

Principal Tricia for Julie

Event Vocational Industrial Clubs

Location Roanoke, Virginia

Date Monday, July 10

Photographs: no WH photographs

News Summary: TV report in
distributed 7/25

Follow-up: picture to Committee

Clippings: yes

Merchandising:

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 7, 1972

TO: ALLEN HALL
FROM: PENNY ADAMS

RE: Approved press plan for Julie Eisenhower, July 10, 1972, 11:30 a.m.

Helen Smith has discussed the following press with Julie Eisenhower and Julie has approved.

Monday, July 10, Roanoke, Virginia

Event: Julie will address the National Leadership Conference of the Vocational Industrial Clubs of America, illustrating her father's continued concern for youth's involvement in a creative society.

Release of speech: Julie does not want the speech released.

Interviews: No newspaper interviews recommended.
Julie is doing a TV interview from 1:30 to 2:00 p.m. on WDBJ-TV.

Press Coverage: There will be full press coverage of the conference.

Julie will also attend a reception at the Headquarters of the Young Voters for the President (sponsored by the local Committee for the Re-election of the President) immediately following the interview.

Follow-up: A White House photographer will not accompany Julie to this event, as she will be flying directly to Roanoke from Florida. I will work with the Vocational Industrial Clubs of America, Virginia Croft (703 343-6992 x137 or 330), to determine what their photographer can get in the way of photos to their magazines. I will also supply the Re-election Committee with pictures to be used in youth media.

Julie will fly back to Florida after the reception.

cc: Connie Stuart
Helen Smith
Martha Doss
David Parker



VOCATIONAL INDUSTRIAL CLUBS OF AMERICA

NATIONAL OFFICE

105 N. Virginia Avenue/Falls Church, Virginia 22046 / (703) 533-2090

July 19, 1972

Ms. Martha Doss
Room E208
The White House
Washington, D. C. 20500

Dear Ms. Doss:

Enclosed, as requested, are photos of Patricia Nixon Cox's visit to Roanoke, Virginia on July 10 for participation in the 8th National Leadership Conference of the Vocational Industrial Clubs of America. Also enclosed are photocopies of some of the publicity which accompanied her visit. We also have some color slides of the occasion and will undoubtedly use some of them in the coming fall issue of VICA magazine. I will be sure to see that you receive copies of that issue.

Sincerely,

Virginia J. Croft
Director, Public Information
Managing Editor, VICA

VJC/ms

News Summary of Tricia Cox's Visit to Roanoke, Virginia on
July 10, 1972

Tricia Cox spoke at the National Leadership Conference of the Vocational Industrial Clubs of America in place of Julie Eisenhower who was sick. Locally coverage of Tricia's part in the event was quite good.

Two local television stations covered the event extensively. WDBJ-TV (CBS affiliate) on their 5 p.m. news started out with news of the Democratic Convention but that there was politics in Roanoke too. The reporter noted how extremely polite, organized, orderly the youth were as compared to the Democratic Convention. The reporter stated that the highlight was Tricia's appearance. Film showed her entering and quoted the portion of Tricia's speech on career education.

WSLS-TV (NBC affiliate) on their 5 p.m. news lead with the story of Tricia's appearance. They used quick shots of Tricia entering, the crowd and Tricia at the podium. They showed the Mayor presenting her with the keys to the city and the reporter quoted about 2 minutes of the portion of Tricia's speech that dealt with standing up for America.

The Washington, D.C. Evening Star ran a UPI report on Tricia's appearance with quotes from her speech.

Both the local newspaper ran pictures and long articles about Tricia's visit to Roanoke.

The World-News ran a front page picture with story including many of Tricia's quotes from her speech. The picture was of Tricia speaking into a microphone on a tape recorder of a woman who had a very sick little girl in the hospital. Nearly all of Tricia's speech was reprinted.

The Roanoke Times ran a large picture of Tricia entering the Civic Center with the VICA escorts and a long article headlined "Tricia Nixon Cox Captivates Waiting Teen-Age Audience." The story relates the events of the visit with such lines as Tricia "captivated her young audience", she received a standing ovation before and after her speech, "her warmth and friendliness". "Behind her she left young people reconsidering their political affiliations. One young girl was so impressed by Mrs. Cox that tears came into her eyes as she said, 'Maybe Nixon has something to offer youth after all'. And a young man wearing the red VICA blazar said 'I thought she was supposed to be so unfriendly. If that's the President's daughter, he can't be all bad. His daughter sure gets my vote. '"

FOR IMMEDIATE RELEASE
THURSDAY, JULY 6, 1972

THE WHITE HOUSE
Office of the Staff Director to Mrs. Nixon

Tricia Nixon Cox will address the National Leadership Conference of the Vocational Industrial Clubs of America in Roanoke, Virginia, on Monday, July 10, 1972, at 11:30 a.m.

Also addressing the Conference will be Mr. Richard Terrell, a Vice President of General Motors in Detroit.

The Conference will take place at the Roanoke Civic Center and will be attended by approximately 1,500 secondary and post-secondary students and advisors. VICA is an organization representing young people training for careers as machinists, carpenters, bricklayers and cosmetologists.

Executive Director of the organization is Mr. Larry Johnson; National President of the High School Division is Mr. Larry Allen, and President of the Post Secondary Division is Mr. Gary Redmond.

