

Better Be Nice! (The Coca Cola Santas Are Coming)

by John F. Dunn

In the middle of a heat wave across the USA, the Postal People told us “It’s beginning to look like a classic Christmas!”

That was how we were told what actually is good news, with a set of stamps that are bound to be a hit as the USPS will “ring in the 2018 holiday season with four Sparkling Holidays stamps featuring character-rich close-ups of Santa Claus.”

The Santa images are from Had-don Sundblom paintings created for The Coca-Cola Company holiday advertisements that ran from



the 1940s through the early 1960s. Over the years Sundblom, a commercial artist, depicted a very traditional looking Santa in a variety of poses, four of which were used for the stamps.

The “Sparkling Holidays” stamps will be issued as Forever stamps. Additional details will be announced before the stamps’ release, and I



wonder if “Sparkling” means there will be some sort of special finish or coating on

the stamps.

Shown here along with the stamps are the ads from which the come. The lower right ad may does not look to be the precise source, but it was the closes I could find, and no information could be obtained from the

Postal People. Inquiries about whether the Coca Cola Company would be using the stamps in any promotions also were met with crickets.