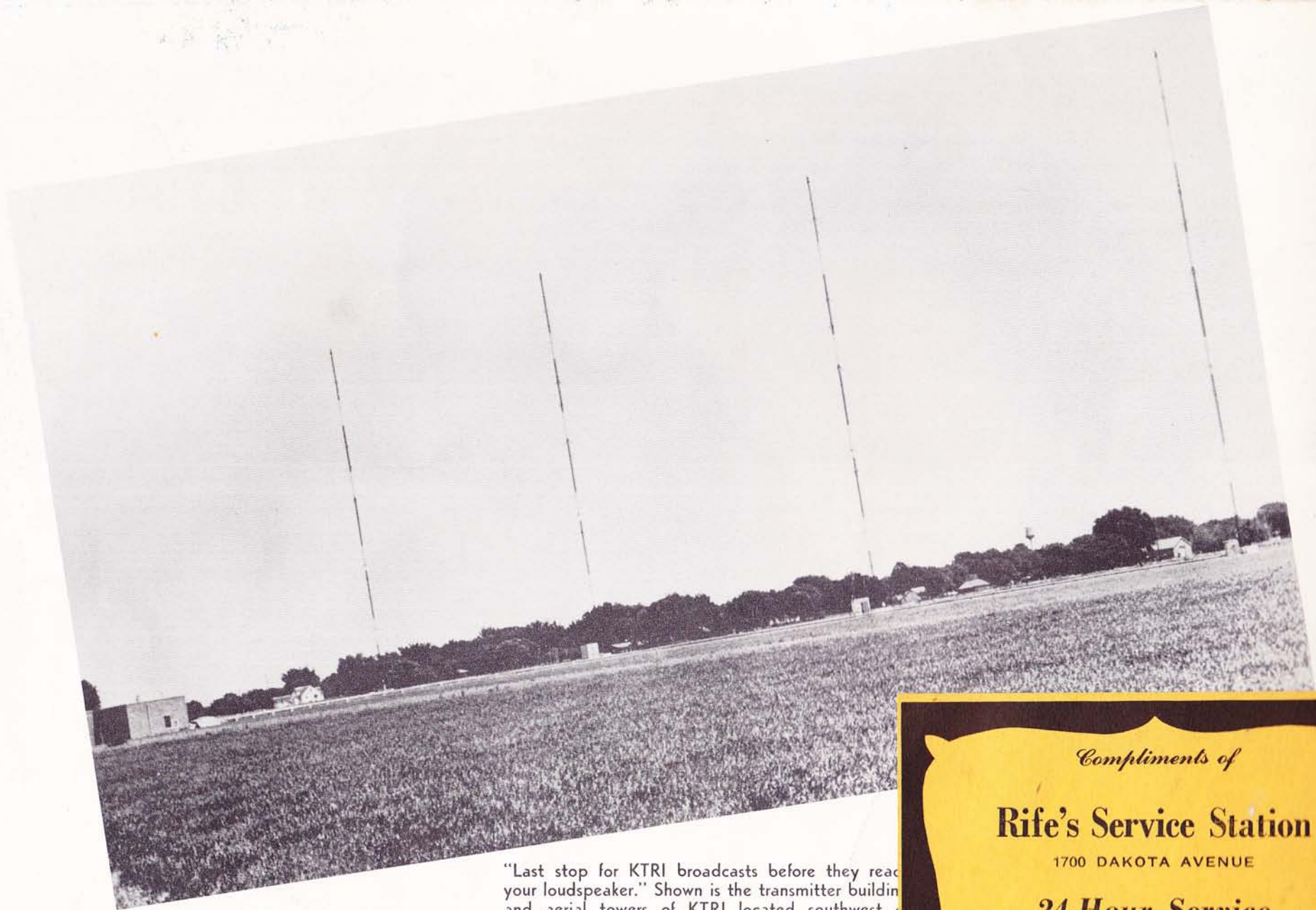


*Sioux City's
Mutual Station*

KTRI

*1470 ON
YOUR DIAL*





"Last stop for KTRI broadcasts before they reach your loudspeaker." Shown is the transmitter building and aerial towers of KTRI located southwest of Dakota City, Nebraska, on Highway 77.

Your Radio Station
K T R I

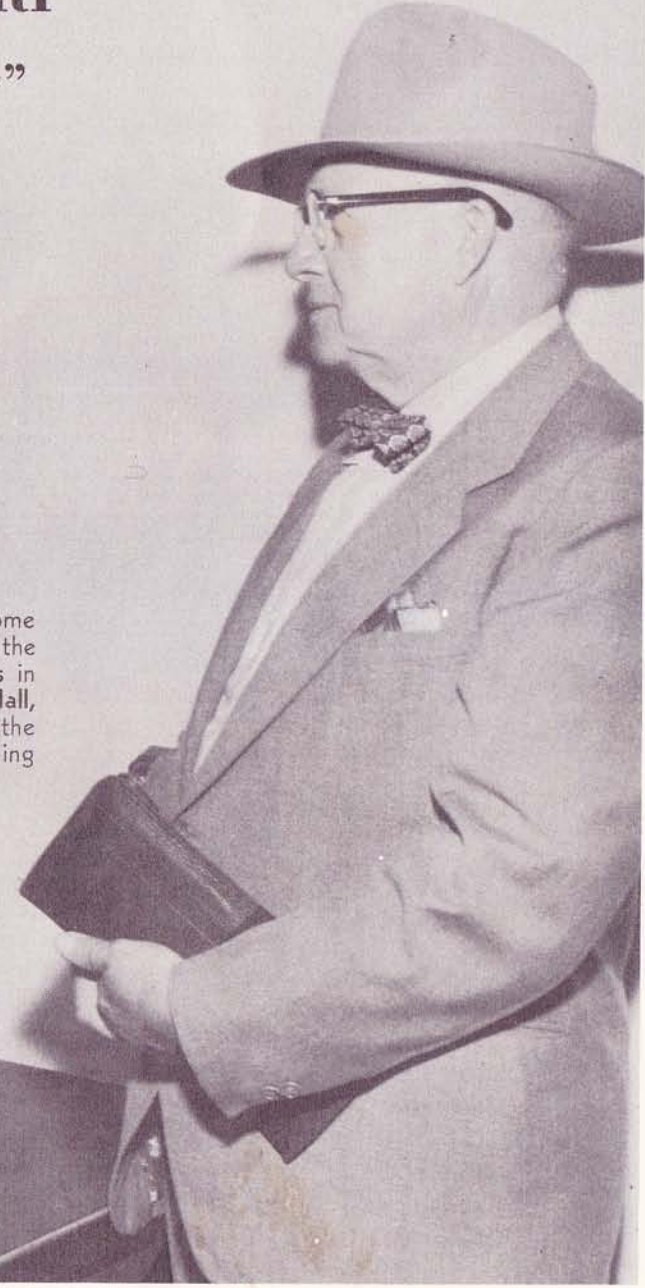
in cooperation with progressive civic minded local business concerns have made this book available to you. They trust you will find it informative and entertaining.

Compliments of
Rife's Service Station
1700 DAKOTA AVENUE
24-Hour Service
AND
So Soo Taxi
PHONE 4646
ARNOLD RIFE, Proprietor

WELCOME TO KTRI

"The Voice of Sioux City"

"Polly" Moore, KTRI Receptionist, smiles a welcome to the station's studios on the second floor of the Commerce Building at 6th and Nebraska Streets in Sioux City. Recipient of her smile is John J. Hall, Sioux City business man. Miss Moore graced the campus of the University of Nebraska before joining the KTRI staff.



