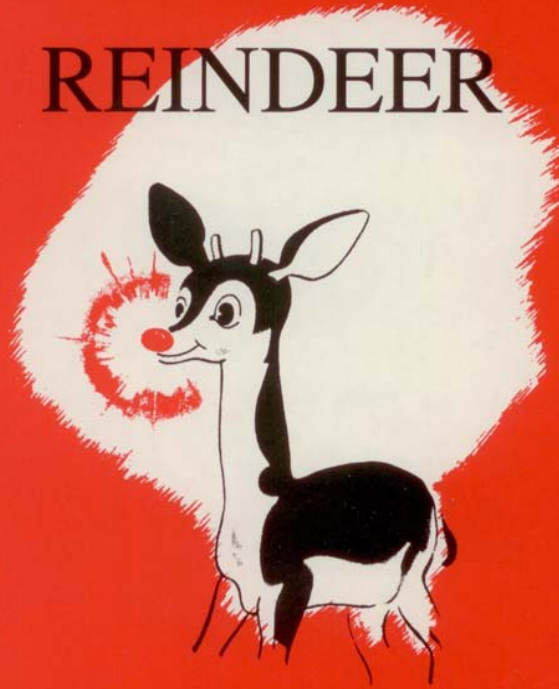


RUDOLPH

THE RED-NOSED

REINDEER



RUDOLPH

THE RED-NOSED REINDEER



Written for
MONTGOMERY WARD

by
ROBERT L. MAY

ILLUSTRATED BY DENVER GILLEN

FACSIMILE EDITION

APPLEWOOD BOOKS

Distributed by the Globe Pequot Press, Chester, CT 06412

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©1939, 1967 by Robert L. May Company.

The story of Rudolph the Red-Nosed Reindeer is as magical as Christmas itself. Did you know that Rudolph began his career at Montgomery Ward? It's true.

The year was 1939, and Montgomery Ward advertising copywriter Robert L. May was hard at work on new Christmas ideas for children. Then one day he thought to himself, "What about a reindeer with a shiny red nose who helps Santa deliver presents on Christmas Eve?" It was as simple as that—Rudolph the Red-Nosed Reindeer was born.

