

Soviet to Get 37 Ships $S$

$\therefore$ $=$


## MATTHEW A. WELCH

Don't Pay for Other People's Credit


Credit, wisely used, is a good business tonic. With liftring on November business of Government and economatation Wo, which limited credit, experienced indiscriminate credit. We believe that the credit function, well used, is on
aid to both buyer and seller. But credit should only be on oid, not on aid to both buyer and seller. But credit should only be on oid, not an
artificial stimulation to business. We believe merchandise should be sold on
its own merits.
We ore glad to extend credit to customers needing it. We do NOT thrust
unwanted, easy credit on undecided customers with resultont credit losses unwanted, eosy credit on undecided customers with resultant credit losses
which must loter be reflected in higher selling cost of other merchandise. We do NOT encourage imprudent credit policies to move unwanted
Wherchandise ot exorbitant cost. We recommend banks, credit unions and merchandise ot exorbitant cost. We recommend banks, credit unions and
similar financial institutions when credit is needed.
Briefly, to each of our customers we try to exemplify our objective. "FINER things for more people for less."
That objective includes the sensible use of credit. It does NOT include
nudicious credit os a high pressure method of selling undesirable merchandise ot profiteering prices. Unwise credit and lorge credit losses
are alwoys INFLATONARY. But we always hove DEFLATION at MARS, both os to prices and the proper use of creat.
Buy what you need. Use your credit. Do both wisely Thus intelligent Americans will be fighting inflation.

FOR ACCREDITED BUYERS ONLY:


## AMMIS

THE CONTRACT CO.

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