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Collection: Brandon, Mabel (Muffie): Files
Folder Title: Christmas Ornaments
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THE WHITE HOUSE

WASHINGTON

October 4, 1982

Mr. G. Donald Adams
Director
Marketing and Public Relations
Henry Ford Museum and Greenfield Village
P.O. Box 1970
Dearborn, Michigan 48121

Dear Mr. Adams:

We have closely examined your nice ornaments in light of using them for the White House Christmas tree, but after a great deal of thought we feel that the height and the breadth of the tree is so enormous that they might become lost in the profusion of branches.

We are deeply sorry that we have been unable to work out an appropriate solution to having the Henry Ford Museum and Greenfield Village participate in the White House Christmas tree, but because of the pressure of time and the necessity for our staff to reach a positive schematic conclusion we feel it best to return the lovely ornaments to you with our deepest thanks and best wishes and to continue on our own with the present White House ornaments.

As I am sure you can understand, everything here has to be done months in advance in order to program the complicated scenario for Christmas. I am personally very sorry that we are unable to work with you on this project but hope that perhaps in the near future we will be able to work with you on some other project.

In the meantime please accept my most sincere thanks for all the efforts of you and your staff on behalf of the White House Christmas tree. Everyone here sends their best wishes and hopes that you will have a joyous Christmas.

Very sincerely yours,

Mabel H. Brandon
Social Secretary to
the White House

bec: Rep Section

THE EDISON INSTITUTE
Henry Ford Museum
& Greenfield Village

P.O. Box 1970 Dearborn, Michigan 48121
(313) 271-1620

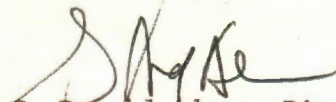
September 17, 1982

Ms. Mabel H. Brandon
Social Secretary
The White House
Washington, DC 20500

Dear Ms. Brandon:

I have discussed your request for gold and silver cut paper Christmas tree ornaments for the 1983 White House tree with Henry Prebys of our staff. We will have samples of these ornaments in the mail to you in the next couple weeks.

Sincerely yours,


G. Donald Adams, Director
Marketing and Public Relations

THE EDISON INSTITUTE
Henry Ford Museum
& Greenfield Village

P.O. Box 1970 Dearborn, Michigan 48121
G. Donald Adams



Library of Congress

USA 20c



Ms. Mabel H. Brandon
Social Secretary
The White House
Washington, DC 20500

6A9

—

Christmas
Date

PHONE CALL
MUFFIE BRANDON
Monday, August 16

Mr. Don Adams
Henry Ford Museum

wrote to you re doing the WH Christmas Tree
this year ...you wrote back saying that you
would let him know in mid-July....they haven't
heard and need to get started if you want them
to do it...they need to have their craft people
start now or they won't be finished intime.....

He would like to proceed even if you can't
give him an o.k..... then if you don't
use the ornamentsthey will use them
for something else.....

313-271-1620

yes - per
Muffie -
doing for WH
X-mas tree?

Told him
to go ahead
per Muffie
Aug. 17

p

LILLIAN VERNON

May 4, 1982

Mrs. Mabel H. Brandon
Social Secretary to
the White House
THE WHITE HOUSE
Washington, D.C. 20500

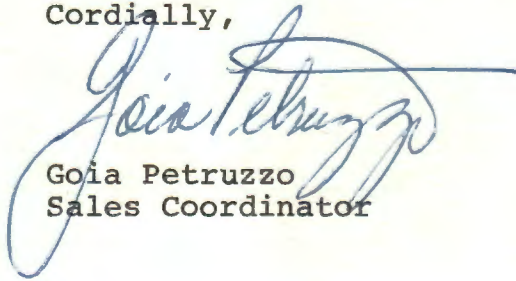
Dear Mrs. Brandon:

David Hochberg has asked me to advise you that your ornament designs will be ready in two weeks.

In the meantime, should you have any questions, please feel free to contact us.

I am looking forward to meeting with you.

