



Pacific Press Limited

ADVERTISING DIVISION

2250 Granville Street, Vancouver 9, B.C.
Telephone 732-2944, Area Code 604

December 20th, 1971

C. file

8-5-02

Mr. D. W. Couch,
Dean of Studies,
CARIBOO COLLEGE,
P. O. Box 860,
Kamloops, B. C.

Dear Mr. Couch:

Thank you very much for your instructions of December 16th addressed to Mr. James. I, of course, read the copy and you are seeking a director of nursing and my thought then was that the finance page was possibly not the best location for this particular ad. I think you will be more likely to get better results from a forward news page where female readership would be a great deal higher and I have taken the liberty of what I hope are your best interests in ordering it out forward news. If this does not meet with your approval, I would be very grateful if you could get back to me by Thursday.

Yours very truly,

[Signature]
General Advertising Manager

JFComrie:pp