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Dietrich Dirks, General Manager and Secretary-Treasurer of KTRI, who has guided the station during its ten years on the air has seen it grow from 250 to its present 5000 watts. A graduate of the University of Nebraska, "Dee" was Vice President and General Manager of KFAB-KOIL-KFOR prior to his establishing KTRI. He is active in industry affairs and has served as Director of the National Association of Broadcasters and as a member of various NAB Committees. Under Dee's direction KTRI has become an instrument of free expression for the entire Siouxland Community.

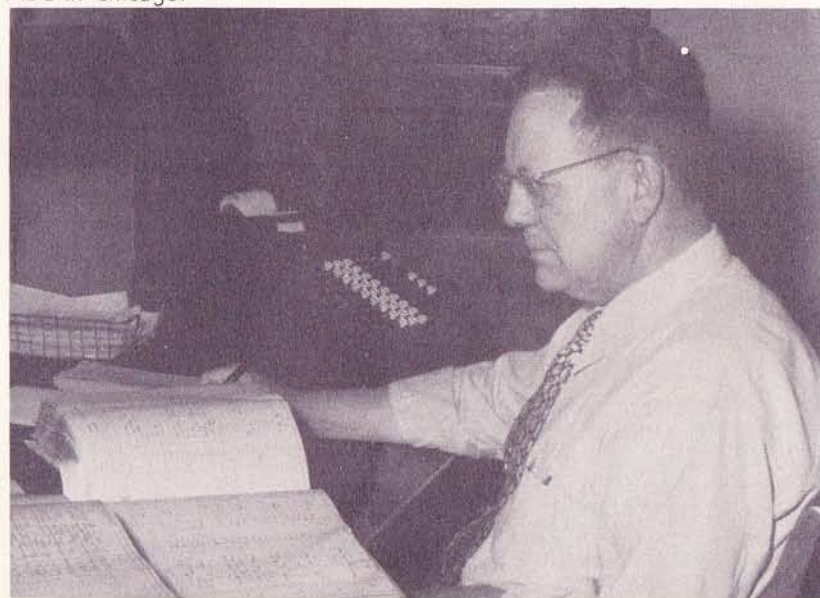
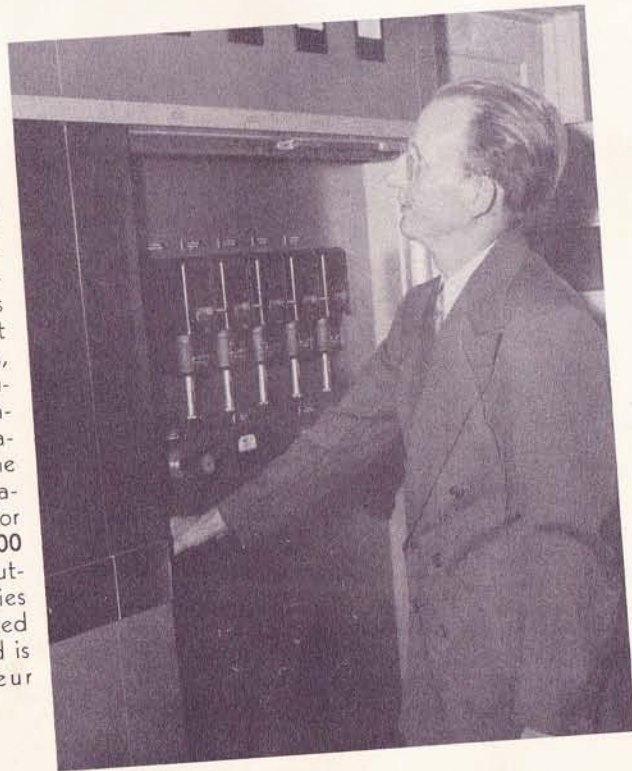


After attending the University of Cincinnati, **Shel Singer** added five years experience in broadcasting. After serving in the Army Air Corps in World War II he came to KTRI and at present is **Program Director** in charge of all program activities including traffic and continuity. KTRI listeners know him best for his two personally produced local shows: "**Shel's Bells**" and "**Rhythm Room.**"



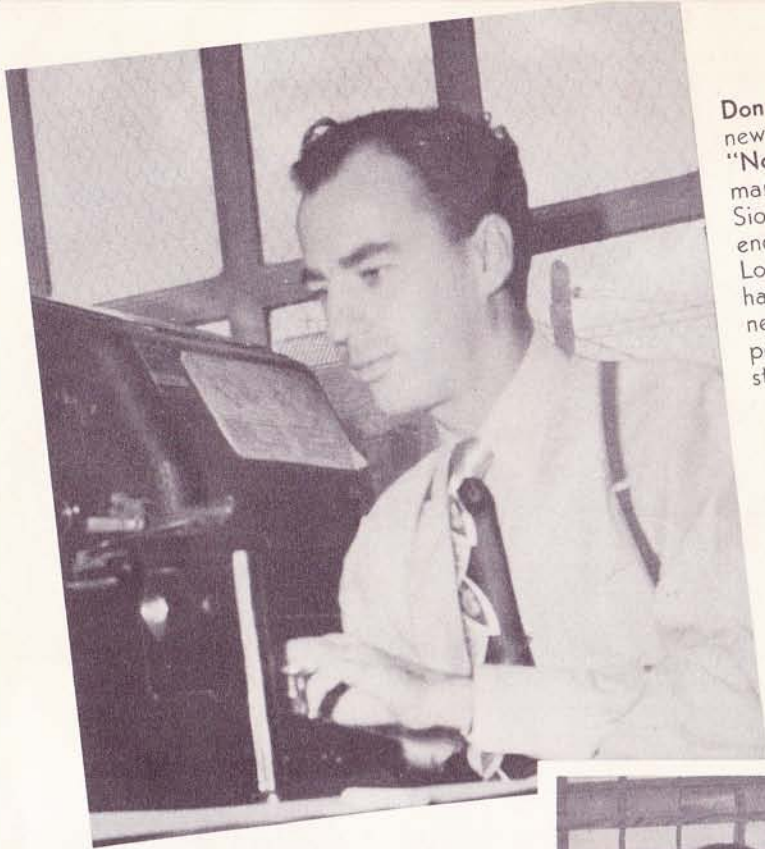
Charles Butler is a 25-year radio veteran. He entered radio as a New England station's control engineer and worked up eventually to production engineer with the National Broadcasting Company. Chicago was his home prior to 1947 at which time he joined the staff of KTRI. Before becoming the station's **Commercial Manager** Charley was affiliated with the sales department of ABC in Chicago.

Willard Easterly, Chief Engineer at KTRI, has had 14 years experience in the technical end of radio. Previous to his three years with the station he put in 4 years as transmitter engineer at WISH, Indianapolis, and 2 years as chief engineer at KQRS, Rock Springs, Wyoming. Will graduated from Dodge Radio Institute at Valparaiso, Ind. Recently he completed the installation of equipment for the station's new **5000 watt transmitter**. Outside his regular duties Will is very interested in amateur radio and is licensed as amateur **WØRTI**.



