

# SANTA CLAUS

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*THE ILLUSTRATION POWER IN OUR  
SOCIETY*

*Haddon H. Sundblom (1899-1976)*

## PRIOR TO 1931

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Santa Claus was depicted as everything from a tall gaunt man to a spooky-looking elf. He has donned a bishop's robe and a Norse huntsman's animal skin.



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Haddon Sundblom was an illustrator and American artist best known for the images of Santa Claus he created for the Coca Cola Company.

Haddon Sundblom spent the years between 1931 and 1965 fine tuning the story of our Santa.





<sup>66</sup>MY HAT'S OFF to  
*the pause that refreshes*"

# SANTA CLAUS BY SUNNY

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For inspiration, Sundblom turned to Clement Clark Moore's 1822 poem "A Visit From St. Nicholas". Moore's description of St. Nick led to an image of Santa that was warm, friendly, pleasantly plump and human.

“His eye - how they twinkled! His dimples: how merry, his cheeks were like roses, his nose like cherry; his droll little mouth was drawn up like bow, and the beard of his chin was as white as the snow.”





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For the next 33 years, Sundblom painted portraits of Santa that helped to create the modern image of Santa. The Santa Claus we all know and love.

Final version of Santa Claus in 1964, but for several decades to follow, Coca-Cola advertising featured images of Santa based on Sundblom's original works.



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In 1942, Coca-Cola introduced "Sprite Boy," a character who appeared with Santa Claus in Coca-Cola advertising throughout the 1940s and 1950s.



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In 2001, the artwork from Sundblom's 1963 painting was the basis for an animated TV commercial starring the Coca-Cola Santa.



*<https://www.youtube.com/watch?v=xbbw79UqQIs>*