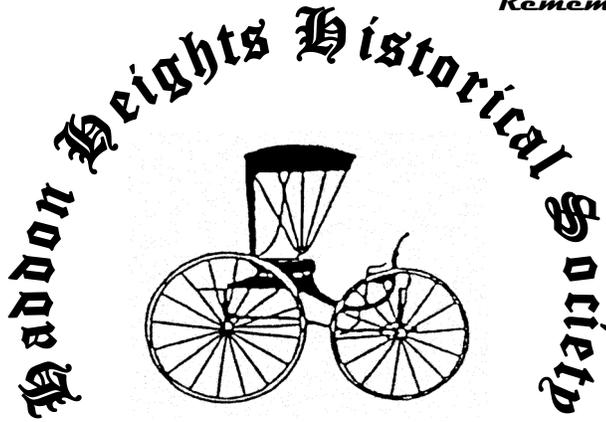


" Remembering Yesterday For The People Of Tomorrow "



Bulletin

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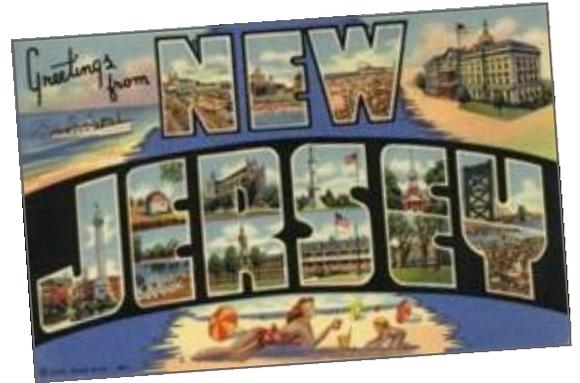
Volume 37 Number 1

January 2012

We meet on the third **MONDAY** of January, April, July, and October - at **7:00pm**

OUR NEXT MEETING: Monday, January 16, 2012- From the primitive past to the present day, NJ historian Marc Mappen's message of "There's More to New Jersey than the Sopranos" resonates with real tales, wise tales, and tall tales. Annie Oakley; Ulysses S. Grant; Benedict Arnold; Ezra Pound; Shoeless Joe Jackson – these luminaries and many others share a common bond with the state that witnessed prehistoric elephants roaming its pastures, the explosion on the USS Princeton, and a "Martian" invasion. New Jersey boasts famous firsts like the phonograph, electric light, movies and...Step aside Tony Soprano- mobster Al Capone strolling along the Atlantic City boardwalk.

Dr. Mappen will give a talk based on his most recent book, titled, "There's More to New Jersey Than The Sopranos". That book is in its third printing and was praised by historian Thomas Fleming as "a delightful read, full of wit and information on every page.". He has been described by the New York Times as "the eminent New Jersey historian" and by the Star Ledger as "an engaging speaker." He is the coeditor of the award-winning Encyclopedia of New Jersey and author of Jerseyana: The Underside of New Jersey History. He is currently working on his next book, which has the working title: A Generation of BAD MEN: The Rise and Fall of the Prohibition Crime Lords.



Mappen has written over 100 articles and essays in publications that include the New York Times, the Los Angeles Times, Rutgers Magazine, and New Jersey Heritage. He has been interviewed on the History Channel, National Public Radio, and New Jersey Network. Formerly a dean at Rutgers, he recently retired from his position as executive director of the New Jersey Historical Commission. He is President of the Highland Park Public Library board of trustees. Please plan to join us for this informative session and learn more that you may not know about New Jersey.

PRESIDENT'S MESSAGE: I would like to wish all of you a Happy and Healthy New Year. Now that the holidays are over I hope you can please consider volunteering to donate some of your time to the Haddon Heights Historical Society. We have a VERY hard working Board and a group of Committee Chair People that all work above and beyond. We REALLY need to fill the following positions: Vice President, Membership Chair (effective April), Publicity, and Photographer. Please consider volunteering to help this worthwhile organization. We cannot do it without YOU. I look forward to seeing you at the January 16, 2012 Meeting as we welcome Dr. Marc Mappen. See you at 7PM downstairs at the Haddon Heights Library. Please consider bringing a friend. *Elena*

PHOTOS FROM REVOLUTIONARY WAR ENCAMPMENT- OCTOBER, 2011



SANTA AND A COKE- The following article is excerpted from the Coca-Cola Company website.

Most people can agree on what Santa Claus looks like ~ jolly, with a red suit and a white beard. But he did not always look that way, and Coca-Cola® advertising actually helped shape this modern-day image of Santa. 2006 marked the 75th anniversary of the famous Coca-Cola Santa Claus. Starting in 1931, magazine ads for Coca-Cola featured St. Nick as a kind, jolly man in a red suit. Because magazines were so widely viewed, and this image of Santa appeared for more than three decades, the image of Santa most people have today is largely based on Coca-Cola advertising.

Before the 1931 introduction of the Coca-Cola Santa Claus created by artist Haddon Sundblom, the image of Santa ranged from big to small and fat to tall. Santa even appeared as an elf and looked a bit spooky. Through the centuries, Santa Claus has been depicted as everything from a tall gaunt man to an elf. He has worn a bishop's robe and a Norse huntsman's animal skin. The modern-day Santa Claus is a combination of a number of the stories from a variety of countries. The Civil War cartoonist Thomas Nast drew Santa Claus for *Harper's Weekly* in 1862; Santa was shown as a small elf-like figure who supported the Union. Nast continued to draw Santa for 30 years and along the way changed the color of his coat from tan to the now traditional red. Though some people believe the Coca-Cola Santa wears red because that is the Coke® color, the red suit comes from Nast's interpretation of St. Nick.

