

Season's Greetings

KNAPP-SACK

VOL. 7, NO. 9

J. W. KNAPP COMPANY, LANSING, MICHIGAN

DECEMBER, 1959

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



Merry
Christmas

We sincerely hope Christmas 1959 will be the brightest and the merriest for every member of our organization. We deeply appreciate your fine efforts in contributing to the continued progress of our store.

We recognize much of the credit for our store's success belongs to you . . . who form our organization.

May 1960 bring you a year of happiness and great success.

H. C. Grimes

Merry
Christmas

Happy
New Year



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 — Joan King, Evelyn Yeoman, Kenneth Underwood, Bonnie Bedford, Fern Wickham, Hugh Sloan, Jean Saxton.

Writers — Leo Morris, Leona LaSalle, Mildred Chaffee, Susan Keiffer, Grace Baker, Ida Barber, Mildred Edington, Margaret Boul, Lucie Ackman, Roberta Wellfare, Barbara Gloden, Mabel Hicks, Geraldine Sabrosky, Mildred Schwab, Vivian Downs, Anna Almy, Pauline Belvan, Mary Cook, Dorothy Miller, Bob Borghi, Helen Bateman, Bonnie Wenzl, Lois Flowers, Rose Allen, Bill Papineau, Cecil McKeachie, Russell Sweet, Bob Olds, Ken Edge.

Guess Again!



She possesses a talent for tying.



This lady is an Englander by birth.

About Our Cover

The Knapp-Sack staff wishes to extend to all our readers and friends our very best wishes for Christmas and the New Year. Because of the stirring message the famous editorial contains, "Is There a Santa Claus?", we felt it was worthy of reprinting.

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. We sincerely hope you will enjoy it.



Marilyn, Isabelle and Friend

Santa and Helpers

Santa Claus arrived at Knapp's Toyland on November 27 and each and every day has been a busy one for this kindly gentleman (Mr. Alvin Gilmore). Santa talks to approximately twenty-five to fifty children each hour the store is open during the holiday season, and enjoys every child he has occasion to place on his knee. His able assistants are James Richards, who relieves Santa, Miss Chloe Linton, the petite miss who ushers the children up to Santa's Throne, and the Photographers (Isabelle Pearson, Marilyn Boyd, Jean Tanner and Sally Kelly) who so carefully take pictures of the children on Santa's lap.

There are perhaps many people who little realize the training that is required to be a qualified Santa Claus Studio Manager. Having been chosen from many applicants to fill this position, Isabelle Pearson was sent to Chicago for a week of instructions on the complete operation of the camera. She then returned to Knapp's to set up her equipment and train the people who were to assist her. These people have taken several thousand pictures during this Christmas Season. Cooperation was exercised by all to make this a happy occasion for every child who entered Knapp's Toyland to visit with Santa and a memorable one for the parents who have a photograph of their child with Santa to cherish for years to come.

Our Sympathy

The entire staff of the J. W. Knapp Company extend their sincere sympathy to the following members of our store family who have recently suffered a loss in their personal family.

Bonnie Powell, Books, whose husband, Mr. C. L. Powell passed away on December 9.

THANKS

Words cannot express my thanks to each of my many friends for their thoughtfulness in sending so many beautiful cards, letters and flowers and for their visits and other acts of kindness which helped to bolster my moral during my recent stay in the hospital.

Viola Itzenhouser

Holiday Recipes

Old-Fashioned Sugar Cookies

Sift together:
1½ cup flour
½ teaspoon baking powder
½ teaspoon salt
½ teaspoon soda
½ cup sugar
Cut in ½ cup shortening until mixture resembles coarse meal. Blend in:
1 egg
2 tablespoons milk
1 teaspoon vanilla
Roll out to 1/16 inch and bake at 350°

Jeanne Drumm

24 Hour Fruit Salad

2 cup white cherries, halved and pitted
2 cup diced pineapple
2 cup orange sections
2 cup marshmallows
¼ lb. almonds, blanched & chipped
1 cup whipping cream
Cook 2 eggs, 2 tablespoons sugar, ¼ cup cream, juice of 1 lemon until thickened. Combine fruit and marshmallows—add cooled cooked dressing to 1 cup whipped cream and pour over fruit. Mix well and let stand 24 hours. Serves 10-12

Bourbon Balls

1-10 oz. package of vanilla wafers ground—3 cups
1 cup ground pecans
1 cup confectioner's sugar
3 tablespoons light corn syrup
1½ teaspoons cocoa
½ cup bourbon
Mix together adding bourbon last. Roll into small balls then roll in powdered sugar.

Mildred Featherly

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 wreathe 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!

SERVICE PINS



Loie Wight
30 Years



Henry Dickson
30 Years



Dorothy Hagler
20 Years

10 Years

Nora Hunt

Drusilla Galvin

5 Years

Francis Dirlam Credit
Pauline Royce Inspection
Verda Rudolf Luncheonette
Ethel Gibbs Basement
Eleanor Russell Cashiers

Gift Wrapping Department

Ruth Evans

Bedding Department

Frances Rodgers

BABY PICTURES