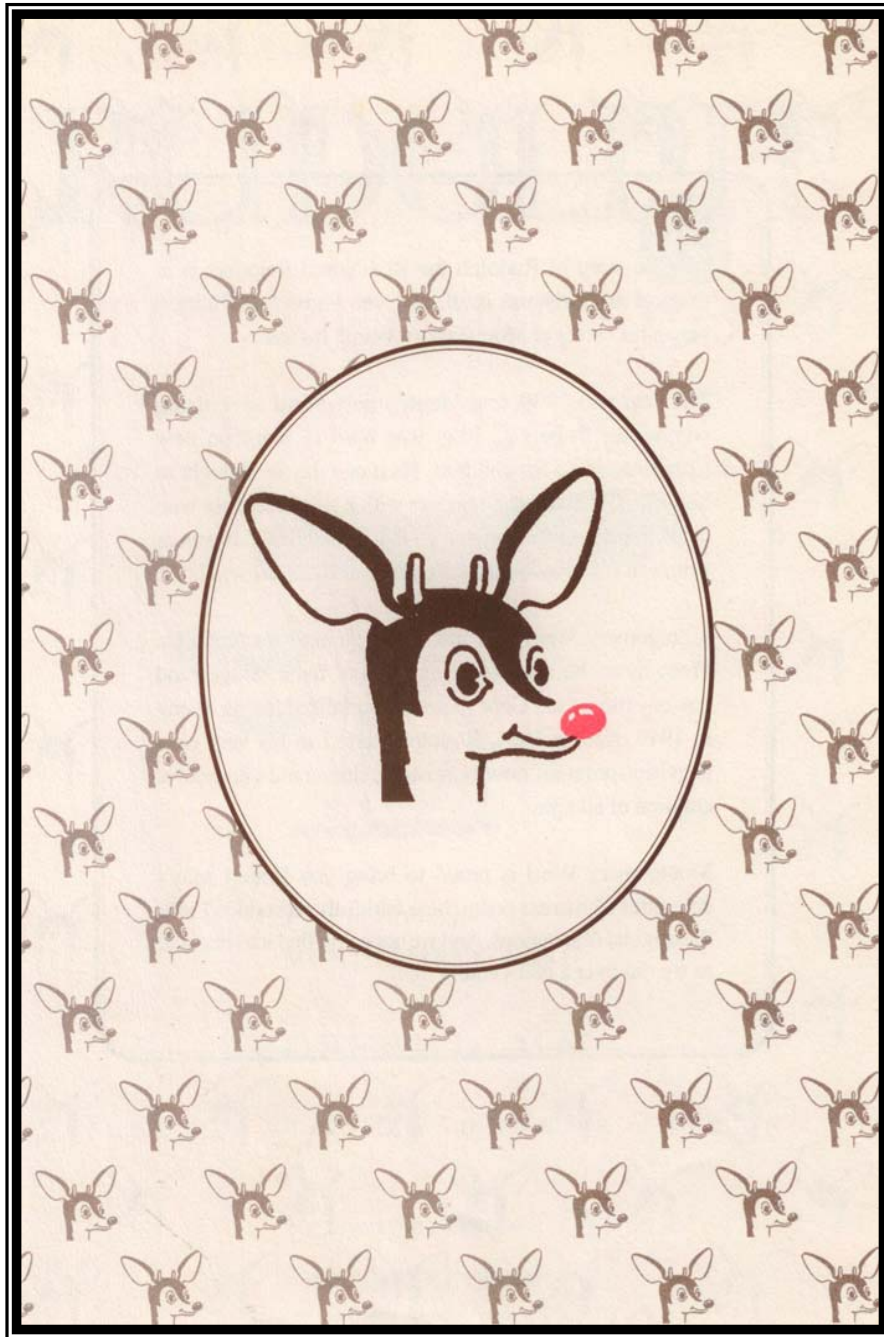
Montgomery Ward was just the beginning for Rudolph. From there, he achieved even greater fame. Singer and cowboy movie star Gene Autry immortalized him in a song in 1949. And in 1964, Rudolph starred in his very own television program, now a Christmas classic and a favorite of children of all ages.

Montgomery Ward is proud to bring you Robert May's delightful Christmas poem, here faithfully reproduced with the original illustrations. And we hope you find it as magical as we did over a half-century ago.

This book includes scans from the original story written by Robert L. May for Montgomery Ward Department Store in 1939. The text of this book is from the song "Rudolph the Red Nosed Reindeer" with music and lyrics by Johnny Marks.



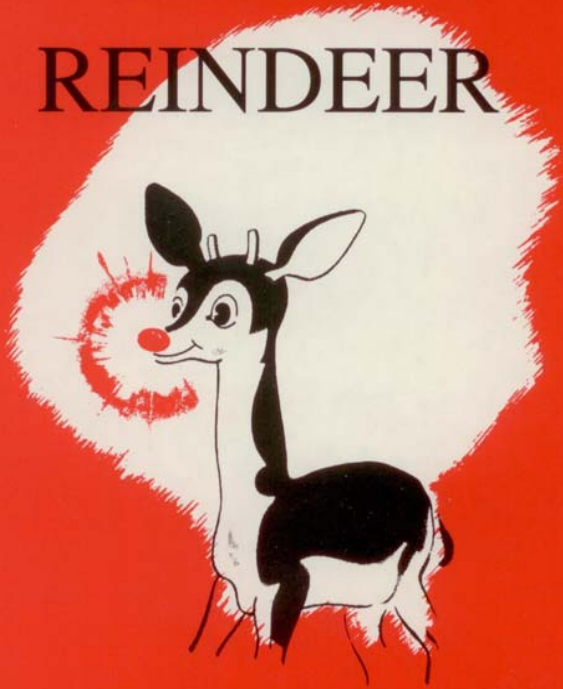
*You know Dasher and Dancer and Prancer and Vixen,
Comet and Cupid and Donder and Blitzen.*



