

CAMPBELL · EWALD COMPANY, INC.

488 MADISON AVE., NEW YORK 22, N. Y.

MURRAY HILL 8-3400

EPISODE NO. 5: AUSTRALIAN OUTBACK
"HIGH ADVENTURE WITH LOWELL THOMAS"
CBS-TV, MONDAY, MARCH 24, 8-9 P.M., EST

FOR RELEASE

UPON RECEIPT

From: Frank M. Leonard
Nick Mamula
Barbara Elliman

OUTBACK BACKGROUND -- A good idea of the roughness of the Australian Outback terrain which is featured in the fifth edition of "High Adventure with Lowell Thomas" (in color on CBS-TV, Monday, March 24th, 8:00-9:00 p.m., EST) can be obtained from this photo showing trucks of the Lowell Thomas expedition trying to find traveling space. Most sections of the vast desert, however, can be traversed only by camel. The Thomas troupe spent months in this forsaken land looking for the bones of the lost Australian-American explorer, Harold Bell Lasseter. The search was successful. The Lasseter story is the subject of the fifth "High Adventure with Lowell Thomas" which is sponsored by the United Motors System and Delco-Remy Division of General Motors.

- 30 -

(440)