Cordially,



Goia Petruzzo
Sales Coordinator

GP:bjm



LILIAN VERNON

510 South Fulton Avenue
Mount Vernon, New York 10550

Mrs. Mabel H. Brandon
Social Secretary to the White House
THE WHITE HOUSE
Washington, D.C. 20500



99

100

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 18, 1982

TO: Muffie
FROM: Linda *L.F.*
RE: Christmas Ornaments

Have not had a chance to discuss this with you, but David Hockburg came by (you were in a meeting with Mrs. Reagan) and left these designs for our selection.

I think they are fun, though some are a bit busy. What do you think? We just need one good one.

LILLIAN VERNON

April 8, 1982

Mrs. Mabel H. Brandon
Social Secretary to
the White House
THE WHITE HOUSE
Washington, D.C. 20500

Dear Mrs. Brandon:

Attached are several very rough design proposals.
From these sketches, revisions will be made incorporating
your suggested changes.

We will then submit final art for your approval.
Tools can be made in 12 weeks, and your order can be pro-
cessed within 4 weeks thereafter.

Thank you for the opportunity to work with you.

Sincerely yours,

David Hochberg

David C. Hochberg
National Sales Manager

DCH/eav
Attach.





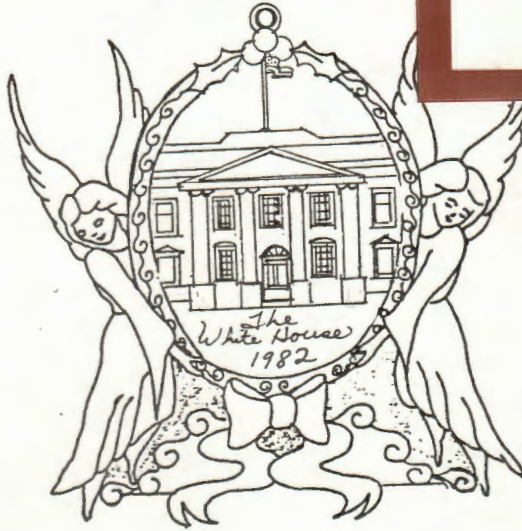
Rada

**LILIAN
VERNON**

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MT. VERNON, NEW YORK 10550
(914) 699-4131

LILIAN VERNON

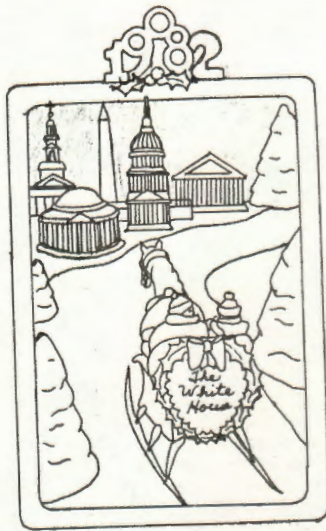
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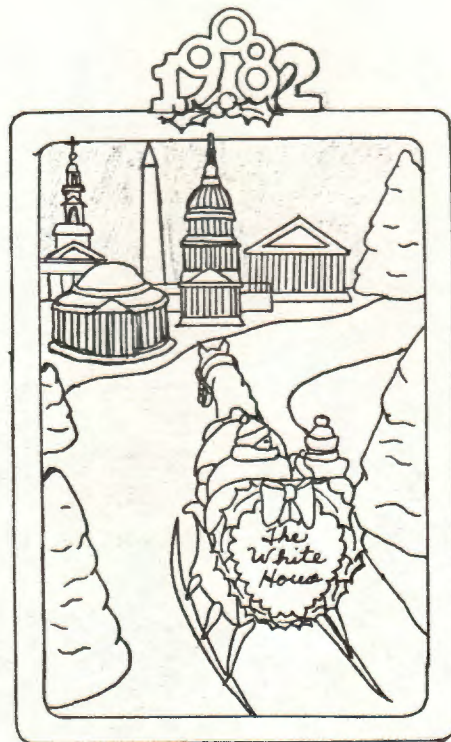
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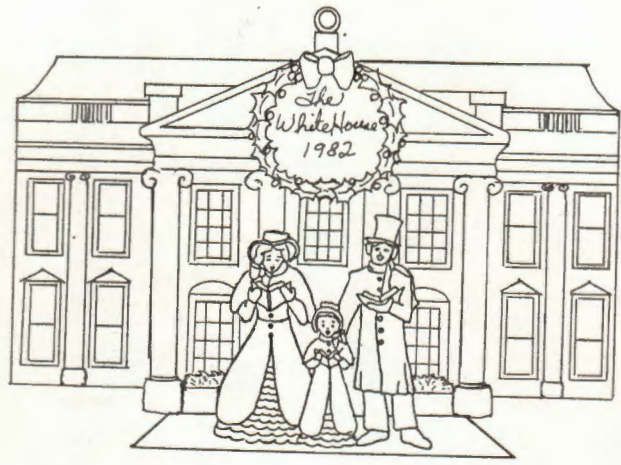
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(914) 699-4131



