

Season's Greetings

MERRY
CHRISTMAS



KNAPP-SACK

HAPPY
NEW YEAR

VOL. 1—No. 9

J. W. KNAPP COMPANY, LANSING, MICHIGAN

DECEMBER, 1952

Is There A Santa Claus?

We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of The Sun:

"Dear Editor—I am 8 years old.

"Some of my little friends say there is no Santa Claus.

"Papa says, 'If you see it in The Sun it's so.'

"Please tell me the truth, is there a Santa Claus?"

Virginia O'Hanlon

"112 West Ninety-fifth Street."

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas, how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's not proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view the supernal beauty and glorious beyond. Is it real? Ah, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and lives forever. A thousand years from now, he will continue to make glad the heart of childhood.

—FRANCIS P. CHURCH

KNAPP SACK

Published once a month, ten times a year, for and by the employees of the J. W. Knapp Company. Publication is for the purpose of informing and entertaining. All correspondence should be addressed to the Editor of the Knapp-Sack, located in the advertising offices of the store.

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Jane Howard	Dick Cosgrove
Hessie Bondarenko	Jane Beach
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Editorial

A Heart to Heart Wish

H. C. Grimes

We extent to our entire organization, our very best wishes for the brightest and merriest Christmas anyone could possibly have. Carry with you the assurance that we are tremendously appreciative of your fine efforts in making December, 1952, the greatest Christmas our store has ever enjoyed.

It's to fine people like you that the credit goes for such success. May the New Year bring you the best in health, the greatest happiness, and the utmost in success.

THE NICEST THING

Is it the tree or those who light its lights?
 Is it the package or the one who ties it bright?
 Is it the music or those who sing the words?
 Is it the turkey or those who cook the birds?
 The mistletoe or whom you kiss beneath it?
 The merry window or the folks who wreath it?
 The Santa Suit or is it he who wears it?
 Is it the Day . . . or is it he who shares it?
 All Christmas things are wonderful, it's true . . .
 But the nicest thing of all . . . is YOU!

Editor's Note:

Cover Reveals Our Spirit of Christmas

By PETE CHAPO

To all our readers and friends we wish you and yours the Merriest of Christmasses. We hope that Christmas day turns out to be the best ever for you.

The Knapp-Sack staff, during the busiest of all seasons in retailing, has taken extra pain to present this issue to you, and to your family.

Our greatest concern was our Christmas message . . . When one member of the staff suggested the famous editorial, "Is There a Santa Claus?" it was 100 per cent thumbs up vote!

There's warmth, sadness, yes, and even humor in the writing that appears on the cover of our Christmas edition.

It was written by Francis P. Church and first published on September 21, 1897 in the New York Sun. Since that day, it has been published many times, in many newspapers, and in many languages. It is basically an entertaining selection, but we believe it has a highly significant message.

Too often, we dwell too much with cold tangibles. We grasp only what we see before us, failing to grasp the whole of the situation. Hence, we lose a certain quality which we call "faith." There are many things real which we cannot see. To grasp it, we need a little more "faith" in our daily lives. We hope Mr. Church's writing helps bring a little more faith to you.

In this edition of the Knapp-Sack, we have also attempted to



With all the poems about the rabbit
 And all about the rabbit's habit,
 What would we do
 For rabbit stew,
 If rabbits didn't habit?

Little Wilbur was walking his girl home after school. Both were eight years old.

"Margie," said Wilbur, fervently, "You're the first girl I've ever loved!"

"Just my luck," she snapped, "Another amateur."

It's a woman's world. When a man is born, people ask: "How is the mother?" When he marries, they exclaim: "What a lovely bride!" When he dies they inquire: "How much did he leave her?"

Breathes there a man with soul so dead,

Who never to himself has said,
 "To hell with work, I'll stay in bed."

The most observant person was the historian who noticed that Lady Godiva had a horse with her.

"My girl says she's going to leave me if I don't quit running around."

"That's too bad."

"Yeah, I'll miss her."

print a little sheet that you may take home to your family to read. In particular we wish to call attention to the children's corner, which we hope the children will enjoy.



H. BONDARENKO

Retiring?

Ella Loesch Has 42 Years Of Retailing

Thousands of Christmas stockings have passed over the counter from Ella Loesch's capable hands in the 42 years she has been in store business, for that's her record.

Twenty-three of those years have been spent at Knapp's where she is affectionately regarded as one of the real "old faithfuls" and where she has more friends than she can count.

Ella began her selling career in the old Dancer Brogan store in 1911 and continued there until the store was taken over by J. W. Knapp Company in 1930.

Ella was acquired, we might say, along with other assets which included Thelma Lee and Lillian Bottom. Her career at Knapp's began appropriately on Valentine's Day in 1930 and has been continuous since that time.

