



# JIM C'S QUIZ OF THE WEEK

## MONDAY – 12/25/2006



### THE ORIGIN OF “SANTA CLAUS” - PART 4

Up to the 20<sup>th</sup> century the image of Santa Claus ranged from a tall, gaunt man in a red bishop's robe to small elf in a Norse animal skin.

**1920s:** Although some versions of Santa Claus reflect him attired in various colors of outfits past the beginning of the 20<sup>th</sup> century, the 1920s image was of a jolly, some-what paunchy, ruddy cheeked, sack-carrying Santa with a red suit and flowing white whiskers.

**The Claus that refreshes:** From 1931 to 1964, Haddon Sundblom, a talented commercial illustrator, created a series of memorable drawings that associated a larger than life, red-and-white garbed Santa Claus with Coca-Cola®. This steady flow of crisp publicity exposed everyone in America to the modern Santa Claus image, when the holiday was still making the transition from a religious observance to a largely secular and highly commercial celebration.

**Say it ain't so, Joe:** For the first time in the Forbes Magazine Fictional 15's history, Santa Claus has been unseated from the number-one spot by defense contractor Oliver "Daddy" Warbucks.

**Conventional Wisdom:** Santa Claus should be more than a commercial

**Moment of Zen:** Yes, Virginia, there is a Santa Claus\*

\* <http://www.newseum.org/yesvirginia/>