

Prime Minister

I return the
card we like -
It is much the
best.

CHRISTMAS CARD 1985

I attach six "mock-ups" of the card which Hallmark have produced.

They could, of course, do any other variant if you prefer (eg. the smaller picture on a gold background).

They could also finish the card to a different size (eg. the same size as last year's card - attached).

Could you please give an indication of what alternative you would like?

Could you also indicate that you are happy with the wording on the inside - left and right hand pages - and whether you would like the wording on the left-hand side to be centred in the middle of the page, or at the bottom as Hallmark have sketched?

Like the
present
position of
the wording

If you are happy with any particular mock-up as it stands would you like me to go ahead and place the order?

Yes

~~I think a little~~

TESSA
20.9.85

The wording is not
quite right. If we
mention the gift - we have to
say that. He returned it. There
also seems no connection between our
word

to P.M.

Wording for inclusion on the inside
of the Christmas card

King George II offered 10 Downing Street
~~as a gift~~ to his First Lord of the
Treasury, Sir Robert Walpole, who took
up residence in 1735. 1985 marks
the 250th Anniversary of the house
as the official residence of the Prime
Minister.

NOTE: IF PREFERRED, ANY OF THE ENCLOSED MOCK-UPS
CAN BE FINISHED TO THE ATTACHED SIZE.

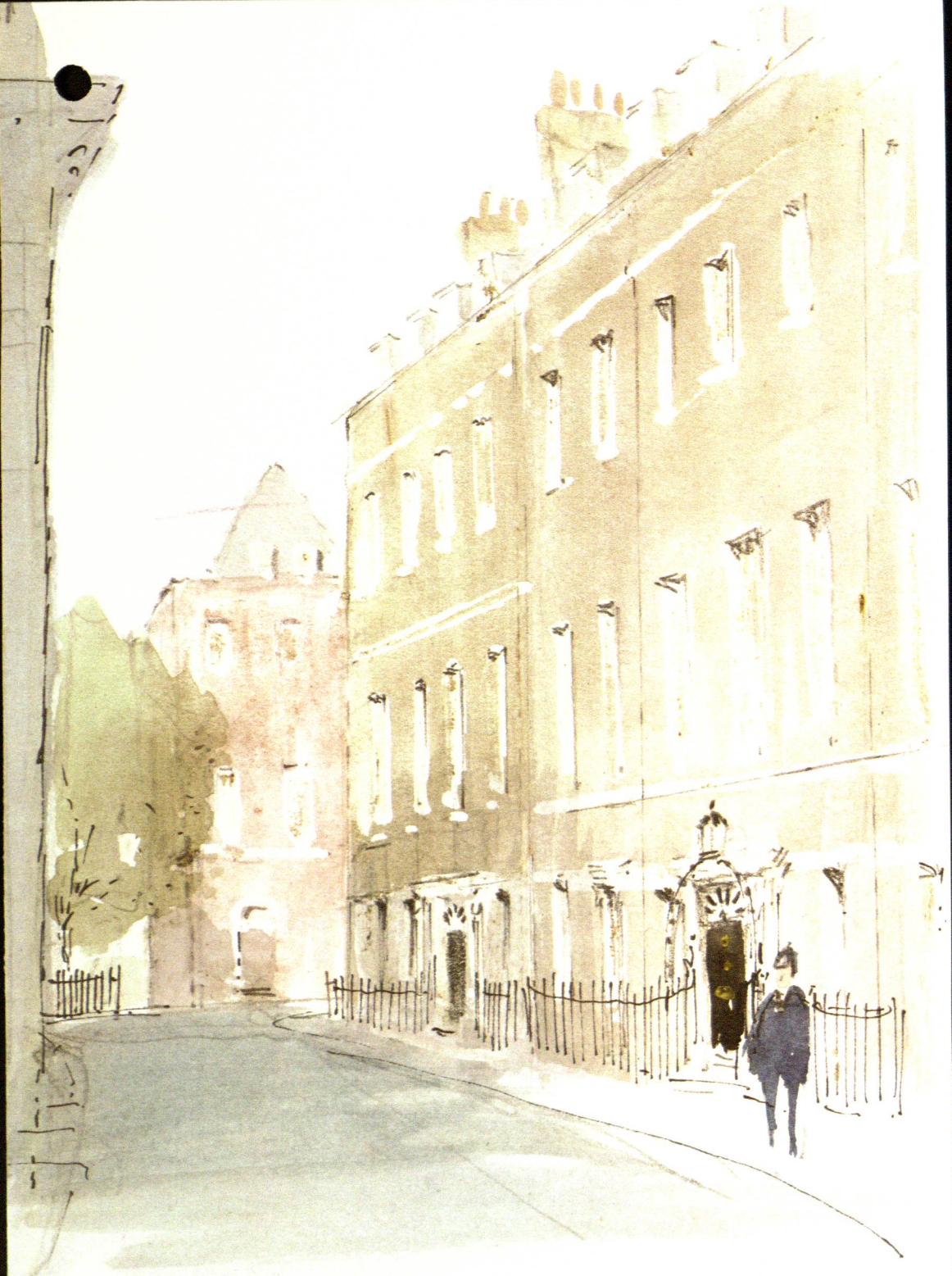
With Compliments



HALLMARK CARDS LIMITED

HALLMARK HOUSE, STATION ROAD
HENLEY-ON-THAMES, OXON RG9 1LQ

TELEPHONE: (0491) 578383



Downing Street.

H.C.

Prime Minister

WORDING INSIDE THIS YEAR'S CHRISTMAS CARD

You expressed some misgivings about the draft wording for the inside of the Christmas card for this year, and I now attach a revised form of words which Robin Catford has drafted.

Does this seem alright to you, and if so are you happy for me to go ahead with the card?

TESSA
25.9.85

MRS TESSA GAISMAN

I suggest the following alternative wording for the 1985 Christmas card. This is slightly longer than before but meets the Prime Minister's points:

"10 Downing Street became the official residence of the Principal Minister of the Crown in 1735 when George II offered the house to Sir Robert Walpole. It was declined as a personal gift, but accepted for the Government on condition that it was attached to the office of First Lord of the Treasury. Modern Prime Ministers occupy the house in their capacity as First Lord, and 1985 thus marked the 250th anniversary of 10 Downing Street in its official role."

J.C.

24 September 1985