

NOVEMBER 13, 1974

Office of the White House Press Secretary

NOTICE TO THE PRESS

STATEMENT BY THE PRESIDENT
ON THE SIGNING OF THE WIN PLEDGE

Mrs. Ford and I are signing today the first consumer pledge prepared for Americans by the non-partisan Citizens' Action Committee to Fight Inflation.

The WIN Committee is asking Mayors and principal County officials across the Country to set up local action committees for distribution in the near future of similar pledges for citizens to sign in a concerted mass effort to stop inflation. The Committee has also proposed a businessman's and businesswoman's pledge and a worker's pledge for local distribution. Each Governor is being asked to establish one state-wide committee to determine ways and means to slow inflation and save energy in each State.

If all Americans will pull together to hold down prices, to buy wisely, to increase productivity, and to save energy, this citizens' mobilization to slow inflation can work. Inflation is sapping the economic strength of this Country and it must be brought under control.

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