#

Press Contact - Virginia Croft 703 343-6992, room 137 or 330

Will Address Youths

Julie Eisenhower To Speak In City

Julie Nixon Eisenhower, a president's daughter who married a president's grandson, will be in Roanoke Monday to address a national convention of nearly 2,000 high school students.

Mrs. Eisenhower, youngest daughter of President and Mrs. Richard Nixon, will speak to members of the Vocational Industrial Clubs of America (VICA) at the Roanoke Civic Center coliseum in the opening session of a three-day meeting.

She is scheduled to speak to the youths, representing 34 states, shortly after 9 a.m. and to participate in a flag raising ceremony about noon. Mrs. Eisenhower will be a special guest at a reception later.

Mrs. Eisenhower is the wife of David Eisenhower, the only grandson of the late President Dwight D. Eisenhower.

Richard L. Terrell, vice president of General Motors, is scheduled to address the youths after Mrs. Eisenhower.

He is expected to tell the group about the current employment situation for youths with trade and technical skills and the type of employees American industry is seeking.

VICA is an organization of trade, industrial, technical and health education students in high schools with about 125,000 members.

There are about 7,000 members in Virginia, including 700 in the Roanoke Valley.



Julie Nixon Eisenhower

This is the eighth annual meeting of VICA, which was founded in 1965 to develop skills and character in youths.

A major event at the convention will be skill competition in 17 trade and technical fields, such as auto mechanics, bricklaying, carpentry, commercial art, cosmetology, nurses aide and others.

The contests will be held Tuesday beginning at 9 a.m. at the civic center exhibit hall, Hotel Roanoke, William Fleming High, Jefferson High, Botetourt County Educational Center and the Roanoke County Educational Center.

Woods - 12/1/72

THE WHITE HOUSE
WASHINGTON

June 5, 1972

MEMORANDUM FOR: Allen Hall
FROM:  Dave Parker
SUBJECT: Vocational Industrial Clubs of America
(VICA) Roanoke, July 10

Julie has agreed to address the National Leadership Conference of VICA on Monday, July 10 in Roanoke. The National President of VICA, Larry Allen of Brinkley, Arkansas, has not yet been advised that Julie will participate. Nate Bayer is the contact and you should work with him in this regard.

Please work with Al Snyder to arrange a TV show in Roanoke, and with Vera Hirschberg on appropriate remarks.

This will not be an overnight trip for Julie - she will return to Jacksonville that night.

cc. and copy of proposal to:

Nate Bayer
Howard Cohen
Dave Gergen

Vera Hirschberg
Jacquelyn Low
Coral Schmid

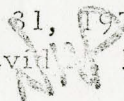
Mike Schrauth
Helen Smith ✓
Al Snyder
Connie Stuart

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: May 31, 1972 (1:00 p.m.)

FROM: David  Parker

ADDRESS: National Leadership Conference, Vocational Industrial Clubs of America (VICA)

DATE: Monday, July 10

PURPOSE: A sequel to your speech to the National Leadership Conference of the Distributive Education Clubs of America in L.A.

FORMAT: - Roanoke Civic Center, Roanoke, Virginia
- attendance, 1,500-2,000 secondary and post-secondary students and advisors

REMARKS: Material to be prepared by Ray Price noting its follow-up aspect and illustrating the President's continued concern for youth's involvement in a creative society

RECOMMEND: Bayer
Colson
Rietz

PRESS COVERAGE: Full Press coverage, with special interest press follow-up

PRESS FOLLOW-UP: Included in VICA Magazine and all national trade vocational journals

PREVIOUS PARTICI-
PATION: This is the only major vocational education group that has not been received by the President or Mrs. Nixon at the White House

BACKGROUND: VICA is the organization representing what might be called "Future Hardhats," young people training for careers as machinists, carpenters, bricklayers, cosmetologists. This organization is extremely patriotic; and adult leadership has been most cooperative in our youth effort.

APPROVE  DISAPPROVE _____

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 10, 1972

TO: MARTHA DOSS
FROM: PENNY ADAMS

Report on Follow-up Press
Tricia Cox
Monday, July 10, Roanoke, Virginia

National Leadership Conference of Vocational Clubs of America

Contact: Virginia Croft of VICA (203) 343-6992 x 137 or 330

A White House photographer was not present. A photographer representing VICA was present. His pictures will be sent to:

1. All national trade vocational magazines and VICA Magazine
2. Virginia Croft will send us photos representative of the event which we can send to the Re-election Committee for distribution.

FOR IMMEDIATE RELEASE
THURSDAY, JULY 6, 1972

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Office of the Staff Director to Mrs. Nixon

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The Conference will take place at the Roanoke Civic Center and will be attended by approximately 1,500 secondary and post-secondary students and advisors. VICA is an organization representing young people training for careers as machinists, carpenters, bricklayers and cosmetologists.

Executive Director of the organization is Mr. Larry Johnson; National President of the High School Division is Mr. Larry Allen, and President of the Post Secondary Division is Mr. Gary Redmond.

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Howard Cohen
Dave Gergen

Vera Hirschberg x 2287
Jacquelyn Low
Coral Schmid

Mike Schrauth
Helen Smith
Al Snyder
Connie Stuart ✓

*Helen -
we'll probably
arrive
sometime
around
the 1st
of
July*

THE WHITE HOUSE

WASHINGTON

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APPROVE NIXON

DISAPPROVE _____

Defed to Julie Smith.

