

The Polk Market **picks new-car buyers out of the crowd**

To meet today's fierce competition, automobile advertisers and their agencies recognize that mass advertising is not enough. Everybody is not a prime prospect for a new car, just as everybody is not a prime prospect for a truck, a tractor or a cabin cruiser.

Certainly, mass advertising is essential to create a receptive climate for new automobiles. But the complete automobile advertising program must cultivate, personally and intensively, those individuals who *can* buy . . . and who *do* buy regularly!

The Polk Market is the one medium that picks these regular new-car buyers out of the crowd and identifies them by name and address.

Then the automobile advertiser and his agency can direct personal, forceful mail advertisements to these identified new-car buyers, using The Polk Market exactly as they use other printed media.

Automobile advertisers and their agencies who have used The Polk Market have been impressed by its ability to move people into action, to identify dealerships and to buttress an entire advertising program.

Continuing research and experience prove that advertisements mailed to potential buyers gain greater attention . . . win far higher readership than any other form of printed advertising . . . tell a much more complete sales story . . . and pay off in measurable sales results — *all at a surprisingly low cost per reader-prospect!*

R. L. Polk & Co. functions in mail advertising exactly as the publisher functions in other printed media. Standard gross rates and specifications have been established by R. L. Polk & Co. when acting as the complete publisher for specific types of mail advertising campaigns. These rates apply equally to advertisers and agencies and are fully commissionable to the agency.

We will be happy to show you how The Polk Market can help you make all your advertising dollars work more effectively. Let us hear from you.

R. L. POLK & CO.

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