Late this summer Ella took a long vacation and spent seven weeks in California having a wonderful time but like a true retailer hurried back to help out with the Christmas rush because she says she enjoys every bit of the hustle and bustle incident to Christmas.

Ella Loesch' record in selling should be an inspiration to many at Knapp's. After 42 years she says she still enjoys the retail business, likes all the people she works with, likes her job and likes her many customers who have become friends.

There have been rumors recently that Ella plans to retire soon, but that's a possibility we hate to consider because it would be difficult to fill her place in the store.

On the Up

Since the special booths were installed on each floor for customer conveniences, charge accounts have been on the up, according to Sara LaClair, credit manager. Sales people are urged to encourage customers to make use of the booths if they do not already have charge accounts opened here.

Temptation!

Have you ever wanted to ride the horse in the boys' department on the third floor? Well, you're not the only one! Joe Law, Mark Tebo and Bill Rysdam of Display could not resist one night when the store was closed. When asked how they liked it, their only comment was, "Rough riding!" Now, they have their eye on the car in the toy department. And as soon as they can figure out how to get into it, we'll let you know how it rides.

Forty-Two Years of Hosiery Selling!



Advertising director, Earle R. Wilson, congratulates Ella Loesch for her unusual selling accomplishment. Ella has sold thousands of pairs of hosiery during a 42-year span which includes 19 years with the Dancer Brogan Company and 23 years with the J. W. Knapp Company. She expects to end her long retailing career soon.

Christmas Force Swells to 1,000

By CLOVERLEE LOCKWOOD

Knapp's usual number of employees is approximately 500, and this Christmas the number grew to nearly 1,000

The selling departments naturally received the largest increase, but delivery, stock, and inspection had their full share of workers, too.

The delivery department has for weeks been working far into the night not only delivering packages, but getting deliveries ready for the next day. Out on the docks merchandise has been piled high to ceiling, with only narrow passage ways in between. (We understand that all receiving, stock men, and delivery men were ordered to lose any excess weight in order to make it through the aisles).

Between training new people and setting up schedules, "Personnel" was kept busy trying to match mothers to lost children, and running down the stairs with smelling salts to revive a customer who had "inhaled for too long a time in an elevator."

Another Christmas is about to pass, and already, plans are in motion for next year—an even "bigger and better" Christmas.

Acknowledgments

The K-S staff wishes to thank the women in the advertising office for their excellent contributions appearing in this Christmas issue.

Special contributions were made by Marian Lamphere, Betty Olsen, and Marion Stebbins.

For Hendersons:

Christmas Holds Double Importance

Tomorrow, Christmas Day, Morris Henderson (of second floor shoes) and his wife, the former Bernadine Ryder, will celebrate their fifteenth wedding anniversary.

The couple met while both were working in the shoe department of the old store.

The wedding took place on Saturday, Christmas Day; the Hendersons moved into their new apartment on Sunday and were back to work Monday.

There are five Hendersons now with Janette 13, Candis, who is six years old, and the newest Henderson, Morris, 18 months.

GALE STRIKES

Huge Wreath Is Removed From Facade

What has happened to the giant wreath that adorned the front of Knapp's store?

The unique Christmas display which, in a short time had become somewhat of a landmark throughout this area, was removed a short time ago because it had become a hazard.

Weighing more than 600 pounds dry, and as much as a half-ton wet, the wreath was loosened from its mooring by a 60-mile hour wind which swept Lansing late in November.

Company executives immediately had the famous display removed before it had any chance to fall to the crowded street below.

To rise and lower the heavy wreath, special workmen were called to the scene. A giant crane had to be used.

The wreath was first displayed a year ago at Christmas. Made of imported Italian holly, it was fabricated in New York and was transported by private truck to Lansing in three sections.

The combined forces of Knapp's display department, the giant crane, and the Barber Sign Company, (plus a policeman to direct traffic below), were needed to hang the wreath.

The special bow attached to the wreath measured 10 ft. across and was made in the display department. The twinkle of the wreath was caused by 180 tiny lights.

It is improbable that the wreath will ever go up again because of its excessive weight. Christmas trees placed atop the marquee, have replaced the wreath as an exterior decoration.

Christmas Shopping at Knapp's



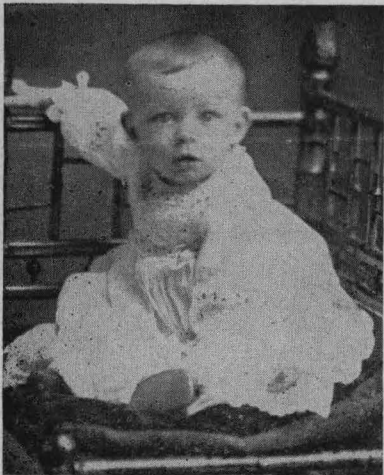
An unusual number of people packed Knapp's during the Christmas shopping season. This is just one of the jam-packed crowds that made their way through the store. According to reports, this has been a record season at Knapp's.