C. Stueck

(Hirschberg/Lezar/Gergen) RP

July 6, 1972

VICA NATIONAL LEADERSHIP CONFERENCE, ROANOKE, VIRGINIA
EVENT: July 10, 1972] Mrs. Julie Eisenhower

I am very happy to be here today and to bring you warmest greetings from my father and his Administration.

For all members of the Nixon family, your organization -- VICA -- has become a household word, and we always look forward to meeting with you again.

Ten days ago, just before leaving for our California home, my father met with your National High School President, Larry Allen, and the leaders of five other major vocational education organizations at the White House. The meeting marked his firm and continuing commitment to the ideals of good citizenship and self-development which you in VICA represent.

Only a few months before that, I had the pleasure of meeting with your National Post-Secondary Vice President, Arthur Gilmore, and other outstanding youth leaders of our Nation at the White House when my father signed a proclamation for Youth Appreciation Week. That proclamation, honoring this generation's contribution to America, contained some of my father's most deeply held convictions about America's youth. "Hard work, cooperation, patriotism, and individual excellence," he said, "all of these come to be cherished by those who

participate constructively in this building of America." And, he continued, the many young people who reflect these qualities today will surely reflect credit on our country as they become the leaders and responsible citizens of tomorrow.

I share that confidence. As I travel around the country talking with members of youth groups such as yours -- like DECA [Distributive Education Clubs America], the 4-H Clubs and others who are dedicated to building America up, not tearing it down -- I am more convinced than ever that our Nation will survive the challenges of our increasingly complex society and build a better America.

Members of our generation today are calling for greater relevance in education. We want education to prepare us for life. We do not believe that it is good enough to be vaccinated with facts but immunized against values. At the same time, we want education that prepares people for work -- and that gives them pride in the work they do.

We believe that education must do more to help us to justify our faith in ourselves and in our country.

We are not the first to believe this.

Let me tell you a little story about a gifted teacher who many years ago, went to a number of school supply stores looking for new

desks and chairs for his students. He could not find what he wanted. Finally one dealer admitted: "I'm afraid we have not what you want. You want something at which the children may work; these are all for listening."

The teacher was the distinguished educator, John Dewey, and the year was 1899. Dewey later wrote of this experience: "That tells the story of traditional education. It is all made 'for listening.'"

Today we know that education must be more than just listening. And it is because we know that young people need and are desperately calling for true relevance in education today that my father and his Administration have given and are continuing to give their enthusiastic support to a new concept in education -- what we call "career education." As you learn more about it, I am sure you will agree that career education is at the heart of VICA's philosophy.

Career education is not only designed to equip a person with skills for a specific job -- though it starts with the recognition of the importance of such skills. Beyond this, it also stresses the more fundamental skills of decision-making, developing judgment, and encouraging the ability to think for oneself.

The last, I think, is particularly important. Last month, I had the privilege of addressing the annual Round-Up of the Indiana 4-H

Clubs at Purdue University. The theme of that conference was "I'm Somebody." I believe that theme reflects an effort to cure one of the most fundamental ills of our society -- the feeling that individuals don't matter anymore, that each person is only a small part of a large group.

This feeling has been encouraged in many ways by the attempts to categorize individuals by such terms as "a middle-class suburban white" or "a black ghetto youth" -- labels that are as damaging to the individual as they are to the Nation. These labels foster stereotypes and deny an individual's self-pride and sense of achievement. They deny an individual's right to self-discovery.

In our sophisticated, technically oriented, and rapidly changing society, an individual must be encouraged to realize his potential as a human being -- and to feel pride in his identity as an individual human being. Students must learn to function efficiently and successfully -- and they must also know how their careers fit into the general framework of our society. That is what career education is all about.

There are more than 20,000 possible careers in America, diverse enough to encompass everyone's interests and abilities.

The Bureau of Labor Statistics tells us that during this decade, only two out of every ten jobs in our economy will require a college

degree. Nearly all of the other eight will be open to those with a high school diploma or to those with nondegree post-secondary training.

And yet, 2-1/2 million young people each year graduate from high school or drop out of high school or college with no planned career or few if any marketable skills. It costs \$28 billion to "educate" them for potential failure.

MORE.....

That is why my father has seen to it that the United States Commissioner of Education, Sidney P. Marland has made career education the top priority in the Office of Education -- to make sure that young people in our schools will be prepared for these jobs. The office used \$114 million in fiscal year 1972 for government initiatives and is asking the Congress for nearly \$55 million more for this fiscal year.

The activities include research and development support for four career education model projects in schools, homes and communities in rural areas and in business. The programs encourage students to choose their careers early in life, help them train for them and enhance their opportunities for job placement.

The Office of Education is also sponsoring training programs for teachers and is helping to develop suitable career education curricula in junior high schools around the country.

As you can see, the goals of career education are much the same as your own goals in VICA. That is why I admire all of you -- because you are helping young people develop a sense of values so that they can measure their chosen careers not only in terms of how the career can help him or her, but of how it can help other people -- your neighbors across the globe.

An editorial in the November issue of your magazine, "VICA", expresses this idea succinctly. It says: "The American Opportunity is ours to keep alive. That means creativity, new ideas and an acceptance of individual responsibility."

I know VICA members believe, as I do, that it also means personal involvement to help make the lives of others better. In the few short years since VICA's birth in the mid-sixties, when assassinations, demonstrations and violent dissent were threatening to become a permanent fixture in American life, thousands of VICA members have worked throughout the country to brighten the lives of their fellow Americans.

