

Mr. CHAMBERS: You have listed the difference between Montreal and Toronto—173 people working on the commercial staff. How many of those would be employed on national accounts and how many on local accounts?

Mr. JOHNSTON: Probably I could answer that best, Mr. Chambers, if I were to explain these figures and the returns you have before you, they are our total commercial staff and not the specific people on active sales.

Mr. CHAMBERS: This would include stenographers?

Mr. JOHNSTON: Yes, everybody on the clerical level. At Toronto, for instance, we have three people in what I would call sales supervising activity, and 13 actually on sales.

Mr. CHAMBERS: So, in Toronto, you have 16 people concerned with sales?

Mr. JOHNSTON: The balance is made up of sales clerical groups, because there is a great deal of clerical activity that has to be tied right in with sales,—our billing people—what we call sales services, because the actual servicing of this business—the network on the one hand, and local on the other—is an enormous job and has to go on day after day, seven days a week, and we have, at Toronto, a large commercial acceptance operation which screens the commercials that are included in our programs, and everything to do with our general acceptance.

Mr. CHAMBERS: It is a staff of 16. I have worked in the sales organization, and the rough proportion is 3 to 2—three sales personnel for two salesmen.

Mr. JOHNSTON: Let me make this point, if I may. This is, perhaps, not as simple as it might at first appear. I am speaking now specifically of Toronto, because, comparing the total at Toronto, it is larger than the total at Montreal.

At Toronto, where we are dealing with our English network it involves relations with 31 basic stations, and something like 12, if my memory serves me, supplementary stations on the English network. This naturally affects our billing staff. We are also dealing with the programs from the American networks. We are dealing out of there with the networks themselves not with advertising agencies in the United States; it is only American networks. This whole thing builds up a supporting organization that is required for the active sales group itself. It is very sizeable.

Mr. CHAMBERS: Could you give us a breakdown in Montreal? You said 16 people are active in the sales division in Toronto. How many people are actively employed in Montreal?

Mr. JOHNSTON: At Montreal, two supervising and eleven on the direct sales front.

Mr. FISHER: I move we adjourn, Mr. Chairman.

The CHAIRMAN: Before we do adjourn, I think we can complete this full subject tomorrow morning, so we will reconvene at 9:30, if that is agreeable.