



CROW, *sous une cloche de verre (pour deux)*

...or how many advertising executives make a square mile

John Orr Young, ex-Y of Y & R, and famed public relations man, said one day that there are more advertising men concentrated in the Westport-Fairfield (Conn.) area than any of comparable size in the U. S. A.

Voilà! So we, Nation's Business, saluted them via their local newspaper, never bothering to check on the other habitats of advertising men.

Ma foi! Now along comes Detroit's own Don Brown, editor of the "Aderafter," offering a platter of crow to Mr. Young. More ad men in Birmingham and Bloomfield Hills, says he. Pass us a wing, Don, we'll share the bird willingly.

With all this controversy, we almost forgot why we got into this in the first place. The reason we ran the ad originally in Westport was to say that no matter who had the most advertising men, we knew who had the most business men — Nation's Business — with almost 800,000 subscribers. More executives everywhere reading NB than reading any other business magazine.

More and more advertisers climbing on board, too. Our March issue, bless its expanded soul, is biggest since 1946. We're up 15% this quarter over a year ago, and that was up over the year before, and the year before that, ditto. What we're saying is — Nation's Business is hot . . . and getting hotter every month!

It's especially hot for automotive advertisers. Think of your potential! 4 out of every 10 commercial trucks you see on America's roads are owned and operated by readers of Nation's Business. It's a great, lucrative market for trucks, cars and accessories. It's made to order for today's competitive selling.

That's about it, Don. Except if we're going to start counting advertising heads, what about the North Shore of Chicago? And Hollywood-Beverly Hills? And Philadelphia Main Line? Outside of Boston on out to Wellesley Hills? Let's start a real battle while we're at it — the crow will keep.

Nation's Business

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