

- The Summary Interview of Dwain Benson

Dwain Benson is the former owner of one of the first store to carry TV's to the Steven's County. The store originally carried radios and other equipment. In 1952 the store started to carry TV's. He sold the first TV in Steven's county to his father in law, the TV was 10in black and white Emerson. The interview contains descriptions of the reception from 1952 to about 1955 when the first reliable signal came in from Garden City SD. and also Alexandria. He tells of the many problems associated with the first TV, such as vacuum tubes blowing and training underwent by employees. Dwain stated that most families viewing pattern revolved around reception of the signal, if it was strong they would watch it till it quit. Most TV was watched in the winter. He also recounts that many places in town started trying to sell TV's around the time the signal became reliable such as the local hatchery and gas station. He also tells of how many TV's were purchased in the first years. He felt that for his family anyway, TV was educational and a positive addition to the family.

Interview conducted on May 10, 1995

by Ryan Behnke and Sandra Knutson.