In Georgetown, Delaware, they work to help mentally retarded patients. In Michigan City, Indiana, they help to educate and raise funds for educational supplies for disadvantaged and handicapped students. In Fayette County, Tennessee, they have collected food and clothing for the needy and have constructed a beautiful home for a needy family of seven whose previous dwelling had been a wooden shanty.

I could go on about the activities of your club members throughout the Nation in helping the old, the sick, the poor and the mentally disabled citizens of our country. But you know of these activities better than I, so I'll simply say that I am tremendously

impressed by your work. I think it tells us all that the outstanding qualities of energy, ability, self-determination and love for one's fellowman, which have made this Nation great, are very much alive as we near our 200th birthday.

Too often we hear that the young of America no longer believe in the essential goodness of our land and that they have lost hope in America's future. We all know that this isn't so. Organizations like VICA prove that it isn't so.

Throughout her history America has depended upon her young working people to bring new talent and fresh spirit to our democracy. This is every bit as true today as when America was first born as a new country the likes of which had never before been seen.

I am reminded of a story I read about a young American who was in England just after the American Revolution. He happened to be in a British theater when a play ridiculing our country was being performed. In that play a number of American officers appeared in tattered uniforms and barefoot. The question was put to them: "What was your trade before you entered the army?" One answered that he had been a tailor, another a cobbler, and so forth. All had been plain working men. The play poked fun at the new America whose Army was made up of cobblers and tailors, who could not

even keep themselves in good clothes and shoes. But before the punch line could be delivered, the young American in the audience stood up and shouted: "Great Britain beaten by tailors and cobblers! Hurrah!"

Today when some people say that America is not the good land that we know it really is, it is organizations like VICA who stand up and shout to the world that what America has done, what Americans have built, has made the world better. And that what we do in the future will be in keeping with the successes of our past. Keep it up. I for one am very proud to stand up with you, to stand up for America.

Your sense of purpose and dedication to your fellowman makes me confident that this Nation will fulfill her destiny -- that it will continue to use its power for good in the world, and, like the Old Testament Prophet, Jeremiah, stand "with a strong hand, and with a stretched out arm" to aid those less fortunate than ourselves.

Thank you.

#

News Summary of Tricia Cox's Visit to Roanoke, Virginia on
July 10, 1972

Tricia Cox spoke at the National Leadership Conference of the Vocational Industrial Clubs of America in place of Julie Eisenhower who was sick. Locally coverage of Tricia's part in the event was quite good.

Two local television stations covered the event extensively. WDBJ-TV (CBS affiliate) on their 5 p.m. news started out with news of the Democratic Convention but that there was politics in Roanoke too. The reporter noted how extremely polite, organized, orderly the youth were as compared to the Democratic Convention. The reporter stated that the highlight was Tricia's appearance. Film showed her entering and quoted the portion of Tricia's speech on career education.

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The World-News ran a front page picture with story including many of Tricia's quotes from her speech. The picture was of Tricia speaking into a microphone on a tape recorder of a woman who had a very sick little girl in the hospital. Nearly all of Tricia's speech was reprinted.

The Roanoke Times ran a large picture of Tricia entering the Civic Center with the VICA escorts and a long article headlined "Tricia Nixon Cox Captivates Waiting Teen-Age Audience." The story relates the events of the visit with such lines as Tricia "captivated her young audience", she received a standing ovation before and after her speech, "her warmth and friendliness". "Behind her she left young people reconsidering their political affiliations. One young girl was so impressed by Mrs. Cox that tears came into her eyes as she said, 'Maybe Nixon has something to offer youth after all'. And a young man wearing the red VICA blazer said 'I thought she was supposed to be so unfriendly. If that's the President's daughter, he can't be all bad. His daughter sure gets my vote.'"

**Jack
Chamberlain**

**Educationally
Speaking**



Youth Convention Is Pleasant Event

Except for an occasional flood, the Roanoke Valley is a pretty serene place to live and raise one's family or just take it easy. So the prospect of being invaded by more than 2,000 high school students from all over the country for most of the week could be frightening.

And that's what happened to the Roanoke Valley this week as some 2,200 of the country's top vocational students came to Roanoke for the eighth annual convention of Vocational-Industrial Clubs of America.

From all reports, their visit was a real pleasure for everyone who came in contact with them. No damage, no carousing, no hell-raising.

C. E. Norris, a Roanoke City school board member, told the board this week that a friend of his from Wisconsin was staying at Hotel Roanoke this week, where many of the VICA youths are staying, and he said he was really impressed with the fine behavior of the boys and girls. Very polite, he said. No drinking, no beer cans in the corridors, no excessive noise and shouting.

Perhaps the fact that they had invited Julie Nixon Eisenhower to speak at their opening session Monday was a tipoff that these, indeed, were the cream of the crop of clean-cut young America. Julie got sick and couldn't come, but her sister, Tricia Cox, also clean-cut girl-next-door personified, spoke in her place.

~~There were only a few mustaches to be seen and not a longhair in the bunch, except, of course, for some of the girls.~~

Nearly all the students were dressed in a kind of a uniform, a bright red blazer with a VICA emblem on the breast pocket for both girls and boys, with dark skirts or trousers.

During the competition, the contestants wore white coveralls or tee-shirts or dresses, all with VICA emblems on them. They seemed very proud of their organization and "VICA" was everywhere.

Many restaurants had VICA placemats on the tables, proclaiming that VICA was here and the public was invited to watch the contests.

The placemats, incidentally, were printed at a vocational school in Scott County.

