

from private industry—and I am speaking now from memory. He came through our own organization—that is, his entry into it was through the accounting area, and then he transferred into personnel and administration, and got a very good background there. This threw him into contact with the whole area of broadcasting. From there he moved into the commercial or sales activity, and has come steadily forward, right from that time.

Mr. BELL (*Carleton*): And the second in command?

Mr. JOHNSTON: On the radio side—what I might call his opposite number—by a coincidence, and it is just a coincidence, his entry into the corporation many years ago was into the area of accounting; and he, too, moved, as I recall it, directly, at a later date, into the commercial organization; and he, too, has come steadily forward from that time.

Mr. PRATT: In the—

The CHAIRMAN: Just a moment, Mr. Pratt.

Mr. PRATT: In the United States television the sales—

The CHAIRMAN: Mr. McGrath?

Mr. MCGRATH: This is a supplementary question. I would like to know the title of the two men in question.

Mr. JOHNSTON: The title of the first one is supervisor of television network sales for the English networks; and the other one, his title today—until recently he was supervisor of radio networks sales, but the title has been changed, and he is now the assistant director of radio networks (sales).

The CHAIRMAN: Mr. Pratt?

Mr. PRATT: In the United States television the sales group is a group that drives the most Cadillacs. I was wondering what the position was with regard to the Canadian salesmen.

Mr. JOHNSTON: I think it has already been stated that our sales personnel are on salary.

The CHAIRMAN: And it was stated also previously by Mr. Johnston—and also by Mr. Bushnell—some consideration would be given to an incentive plan.

Mr. PRATT: In the future?

Mr. JOHNSTON: Yes, this is something we have had under study.

The CHAIRMAN: I might make this one observation: I have been in the sales business all my life, and I would never look to an accountant to become a salesman because you can divide the world into buyers and sellers,—and they are certainly buyers.

Mr. CHAMBERS: I wonder if this information might not be available, but could you tell us how many national accounts you are currently dealing with?

Mr. JOHNSTON: I would have to look in the folder and do a quick addition. If I were to take a figure right out of the air concerning the English and French operations in radio and television, I think it would run to 40 or 50—perhaps higher.

Mr. CHAMBERS: It would be 40 or 50 national accounts?

Mr. JOHNSTON: That is my immediate, off-the-top-of-my-head figure. I could check that and let you know specifically.

Mr. CHAMBERS: You do not do a great deal of business with local accounts, not much?

Mr. JOHNSTON: We have not up until recently. We are doing a little bit more now. The pattern will change, of course, in different areas.

On the radio side, if you get to such places as Corner Brook, Grand Falls, Gander, in Newfoundland—we do have quite a good deal of business from local accounts. The same is true in Prince Rupert, British Columbia, where there is no other radio facility at all.