



KNAPP-SACK

National Brands Featured in Life Promotion

By LUCILLE LOEPKE

The best things in life may not always be free, but more likely than not, they can be found at Knapp's.

LIFE magazine selected Knapps for a national advertising and merchandise promotion which was conducted the week of October 20. The appropriate theme, naturally, was "The best things advertised in LIFE are at Knapp's."

For 61 years Knapp's has been known as the headquarters for top brands of merchandise, manufactured by America's foremost makers, for yourself, your family and your home. LIFE paid tribute to Knapp's for their reputation of integrity, for the assurance of complete satisfaction and their fine services to each and every customer. The famous covers of LIFE magazine and the well known brand names and products were appropriately displayed on every floor. Prizes were awarded to Otis Hastings for an original 1936 publication and Loie Wight for having a 1939 issue.

LIFE's recognition of this store makes Knapp's, more than ever, the one-stop shopping center for a place to go for brands you know.

WKAR-TV Feature Knapp's On Program

WKAR T.V. has been running a film series on local industry. On November 6th the film taken at Knapp's and used to portray department stores in general and their many services and job opportunities, was shown. Mr. Neal Hoeksema did the "live" narrating. About 75 people viewed this film in our T.V. Department as it was shown just at closing time.

IN MEMORIAM

The many friends of Loyal Robinson of the fourth floor Receiving Room were saddened by his death on October 27th. Mr. Robinson had been employed by Knapp's for two and one half years, and although he had been here a relatively short period of time, he had many friends throughout the store.

Our sincere sympathy is extended to his mother, Mrs. Nellie Robinson, and to his sister, Ethlene Nimphie, of Charlotte.

OVERFLOW CROWD INITIATE AUDITORIUM



Our beautiful new auditorium had its inauguration on Monday, November 11, when the Lansing Branch of the National Farm and Garden Club in cooperation with Knapp's held its "Joy to the Home Holiday Decorations" show. A capacity crowd of 450 turned out to see the many beautiful Christmas decorations.

Tea and cake were served afterwards on the 4th floor.

Accidents Reduced

Greater Lansing Safety Council Honors Knapp Delivery Men

The J. W. Knapp Co. Delivery Fleet was one of thirteen local firms honored by the Greater Lansing Safety Council.

Speaking at the awards banquet in the Pennway Coffee Shop, Dr. Paul Blomgran of the M.S.U. highway traffic safety center told the recipients highway safety programs such as the Lansing event are the best way to promote safety consciousness.

The annual inter-fleet awards made on Nov. 7 were presented on the basis of reduction of accident frequency in the commercial division.

Dr. Blomgran was quoted as saying, "Safety like religion, is not something you practice on Sunday. You practice it 365 days a year and you help people to think safety all the time."

Dan O'Shaughnessey, Lansing Automobile dealer, presented the 13 award plaques to representatives of the firms.

We think the men of the Knapp Delivery fleet deserve a big hand of applause for their wonderful safety record during the past year, and for their great improvement over the previous year.

Exterior Takes On A New Look

While there has been extensive remodeling and relocation of departments in our store building, the outside has not been forgotten. The tapping and chipping that you heard when you got near the outside walls was the caulk of the glass brick and tile. The entire outside surface has been gone over carefully. Loose tile and brick have been replaced, and the seams have been refinished. We are now set for the winter snow and rain.

In addition to that, we certainly should comment on the new signs on the store. Letters four feet high on the south side, and six feet high on the west side give the store name. In a previous survey it was found that it was possible to drive in a car north on Washington Ave., East on Kalamazoo St. and North on Capitol Ave. without seeing the name of the big

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Christmas Trim Sets Pace for Holiday Mood

HENRY SOMERS

Now that we are in full swing with the Christmas season here at Knapps, it might be well if we took a closer look at what is going on around us. With the sparkling decorations up the stage is set for us to really go to work and make this the biggest Christmas season at Knapps ever. In order to do this, there are a few factors we must take into consideration. First we have only 22 selling days after Thanksgiving this year while we had 27 last year. This means we lose five big selling days. While we are gaining a Saturday in November, we will be losing one in December. The store hours can help us here considerably. Starting November 18th, we will be open from 9:30 till 9 on Mondays. Then beginning Thursday, December 5th, the store will be open each day of the week from 9:30 till 9 and Saturdays from 9:30 till 6.

