SERVICES
of R. L. Polk & Co.

CITY DIRECTORIES

Polk City Directories are published regularly for more than 1,300 North American cities. Each Polk Directory is the one complete inventory of residents and businesses in the community for which it is published. The facts compiled for a City Directory include the name, address, occupation and marital status of each resident; the name, address, ownership and classification of each business. The vast fund of information in a Polk Directory helps bring together buyers and sellers, facilitates credit, speeds deliveries and communication and stimulates business generally. Polk also cooperates in maintaining City Directory Reference Libraries in cities throughout the United States and Canada.

MARKETING SERVICES

Polk offers a full range of services to help businesses increase their sales volume. One of Polk's principal services is custom-produced selective mail advertising for many of the nation's leading advertisers. Other services include: Mailing and prospect lists, couponing and sampling, data processing services, publishing of controlled-circulation magazines, contest administration, fulfillment services, consumer and market research, warehousing and shipping, creative services and fulfillment services.

AUTOMOTIVE STATISTICS

Polk has served as statistician for the automotive industry for more than 40 years. Polk's total count of cars, trucks, motorcycles and trailers, by make and year model, is the only annual inventory of the nation's wheeled population. Polk's new car and truck reports furnish manufacturers and dealers with regular capitulations of all sales for each territory. To produce these statistics, Polk maintains one of the largest electronic data processing installations in the country. By using Polk statistical services, American business can plan intelligently its production, distribution and sales.

BANK DIRECTORY

Published semi-annually, Polk's Bank Directory is recognized as the outstanding reference book in the financial world. The directory carries detailed information on each of the nation's banks, showing officers, directors, branches, statement and other data. The book also includes a Summary of United States Banks, charts and statistics and a listing of governmental banking agencies and banking organizations. Polk also offers financial institutions a portfolio of marketing, advertising and research services.

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