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DULUTH--Eric Sevareid, distinguished CBS news correspondent, author and speaker, will give the first Dalton LeMasurier Memorial Lecture at 3 p.m., Sunday, February 19, at UMD's Physical Education building, Provost Raymond W. Darland announced today.

Sevareid, currently on roving assignment with CBS, based in the London bureau, will speak on "The Shape of Things to Come."

The Sevareid lecture will be the first in a series of talks at UMD by nationally and internationally prominent men in the communications and allied fields, Darland said. All the lectures will be open to the public at no charge.

The lecture series will honor the memory of the late Dalton LeMasurier who died May 16, 1957 of injuries suffered in an airplane crash on Ferris mountain in Wyoming while flying from Los Angeles to his home in Duluth. LeMasurier was president and founder of KDAL radio and television and well known as a civic and business leader.

"The Dalton LeMasurier Memorial Lecture series is made possible by Dorothy LeMasurier through a generous contribution to the University by KDAL," Darland said. "We feel fortunate in securing Mr. Sevareid as a first speaker whose appearance will memorialize the outstanding contributions Dalton LeMasurier made to the communications and civic growth of Northeastern Minnesota."

Tickets are available now at the KDAL-TV studios in the Bradley building or at the information desk at Kirby Student Center on the new UMD campus. The free tickets may also be obtained by writing to: "LeMasurier Lecture," KDAL-TV, Duluth, or to UMD Kirby Student Center, Duluth. Darland said seating will be available for up to 4,000 persons and that all tickets should be secured by February 14.

A CBS newsman for 20 years, Sevareid was chief Washington correspondent for years before accepting his current assignment. In March, 1960, Sevareid received an Overseas Press Club citation for the best interpretation of foreign affairs on radio or television as a result of his broadcasts from London.

Among the many other awards presented to Sevareid are: the Peabody Award, for interpretation and reporting the news; the Freedom Medal from Norway; the "One World" award; the Alfred I. Dupont Award; the George Polk Memorial Award; the Brotherhood Award of the National Conference of Christians and Jews; the Sidney Hillman Foundation Award; the Edgar J. Kassan Memorial Award; the Outstanding Achievement Award of the University of Minnesota, given to outstanding graduates; and the National Headliners Award for Consistently Outstanding Radio Network News Broadcasting.