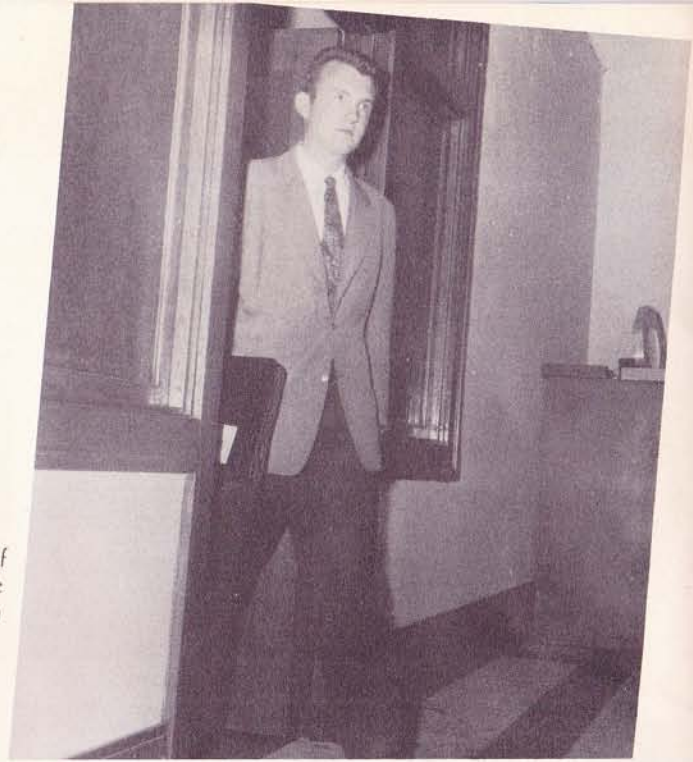
Cliff Blakeley has been **Office Manager** and **Bookkeeper** at KTRI for nine years. Previous to this he was employed fourteen years as an accountant for the Standard Oil Company. In his present capacity Cliff has charge of all office activities and the accounts for the station.

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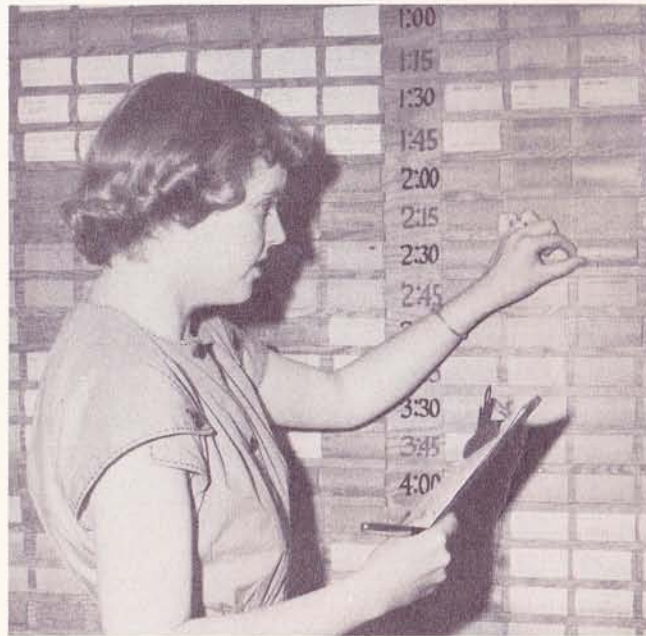


Don Norman edits and reports the news for KTRI three times daily. "Norman with the News" commands listener respect throughout Siouxland. Previous radio experience at such stations as KSD, St. Louis, and WTAD, Quincy, Ill., have given Norman an excellent news background for his present position as **News Editor** for the station.

On his way to see one of the firms that make possible a KTRI program is **Salesman Fred Kelly**.



Added glamor in the **Traffic Department** is furnished by the equally efficient **Genevieve Gonzalez** shown here checking tomorrow's program schedule.



Schedule changes and all program listings are the primary concern of **Helen Morrison**, KTRI's **Traffic Director**. Helen is a graduate of Morningside College in Sioux City.

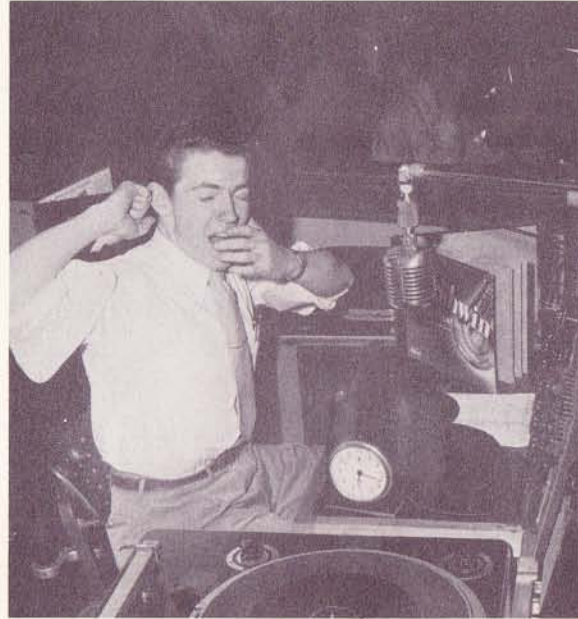
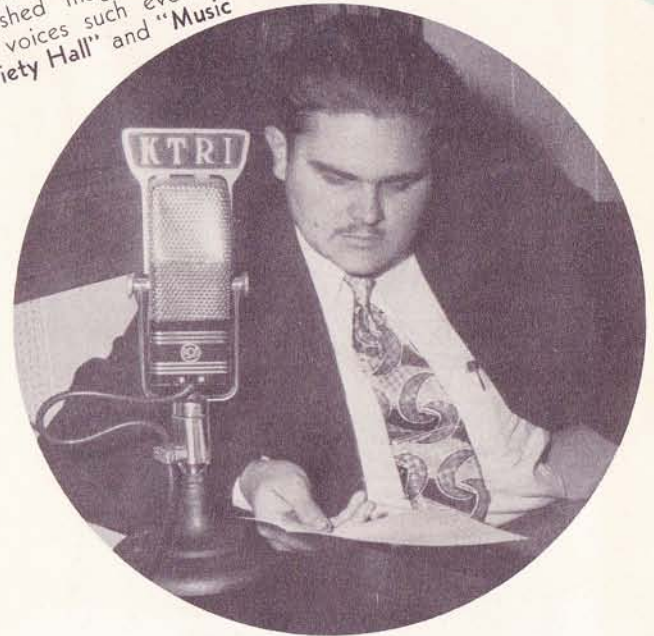


The words written by **Lorraine Shindler** are voiced by KTRI announcers. As the **Continuity Director** she authors many of the programs and announcements that you hear each day. Siouxland children recognize her voice as that of the "**Story Lady**."

KTRI'S VOICES

Previous to joining the station's announcing staff **Verne Nelson** attended the American Institute of the Air at Minneapolis. Sioux City housewives join him each morning for "His Majesty the Baby."

Roland Baker brings a varied show business background to the KTRI announcing staff. An accomplished magician and hypnotist he now voices such evening attractions as "Variety Hall" and "Music You Want."



Bill Platt's "Musical Clock" awakens him and many another early bird in the small hours of the morning. Bill is a graduate of the University of Iowa where radio station WSUI was his early stamping ground.

Both the speaking and the singing voice of **Bob Hansen** are popular in and around Sioux City. **Home town reporter** for KTRI and conductor of the popular "Swap Shop," Bob is a graduate of Wayne State Teacher's College where he majored in music.

Win Douglas came to Sioux City after a year as **sports announcer** in Corinth, Mississippi. A graduate of Northwestern University, the Ames, Iowa, announcer spent his freshman and sophomore years at Iowa State. His play-by-play reporting of all season's sports events makes his voice well known.



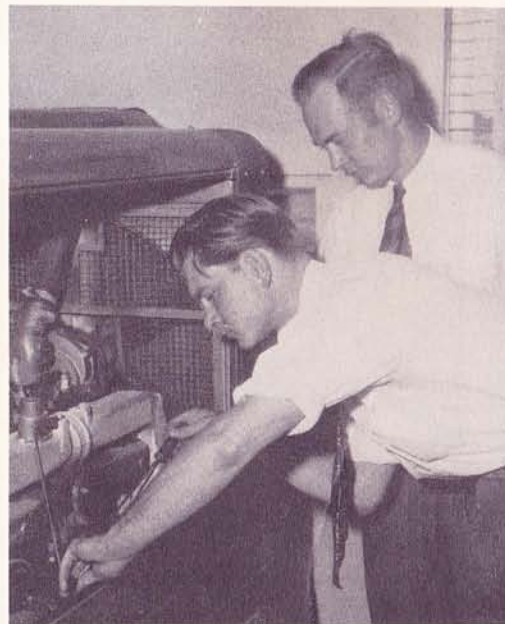
THE MEN BEHIND THE MICROPHONES

**“TECHNICALLY
SPEAKING”**

Shown is Larry Robbins, Transmitter Engineer, compiling data for the Federal Communications Commission. During World War II Larry was connected with the Army Airways Communication Service in Alaska.



