

## INTERESTS

For each of the following groups, indicate your major interests. Using question 1 as an example, suppose your first choice is bowling, then you would enter a "2" in the box 1(i); say skiing is your second choice then you would enter a "7" in 1(ii), etc. If no further choices interest you, then place a "0" in those remaining boxes.

1. (i) (ii) (iii) Indicate your three major interests among the following group.
 

1. baseball	7. skiing
2. bowling	8. swimming, boating, and water sports
3. camping & hiking	9. tennis or table tennis.
4. football	
5. golf	
6. hockey or ice skating	

 (iv) How important is it that your date share these major interests with you?
 

1. unimportant	2. slightly important
3. moderately important	4. very important
2. (i) (ii) (iii) Indicate your three major interests among the following group.
 

1. classical music	5. ballroom dancing
2. folk music	6. folk dancing
3. jazz	7. popular dancing
4. popular music (rock and roll)	

 (iv) How important is it that your date share these major interests with you? (numbers as in 1(iv))
3. (i) (ii) (iii) Indicate your three major interests among the following group.
 

1. artwork	6. movies
2. card games	7. photography
3. chess or checkers	8. television
4. collections or hobbies	9. live theatre
5. fraternity or sorority activities	

 (iv) How important is it that your date's answer to the above question be the same as yours. (numbers as in 1(iv))
4. (i) (ii) Indicate your two major interests in the following group.
 

1. economics, business and industry	7. politics and history
2. education	8. science, engineering and mathematics
3. law	9. psychology, sociology and social work
4. literature	
5. medicine	
6. philosophy and religion	

 (iii) How important is it that your date share these major interests with you? (numbers as in 1(iv))
5. (i) Which one of the following group do you have the greatest knowledge, with respect to language, customs, culture, etc.?
 

1. Arabic	5. Hungarian
2. French	6. Italian
3. German	7. Slavic
4. Hebrew	8. Spanish
9. Other	

 (ii) How important is it that your date's answer to the above question be the same as yours. (numbers as in 1(iv))

**You'll Look Cuter - - - With Checkmate's Computer !!**

### AREA CODES (USE TWO DIGITS ONLY)

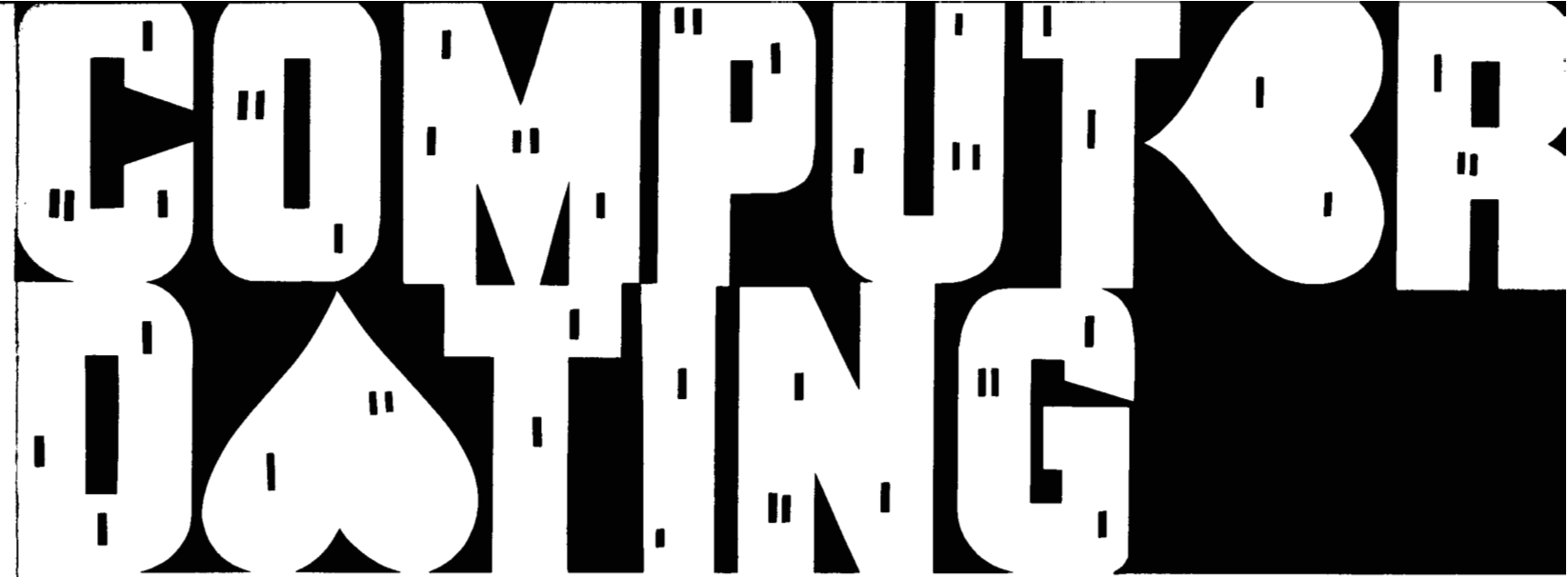
(00) Halifax	(01) St. John	(02) Fredericton	(03) Quebec
(04) Montreal	(05) Ottawa-Hull	(06) Kingston	(07) Hamilton
(08) Kitchener-Waterloo-Guelph	(09) London	(10) Windsor	
(11) Toronto	(12) Winnipeg	(13) Saskatoon	(14) Edmonton
(15) Calgary	(16) Vancouver	(17) Buffalo	(18) Rochester
	(19) Syracuse	(20) Cleveland	



