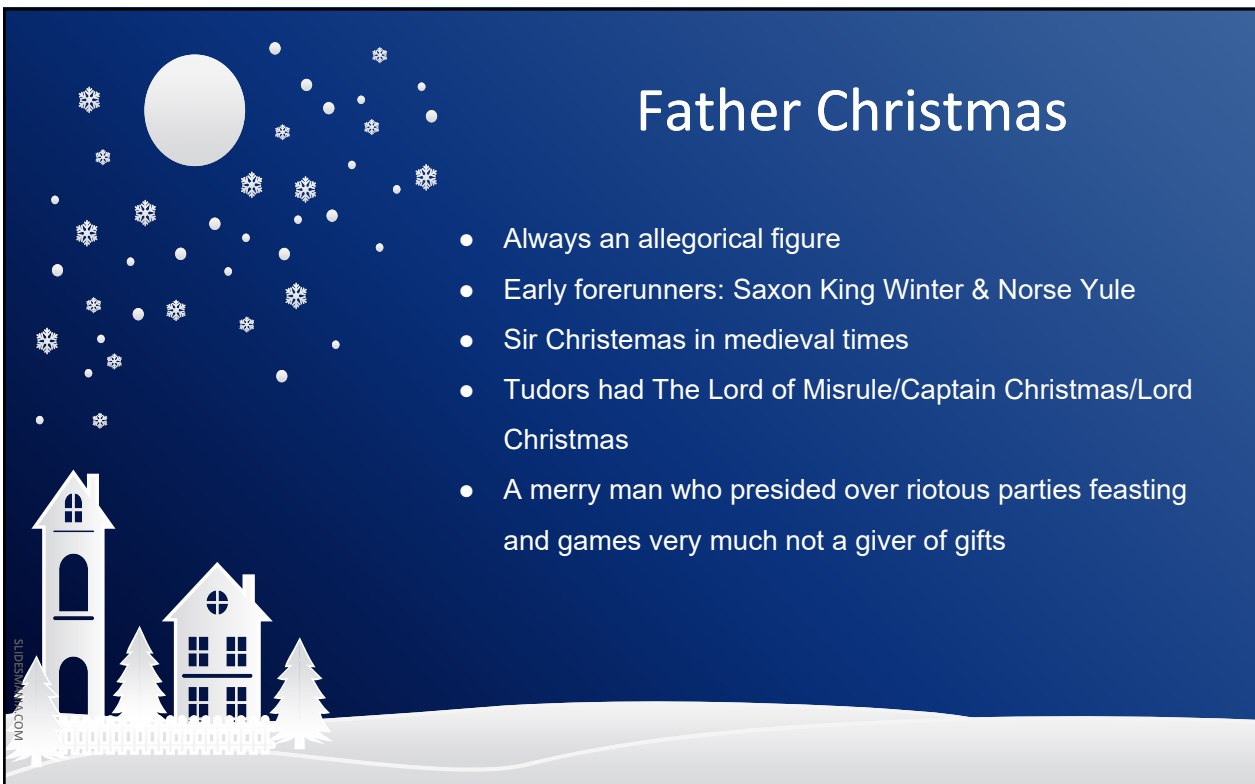


St Nicholas

- St Nicholas was an 4th century bishop from Myra
- Credited with a number of miracles including the 3 sisters he saved from slavery
- Wore red robes of Bishop
- His feast day 6th December



Father Christmas

- Always an allegorical figure
- Early forerunners: Saxon King Winter & Norse Yule
- Sir Christemas in medieval times
- Tudors had The Lord of Misrule/Captain Christmas/Lord Christmas
- A merry man who presided over riotous parties feasting and games very much not a giver of gifts



Father Christmas

- Came to prominence after Christmas was banned 1647-1660
- No defined colour no reindeer no presents no children
- Faded away to be part of mummers plays and folklore
- The Victorians changed Christmas to a family focus and Father Christmas returned - green! Charles Dickens Ghost of Christmas Present
- Santa's iconography largely ousted Father Christmas by the mid 1880's




Sinterklaas

- Closely developed from St Nicholas legend but secular
- The Dutch adopted the tradition of Sinterklaas giving gifts to children who had been good as noted in his red book
- He would enter houses through locked doors or down chimneys
- The Dutch settlers took this tradition with them to New Amsterdam
- At this time Christmas in New York was celebrated in the old "English style"
- Sinterklaas offered an opportunity to generate a gentler more family focussed Christmas



Sinterklaas becomes Santa Claus

Old Santeclaus with Much Delight 1821
Introduced Santa's red coat, reindeer and sleigh, and put his arrival on Christmas Eve rather than St Nicholas's Day.