Raola



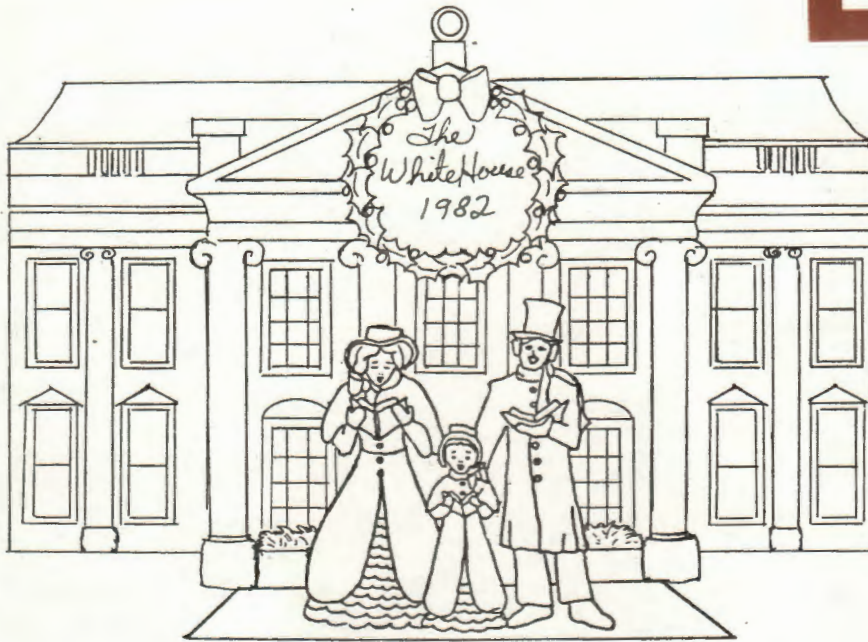
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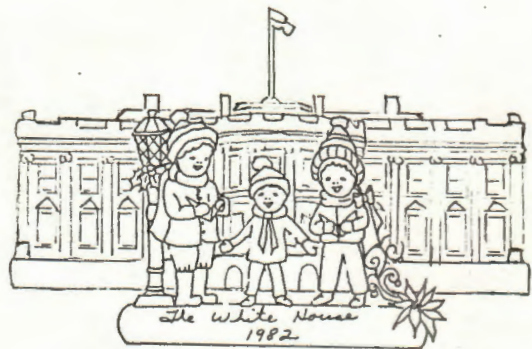
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Rada

• 12 x 2

**LILIAN
VERNON**

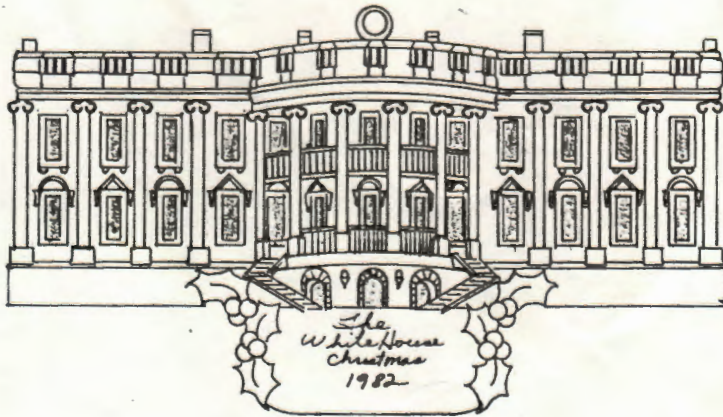
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(914) 699-4131



Rada

LILLIAN VERNON CORP.
510 S. Fulton Ave.
MT. VERNON, NY 10550

This is very rough!



