

NEW UP-TO-DATE CITY DIRECTORY RECORDS THESE ANNUAL CHANGES

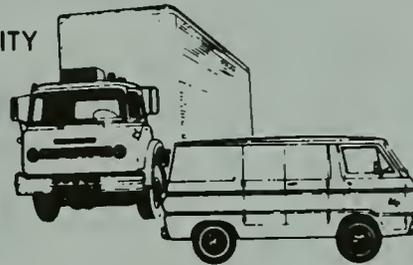
*For Every 100 People Listed
In Last Year's City Directory*



21% CHANGED JOBS
CHANGED ADDRESS
Or Some Vital Fact to Change Their Listing



13% LEAVE CITY
OR DIE



14% NEW LISTINGS (*NEW NEIGHBOR SYMBOL)
NEW MOVE-INS
OR REACH LISTING AGE

ANNUALLY
AN ESTIMATED **48%** OF ALL LISTINGS REQUIRE
CHANGES FOR THESE REASONS—

- Moves to or from the city
- New streets and developments
- Changes of address within the city
- Changes in street and building names
- Renumbering of houses
- Deaths
- Marriages and divorces
- Changes in occupations, place of employment or in job titles
- Opening of new businesses, changes in ownership and official personnel
- Promotion within businesses
- Business failures
- Attaining of Directory listing age (A City Directory lists only those 18 years or older)

...AND MANY MORE

To Be of Most Value to You, Directories Must Be Brought Up-to-Date Annually

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