

KNAPP-SACK

Vol 10, No. 11

J. W. KNAPP COMPANY, LANSING, MICHIGAN

December, 1965

A Very Merry Christmas and
a Happy New Year to all of
our associates who are such
an important part of the
"Wonderful World of Knapp's"



KNAPP-SACK

Editorial

CHRISTMAS GREETINGS

HOWARD C. GRIMES

As another Christmas season passes by, we wish to thank each and every person associated with the store for a wonderful job well done.

May the true spirit of Christmas enrich your lives throughout the coming year as you have helped thousands of Lansing Christmas shoppers enrich theirs.

We wish to impress upon you, too, that we are greatly appreciative of all your fine contributions during the entire year as well as Christmas 1965, the best Knapp's has ever experienced.

We hail the approaching year with firm faith and high confidence — alert and eager for its opportunities to serve more and more people better and better.

A Merry Christmas to all and Best Wishes for every day of the New Year.



Denny Orr, Skiing Instructor, shows some of the apparel and equipment available in Ski Shop.



Rice

On November 20, Barbara Donley, Mezzanine, married Robert Borden from Steubenville, Ohio. Her husband is a doctoral candidate at M.S.U., and holds a DuPont fellowship in chemistry. They were married in the Alumni Chapel on campus.

Marie Stajos, blouses, and Terry Ashley were married December 4 in the Greek Orthodox Church. Terry attends L.C.C.

Our best wishes from Knapp's to both of the happy couples.

Rattles

Fred Koeppen, Cap. Ave. Nite Man, now has two sons, the last one arriving December 8th.

Our Sympathy

All Knappites extend sincere sympathy to these fellow associates on the loss of a member of their family.

Catherine Bancroft, Housewares, on the loss of her brother.

Phyllis Hasty, Lingerie, on the loss of her brother.

Millie Edington, Stationery, on the loss of her step-mother, Mrs. Grace Carr.

ALL SET . . . BUT NO SNOW!

We've had cold, and we've had rain—but not the necessary ingredients to get the snow needed for that most popular winter sport, skiing. And many Knappites are getting a bit anxious to start fleeting down the slopes again.

Each year finds more Knapp associates on the barrel staves, as skiing gains in popularity in Michigan. It started its growth in Michigan in 1948 when there were only 3 or 4 ski parks. The big boom has been about the last 7 years, when skiing has grown faster than any other sport ever has. Our state now has about 87 ski resorts and parks and many of them have been visited by Knappites.

Skiing Knappites . . .

Sharon Stuart, Merchandising Office, has been skiing for 3 years, most often going to Boyne Highlands or Caberfae. Each Friday eve during the season usually finds her, skis and poles in hand, headed to the snow and hills.

Diane Anderson, Mezzanine Gifts and China, a ski enthusiast for 5 years, favors Vail, Colorado and the Aspen area. She attended the University of Colorado in Boulder, and is planning on returning December 26th to get in a week's skiing before classes start again. Diane has also skied at Otsego, Boyne, and Leelanau in Michigan.

Nancy Blanchard's family (Nancy is in Lingerie) are all fans of the sport. She and her husband, Bob, have been skiing about 4 years. Both of their children, 6 and 9 yrs., are skiers too. They usually go to Skyline or Nub's Nob.

Practically the entire Sporting Goods Department are ski fans, too. Jim

Pfister, a 10 year fan, usually skis at Boyne or Ogemaw Hills in Michigan, but has also skied in Aspen, Colorado.

Denny Orr started skiing when he was just a little guy—23 years ago! He is a Certified Instructor, Central Division, U. S. Skiing Association. He skied in the Loveland Basin and area in Colorado from 1961 to 63, and is currently the Ski School Director at Ogemaw Hills near West Branch.

Roger Boettcher, another 10 year enthusiast, is on the National Ski Patrol, and most often skis at Thunder Mountain.

