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### Bicentennial Education Program

Salve Regina College

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CREAMER, TROWBRIDGE, CASE & BASFORD, INC.  
Advertising/Public Relations

40 Westminster Street, Suite 1600, Providence, R.I. 02903 (401) 272-7200

October 19, 1973

Mr. George Nikolaieff  
Editor  
SENIOR SCHOLASTIC  
50 W. 44th Street  
New York, NY 10036

George:

Great talking to you. I'm happy to hear you're interested in the Bicentennial Education Program at Salve Regina College.

I think many of your readers would be interested in the program, especially the unique aspect where high school seniors can participate for college credit. Salve will hold the credits in escrow or transfer them later to the college of their choice. And they can elect to receive their credits in any of five different areas. This way they can take part in the program while earning credit toward their particular degree program.

Enclosed is a feature story outlining the scope of the program. It's written as a general interest piece, George, and I did not highlight the aspects of the program that would have particular appeal to your audience. Please rework the story from any angle you'd like. If I can be of any help, call me. I'll be happy to answer your questions.

Also, I've enclosed a poster that is being sent to high schools throughout the northeast ... it could make an interesting visual.

Thanks for your interest, George.

Cordially,

CREAMER, TROWBRIDGE,  
CASE & BASFORD, INC.

Robert L. Newbert, Jr.  
Account Executive  
Public Relations

enclosure

RLN:kpm