

2, 1975

Ford, on a Midwest Tour, Lauds Old Virtues as Cure for U.S. Ills

NYTimes

By R. W. APPLE Jr.

JUL 12 1975

Special to The New York Times

CHICAGO, July 11—President Ford counseled adherence to such traditional values as moderation, restraint, reason and steadiness as the cure for the nation's ills in a speech tonight that set the tone for his coming campaign.

"These are not new ideas or new virtues," he said, restating his familiar appeal for reduced governmental spending. "They are as old as civilization. They are sound. And they are proven."

Mr. Ford made no overt political appeals today either in his speech to the mid-America Committee for International Business and Government Cooperation here, or during an afternoon stop in Traverse City, Mich., for the National Cherry Festival.

For that reason, according to Ron Nessen, Mr. Ford's press secretary, the White House classifies the President's current trip—his first since announcing his candidacy for 1976—as "nonpolitical." It will be paid for by the taxpayers. Not until early next year, Mr. Nessen said, will Mr. Ford's campaign committee start paying his travel expenses.

Mr. Ford's three-day visit to Michigan and Illinois provided him, nonetheless, with an opportunity to be seen and heard in two key industrial states. Like other incumbent Presidents before him, he can be expected to schedule many politically profitable non-political trips.

Shirtsleeves Approach

In Traverse City, Mr. Ford rode for 17 blocks in the festival parade passing crowds estimated at 250,000 by local police officials. Stripping off his checked sports jacket and his tie, he stood in his open limousine, waving and calling to onlookers.

With him were Senator Robert P. Griffin and Gov. William G. Millik both Republicans, both natives of Traverse City and both close political friends.

The crowds gave Mr. Ford a warm but not overwhelming

reception. Many of those who saw him were tourists, drawn to Traverse City by the lakes and forests that surround it and by the festival, which promotes the main local products. The President and his entourage rode past signs advertising cherry fudge, cherry fritters and cherry milk shakes.

Mr. Ford seemed to enjoy himself hugely in the small-town atmosphere of bands, bunting and well-kept frame houses.

Tonight, in remarks he had prepared for delivery to the businessmen's group at the Palmer House Hotel in Chicago, he spoke warmly of virtues as middle American as the parade—"honor, truth, hard work and so-called old-fashioned individual responsibility."

"We must be moderate in our economic plans and expectations," the EDT

Business Expansion

Mr. Ford told the businessmen, an elite organization of corporate executives, that one of his chief priorities was providing an augmented flow of capital to foster business expansion and create jobs.

In the next decade, he said, American industry will need an additional investment of \$4.5-trillion—three times the \$1.5-trillion raised in the last decade. He promised tax incentives and other measures to help.

Mr. Ford defended his vetoes of spending bills, promising that he would not "spend the American people into more headaches and heartaches for a hollow victory—a short-term period of economic resurgence that might last for a year or two."

Mr. Ford criticized the whole thrust of national economic policy advocated by the Democrats since the New Deal. Especially in the last 15 years, he said, many Federal expenditures "produced short-term benefits for some Americans while inflicting long-term damage on all Americans."

Tomorrow, after a news conference and a speech at the commencement exercises of Chicago State University, Mr. Ford returns to northern Michigan. He is scheduled to be there until he flies back to Washington on Sunday afternoon.