

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
TYPIFIED 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, concessionaires, 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 PERSONALITIES 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, therefore 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 excellence!

Did you plan a building, or build, as a contractor, some of the structures? Then cash in on your standing, gained thru this great exposition; 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 record 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 appreciated 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 ACCOMPLISHMENT, 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 traditional 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 tell 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

"WHO'S WHO AT THE FAIR"

53 W. Jackson Blvd. Phone Wabash 7960
CHICAGO