*But do you recall
The most famous
Reindeer of all?*

RUDOLPH

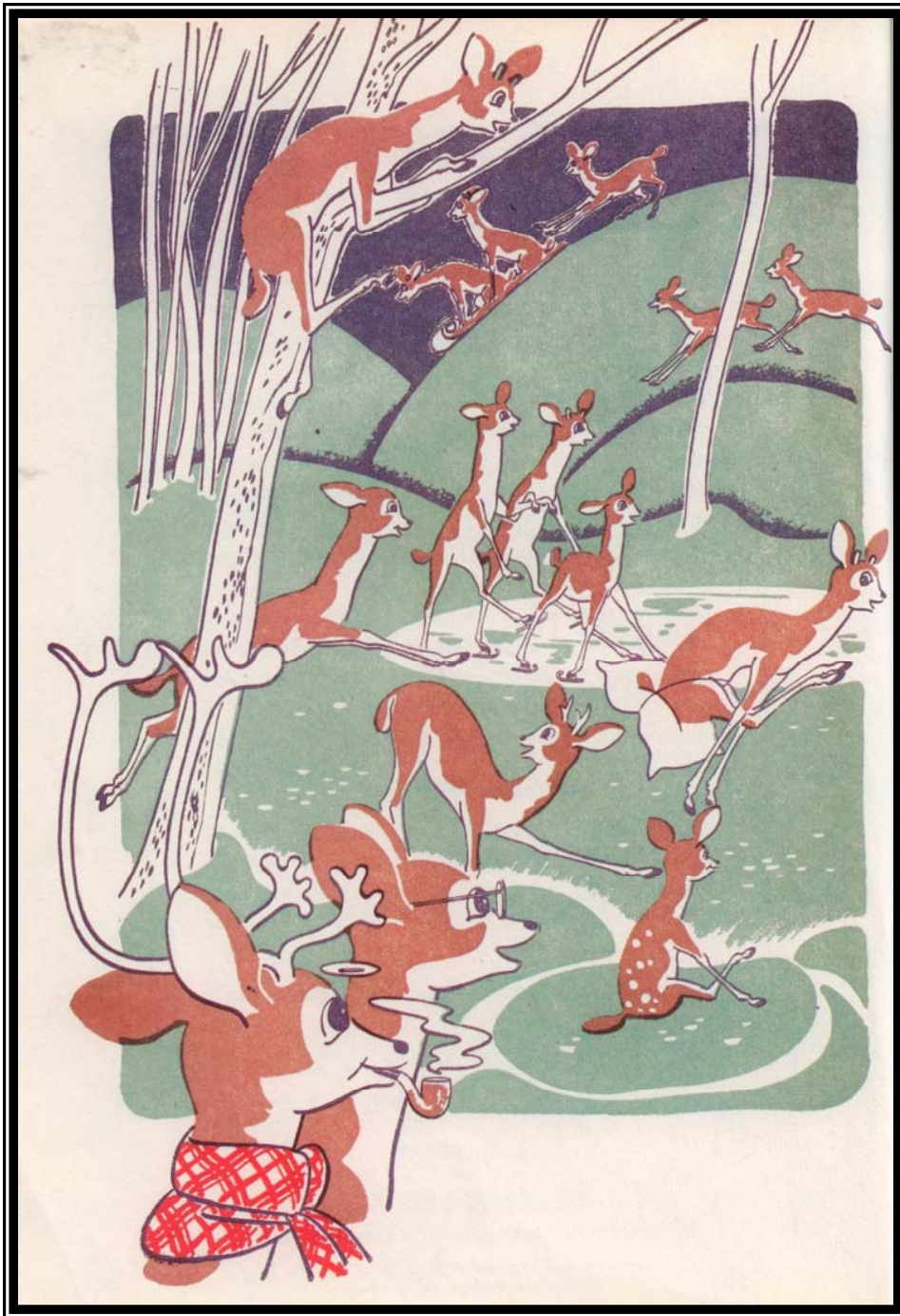
THE RED-NOSED
REINDEER



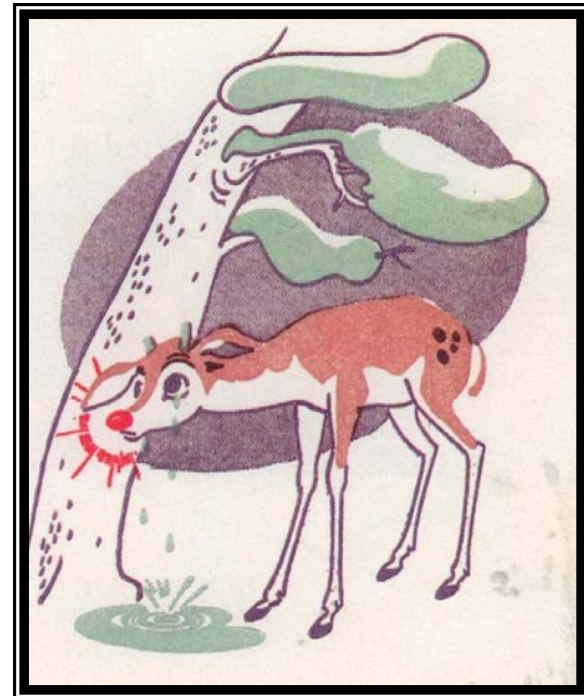
*...had a very
shiny nose.*



*And if you