Discussing a technical point in the KTRI transmitter master blueprint are shown Station Engineers (left to right): Larry Robbins, Jack Roney, (Chief Engineer) Will Easterly, Glen Larson and Larry Jensen.



KTRI is the only station in this area that boasts an auxiliary power supply. This provides an emergency source of power in case of failure of the regular power supply. Shown examining this equipment are (left to right): Jack Roney and Larry Jensen.



Glen Larsen shown at the phasing unit of KTRI's transmitter was one of the station's engineers before the war. He served in the South Pacific with a Navy radio technical unit.

FAVORITES WITH SIOUX CITY LISTENERS



\$400.00 in prizes were distributed this year to expert home makers whose domestic skill extended into the dressmaking field. KTRI's "Men on the Street" model a prize winning garment in the rough.



KTRI's "Who's New" is the "His Majesty the Baby" program which each morning reports the new arrivals at Sioux City's hospitals. Shown in the inset is Announcer Verne Nelson.



"The Gentleman of the Melodic Moan" — with that phrase Bob Hansen introduces his "Crooner's Corner" every KTRI morning.



Bill Tanner and his Western Melody Boys put the "Triangle K" brand on popular western hill-billy tunes. "Triangle K Ranch Time" gives listeners the opportunity to name their favorite songs and request dedications for their favorite people.



When the kindergarten class of South Sioux City's public school met for their commencement exercises, the speaker they requested was KTRI's "Story Lady," Lorraine Shindler.



"Shel's Bells" or "Shel's Belles"? The unseen participants on Shel Singer's radio-telephone quiz become very pleasantly visible as he is joined by: Bonnye Briggs, Lois Butler, Betty Klasey, and Virginia Lynberg.

— KTRI —

"TOPS IN POPULARITY"



"Edith's Talent Tests" showcase the abilities of amateur performers from the four state area. Talent is programmed from among the students of Edith Hansmann's music and drama schools.



There is a smile in every song when Rea Evans revives the old favorites and blends them with today's songs on her "Bet a Song" show.



Youth will be served with song and the old folks enjoy those songs when Don Kelsey stars on "Dorr's Quarter Hour." The Steinway is enhanced by Accompanist Marilyn Hansen.



Unskilled labor takes over at a Piggly Wiggly market as Shel Singer and Win Douglas of KTRI itemize the market basket prizes for the "Piggly Wiggly Comes a Calling" telephone game.



The grand old American art of swapping takes to the air under the guiding hand of Horse Trader Bob Hansen. "The Swap Shop" is a regular feature on Bob's "Headlines and Homelines."



Here is a typical evening on KTRI's "Karnival Kwiz" staged for broadcast at the Orpheum Theater. Audience volunteers are going through their paces competing for handsome home furnishing awards.

SERVING THE COMMUNITY

News for veterans and their families comes to our listeners from Veteran's Administration officials **Charles W. Elliott**, officer in charge of the Sioux City branch, and **Paul H. Lawhead**, contact representative.



The three services join forces on the air with **Capt. Daniel Buzze** of the United States Army, **QMC Chief Wesley E. Thomas** of the United States Navy and **Marine Staff Sergeant Raymond A. Henry**. KTRI cooperates with all government agencies in the dissemination of vital information.



Iowa's Department of Public Safety cooperates with station KTRI in preparing the weekly "Safety Series."

IN THE PUBLIC INTEREST



E. Vera Conway, employment supervisor, and **John P. Bowler**, manager of the Sioux City office of the Iowa State Employment Service add a supplementary service to workers and employers of this territory through their **Weekly KTRI Jobs Reports**.



Enjoyable recreation under expert supervision brings smiles to the faces of **teen agers** who dance while listeners share the music on **KTRI's Teen Canteen**.



A man's best friend is KTRI when he has lost his dog. Pet owners of all ages turn to their friendly station KTRI when they **need help** in locating **Rover or Tabby**.

KTRI ON THE SCENE

A song came to life when Dick Thomas, author of the hit tune "Sioux City Sue," selected the lovely young lady most typical of his singing description, "hair of red, eyes of blue," Gayle Jean Hofstad. Thousands thronged Grand View Park for the ceremony while thousands more listened to the event as aired over KTRI.



An estimated 80,000 people thronged down-town Sioux City when the legionnaires of Iowa paraded to climax their state convention. From their vantage point KTRI's special events team described the impressive pageant.

Whenever news headlines are made in or near Sioux City KTRI's microphones are on the spot. Shown at right is Wendell Willkie during his campaign for the presidency.



Front and center for the girl whose praises are sung by the entire city. The evening of her selection Miss Hofstad told KTRI listeners how thrilled she was to have been named as "Sioux City Sue."



Unequaled by any other similar group is Sioux City's famed Abu-Bekr White Horse Mounted Patrol.



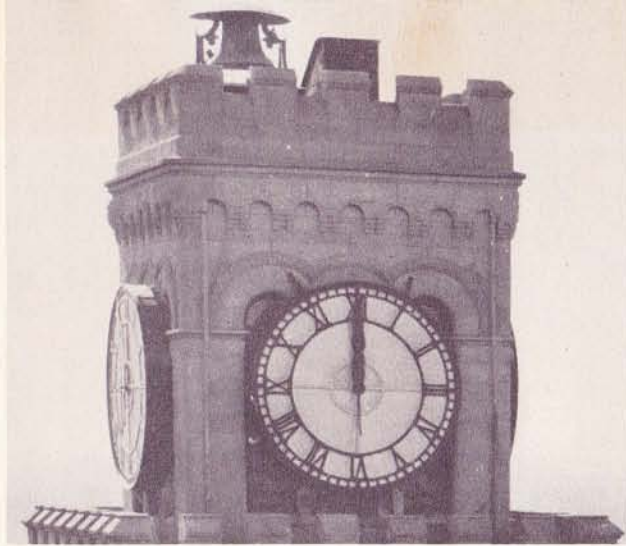
10,000 Siouxlanders climbed aboard The Freedom Train the day it stopped in Sioux City. KTRI was on hand to greet them and the Governor of Iowa who welcomed the historic exhibit.

No flames and billowing smoke here but an interesting radio story. The day the fire department wheeled out the giant hook and ladder to enable window cleaners to dress up the new city hall. A KTRI microphone made the climb.





Cecil Brown, winner of Radio's Pulitzer Prize, airs his commentary at 9:00 A.M. weekdays.



NEWS



"Your Land and Mine" presents the philosophy of Henry J. Taylor.

**"WHEN THIS
CLOCK STRIKES
SIOUXLAND
LISTENS"**

Tolling of the huge clock atop Sioux City's town hall, recorded by the station's sound engineers introduces KTRI's news reports.

NEWS



NEWS

(Left center) News Editor Don Norman and Sportscaster Win Douglas follow the fortunes of America's Olympics team as last minute United Press bulletins flash into the KTRI news room. Local news coverage augments UP's world-wide service.



Warm and human are the news and features personalized by Gabriel Heatter.



