

# SPECIAL MAILING LISTS

R. L. Polk & Co. makes available special mailing lists, built from the latest available information. Among unique services provided by the compiler of this City Directory are lists of:

## BIRTHS

If you have a product or a service for the baby market you will want to know to whose home new babies have been delivered. Birth lists are available either nationally, or in metropolitan New York and northern New Jersey. The date of birth, name or sex of the child, parents' name, street and city address, and telephone number (if desired) can be provided. Keep up with the baby market through this unique listing service.

## ENGAGEMENTS

Names and addresses of brides-to-be . . . of her parents . . . and of the young man in the case . . . are available throughout the country, or in individual states or territories such as metropolitan New York or northern New Jersey. This service is provided weekly. Invaluable information for furniture, clothing and gift merchandisers. Information is provided approximately three months prior to wedding date . . . just when the engaged couple are buying and shopping for their future needs.

## HOME BUYERS

To sell merchandise or services to new home buyers you must know who they are and where they live. R. L. Polk & Co. supplies weekly lists of new home owners. The information is available by county in metropolitan New York and northern New Jersey. Advance information is provided for those who have purchased or are building homes for personal occupancy and have not yet taken possession. List data includes present address and phone number, approximate date of removal and location of newly purchased property and price paid.

## BUSINESS TENANCY SERVICE

Through R. L. Polk & Co. it is possible to obtain, tri-weekly, advance information concerning new firms about to enter business and established firms who, due to expansion, are about to move. This unique information is available for metropolitan New York and northern New Jersey. Data includes name of the firm, name of a chief executive, the type of business, present address, phone numbers, and the new address.

In addition to these special mailing lists, R. L. POLK & CO. provides mailing lists of more than 7,000 classifications.

# R. L. POLK & CO.

*Special Service Division*

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