ever saw it,
You would
even say,
“It glows!”*

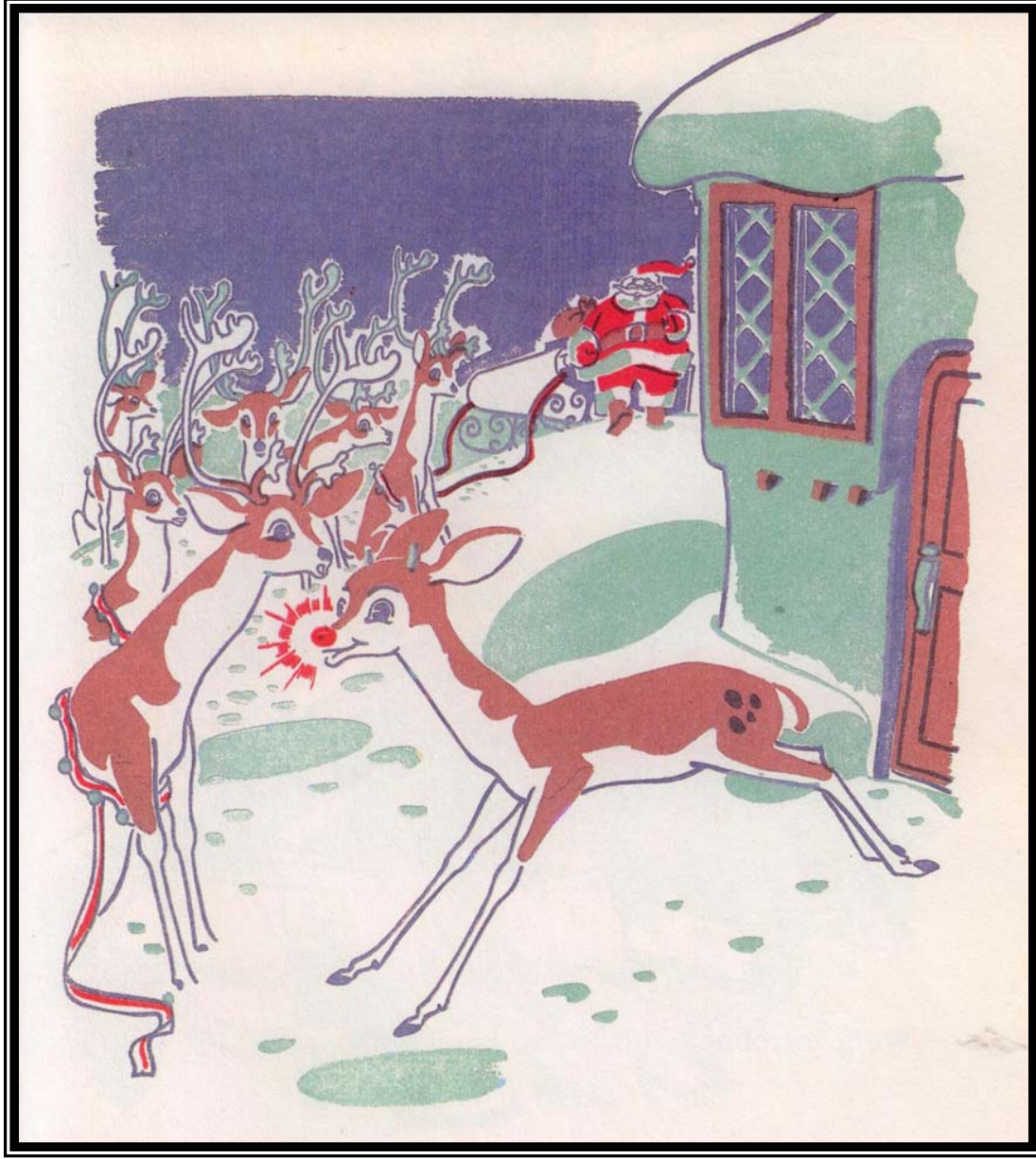


*All of the other reindeer
Used to laugh
and call him names.
They never let
poor Rudolph
Join in any reindeer games.*

