

# KNAPP-SACK

Vol. 8, No. 7

J. W. KNAPP COMPANY, LANSING, MICHIGAN

December - 1961



*Now we are*

## Season's Greetings

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# 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.

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## Editorial

### A CHRISTMAS WISH

Howard C. Grimes



It is our sincere wish that Christmas 1961 will bring to you and your families a full measure of happiness.

We want you to know we are fully aware, and deeply appreciate your great contribution to the fine progress of our store during the past year.

It is the combined efforts of a great many dedicated employees that make it possible to earn the respect and confidence of our many thousands of customers. This is what makes it possible for our store to continue to grow.

May 1962 be a wonderful and satisfying year to all of you.

## Rings Rice and Rattles

### RATTLES

Rose Falcsik, Men's Wear, has a new grandson, Christopher Sanford, born October 27.

Jim Pranger, Men's Sportswear, is a proud new father. Linda Kay was born on October 31.

Elizabeth Vogl of the Infant Department as a new grandson, Peter Alan.

Barbara Botsford, formerly of the Sign Shop, has a new baby boy born on November 6.

Robert Myers, Delivery, has a daughter, born on December 12, her name is Pamela Ann.

Janet Reisner of the Sales Audit Department gave birth to Thomas Elmer, December 16.

Leon Davis, Freight Elevator Operator, is a proud new father. Tara Leigh was born December 16.

## Our Sympathy

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

Irene Mohr, Personnel, on the loss of her husband, Mr. Irwin Mohr, October 30 in Lansing. Also to the daughter Connie and the son Donnell, who survive.

Mrs. Howard Grimes, on the loss of her mother, Mrs. Frank Marsh, on November 25 in Fremont, Michigan.

Bessie Cadwell, Budget Sportswear, on the loss of her father, Mr. Peter Molliter, on November 25, in Lansing.

### THANK YOU

I wish to thank all the kind friends for remembering me during my recent stay at the hospital. The visits, cards and gifts meant more to me than I can possibly express in words. Thank You All.

Sincerely,  
George McGuire



An exciting evening was in store for the men who attended Men's Night at our East Lansing Jewel Box, December 12, 1961. Informal modeling, free gift wrapping, light refreshments and door prizes were also a part of the festivities.

## Haste Makes Waste

By Beatrice Taylor

Our delivery department is certain that few salespeople in our store realize how much time and money are wasted because of incorrect addresses on packages for delivery. Packages which have been carelessly addressed are returned daily. One driver alone had 26 wrong addressed packages in a month. It is then necessary for the drivers and workers on the dock to try to correct them by checking the phone directory and the credit department. This unnecessary time consuming task results in unhappy customers when their deliveries are made a day or two late.

The following ways are suggested to prevent delivery delays because of incorrect addresses:

1. Make certain the house numbers are in the correct sequence.

2. Be certain the name of the street is correct. Many sound alike, especially over the phone. If in doubt ask for the spelling. Is it street, avenue, road, etc., North, South, East, or West?

3. Is the name of the city on the package? Many cities within our delivery radius have the same street names, for example, Lansing and East Lansing.

4. Is the label legibly written? Write neatly or PRINT. Perhaps you can read it, but can others?

The salespeople alone aren't to blame for all of these costly errors. In some cases the customer has moved and is using an old charge account plate. The drivers may on occasion read the label hurriedly and leave correctly addressed deliveries at wrong houses. With everyone's cooperation deliveries can be made efficiently and customers will be satisfied receiving their packages on schedule.

## Knapp's Showcase For '62

by Geraldine Sabrosky

A delightful surprise was in store for everyone that visited Knapp's exhibits at "Showcase for '62." The co-ordination of colors from one room setting to the next were the result of a well planned and executed theme. I am sure it gave all the viewers the inspiration to acquire new furnishings and create individuality and a "new look" in their own homes — The trend to be daring with color was so well displayed that all settings put forth one or two ideas to remain in your mind. The window treatments were all so new and interesting, the rooms seemed to "grow up" around them.

