

**NEWLY IMPROVED  
AND EXPANDED!**



## PRIVATE COMPANIES

**... Offers the Best Business Opportunities**  
*And here's THE directory that pinpoints them!*

Whether you're selling, buying, prospecting, strategizing, or venturing - you need more than good ideas. You need good **opportunities**.

And Ward's new Directory Set is a virtual goldmine of hot opportunities for BIG sales, BIG jobs, BIG profits. It lists almost 100,000 private and public companies, and subsidiaries ... both major **established** companies AND new **up-and-comers**!

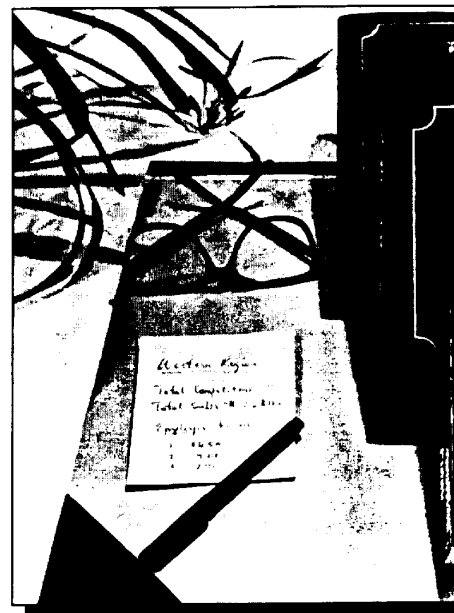
But **MORE** than a collection of companies, it's a carefully researched database - about 90% hard-to-get data on **private companies** - where opportunities abound!

**FACT: Private companies outnumber Public companies by at least 500 to one - and most are not listed in other directories!**

Our advanced research methods, include year 'round indexing of newsworthy companies in over 800 business publications - including the *Wall Street Journal*® and major computer magazines like *PC Week*®.

The **current information** gives you growth opportunities. And many little known companies with **proven track records** have been in our directories for 25 years.

Thus, Ward's is the premier desktop directory of the **top shakers n' movers in over 350 industries** - the most comprehensive, up-to-date look at American business opportunities available today!



*"... a nifty tool for checking out opportunities in private companies ... it's essential for business!"*

**Order Ward's New Business Directory Set Today!**

### Volume 1

#### **LARGEST U.S. COMPANIES (PRIVATE AND PUBLIC OVER \$11 MILLION IN SALES)**

- More than 41,000 privates and 6,000 publics
- Alphabetic and geographic listings
- Zip-Code map

#### **Special features:**

- Top 1,000 Publics
- Top 1,000 Privates
- Analysis by state

*Index to Volume 2 included for reference ease*

### Volume 2

#### **U.S. PRIVATE COMPANIES (UP TO \$11 MILLION IN SALES)**

- More than 44,000 Privates and 1,400 Publics
- Alphabetic and geographic listings
- Zip-Code map

#### **Special features:**

- Companies with 200-500 employees
- Companies with sales of \$10 to \$11 Million
- Analysis by state

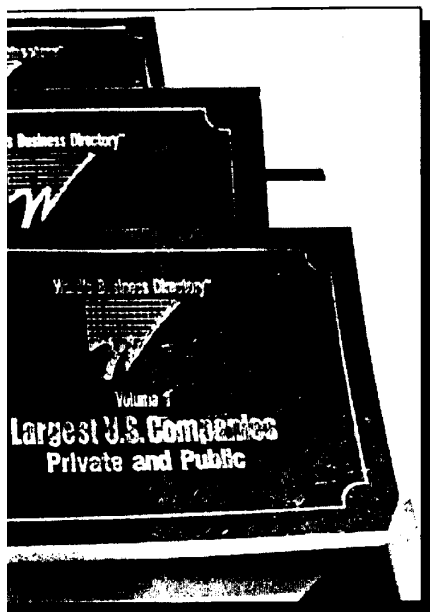
*Index to Volume 1 included for reference ease*

**CALL OUR TOLL-FREE "PRIVATE" NUMBER TODAY!**

# S THAT MATTER

## s Opportunities in 1988!

... they are - to help you profit in 1988!



... no other directory has as many able business research."

### Directory Set RISK-FREE

You'll know **who** they are, **where** they are, their **revenues**, **who's in charge**, number of **employees** - and more! You'll get fast, satisfying results - not days or weeks of tedious research! Guaranteed!

Use the **Geographic Sections** in *Volumes 1 and 2* to **manage key territories** and **pinpoint** local profitable **opportunities** with ease and confidence. **Maps included** help you actually **SEE** company locations.

For **complete industry coverage** - with leaders ranked - see *Volume 3*. Assess new markets for new products - even take a peek at what the competition's doing!

The work is already done for you. You'll tackle **critical assignments** quickly and easily!

Your investment in Ward's Directory Set will pay for itself over and over as you save time and improve business performance.

**KNOWING ABOUT PRIVATE COMPANIES THAT MATTER WILL SUPPORT THE GROWTH OF YOUR BUSINESS!**

To order, simply mail the Coupon or call (800) 227-8431 Today! We'll mail your Ward's Directory Set postpaid, Risk-Free.

### WARD'S BUSINESS DATA: RESPECTED FOR 25 YEARS

For 25 years, Ward's Business Directories have been acclaimed the most comprehensive private company directories in the U.S. Successful executives rely on Ward's to find business opportunities fast.

#### Volume 3

##### U.S. PRIVATE COMPANIES BY INDUSTRY

- More than 86,000 privates and 8,000 publics
- Ranked from largest to smallest within an industry
- Parent companies listed with subsidiaries

##### Special features:

- Top 1,000 by revenue per employee
- Analysis by SIC Industries
- Alphabetic index with SIC code and ranking

#### DIRECTORY CONTENTS

Company Name  
Address  
Phone Number  
Chief Executive Officer  
SIC Code  
Alphabetic Description  
of SIC Code  
Sales Volume  
Number of Employees  
Private or Public  
Company Code  
Import Flag  
Export Flag  
Year Founded

#### TYPICAL APPLICATIONS

Sales Territory Planning  
Merger/Acquisition Analysis  
Competitive Analysis  
Market Analysis & Projections  
Industry Comparisons  
Territory Prospecting  
Job Searching  
Product Marketing  
Executive Recruiting  
Fund Raising  
Career Planning  
Management Consulting  
Employee Recruiting  
Market Research

**MPANY-HOTLINE" (800) 227-8431**