

# TIMELINE

SIoux CITY PUBLIC MUSEUM

Spring/Summer 2022 • Vol. 2, Issue 23

## Exhibit celebrates auto dealership's 100th year

**A** 1922 Chevy from Ryal Miller Chevrolet Company's first year of operation is showcased in the Sioux City Public Museum's new exhibit, *Knoepfler Chevrolet: Celebrating 100 Years in Sioux City*, on display through August 21, 2022.

Among the artifacts and photographs chronicling the history of Sioux City's oldest family-owned dealership is an early Sun-brand performance analyzer from the 1970s. The nearly 6 ft. tall device is an electronic testing instrument that can detect a range of electronic and timing problems in an engine. A circa 1990 Chevrolet "bowtie" logo from the dealership building is featured along with dozens of historic photographs from 1922 to the present.

Knoepfler Chevrolet traces its lineage back to Ryal Miller Chevrolet Company, which started its Sioux City dealership in May 1922.



A 1922 Chevy is a highlight of the exhibit.

The original partners were Ryal Miller, Miller's wife Marye and Duane Kidder. Kidder's nephew James (Jim) Knoepfler joined the company (known as Ryal Miller-Kidder Company since 1937) in 1952 and was named secretary-treasurer in 1958.

*(continued on page 3)*

## Redesigned SiouxCityMuseum.org website launched



One of three front page banners on the new [SiouxCityMuseum.org](http://SiouxCityMuseum.org) website. Details about the museum's three sites – the Sioux City Public Museum downtown, the Sergeant Floyd River Museum & Welcome Center, and the Peirce Mansion – as well as online resources are now easily accessible. The website was designed by Chatterkick, founded by Sioux Cityan Beth Trejo, with photography by Britton Hacke.

### What's new:

- Easier navigation
- A mobile-friendly user experience
- Streamlined local history articles
- Acceptance of online payments for Peirce Mansion rental deposits, class registrations, and Museum Association books and memberships.

*The Sioux City Public Museum collects, preserves, and interprets cultural and social history with an emphasis on Sioux City and the region.*



# Director's Report

by Steve Hansen

## Summer Greetings!

As you read this newsletter, I believe you will share my feeling that the Museum truly is a community meeting place and a premier regional cultural attraction. This year we hosted a record number of school groups. The school groups came from Sioux City, Alta-Aurelia, Maurice-Orange City, MVAOCO, South Dakota, and Nebraska amongst others!

We continue to offer our popular "History at High Noon" series, children's programming and events, walking tours, host numerous

service groups, and provide space for many organizations for their meetings. We are also partnering again with Downtown Partners and will have the Museum open during the Downtown LIVE concerts on the plaza this summer. Add in new temporary exhibits, permanent exhibits, and our riverfront gem the Sgt. Floyd Welcome Center and it is clear we are a positive aspect in the community.

Speaking of the Welcome Center, we will once again host the annual Bill Diamond Antique & Classic Car Show on July 10 and the Sergeant

Floyd Memorial Encampment in August. Add everything up and we expect a busy and exciting summer slate for our guests.

Of course, none of this could happen without your support and the excellent work of our dedicated staff and volunteers. As the Director, I am reminded daily of how fortunate I am to work at a job that I truly enjoy and have the pleasure of working with dedicated and passionate colleagues!

Thank you again and we hope to see you soon. Have an enjoyable summer.

## Volunteer Spotlight

## Dan Whitlock

**W**hen Dan Whitlock started volunteering at the Sergeant Floyd River Museum & Welcome Center in 2017, he couldn't have envisioned what an impact he would have.

"Dan has been a wonderful addition to the boat," says Chris Dekker, Welcome Center Supervisor. "He is very interested in Lewis & Clark and conducts most of our school group presentations.

While Dan started off volunteering one day per week, in May 2022 he had "a lot of fun" spending 50.5 hours leading school tours.

Dan sees the redevelopment of the riverfront as providing



Dan Whitlock

a long-term way to share the expedition's story. With the area just off the Floyd River now publicly owned, the approximate location of Lewis and Clark's campsite in Sioux City will be accessible to visitors for the first time.

Intrigued by the "Freedom Rocks" in all 99 Iowa counties, Dan thought a memorial rock would be a unique

marker along the Lewis and Clark Trail. With his engineering background, Dan was able to design plans for the memorial. After fund-raising efforts, the rock was installed in October 2021 east of the Floyd Blvd. entrance to the riverfront. Whitlock watched as the rock was painted by "Freedom Rocks" artist Ray "Bubba" Sorensen in June. The mural portrays Sergeant Floyd and the expedition's stay in present-day Sioux City.