VICA can be proud of its representatives who came to Roanoke, from nearly every state and territory of the country.

Of course, they had to behave. What else can you do while wearing a bright red jacket?

7/172 - The Evening Star

TRICIA COX LAUDS 'CAREER EDUCATION'

ROANOKE, Va. (UPI) — Tricia Nixon Cox called yesterday for a greater emphasis on high school educational programs to prepare students better for future careers.

"We want education that prepares people for work and gives them pride in the work they do," the President's elder daughter said at the National Leadership Conference of the Vocational-Industrial Clubs of America.

Mrs. Cox said schools should develop more "career education" courses.

"In our sophisticated technical oriented and rather complex society, individuals must be encouraged to recognize their potential as individual human beings and to take pride in the work they do," she said.

Mrs. Cox substituted for her sister, Julie Eisenhower, who originally was scheduled to deliver the speech. The White House announced during the weekend that Mrs. Eisenhower had laryngitis.

Youth Parley Hears Tricia Speak For Ailing Sister

By JACK CHAMBERLAIN
World-News Education Writer

Tricia Nixon Cox, substituting for her speechless sister Julie, breezed into the Roanoke Civic Center Coliseum shortly before noon today to address a national convention of more than 2,000 youths.

Mrs. Cox, older daughter of President and Mrs. Richard M. Nixon, was scheduled to speak to the Vocational Industrial Clubs of America convention after her sister, Julie Nixon Eisenhower, developed laryngitis, VICA spokesmen said.

Mrs. Eisenhower, wife of the late President Dwight D. Eisenhower's only grandson, was to speak shortly after 9 a.m. today, but her sudden illness threw the speech about three hours behind schedule.

Mrs. Cox delivered the speech prepared for delivery by her sister.

"Members of our generation today are calling for greater relevance in education," Mrs. Cox told the high school students from throughout the country.

"We want education to prepare us for life. We do not believe that it is good enough to be vaccinated with facts but immunized against values. At the same time, we want education that prepares people for work—and that gives them pride in the work they do."

She said the President and his administration are dedicated to developing the youth of America.

"As I travel around the country talking with members of youth groups such as yours (Distributive Education Clubs of America, 4-H, etc.) and others who are dedicated to building America up, not tearing it down, I am more convinced than ever that our nation will survive the challenges of our increasingly complex society and build a better America," Mrs. Cox said.

"Career education is not only designed to equip a person with skills for a specific job," she said, "but it also stresses the more fundamental skills of decision-making, developing judgment and encouraging the ability to think for oneself."

Mrs. Cox said today's youths are rebelling against society's attempt to categorize individuals as "middle-class suburban white or a black ghetto youth, labels that are as damaging to the individual as they are to the nation."

"In our sophisticated, technically oriented and rapidly changing society, an individual must be encouraged to realize his potential as a human being and to feel pride in his

identity as an individual human being," she said.

"Students must learn to function efficiently and successfully, and they must also know how their careers fit into the general framework of our society," she said. "That is what career education is all about."

Mrs. Cox said there are 30,000 career fields in America and only one of five will require a college degree during this decade.

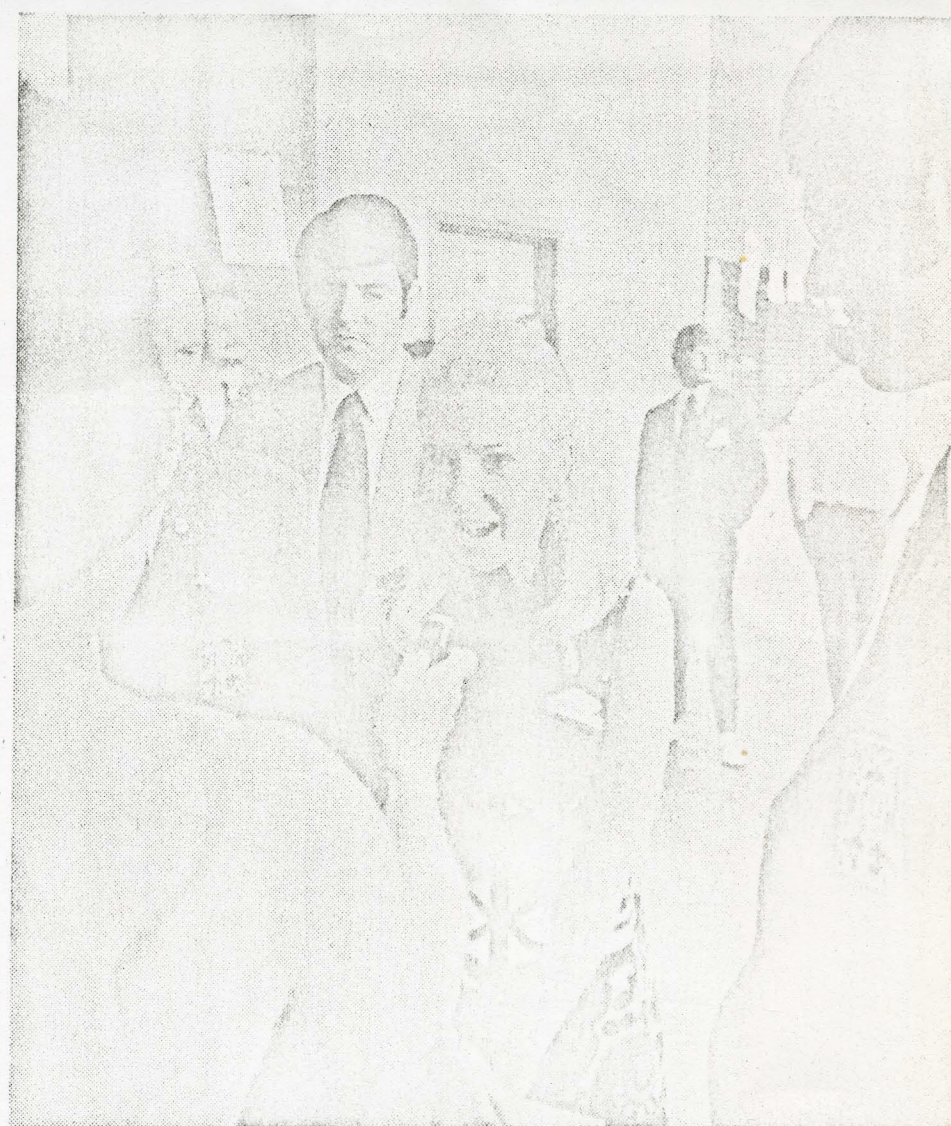
"Yet, 2½ million young people each year graduate from high school or drop out of high school or college with no planned career or few, if any, marketable skills," she said. "It costs \$28 billion to 'educate' them for potential failure."