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For all promotional information and materials contact Jay Chenery Advertising Agency, P.O. Box 587, Hamilton, Ontario, Canada



## 679,857 to 1 . . . WHY BUCK THE ODDS?

On your own, the odds against you finding your ideal date are staggering. But . . . with Checkmate Computer it's only a matter of days! The sophisticated mathematics of Checkmate takes your likes and dislikes, your desires and ideals and analyses, evaluates, matches and synthesises them into the names of people who are sympatico . . . who are RIGHT for you.

Checkmate is the most complete dating program existing. We've refined the best features of other dating systems across North America and incorporated them into Checkmate. Unlike other systems, Checkmate pays attention to the shading, to the important "maybe" between the yes and no. You only have to be perfectly honest with your application and Checkmate does the rest. Electron-

ically scanning thousands of potentials, the computer accepts and rejects according to your own specifications. Only when the computer has been satisfied on all accounts does it deliver at least three names and telephone numbers. These are dispatched first class . . . and your date awaits.

And the service doesn't end there! Your date-data is now in our memory bank and your name is kept in constant scan to checkmate you with new compatibles.

Isn't it worth \$10.00 (students \$5.00) to turn the odds in your favour and find an ideal date? Fill out the confidential questionnaire honestly and NOW. Return it with your remittance and program a new era in your social life.

*Iresh The Market Vol. 6, No. 20  
copy 2 (8 Feb. 1967)*



# CHECKMATE

THE ONLY COMPUTER DATER COAST-TO-COAST ACROSS CANADA

**WILL BRING YOU AN IDEAL DATE . . . DON'T WAIT . . . DO IT NOW!**

## GENERAL INSTRUCTIONS

Answers are to be entered on the answer sheet provided with this questionnaire. Record your answer to each question in the appropriate box on the answer sheet.

You will find that many of the answers require an analysis beyond the definite "yes" and "no", into the critical in-between areas\*\*. So make sure that you record only your most appropriate choice. Submit one and only one answer to each question. Begin by answering question 1 of the Absolute Requirements. For example, if you are female, then write a "2" in the box corresponding to question 1, and conversely, if you are male, write a "1" in that box.

\*\* To probe this "maybe" area, Checkmate makes use of the number-spectrum. So if you don't wish to indicate a definite "yes" or a definite "no" choose the number which best describes your feelings. This point will become much clearer as you progress in the questionnaire.

## ABSOLUTE REQUIREMENTS

All the factors in this section must be completely satisfied before the computer will test a potential match any further. Therefore, in order to obtain the greatest number of potential matches, allow as wide a range as possible for each choice.

1. Your sex:
  - (1) male
  - (2) female
2. (i) Your height in inches is: (e.g. 5'3" = 63 inches)  
 (ii) Your ideal date's height in inches is:  
 (iii) The minimum acceptable height of your date in inches is:  
 (iv) The maximum acceptable height of your date in inches is:
3. (i) Your age is:  
 (ii) Your ideal date's age is:  
 (iii) The minimum acceptable age of your date is:  
 (iv) The maximum acceptable age of your date is:

(iii) Similarly, indicate the maximum acceptable level of religious observance of your date.