The table settings were all "works of art." Even the most inexpensive items were put together with the result of elegance. The help and ideas gained from seeing the groupings inspired everyone to set a beautiful table.

We would like to give special recognition to Bill Davis, Milo DeOrio, Bonnie Redfield, Helen Urquhart and all the others who worked so diligently on the "Showcase." The J. W. Knapp Company was proud to accept the coveted "Award of Merit" presented by the Junior Chamber of Commerce.

YES . . . Now we are three!

Because of this vast expansion program and the many demands upon our time, publication of the Knapp-Sack had to be delayed this year. We realize our many readers have missed the Knapp Sack. You may look forward to regular publications in the coming New Year.

## Now We Are 3

The story of the J. W. Knapp Co. begins with the founding in 1896 of the firm of Jewett and Knapp. This was a small one-room store situated on the southwest corner of Washington Ave. and Ottawa St. where the Grant store is now.

That was the time in the United States that was soon known as the Gay Nineties. A few daring men had already attempted to fly in balloons. The horse was as indispensable for work and travel as the automobile is now.

About 1905 the store was moved to 220 S. Washington Ave. into a larger building. This is the site of the present Walgreen Drug store. The new and larger store was a one-story building, 25 feet wide on the avenue and 60 feet deep. The store remained and grew at this location until it occupied 220 to 226 S. Washington Ave. and until it was moved again to our present store.

### The Incorporation

In the year 1908 Mr. Jewett retired and the firm was incorporated as the J. W. Knapp Co. On November 10 of that year Dorr Shotwell went to work for Knapp's as temporary Christmas help. He was kept on after the Christmas season and remained to become a buyer, merchandise manager, general manager, president and chairman of the board. By then in the United States the Wright brothers had made a few short flights with a heavier than air flying machine. Several firms in Michigan were making and selling horseless carriages.

In 1929 Mr. Knapp retired. Mr. Shotwell became general manager. In 1931 Howard Grimes was hired, but not until after he had used his now well-known powers of persuasion. It was depression times and the store was reluctant to take him on. He was finally given a job in the basement store. There his dedication to work, his vision, and drive soon put him on the track that took him to basement manager, merchandise manager, general manager and president of the firm.

### Mott Stores

In 1934 Mr. Shotwell became president. By this time the Mott Foundation had become owners of J. W. Knapp Co. as well as Smith Bridgman in Flint, Christian's in Owosso, and Robinson's in Battle Creek. It was depression times, but the management of Knapp's was never content to wait for a trend or to lose optimism or faith in the future



## Knapp's Enjoy Guild Members

By Bonnie Redfield

On Wednesday, November 1, the charming ladies from the Sparrow Hospital Auxiliary gathered for coffee in the auditorium of Knapp's. There they were presented with badges signifying they were salesladies for a day. Their badges were topped with sprigs of fall leaves and miniature artificial mums. After a time spent in chatting and preparing for their day's activities, they were introduced by Mrs. Howard and Mr. Fuce to the various department managers. The department managers then escorted them to their posts throughout the store. Many happy acquaintances were renewed as they were greeted by our many salespeople who look forward to this enjoyable day.

The hostesses in turn greeted their friends who had been urged to do their shopping on this very special day. They explained to the others the purpose of Hostess Day, which is to earn money to buy additional equipment for Sparrow Hospital. These Auxiliary members have given freely of their time and effort to forward this very worthy project.

Throughout the day tea and cookies were served from a lovely tea table on the second floor. Mrs. Nate Fry, who was tea table chairman, had placed a lovely fall arrangement in a crystal and silver epergne on an ivory Battenberg cloth. Many who partook of the refreshments spoke of the lovely setting that Mrs. Fry had contrived.

After a very successful day, the good ladies bade their farewells and although weary from their days toils, vowed they'd be for a bigger and better Hostess Day next year.

You'll be happier if you are necessary to somebody.

