

DECLASSIFIED

December 24, 1942

Authority NND 785046  
By DAU NARA Date 2014

STRICTLY CONFIDENTIAL

POLICY DIRECTIVE

TO: All Deputies, Bureau Chiefs, Tree Surgeons, and Fanciersef Guppies.  
FROM: Pulp-Consumption Division, Rumor Control Section.  
SUBJECT: SANTA CLAUS

Your attention is called to mounting rumors, throughout the United States, concerning the alleged appearance of a man in whiskers who, according to the rumor, will come down many chimneys bringing gifts to hundreds of American homes.

The Bureau of Intelligence has made an extensive analysis and poll, and has discovered that this rumor is flourishing in thirteen Eastern States, the Union League Club, and the Stock Room of OPA. Within the past two months this rumor has risen from an index point of 8.6 to 98.7 - the most startling rise in distribution and intensity of any rumor studied by modern statistical techniques.

Analysis of the FACTS.

It is clear that this rumor is Axis-inspired and is designed to undermine the morale of the Freedom Loving Peoples. It should be noted that the rumor alleges:

- 1) That Santa Claus has whiskers. This is an attempt to undermine confidence in the adequacy of the razor blade supply, as described in WPB Order #1408C.
- 2) That Santa Claus wears a red coat. This is a divisive attempt to discredit our Soviet Allies.
- 3) That Santa Claus will come down the chimney. This is clearly an effort to encourage American householders to leave their flues open, thus allowing 25% of the heat to escape - and therefore further complicate the grave fuel oil problem.
- 4) That Santa Claus will distribute gifts indiscriminately. This is calculated to stir up over optimism and complacency, and to discourage those good deeds, the performance of which can alone justify reward.

Policy Recommendation

The policy of OWI on this critical question is as follows: efforts should be exerted to blanket the canard with affirmative information. It should be pointed out that a careful check has revealed no evidence of toy production at the North Pole.



The Free Peoples have a right to believe whatever they wish, and there can be no interference with that right. However, a rising acceptance of escapist myths may prove harmful to the War Effort.

The Policy of OWI can be summed up in these words: namely.

A Current Issues Directive will be released shortly, on Blue Paper, if the stock of Blue Paper earmarked for Mr. MacLeish's office can be unfrozen.

All inquiries on Santa Claus, Yuletide, Chimneys, or the Murphy Drip should be addressed in invisible ink (blue) to the Bureau of Public Inquiries and Private Responses.

God Bless You One And All \*\*\*\* said Tiny Tim.

Next week - Pearl White and the IRON CLAW.