Who Are These Cute Babies?

As cute a trio of babies as you can find . . . but, who are they? The three are quite prominent throughout the store, can you recognize any of them? Another question: Can the persons whose pictures appear below identify themselves?



This one's a boy. Grown up, you'll likely see him entering people's homes with a tape measure.



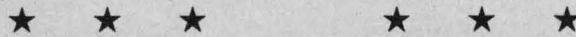
Another cute one, hey! Today, you might see this one talking about his fishing experiences.



Curley locks! As a person who has his own children today, you're bound to see this one downstairs most of the time.

"Christmas Carol"

Christmas Humbug? Indeed Not!



You've Helped to Bring About Yuletide Cheer!

Christmas? Humbug!

You stand at the elevator, wiggle your way to lunch, smile, show, be pleasant at all costs. People milling, jamming, talking, asking, laughing, scolding, LOOKING.

Hour after hour you wear your 9:30 to 5:30 smile, feeling it stiffen your face like a mask. Tension builds up inside, and up elevators feel like down. Hurry, push, squeeze, wait, crowds all around you. And then the bell rings to go home.

You-get your coat and hat, and make for the side door. Outside the air is cold and crisp, washing the tension away with every breath. The streets are bright with colored lights, and people like you are hurrying home.

Once at home, the tension leaves, and you are tired. You go to bed and dream.

"Christmas humbug?" The words are spoken into your ear as the clock in the tower strikes 12. You sit up in bed, and see before you a wavering figure like mist who clanks his pass keys and ruffles his credit slips. "I am Knappy's ghost," the voice continues. "Come with me."

He touches your hand and like magic you rise and float through the open window, high over the sleeping city.

"This is the night of Christmas Present," the ghost intones, and you enter a home, dark and quiet, with the tree casting street light reflections onto the pale floor. As at a signal, the lights go on, and a happy family is upon the floor opening their gifts. A nylon slip for Mother, a white dress shirt for Dad, slipper sox for Junior, and a walking doll for little Jane. These are the gifts you've seen at the store.

You mentally place price tags on what you see. Arrow Shirts, \$3.95. Slipper Sox, \$2.98. Nylon Slip, \$3.95. Walking Doll, \$9.95. Remembering the prices, causes the old pre-Christmas tension to return, and you turn to Knappy's ghost. He nods and touches your hand, as you rise again and float back through your own window to bed.

In the morning, you waken slowly, and then realize that it's Christmas! You toss on a robe and run downstairs. There is the family opening the gifts. The nylon slip, the Arrow shirt, the walking doll, the slipper sox.

Those are your gifts! Knappy's ghost showed you your own family. You sit back in the big chair, to watch the happy faces of those you love, and the spirit of Christmas fills the room. Forgotten are the crowds and excitement. Gone is the old pre-holiday tension. This is the day you've been waiting for!

Christmas humbug? Indeed not! No one but a Scrooge could say that. And then you remember the times you were brusque, the times a customer annoyed you, and you feel a new kindness toward all those happy people. You had a hand in their Christmas, too, in doing your part to make for them, as you made for yourself a very Merry Christmas.

All Through the Store

Knapp's Day Before Christmas

T'was the day before Christmas and all thru the store

The hours to work were just four more,

The stockings and stock had been nicely arranged,

The three hours to work didn't look to be tamed.

Some children were crying and lost in the rush,

Two hours to go, the stock not so flush,

Mama and Papa, sister and brother,

Were pushing and bumping into each other.

The yelling and shouting, the undertone chatter,

One hour more, your clothes are attater.

The hands on the clock were moving so slow,

That reserve energy was mighty low.

More rapid than eagles the shoppers they came,

At five o'clock they had a different name.

Away to the check window the clerks flew like a flash,

Turned in their slips and counted their cash.

Then for home they flew like the down of a thistle,

With a great big sigh and a low whistle.

But I heard them exclaim, as they drove out of sight,

Happy Christmas to all, and to all a good night.

Mary's Where She Wants to Be; In Display

By HESSIE BONDARENKO

"We wonder if the Knapp-Sack had anything to do with the transfer of Mary Schmidtke from the candy counter to Display?"

In the June issue the Knapp-Sack's "Roving Reporter" asked "If you had your choice of any position at Knapp's which would you choose?"

