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DULUTH. . . When noted CBS news correspondent Eric Sevareid appears in Duluth this month, his lecture will memorialize a man who had high admiration for Sevareid's professional ability.

Dalton LeMasurier, the late president and founder of KDAL radio and KDAL-TV, Duluth, greatly respected the keen analytical approach Sevareid gave to the news of the day.

Sevareid will speak on "The Shape of Things to Come" at 3 p.m., Feb. 19, at UMD's Physical Education building, the first of a series of Dalton LeMasurier Memorial lectures to be held on campus.

LeMasurier, laid the groundwork for distinction in radio and television in the early '30s. According to friends and associates, the Duluthian's achievements are most properly honored by a lecture series in "Dalt's" name, as they still fondly refer to him.

B. H. Ridder Jr., publisher of the Duluth Herald and Duluth News Tribune, said today the lecture series is "a very nice tribute to a man who was so very outstanding in the communications field."

Odin Ramsland, manager of KDAL and KDAL-TV, said "One of the fine tributes that can be paid to Mr. LeMasurier is the fact that he was able to interest so many talented young men to join him in the communications field. It is hoped that this lectureship will be instrumental in interesting other young men in communications and thus keep the most aggressive and intellectual future citizens in the field he loved so well."

LeMasurier's broad interests in community activities equalled his professional energies, according to many Duluthians. Robert Morris, executive secretary, Duluth Chamber of Commerce, said "He was an active
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and good worker for the city and region, and always showed a keen interest in all civic affairs."

Kenneth Duncan, Duluth, said "I think the lectures are wonderful in memorializing a great businessman and supporter of the arts and sciences."

UMD Provost Raymond W. Darland said "LeMasurier always gave enthusiastic support to the development of the Duluth campus of the University of Minnesota. We are most happy to honor him through this lecture series."

Emmons Collins, Duluth banking executive, said "He was a fine neighbor, good father and excellent host. He even walked like a man who always was going somewhere to do something important."

LeMasurier, who died May 16, 1957 in an airplane crash in Wyoming, grew up in North Dakota and was associated with three radio stations in that state. In his early teens, LeMasurier experimented with ham radio equipment in his father's basement in Grand Forks. Before he was 21 years of age, LeMasurier was the manager of his first radio station, making him one of the veterans of the industry. He organized KDAL in Duluth in 1936, and KDAL-TV in 1954. He also was part or principal owner of two radio stations in Illinois. Until his death, LeMasurier was a leader in the effort to bring educational television to Duluth.

As a citizen of Duluth, LeMasurier held many offices in support of the Chamber of Commerce, the development of air services, the Duluth Rotary Club, the Duluth Symphony, the Duluth Playhouse, the Family Service Society, St. Lukes hospital, the Minnesota Arrowhead Association and several others. In 1952, he was honored as a "Man of Minnesota," one of 50 state leaders so recognized.

Free tickets for the Severeid speech are available at the KDAL studios in the Bradley Building or at Kirby Student Center at UMD. They may be obtained by writing to "LeMasurier Lecture," KDAL-TV, Duluth, or to UMD Kirby Student Center, Duluth 12.