Rada

3-8-82

THE WHITE HOUSE
WASHINGTON

Muffie -

Linda met with
these people and
she will let you
know what was discussed
in the meeting.

Remona

LILLIAN VERNON

March 8, 1982

Ms. Mabel H. Brandon
Social Secretary to the White House
The White House
Washington, D.C.

CHRISTMAS ORNAMENTS

Material: Solid Brass

Available Finishes:

Sterling Silver

Antiqued Brass

Polished Brass

24 Karat Gold Plate

18 Karat Gold Plate

Packaging - done to your specifications: any packaging can be embossed with the White House seal.

Flannel Pouch can be gift boxed and wrapped to specifications

Budget

45¢ to 55¢ for the ornament (depending on size and complexity of design)

20¢ to 25¢ for flannel or velour bags.

Gift Boxing: 25¢



David C. Hochberg

National Sales Manager



510 South Fulton Avenue
Mount Vernon, New York 10550
(914) 699-4131 TELEX 6818106

Goia Petruzzo
Sales Coordinator

Lillian Vernon Corporation
510 South Fulton Avenue, Mount Vernon, N.Y. 10550
914-699-4131

THE WHITE HOUSE

WASHINGTON

February 10, 1982

Mr. David C. Hochberg
National Sales Manager
Lillian Vernon Corporation
510 South Fulton Avenue
Mount Vernon, NY 10550

Dear Mr. Hochberg:

Sheila Tate has kindly forwarded to me your kind letter of January 13.

I was very interested in reading about your proposal of working with the White House in developing an ornament to be given this coming Christmas. I deeply appreciate the fact that your artists will be available to help us in their manufacturing facility in Rhode Island. I must be very honest with you and say that we only have one dollar per ornament to spend, and that may indeed prove to be an impossibility for the beautiful work you produce. I have examined the samples and find them delightful.

Would you be kind enough to contact me once you receive this letter and perhaps we can sit down and analyze the situation together and see what is financially feasible for White House gifts in the future?

Very sincerely yours,

Mabel H. Brandon

Mabel H. Brandon
Social Secretary to
the White House

cc: Joe Canzeri
John Rogers

Christmas 1982

LILLIAN VERNON

*Muffie Brandon
Carol McCain
Christina
Ornament
White House Staff*

January 13, 1982

Sheila Tate
Press Secretary
The White House
Washington, DC 20500

Dear Ms. Tate:

Our company has been a long time supporter of President Reagan and the Republican party. We also happen to be the originator and largest manufacturer of brass Christmas tree ornaments similar to the ones given by the President this past Christmas.

We would be very interested in working with the White House on developing an ornament to be given this Christmas. Our artists are available to you to take your concept and bring it to the finished product stage through our manufacturing facility in Rhode Island. We are capable of producing an ornament in silver, gold, brass or any other material desired, and these can be packaged according to your specifications. Enclosed please find some samples of our latest additions.

Please let me know what further information you need from us and how we can begin on this project.

Yours truly,

David C Hochberg
David C. Hochberg
National Sales Manager

DCH/eav
enc.

*Lillian Katz
Joia Petruzzo
non march 8 3:00pm*

LILLIAN VERNON CORPORATION, 510 South Fulton Avenue, Mount Vernon, New York 10550
Phone: 914-699-4131 Telexes: 6818106 LVERNON/996596 Cable Address: LILLVERNON MT VERNON NY



Country Gourmet, Inc.

Aluddy cleared in

MEMORANDUM
OF CALL

TO:

Glaine

YOU WERE CALLED BY— YOU WERE VISITED BY—

Don Hanson

OF (Organization)

Chemart, Lincoln R.I.S.I.

