

CAMPBELL · EWALD COMPANY, INC.

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ALASKA

"HIGH ADVENTURE WITH LOWELL THOMAS"

CBS-TV NETWORK IN COLOR

WED., OCT. 8, 8-9 P.M. (EDT)

FOR RELEASE IMMEDIATE

From: Frank M. Leonard
Nick Mamula
Barbara Elliman

HIGH FLIERS -- Daring every-day escapades of fearless Alaskan bush pilots are dramatically depicted in the first edition (Alaska-America's Last Frontier) of the new "High Adventure with Lowell Thomas" video series in full color over the CBS television network Wednesday, October 8th, from 8:00 to 9:00 p.m., Eastern Daylight Time. Here, Lowell Thomas disembarks on the tricky Alaska ice pack from a light plane piloted by Merrill Wien, one of the best-known of the Alaskan daredevils whose exploits will make armchair adventurers sit up and take notice. Because of the lack of railroads and highways, the plane is the most-used transportation vehicle nowadays in the land of the midnight sun. "High Adventure with Lowell Thomas" is sponsored by the United Motors System and Delco-Remy Division of General Motors.