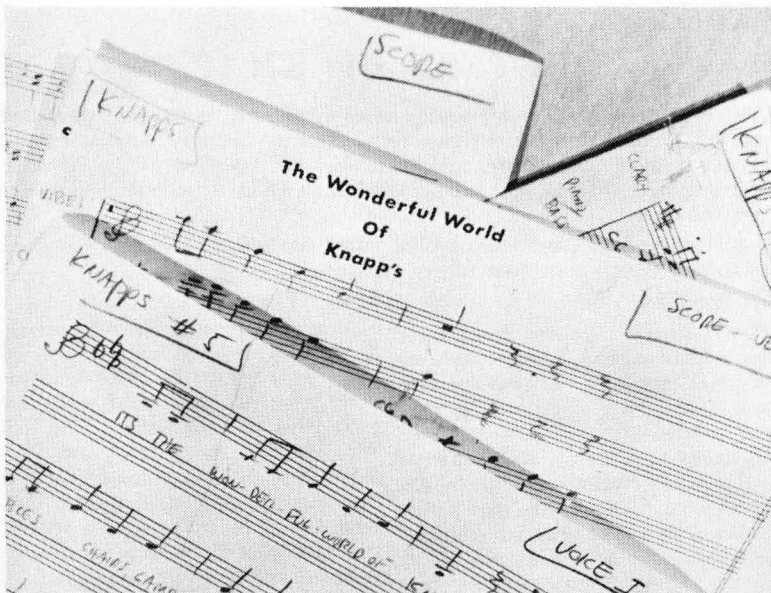
Be Prepared . . .

Any skiing fan can find the equipment they need at Knapp's Sporting Goods Department in the Ski Shop. They have a wide variety for beginner through pro, and have experts on the staff for selection and fitting. The skis themselves must be fit according to height, weight, experience, sex, and type of skiing the person does. The ski must dissipate the weight evenly

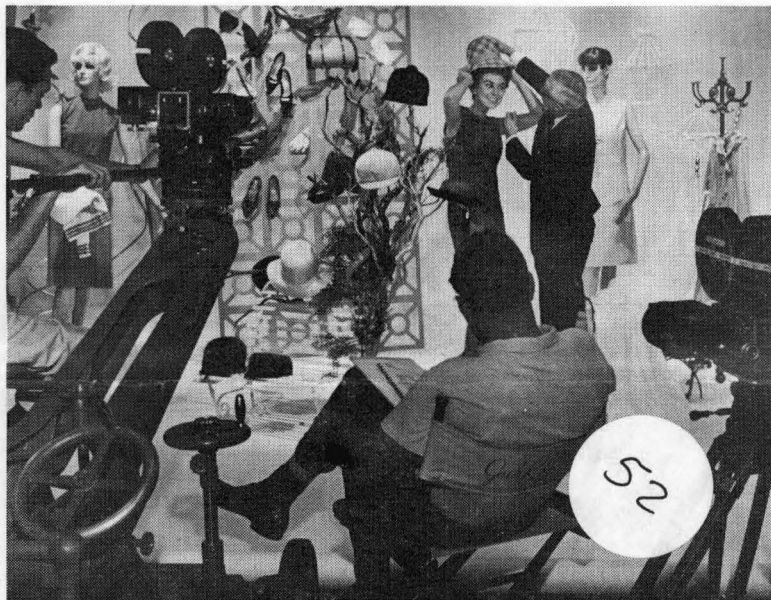
See SKIING (Page 4)

Congratulations Are in Order

Capitol Avenue gained another award! The Magnavox Co. presented to the J. W. Knapp Company the "Outstanding Dealer Achievement Award." Two of our employees, Barb Dionese and Hugh Sloane received salesmanship achievement awards. Knapp's is mighty proud of our staff as they continue to receive awards from manufacturers and compliments from our customers. Hats off to Barb and Hugh for their outstanding efforts!



Part of the original score that was written for our TV "shows."



"SHOOT!" . . . as the cameras capture scenes from Knapp's for our presentations.



"Let's see now . . ." Don Eastin, Publicity Director, works with the musicians to get our tune just right.

AIRWAVES RESOUND WITH "OUR WONDERFUL WORLD"

"All that's new . . ." and here we go again on another Knapp commercial. The air waves for the past month have often carried the sound and the action of Knapp's new spot commercials. The musical theme is now as familiar to Central Michigan as "double your pleasure . . ." or many other commercials we could name. And that was just the way it was planned. Knapp Associates previewed the commercials in a series of meetings, but to learn the story of their creation read on.