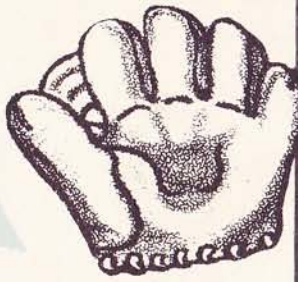
Albert L. Warner presents "This Week in Washington," and "Meet the Press," America's press conference of the air.



"The Top of the News" brings Fulton Lewis, Jr. and his hard hitting news analysis at 6:00 P.W. weekdays.

(Right center) On election night KTRI staff members dig in to report the returns right down to the final ballot.

SPORTS



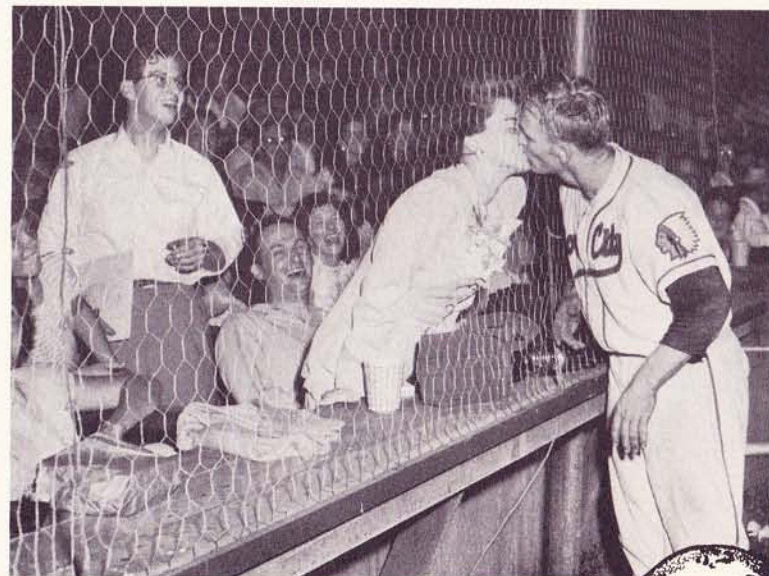
(Above) Sioux City's 1947 Pennant-Winning "Soos" are in the thick of the 1948 race. Mike Colombo swings lustily and poles a homer over the left field fence. (Directly above) Billy Pavlick chooses his favorite hickory as the team storms the dug-out.



Win Douglass follows the "Soos" at home and on the road. KTRI's season by season sports coverage presents the top athletic attractions the year around.



"The Old Rebel," Mason Dixon swings into action during his "Tall Corn Network" recreation of a major league baseball game. Dixon's skill and imagination transform his broadcasting booth into a Shibe Park or Wrigley Field every afternoon.



Oh for the life of a baseball player! When KTRI asked for volunteers to reward home run hitting Soos in heroic style 300 Sioux City women answered the call of civic duty. Soo's General Manager Mike Murphy drew the name of Miss Anita Fontaine. P. S. "Three home runs were hit that night." Above Gail Henley collects his reward. The Soos went on to win 21 of their 25 remaining home games.



WIN WITH THE "SOOS" OVER KTRI

LIVESTOCK

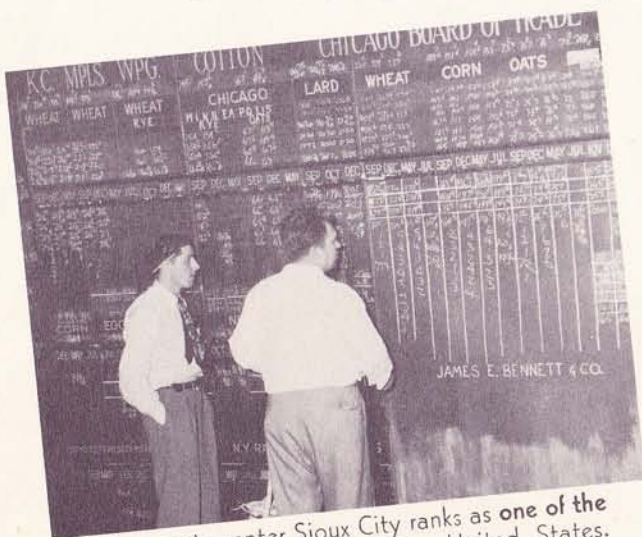


THE NATION'S FIFTH LARGEST LIVESTOCK MARKET

The Sioux City Stockyards — Fastest growing in the nation, reaches into the homes of Siouxland every market day afternoon at 12:15 P.M. Complete market information and news about the folks at the yards, reported by Don Cunningham, Harry Aspleaf and Don Looper is a listening "must."

Only in an aerial view can one picture show the eighty acres of land devoted exclusively to the handling of livestock at the Sioux City Stockyards. The endless rows of pens are next door neighbors to the giant packing plants of Swift, Armour, Cudahy and other important processors.

GRAIN



As a grain center Sioux City ranks as one of the largest grain markets of the United States. While a James E. Bennett & Co. market man posts the latest market fluctuations, branch manager Swensen looks on. Here the local cash grain market is computed for broadcast on KTRI's "Farm Letter."



Compilation of last minute livestock, commodity and weather information is handled by Verne Nelson shown in the KTRI news room. This service to the farm and market men of Iowa, Nebraska, South Dakota and Minnesota is reported by Bob Hansen for Sioux Soya Mills.



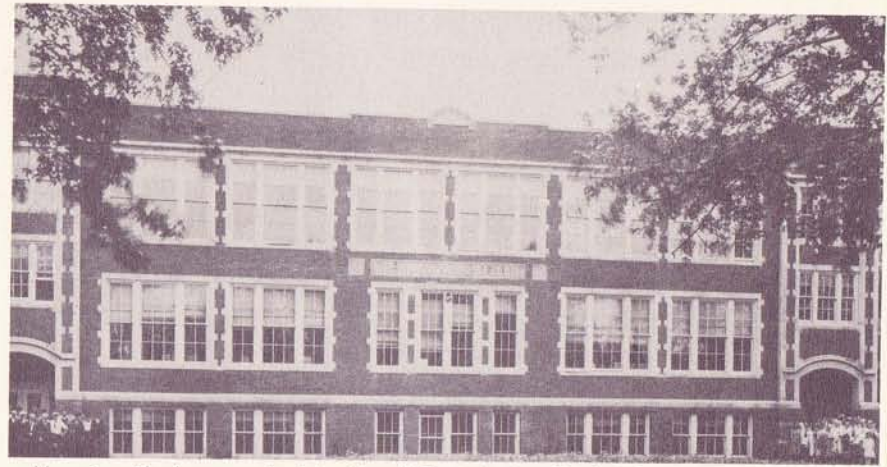
What will today's weather be? While Ceel Van Den Brink of the Sioux City Weather Bureau checks air time reports, Ray Guenzi relays the answer to KTRI for inclusion in all newscasts and the 7:45 A.M. and 4:55 P.M. weathercasts.

WEATHER

EDUCATION IN SIOUX CITY



Briar Cliff College of Sioux City is a Catholic school for women. The institution has just completed an expansion program keeping pace with increased enrollment.



Morningside boys and girls attend East Junior High School which is one of four junior high schools in Sioux City's 31-school public instruction system.

