

Telegraph DEC 10 2005  
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## Munitions of Happiness

# Whitman's

for Christmas  
at home  
or in camp

Old General Santa Claus is this year called upon to wage a more strenuous campaign of kindness than ever before. Whitman's candies are his most effective "ammunition" for carrying brightness and pleasure throughout the world, each package conveying, in its sweetness, an unmistakable message of good cheer.

There will be a shortage of really good chocolates and confections, so we suggest that you see *now* the dealer near you who is your Whitman agent, usually the leading druggist, and arrange for your own gifts at home or abroad. We suggest those favorite standard packages

**THE SAMPLER**, assorted chocolates and confections, one, two, three and five dollars a box.

**NUTS, CHOCOLATE COVERED**, six cents. \$2.00, \$3.00, \$5.00 a box.

**PINK OF PERFECTION**, chocolates or confections, \$1.75, \$2.50 and \$5.00 a box.

**SUPER EXTRA CHOCOLATES or CONFECTIONS**, in half pound to five pound boxes, at 50 cents a pound.

**LIBRARY** package, a de luxe chocolate assortment with a book. Two pound size \$2.00.

**SERVICE CHOCOLATES**, our "new soldiers" and "sailors" assortment in a festive gift tin, or from a man in the Service. Each box contains a pound of very special chocolates and a book. Such authors as Kipling, De Massart, Conan Doyle, Flagg. One dollar a box. Our agents will attend to the mailing for you, or we will do so, on receipt of \$1.00 and postal postage.

Write for booklets of standard and fancy packages, or get them from our agents, and plan for

**The CHEERIEST CHRISTMAS POSSIBLE**

STEPHEN F. WHITMAN & SON, Inc.  
Philadelphia, U. S. A.  
Makers of Whitman's Intensest Chocolate,  
Cocoa and Marshmallow Whip.

NOTE—The retail price shown may be advanced slightly by dealers on the Pacific Coast and other distant shores.

**PICTURETHIS** From 'Christmas: Vintage Holiday Graphics' by Jim Heimann, Taschen, £4.99 (€ £4.99 plus 99p p&p, tel: 0870 428 4112)

Unlike his sidekick Rudolph, the world's most renowned (and rotund) superhero didn't spring to life fully formed. Our principal icon of secular seasonal merriment is in fact the hybrid fusion of two religious personages: St Nicholas the gift-bringer and *Christkindlein*, the Christ child, who travelled through Europe with a dwarf-like helper dressed in furry disguises.

His white-bearded, red-suited incarnation, however, was the brainchild of an American political cartoonist named Thomas Nast, whose 1863 montage established a jolly red giant, maker of toys and resident of the North Pole. A burgeoning Coca-Cola company's 1930s winter advertising campaign elbowed

aside all other comers, establishing Santa Claus as a ubiquitous Christmas figure in America at a time when the holiday was still making the transition from a religious observance to a largely secular and highly commercial celebration.

Full of sugar-plums, snow angels, snowmen and stockings, bloated Victorian children and the saucer-eyed urchins of the 1970s, this collection of American imagery from the first decades of the 20th century pays homage to old St Nick and his familiar cast of characters via vintage graphics from greetings cards, postcards, adverts, decorations, and more.

**Lucy Davies**