St Nicholas or T'was the Night before Christmas 1823
Really cemented Santa's image and gave him 8 reindeer
Dancer Prancer Donner Blitzen Vixen Cupid Comet and Dasher

But he still didn't have a defined image or colour





Thomas Nast's 1863
Santa and 1881 drawing
which establishes the key
elements of modern
Santa and the red outfit





THE SATURDAY EVENING POST

Drink
Coca-Cola
Delicious and Refreshing

MY HAT'S OFF to the pause that refreshes"

Old Santa, Santaest man in the world, takes time out for the pause that refreshes with ice-cold Coca-Cola. He even knows how to be good to himself. And so he always comes up smiling. So can you. Whenever you go shopping, you

And a cheerful note begins with ice-cold Coca-Cola ready.

ADDITION: (24) Guaranteed Return - Refuse to accept inferior quality. Return to the nearest Coca-Cola bottling plant. Refuse to accept inferior quality. Return to the nearest Coca-Cola bottling plant.

Five Coca-Cola Cans, Atlanta, Ga.

OVER NINE MILLION A DAY . . . IT HAD TO BE GOOD TO GET WHERE IT IS

SLIPPERMANIA.COM

Haddon Sundblom 1931
advert with inspiration taken
from T'was the night before
Christmas



Now Finally we have Santa

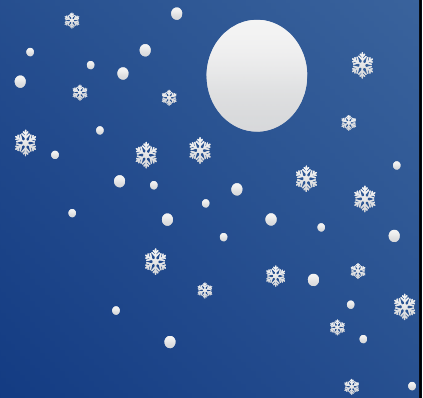
- He's definitely red
- He's a jolly character
- He has a 'naughty book'
- Has 9 reindeer - Rudolph joins in 1939
- Drives a sleigh not a wagon
- Gifts being given secretly via a chimney into stockings

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How does Santa Navigate?