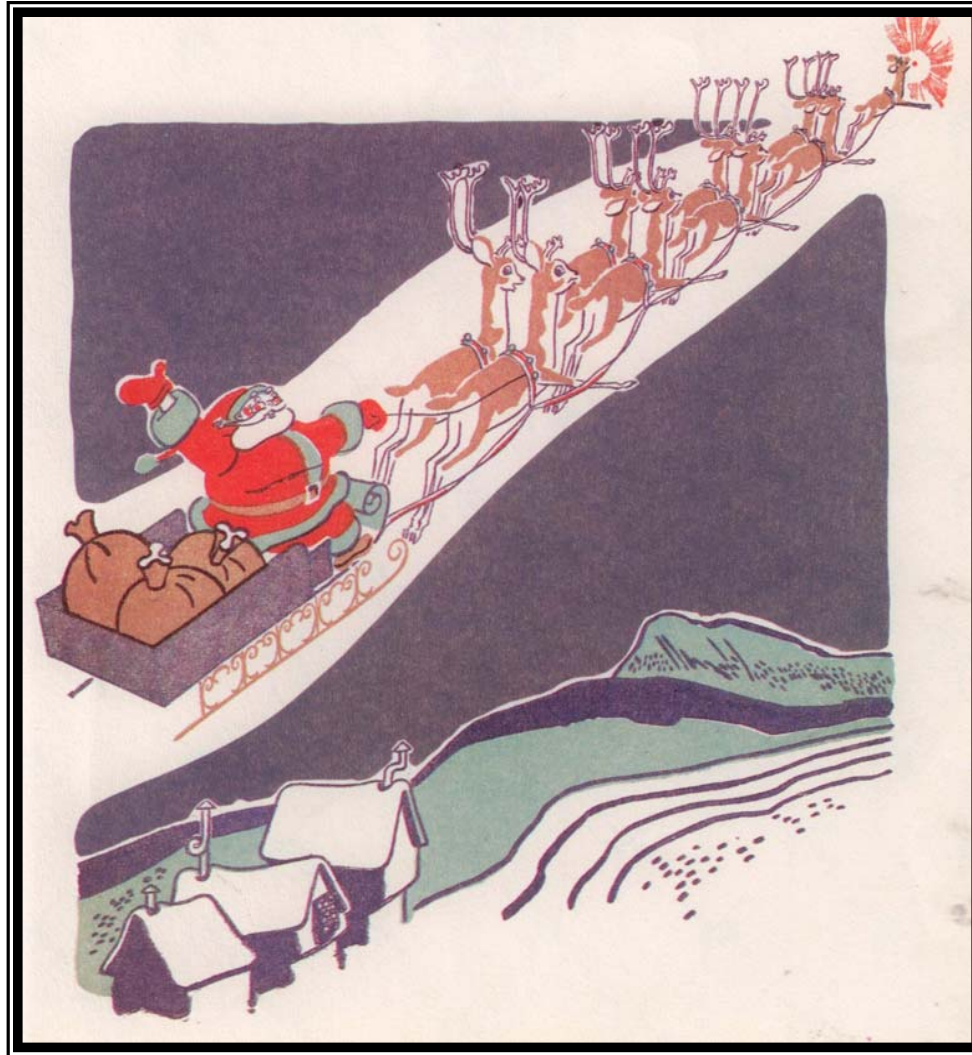




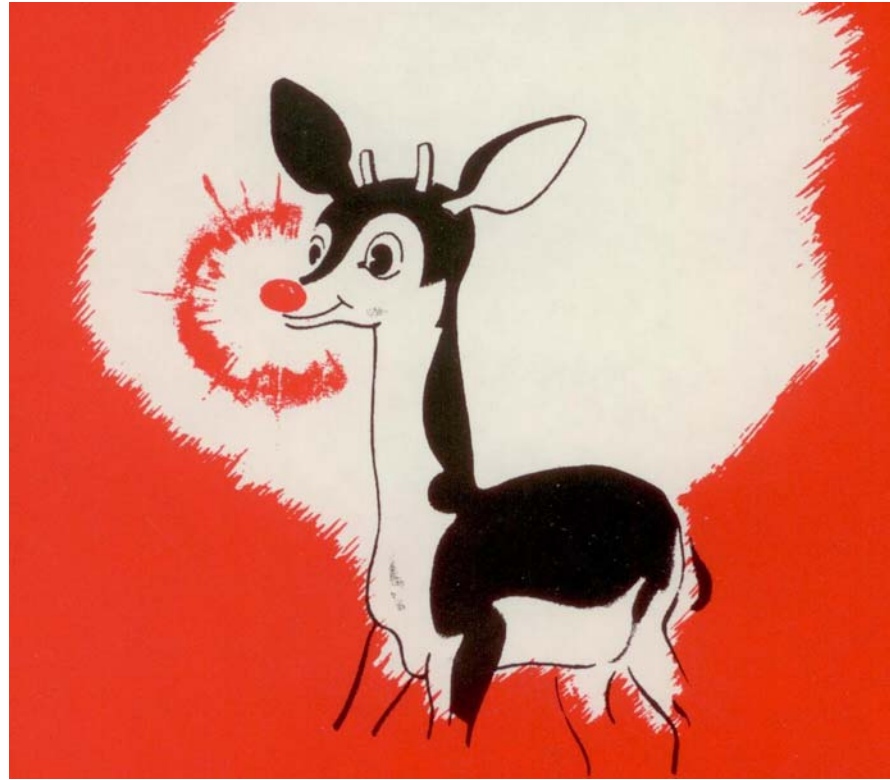
*Then one foggy Christmas Eve
Santa came to say,
“Rudolph with your nose so bright,
won’t you guide my sleigh tonight?”*



*Then how
the reindeer
loved him,*



*As they shouted out with glee,
“Rudolph the Red Nosed Reindeer,