There were many interesting answers, the most interesting of which was Mary's because shortly after it came true.

Your reporter first met Mary while doing a display in the housewares department. Her first words when she approached were, "I tried for your job but they said they needed someone with experience."

Since her arrival, in April last year, she haunted the employment office at every spare moment until after awhile they'd answer her question before she would ask, "Yes, we know you want to be in display. No, there is no opening."

If people didn't know her name they knew her as "the girl who wanted to be in display."

She has moved from the housewares department to the Magi-color Paint Center to the candy counter then to the sign machine which was only a short jump from display.

Blue Cross

When Traveling Take Card Along

Traditionally, Christmas time is travel time for millions of Americans.

It's the time when widely scattered members of families make every effort to be together during the holidays.

If you have Blue Cross-Blue Shield, remember that your protection against sudden illness or accident goes right along with you almost anywhere you travel.

Always be sure you take your Blue Cross-Blue Shield card with you.

Michigan Blue Cross has made arrangements with at least 80 of the 86 other Blue Cross plans in the United States so that your Michigan Blue Cross card entitles you to all the benefits of the plan whose area you are in.

It means that if you or anyone covered by your contract should need hospital care, you'll be admitted with no deposit and no red tape when you show your card at any of the more than 4,000 Blue Cross member hospitals of these 80 plans.

Parties Welcome Yule Season

Dinners Top Department Gatherings

The social sector at Knapp's blossomed forth with full force this month as several departments welcomed the Christmas season with parties.

Cocktails and Hors d'Oeuvres highlighted the party of Helen Crisman at her home on Kipling Boulevard. The event was a buffet style potluck dinner featuring stuffed turkey, garnished with choice salads and dishes brought by the guests.

Attending Mrs. Crisman's get-together were all the members of her departments, including china, luggage, mezzanine gifts, and record shop.

Present were Isabelle Lind, Beverly Wilton, Mrs. DePew, Mabel Wood, Onar Goss, Fern Reid, Helen Cook, Margaret LaMothe Myrna Grewett, Thelma Grindling and Marge Rathbun.

After the feast, the group played canasta. Winning prizes were: Myrna Grewett, Fern Reid, Mabel Wood, and Marge Rathbun.

Archie Tarpoff's was the scene of the Christmas party for the girls in Lillian Bottom's departments. A gay table was set in the hearth room.

Attending the event were Thelma Lee, Mildred Schwab, Weltha Sowers, Virginia Snitgen, Margaret Hale, Mary Lou Reed, Gertrude Galvin, Dessie Baughman, and Helen Richmond.

Gifts were exchanged and the girls combined to give Miss Bottom a beautiful choker.

The hosiery and lingerie departments of Rachel Rademaker held their Christmas gathering in the Fielder Room at the Hotel Olds.

Those attending the party were Ella Loesch, Lillian Martin, Norma Hawkins, Martha Earney, Lorraine Seib, Jeannette Stallcup, Sylvia Weaver, Mae Miller, Evelyn Swindlehurst, and of course, Mrs. Rademaker. Gifts were exchanged during the evening.

A gay time was had by the people of girlswear and infants. Mrs. Brainard's departments held their Christmas dinner at Bauer's 1861 House on December 12. Gifts were exchanged during the turkey feast held in the Abe Lincoln room.

Present from the infants section were: Mrs. Rollo, Mrs. Page, Mrs. Conlin, Mrs. Almy, Mrs. Buell, Mrs. Fillingham, Mrs. Lay, and Mrs. Judd.

Attending from the girls department were Mrs. Rose, Mrs. Meyers, Mrs. Shepherd, Mrs. Foley, Mrs. Wakefield, Miss Sweet, and Miss Grubaugh.

Knapp's office forces held their party on December 10 in the store recreation room. Gifts were ex-

"Party-Party" Girls



Grouped together are the girls of Helen Crisman's departments. This bevy of women were one of the first from Knapp's to hold their Christmas party.

(L to R) Myrna Grewett, Helen Crisman, Onar Goss, Ruth Wood, Jean Biggerstaff, Thelma Grindling, Margaret LaMothe, Helen Cook, Fern Reid, and Marian Thompson.

changed during the buffet styled roast chicken feast. More than 30 people were present.

Attending from the audit department were: Marjorie Cook, Selma Mitchell, Patricia Larie, June Storm, Vera MacKenzie, Eleanor Bish, Ione Moorman, Malvalene Martin, Margaret Foreman, Louise Blune, Eileen Pierson, and Joan Selleck.

From the main office, there were: Arlene Brocker, Catherine Morgan, Lefa Blatt, and Mary Murphy. Payroll girls present were: Francis Wangler, Berniece Yonchewski, Stella Lanningham and Mary Ann Adams.