We need to be very grateful Christmas was deemed to be in winter

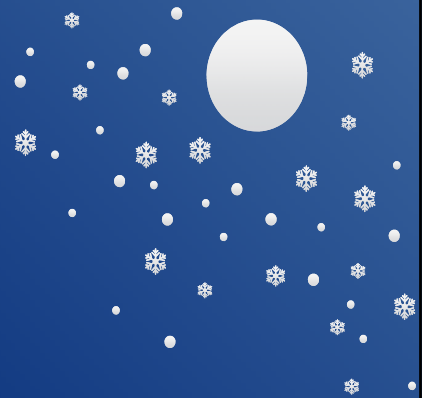
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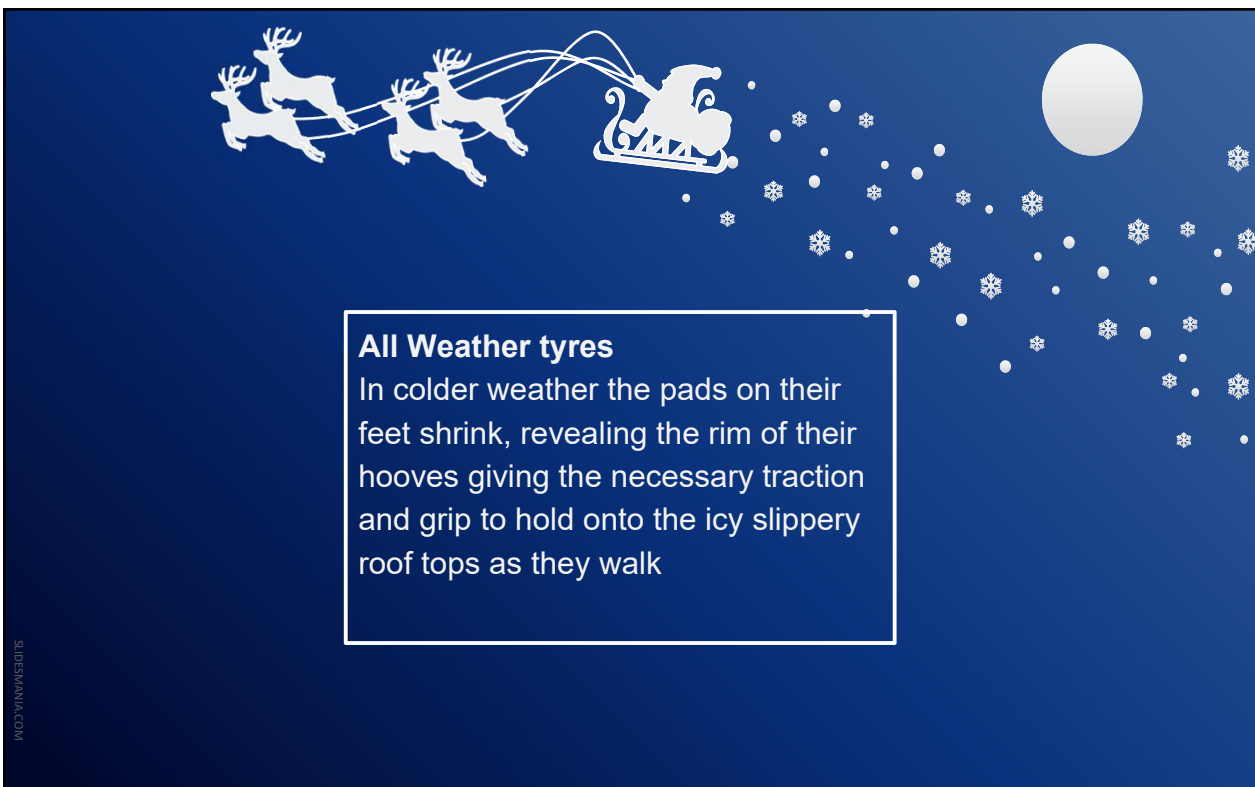