After more than two years of work, the memorial will be dedicated during the Sergeant Floyd Memorial Encampment on August 20. This year, the annual event's date coincides with Floyd's death on August 20, 1804.

# History Projects reception honors students

A reception and awards ceremony to honor the knowledge and creativity of 83 local fourth-grade students participating in the 31st annual *Sioux City History Projects* exhibition was held at the Sioux City Public Museum in May. After studying local history, 940 students created models and posters based on Sioux City's past and present. Blue ribbons were presented to all the students with projects on display.

**Bryant Elementary:** Kaitlyn Delger, Wakin Flowers, Eila Lytton, Easton Mosher, Isabella Severson, and Madelyn Simon

**Holy Cross Elementary:** Hayden Campbell, Addie Nelson, Kateri Venturi, and Aiden Washington

**Irving Elementary:** Leonel Becerra-Valadez, Getsemani Garcia, Christian Maeda, Luna Marcos, Danny Nguyen, Maria Perez Esquivel, Mariana Reyes, and Manuel Sanchez

**Leeds Elementary:** Lincoln Beller, Tyler Chamberlin, Benjamin Gurnsey, Oliver Kurtz, Aiyana Madeaux, Payton McDonald, Olivia Mogensen, and Alyvia Sachau

**Liberty Elementary:** Damian Aguilar Raya, Bella-Marie Downs, Janiyah Lillard, Payten Mace-Smith, Dauntae Pappan, Trenton Rainbow, Ava Risner, Aniah Seibold, Ray Taylor-Smith, and Athena Vo

**Loess Hills Elementary:** Cazen Combs, Avery Griffin, Brianett Hernandez Huerta, Piper Ross, and Tyler Westfall

**Morningside Elementary:** Abel Brummond, Preston Bursell, Scarlet De Los Santos, Lydia Gillespie, Maxwell Holdenried, and Izabella Myers



The special award recipients lined up to receive certificates from Mayor Bob Scott, Mayor Pro Tem Dan Moore, and Museum Director Steve Hansen during the awards ceremony.

## 2022 Sioux City History Projects award recipients

### Sioux City Museum & Historical Association Award (tie):

Queen of Peace – Piper Ross

Grandview Park Bandshell – Garrett Spencer

### President's Award:

Uncle John's Records & Tapes – Kateri Venturi

**Trustee's Award:** Sioux City Corn Palace – Noah Davis

### Museum Director's Award:

Sioux City Fire Station No. 3 – Kale Kinnaman

### Museum Staff Award:

Woodbury County Court House – Owen Huseman

**Visitor's Choice Award:** Orpheum Theatre – Olivia Mogensen

**Student Choice Award:** Jolly Time Popcorn – Addie Nelson

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### Perry Creek Elementary:

Khloe Kneifl, Raeley Biederman, Emilee DeVries, Zoey Eckert, Max Gonzalez, Louis Kellogg, Jakoby Olorundami, and Piper Rea

### Riverside Elementary:

Noah Davis, Haylie Hernandez, Mason Neal, and Addyson Ortiz

**Sacred Heart:** Sophie Lane and Max McGregor

### Spalding Park Elementary:

Eliasyn Carrillo, Aliyah Dicus, Faydra Hariluk, Keila Lopez-Castro, Emiliano Ramirez,

Syndal Sencenbaugh, Leah

Trudell, and Stephanie Virula

**Sunnyside Elementary:** Rylee Blades, Lydia Bremer, Ashton Jacobson, Kale Kinnaman, Jackson Koppelman, and Ema Moreno

**Unity Elementary:** Blake Bock, Owen Huseman, Rain Jepsen, Sienna Karrer, Keegan Kleinschmidt, and Dio Roy

**VIBE Academy:** Eli Hathaway and Garrett Spencer.

# July and August children's programs

## There's still time for summer fun

Now on Thursdays and Saturdays!

Free family activities for all ages

**Kid's Days** 10–11 am

**Fee: \$1 per child per session**

Geared to families with young children. Adults and children will explore hands-on learning activity stations together in a supervised classroom setting.