That's why, she said, President Nixon has made career education a major goal of his educational program.

Earlier today, a vice president of General Motors told the youths that industry needs more young people who are skilled and proud of the work they do.

"For generations now we have built up a cult of formal college education as a one-way ticket to happiness and easy street," said Richard L. Terrell, group vice president

See YOUTH, Pg. 4, Col. 7



Tricia Nixon Cox paused upon entering the Roanoke Civic Center to record for Mrs. Marilyn Levy a message to a sick child, Barbara Fox, who is in a Roanoke hospital.

Photo by John Coe
Larry Allen (right) of Searcy, Ark., was official convention greeter and met President's daughter on behalf of the gro

FRONT PAGE

They say
of the 3's
ord hi

Youth Convention Hears Tricia Cox Talk For Sister

From Page 1

of GM's car and truck divisions.

"Today, however, some of us are beginning to realize that a good portion of college education is wasted for many people, and how long you go to school after high school has little relation to how far you can go in life," he said.

Terrell, who rose from messenger boy in 1937 to his present executive position without a college education, said in an interview later that it's still possible today.

"I certainly do," he said when asked the question.

Technical skills can be learned by many people, but few have the ability to work with people.

"What we look for today is the ability to get along with people, the ability to organize people," he said.

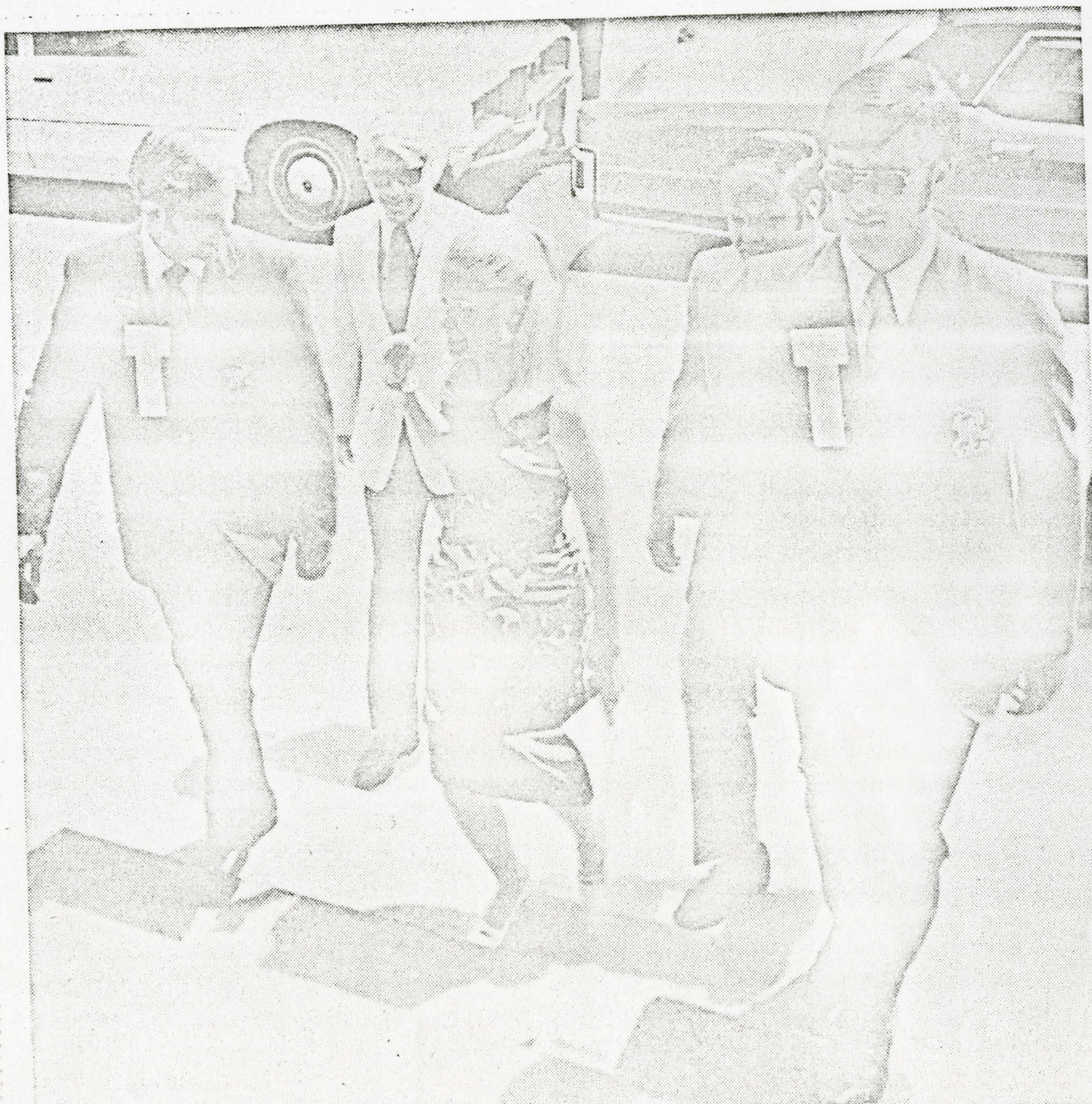
Terrell told the convention

that education "is a fine thing as long as it is expanding your abilities and horizons, but it is worthless when it means just putting in time."

He said some parents still consider it a tragedy if their children don't want to attend college—but in some cases it would be a tragedy if they did attend college.

"If a boy would make an outstanding plumber, how can we deprive him of the pleasure of doing something he wants to do and something that every community needs so badly," he said.

"Would he be better off sitting behind a desk with a telephone?" he asked. "I have never fully understood the magic of a desk and a telephone."



VICA Officers, Gary Rednant (left) and Larry Allen Escort Tricia Cox Into Center

Tricia Nixon Cox Captivates Waiting Teen-Age Audience

By MARY ANNE HEDRICK
Times Staff Writer

Patricia Nixon Cox came to Roanoke Monday and from a maze of official body guards emerged a most congenial young woman to speak before the Vocational Industrial Clubs of America (VICA).

She replaced her sister, Julie Nixon Eisenhower, as VICA speaker at the last minute and the change in plans delayed the schedule, said a secret service agent.

Julie Eisenhower was scheduled to speak at 9 a.m. and Tricia Cox didn't arrive at the Roanoke Civic Center until around noon.

Inside the Roanoke center VICA members grew anxious, waited and were entertained by the Navy band's rousing military music.

At a side entrance of the center, secret service men waited and kept whispering into walkie talkies while press members and curious onlookers grew hot and weary.

When she finally arrived, agents cleared her way, national VICA officers, Gary Rednant of California and Larry Allen of Arkansas, escorted her inside and a Roanoker with a tape recorder stopped her with a heart-felt request.

