



CHRISTMAS NEWSLETTER

A CHRISTMAS MESSAGE FROM STUART

HAPPY HOLIDAYS AND PROSPEROUS NEW YEAR

The holiday season offers a meaningful moment to reflect on the friends, clients, and partners who make our work rewarding throughout the year. Your trust and continued support are the foundation of everything we do.

As we celebrate this special time of year, we want to extend our heartfelt thanks and warmest wishes to you and your families. May the coming year bring you success, joy, and lasting prosperity.

Happy Holidays and a wonderful New Year!

HOW MODERN DAY CHRISTMAS CAME TO BE



Over the past year, while working on my book about my legendary cousin, David B. Mulligan, the Inventor of the term "The Mulligan" and esteemed North American Hotelier, I have discovered more about life in the early 1900s. Every week, I look through newspaper clippings and magazine articles and correspond with historians or family members. I have gotten a real glimpse into the lives and stories of people who shaped the world we live in.

The year 1931 was a time of big changes. The new Waldorf Astoria Hotel opened, and people called it "The Greatest of them All." The Empire State Building was also completed, standing tall across the New York City Skyline in the exact spot where, two years prior, the David B. Mulligan managed Hotel, the old Waldorf Astoria, once stood at 34th St and 5th Avenue. That same year, the term "the Mulligan" first appeared in Print in the Detroit Free Press after Sam Byrd, Babe Ruth's protégé, took a second shot on the 18th hole of Rammler Golf Course. All of this happened while the Great Depression was making life hard for many people.

That same year, Coca-Cola had a problem. People associate their drink with summer. So, in a plan to boost winter sales, the Coca-Cola Advertising department came up with a brilliant plan. The company's team decided to make Coca-Cola part of Christmas. They merged the stories of the de-canonised Santa Claus with Saint Nicholas and Chris Cringle.

Chris Cringle was a Danish Chimney Sweep by day and a thief by night who would rob the townspeople's homes through sliding down their chimneys.

Previously, Saint Nicholas was usually shown as a thin young man in green and brown clothes. Coca-Cola changed its colour scheme to its brand colours, red and white.

Coca-Cola hired an artist named Haddon Sundblom to draw Santa Claus as described in a famous poem from 1822, "A Visit from St. Nicholas." Sundblom was also inspired by drawings by another artist, Thomas Nast, who helped popularise Santa's white beard, twinkling eyes, giving him a warm, friendly, cheerful and kind look - a jolly person anyone would want to meet.

The makeover that started in a 1931 Coca-Cola ad shaped how we view the Spirit of Christmas.

Merry Christmas and Happy New Year 2026.

