

# Rudolph, The Red-Nosed Reindeer

Rudolph, “the most famous reindeer of all” was created in 1939, by Robert L. May, a copywriter at the Montgomery Ward department store. His Christmas themed poem about the young reindeer was designed to help bring holiday traffic into his store. The poem was extremely popular, and Montgomery Ward sold almost two and a half million copies that year. When it was reissued in 1946, the book sold over three and half million copies.

The story of Rudolph is probably best known through the Gene Autry song that was recorded in 1949 and the holiday television movie, narrated by Burl Ives ,which was first shown in 1964 and has become a yearly favourite ever since!

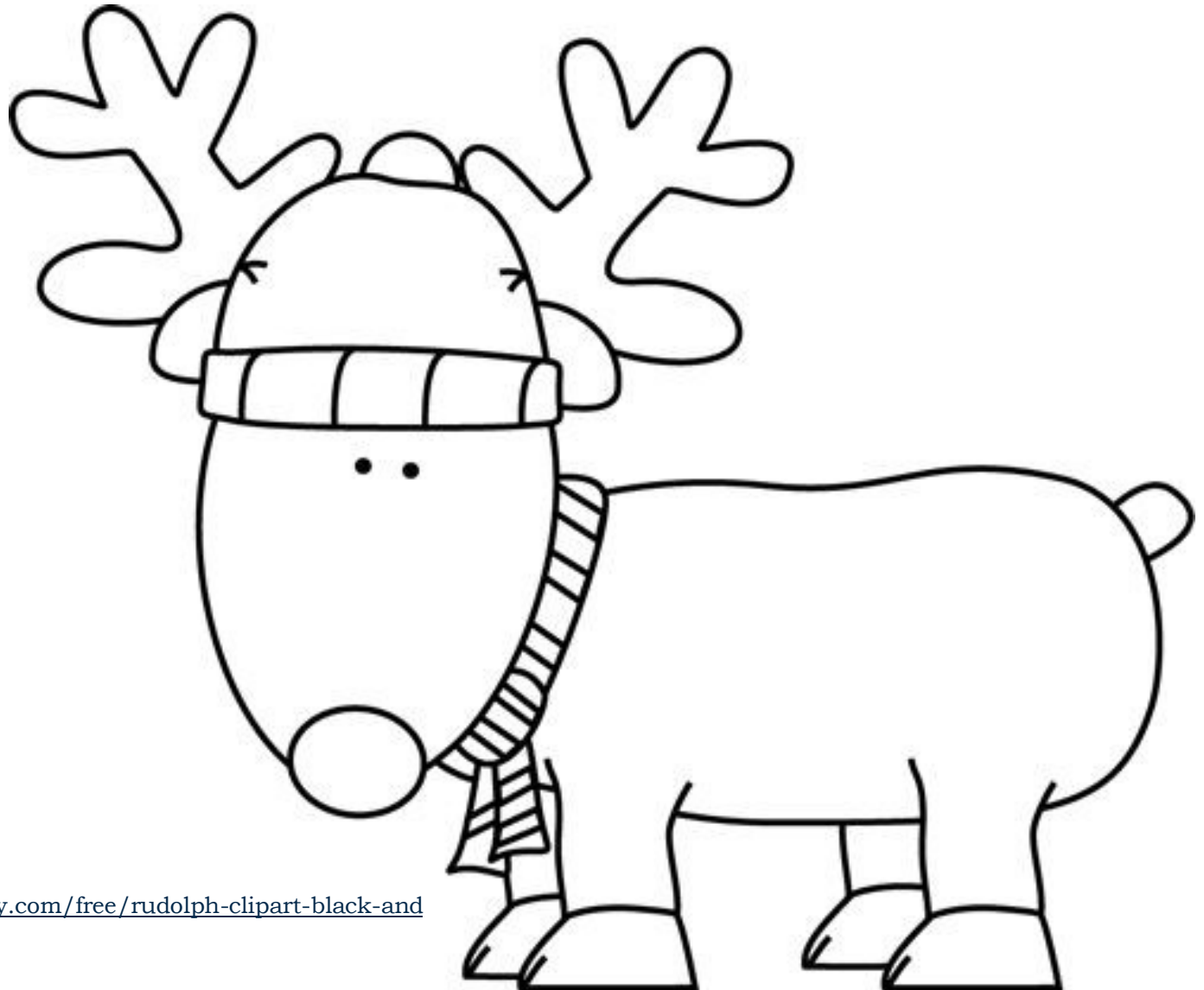


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