KTRI AND EDUCATION

Students, teachers and parents of all Siouxland have come to consider KTRI's studio as an auxiliary part of our educational system. Whether for the Parent Teachers Association series, or the

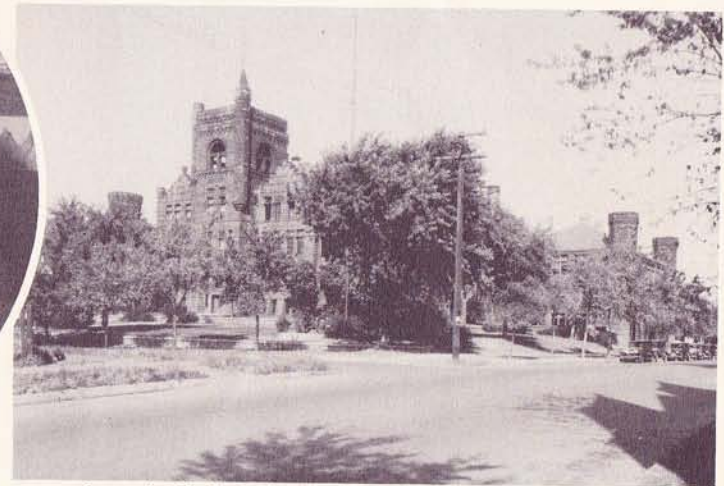
"Tolerance Table" broadcasts of the Teachers Federation the station maintains an "open door policy" on educational programs.



Athletics are an important supplementary portion of Sioux City's educational program. At Public School Stadium the football encounters of local schools and the Sioux City relays are regularly held. East High band is shown during a rehearsal. KTRI's broadcast booth is located above the stadium's north section.



Dean Thomas E. Tweito of Morningside College was one of the guest speakers on KTRI's "Morningside Commentaries" which presented faculty members of the Methodist school in reviews of current affairs.



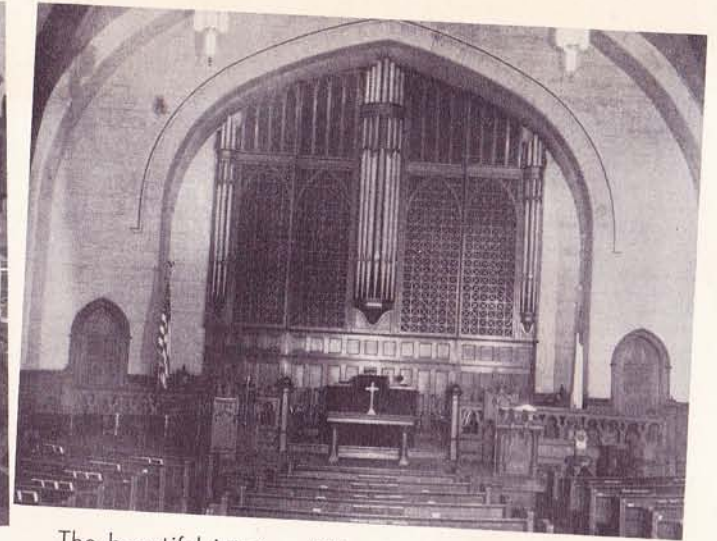
Central High School alumni call their school the "Castle on the Hill." Central is the largest of Sioux City's high schools and is the friendly rival of East and Leeds High Schools as well as Trinity High School.

RELIGION IN SIOUX CITY

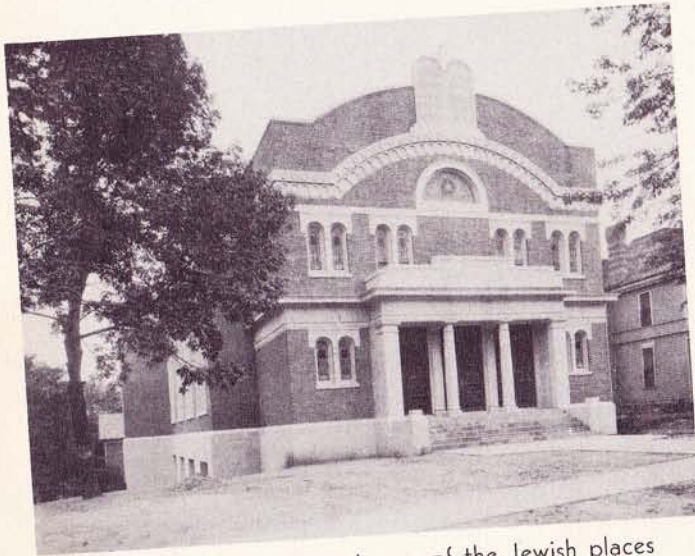
Churchmen and laymen alike accept KTRI's offer of service to the religious life of this community. In a community proud of its many faiths and denominations KTRI's voice speaks for all.



The Goodwill Industries and Wall Street Mission provide guidance and employment for the under-privileged. Pictured at the Industries' Braille Switchboard are Mrs. Ethel Latham and Miss Dorothy Leonard.



The beautiful interior of the 1st Presbyterian Church at 6th and Nebraska Streets.



Shaare Zion Synagogue is one of the Jewish places of worship in Sioux City.



St. Boniface Cathedral on Sioux City's west side joins with the 3rd Order of St. Francis in presenting the broadcasts of the "Hour of St. Francis" over KTRI.



Chapel for Morningside College and one of Sioux City's largest churches is the Grace Methodist Church.

FAVORITE MUTUAL PROGRAMS WITH KTRI LISTENERS

Roy Rogers, with side-kick Gabby Hayes and lovely leading lady Dale Evans, re-creates melodies and dramatic vignettes of the fabulous old west in his new series, "The Roy Rogers Show." The program is heard Sundays at 5:00 P.M.



Hollywood's popular Jack Bailey — shown in a pensive pose — is the emcee of Mutual's Cinderella series "Queen for a Day" designed to make some lucky lady's wishes come true.

Kate Smith has added to her established commentary on "Kate Smith Speaks" a new quarter hour heard daily over KTRI. It is "Kate Smith Sings," another great program by radio's first lady. Manager Ted Collins joins in.



Did you know that Fred Van Deventer, Florence Rinard and Bobby McGuire are Mr., Mrs. and Master Van Deventer? The family is the backbone of the panel of experts which regularly confounds the listener on the animal, vegetable or mineral game—"Twenty Questions."

KTRI A BASIC MUTUAL AFFILIATE

MUTUAL THE WORLD'S LARGEST NETWORK



Bob Shepard smiles an invitation to "Take a Number." There are prizes for both listeners and studio participants. Saturdays at 5:00 P.M.



Radio's Tom Mix is Curly Bradley in the exciting adventures of Tom and his Straightshooters. Mondays through Fridays at 5:45 P.M.



You can bet that one of Hollywood's great names is on the other end of the line when Jimmy Fidler calls. Sundays at 7:30 P.M.



No detective needed here to identify lovely Charlotte Manson who plays the role of "Patsy" in the Adventures of Nick Carter. The gentleman is Lon Clark, the great detective himself. Sundays at 4:30 P.M.



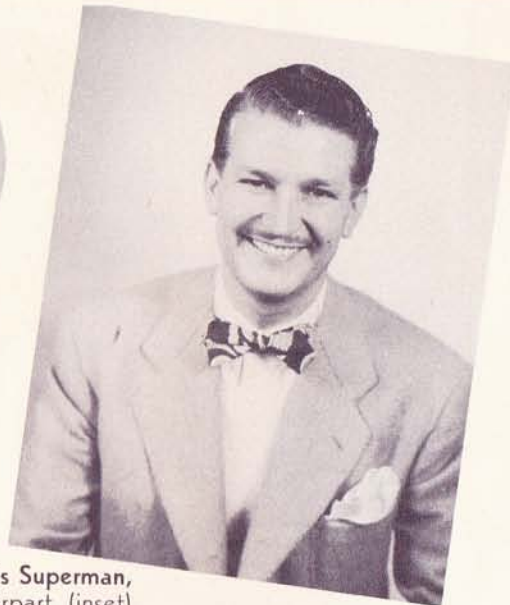
Every thrilling story is "a ringer" with Billy Rose "Pitching Horseshoes." Monday through Fridays at 7:55 P.M.