First Santa needs Power



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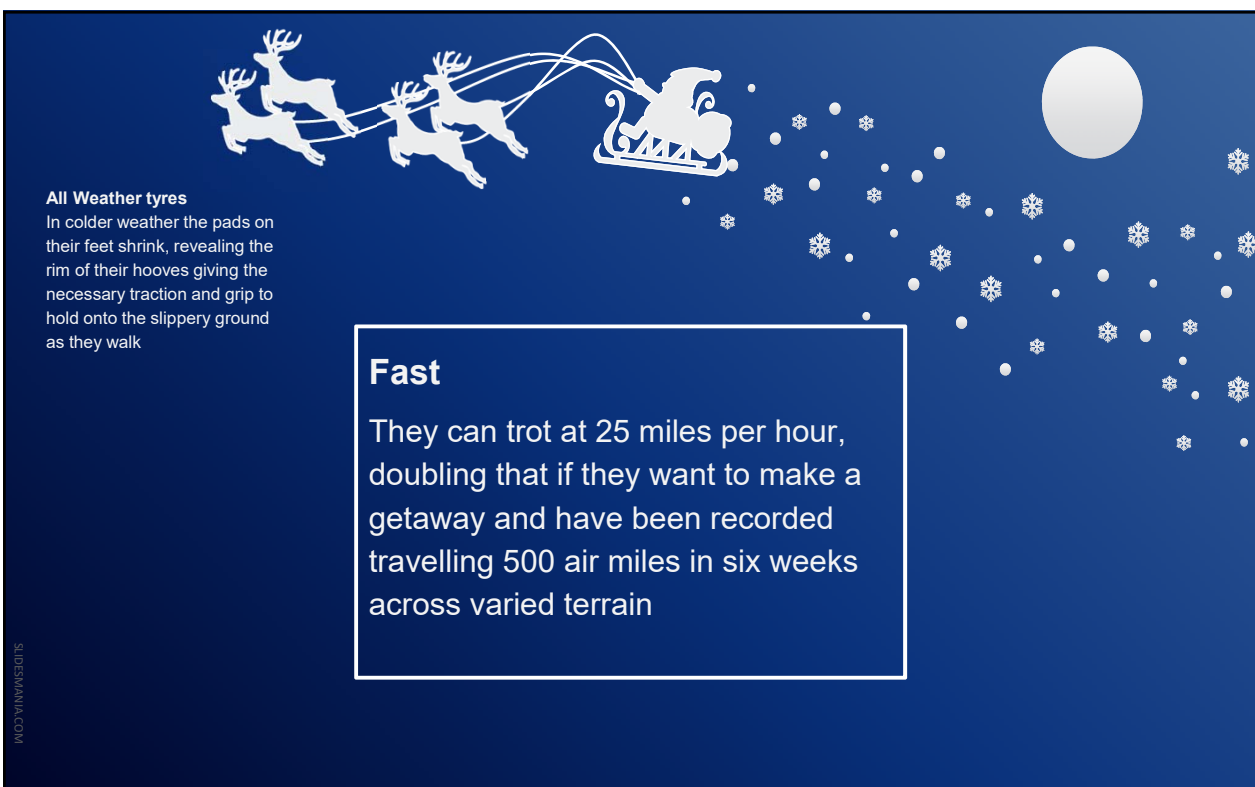




All Weather tyres

In colder weather the pads on their feet shrink, revealing the rim of their hooves giving the necessary traction and grip to hold onto the icy slippery roof tops as they walk

SUPERMANNIA.COM



All Weather tyres

In colder weather the pads on their feet shrink, revealing the rim of their hooves giving the necessary traction and grip to hold onto the slippery ground as they walk

Fast

They can trot at 25 miles per hour, doubling that if they want to make a getaway and have been recorded travelling 500 air miles in six weeks across varied terrain

SUPERMANNIA.COM



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No internal body clock, they don't release melatonin into their bloodstream so no jet lag!

SLIDEMANIA.COM



But where to go?

The Magic of Santa allows him to know

- All the children that have been good (or bad - but he usually forgives them)
- Who's asleep and who's not
- Those who truly believe in him and the Christmas magic
- Where the best mince pies, carrots, whisky and sherry are to be found

