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THE PRESIDENT HAS SEEN . . .

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**JAMES J. JORDAN**  
President

December 7, 1976

Mr. Gerald R. Ford  
President of the United States of America  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C.

Dear Mr. President:

I have wanted, since Election Day, to tell you how badly I feel for you, and for the country.

Knowing that countless others must share my feelings, and not wanting my sentiments to be lost in the flood, I have waited until today, when Steve is due to visit me, to write this letter.

(I figure that if Steve can't hand it to you, it ain't gonna get there.)

Mr. President, American tradition says, "May the best man win." But American elections occasionally say otherwise.

In this case, the election contradicted the tradition. The best man did not win.

(Continued.....)

THE PRESIDENT HAS BEEN  
**BBDO**  
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385 Madison Avenue New York, N.Y. 10017, Tel. 212-385-8800, Cable Address: BBDOECON, Telex 254320

JAMES I. JORDAN  
President

December 5, 1976

Mr. Gerald R. Ford  
President of the United States of America  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C.

Dear Mr. President:

I have wanted, since Election Day, to tell you  
how badly I feel for you and for the country.

Knowing that you and others must share my  
feelings, and not wanting to be lost in  
the flood, I have waited until today, when Steve is due  
to visit me, to write this letter.



(I figure that if Steve can't hand it to you, it  
ain't gonna get there.)

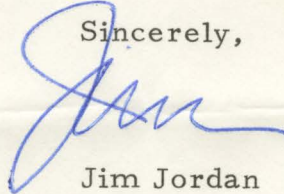
Mr. President, American tradition says, "May  
the best man win." But American elections occasionally  
say otherwise.

In this case, the election contradicted the tradition.  
The best man did not win.

(Continued.....)

I just want you to know I am terribly sorry. For you, because you deserved better. And for the country — because the country deserved better, too.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim", written in a cursive style.

Jim Jordan

11th 10/20/20

*[Handwritten signature]*

2/20/20

the council's decision regretfully

respects for the council

I have

and for the council — respect

I am respectfully sorry for you