Reverend Patrick Peyton, founder of Mutual's "Family Theater," congratulates Loretta Young for a heart-warming performance. Thursdays at 9:00 P.M.

TUNE TO KTRI —

MUTUAL THE WORLD'S FINEST PROGRAMS



Clayton Collyer, Radio's Superman, and his movie counterpart (inset) make the impossible come true for boys and girls. Mondays through Fridays at 5:15 P.M.



Listeners say, "It's true, Eddie Dunn is the trigger quick emcee on 'True or False,'" which is radio's oldest network quiz game. Saturdays at 5:30 P.M.



"Out of the mouths of babes oftentimes come gems of truth." For proof of that statement radio listeners cite "Juvenile Jury" and its panel of young experts. Sundays at 2:30 P.M.



The famous Baker Street sleuth, Sherlock Holmes, strikes a new pose. Conan Doyle's great detective is portrayed by John Stanley. Sundays at 6:00 P.M.



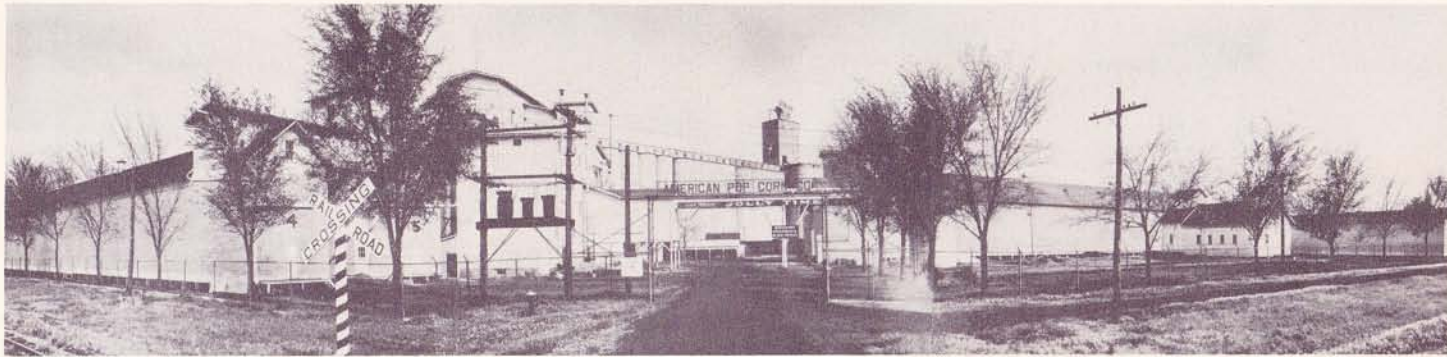
Gabriel Heatter stars on "Behind the Front Page," but we thought you would like to meet actress Pat Ryan of the dramatic mutual attraction. Sundays at 6:30 P.M.



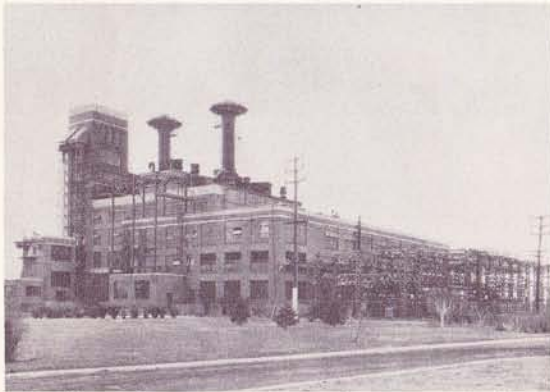
Left to right: Murray Burnett, writer for the radio program "True Detective Mysteries of the Air," Adrienne Bayan, Richard Keith, narrator for the True Detective program, and Richard Hirsch, writer for True Detective, are shown examining the model city used for training in the FBI headquarters at Washington, D. C. Sundays at 3:00 P.M.

SIoux CITY—THE WORLD'S CENTRAL LIVESTOCK MARKET

Sioux City is the site of three large packing companies: **Armour & Co.**, **Cudahy Packing Co.** and **Swift & Co.** as well as several smaller concerns. The packing firms mentioned may be seen in the stockyards picture on page 14 of this album.



The **American Pop Corn Company**, manufacturers of "Jolly Time" pop corn, are the world's largest producers of pop corn.



Reddy Kilowatt makes his home at the big Sioux power plant, central point in the Sioux City Gas and Electric Company and Iowa Public Service Company power distribution system.



One of the midwest's largest baking and candy plants is **The Johnson Biscuit Company**.



Storage batteries used in every section of the nation are manufactured here by **The National Battery Company**.



Famous "**Ray-O-Vac**" dry-cell batteries are produced in this Sioux City Battery Company plant.



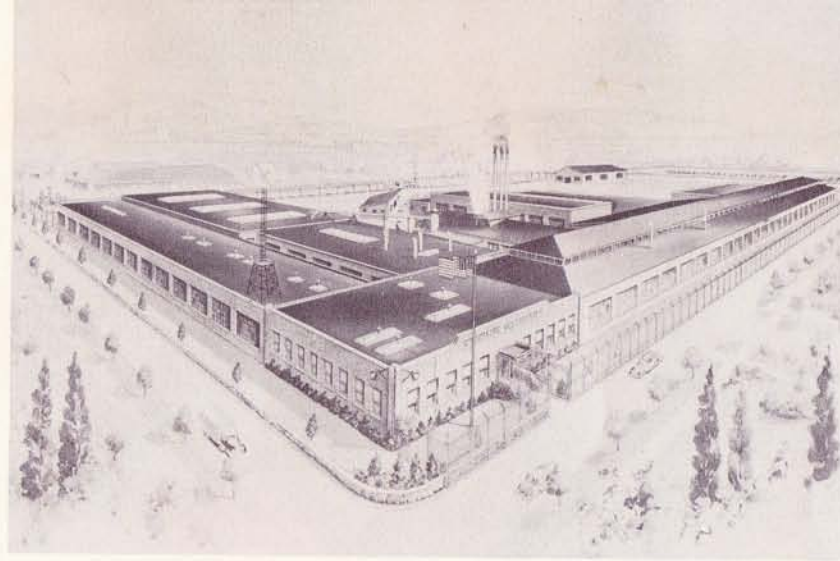
North of Sioux City on Highway 75 the **Great Lakes Pipe Line Company** maintains this rapidly expanding distribution center.



One of the nation's large cooperatives and a major local industry is the **Sioux Honey Association**.



Increasing use of **soy bean products** in chemistry and industry has stimulated the growth of the **Sioux Soya Company**, Eleventh and Clark Streets, Sioux City.

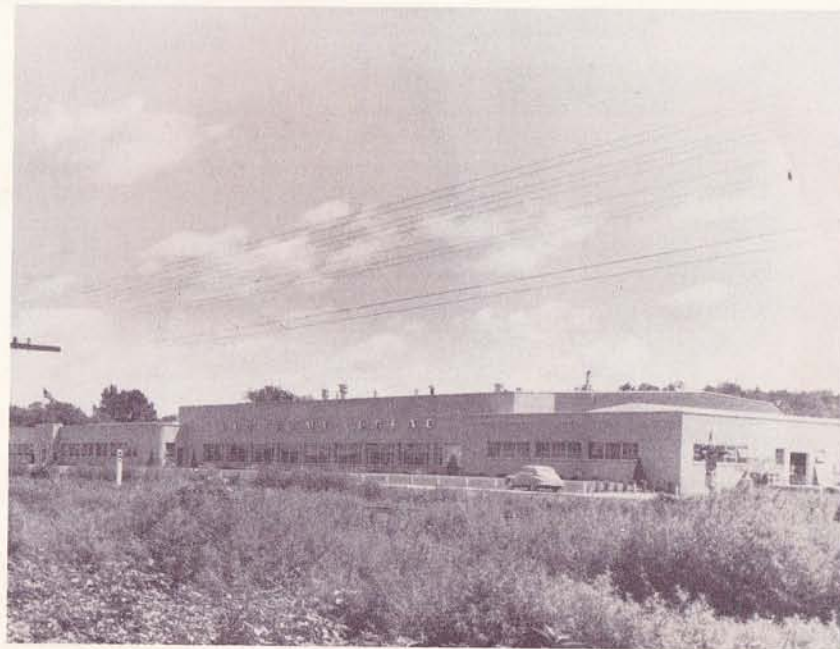


The world's largest manufacturer of **wind propelled generators** is Sioux City's **Wincharger Corporation**.