The Roanoker wanted Tricia to say a few words to a hospitalized child via the tape and, obligingly, Mrs. Cox spoke into the microphone.

Secret service men rushed her away from the impromptu tape session and, inside the coliseum, a standing ovation awaited the President's eldest daughter.

After a friendly Roanoke welcome by Mayor Roy L. Webber, Tricia captivated her young audience with her speech and won another standing ovation from the crowd.

Her talk was brief, and she was quickly escorted to the corridor to meet with head VICA delegates representing each state.

Gangling young men with

peach fuzz moustaches and giggling teen-aged girls waited their turn to speak with the President's daughter.

As Tricia shook each hand and returned each smile, she didn't seem at all like the girl so often described as the President's difficult daughter. Instead her warmth and friendliness evoked comments such as "she's okay," "she's beautiful," "she's really nice," from VICA members.

The handshaking over, secret service agents again cleared a path for Mrs. Cox, this time to the plaza where she was to participate in a flag raising ceremony.

Mayor Webber stopped her en route and the florist-by-profession handed her a bouquet of daisies grown on his own farm.

The daisies larded in an agent's hands when she joined Larry Cherry, a national officer, to raise the flag.

She didn't seem too adept at pulling flag ropes and Larry Cherry didn't seem to know how to go about helping the President's daughter. She put him at ease, he did most of the pulling and VICA members stood at attention as the Pledge of Allegiance was said.

A secret service agent had told The Roanoke Times reporter that Mrs. Cox would answer press questions en route to her car following the flag raising.

The agent forgot to mention exactly how quickly Mrs. Cox can walk to a car, but she did take time for a few comments.

Her official campaigning doesn't begin until after the National Republican Convention in August, she said. Unofficially, she has been traveling to Republican Headquarters and meeting with youth groups for the past several weeks.

"I'm really pleased with the encouragement we've received from young people," Mrs. Cox said, adding the Republicans are gaining support among young people.

With that, Mrs. Cox, in her cotton sun dress and white stockings, once again was obscured by secret service agents. She left the Roanoke Civic Center for a brief visit to Roanoke's Republican headquarters.

Behind her she left young people reconsidering their political affiliations.

One young girl was so im-

pressed by Mrs. Cox that tears came into her eyes as she said, "Maybe Nixon has something to offer youth after all."

And a young man wearing the red VICA blazer said, "I thought she was supposed to be so unfriendly. If that's the President's daughter, he can't be all bad. His daughter sure gets my vote."

Vocational Education A Must, Convention Told

Both a President's daughter and the vice president of a corporation stressed the need for vocational education in this country Monday morning at the Roanoke Civic Center.

Patricia Nixon Cox, President Nixon's oldest daughter, and Richard L. Terrell, group vice president of General Motors Corp., spoke to 300 voting delegates of the 2,000 attending the Vocational Industrial Clubs of America (VICA) meeting.