Retailers can expand sales volume in three ways. One, add more departments and services. Two, open more units near to new customers. Three, attract new customers to the stores. We who have been on the scene can easily attest to the first two methods. Knapp's has added new departments and new services. The Christmas theme of the Knapp-Sack of 1961 "Now We are 3" has changed to Knapp's Five Stores.

And now we have instituted new promotional devices to bring new customers to the expanding Knapp's. To our already strong newspaper advertising has been added Television to project Knapp's image with its sight, sound, motion, and emotion. Radio coverage is also included as another advertising medium bringing "The Wonderful World of Knapp's" to the attention of its listeners.

A Professional Job . . .

After the decision was made to go into TV and radio advertising in a really big way, decisions and plans had to be made on how to produce it and use it. Professionals were consulted. Don Eastin, Publicity Director, met with officials of TVB, the Television Bureau of Advertising which is a non-profit television industry organization representing the three networks, and hundreds of affiliated stations. TVB services are made available to advertisers through the courtesy of its member stations.

We used our own stars . . .

Television promotions of many retailers were examined and evaluated since each retailer approaches its television differently based upon the character of the store.

Layout, art, and copy establish a character or style in printed advertising. The opening and closing does this for TV. In addition for television and radio a musical theme is important to tie each commercial together and establish a store identity.

To produce basic commercials for Knapp's, K and S Films in Cincinnati were engaged. A single theme for commercials was chosen . . . keyed to the slogan of "The Wonderful World of Knapp's." Jack Rabi, President of K and S Films immediately proceeded to shoot stacks of photos of the store and its departments. Knapp associates grew familiar with the battery of lights and cameras which became part of the daily scene. And many came under the scrutiny of the cameras eye as TV stars in the forthcoming commercials.

To Set the Theme . . .

After sufficient material was gathered Mr. Rabi then proceeded to create a setting with a "limbo" background utilizing artistic displays with live professional actors moving thru the sets in a semi-dance, shopper routine. These are the intros (TV talk for introductions).

Each of the intros was to be concluded with a standard closing portraying the store and its signature . . . all to carry a musical jingle throughout. By now we know the ending of the jingle "All that's new is here for you, At the Wonderful World of Knapp's." Original music was written. A picture of the original score is shown on this page. The theme was carried by six instruments played by the group pictured with Mr. Eastin.

Plans were made for commercials of varying lengths and for a constant change in the message given. It was set up so fashions, gifts, men's furnishings and institutional messages etc. could be easily inserted between the basic intro and closing.

And We're Not Through Yet . . .

The TV cameras still grind out fresh material every week for these inserts. Sometimes it is done at WJIM-TV and again in colorful store situations. By now Knapp associates are used to requests to go on camera and to seeing themselves in color or black and white on Channel 6.

Jack Hayes has the electrical hook ups down pat for the filming requirements and Annabelle Shewell finds there is plenty of activity in lining up models as well as props for each filming.

Our TV activities just serve to point up there is always something new and different going on in "The Wonderful World of Knapp's".



CHRISTMAS SHOPPING

When our doors start swinging at half past nine our customers are sure to find, a helpful, eager Christmas spirit as they shop from their list so many are on it. Of course there are Uncles and Aunts and children galore. There is something for everyone right here in our store.

Now they shop for hours which is rough on the feet. So they go to the coffee shop for something to eat. As they relax their list they look over, only to find they have overlooked Rover. Now I am sure his gift will be on the tree. I don't know about you but I know about me. I'll be glad when it's over.

MERRY CHRISTMAS EVERY BODY
FERN ALLEN



Posing in Knapp's Santa Suits . . . L. to R., Bob Eifert, Donovan Eastin, Patty Powers, Jeanne Blair, and Joe Glisson.

SANTAS . . . COURTESY OF KNAPP'S

Were you aware that our store has many sideline businesses other than providing merchandise for our customers? One of the very popular ones at Christmas time actually begins mid-September . . . the phone in the Personnel Office rings . . . "Yes, this is Mrs. Smith, and I'd like to reserve a Santa suit again this year.

Several weeks before we even think about Santa Claus, Knapp's customers are making their reservations for one of our suits.

For the Kids . . .