July 7 & 9 **Down on the Farm**  
 July 21 & 23 **Transportation Time**  
 August 4 & 6 **It's Dinosaur Day!**

**Hands-on History Saturdays** 11 am–1 pm

Learn about Sioux City history with "touch and see" stations containing artifacts as you tour the gallery at your own pace.

July 2 **Pioneer Life**  
 August 6 **Made by Hand**

Pre-registration not required for Family Programs **only**

## A new way to register!

Online registration and payment is now available at the all-new [SiouxCityMuseum.org!](http://SiouxCityMuseum.org)

**Ages 6 – 8 and 9 – 12**

Fee: \$10/member, \$12/non-member per session

Maximum 20 participants

**Sub-Zero Heroes Camp\***

Discover fascinating creatures from the world of the Ice Age through fossils, projects, and games.

**Ages 6 – 8 Tuesday, July 19** 9–11:30 am

**Ages 9–12 Tuesday, July 19** 12:30–3 pm

\* Pre-registration required.

Registration must be received 5 days before class start date.

**Ages 7 – 12**

**Tuesday – Thursday**

**Space Cities\***

**July 12 – 14**

Bring a sack lunch

9 am–3 pm

Fee: \$100/member, \$115/non-member

Maximum 20 participants

Learn about living and working in space, design and build space stations, and conduct experiments in microgravity, rocketry, and weightlessness.

Co-teachers are NASA-trained educators Connie Richardson Smith and Mary Richardson Tester.

Sioux City Public Museum • 607 4th Street, Sioux City, IA 51101 • 712-279-6174 • [SiouxCityMuseum.org](http://SiouxCityMuseum.org)

## MUSEUM SUMMER PROGRAM REGISTRATION FORM

Please use a separate form for each child. Class sizes are limited. Payment is required to hold class reservations. Registration forms must be mailed with payment to the Sioux City Public Museum. Please make checks payable to "Sioux City Museum & Historical Association."

Scholarships are available based on financial need. For details, call 712-279-6174 or e-mail [museumeducation@sioux-city.org](mailto:museumeducation@sioux-city.org).

**Child Information** Last Name \_\_\_\_\_ First \_\_\_\_\_ Age \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Parent Name \_\_\_\_\_ Daytime Phone \_\_\_\_\_ (Cell) \_\_\_\_\_  
 Email \_\_\_\_\_ Emergency Name/Phone \_\_\_\_\_

Activity Name	Class Date/Time	Fee
_____	_____	_____
_____	_____	_____
_____	_____	_____

Current Museum Member? Yes No

**SAVE ON CLASSES BY BECOMING A MUSEUM MEMBER. Special \$25 offer!**

Save \$5 on a new family membership if you join when registering for summer classes.

Add a \$25 Family membership? Yes No

**Total Payment** \$ \_\_\_\_\_

List any food allergies/medical needs \_\_\_\_\_

Refunds will only be given up to one week prior to the class date. After that, no refunds will be given except in the event of unforeseen medical reasons or program cancellations/postponements. Note: bottom portion of this form must be signed regardless of payment type.

**Payment method:** Cash Check Credit Card (complete information below)

Visa/MasterCard# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

CVV Code (3-digit # on back of card) \_\_\_\_\_ Cardholder address (if different from above) \_\_\_\_\_

I hereby give permission for my child (or myself) to participate in the above program/activity. I will not hold the City of Sioux City, the Sioux City Public Museum, or its appointed staff responsible in case of accident/injury or loss as a result of participation in these activities. In addition, I hereby grant the City of Sioux City and its participants, the right to use any and all of my materials, photographs, audio, video tape or film recordings made by me on the dates above and as long thereafter as [the City of Sioux City and its participants] may desire to use the same. Note: If participant is under the age of 18 years or less, this release must be signed by the participant's parent or guardian.

X \_\_\_\_\_  
 Parent/Guardian Signature (REQUIRED)

\_\_\_\_\_  
 Date

## Summer programming underway

**S**ummer programs for children are starting off strong with a new way to register online and a mix of old and new programs.

### Summer classes

There's still time to register for the two summer classes offered in July. "Sub-Zero Heroes Camp" has separate sessions for ages 6-8 and ages 9-12 on July 19. The popular "Space Cities" camp returns July 12 through 14 for ages 7-12.

Class registration is due five days before the class date. Class sizes are limited; pre-payment is required to hold reservations. See the registration form for more details.