The cashiers were represented at the affair by Lenah Verrette, Helen Irish, Irene Gross, Genevieve Massuch and Evelyn Yoe-man.

Also taking part in the activities were: Mary Schroeder, Jeanette Finch, Messr. Karl Scharff and Maylon Moyer.

A gala yuletide party was given for the appliance and television salesmen by Neal Hoeksema at his home on Kelsey street. The event took place on December 12.

The boys ate Venison which Neal had personally shot during the hunting season. Everybody had cocktails while playing cards.

Other departments reported to have Christmas parties were: Notions, Housewares, Draperies, and Sportswear.

There are other departments which have joined in on the festivities, however, we have not received any word of them. This has certainly been a great year for parties, gift exchanging, and closer relationship between store members. It's a paramount indication that this should go down in records as one of the Merriest Christmases ever had in the store.

Tonight

Knapp's Airs Radio Show

"Christmas in the Air" will be one of the featured Christmas Eve presentations over radio station WJIM, tonight.

The program is being sponsored by the J. W. Knapp Company, according to Earle Wilson, advertising director.

The program will feature the voices of the Walter Schumann choir. The beautiful strains of old and more recent Yuletide carols will be heard.

The scheduled time for the half hour show is 10 p.m.

For an evening of pleasant entertainment, why not tune in the program and listen to your old favorite as performed by the famous Schumann group.

Suits, That Is!

Store Has More Santas Than One

Santa has so many social engagements before Christmas that you may wonder how he gets the toys ready. He's at the Eastern Star Party, the Chi Omega party, the affair for Navy Mothers, college dormitory parties and service clubs. And the reason he does get the toys ready is this: he's an imposter, a dozen times over!

And who dresses this imposter in Santa's clothing? Knapp's. Knapp's has 4 Santa Claus suits which are let out as a free service of the store, and this is how it goes:

John Doe is going to be the Eastern Star Santa Claus for the children's annual party. He goes to Advertising at Knapp's, picks up his suit and takes it home. After much coaxing from his wife, he puts it on, adds a pillow to the front, and stands before the mirror.

Red velvet cap, pants and coat, black, shiny boots, white nylon beard and wig. He looks so good he fools himself. He practices a laugh or two, and when it rolls out in traditional HO HO HO style, he's chomping at the bit to play Santa to the kiddies.

After the Eastern Star party the suit goes to Sigma Chi, and then to the Presbyterian Church, and so it goes day after day during December, with 4 suits playing 2 and even 3 parties every day including Sunday.

Winning Idea

Eleanor Hendy, in daytime dresses, won a special award for the best suggestion made to increase sales in her department. Mr. Grimes presented her with a Toastmaster toaster.

Almost 10,000 children filed past Knapp's Santa Claus last year. The number is expected to be even greater this year.

Service Women Receiving Paper

We are always happy to hear news about where the Knapp-Sack goes. The following letter was addressed to Mrs. Johnson, personnel director:

Dear Mrs. Johnston,
This will be just a note to let you know I'm receiving the Knapp-Sack and enjoy it very much.

My new address is:
3441 ASU, WAC Detachment
Camp Gordon, Georgia

My last paper went to four stations before catching up with me. If you're ever down on the fourth floor, back in the drapery department, tell my fellow workers I said "hello." And tell them I'm having a wonderful time.

Well, I'll sign off by wishing you a Merry Christmas and a happier New Year.

Dorothy Whitney

College Man Fills Ill Santa's Spot

A 21-year-old part-time employee was rushed into the Santa Claus act last week, when Knapp's regular Santa came down with a virus infection.

The young man was Robert McNeil, a part-time worker at Knapp's and a student at Michigan State College. The general comment was that he did an excellent job, substituting for John White, Knapp's popular St. Nicholas.

Mr. White was disappointed because the illness kept him from carrying out his favorite role.

The GOSSIP Derby

We've come to the conclusion that people who work in department stores are the last people in the world to do their Christmas shopping. What's worse is that one member in advertising is continually perplexed with what gifts to buy! Our only suggestion at this point is to advise early shopping. Get started right now—Remember, you only have 366 days left before Christmas hits us again.

Some people, like Michigan State's football mentor, Biggie Munn, have already had their Christmas. Many of us would like to share Biggie's acceptance of the National Collegiate Football Championship, the first ever brought to the Lansing area.

Poetry has invaded the Derby column. We'd like to present this bit of rhyme by Annete Peterson.

We smile when we're happy,
We smile when we're sad,
We smile at the customers,
Even when we're mad.
We smile whether rain or shine,
Or wind or sleet or snow.
But the time when we
Smile the very most,
Is when it's time to go.

