

reindeer by the names we know them today, and the method by which Santa returns up the chimney.

Thomas Nast, the illustrator and caricaturist who created the donkey and elephant images to depict the US Democratic and Republican parties, contributed his own vision of Santa for Harper's Weekly magazine from 1860 until the late 1880s. Nast depicted Santa in a red, fur-trimmed suit and a wide leather belt. Each year he added more details to his version of the Santa legend, including the home-workshop at the North Pole and the Naughty & Nice list.



Santa Claus in the North Pole

In 1885, Nast sketched two children looking at a map of the world and tracing Santa's journey from the North Pole to the United States. The following year, the American writer, George P. Webster, took up this idea, explaining that Santa's toy factory and "his house, during the long summer months, was hidden in the ice and snow of the North Pole."

In 1931 **Haddon Sundblom** presented Santa as a plump human rather than an elf, with a jovial face and big beard in a Coca-Cola advertisement. (Coca-Cola was a client of Sundblom's advertising agency from 1924 to until his death in 1976.) Today, it is Sundblom's Santa that slips down chimneys around the world.

Santa's address discovered

In 1925, it was discovered that there are no reindeer at the North Pole. There are, however, lots of reindeer in Lapland, Finland. In 1927, the great secret of Santa's address was revealed by Markus Rautio ("Uncle Markus") who compered the popular "Children's hour" on Finnish public radio. He declared that Father Christmas lives on Lapland's Korvatunturi Mountain.

Korvatunturi – literally "Mount Ear" is in the Savukoski county, Lapland, Finland, on the Finnish-Russian border. At 500 m (1,640 ft) high, it actually is only a big hill. But its three summits points to the answer the children of the world had been asking for years: "Yes, there really is a Father Christmas (Santa Claus)." And his official Post