### Family programs

For younger children, Kid's Days now offers the same program on Thursdays and Saturdays. Adults and children have the opportunity to explore hands-on learning activity centers together.

Hands-on History Saturdays features themed artifacts at "touch and see" stations in the gallery area. The interactive activity is held on the first Saturday of the month in July and August.

The annual Sergeant Floyd Memorial Encampment returns to the grounds of the Sergeant Floyd River Museum & Welcome Center on August 20 and 21. The event showcases authentic tents,

camp equipment, uniforms, and firearms like those used during the Lewis and Clark expedition. Families are invited to explore an 1804 living-history camp replicating the expedition's stay in present-day Sioux City. Long-time re-enactors interact with visitors to bring history to life. Children's activities will be available from 10 am to 1 pm on Saturday.



"Space Cities" includes hands-on activities.

## Grant funds website redesign

**E**asier navigation, a mobile-friendly user experience, and acceptance of online payments are just a few of the improvements to the redesigned website for the Sioux City Public Museum.

The new website is made possible with a \$20,000 Cultural Leadership Partners (CLP) grant award for FY22 from the Iowa Arts Council, a division of the Iowa Department of Cultural Affairs.

Along with visitor and rental information, the website showcases museum exhibits and programming. The website consolidates the former SiouxCityHistory.org website

into a streamlined and engaging format. A variety of online resources are now easily accessible.

The acceptance of online payments means users can register for children's classes, make Peirce Mansion rental deposits, and purchase Sioux City Museum & Historical Association publications and memberships quickly and easily. Inquiry forms for rentals, tours, research questions, and volunteer opportunities are also available.

"We are pleased to once again benefit from funding provided by the Iowa Department of Cultural Affairs,"

said Steve Hansen, Museum Director. "This year's funding allows us to better serve the community and the state with a much-needed redesign of our website."

Cultural Leadership Partners represent arts and cultural organizations that demonstrate an exemplary record of programming and managerial excellence and community service on a year-round basis to the citizens of Iowa. The Iowa Department of Cultural Affairs believes these partnerships are a shared investment in a vigorous and rich cultural environment that improves the quality of life for all Iowans.

## Sioux City's only Baseball Hall of Famer featured

A series of events highlighting the little-known story of one of Sioux City's most decorated athletes are part of Dave Bancroft Day on Friday, July 1. The events honor the Baseball Hall of Famer who was born on Sioux City's westside in 1891.

The activities begin with a Lunch and Learn at the Sioux City Public Museum at noon. Tom Alesia, author of the just-released book *Beauty at Short*, will share Bancroft's story from his days at Hopkins School in Sioux City to his death in his adopted hometown of Superior, WI. Alesia will sign copies of *Beauty at Short*, which will be available for purchase at the event.

The author notes, *Beauty at Short*, "is packed with fascinating stories including his friendship with baseball

icon Babe Ruth and his unlikely trek through the minor leagues that led to a fifteen-year career in major league baseball."

As a preview of Dave Bancroft Day in Sioux City on July 1, an exhibit of the famous baseball player's memorabilia was displayed at the Sioux City Public Museum. The

artifacts were from Alesia's private collection as well as from the Museum's archives.

Later that evening, the Sioux City Explorers dedicate the Dave Bancroft Pavilion featuring a new plaque honoring the city's premier short-stop. The pavilion is located behind the new Explorer's business office.



The display showcased Dave Bancroft's baseball cards, a bat from the National Baseball Hall of Fame, and photographs from throughout his career.

### About Dave Bancroft

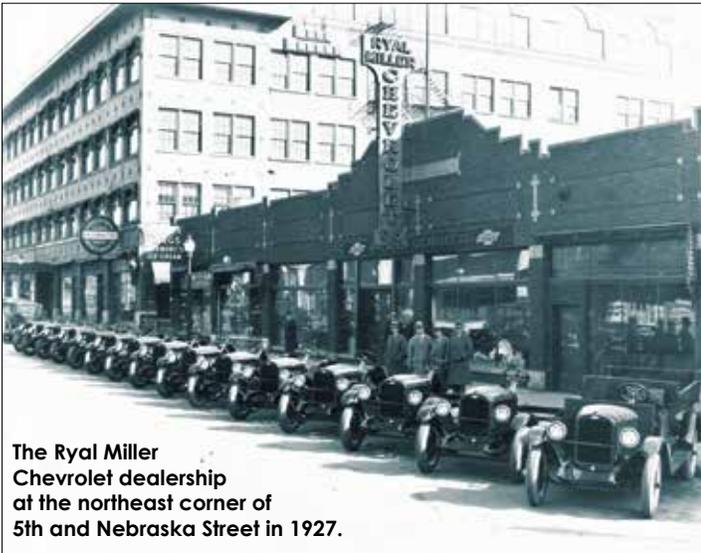
The son of Frank Bancroft and Ella Gearhart, Bancroft attended Hopkins School and Sioux City High School where he starred on the baseball team. While still in high school, Bancroft also played for a local semi-pro team called the Black Knights. His experience with the Black Knights led to an unusual opportunity in 1908 when the 17-year-old Bancroft was recruited to play as an emergency replacement for the visiting Pueblo (Colorado) Indians in a Western League