you’ll go down in history!”*



*You'll go down
in history!*

MONTGOMERY WARD

WISHES YOU A

*Merry
Christmas*
★

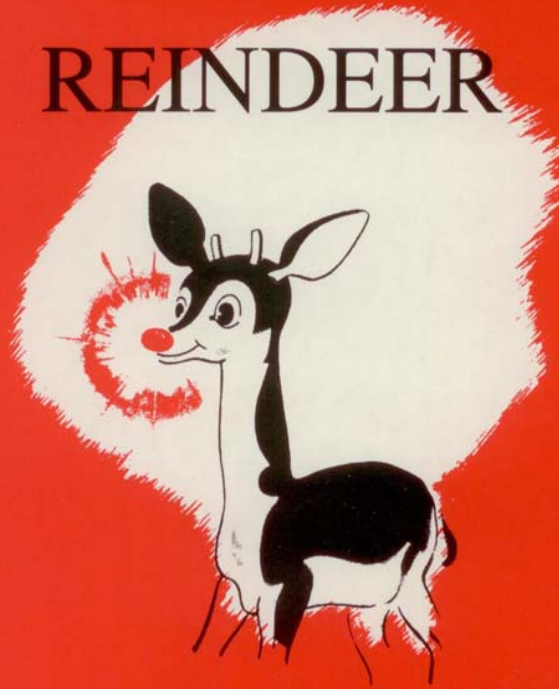
Rudolph the Red Nosed Reindeer *(1939 Illustrations)*



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*Merry
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