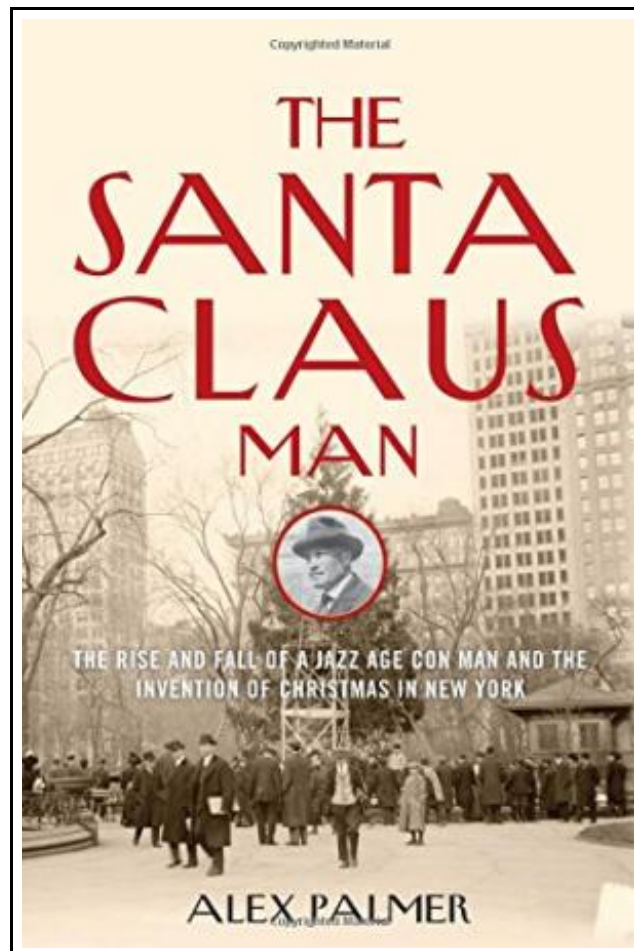# The Santa Claus Man: The Rise and Fall of a Jazz Age Con Man and the Invention of Christmas in New York

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THE SANTA CLAUS MAN: THE RISE AND FALL OF A JAZZ AGE CON MAN AND THE INVENTION OF CHRISTMAS IN NEW YORK

Rowman & Littlefield. Hardback. Book Condition: new. BRAND NEW, The Santa Claus Man: The Rise and Fall of a Jazz Age Con Man and the Invention of Christmas in New York, Alex Palmer, Before the charismatic John Duval Gluck, Jr. came along, letters from New York City children to Santa Claus were destroyed, unopened, by the U.S. Post Office. Gluck saw an opportunity, and created the Santa Claus Association. The effort delighted the public, and for 15 years money and gifts flowed to the only group authorized to answer Santa's mail. Gluck became a Jazz Age celebrity, rubbing shoulders with the era's movie stars and politicians, and even planned to erect a vast Santa Claus monument in the center of Manhattan - until Gotham's crusading charity commissioner discovered some dark secrets in Santa's workshop. The rise and fall of the Santa Claus Association is a caper both heartwarming and hardboiled, involving stolen art, phony Boy Scouts, a kidnapping, pursuit by the FBI, a Coney Island bullfight, and above all, the thrills and dangers of a wild imagination. It's also the larger story of how Christmas became the extravagant holiday we celebrate today, from Santa's early beginnings in New York to the country's first citywide Christmas tree and Macy's first grand holiday parade. The Santa Claus Man is a holiday tale with a dark underbelly, and an essential read for lovers of Christmas stories, true crime, and New York City history.

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