October 1, saw the opening of our first special Christmas Department, the special order Christmas Card Bar on the second floor. On November 2, we saw the opening of Toyland on third, and a few days later the Trim-a-Tree Shop on the fourth floor. The week of Nov. 23 will be a big one with the opening of the Mens Gift Bar on second floor, and the Games Outpost and Apron Bar on Third. November 29th is that very special day when Santa Claus arrives at the J. W. Knapp Co. The special gift wrap will open the 2nd of December and the Check rooms and gift certificate booth opening will soon be announced.

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	ACCIDENTS AT KNAPP'S
	Increased Last Month
	October, 1956
	0
October, 1957	
4	

KNAPP-SACK

Published once a month whenever possible, for the employees and their families of the J. W. Knapp Company, Lansing, Michigan. The purpose of this house organ is to inform and entertain. Correspondence should be addressed to the Editor of the Knapp-Sack, located in the personnel offices of the store.

Editors — Henry Somers Joan King Evelyn Yeoman Kenneth Underwood

Writers — Fern Wickham, Navaho Hearn, Leslie Coombs, Leo Morris, Jane Howard, Lucille Loepke, Leona LaSalle, Mildred Chaffee, Charlotte Barrows, Susan Keiffer, Grace Baker, Ida Barber, Mildred Edington, Agnes Munsell, Lois Blowers, Margaret Boulton, Ronald Trumble, Lucille Rickman, Judd Heldt, Don Waldron, Roberta Welfare, Arlyn Gantz, Barbara Gloden, Mable Hicks, Geraldine Sabrosky, Sally Brien, Mary Murphy, Lucille Rickman.

Photography — Eric Somers

Typist — Joanne Price

Editorial

AN APPRECIATION

(In the absence of Mr. Grimes who was away from the store during our publication deadline we bring you this guest editorial.)



We are certainly proud of all of our Knapp Personnel!

The United Fund Drive has just ended and as you are aware the county-wide goal was not met. As a result the campaign has been extended to December 3rd in order to enable the workers to have some extra time to put forth these special efforts and endeavors in order to attempt to reach the set goal.

In converse, however, the gifts which were made by Knapp Personnel increased by 18% over last year! We think this is really a remarkable effort on the part of every single person in our organization.

The J. W. Knapp Company has always been known for its community spirit and willingness to accept community responsibility. But, what is a store? It is made up of the people who work in it.

This community spirit attitude has been created over the years by the people working in our store and the results of this drive show that the present generation in our store family are certainly not going to let this fine tradition down! The splendid response to the call for help on the part of the many social agencies served by the United Fund was willingly accepted by every member of our organization.

Our sincere thanks to everyone who gave so generously of their time and effort in helping in the solicitation of store personnel and to all those people who gave with such financial generosity so that we were able to have such a really successful United Fund Drive.

— E. De Meyer

Book Review

THE WIND IN THE FOREST

Inglis Fletcher

A new book by Inglis Fletcher always of great interest to readers, and THE WIND IN THE FOREST, is no exception.

Back again to the scene of her Carolina novels it is a combination of politics and love, and as is usual with her, it is exceptionally well written.

TO LIVE AGAIN

Catherine Marshall

A new book by the author of A MAN CALLED PETER. This is an inspiring personal story by the amazing Catherine Marshall, widow of Peter Marshall, Chaplain of the United States Senate during 1947 and 1948.

Truly a book to read and re-read.

— M. Boulton

The GOSSIP Derby

Basement Store—By Susan Keiffer

Returning from her second illness this fall is Bernice Teachout. Hope you will stick it out with us this time, Bernice.

We have Ada Colegrove back with us in the luncheonette.

Evelyn Forist has returned to work after an extensive attack of the flu.

News is out that Marie Caruss is now selling rubber baby pants for dogs.

Street Floor—By Mildred Edington-Lois Blowers-Leo Morris

Dessie Baughman had a thrilling time on her New York trip meeting and securing the autograph of Kathryn Murray while dining out one evening.

Mezzanine—By Vivian Downs

The new Bridge across the Straits was the destination of Margaret Boulton, Books, and her sister. Mrs. Boulton says it is very impressive, and you have to see it to fully appreciate it.

