

Vote On Bonus To Precede That On Revision Of Taxes

This is the Assurance Given Representatives of the American Legion by Chairman Green of Ways and Means Committee of House of Representatives.

By DAVID LAWRENCE

Washington, Dec. 19.—The American Legion has been assured by Chairman Green of the House Ways and Means Committee that the bonus will be considered along with the tax revision measure, with the prospect that Congress will have an opportunity to vote first on the bonus, thus indicating to the framers of the tax bill how much revenue will be needed to meet the payments to the ex-service men.

Until the bonus bill is disposed of, the total expenses of the Government for the next fiscal year cannot be accurately estimated. Not only Congress will determine how the income tax shall be revised until it knows how much money has to be raised.

Passage of the bonus by both houses is at the moment assured. The American Legion is confident of adoption over a presidential veto.

In the face of these facts, and also with a majority of the Ways and Means Committee itself favorable to the bonus, the situation now turns on what is the actual cost of the bonus.

There have been varying estimates and differences of opinion due largely to the fact that there are five separate methods of payment and each veteran is given the right to avail himself of any one, but only one of the following plans:

1.—Adjusted service pay. This plan is limited to veterans whose adjusted service credit is not more than \$50. A veteran who has served 100 days on this side of the Atlantic, being paid at the rate of \$1.00 a day, would have a credit of \$100 but there would be subtracted from this the \$60 paid him when he was discharged so that the cash outlay would be \$40. Those with longer service would not get more than \$50 in cash so the total cash payment is known definitely to be in the neighborhood of \$16,000,000. Overseas veterans have a higher credit but the total cash is about the same. Popular impression seems to be that the cash payment can go higher than sixteen million but under the bill introduced by Senator Curtis of Kansas which is the American Legion measure the cash payments are limited.

2.—Adjusted service certificate. This permits the veteran to receive a paid up insurance policy payable at the end of twenty years. To induce veterans to take this plan, a twenty-five per cent increase in the amount of his adjusted service credit is given, that is he is paid on the same basis as if he had served one-fourth more than has actually been in the service. An interest payment of four and a half per cent, compounded annually for twenty years is also included and if the veteran dies before the end of the twenty years, his family or estate gets the full value of the certificate.

3.—Vocational training is given at the expense of the Government to an amount equal to his adjusted service credit plus twenty-five per cent is given to those choosing this plan.

4.—Land settlement is to be arranged whereby preference is given veterans when public lands or Indian lands are opened to entry.

The American Legion estimates the cost of the various plans based on the idea of 75 per cent taking the certificate plan, 22 1-2 per cent taking the farm, home and land settlement aid and 2 1-2 per cent taking vocational training as follows:

Certificate plan \$3,364,909,481.
Farm, home and land settlement \$412,425,000.
Vocational training \$52,325,000.
Cash \$15,000,000.
Total \$3,845,659,481.

This, of course, is to be spread over a period of forty three years of which \$1,139,741,679 would be paid from now to 1943 and \$2,708,917,811 from 1943 to 1966.

If all the ex-service men took the certificate plan, the Legion estimates the total cost would be \$4,486,545,975. If all took vocational training, the cost would be \$2,093,000. If all took the farm and home aid and land settlement plan, the cost would be \$1,633,000,000.

No estimate, therefore, can be regarded as final except the one with respect to immediate cash payment, for it would be possible, of course, for the man holding adjusted service certificates to borrow at least half of the face value of his certificate. All sides seem agreed that the passage of the bonus would add at least three and three quarter billions of dollars to the public debt of the United States.

RUMANIA HELPS PEASANTS ACQUIRE AND WORK LAND

Bucharest, Rumania, Dec. 19.—The peasants of Rumania are beginning to acquire and work the land which has been abandoned by the army. The Government has determined to push this work to completion and thus solve the agrarian problem. In his efforts at land reclamation, the Government is meeting with great difficulties owing to the economic and financial condition of Rumania but the distribution of land to the landless is being advanced with extraordinary rapidity.

Seek Inmovable Sky-scraper
Tokio, Dec. 19.—Tokio's greatest skyscraper, the Marunouchi building, was made earthquake proof. The building was erected by a firm of American contractors for the Mitsui Bussan Kaisha Co. It was seriously shaken by the earthquake. The structure, which covers an en-

tire block of the city, is to divide into three sections, the building blocks as is the case with the Imperial Hotel building, which withstood the earthquake. The work will take two years.

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PROFESSOR MAKES STUDENTS WEEP

Gives Them Dose of Tear-Gas At End of Lecture on Chemical Warfare and They Are Surprised.

