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MORE FACTS AT YOUR FINGERTIPS

Four major directories in one volume:

- 1 The Polk Directory is the only record in existence that aims to identify every adult resident in your community with sufficient other information enabling you to select and contact your best prospects for sales and service.
- 2 The Polk Directory's Street Directory is again the only "complete" Street Directory of all streets and residences in your community and, therefore, is the only sure way to identify everyone in a given area or on a given street.
- 3 The Polk Directory is unequalled when used for verification of information by your sales, service and office personnel and is considered a virtual necessity by most business and professional firms.
- 4 The Polk Directory pays back its cost many times over when used intelligently in the daily conduct of business by those in your firm who come in contact with your customers and prospects or have anything to do with processing information about them.

Your Polk Directory Publisher