A new hobby for Joan King: She has a Hammond Organ now and is taking organ lessons.

Second Floor—By Ida Barber-Agnes Munsell-Barbara Golden-Mable Hicks

Mrs. Itzenhousers personnel are thanking the management for their kindness in sending Mae Heenan and Pauline Rutter to New York.

Wed. Oct. 30, the girls in Coats and sportswear entertained in honor of Mrs. Nichols birthday. Coffee and cake were served during the afternoon.

Second Floor Sportswear wishes to express their appreciation to the J. W. Knapp Co. for giving the Flu shots.

Vi Clear has accepted a position with the Board of Education. Mrs. Ramsey is replacing her temporarily.

The pleasant new lady in Better Dresses is Ursa Sullivan.

Jewell Woods was home three days with the Flu bug.

Fourteen ladies from the Dress Departments enjoyed a dinner together at Tarpoffs' the evening of September 14th.

The daughter of Billie Phelps was married Oct. 15th. They plan to make their home in Arizona.

Gladys Wells and Ida Beltz enjoyed a four day vacation in the North the 2nd week in October.

The girls of the Millinery Dept. were entertained by Mr. O'Connor and his wife in Grand Rapids Sunday, Oct. 27th. Mrs. Gloden's husband chauffeured the girls there and back. A wonderful time was had by all.

SERVICE PIN AWARDS

October, 1957

20 Years



Vern Nichols

15 Years
Marjorie Cook



10 Years
Fred Myers

5 Years

- Mary Blair Coffee Shop
- Louis Bean Carpets
- Mildred Edington Stationery
- Vera McKenzie Sales Audit
- Valerie Sims Credit
- Melvin Wilhelm Furniture Workroom

THE WELCOME MAT

- Terry Johnson Womens Shoes
- Ursa Sullivan Better Dresses
- Juanita Ballard Basement Ready-to-Wear
- Gail Dressell Personnel
- Lois Maffett Beauty Salon
- Henry Borghi Basement Mens Wear
- James Droste Display
- Patrica Mee Accounts Payable
- Norma Buchel Inspection
- John Durham Womens Shoes
- Merle Lambert Beauty Salon
- Kenneth Smith Electrical Workroom
- Jesse Coleson Electrical Workroom

Third Floor—By Charlotte Barrows

We're wondering which gal from the Credit Dept. came to work with one blue shoe and one black?

Mrs. Tester with all her enthusiasm for Girl Scouts is right at home in this Dept.

Navaho Hearn had the pleasure of a "Tour" through Ford hospital by her brother-in-law who is in the Pharmacy.

Due home for a twenty day leave from Bermuda is Mrs. Pauline Belyans' son Mike.

The gals from the linen department are enjoying little get-togethers once a month, at their homes.

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Special Service

Baby Classes Well Attended

Mrs. Richard Hewitt is the fine teacher of our "Thursday Afternoon at Two" baby class. A graduate of the Michigan State University Home Economics department, Mrs. Hewitt did her graduate work at Colombia University in this field. Mrs. Hewitt spent six years as Junior High School Home Economics supervisor in the Lansing Public Schools. She teaches two sessions a week, one at Knapp's and the other in Grand Rapids.

The class averages from twenty to twenty-five persons, and meets every Thursday afternoon from two to four. Ten lessons cover the time before the baby is born until it is well on its way to individual personality development.

Many topics are discussed, such as clothing, the care of the bed, bathing, eating, and play time habits. A field trip to a local hospital maternity ward is also included.

Mrs. Hewitt mentions that it is most interesting after a bath demonstration (using life size dolls) to invite the expectant mothers to handle the baby. They soon find out that actually handling the infant is more difficult than it looks, and therefore this is a valuable experience for them.

The expectant fathers are also invited to a lecture if there is a request. As one of Mrs. Hewitt's students sums up the value of the class by saying, "I can now face the birth of my baby, and the care for it, with a relaxed and confident attitude." This helps us to realize how much this service is appreciated.

All personnel are encouraged to advise their interested customers of this free service.