doubleheader against the Sioux City Packers.

Having enjoyed a taste of life as a professional baseball player, Bancroft left Sioux City just before his 18th birthday in April 1909 to begin his minor league career with the Waterloo Lulus of the Central Association. He spent the next six seasons slogging his way through the minor league hierarchy, playing for teams in Duluth, MN; Superior, WI and Portland, OR. He joined the major leagues in

1915 with the Philadelphia Phillies, rising to fame after he was traded to the New York Giants in 1920. Bancroft played for several major league teams and won several pennants, including two World Series (1921 and 1922). He ended his playing career with a .279 batting average and averaged 6.32 chances per game as short-stop. Bancroft was named to the Baseball Hall of Fame in Cooperstown, NY in 1971, but remained relatively unknown in his hometown until now.

# Photographs showcased in exhibit Quilts on display



The Ryal Miller Chevrolet dealership at the northeast corner of 5th and Nebraska Street in 1927.

In conjunction with the exhibit, the program, "History at High Noon: How the Automobile Shaped Sioux City" was offered in June. Presenter Matt Anderson, Curator of History, drew

The handiwork of generations of women is showcased in the Sioux City Public Museum's exhibit, *Quilts from Our Collection* on display through July 31, 2022.

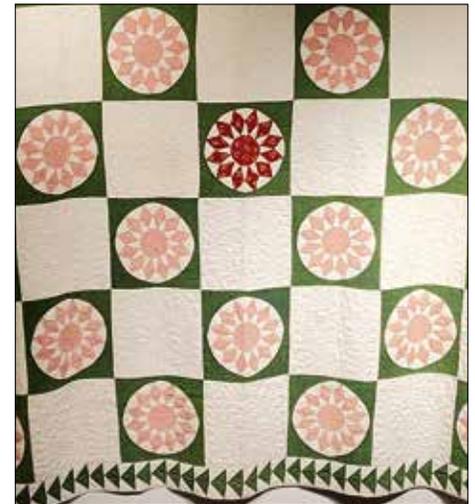
The quilts, dating from the 1840s to the 1940s, feature styles such as North Carolina Lilly, Dresden Plate, Friendship, Six-Point Star, Princess Plume, Patchwork, Patriotic, Log Cabin, Flower Basket, Postage Stamp, and Crazy Quilt.

(continued from page 1)

Following Ryal Miller's death in 1963, Knoepfler added the roles of sales manager and general manager to his duties. The firm changed its name to Kidder-Knoepfler Company in 1965. Since both Miller and Kidder were childless, leadership of the company eventually passed completely to Jim Knoepfler and his descendants. The dealership has been at its present location at 100 Jackson Street since 1971.

on the Museum's extensive photographic collection to revisit the role of the automobile during the 20th century. What began as a curiosity during the late-1890s and early-1900s, had become a staple of everyday life by 1920.

The June History at High Noon presentation, along with past programs, will be available at [SiouxCityMuseum.org/history-at-high-noon](http://SiouxCityMuseum.org/history-at-high-noon).



A patchwork pattern quilt featured in the exhibit.

