



# TO BUILD retail traffic . . .

## leads for salesmen . . .



## Direct Mail Sales . . .

Call on the services of America's  
leading mail marketing organization

# R. L. POLK & CO.

431 Howard Street, Detroit, Mich. 48231

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**REACH YOUR BEST PROSPECTS---in your city, county, state or nation-wide---the fastest, surest, most economical way---by using. . .**

**POLK'S AUTO REGISTRATION LIST:** Automatic selection of your prospects by the most practical "mass income," yardstick ever devised.

**POLK'S CHILDREN LIST:** Automatic selection of families in your trading area by number, age and sex of Children, and median family income.

**POLK DIRECTORIES:** Uniquely thorough coverage of home owners and business firms in your city and over 5,000 other cities and towns.

**POLK SPECIAL LISTS:** Manufacturers, Wholesalers, Retailers, Government Officials Contractors, Engineers, Barbers, Dentists, Dairies, 35,000 special categories in your market area or across the nation. . .

We handle your entire promotion, or any phase you want. Building a dynamic "offer," producing the printed pieces, addressing, mailing.

Other Polk Services: contest judging ; coupon redemption ; couponing and sampling ; dealer help programs ; fulfillment services ; mail marketing counsel ; creative services ; packing and shipping ; list maintenance ; imprinting ; lettershop services.