## Do You Remember?

Anyone who has ever worked at Knapp's during the Christmas season has a tale to tell about some especially memorable event that occurred. Some of the memories are comic, some pathetic, and some heart-warming, and then there are a few that the editors might censor. But they all add up to making a Christmas at Knapp's an unforgettable experience. The music, the decorations, the crowds, new friends made, old friendships renewed, and the general air of excitement make this season a happy one.

We've collected a few tales of Christmases past and present to jog your memories or to add a new story to your list. And we'll start away back. During the days of World War II when men were only allowed to work on essential defense jobs, Knapp's came into the Christmas season with a manpower allotment of 0. While women could fill most of the positions open it seemed essential that Santa Claus be the traditional man.

So the red tape of bureaucracy was faced and eventually the War Manpower Board gave us permission to employ one man provided he was elderly and physically unable to do anything else. Personnel was finally able to locate one kindly old gentleman for the position but unfortunately he turned out to be forgetful. One day his whiskers were tickling him and while the salespeople watched with horror he removed his whiskers and scratched his face with his young admirers looking on wide eyed with wonder at the sudden change in Santa Claus.

Fortunately since then Knapp's has had dedicated and wonderful Santas. We can remember long lines of youngsters waiting for their turns on Santa's lap;

## Congratulations, Mr. Grimes

Howard C. Grimes, President and General Manager of the J. W. Knapp Company was named Executive Vice-president and Chief Operating Officer of the four Mott Foundation stores recently announced Harding Mott, Mott Foundation Vice-president. Besides Knapp's, the Mott-owned stores are: Smith Bridgman Co. of Flint; Robinson's, Battle Creek; and Christian's of Owosso.

This latest promotion came just as Mr. Grimes completed 30 years of service with Knapp's. Temporarily employed in the fall of 1931 by Dorr M. Shotwell, then General Manager, Mr. Grimes soon proved his worth and remained with the company as Basement Manager. In 1935, he was promoted to Merchandise Manager, and in 1950 assumed the position of Vice-president and General Manager. The additional responsibilities of the presidency followed in 1954.

His leadership and far-sighted planning are reflected in the tremendous growth and many physical changes which have been experienced by Knapp's during the 30 years of Mr. Grimes' association with the company. The complete story of the company is contained in another article in this issue.

### Community Activities

Also active in the community, Howard C. Grimes is currently serving as President of the Downtown Business Association, Chairman of the Lansing Advisory Council of the Fair Employment Practices Commission, a Director of the Safety Council, Vice Chairman of the Lansing Development Council, a Trustee of Northwood Institute of Alma, a member of the curriculum committee of Ferris Institute, a Director of the Michigan National Bank and also a Director of the newly formed Jackson Life Insurance Co. He has also been a director of the Lansing Chamber of Commerce, and is a past president of the Michigan Retailers' Association. Occasional free moments will find Mr. Grimes relaxing with rod and gun in Michigan's woods and streams.

Our sincere congratulations and best wishes are extended to Mr. Grimes. We can foresee great progress in the years ahead for Mott Foundation stores.

Live in your heart as though every day were Christmas.

# SERVICE PIN AWARDS - 1961

## 30 YEARS

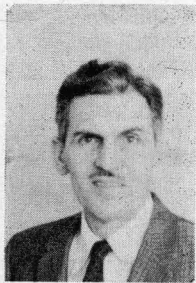
**Howard C. Grimes**

(See article on page 3)

## 20 YEARS



Hope Smith



Cecil McKeachie

## 10 YEARS

Helen Smythe

(no picture available)

