

The original documents are located in Box C52, folder “Presidential Handwriting, 11/17/1976” of the Presidential Handwriting File at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

November 17, 1976

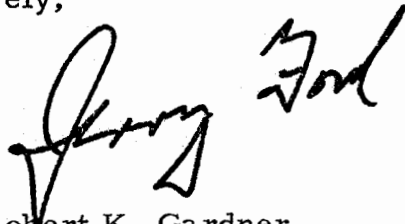
Dear Bob:

Thank you for your gracious letter following the election.

Naturally, there are a great many "what if's" after such a close loss. But one thing is certain for me. Long after the hard work and hurried pace of these days are forgotten, I will remember the generous encouragement and goodwill of those who worked with us during these exciting and demanding days. Your song, "I'm Feeling Good About America" gave a lift and a spirit to all of us along the campaign trail, and for me it reflected the pride and the honor I felt at serving the people of this great country. I will never forget this wonderful privilege.

I thank you from my heart for your dedicated efforts and for your friendship. You have my warmest wishes for every future success and happiness.

Sincerely,

A handwritten signature in dark ink, appearing to read "Gerald R. Ford". The signature is written in a cursive, flowing style with a large initial "G".

Mr. Robert K. Gardner
1044 Chestnut Street
San Francisco, California 94109

THE WHITE HOUSE
WASHINGTON

MR PRESIDENT:

The attached is for your information.
It will be handled in a routine manner
unless you indicate otherwise.

Jim Connor

Special thanks for
"song"

November 16, 1976

MEMORANDUM FOR:

ANNE HIGGINS

FROM:

JIM CONNOR

Confirming conversation with Trudy Fry earlier today, the President reviewed the letter he received from Robert K. Gardner following the election and made the following notation:

"Special letter of thanks for "song".

The President had already signed the letter you prepared to Bob Gardner, however, following discussion with you this signature has been destroyed and you are requested to prepare another letter for Mr. Gardner incorporating the President's request.

Please return to this office for signature.

Campaign '76

Media Communications, Inc.

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

November 4, 1976

THE PRESIDENT HAS BEEN...

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

ROBERT K. GARDNER
1044 Chestnut St.
San Fran Ca 94109