### Jews

- (i) Which of the following group do you consider yourself to be:  
 (1) Orthodox (2) Conservative (3) Reform  
 (4) Unaffiliated
- (ii) The minimum level of religious observance of your date may be: (numbers as above)
- (iii) Similarly, the maximum level of religious observance of your date may be:

### EDUCATION

7. (i) Which of the following best describes your educational level:  
 Completed or enrolled in  
 (1) second year high school  
 (2) third year high school  
 (3) fourth year high school  
 (4) grade XIII  
 (5) first year of college  
 (6) second year of college  
 (7) third year of college  
 (8) fourth year of college  
 (9) a postgraduate program at college.
- (ii) The level of education of your ideal date is: (numbers as above)
- (iii) What is the minimum level of education you would expect of your date? (numbers as above)
- (iv) Similarly, what is the maximum level of education you would expect of your date?

8. (i) Using the following numbers, indicate your weight level in relation to your overall physical appearance.  
 (1) extremely underweight  
 (2) quite underweight  
 (3) slightly underweight  
 (4) average  
 (5) slightly overweight  
 (6) quite overweight  
 (7) extremely overweight
- (ii) What is the minimum acceptable weight level of your date? (numbers as above)
- (iii) Similarly, what is the maximum acceptable weight level of your date?

## ABSOLUTE REQUIREMENTS (cont'd)

9. (i) In relation to your overall physical appearance, how physically attractive do you consider yourself to be: (use following numbers)  
 (1)  
 (2) unattractive  
 (3)  
 (4) average  
 (5)  
 (6) quite attractive  
 (7) extremely attractive
- (ii) On the basis that you and your date are compatible in all other respects, what is the absolute minimum level of physical attractiveness you would accept for your date? (numbers as above)
10. (i) How intelligent do you consider yourself to be: (use following numbers)  
 (1) much below average  
 (2) below average  
 (3) slightly below average  
 (4) average  
 (5) slightly above average (7) quite intelligent  
 (6) above average (8) extremely intelligent
- (ii) Indicate the number of another area from which you would be willing to accept a date, if doing so provides a more compatible match. (Answer "0" if you are unwilling to date outside of your area.)  
 Use area code on back.
11. (i) Your racial origin is:  
 (1) Caucasian (white) (2) Negro (3) Oriental  
 Your date's racial origin may be:  
 (ii) Caucasian (1) yes (2) no  
 (iii) Negro (1) yes (2) no  
 (iv) Oriental (1) yes (2) no
12. (i) Indicate the number of the area in (or closest to) which you live.  
 Use area code on back.
- (ii) Indicate the number of another area from which you would be willing to accept a date, if doing so provides a more compatible match. (Answer "0" if you are unwilling to date outside of your area.)  
 Use area code on back.
13. (i) Marital Status: (1) single (2) divorced (3) widowed  
 (ii) Your Date: (1) single only (2) single or divorced (3) single or widowed (4) single, divorced, widowed

## PERSONAL DIFFERENTIALS

On the answer sheet, you will find two boxes for each of the following questions. Answer the (i) part for yourself, and in the (ii) part, indicate your specification for your ideal date. For example, if you are slightly introverted and you want your date to be slightly extroverted, then you would place a "2" in box 2(i) and a "4" in 2(ii).

1. How mature do you consider yourself to be:  
 very immature 1 2 3 4 5 6 7 very mature
2. Are you:  
 introverted 1 2 3 4 5 extroverted
3. In approaching matters of decision are you usually:  
 rational 1 2 3 4 5 emotional
4. How often do you engage in sexual activity?  
 never 1 2 3 4 5 very often
5. Does life present itself to you as a:  
 challenge 1 2 3 4 5 burden
6. Are you considered a:  
 good conversationalist 1 2 3 4 5 poor conversationalist
7. In the above group, how important is it that your date meet your specified requirements?  
 (1) unimportant (2) slightly important  
 (3) moderately important (4) very important
8. Are your family ties:  
 very strong 1 2 3 4 5 very weak
9. In subscribing to CHECKMATE are you motivated by the aim of:  
 a lasting relationship 1 2 3 opening new social horizons
10. Are you a:  
 heavy smoker 1 2 3 4 5 non-smoker
11. How often do you drink?  
 very often 1 2 3 4 5 never
12. Do you read:  
 avidly 1 2 3 4 5 rarely
13. What is your socio-economic background?  
 upper 1 2 3 4 5 lower
14. In the above group, how important is it that your date meet your specified requirements? (numbers as in 7)

