

PREFERENTIAL DISCOUNT FORM

The information provided on this form are valid only to the biographee named on the covering envelope if the accompanying complimentary material has been returned as requested by the Editors. Shipments outside the U.S.A. and Canada are f.o.b. Jefferson City, Missouri, and \$1.00 for postage and handling should be added.

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DETACH AND RETAIN FOR YOUR RECORDS  
See overleaf for record space

WHO'S WHO IN AMERICA

WHO'S WHO BIOGRAPHEES' PREFERENTIAL DISCOUNT FORM

MARQUIS—WHO'S WHO, INC.  
MARQUIS PUBLICATIONS BUILDING  
CHICAGO, ILLINOIS 60611

(This form is valid if used by, or with approval of, the addressee named on the covering envelope.)

DATE AFTER PUBLICATION LIST PRICE WILL BE \$25.00. RUSH USE OF THIS PROGRAMMER'S PERSONAL PREFERENTIAL FORM MAKES AVAILABLE SUBSTANTIAL PREFERRED PUBLICATION DISCOUNTS.

Date

- Enter for undersigned "Who's Who" biographee a pre-publication order assuring \_\_\_\_\_ cop \_\_\_\_\_ of Volume 34 WHO'S WHO IN AMERICA (delivery prepaid), allowing biographee's discount price indicated.
- Check — individual or company — for \$23.70 each (delivered) is attached — 27% (\$8.80) discount.
- Bill me (or organization indicated below) \$26.80 each (delivered) — a 17½% (\$5.70) discount.
- \$7.50 extra per copy enclosed (or bill for \$7.50 each extra) for \_\_\_\_\_ LEATHER BOUND cop \_\_\_\_\_
- Illinois residents check a following box to include 4% sales tax:  \$27.85 each, if billed on delivery.

Please Print Your Name \_\_\_\_\_  
Your Signature or Initialed Check \_\_\_\_\_  
(Must be that of Marquis Biographee named in the accompanying proof.)

Address for Shipping \_\_\_\_\_

For Billing—Name: \_\_\_\_\_ Address: \_\_\_\_\_  
(If a business institution or other payer is to be billed, please print its name on line above)  
AD (See overleaf for an explanation of the above preferences.)

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**THE WHYS AND WHEREFORES OF THE BEFORE PUBLICATION SUBSCRIPTION DISCOUNT  
PRIVILEGE AVAILABLE TO THOSE LISTED IN "WHO'S WHO"**

A 1-2-3 explanation of why this subscription form is enclosed with an "editorial" letter; why duplicates of it come with other routine letters you receive from the Editors; and why an advantage to you, and not "selling insistence," is the underlying purpose.

1. The discount privilege is extended to reciprocate in some degree for the cooperation our Editors must of necessity ask from biographees in checking for accuracy personal dates and names on proofs and manuscripts.
2. The discount privilege is possible only because of certain economies obtainable in connection with advance-of-publication subscriptions — which facilitates the gauging of the most economical press runs.
3. Since the cost of special mailings solely extending the discount privilege would largely offset the production economies that make it possible, this privilege is offered incidentally along with the editorial routine—exactly as is done in the case of the accompanying letter—and thereby all such costs are eliminated.

(Validation by the "Who's Who" biographee receiving this Preference Form is necessary — see overleaf.)

**FOR YOUR RECORDS**

Date \_\_\_\_\_

Amount \$ \_\_\_\_\_

Cash  
 Billed.

Marquis—Who's Who, Inc.  
Marquis Publications Bldg.  
210 East Ohio St., Chicago, Illinois 60611

**Volume 34 WHO'S WHO IN AMERICA**

[ "Who's Who" for professional or business reference use ]  
represents a deductible expense for/wife.