Getting back to prose, we'd like to make a slight mention of Knapp's somewhat isolated warehouse. It is difficult to direct anyone to the place because of lack of identification on the building.

From the warehouse we hear that Mrs. Maude Mingus was absent a short time because of the illness of Mr. Mingus.

The new face in the finishing department is that of John Peterson.

Zeda Smacy, of the fourth floor, has been confined to Sparrow Hospital for several weeks, since a knee operation. We wish her speedy recovery.

Dick Cosgrove, television, has been home several days because of illness.

The Better Homes & Garden course of studies has ended. The pupils wish to thank teacher, Cloverlee Lockwood, for the fine lectures she has delivered during the 12-week stretch.

Charley Wise, of the stock room has been forced to stay at home because of virus pneumonia.

Margaret Boulton, of the book department, is home ill.

Olga Corr has been transferred from cashier to the credit office.

Jerry Page left Knapp's to be married on December 6th.

Phyllis Frank will be married the day after Christmas. She'll return to Knapp's shortly.

Nancy Leiby, a former employee, is back working in Knapp's credit office.

Valerie Simms is the new credit stenographer. She was formerly located on the fifth floor.

Peggy McDurman has been very ill.

Gaylia Wade's husband got his buck.

"Knapp Children Gather for Christmas Fun"



Huddled about the decorated Christmas pine are six members of the young social set made up of children whose parents are store employees. The tots gathered for a short Christmas party and a special picture. Each

little boy and girl received favors from Jane Howard who conducted the affair with some of the parents present. From left to right: Ricky Hoeksema, Jaqueline Brooks, Gregg Denton,

Connie Howard, Laurie Schmidtke, and Tommy Bolton, seated in the chair. In the future, you may see some of these young folks following in their parent's footsteps by ensuing retail positions at Knapp's.



The DeMeyers admire the trimmed tree on Knapp's third floor. Gathered for this setting are Mr. and Mrs. DeMeyer and their son, Mike.



Mother and daughter exchange little gifts during the party. It's Jane Howard with her little girl, Connie, having a gay time together in the store. Jane was instrumental in getting all the young people together for the morning.



Mary Schmidtke and her Laurie add personal decoration touches to the bright tree. Both seem to be enjoying their work.

Grace Rollo celebrated her twentieth wedding anniversary in November.

Lissie Brown returned to the linen department after vacationing for several months.

One customer came into Knapp's beauty shop to have her 50th permanent wave, but it was administered by Mr. Foster, manager of the department. What's so strange about that? Nothing, except that the previous 49 permanents given to the lady were the work of Mr. Foster.

Charlotte Keller of Knapp's paint department has become a

grandmother twice within two months. Congratulations!

A word of thanks should be extended to Mr. Bridgewater and Mrs. Beacham of the Luncheonette for their tremendous job of supplying the fifth floor employees lounge with soup, sandwiches, and dessert during the Christmas season. All of the employees appreciated being able to eat quickly and have time left for shopping on their lunch hour.

R. W. Sawyer, son of Mrs. Irene Sawyer, of the handbag department, was married December 7 to Tola Smithson, of Lansing, in

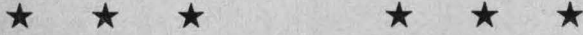
a service at Miller Road Bible Church. A reception followed in the church parlors. The couple honeymooned at a Mississippi resort.

We are very sorry to report that Alice Ripley of the alteration department has been in the hospital for several weeks seriously ill with asthma and a slight lung condition.

In closing up the Derby for December, we'd like to take the words of Ogden Nash to extend the season's greetings: "Merry Christmas—nearly everybody!"

John White, B.S.C.

Knapp's St. Nick Lives His Part!



Holds Special Degree from Santa Claus School

By PETE CHAPO

"Have you ever taken a good look at Knapp's Santa Claus?"

I've seen scores of Santas in my day, but I cannot say that I have ever seen a more perfect St. Nick than the one so marvelously portrayed by Mr. John White, Knapp's prize Santa.

Rarely have I talked to a man who so enthusiastically lives the part he plays. It's no wonder that his fellow workers call him "Santa" the year round.

This is Mr. White's fourth year on the Christmas throne at our store. And with each succeeding year he becomes more infatuated with his work as the symbol of Christmas to boys and girls.

One of his proudest achievements was the acquisition of a special diploma from the Santa Claus School at Albion, New York. Yes, our Santa has gone to school! He was one of the first eleven graduates of the school to receive his bachelor of Santa Claus degree.

The schooling was made possible by the company. The purpose is to teach prospective Santas everything that is right in the eyes of a child who believes that Santa is some sort of god or fairy.

Mr. White has learned the use of simple child psychology as well as how to deal with parents.

