

Ford's Volunteer Plan for Inflation

Kansas City, Mo.

President Ford outlined a 12-point voluntary program last night for Americans to become inflation fighters and energy savers.

He warned Congress that he may propose tougher measures if it balks at his economic proposals.

In a national radio-television speech at the Future Farmers of American convention here, the President called on citizens to postpone unnecessary borrowing, save more, shop for

bargains and drive more slowly.

He declared that "a great citizens' mobilization has begun" since he gave his economic proposals to Congress a week ago, but he chided lawmakers and other critics for their lukewarm response to his plan.

Noting that some said he had offered "only a marshmallow" instead of asking the nation to "bite the bullet," Mr. Ford declared that Congress rejected a proposed delay in federal pay raises and hasn't "shown much appetite for the other 'marshmallows' in my latest message" that included a 5 per cent surtax.

"But if they don't like my menu, I may be back with some tough turkey," the President said, adding: "I sense that the American people are hungry for some tougher stuff to chew tonight."

The President drew a very warm reception from the crowd of about 18,000, including standing ovations at both the beginning and end of his speech which prompted him to smile broadly and wave both arms over his head in appreciation.

During his speech, Mr. Ford was interrupted about half a dozen times by generally polite applause.

Earlier yesterday, the White House had asked the

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major television and radio networks for free time to carry Mr. Ford's speech after they decided against broadcasting it as a news event.

"The networks did not find it newsworthy enough to carry live," Press Secretary Ron Neessen told reporters, adding that Mr. Ford was neither angry nor upset at the decision but just felt "he'd like to talk directly to the people tonight."

All major radio and television networks decided later to broadcast the address.

Mr. Ford's Kansas City speech marked the start of a two-day four-state trip, with appearances scheduled today here and in Nebraska, South Dakota, and Indiana aimed at giving a boost to sagging Republican prospects in the November 5 elections.

In his speech, Mr. Ford called for creation of local citizens' action committees, including labor and management representatives in every community to report by Thanksgiving "which plants, stores or other enterprises are doing the best job of holding the line on costs and prices."

He said he will then award them flags bearing the anti-inflation "WIN" emblem — "Whip Inflation Now" — to individuals, companies and other groups that fight inflation and save energy.

He also urged every governor to form a statewide "WIN Committee" to coordinate the voluntary anti-inflation efforts and said this will "lead to greater civic efforts by millions of Americans and a focused awareness of what directions public policy should take toward economic justice for all."

Mr. Ford warned the

country that "we will not be out of the economic trenches by Christmas." But he said, "Every battle in history has been won by the side that has held on just five minutes longer."

In listing ways ordinary citizens can fight inflation, the President added two recommendations — reduce waste and guard health — to the ten points recommended by his Citizens' Action Committee to Fight Inflation headed by columnist Sylvia Porter.

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