

# How Coca-Cola created the modern Santa Claus

Do you believe in Santa Claus? *(Of course!)*

## Vocabulary

1. poem      2. realistic      3. spooky      4. plump      5. hired      6. inspired

## True Story

Before 1931, Santa Claus looked very different. He was sometimes shown as thin or even \_\_\_\_\_. Coca-Cola helped create the cheerful Santa we know today.

In 1931, Coca-Cola \_\_\_\_\_ artist Haddon Sundblom to paint a friendly and \_\_\_\_\_ Santa. \_\_\_\_\_ by the \_\_\_\_\_ 'Twas the Night Before Christmas, Sundblom made Santa jolly, \_\_\_\_\_, and dressed in red. He used his friend and later himself as models for the paintings.

The Coca-Cola Santa appeared in magazines and posters and quickly became popular. Sundblom's work created the modern image of Santa Claus. His paintings are now famous and are displayed in museums, making this Santa a lasting symbol of Christmas.

## Quiz

1. When did Coca-Cola help create the modern Santa Claus?
2. Who was hired to paint the Santa for Coca-Cola?
3. What poem inspired the new image of Santa?
4. Where can Sundblom's paintings be seen now?

## True or False

- |   |              |
|---|--------------|
| 1. Before 1931, Santa Claus was always jolly and plump. | True   False |
| 2. Haddon Sundblom used himself as a model for Santa.   | True   False |
| 3. Coca-Cola's Santa appeared in newspapers and TV ads. | True   False |

## Conversation

- A: Did you know Santa used to be thin?  
 B: What? Thin? That doesn't sound like Santa!  
 A: Yeah, Coca-Cola changed his image in the 1930s.  
 B: Oh, so they made him look like the Santa we know?  
 A: Exactly! A jolly, round man in a red suit.  
 B: That's so interesting. I never knew that!

## Discussion

1. Have you ever seen a Coca-Cola advertisement with Santa?
2. What do you think Santa in Australia wears?
3. Do you think Santa should look different in the future?
4. What do you like to do at Christmas?