"If you could see the love and faith that Santa has the privilege of seeing," Mr. White says, "it is something out of this world. There is nothing more beautiful than the smiles of pretty little children."

"After spending six weeks on



the throne, only having to return to my regular position, seems like a change of worlds for me," he says. "It makes me feel that I could heal the afflicted and do the wonderful things that the real St. Nicholas did in the early fourth century."

Mr. White has done a wonderful job to make children happy. Some folks may say that all he had to do was "act the part!" I say he "lived-it!"

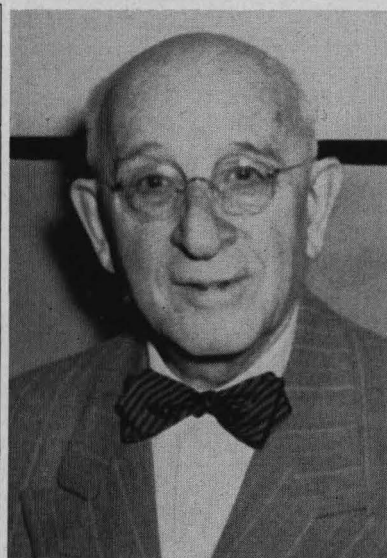
See you next Christmas, Santa!

May Is a Man Of Service

If there's one particular word that Louis May, of the menswear department, believes in, it's "service!"

Mr. May has been serving people for more than two-score years. For 23 years he was proprietor of his own retail business. In 1941, he came to Knapp's and has faithfully served this company ever since. Those two experiences alone total 44 years of selling.

Among the various things he has done to be of service to people, was his work in the community. He was director of the Social Service Board in 1926 and 1927. In 1929 and 30, he was director of the Lansing Community Welfare Fund. In 1931, he became president of this same organization. In his earlier days he was a messenger in the Michigan house of representatives.



"Retailing may have changed through the years," Mr. May says, "but people haven't." He adds that because of this, it has been wonderful to be of service to people for so long a time.

Real Persistence!

"How persistent must one be to make a sale?"

It may not concern the salespeople at Knapp's, but the Association of Canadian Advertisers recently released survey figures that certainly shows "persistence pays."

According to the survey, 2% of sales are made on the first call.

3% of sales are made on the second call.

3.5% of sales are made on the third call.

10% of sales are made on the fourth call.

81% of sales are made on subsequent calls!

Typists Needed

The Knapp-Sack would welcome to the staff, any person who could contribute their typing talents.

Expanding

Here's one incident that should indicate a record Christmas for Knapp's:

With an increased custom gift wrapping business this year, the wrapping department was expanded. A branch department was opened up on the second floor.

Requests for "doing-up-packages-pretty" became so heavy in the final days of the Yule season that a third gift wrapping section had to be inaugurated.

The third section was located behind the scenes, in Knapp's classroom.

Such References!

According to a story in TIME magazine, a retailer in Hutchinson, Kansas, caught a bad-check artist who casually remarked that he was both a member of the Knights of Columbus and the Masons.

The Children's Corner

The Knapp-Sack has a special treat for the children of our employees.

Below you will find a special drawing of Santa Claus that has many mistakes in it. Count them and see how many you can find.

If you are 6 years old or under, you should find at least six mistakes. If you are 7 to 10 years old you should find at least 15 incorrections. If you are older, you should get a perfect score of 18. The answers to this puzzle can be found on a different page.



AROUND the Store

By JANE HOWARD

Your Roving Reporter played the part of Mrs. Claus this month by asking store people this question: "What would you like to have most for Christmas?"

Celia Ruslander, Basement Millinery: "I've been telling everyone I want a mink coat—but seriously, I would like most to see all our boys come home."

Leslie Coombs, Television: "A new car, I guess . . . actually, the end of communistic aggression."

Mai-Mac Bridges, Furniture: "A garbage disposal and a little peace and quiet. Last year, I wanted my kid brother home from Korea and he's home! That's all the Christmas I ever want!"

Ken Underwood, Housewares: "To have someone go out and finish the house I'm trying to build! So far, all I've got done are the walls, windows, and roof."

Van Noerth, Marking Room: "Just an even dozen blondes and a little peace and quiet around the store."

Marie Logel, Gift Wrapping: "A gift all wrapped!"

Jeanette Finch, Accounting: "Peace and health for all my family—especially, my mother."

Marion Stebbins, Advertising: "An automobile! What I like best in the world is to travel. So, I would have to start with a car!"

Myrtle Butler, Ready-to-Wear: "Time to spend with my friends and relatives."

