

World's "Largest Circulation"

Names and addresses of 39,977,700 passenger car owners and 8,427,900 truck owners . . . families and concerns who buy more than three-fourths of the nation's consumer goods . . . arranged by street and number . . . by city, county and state . . . by make of vehicle and year model . . . are available to the nation's largest advertisers. Yearly, R. L. Polk & Co. compiles for the automotive industry the official registration list of car and truck owners — the largest, most accurate mailing list in the world.

Through this great "circulation list," and through Polk's nation-wide direct mail advertising distribution facilities, the automotive industry and hundreds of other major concerns reach selected markets for their products . . . send advertising messages pin-pointed to the very prospect or customer they wish to reach . . . each advertising message imprinted with the local dealer's firm name and address, and sent to his own selected sales territory.

This world's greatest "circulation list" is a major sales tool used by industry to help move the goods and services that keep our economy rolling, helping to sell not only automobiles, but oranges, magazine subscriptions, vacation tours, and household appliances.

R. L. POLK & CO.
Serving the Automotive Industry and its Dealers since 1923
MOTOR STATISTICAL DIVISION
431 Howard Street • Detroit 31, Michigan

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