

The original documents are located in Box C2, folder “Gardner, Robert K.” of the Gerald and Betty Ford Special Materials Collection at the Gerald R. Ford Presidential Library.

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Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

November 4, 1976

THE PRESIDENT HAS SEEN...

Dear Mr. President,

Maybe it's better to lose big than to lose the way we did. When you lose big, you don't stay up nights, as I have, saying "what if."

Before I head back to San Francisco I want you to know that creating your advertising and participating in the "Traveling TV Circus" was one of the great experiences of my life.

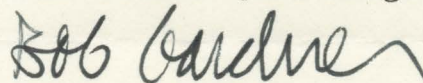
I firmly believe you will be remembered in history as a remarkably competent President, who had the fortitude to make difficult decisions in economics and foreign policy in one of the most difficult periods in our history.

Most of all, you restored trust in the White House and you will leave office with the highest personal respect and affection of your countrymen.

When I wrote the song, "I'm Feeling Good About America", it was because I sincerely felt you had brought about this change in national mood.

May you and your family have all good fortune in the years ahead.

Your friend (and songwriter),



Robert K. Gardner
1044 Chestnut St.
San Francisco, CA 94109

Campaign
Media Communications, Inc.

1401 I STREET, N.W., WASHINGTON, D.C. 20005 (202) 332-2300

November 4, 1976

THE PRESIDENT HAS EXCEEDED...

Dear Mr. President,

Maybe it's better to lose big than to lose the way we did. When you lose big, you don't stay up nights, as I have, saying "what if."

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