## 5 YEARS

- Clara Hackey..... Workroom
- Helen Cotter..... Credit
- Rose Allen..... Inspection
- Agnes Ragin..... Ready to Wear
- Ruby Griffith..... Beauty Salon
- Carl Beck..... Appliances
- Olive Elberth..... Accts. Payable
- Reta Brodie..... Switchboard
- Dorine Fish..... Basement Millinery
- Beatrice Taylor..... Delivery
- Pauline Belyan..... Boy's Wear
- John Grohman..... Workroom
- James Howe..... Workroom
- Sadie Hoyt..... Toys
- Doreen Maloney..... Accts. Payable
- Janet Reisner..... Sales Audit
- Phyllis St. Arnold..... Sales Audit
- Viola Huntley..... Toys
- Rose Falcsik..... Men's Furnishings
- Maria Garippo..... Stationery
- Bonnie Powell..... Books
- Kurt Strass..... Tailor Shop
- Helen Hinkley..... Children's Shoes
- Hubert O'Connor..... Millinery

## 15 YEARS



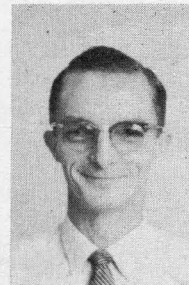
Sara LaClair



Joe Bryant



Navaho Hearn



Harold Hayes



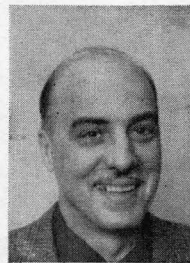
Mildred Chaffee



Lillian Martin



Veloise Black



Raymond Reeves



Henry Farr



Leslie Coombs



Anna Almy

## 10 YEARS



Olga Weatherby



Laverne Stover



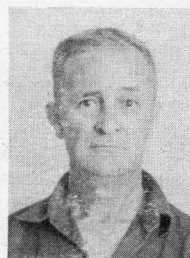
Georgia Smith



Myra Stier



Charlotte Keller



Sam Tester



Norman Elsesser



Hallie Shrodes



Stephany Mazner



Marjorie Grubb



Helen Shepard



Gladys Miller



Mary Glisson

### Now We Are 3 (Cont.)

of the country or of the growth of the store. In 1936 the huge but out-dated Downey Hotel stood on the site of our present store. Fire regulations had condemned and closed the building unless very extensive remodeling was done. Mr. Shotwell persuaded the board of directors to buy the building and erect a new modern department store in its stead. It was a visionary and bold step forward and the modern blue and yellow building with its straight rows of windows bespoke the boldness and began to dominate the face of the skyline in downtown Lansing. The move into the new completed store was made in four days. Opening day was December 7, 1937, and with that Christmas season came the beginning of the growth of the store to its present prominence. By this time, too, the automobile and the airplane had made a very great change in the economy and habits of the American people. For a few years, though, the new building was more than big enough. When the war came on and goods were rather hard to get, expansion was a little slower than we know it. For a short time the fifth floor was not used as a sales floor. In 1949 Knapp's was growing so much that an addition was built on the west side of the store. This is the space that is now beyond the passenger elevators. You will occasionally find one of the old timers referring to it as the new part or even the new store. This was completed early in 1950. In that year also Mr. Grimes was made General Manager and Mr. Shotwell continued as president.

### Mr. Grimes - President

In 1954 the building on the corner of Capitol Ave. and Wash-tenaw St. was acquired. The drapery, upholstery and furniture workrooms were moved in there, bringing them closer to the store and making more space available in the warehouse for warehousing. Mr. Grimes became president the same year, while Mr. Shotwell was elected chairman of the board.

The store was expanding and growing fast. More departments were added. Every possible space was carefully used to bring more goods to the public. Fixtures and displays were continually being modernized to keep the eye appeal up to date. During the rush seasons the elevators could scarcely handle the crowds properly. In 1955 the electric stairways were put in to speed the flow of people from floor to floor. This work was started early in the year and finished in September. Considerable revamping of departments took place that year.

In 1958 the new fifth floor came into being, the fourth floor was completely modernized, the new Hi-Fi department on the mezzanine was added and many changes took place on the main floor. Departments moved and expanded, traffic flow was improved and additional lighting was added. Today Knapp's is recognized as one of the best lighted stores in the middle west.