**“SIOUX CITY,
THE
SHOPPING
CENTER OF
THREE
STATES . . .
IOWA,
SO. DAKOTA
AND
NEBRASKA”**



The brand name **“Sioux Tools”** originates in this building, the home of **Albertson and Company**.



The bakers of **“Old Home Bread”** now occupy this new structure erected for **The Metz Baking Company** on Highway 75.

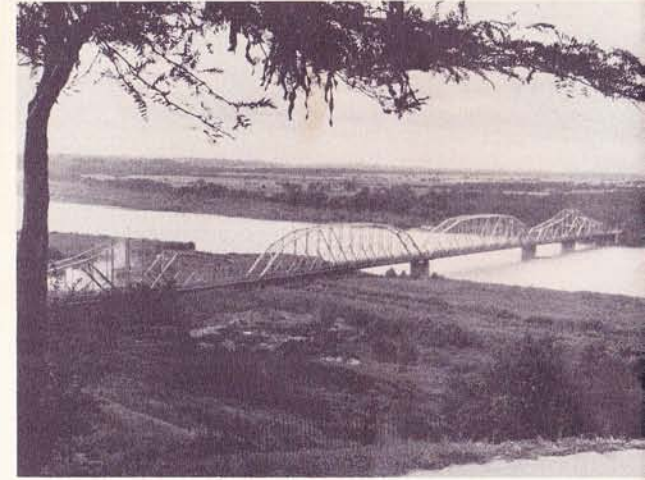
Sioux City is Iowa's second largest city yet it leads the state as a wholesale distributing center. From a trading post it has grown to become a great wholesale market which now reaches into seven states. In addition modern department stores and specialty shops contribute to a large volume of retail business.

SCENIC SIOUX CITY



The distinguished architecture of the **Woodbury County Court House** dominates a portion of Sioux City's downtown scene.

From the top of **Prospect Hill** on the banks of the **Missouri** we look down on the **Dakota County combination bridge** which joins Iowa and Nebraska.



Located at Sixth and Douglas Streets, the **United States Post Office building** houses federal agencies operating in Sioux City.



"Welcome to Sioux City!" Mid-Continent Airlines' Omaha flight deposits its passengers at Sioux City's Municipal Airport.



Aviation's greatest airliners can be accommodated by the 6,500 foot runways of the giant **Municipal Airport** just outside Sergeant Bluffs, Iowa.



"Steamboat Round the Bend." River traffic moves once again on the broad **Missouri**.

SIoux CITY RICH IN HISTORY



One of the truly historic spots of mid-America is the **council oak** or **medicine tree** which stands beside the Big Sioux River in Sioux City's **Riverside Park**. Here the **Lewis and Clark Expedition** paused during their explorations on the Missouri Valley. Here the famed Indian Chief **War Eagle** decided to let the explorers pass unmolested.



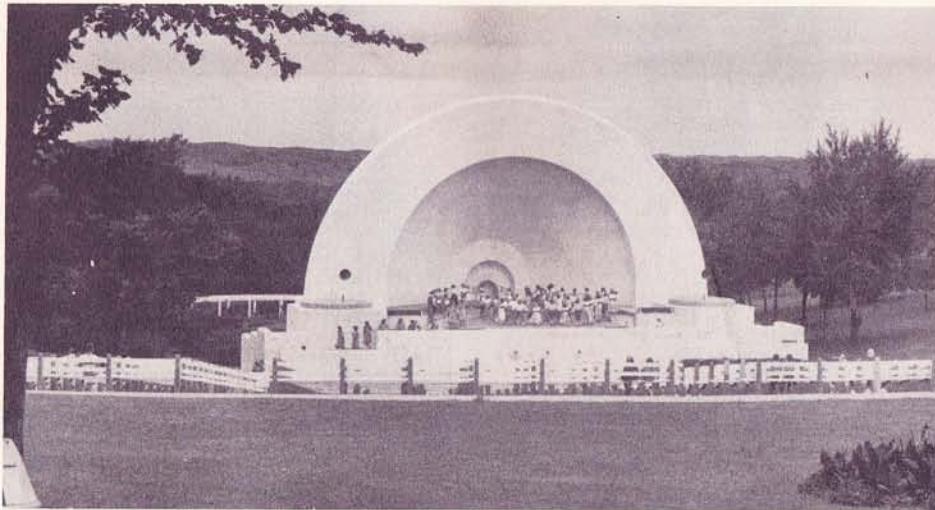
Sergeant Charles Floyd rests beneath this obelisk. The young soldier was the first white man to give his life in his country's service in what is now the State of Iowa. Erected in 1900 by the Floyd Monument Association the shaft bears this inscription: "**Graves of such men are pilgrim's shrines. Shrines to no class or creed confined.**"



Newest of **three municipally operated swimming pools** is **Leif Erickson** on Sioux City's north side.



Stone Park is an outdoor refuge untouched and virgin in its beauty. Here the **Big Sioux** sweeps by to join the **Missouri**.



The **Grandview Park band shell** is a tribute to Sioux City's love for music and recreation. Justly proud of this beautiful structure, Sioux Cityans flock here through the summer for Sunday evening concerts by the **Monahan Post band** and for such special features as **The Children's Lantern and Dance Festival** shown in rehearsal above.



Carefully tended and greatly enjoyed by all of Sioux City's residents is **Morningside's Latham Park**.

Romance and adventure are a part of Sioux City's heritage. The first white men known to have set foot on this soil were members of the Lewis and Clark expedition in 1804. 50 years later Sioux City was born when Dr. James Cook laid the first plans for the city he pictured even then as a giant that would rise at the junction of the Missouri and the Big Sioux, where later three states would meet.

STUDIOS

Most of the programs you hear originating from KTRI's studios are voiced in **Studio B**. Here too is housed KTRI's huge collection of **musical recordings** and **transcriptions**.

KTRI's **Studio A** is one of the most spacious in this area. From here such large choral groups as the **Morningside College choir**, **Dubuque University choir** and **St. Olaf's College chorus** have performed.



Photography by "STILES"

Also many photographs through courtesy of Sioux City Chamber of Commerce.

The myriad items of radio equipment required for top listening interest are housed in the **master control studio**. Here you see the **RCA control panel**, **wire and tape recording machines** and **transcription turn tables** that are only a part of the tremendous amount of apparatus used in broadcasting your favorite programs.



A STUDIO TOUR OF KTRI

The Favorite Spot On Your Dial



KTRI
1470

SUNDAY		MONDAY		TUESDAY	
TIME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
5:00	<i>Ray Rogers</i>				
5:30	<i>Dick Carter</i>				
6:00	<i>The Falcon</i>				
6:30	<i>The Mayor of the Town</i>				
WEDNESDAY		THURSDAY		FRIDAY	
TIME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
SATURDAY		SPECIAL BROADCASTS			
TIME	PROGRAM	DATE	PROGRAM	DATE	PROGRAM

SERVING SIOUXLAND—KTRI'S PRIMARY

COVERAGE AREA

