

# The Services of R. L. Polk & Co.

## DIRECTORY PUBLISHERS FOR 750 CITIES



Polk City Directories have been the accepted basis for population listings in hundreds of American cities. These directories, compiled regularly, provide detailed information concerning the name, address, occupation and other important information about all adult residents of a city. In addition to local circulation, Polk cooperates in the maintenance of City Directory Reference Libraries in cities throughout the U.S. and Canada. *The priceless ingredient of a City Directory is the accuracy with which it is made; accuracy is the product of experience; Polk has been compiling City Directories since 1870.*

## DIRECT MAIL ADVERTISING FOR LEADING INDUSTRIES

Polk's Direct Mail Advertising Division—one of the world's largest—specializes in high-quality, productive advertising. America's largest industries are Polk's long-time clients. Polk's direct mail advertising is *complete* . . . consultation, research, testing, creating, printing, producing, and distributing to selected prospects. Polk's production plants are geared to handle more than two million mailings daily. Included in its production facilities is the world's largest battery of imprinting presses and the world's largest installation of automatic typewriters. *Polk's direct mail advertising services are dedicated to helping business men produce increased sales volume.*



## NATIONAL MAILING LISTS AND MAILING SERVICES



The people of America are in Polk's list files . . . all businesses, trades, professions, and vocations . . . obtained through personal canvass. Polk also lists all automobile and commercial vehicle owners—by make of car or truck, by model, by year, by state, county and city. Mailing lists of one kind or another, totaling more than 60,000,000 names a year, are compiled for Polk clients. Facilities for multigraphing, typing, letter-press or offset printing, questionnaires or letters, and complete addressing, imprinting and mailing services are available. *Polk can reach the right prospects DIRECT, with the right kind of message.*

## AUTOMOBILE AND BUSINESS STATISTICAL HEADQUARTERS

Since 1922 Polk has been statistician for the automotive industry. Polk total count of passenger cars, trucks, motorcycles and trailers by make, by year model, is the only annual inventory of the country's automotive equipment. Polk's new car passenger and truck reports furnish manufacturers and dealers with a monthly recapitulation of all sales for each territory . . . The first business census of the U.S. was a Polk project, giving statistics covering the number of manufacturers, wholesalers and retailers for each state, county and town. *Using Polk statistical services American business is able to plan intelligently its production, distribution and sales.*



## SURVEYS AND CONSUMER RESEARCH

Fast, accurate research surveys and analyses, based on experience gained through nation-wide home and business canvasses, are provided by the Polk Consumer Research Division.

## POLK BANKER'S ENCYCLOPEDIA

Polk's semi-annual directory of the banks of the nation is the outstanding Directory in the banking field. Polk reports on the condition of the nation's banks, their officers and directors, including a detailed statement on each bank, as well as listing investment dealers, stock exchange members, insurance companies, and other general financial data.



Headquarters  
**R. L. POLK & CO.** 431 HOWARD STREET, DETROIT 31, MICHIGAN  
Directory Branches in 30 Cities . . . Direct Mail Branches in 7 Cities  
*Serving American Business Since 1870*