CAMPBELL EWALD COMPANY, INC.

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

MUrray Hill 8-3400

FOR RELEASE

From: Frank M. Leonard

Nick Mamula Barbara Elliman

NYCE-NG-214 INFKIT 11/12

WHAT'S THE PITCH?

Two baffled head-hunters deep in unexplored New Guinea territory watch world-famous explorer and author Lowell Thomas record commentary for the first episode of the new television series, "High Adventure with Lowell Thomas," which will be presented over the CBS television network Tuesday, November 12, 8:00 to 9:00 P.M. EST. The one-hour film in full color depicts initial impact of civilization on Stone Age savages who have not changed their living habits for the past 2,000 years.