PLEASE CALL → PHONE NO. CODE/EXT. *401/333-9200* FTS

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE

*Produced Embracement 1981.
Starting on 1982 ornament.
Would like Disabled Amer.
Veterans to assist them
by assembling ornaments in*

RECEIVED BY

fl

DATE

3/9

TIME

3:40

63-109

☆ U.S. G.P.O. 1981-341-529/26

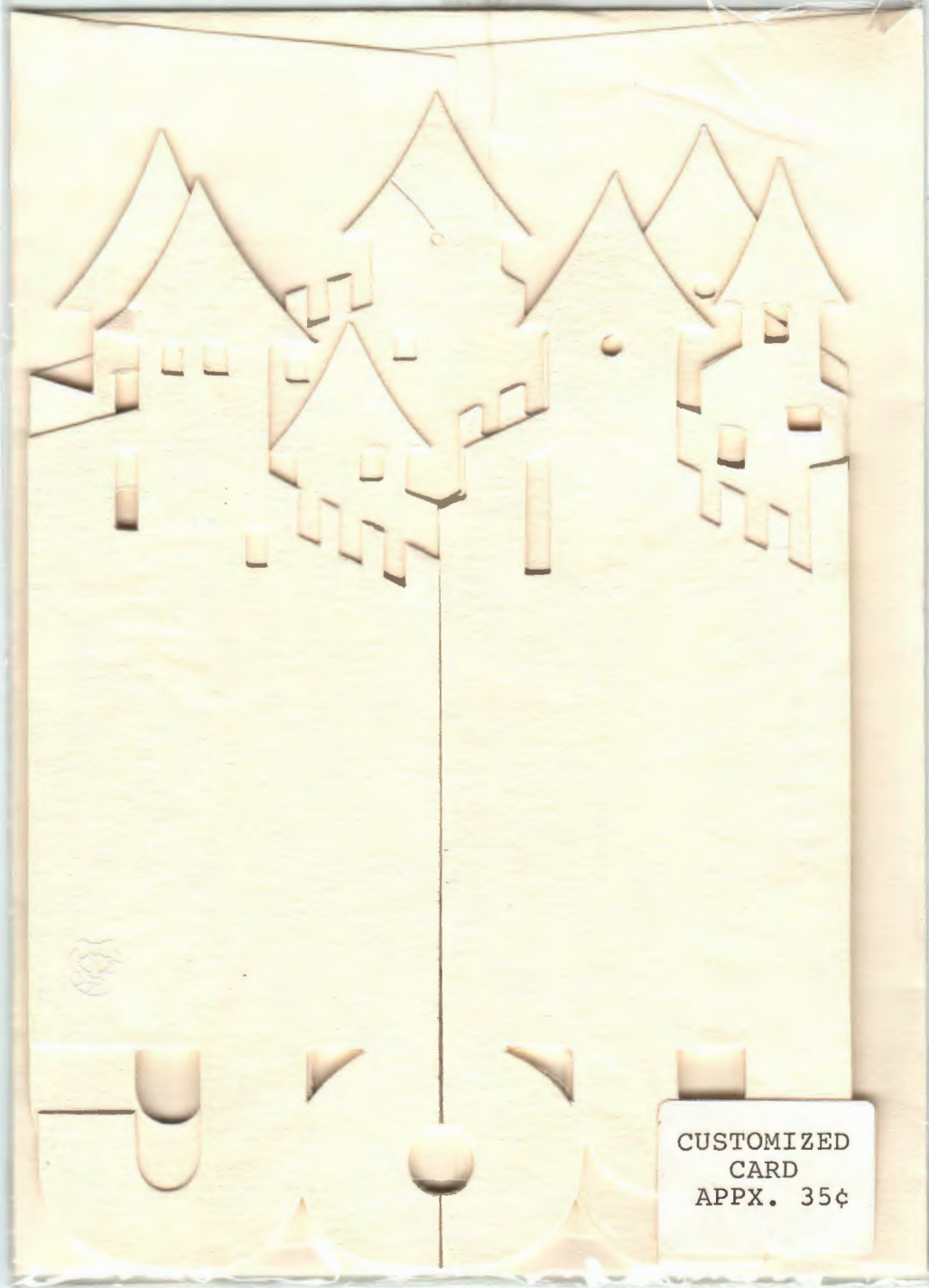
STANDARD FORM 63 (Rev. 8-76)
Prescribed by GSA
FPMR (41 CFR) 101-11.6

Hospitals. Will pay
them.

