

Who's Who

Marquis Who's Who Inc.
200 East Ohio Street
Chicago Illinois 60611

Publishers of
Who's Who in America

Dear Biographee:

It is my pleasure to inform you that you have been nominated for inclusion in the Thirteenth Edition of WHO'S WHO IN THE WEST.

I have enclosed a copy of our biographical data form. Would you be kind enough to fill out and sign this form and return it in the postage-paid envelope? Promptly, please, so that we may have this data in time for the new biennial edition.

Although the public may regard selection as a kind of recognition of your accomplishments--and quite justifiably so--it is not really the purpose of WHO'S WHO to confer distinction. WHO'S WHO IN THE WEST is a reference work--not a social register.

Published since 1949 by Marquis Who's Who, America's leading biographical archivists, WHO'S WHO IN THE WEST is intended primarily to serve the needs of the nation's public, institutional, and private reference libraries. (There are very few that do not keep the current edition on open shelves.)

Consequently, your qualifications were examined by unbiased appraisers of current research and reference interest in your life, positions, awards, and achievements. And, it is appropriate to add, the possible future interest. For once your biography appears in any Marquis Who's Who reference volume, it will be perpetually available to future historians.

Which brings me again to the enclosed data form. From the information given us, we prepare biographies in Who's Who format. Prepublication proofs are sent for

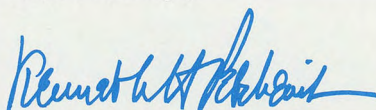
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checking to those whose biographies are to be included in the book in order to ensure that each entry is accurate. To be certain that all this may be done in time for the new Thirteenth Edition, please complete the form and return it within a couple of days.

On behalf of the Board, let me congratulate you on the accomplishments that have led to consideration of your name for inclusion in WHO'S WHO IN THE WEST United States and Canada.

Sincerely,



Kenneth H. Petchenik
Executive Director for
Product Development

P. S. Selection of any name, of course, carries with it no cost or obligation. Listings in any Marquis biographical volume are not for sale.

P. P. S. Because names for our publications are researched from more than one source, duplication may arise. If you have recently supplied data for another of our volumes, please advise us (without again sending your data) so that we may spare you future mailings.

WP/DA

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**The Basic Principle
Governing Selection for
Who's Who Publications**

Who's Who

Before the first edition of *Who's Who in America* was published in 1897, the basic guiding principle was established to govern the selection of individuals for inclusion in the volume. Carefully designed to prevent selections based on personal whim or desire—either those of the editors, of would-be biographees, or of other advocates—this criterion has been faithfully and objectively applied throughout the history of *Who's Who*. Only in this way has *Who's Who* been able to earn the recognition it enjoys as the hallmark of biographical reference ... and in the process, become an American institution.

There is no charge—nor is there any obligation whatsoever—for the inclusion of a biography in *Who's Who*, and there never has been. Neither money nor influence has ever determined a selection. And neither money nor any consideration—other than achievement, or eminence, or public position—can obtain a listing.

The Basic Principle Governing Selection

The primary objective of *Who's Who in America* was first articulated by Albert Nelson Marquis, its founder:

Who's Who in America shall endeavor to list those individuals who are of current national reference interest and inquiry either because of meritorious achievement in some reputable field of endeavor or because of positions they hold.

This has become the guiding principle governing selections for all *Who's Who* biographical reference works. Mere fame is not a criterion, nor is financial or social status sufficient reason for selection. Any of the foregoing must be accompanied by achievement, vocational position, or public service—and by significant reference interest.

The Two Categories of Eligibility

As set forth in the basic guiding principle, the criteria for selection divide the eligible into two groups:

I. Achievement

This group comprises individuals who have accomplished something noteworthy—something that distinguishes them from the vast majority of their contemporaries and renders them subject to considerable interest or inquiry. Customarily, they will have contributed significantly to their field, to human understanding, to civilization. Winners of major awards in each field are included—but they constitute only a small proportion of the achievement category.

A biographee might be an author whose writings possess more than ephemeral interest, but whose books may or may not have made the best-seller lists; a clergyman identified with some important idea or program but without high ecclesiastical rank; a composer or sculptor whose work is widely admired or significant but not widely known; a scientist conspicuous in the space program or sequestered in his laboratory. *Who's Who* recognizes that the nature of achievement is not defined by fame or fashion alone.

Who's Who reference volumes play an effective role in disseminating data on individuals whose work is well known or whose attainments give promise of fame.

II. Position

While a majority of the biographees in this group would be eligible by virtue of achievement, their selection is assured by the positions they occupy in—

- government
- the law
- the military
- societies devoted to philanthropic, educational, and scientific purposes
- educational institutions
- religion
- finance and industry
- the communications media
- professional and collegiate athletics

plus many other individuals likewise chosen because of incumbency or membership.

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