



Coming.

**The charge card that works as hard
for 500,000 businesses as it does
for 20,000,000 customers.**

MASTER CHARGE,® the nation's busiest charge card, is on its way. And a Michigan businessman couldn't have better news—because MASTER CHARGE can do as much for you as it will for your customers.

Consider. Your business would already have a bank of more than 20 million MASTER CHARGE users. And soon, 1,200,000 new customers in Michigan will also receive MASTER CHARGE. Your potential for additional sales and new customers is increased by sheer numbers alone.

Speaking of customers, just what is it about

MASTER CHARGE that appeals to so many of them? The big thing is convenience. They can use it in more ways—for more things—than any other charge card around. They pay no membership fees, enjoy once-a-month billing and, of course, MASTER CHARGE is honored throughout the country.

Great, you say, but what about our claim that MASTER CHARGE works as hard for you as it does for your customers? Well, it's not just a claim . . . it's a fact. With MASTER CHARGE service you'll be faced with fewer receivables. You don't have to prepare

statements. You don't have to make collections. You can kiss credit losses good-bye.

In addition, we're going to blanket the state with a major advertising program on television, radio, outdoor and in the newspapers to let people know all about MASTER CHARGE and you, their MASTER CHARGE merchant.

So look. With all this going for you, doesn't it stand to reason that MASTER CHARGE is right for you? Think it over. Our people will be calling on you soon.

BIRMINGHAM BLOOMFIELD BANK 

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