REMEMBERED BY A LIVING
RECORD OF THE PEOPLE WHO
WROUGHT IT, AND WHO MADE UP ITS
DAILY LIFE.

Architects, builders, workmen, ricksha boys,
wheel chair boys, policemen, firemen, guards,
guides, bus drivers, newspapermen, concession-
aire, dancers, singers, show people of all kinds,
from fan dancers to turbaned Arabs, exhibitors,
barkers, and all the rest of the great army who,
after all, make up the Fair,—it is PERSON-
ALITIES that count, not paint and lumber.

Pleasant memories of places are built on the
people we meet who interest us, are kind to us,
or please us in some way. Remember these
faces, these names, and associations.

"WHO'S WHO At A Century of Progress"
is a living record of the PEOPLE who made
the Fair, from top to bottom. Their pictures,
their whims, their histories, and bits of interesting
news about them.

If you were at the Fair, you will want to be
in "WHO'S WHO," but space is limited, there-
fore act quick. Ask the reporter or phone for
information.

FOR TOMORROW

After the Fair is over, it means new jobs for
the workers, it means making use of the publicity
and advertising advantage gained by being at
the Fair by concessionaires and exhibitors, and
of course your best reference is the "Aristocrat
of the Exposition," "WHO'S WHO."

Are you going back on the stage, or out with
a show, or with a band, or exhibition troupe
of some sort? Where were you last,—and what
did you do? The one best answer,—"WHO'S
WHO" at the Fair! The reference par excel-
ence!

Did you plan a building, or build, as a con-
tractor, some of the structures? Then cash in
on your standing, gained thru this great exo-
position; pave the way to new business, and stop
the inquiries before they are made,—show them
your record in "WHO'S WHO."

Was your product on display at the Fair, or
did you accomplish something there that the
world should know about? If it would help you
to have the world know it, show them your rec-
ord in the ONLY final authority, "WHO'S
WHO."

Were you an exhibitor, and proud of the
people who carried your name to the World at
this gigantic spectacle? Then why not show
your people, and the World that you really ap-
preciated the opportunity of meeting them and
serving them so,—list your faithful employees in
"WHO'S WHO."

Remember the days of tomorrow,—next year,
when you can only tell people about it, instead
of showing them your spot in this greatest of
shows. PROVE YOUR PRIDE IN ACCOM-
PLISHMENT, and show them the record in
"WHO'S WHO."

Revive old memories, bring your story back,
fresh and full of life, cash in on the time spent
at the Exposition, and build integrity and a tra-
tditional background by showing the World
where you stand. There is only ONE "WHO'S
WHO" and you will be in it, "Of Course."

The book that will be a "best seller" among
reference books for generations, is a book you
cannot overlook, or miss. Now is the time to
make application for YOUR listing.

What did YOU do at the Fair?
"Look It Up In WHO'S WHO!"
FOREVER

Years pass swiftly, and memories grow dim, yet who of the vast army of Fair participants would be willing to forget the memories of places and faces that made up this great exposition?

Yet, there is only ONE way to remember them!

"WHO'S WHO At A Century of Progress."
Looking back at you from the pages are all of the old "bunch" that made the Fair an unforgettable event.

Turn the pages ten years from now, and recall the days that made history. See them all again before you in picture, and in words,—sketches of their past life, their activities, their hobbies, and their comments, pungent and otherwise. Remember their names and faces, and keep the Fair alive in your memory. In all Exposition history, there has never been a record of this kind published.

It is the "Social Register" of Expositions,—the foundation of a tradition. New England had its "Mayflower," Virginia had its "FFV", and future expositions must follow in the footsteps of this new "Register." If you want to be a member of this "First Family of Expositions," you must be in "WHO'S WHO," "Of Course."

Such a record book of the Columbian Exposition of 1893 would have been priceless at the time of this Fair organization. What would you take for YOUR copy of "WHO'S WHO" by the time Chicago has another exposition?

It tells the personal things you want to know, and that get more precious as time passes, and you just cannot sell people about the Fair and your part in it without a copy of WHO'S WHO with YOUR picture and biography in it.

Space is limited, and all applications are received subject to approval of publisher. Act TODAY.

WHAT WILL YOU SAY WHEN THEY ASK "WERE YOU THERE?"

DETACH HERE

Further Information With No Obligation—See

Mr. .................. Mexican Village
Mr. .................. Spanish Village
Mr. .................. Victor Vienna

Name ............................
Location ..........................

Or Mail to

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CHICAGO