

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-240 INFKIT 11/12

SKILL FOR THE KILL

Lowell Thomas watches Stone Age head-hunter in unexplored New Guinea show skill with native bow and arrow during shooting in full color of the first episode in new adventure series, "High Adventure with Lowell Thomas," which will be shown over CBS television network on Tuesday, November 12, 8:00 to 9:00 P.M. EST. The savage tribesmen, who live exactly as they did 2,000 years ago and have no knowledge of common metals or other contrivances, depend on bow and arrow to kill rival neighbors for souvenir heads. According to the Thomas party, the natives' skill with the bow would make William Tell look like a rank amateur.