Trinity College, Durham, December 19.—At least one Trinity professor is living up to the reputation that students are sometimes able to give instructions in the matter of discharging gas in the class room. In fact Dr. P. M. Cross, of the Chemistry Department, has beaten this sort of reputation a notch or two. He gave a number of his students some real gas, and the students cried. The lecture was given under the auspices of the Crowell Scientific Society.

It happened this way. Dr. Cross was lecturing on "Chemical Warfare" and explaining the use of various kinds of gases used in modern warfare in making and repelling attacks. Contrary to the belief of most laymen, poisonous gases were first used by the British Navy. A British admiral attempted to use sulphur gas on his enemies but was advised by his Government not to carry out his plans because of the horror of such brutality. It was not so long afterward that the Germans let loose a gas attack at the famous battle of Ypres in April 1916, which spread terror among the unsuspecting French.

The most deadly of the wartime gases were chlorine and phosgene. Less injurious were sneezing and tear gases and camoufage gases used to trick the enemy. Then there are gases which are used in peace time such as those for fumigation, deodorizing, and warning gases used in mines.

At the close of the lecture Dr. Cross brought before his audience a little evaporating dish into which he poured a liquid and on which he turned the electric fan. Soon with tears in their eyes, his interested listeners rushed to the windows for air. He had launched an attack against them with "tear" gas.

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In times of prosperity and a rising market there is a general demand for the products of industry that comes to be accepted as a matter of course. It is seldom listed among the assets of the business—it is simply assumed that it will always be there.

But, overnight, conditions may change—as they have done before—and the matter-of-course demand becomes conspicuous by its absence. The business, once strong and flourishing, is suddenly found to be in a very tight place. The demand had not been insured—and yet the entire business depended upon its continuance.

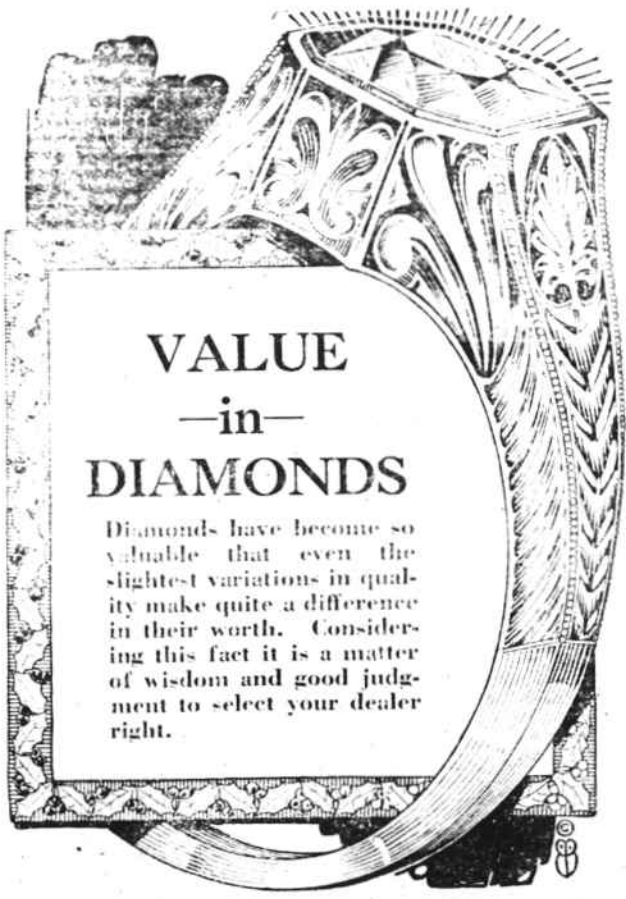
The modern, economical way to insure the market for any reliable product is by Advertising to the public which consumes it. Advertising creates a steadily increasing number of customers who desire the product, and ask for it by name.

Changes in business conditions have

little effect on a steady consumer demand for trade-marked articles of common use. The dealer may carry a lighter stock, and for a short time the demand through the jobber may seem curtailed; but just as sure as customers are calling on the dealer for the product, he is sure to supply it, and orders soon begin to flow in to make up for the temporary curtailment. The total consumption continues about the same.

Any manufacturer who has an article for popular consumption that can be trade-marked has the opportunity to insure his consumer market and retail sales by means of Advertising.

During the present business condition the manufacturers who have insured their demand by Advertising are in a far better position—in every way—than those who have trusted to the current demand that was not of their creating.



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