CHRISTMAS

(Continued from Page 1)

With all the wonderful decoration and preparation that goes into the making of Christmas Time at Knapp's, it gives us a fine opportunity to sell the whole store. We know that people don't have to be put in a buying mood at Christmas time. We also know that we must make these people customers of Knapp's. How can we do this? By making Knapp's a place where they like to shop, and by constantly reminding them why it's the best place to do their Christmas buying. The atmosphere can be made attractive and inviting when the sales people are courteous and helpful, and when the services are appealing. Lets have some enthusiasm and sell people everything we offer them.

Remember, "Everybody loves gifts . . . especially from Knapp's," because "A gift from Knapp's means more."

Guess Again!



This young lad came originally from the "Windy City" and was destined to become a first class artist. A MSU grad — that should clue you!



Last Christmas in Toys and more recently in the basement as a saleswoman. She commutes daily from a surrounding town.



"Knappapproach"

Smiles Have Contagious Effect

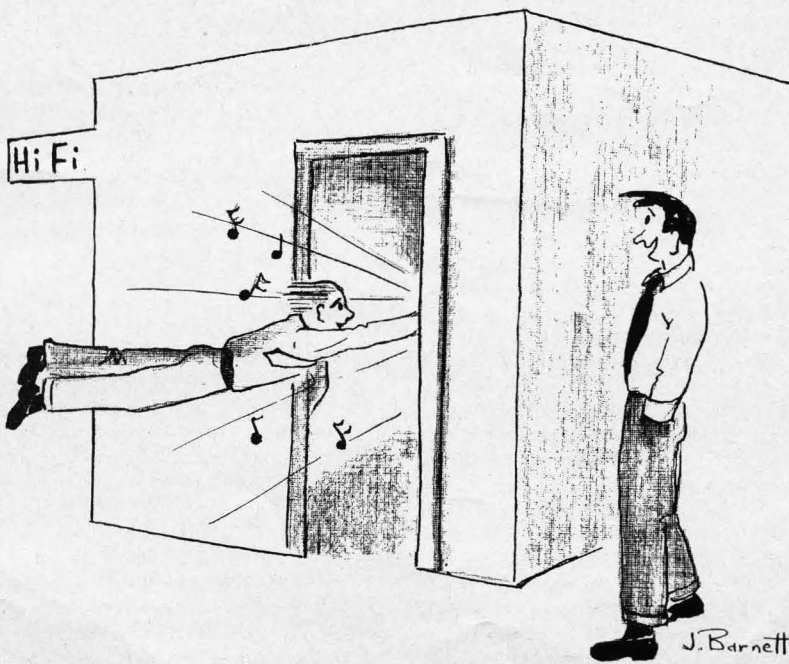
NAVAHO HEARN

Being a member of the Knapp Family for the past twelve Christmas seasons prompted the writing of this article with this question in mind: How can we strengthen our sales ability? We already know, ability is a mental power enabling one to do things well. Why not generate our power from "Knappapproach" — The Friendly Approach?

If you are not accustomed to having your smile work for you all the time, why not try it? All it takes is a little practice, just a little practice! By this I don't mean a forced, reluctant grin, but a happy, straight from the heart smile that comes from within and sends this message — "I want to help you, May I?" First of all, look as if you really mean it, then prove it.

Try to keep in mind that shopping at Christmas time can be tiring and the customer may be quite fatigued by the time she reached your department. She may even have been irritated to the point of frustration by salespeople who have misinformed, and even ignored her throughout her shopping tour. Use your "Knappapproach," and greet these weary people with a radiant smile, and speak to them in a kind voice. This treatment will be so effective, that in a very short time it will have a contagious effect.

How gratifying to know that although we were unable to turn every contact into a sale, we did make friends who will always come back and shop in the Friendliest Department Store in Michigan because they liked our "Knappapproach."



How's That For Sound?

"Smaller Than Teens"

Charm School Concludes with Fashion Show

One of more recent public services added to our present extensive list of such services is the Charm School. Conducted by Jane Howard twice a year, in the spring and fall, the classes are held over a five week period and meet on Saturday morning.

The girls are all Pre-teens, and primarily Girl Scouts as the girls are recruited through the Scout headquarters. The school tries to teach what the name implies. Classes are given in hair styling, make up, setting tables, entertaining, personality, and exercise.

The course closes with a fashion show to which parents are invited and the students are the active participants. At this time they are given a diploma from Knapps and a pin with "STT" on it — (Smaller than Teens). The J. W. Knapp Company believes in the youth of today, and this is another method to do something positive in backing up this belief.