J. W. Knapp Company loans these suits, without charge, to our customers for use during their Christmas parties. Most of the reservations are for children's parties at schools, churches, orphanages, and many other parties sponsored by various groups in the Lansing area. Some of the groups that have used suits this year are Delta Gamma for the School for the Blind; Church of the Resurrection for their annual Ox Roast; YWCA for the Hanging of the Greens; Walnut St. School for their deaf children; West Mayo Hall for underprivileged children; and many Cub Scout Packs and Girl Scout Troops, etc.

By Popular Demand . . .

Starting the weekend following Thanksgiving, our suits are very much in demand, most of them scheduled to be used as many as three times in one day during the peak weeks preceding "the" day. So far this year, our suits have been reserved for 162 different occasions, and we are still taking reservations every day for the few remaining times that are available.

A Sizeable Investment . . .

We have 8 suits currently in use, and after each season is over, the suits are scrutinized to see if any are in such poor condition to warrant replacement. If so, we purchase new suits to have ready for the next season. Each suit costs us approximately \$100. Those that can serve additional years are sent to New York for cleaning and reconditioning, which takes about 2 months.

Many Thanks . . .

Most of our customers who use the Santa suits are most appreciative, but upon occasion we find one who just can't seem to understand why they can't have the newest and best suit. We schedule on a first-come, first-serve basis, with preference for children's parties. Then, there are those who expect to get a suit in spite of the fact that they didn't have one reserved and there isn't one available!

The Display Department gets the suits ready for use each season, and the gals in the Personnel Office have charge of the reservation book.

So, if you notice one of Knapp's customers carrying a large brown box with "Santa Suit" written on the end, it's another successful Christmas party in the making, and usually involves many small, wide eyes at the first appearance of Santa Claus this year.

Christmas on the Air

Knapp's is sponsoring two programs which are very much in keeping with the season of Christmas.

On December 22nd we present "The Christmas Carol" over WJIM-TV from 7 to 8:30 P.M.

And on Christmas Day, we will sponsor Andre Kostelanetz in "Joy to the World" from 12 to 12:30 on WILS radio.

We hope many Knappites will be able to watch and listen to these special holiday programs as they are presented to the Lansing area.

***"He who does not have Christmas in his heart . . . will not find it under a tree."

SKIING

(Continued from Page 2)

on the snow, and be strong enough to fit the skier's ability. The boots carried are all made in Europe, except for a few custom built pair (\$150-\$200) which are made in the U. S. The newest innovations are buckle boots with inner boots that lace. The boots also must be fitted according to ability and experience. Ski poles are made in four different materials; steel, aluminum, fiberglass, and bamboo. The length of pole depends on the skier's height. The newest in ski apparel is knickers with matching socks, hats, and sweaters. Stretch continues with its popularity in standard items. Jackets are getting longer for extra warmth while riding on the lifts, and are being used more for car coats because of warmth and durability. Fur hats are "in" for women, and subtle knits are "the thing" for the men.

Of course, each year there are those unfortunate enough to "be carried" off the slope, and carry a heavy cast around with them for a while, but in spite of this, hundreds more take to the slopes every year. This year probably will find many more Knappites trying their skill (luck?) for the first time, so . . . **BE CAREFUL, BUT HAVE A GREAT YEAR ON SKIS!**

Read in "The Onlooker" in early December: "Just Imagine It . . . That some persons don't care much about what happens to their children was illustrated in a comment overheard this week in a downtown Lansing department store.

It Might Be Us!

A mother said to her small child: "Don't bother me when I am shopping. Go and play on the escalator." Spouse that might have been here at Knapp's? This seems to be the time of year when the escalators fascinate the children, and can be very dangerous. If you see children playing on escalators, please caution them and try to discourage them from playing there.

★ ★ ★ ★ ★ ★ ★ ★
*As Christmas now draws on apace,
A horrid thought abashes:
It's not how many shopping days
are left, but how much cash is!*
★ ★ ★ ★ ★ ★ ★ ★



Wonderland at Knapp's . . . is our front window which portrays the annual visit to our favorite Santa. This mechanical window is a first at Knapp's and has awed many wee Lansingites, (Big ones, too!) as they stand and watch the characters move.