Pete Chapo, Advertising: "I don't particularly wish anything for myself, directly. For Christmas, I'd like to see every single person in this world be endowed with peace of mind and genuine happiness. If every person I met were always happy, some of it would probably rub off on me! What more could I desire?"

Men Losing Out

The women outnumber the men in the United States these days. At the end of last year, there were only 968 males for every 1,000 females, according to life insurance statistics.

Good Hunting



These two handsome bucks displaying 18 points between them are the products of Howard Grimes and Neal Hoeksema. Mr. Grimes paused long enough to have this picture snapped while rains came down from above. The 12-point deer on the left was bagged by Grimes.



Don McCarty shows off his eight-point buck which he brought down last month during deer season. Don spent a few days hunting in the Upper Peninsula.

A Billion, You Say!

Just how much is a billion dollars? Well, let's put it this way: If you started in business in the year A.D. with a capital of one billion dollars and managed your business so inefficiently that you lost \$1,000 every day, you would still have enough of the original billion left to stay in business and keep on losing \$1,000 a day for the next 800 years.

Speaking of . . .

On one occasion an unusually large crowd gathered to listen to the long list of candidates. As evening approached the crowd began drifting away until one man remained in the audience. The speaker waxed eloquently and when he finished rushed down, shook his hand and thanked him for his support. "You don't have to thank me, friend, I'm the next speaker on this program."

Six Hunters Report Bucks

For the few men in the store who preferred to reserve their summer vacations for deer hunting expeditions, the maneuver was quite satisfying.

Six names were reported to the Knapp-Sack as having brought down bucks.

Heading the list was Howard Grimes, general manager of Knapp's, who shot a 12 pointer that weighed nearly 250 pounds dressed!

Neal Hoeksema who made the trip to the Upper Peninsula with Mr. Grimes, also got his deer. Hoeksema bagged a handsome four-pointer only two hours after his partner.

Don McCarthy's aim was also true and he brought down an eight-pointer. McCarthy also hunted in the U.P. Besides a buck, he helped shoot a 200-pound bear.

Walt Hosford and Leo Snitgen, who hunted north of Houghton Lake didn't see anything with horns on it to shoot at. Hosford went back during open-season to bring home a nice-size spikehorn.

Tom Shoemaker was one of the first hunters in the store to score. He bagged his two pointer just after the season opened.

Walt McKay also got his deer early. He shot a spikehorn near the Houghton Lake region.

BABY IDENTIFICATION

Top picture—That's Roy Forkell!
Center picture—Looks like Leo Snitgen!
Bottom picture—Mrs. Farr claims it's Bill!

Bowling

Spartons Slip To Second In Standings

A forfeiture of four points to Benson's knocked Knapp's Spartons from the lead in the Downtown Merchants Bowling league leadership this month.

Holding a slim lead to the top rung for two months, the Spartons slipped in the standings when they failed to put a team on the floor. Five of the bowlers were tied over with the Christmas rush at the store.

The Knappmen dropped to third, but regained the number two spot in the standings the following week. They now trail Daniels by 3½ points and are determined to take back the leadership.

Continuing to lead his team in top average is Tom Shoemaker who's bowling at a 151 pace. Roger Foster has a 145 average and Walt Hosford a 144. Mike Trautman is rolling a 140 game.

The team score of 2,815 in a series is owned by the Spartons. This is the highest of the season in the league.

In ninth place is Knapp's number two team, the Tigers, who have failed to get started this year. One bright spot in their record is the average of team captain Bill Tillotson who is bowling at a 151 clip.

BOWLING STANDINGS

Merchant's League

	Won	Ave.	Pts.
Daniel's Jewelry	26½	814	35½
Knapp's Spartons	24	689	31
Mills	22	770	30
Arbaugh's Clubs	20½	744	27½
Benson's	20	692	27
Jury-Rowe	21	689	27
Arbaugh Spades	19	732	25
H. C. Berger	17½	687	24½
Knapp's Tigers	14½	622	17½
Small's	12	679	15

Answers to Puzzle

1—The picture is upside down 2—The boy in the football uniform is carrying a ball and bat. 3—The candy cane on the tree has two turned ends. 4—Santa's tassel is an ornament 5—Santa's glasses have different shaped lenses. 6—Santa's mustache doesn't curl the same way at both ends. 7—Santa's buttons haven't got the same number of holes. 8—Santa's gloves are different. 9—Santa's boots don't match. 10—The little girl has a slipper on one foot. 11—The chair has different legs in front. 12—The chair doesn't have a leg in the back. 13—The box filled with books is labeled "candy." 14—The doll has only one leg. 15—One of the cars on the train doesn't have any wheels. 16—The engine of the train is facing the wrong way. 17—One of the ice skates has wheels on it. 18—The doll buggy is missing some wheels.