GOSSIP DERBY

(Continued from Page 2)

Helen Hinkley enjoyed a week with her grandson, Kevin.

Leona La Salle is looking forward to a ten day trip to California with her husband to the Adult Education Convention.

Proud of her beautiful orchid is Margaret Adair. It was given to her on her "16th" birthday.

We're all pleased to have Verna Leslie back with us for the holidays.

Ruth McClernan is back with us again after a two months absence due to illness. Glad to have you back Ruth!

Fourth Floor—By Sally Brien, Grace Baker Geraldine Sabrosky

Mabel Ingalls has just returned from an absence of several weeks due to the fact that she broke her arm.

Mr. Allshouse took his vacation late this season and spent the entire week moving his family into a charming old farmhouse completely redecorated and remodeled.

Norm Elsesser reports that his team has responded 100% to the Red Feather Drive.

Fifth Floor—By Mildred Chaffee, Mary Murphy, Lucille Rickman

The girls in Housewares were recently entertained by Ella Nelson of Holt. After a delightful dinner, they enjoyed the pictures taken by the Nelsons on their Westren trip last June.

Service Building—By Geraldine Sabrosky

Reports come in that Vannie Clark was ill and very much missed at the workroom.

Everyone at the drapery workroom wishes well to Karen Rasmussen in her transfer to the Home Planning Center.

Waldron Takes Golf Trophy

Don Waldron won the Knapp's Golf Trophy for the lowest average score of the 1957 season with a total 36.7 strokes. Runner-up was Chuck Harvey with 37.5. Very close!

This was announced at the annual Golf Banquet held at the Mason Golf Course Club house. A delicious steak dinner was served by Mrs. Fiebig, the wife of the owner at Mason Golf Club. A wonderful time was had by all the fellows.

New officers elected for the 1958 season are: Chairman; Ellis Brumbaugh, Secretary; Chuck Harvey, and treasurer; Judy Heldt. Something new was added as Ned Tanner was elected Chairman of the membership committee.

Refreshments were served as the "duffers" putted for prizes.

Men's Bowling Averages are Coming Up

Knapps Spartans are rolling along in fine style, holding down fourth spot in the standings. They bowl in the Downtown Merchants League at Dines Alleys every Thursday night. Here are their Current Averages:

- Martin—150
- Babcock—165
- Sandusky—145
- Castelein—184
- Grohman—159

We extend our sympathy

To Rex Barnes, Television, on the death of his father Delbert Barnes, in Albion on October 29th.

To Iva Valentine, Women's Alterations, on the death of her Mother Jeanne Dick, in Lansing October 30th.

To Ida Barber, 2nd floor Lin-gere, on the death of her sister, Mrs. Bertha Wilson in Lansing on October 26th.

To Irene Sawyers, Handbags, on the death of her father-in-law, Robert Sawyers in McKenzie, Tenn.

To Shirley Paxton, Audit, on the death of her father, Clyde Paxton in Belding, on October 9th.

To Keith Flattley, Drapery Workroom, on the death of his mother, Aleen Mason on October 13th in Wilmington, Ohio.

To Gladys Miller, Credit, and Hazel Tatroe, Infants, on the death of their brother, Burt Hickey in Ironwood, Michigan on November 6.

To Ruby Cox, on the death of her father Albert Edwards, in Tampa, Florida on Nov. 11th.

Tailor Service Unexcelled

The mens tailoring shop is a very busy place at Knapps. The workroom itself is located in the basement and is staffed by three experienced people.

While Mr. Snitgen is in charge of the department, Kurt Strauss is the immediate supervisor with Mildred Wilhelm and Laura Curtis as his co-workers. Emery Turchin who used to be full time tailor now works part time.



Seated (l to r) Mildred Wilhelm, Laura Curtis and standing (left) Kurt Strauss and Emery Turchin.

Many of us probably do not realize the terrific amount of work these people do, and the detail involved, as they do all the alterations for the First floor clothing department. The boys and mens alterations for the basement as well as the boys department on the third floor are also included in their work.

The workroom is equipped with a power sewing machine and a treadle type machine, so between rethreading the machines, pressing, sewing on buttons, repairing zippers, these people have a few dull moments during the day.