Reagans were so
helpful to Chemart
last year - They would
like to return the favor
by helping me

Dis. Amer. Veterans.

The ? is = how do they
go about this ??



CUSTOMIZED
CARD
APPX. 35¢





Designed By, Ion Dogar Marinescu



© The Christmas Shoppe, Inc.
Fairfield, NJ 07006

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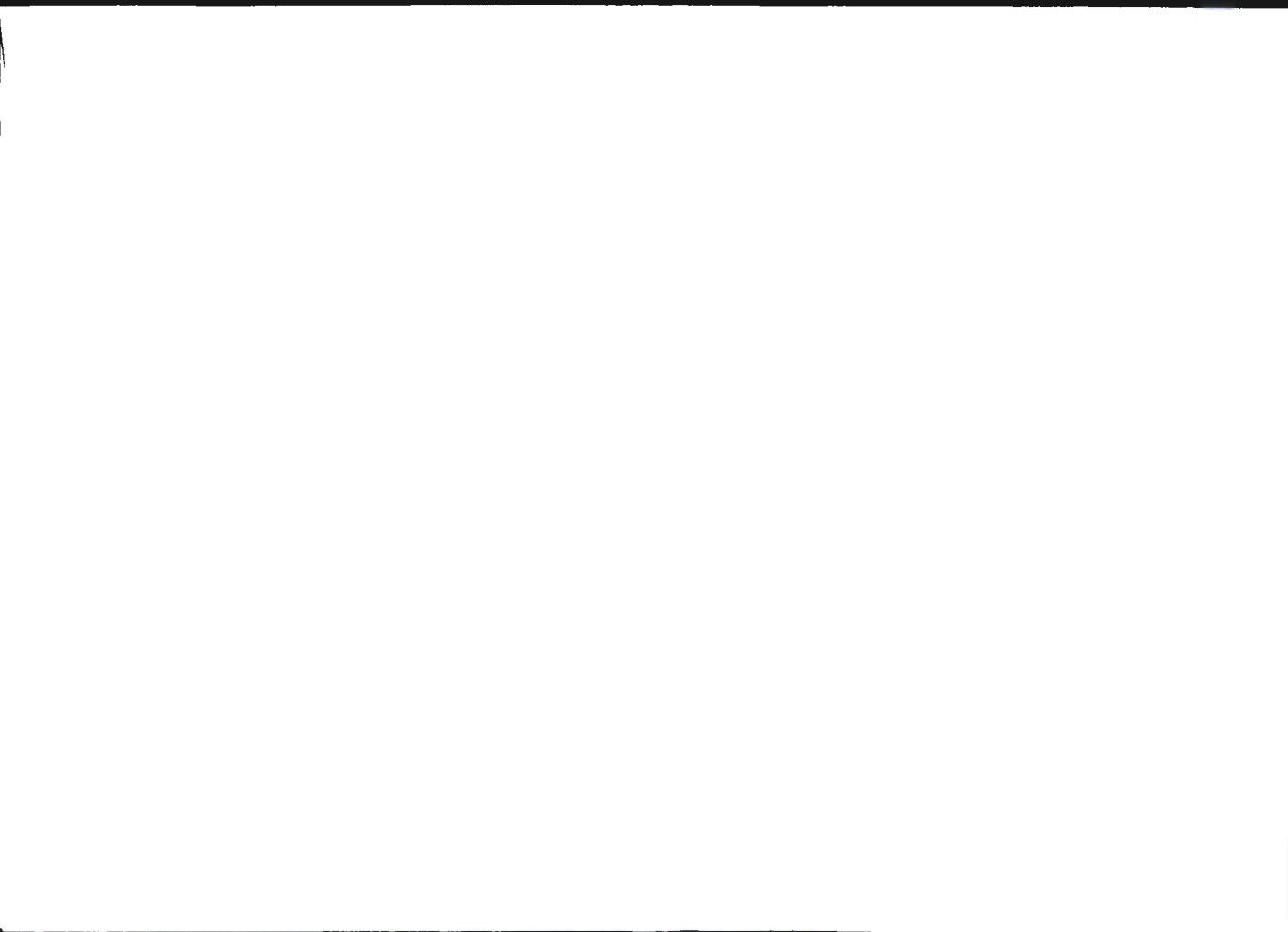
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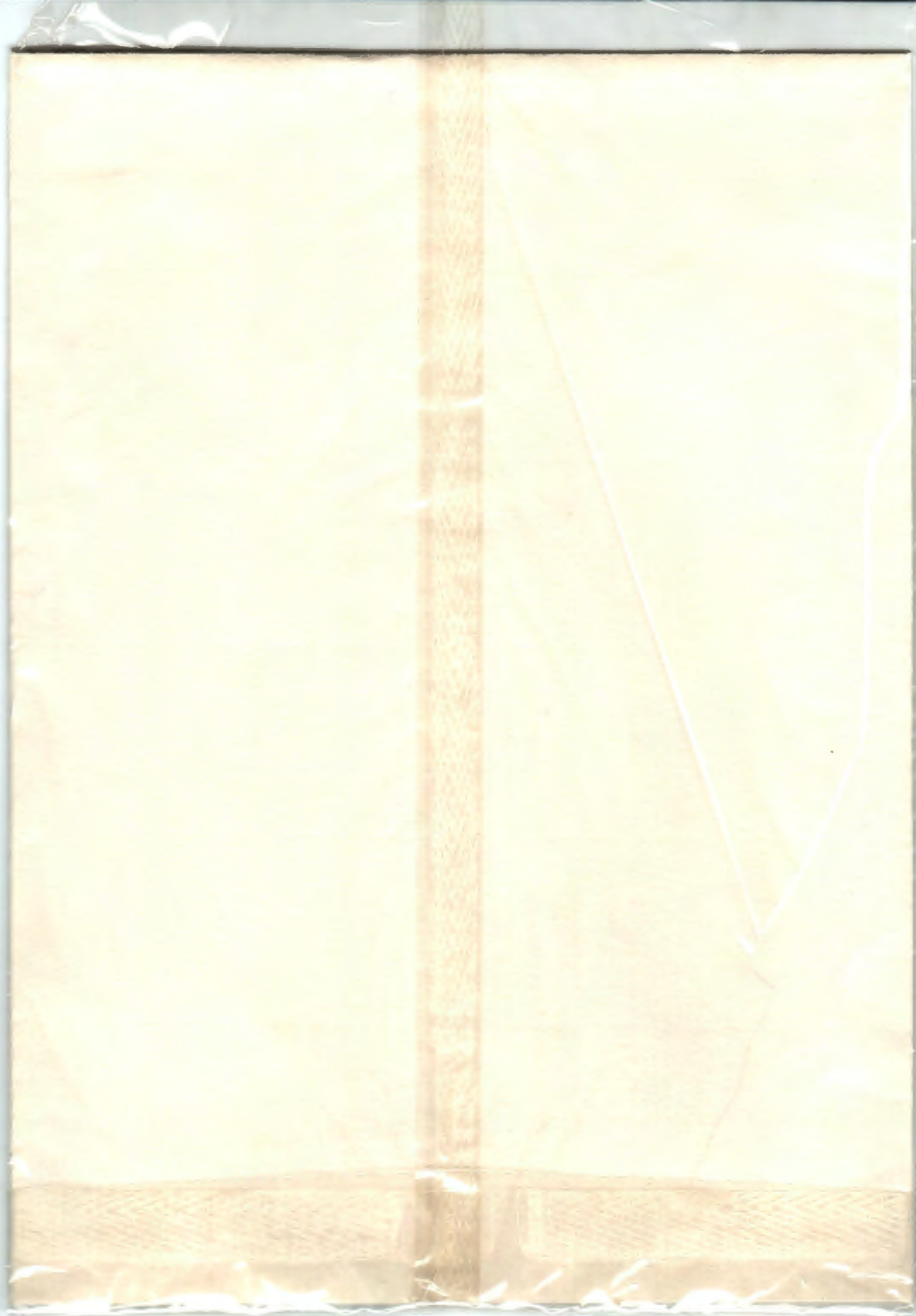
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CUSTOMIZED
CARD
APPX. 35¢

舞臺

舞臺



Designed By, Ion Dogar Marinescu



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