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HOROWITZ BROS & MARGARETEN

A CORPORATION

KOSHER FOOD PRODUCTS FOR PASSOVER AND THE YEAR ROUND

CABLE "HORMAR" NEW YORK

29-00 REVIEW AVENUE • LONG ISLAND CITY, N.Y. 11101

(212) 729-5420

JOEL H. GOLOVENSKY
CHAIRMAN OF THE BOARD

January 3, 1984

Mr. Marshall Breger
Special Assistant to the President
Room 197
Old Executive Office Building
Washington, DC 20500

Dear Mr. Breger:

As you know, Passover celebrates the true meaning of freedom and commemorates man's struggle and ultimate victory over bondage and slavery.

For the past 3500 years, in spite of adversities, Jewish people throughout the world have been celebrating Passover. Freedom, the symbol of Passover, is historically the most universal theme known to man.

Americans are fortunate in that freedom is a given right, but this is not so in much of the world today. This year may be an ideal time for the White House, historically the symbol of freedom for the persecuted, to help celebrate Passover and, at the same time, reinforce man's continuous struggle for freedom.

Mindful that many people are, today, being held in bondage, particularly the Jews of the Soviet Union, we at Horowitz-Margareten are determined to help our brethen in their fight for freedom. Thus, our Passover matzoh package has included a special prayer to be recited at the Seder for the liberation of Russian Jewry.

My family began their matzoh business in the United States 100 years ago producing matzoh for Passover 1884. Now, 100 years and 5 generations later, our business produces many kosher products in addition to matzoh, the symbol of Passover.

Mr. Marshall Breger
January 3, 1984
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In commemoration of our 100th anniversary, we thought it appropriate to celebrate with a special model Seder for children. Because the model Seder will highlight those values most noble in our free and democratic society, and because our company is celebrating 100 years of continuous service to the Jewish community, we feel it would be most appropriate to conduct this Seder at the White House. The arrangements for this model Seder will be undertaken and sponsored by the Horowitz-Margareten company.

Much of the Seder ceremony centers on children and is designed to educate them on the importance of freedom and the necessity to fight for its preservation, no matter what the cost.

Another theme of the Seder is the obligation of those economically fortunate to assist their brothers in need. Matzoh, which is a primary focus of the Seder and traditionally known as "lechem oni", the poor man's bread, symbolizes for us the moral imperative to help those less fortunate.

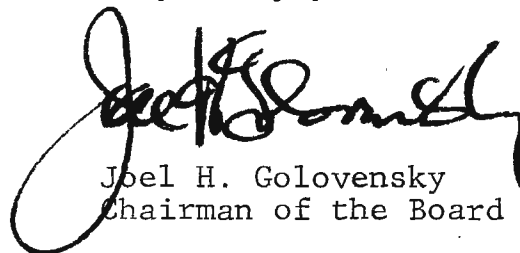
We suggest the model Seder include school children, children or young adults who are recent emigres from persecution, as well as interested members of our government. Most importantly, it should feature President and Mrs. Reagan.

Their presence would serve to integrate Mrs. Reagan's interest in children with the President's concern for universal peace and freedom, a major tenet of his presidency.

Naturally, we would be pleased to work with you and your staff and to accommodate your needs so that this model Seder at the White House achieves all that you may envision for it.

We look forward to working with you, and we wish you every success in your new position with the President.

Very truly yours,

A large, stylized handwritten signature in black ink, appearing to read "Joel H. Golovensky".

Joel H. Golovensky
Chairman of the Board of Directors

JHG:bb

Beth -
see me about this

- ① Have we ever had
a model reader in W.H.
- ② has W.H. ever done
anything similar

TX

1003

Media Focus

File

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Mr. Marshall Breger
Special Assistant to the President
Room 197
Old Executive Office Building
Washington, D.C. 20500

Dear Mr. Breger,

It was a pleasure speaking with you on the phone last week regarding the idea of a Passover celebration at the White House.

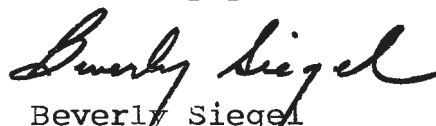
I am taking the liberty of enclosing a letter from the Chairman of the Board of the Horowitz Margareten Company. The letter proposes that Horowitz Margareten, in honor of their 100th anniversary, sponsor a model seder to be held at the White House with President and Mrs. Regan attending.

1984 marks the 100th anniversary of the founding of the Horowitz Margareten Company. Established a century ago on the lower east side of New York by a husband, wife and five children newly arrived in America - the business remains today in the hands of the family who are as close to one another as they are to the business. The family is distinguished and is dedicated both to Judaism and to American ideals.

I am proud to be part of the Horowitz Margareten 100th anniversary plans, and I look forward to the possibility of working with you on the proposed White House Model Seder.

I hope that 1984 will be a banner year for you which will make it a banner year for all American Jews. I wish you the best of luck .

Sincerely yours,


Beverly Siegel
President

BS:js

enclosure

January 3, 1984