### We Are Two

In 1960 a great forward step was taken when plans were made for a branch store in East Lansing. The beautiful new Knapp store was opened on April 20 of this year. It is acclaimed as one of the finest of branch stores. Retailers from all over the country have come to see this "Gem of a store" — "it's really a Jewel." This is what has been said about our new East Lansing store. The initial success of the store has amazed us and we are tremendously pleased at its acceptance.

### Now We Are Three

Now with the opening of Knapp's Capitol Avenue Store, we have had a population explosion of our own; and Knapp's has really launched itself into the space age. This was made possible by the acquisition of the building and property occupied by the Story Oldsmobile dealer. Mostly a one story building, it extended more than half of the block on Capitol Avenue. The remainder of the block was already used by Knapp's workrooms; so now Knapp's extends for the entire block along Capitol Ave.

The transformation from a dimly lighted automobile dealer to a gleaming brilliant store was accomplished in a surprisingly short time. The Capitol Avenue Store offers Appliances, Hardware, Sporting Goods, Housewares, Toys, Furniture, Rugs, Auto Accessories, Home Improvement, Vacuum Cleaners, Sewing Machines, Kitchen Remodeling, Paints and Televisions. The crowds of people who came to see on opening day, November 6, were indicative that Lansing was aware of the growth of Knapp's.

### Our Future

Knapp's will continue to grow, perhaps not with more floor space in the near future, but into the life of the city and into the lives of its people. We have a fine organization, offering a tremendous selection of merchandise and the finest service. To offer these to the people of Lansing and surrounding towns with friendliness and enthusiasm, is to grow in the best possible manner.

### Do You Remember (Cont.)

whole classes of little blind children thrilling to the touch of Santa's beard and stroking the fur on his suit; the wonderful cheer they have given on their visit to our local hospitals. Again this year they have a full schedule of appointment at our hospitals and orphanages. Yes, Knapp's Santas have become an important part of Christmas in Lansing. But we are wondering if he can make this Christmas wish come true. Just this past week a customer with a small child in hand and obviously enroute to Santaland jokingly said to the elevator operator, "He's going to ask Santa for a baby sister. Do you think I dare take him up there?"

Did you know that many organizations depend on Knapp's for their Santa costumes. The advertising department runs a regular booking service on these suits which are provided free of charge to civic groups for their Christmas parties. Some suits go in and out as much as two or three times in one day and the demand is so heavy.

### Was It In '45'?

Then there was the year of the tricycle and scooter trade. Wheel goods had been scarce all during war years—non-essential use of metals you know—and Lansing was really in need of a new supply. Just in time a small local manufacturer with no more defense orders to fill, came up with a sturdy but strictly utilitarian tricycle and scooter. Knapp's took the entire output. The fifth floor took on the appearance of a production line. Tricycles were assembled as fast as the paint dried, sometimes faster. Pickups were converted to tricycle and scooter haul-aways and hundreds of Lansing children had their first tricycle and scooter ride that Christmas. Occasionally we still spy one of those sturdy numbers in some yard around town. Maybe some of our younger employees rode those tricycles and scooters.

Some may remember the huge 20 foot Christmas tree which was located in the old Appliance Department the first year of the new addition. Display used over 60 strings of lights and over 300 ornaments to decorate the tree.

We can remember Mr. Shotwell's often told story of how he came to work at Knapp's the Christmas of 1908 as an extra and since no one told him not to come back the day after Christmas he returned and remained for the 52 years.

We'll not forget the conversation we had the other day with a customer whom we had called



## Style Show Presented To Con-Con Wives

"WHAT TO WEAR WITH WHAT... ACCESSORIES GIVE YOU NINE LIVES" was the presentation to the wives of the delegates from the State Constitutional Convention. The background had nine Siamese cats in a row all wearing halos except one who held his in his paw (He was the one who had forgotten how important accessories are!). Four models entered with basic gold stroller suit, grey fur trim suit, sapphire jacket dress and brocade candlelight jacket dress. Each model helped the next model accessorize the costume in many ways.