<b>Sioux City Museum and Historical Association Membership Form</b>	As a member of the Sioux City Museum and Historical Association you will receive:
	<ul style="list-style-type: none"> <li>■ The Museum newsletter and invitations to special events for members.</li> <li>■ Discounts on children's classes and a 10% discount on purchases at our gift shops.</li> <li>■ The benefits of the Time Traveler Program which include free/reduced admission and discounts at historic sites and museums across the United States.</li> </ul>

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail address \_\_\_\_\_

### Membership Categories (please check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Individual: \$20/year             | <input type="checkbox"/> Supporting: \$50/year   |
| <input type="checkbox"/> Sr. Citizen: \$15/year            | <input type="checkbox"/> Patron: \$100/year      |
| <input type="checkbox"/> Family: \$30/year                 | <input type="checkbox"/> Benefactor: \$250+/year |
| <input type="checkbox"/> Business: Starting at \$100+/year |  |

Amount Enclosed: \$ \_\_\_\_\_

Credit card payments accepted by calling 712-279-6174 ext. 105 or by completing the information below:

Visa/MasterCard# \_\_\_\_\_ Exp. Date \_\_\_\_\_

CVV Code (3-digit # on back of card) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

The Sioux City Museum and Historical Association is a 501(c)(3) organization.

Make checks payable to:

**Sioux City Museum and Historical Association**

I would like a Museum representative to contact me regarding:

- |   |   |
|---|---|
| <input type="checkbox"/> A gift of appreciated securities | <input type="checkbox"/> A charitable trust/other planned giving instrument |
| <input type="checkbox"/> A gift of other real property    | <input type="checkbox"/> The Endow Iowa Tax Credit                          |

Please send membership form and payment to the Sioux City Museum and Historical Association • 607 4th Street • Sioux City, Iowa 51101

## HOURS

### Sioux City Public Museum 607 4th Street

Tuesday - Saturday  
10 am - 5 pm  
Sunday 1 - 5 pm

### Museum Research Center

Use Jackson Street entrance  
Wednesday - Friday  
1 - 5 pm  
Appointments appreciated

### Sergeant Floyd River Museum & Welcome Center

1000 Larsen Park Road  
Daily 10 am - 4 pm

**FREE ADMISSION**

### John Peirce Mansion 2901 Jackson Street

Available for rent

Main phone # 712-279-6174

Sioux City Museum & Historical Association  
607 4th Street  
Sioux City, IA 51101

Non-Profit Org.  
U.S. Postage  
PAID  
Permit No. 87  
Sioux City, IA

### Museum Staff

Haley Aguirre, Archival Records Clerk  
Matt Anderson, Curator of History  
Christine Dekker, Sgt. Floyd River Museum Supervisor  
Mary Green-Warnstadt, Development Coordinator  
Steve Hansen, Museum Director  
Laurna Herren, Welcome Center Attendant  
Dottie Johnson, Front Desk/Museum Store Assistant  
Grace Linden, Museum Attendant  
Connie Macfarlane, Education Coordinator  
Deanna Mayo, Administrative Assistant  
Tom Munson, Archives Manager  
Kien Sek, Custodian  
Eric Turner, Custodian  
Theresa Weaver-Basye, Curator of Education  
Jan Youngberg, Museum Attendant

### Museum & Historical Association Board Members

Terry Gottburg, President; Don Duzik, Vice-  
President; Ian Rappolt, Secretary; Russ Gondek,  
Treasurer; John Carter, Terry Duzik, Kathy Flieger,  
Cheryl Girard, Joellen Graham, Greg Guelcher,  
Connie Macfarlane, David Nelson, and Joan Schurtz.

### Museum Board of Trustees

Bruce Lear, Chair; David Halaas, Vice-Chair;  
Amy DeGroot-Hammer, Gregory Giles, John  
Meyers, Andrea Rohlena, and Dave Somsy.

### Board Meetings

The Association typically meet at 6:30 p.m. on the  
2nd Tuesday of the month; the Trustees typically  
meet at noon on the 2nd Friday of the month.

You've got  
to see it...

### Summer exhibits/events

On display through July 31

**Quilts from Our Collection** (Article on p. 7)

On display through August 21

**Knoepfler Chevrolet: Celebrating 100 Years in Sioux City**  
(Article on front cover)

Friday, July 1

**Dave Bancroft Day in Sioux City Lunch and Learn**

Noon • Sioux City Public Museum (Article on p. 6)

*Attendees are invited to bring their own lunches.*

Sunday, July 10

**Bill Diamond Antique & Classic Car Show**

11 am to 3 pm • Sergeant Floyd River Museum & Welcome Center

Tuesday, July 12

**Jackson St. Walking Tour**

6:30 pm • Meet at the Peirce Mansion

*An Open House will be held 5-6:30 pm  
at the Mansion prior to the tour.*

**More events listed at  
[SiouxCityMuseum.org](http://SiouxCityMuseum.org)**