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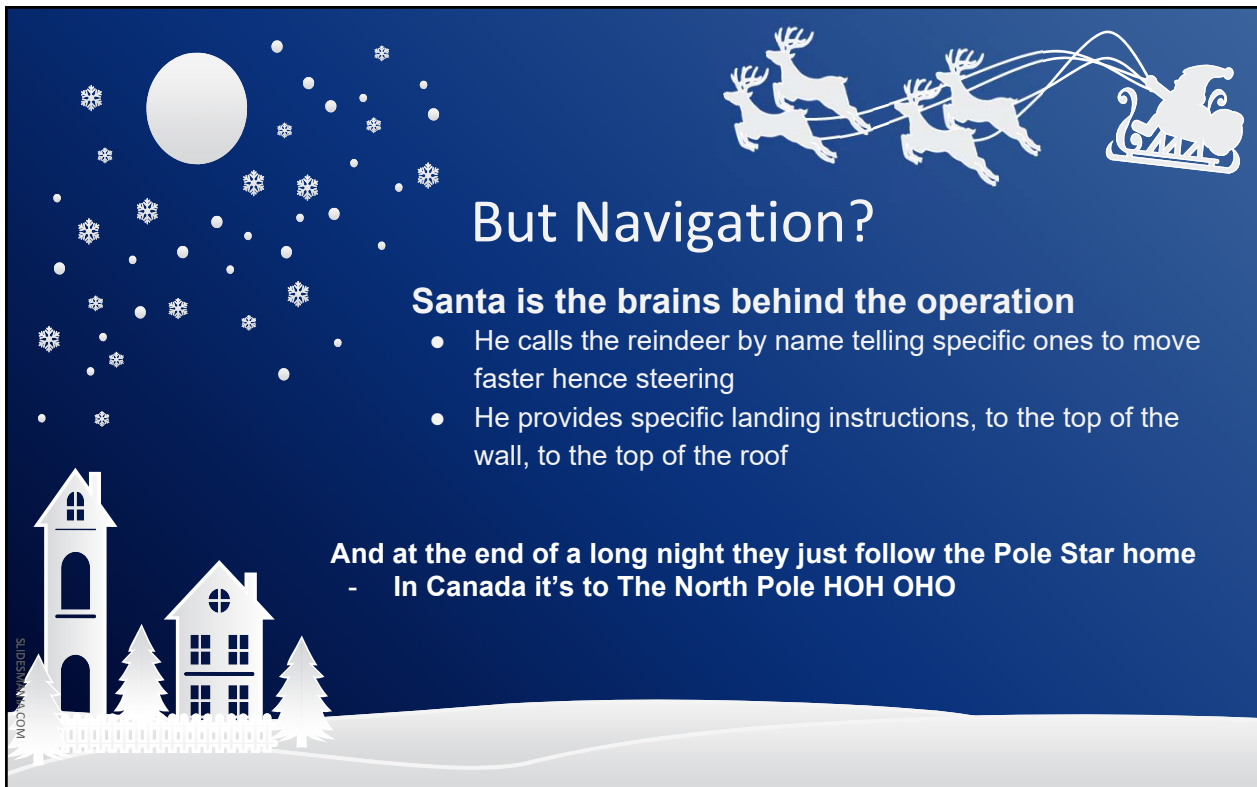
St Nicholas

By Clement Clarke Moore

"Twas the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there;
The children were nestled all snug in their beds;
While visions of sugar-plums danced in their heads;
And mamma in her 'kerchief, and I in my cap,
Had just settled our brains for a long winter's nap,
When out on the lawn there arose such a clatter,
I sprang from my bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters, threw open the latch—
The moon on the bare boughs,
Gave a lustrous gleam;

Now dash away! dash away! dash away all!"
As leaves that before the wild hurricane fly,
When they meet with an obstacle, mount to the sky;
So up to the housetop the coursers they flew
With the sleigh full of toys, and St. Nicholas too—
And then, in a twinkling, I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head, and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in fur, from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of toys he had flung on his back,
And he looked like a pedler just opening his pack.
His eyes—how they twinkled! his dimples, how merry!
His cheeks, how they blushed, his nose like a cherry!
His hair was drawn up like a bow,
His chin was as white as the snow;
He held tight in his teeth,
He circled his head like a wreath;
And a little round belly
That shook like a bowl full of jelly.
He was a right jolly old elf,
I saw him, in spite of myself;
A twist of his head
I had nothing to dread;
He went straight to his work,
And then turned with a jerk,
His right side to my face,
Side of his nose,
The chimney he rose;
To his team gave a whistle,
Like the down of a thistle.
Then, ere he drove out of sight—
Down the chimney he came,
And to all a good night!"

**When what to my wondering eyes did appear,
But a miniature sleigh and eight tiny reindeer,
With a little old driver so lively and quick,
I knew in a moment he must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled, and shouted, and called them by
name:
"Now, Dasher! now, Dancer! now Prancer and Vixen!
On, Comet! on, Cupid! on, Donner and Blitzen!
To the top of the porch! to the top of the wall!**



But Navigation?

Santa is the brains behind the operation

- He calls the reindeer by name telling specific ones to move faster hence steering
- He provides specific landing instructions, to the top of the wall, to the top of the roof

And at the end of a long night they just follow the Pole Star home
- In Canada it's to The North Pole HOH OHO



BUT

as we all know this couldn't happen without belief in the magic of Santa and the collective spirit of Christmas

Teamwork really does make the dream work!