After the presentation, coffee was served by Mrs. Marie Hager and Miss Julia Gaylord, representing the Lansing Business & Professional Women's Club. It was a pleasant morning and had the "red carpet" treatment. Knapp's always wishes to extend their courtesy to all and certainly at this time to a group who are dedicated to such an important job as the Constitutional Convention which when completed will affect the entire state of Michigan.

in an effort to locate the owner of some lost merchandise. After business matters were taken care of she informed us that she had worked at Knapp's when she was eighteen. Now she was 83 and had been shopping at our store ever since and was proud of the fact that this was the only store where she had ever bothered to open a charge account.

Memories of Christmas at Knapp's go back a long long way,—65 years for this loyal customer and ex-employee. There are doubtless many others in this area who can recall many years of shopping here. We can all be proud to be part of the traditions at Knapp's the life of this community.

## Harold Moore— Personality Of the Month

By Bonnie Redfield

Managing one of Knapp's most important service departments is Harold Moore, active civic leader. A native of Lansing, Harold first came to Knapp's in November of 1945 after serving five years in the infantry, during which time he was stationed in the West Indies.

Beginning his employment in the refinishing department he has worked in every capacity in the workrooms, advancing to department manager in 1958. The workrooms have had five different locations, the first being where the sporting goods department is now, the garage (formerly Rice Cleaners), East street warehouse, Heatherwood Dairy, and finally to its present location. It is Harold's job to direct the 25 employees in the making of draperies, slipcovers, upholstering, cabinet work, refinishing furniture, and the assembling of picture frames for customers and for the store. Knapp's carries 208 patterns of picture moldings, the most extensive in the area. Harold has visited art museums in St. Louis, Atlanta, New York, Chicago and Philadelphia, toured the Vilas-Magis factory where picture moldings are made and finished and has spent time at Ficka to learn unusual and unique ways of assembling frames to provide newer and better ways of picture framing. These services are provided for customers and the store.

Since his graduation from Lansing Central in 1940, Harold has furthered his education through course work from Northwestern. Adult education and MSU. Active in such community affairs as Secretary of the Board of Education, member of the citizens' committee for handicapped in Ingham County, City Council member from 1955-1958, member of the Ingham county Board of Supervisors 1955-1958, chairman of Ingham county education committee in 1958, members of both the Lansing city planning commission and Lansing park board, and a master Mason. Harold's outstanding accomplishment is that of President of Woodhaven Center for Retarded Children. It is here at Woodhaven (named by his wife) he finds his greatest satisfactions in preparing these children to accept their responsibilities in life. He utilizes much of his spare time working with future teachers to prepare them to be better qualified in working with these children.

Harold is married and resides with his wife and two daughters at 314 West Randolph.



## 'Twas The Night Before Christmas

By Arlynn Gantz

*'Twas the night before Christmas, and all through the store  
The doors were all locked, and there were shoppers  
no more.*

*The last salespeople had gone home for the night  
To be with their family or to catch that last flight.*

*Yes, Christmas at Knapp's was over once more  
And proof of the season could be seen on each floor.*

*Street floor was cool and the lights were now dim  
And above you could see faintly a sparkle in trim.*

*The floors were dirty, it was really a crime  
There was paper and boxes and even a dime.*

*While out on the street there was merriment and joy  
Sitting in the window looking out, was an unbought toy.*

*A tear in its eye, it really had fear  
That Christmas had passed it by this year.*

*The counters were cluttered with merchandise that was strewn  
Out of its boxes, and some even in ruin.*

*Santaland was dark . . . Santa too had gone home  
To start his long journey, just north of Nome.*

*The porters were hurrying so they too could leave  
Why not? After all it was Christmas Eve.*

*Tossing out boxes and papers . . . anything to make time  
They even came across that one little dime.*

*Their work now finished, they jumped in their car  
And shining down on them was a very bright star.*

*And I heard them exclaim as they drove out of sight  
Merry Christmas to all, and to all a good night.*