



NEW QUARTERS . . . Marvin Donsker stands in front of newly opened branch office of the realty firm, located at 2220 Sepulveda Blvd. Pete Petersen will manage the Torrance office with residential, income and land sales a specialty. Donsker Realty is also located at 4333 Redondo Beach Blvd. (Herald Photo)

Public Largely Errs in Beliefs About Industry's Profit Picture

By REYNOLDS KNIGHT
There appears to be many fuzzy notions among the American people about industry's role in the economy of the United States.

A spokesman for Opinion Research Corp. last week suggested that a research department for better human relations will be established by U.S. industry.

The public, he noted, believes that the net profit per sales dollar made by industry runs about 21 cents, whereas net profit actually averages only 3.7 cents.

Forty per cent of the public also believes the federal government should get the credit for national prosperity, while only 18 per cent feel that business and industry are responsible. Approximately 72 per cent of the public, the research expert said, feel that the government is responsible for guaranteeing prosperity.

Such misconceptions, he said, result in pressures for approaches such as increased social welfare legislation and a guaranteed annual wage.

GAS HEAT companion—The phenomenal growth of the gas househeating business in recent years has seen a corresponding growth in the sale of

prefabricated venting equipment. According to heating experts of the Gas Appliance Manufacturers Assn. more than 22,000,000 U.S. homes now are gas-heated and in a large percentage of them—particularly in new houses—factory-built vents and chimneys are used.

The design and installation of this equipment, GAMA points out, have been approved by the American Gas Assn., the Underwriters' Laboratories, the National Fire Protection Assn. and building code and inspection authorities of most cities. What's equally important, says GAMA, is that builders and home buyers appreciate the installation economies of this equipment.

There are two types of ready-made venting, which are known technically as "Type-B vents" and "factory-built chimneys," GAMA explains. Type-B vents are specifically designed for gas-fired central heating systems, individual room heaters, water heaters and other gas appliances. Factory-built chimneys are used in automatic gas disposer installations to accommodate the higher vent temperature produced by burning of refuse.

THINGS TO COME—Salesmen may now show color slides of their products, even by mail. Two low-cost mailable viewers for use with full color 35-mm negatives have been introduced. One is a stereo model, the other a standard 35-mm viewer. . . . The busy businessman may now subscribe to a record club which offers 33-1/3 rpm records on subjects of interest to him such as telephone sales techniques, office supervision and public speaking.

TAX CONSCIENCE—There appears to be a trend toward more accurate and detailed reporting by Americans on their income tax returns, according to a survey of tax accountants made by a leading financial paper. A Florida tax specialist says there is a definite trend toward more detailed reporting of dividends and interest. A California accountant notes that his clients are even going into minute penny amounts of income. These experts also note fewer unwarranted deduction and more meticulous reporting on expense accounts. In view of the recession and high unemployment, many people are filing their returns early so that they can get needed refunds, the tax authorities report.



MEETS REALTORS
Robert L. Mytinger, who has seen his company grow from a \$50,000 a year business to \$20 million a year, spoke to members of the Torrance-Lomita Board of Realtors last week on the subject, "How to Sell Yourself and Your Ideas." Mytinger is executive vice president of the Mytinger Corp. of Long Beach, distributors of food supplements.

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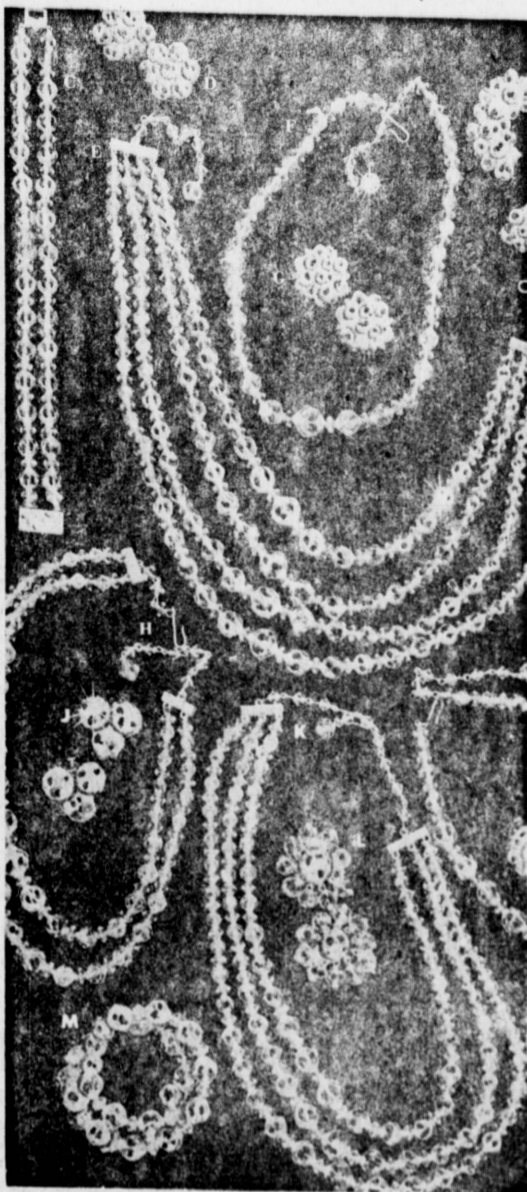
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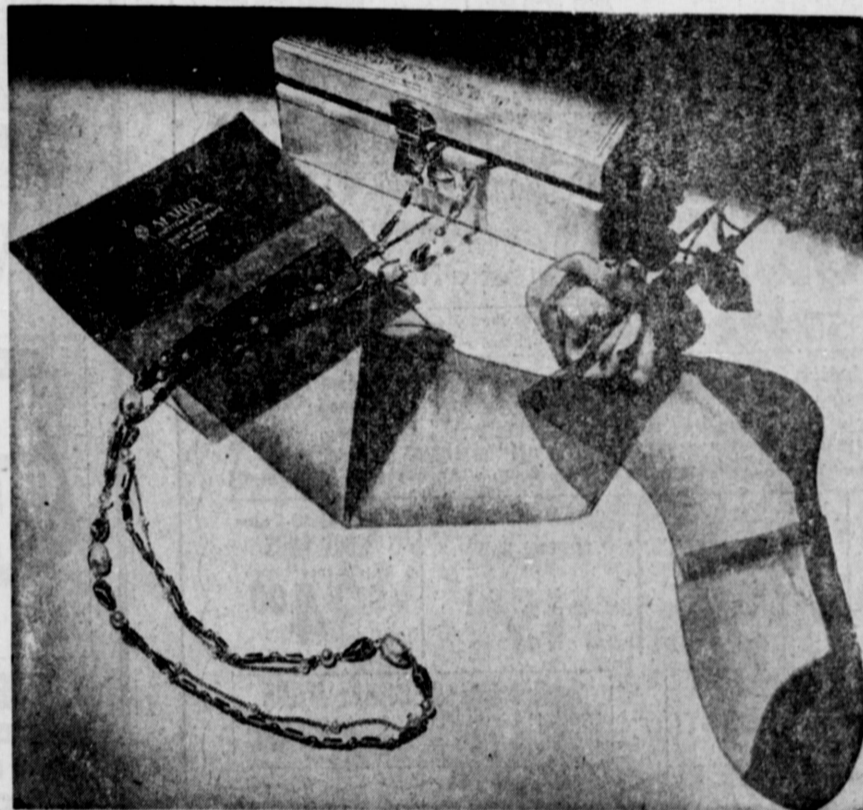
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