## ATTITUDES

1. (i) Do you feel that a belief in God is necessary in order to live a meaningful life?  
 (1) yes (2) no
- (ii) How important is it that your date share your view?  
 (1) unimportant (3) slightly important  
 (2) moderately important (4) quite important  
 (5) extremely important
2. (i) How important is it to you that you associate with people who practice religion and attend religious services?  
 (numbers as in 1(ii))
- (ii) How important is it that your date share your view?  
 (numbers as in 1(ii))
3. (i) Do you believe that a couple who are considering marriage should engage in sexual experimentation?  
 (1) yes (2) no
- (ii) How important is it that your date share your view?  
 (numbers as in 1(ii))
4. (i) How important do you consider the romantic element in courtship?  
 (numbers as in 1(ii))
- (ii) How important is it that your date share your view?  
 (numbers as in 1(ii))
5. (i) Assuming compatibility in all other areas, how important do you consider material achievement in marriage? (i.e.: above the minimal accepted level of comfort)  
 (numbers as in 1(ii))
- (ii) How important is it that your date share your view?  
 (numbers as in 1(ii))
6. (i) Indicate your political leanings.  
 far left 1 2 3 4 5 far right
- (ii) How important is it that your date share your political views?  
 (numbers as in 1(ii))

OPERATION



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## ANSWER SHEET

LAST NAME (PRINT) FIRST NAME

ADDRESS

CITY ZONE PROV.

TELEPHONE NO.

SCHOOL OR BUSINESS (NAME)

1. Have you answered every question once and only once?
2. Have you enclosed your remittance? (Send cash, cheque or money order.)  
For your convenience we have provided a counter cheque.
3. Any comments or suggestions would be appreciated.

	1	2 (i)	2 (ii)	2 (iii)	2 (iv)	3 (i)	3 (ii)	3 (iii)	3 (iv)	4	5 (i)	5 (ii)	5 (iii)	5 (iv)	5 (v)
<b>Absolute Requirements</b>															

6 (i)	6 (ii)	6 (iii)	7 (i)	7 (ii)	7 (iii)	7 (iv)	8 (i)	8 (ii)	8 (iii)	9 (i)	9 (ii)	10 (i)	10 (ii)	10 (iii)	11 (i)	11 (ii)	11 (iii)	11 (iv)	12 (i)	12 (ii)	13 (i)	13 (ii)	

	1 (i)	1 (ii)	2 (i)	2 (ii)	3 (i)	3 (ii)	4 (i)	4 (ii)	5 (i)	5 (ii)	6 (i)	6 (ii)	7
<b>Personal Differentials</b>													

8 (i)	8 (ii)	9 (i)	9 (ii)	10 (i)	10 (ii)	11 (i)	11 (ii)	12 (i)	12 (ii)	13 (i)	13 (ii)	14

	1 (i)	1 (ii)	2 (i)	2 (ii)	3 (i)	3 (ii)	4 (i)	4 (ii)	5 (i)	5 (ii)	6 (i)	6 (ii)
<b>Attitudes</b>												

1 (i)	1 (ii)	1 (iii)	1 (iv)	2 (i)	2 (ii)	2 (iii)	2 (iv)	3 (i)	3 (ii)	3 (iii)	3 (iv)	4 (i)	4 (ii)	4 (iii)	5 (i)	5 (ii)
<b>Interests</b>																

It is fully understood that I give consent to Checkmate to submit only my name, address and telephone number to those applicants found suitable by the Checkmate Data-Dating Processing System. All information herewith enclosed will remain strictly confidential and becomes the property of Checkmate.

Signature.....

**CHECKMATE**  
1482 BATHURST STREET  
SUITE #405  
TORONTO 10, ONTARIO

ACCOUNT NUMBER

**COUNTER CHEQUE**

DATE \_\_\_\_\_

NAME OF BANK \_\_\_\_\_

BRANCH \_\_\_\_\_

PAY TO THE ORDER OF **CHECKMATE** \$ \_\_\_\_\_

\_\_\_\_\_ 100 DOLLARS

(SIGNATURE)

**BUSINESS REPLY ENVELOPE**

NO POSTAGE STAMP NECESSARY IF MAILED IN CANADA

**6¢ POSTAGE WILL BE PAID BY**

NAME AND ADDRESS OF ADDRESSEE:



**OPERATION CHECKMATE,  
1482 BATHURST ST., SUITE 405,  
TORONTO 10, ONTARIO**

FOLD 1

FOLD 3

FOLD 2

**Comments and Suggestions:**

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