

THIS YEAR OUR MEMBERS ARE FINDING BUSINESS BETTER.

They're the Detroit area businesses who support the Better Business Bureau. And they've learned just how much that coveted BBB plaque means to their continuing success.

BBB membership, and the priceless goodwill gained by displaying the BBB plaque, leads to increased public confidence in *your* business. It means joining other businesses who believe that self-regulation is the only way to prevent governmental regulation. And it means a host of services for both you and your customers. Including the issuing of consumer reports. Complaint handling and arbitration. Advertising review. Charitable solicitation review service. And consumer education.

You can learn why BBB membership makes more sense than ever by giving us a call. What you hear may prompt you to join the others who've found business can indeed be better this year.

Celebrate Better Business Bureau Week, May 4-10, 1984. Our 67th year of making the marketplace a better place.



Detroit and Eastern
Michigan (313) 962-0550



Photographed by Arneen Howrani