Mr. Strauss who came to Knapp's a year ago from the Herrman & Co., is frequently called to the main floor to fit a suit or coat as he as an expert can do so well.

In our opinion it takes a talented seamstress and tailor to do and enjoy this precision work. These people all do much to contribute to the very successful operation of the departments for which they extend their excellent services.

OVERHEARD

Last week while a little fellow was being fitted to a pair of shoes he was observed to ask the saleswoman: "Say, lady, do you have to be very smart to do this kind of work?" Naturally, the salesperson answered, "Why, of course, can't you tell by looking at me?" No further comment on the part of the little lad, but the most peculiar look of distrust and doubt rapidly spread across his face!

New Lunch Room and Lounge in Use

During the past two days, we've heard many comments about the lovely new lunch room and lounge on the fifth floor. After taking a look for ourselves, we're inclined to agree that it certainly is a wonderful improvement over the former arrangements for employees use.

After Thanksgiving, we hear that the Coffee Shop is going to be serving hot food in the lunch room through Christmas. Of course, folks are still welcome to bring their lunch, and normal use of the kitchen will resume after Christmas.

With the wonderful convenience of the new lounge and kitchen at their disposal, we are sure that all the personnel who use these facilities, will do their utmost to keep the new area as clean as possible.

Urgent Appeal

Your Knapp-Sack Needs Your Help!

We are fortunate here at Knapp's to have our own newspaper. A newspaper does many things, such as informing and entertaining, but in our case the main function is to make our store a more closely knit unit. The improvements, additions, and happenings are all recorded here for everyone's benefit. The employees edit the paper themselves, so the responsibility rests upon all of our shoulders; not just on a small staff. We must have news and information in order to edit a newspaper.

Lately we seem to be having some difficulty in getting together sufficient material for the paper. Without this material there can be no paper.

We would like to urge all of you to uphold your fair share of the responsibility, if you want to continue having a newspaper, by letting the writers in your department know of any interesting or important happenings that should be published in the Knapp-Sack.

Remember, The Knapp-Sack is our paper, and it is up to us as to whether or not there will be a Knapp-Sack in the future.

EXTERIOR LOOK

(Continued from Page 1)

store on the corner. The city traffic statistics showed that per day this averaged 31,000 cars or a little over 50,000 people. As a result the Quality Sign Co. has erected the big sign on the side and back of the building.

Also for the benefit of foot traffic, smaller "Knapps" signs have been put on the marquee so that our name can be seen by pedestrians.

Rings Rice and Rattles

ENGAGEMENTS

Joan Robbins, Credit Dept., to Dennis Dryon.

MARRIAGES

Nancy Mumford, Budget Sportswear, to Frank Walker on November 9th.

Joyce Young, Jewelry, to Fred Evans, on November 9th.

BIRTHS

Congratulations are in order for Hallie Schrodes (Formal Dept.) on the birth of a new granddaughter, Kimberly Sue Rysdam.

Helen Smythe is being congratulated on the birth of a new granddaughter Sandy Kay.

A third Grandchild for Hazel Sheere, Gail Marie is her name.

Joe Watson, Women's Shoes, has a new little girl, Cindy Lou.

Unfavorable Accident Trend For October

By glancing at the accident record for October, 1956, and then at the October, 1957, record, one can easily see that we're not doing as well this year as we were last year. The October, 1956, record shows that we had no accidents, while we had four in October this year. Many of these accidents were the result of heavy lifting and while only one was serious enough for hospitalization, they were all potentially serious accidents.

As we have mentioned before, accidents are caused by either carelessness or an unsafe working condition. Very rarely is an accident caused by some factors of each or both.

A small accident can only be a tones throw from a serious result.

Of the four accidents listed in October, the following is a brief summary: a punctured left hand between thumb and forefinger lone with a pencil while removing scotch tape to open a box, strained muscles in left arm delivering appliances, a hernia as the result of lifting a cabinet on a washer up and over the base machine, painful pressure in back for the last five months due to delivering heavy appliances.

Lets see if we can't lower our accident rates for the coming months, by trying to eliminate all carelessness and unsafe working conditions throughout the store.

A joint checking account is one in which the wife writes the checks and the husband makes the deposits.

BABY PICTURES

"PETE" CHAPMAN
ALICE FRANK