The Coca-Cola Company began its Christmas advertising in the 1920s with shopping-related ads in magazines like *The Saturday Evening Post*. However, it was the 1931 campaign that started what has become the iconic depiction of Santa Claus. In 1930, artist Fred Mizzen painted a department store Santa in a crowd

drinking a bottle of Coke. The ad featured the world's largest soda fountain, which was located in the department store of Famous Barr Co. in St. Louis, Mo. Mizen's painting was used in print ads, appearing in *The Saturday Evening Post* in December 1930. Archie Lee, the D'Arcy Advertising Agency executive working with The Coca-Cola Company, wanted the next campaign to show a wholesome Santa as both realistic and symbolic. In 1931, The Coca-Cola Company commissioned Michigan-born illustrator Haddon Sundblom to develop advertising images using Santa Claus ~ showing Santa himself, not a man dressed as Santa, as Mizen's work had portrayed him.

The Coca-Cola Santa made its debut in 1931 in *The Saturday Evening Post* and appeared regularly in that magazine, as well as *Ladies Home Journal*, *National Geographic*, *The New Yorker* and others. The instantly popular ad campaign appeared each season, reflecting the times. One ad even featured Santa in a rocket! For inspiration, Sundblom turned to Clement Clark Moore's 1822 poem "A Visit From St. Nicholas" (commonly called "'Twas the Night Before Christmas"). Moore's description of St. Nick led to an image of Santa that was warm, friendly, pleasantly plump and human. For the next 33 years, Sundblom painted portraits of Santa that helped to create the modern image of Santa ~ that lives on in the minds of people of all ages, all over the world. From 1931 to 1964, Coca-Cola advertising showed Santa delivering (and playing with) toys, pausing to read a letter and enjoy a Coke, playing with children who stayed up to greet him and raiding the refrigerators at a number of homes. The original oil paintings Sundblom created were adapted for Coca-Cola advertising in magazines, store displays, billboards, posters, calendars and even plush dolls. Many of those items today are popular collectibles.

Sundblom continued to create new visions of Santa Claus through 1964. For decades after, Coca-Cola advertising has featured Santa's image based on Sundblom's original works., which are some of the most prized pieces in the art collection of Coca-Cola's Archives Department, and have been on exhibit around the world. The Coca-Cola Santa has had a powerful, enduring quality that continues to resonate today. Many of the original paintings can be seen on display at World of Coca-Cola Atlanta or touring during the holiday season.



MEMBERSHIP APPLICATION / RENEWAL 2012 Haddon Heights Historical Society

Name _____

Address _____

Phone (H) _____ (W) _____ E-Mail _____

Type of Membership: _____ Single- \$10.00 _____ Household- \$15.00

I would also like to make a tax deductible donation to the Haddon Heights Historical Society, in the amount of \$ _____.
 I am interested in getting involved with: Publicity Newsletter Web site Programs Marketing

Haddon Heights Historical Society, P.O. Box 118, Haddon Heights, NJ 08035

COMING EVENTS

1/16/12 7:00pm- Library:
General Membership Mtg.

3/26/12 7:00pm- Municipal Bldg.
Historical Society Board Meeting

4/16/12 7:00pm- Library:
General Membership Mtg.- "Hilltop to Hilltop in
1840- Signals Across NewJersey"- Walt Andariese

6/25/12 7:00pm- Municipal Bldg.
Historical Society Board Meeting

7/16/12 7:00pm- Library:
General Membership Mtg.- "The Battle of Gettys-
burg"- Bill Lange

9/24/12 7:00pm- Municipal Bldg.
Historical Society Board Meeting

10/15/12 7:00pm- Library:
General Membership Mtg.- 50th Anniversary of
Haddon Glen Swim Club- Annmarie Cammarata
& Lynn Dalton

*Just a reminder...The Historical Society is a
501(c)3 organization. Please keep us in mind
as you plan your charitable donations.*

THANKS for listening... Einstein said, " The defini-
tion of insanity is doing the same thing over and
over again and expecting a different result..." I guess I must be insane, because I continue to encourage mem-
bers to step up and take some responsibility for ensuring the continuing existence of your Historical society.
We really do need your help !!!

2012- 2013 Historical Society Board

<u>President-(2010-2012)</u>	Elena Hill
<u>*Vice-President-(2010-2012)</u>	<u>VACANT</u>
<u>Past President-</u>	Margaret Westfield
<u>Treasurer-(Ends 2013)</u>	Art Ritter
<u>Secretary- (Ends 2013)</u>	Judy Buecker
<u>Trustees-(2010-2013)</u>	Virginia Appleby Ken Funkhouser Anne McAdams

COMMITTEES / CHAIRS

<u>Newsletter Ed.-</u>	Ken Funkhouser
<u>Membership Chair-</u>	Jan Ewing
<u>Web Master-</u>	Lisa Ewing
<u>Nominating Comm.-</u>	Bob Hunter/ Peter Hill
<u>Affairs-</u>	Joan Rossler/ Ginny Appleby
<u>Grants-</u>	Rose Fitzgerald/ Anne McAdams
<u>Merch/Fund Raising-</u>	Joan Rossler/ Ginny Appleby
<u>Programs/Publicity-</u>	Peter Hill/ *Programs/Publicity- Asst. <u>VACANT</u>
<u>Legislative Chair</u>	Anne McAdams
<u>*Digital Photographer</u>	<u>VACANT</u>

Contact the Board : WWW.HHHISTORICAL.ORG
Mail correspondence- P.O. Box 118Haddon Heights, NJ 08035

Ken Funkhouser, Editor

Haddon Heights Historical Society

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