

# Keegan Bros

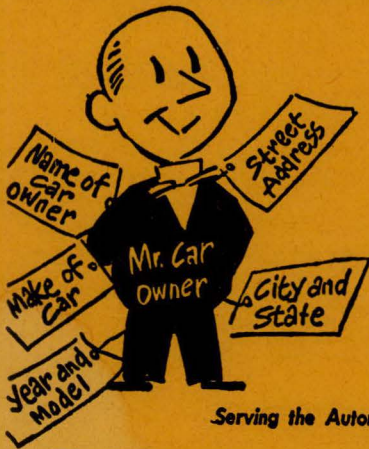
LEADERS IN MEN'S FASHIONS SINCE 1882

TUXEDO RENTALS AVAILABLE

Fourth and B Streets

Liberty 2-5850

## ...About Your Car Owner Lists



Whatever information an auto owner puts on his license application appears on the new Polk official car owner registration list, now available to you. Every name on a Polk car owner list is "cleaned" ahead of time. Only names of persons to whom mail can be delivered are compiled for you. Polk Car Owner Lists are not "loaded" with extra names that would waste your time and money in sending out mail, or in making personal calls.

*Success or failure of any direct mail advertising program depends on your keeping that list up to date.*

Serving the Automotive Industry and Its Dealers Since 1923

**R.L. POLK AND COMPANY, Direct Mail Advertising Division**

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