

19 March 1954

The White House

Dear Mrs Reagan

in the package
Enclosed you will find that Long
Brother Scott

Enclosed in the Package you will
find ^{our} the design for the 1954 ~~Christmas~~ White House
Christmas Card. The small ^{picture} of the entire tree
shown formally is by my brother, Scott. My
design ~~in the~~ shows tree's ornaments in closeup.
Please remember that these small pictures
are only studies for the final paintings.

When we were in Washington last
December to ^{make} compositional studies for possible
prior North Linda Faulkner and Rex Scanton
commented very warmly and forcefully on how
much this particular tree had a special
significance for you and how much you
were charmed by ^{the tree's} toy ornaments which had
come from a very important collection. We
tried to explain to them that any reproduction
as small as last year's card would show
these ornaments as mere specks.

We have tried to resolve this problem
with the card ^{design} that you have just received.
It is a somewhat unique triptych which would
show the tree in ^{the} a formal elegance of its
national role, and when the card is opened
an intimate and, I hope, a charming, personal
fairytale view that is almost a child's Christmas
fantasy. Opposite this personal view will be
holiday greetings from the President and you.
When the card is opened all the way
both views will stand together to convey

Reginald 2-

Both the formal and the fantasy moods together. This aspect has a certain practical use in behind it, for while it would cost little ^{in money} color reproduction, if that reproduction was printed on the other side of the paper it would substantially increase the cost of ^{printing} production. That might not be a problem, but certainly everyone has been more cost conscious in the last few years. Ultimately, however, I really do believe that the ~~scripture~~ ^{three-part} design would make an exceptional presentation gift and might depart somewhat from previous ~~Whitehouse~~ card designs.

As far as the larger presentation card is concerned you would probably want to use only one picture and this should certainly be Scott's formal ^{depiction} ~~design~~, for the finished picture being painted made larger the viewer will be able to see with ~~great~~ much greater clarity the tree's charming ornament. Detail like that is a specialty of Scott's. Should you decide to use only one painting for both cards Scott's design is certainly ^{the} more fitting for your purpose. Please don't worry about sibling rivalry. My brother and I have successfully collaborated for all our careers, and being a very close knit set of twins the success of one has always been received as the success of the other. Because we have shown our work together from the beginning, we have become so closely associated one for the other ^{by} ~~for~~ the public that patrons and critics alike have thought it a unique artistic relationship. The fact that we are twins ~~also~~ so very close in ^{our} ~~their~~ artistic pursuits has aided our careers and has always ~~contributed~~ ^{added} an additional element of public interest.

Bayer letter

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If you can excuse a little self serving interest here, I think if your ~~and~~ ^{and} both these painters by twin artists the Christmas Card too would have this unique added public interest.

I hope that I have ^{adequately} explained our approach to this Card design. It was done I hope with a sensitivity to your feelings and intentions as they have been explained to us by your staff. The problem with going through intermediary contacts is that no matter how sincere they are in conveying your feelings there can be something lost in the translation. Scott and I do have much experience in dealing with clients to determine what their ^{true} intentions are, and I only regret that we have not had the opportunity to talk with you to gather your thoughts and perhaps even offer various additional card possibilities. ~~My~~ Whatever the outcome of this project, the experience of visiting the White House and the warmth and hospitality with which we were received will be a memory that both Scott ^{and I} will long cherish.

Sincerely

Steve

P.S. If for some reason you do not receive these designs for your March 22nd meeting with your advisor from California, please feel free to send the design out there for his inspection.