The Civic Center blazed with color as each delegate sported red VICA jackets, many carried small American flags and campaign posters hailing national office hopefuls covered the walls, telephone booths and concession stands.

The excitement of the youngsters was heightened by a United States Navy Band concert and the crowd welcomed Terrell with enthusiasm.

Terrell told the high school and post-secondary education youngsters, "education is a fine thing as long as it is expanding your abilities and horizons; it is worthless when it means just putting in time."

The speaker said a college education is not the answer to every student's needs and "those who don't cling to the past will be those who contribute the most to the future."

Terrell, a non-college graduate who rose from office clerk to executive, congratulated the youths for their dedication of purpose and determination to further vocational education programs.

VICA's total membership has grown to 125,000 since its beginning in 1965 and the Roanoke meeting marks the group's eighth national leadership conference.

Mrs. Cox told the group that she and the Nixon administration supported VICA's ideals of good citizenship and self development.

Tricia stepped in at the last minute as VICA speaker for her sister, Julia Nixon Eisenhower. Mrs. Eisenhower contracted laryngitis Sunday, said a VICA spokesman.

President Nixon, according to Mrs. Cox, has met with VICA officials earlier this year in a program of research and development for career education model projects.

"My father has seen to it that career education is a top priority in the Office of Education. The office used \$114 million in 1972 for career education and has requested nearly \$55 million more for the coming fiscal year," she said.

Echoing the career philosophies of Terrell, Mrs. Cox told the youngsters, "Members of our generation today are calling for greater relevance in education. We want educational programs that prepare people for work."

Career education, she explained, must teach students to function efficiently and successfully and at the same time help them to understand how their careers fit into the general framework of society.

Departing from her prepared text, Mrs. Cox said educating a student into a specific career also means stressing fundamental skills of decision making, developing judgment and encouraging

Tempo

of THE TIMES

10

Tuesday, July 11, 1972

ing the ability to think for oneself, she said.

Mrs. Cox complimented VICA members on their educational goals and personal involvements in the nation's welfare.

Members in Delaware have worked with mentally retarded patients and, in Tennessee, students have collected food and clothing for the needy, she noted.

Mrs. Cox ended her speech with a quote from songwriter Bart Bacharach concerning people helping other people.

"Youth with arms outstretched makes me confident that this nation will fulfill her destiny."

The VICA conference continues Tuesday with competitive activities held at Hotel Roanoke, the Roanoke Civic Center and at other vocational facilities in the Roanoke area.

The conference will end Wednesday with an awards banquet and the installation of new national officers.

—Mary Anne Hedrick

Scott Campaigns in Valley

By GEORGE KEGLEY
Times Staff Writer

In a day of Roanoke Valley hand-shaking and speeches, Rep. William Scott exchanged greetings with President Nixon's daughter, Tricia, and said his opponent, Democratic Incumbent Sen. William B. Spong, is "more liberal than I am."

Scott had his picture taken Monday with Tricia Cox, as did M. Caldwell Butler, 6th District GOP congressional candidate, and his family at Republican headquarters.

Scott and Mrs. Cox also met briefly with a district gathering of Young Voters for the President, shortly after she came to Roanoke to speak to the Vocational Industrial Clubs of America at a civic center convention.

At a luncheon meeting of the Crossroads Lions Club at Crossroads Mall, Scott said, "The one issue in this campaign is responsible government vs. radicalism."

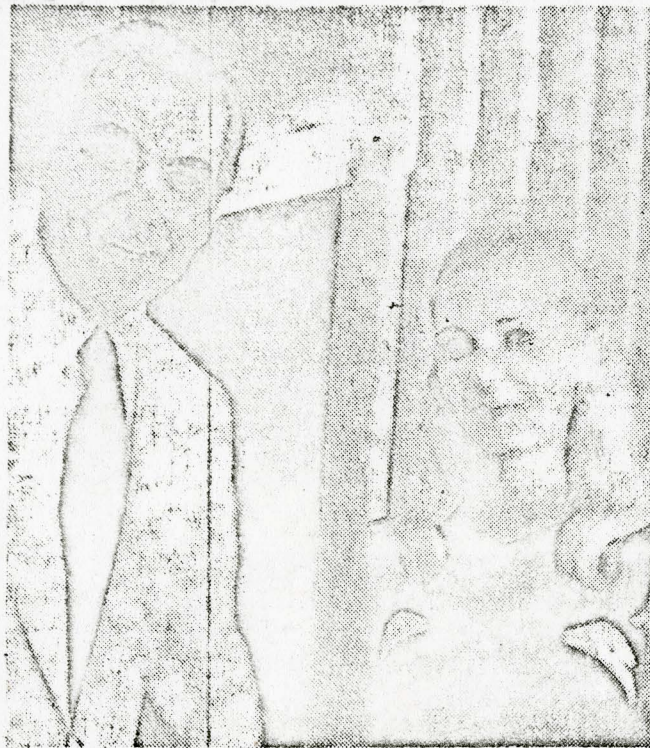
The 8th District congressman said he doesn't know if Spong will support Sen. George McGovern if he is the Democratic nominee for president. "I don't have that problem. I'm supporting President Nixon," he added.

"Perhaps the most important thing" Nixon has done, Scott said, is "to change the direction of the courts . . . I like to think this is ultimately the will of the people."

Scott said he voted against the Nixon administration's welfare reform legislation "because I don't believe in guaranteed income."

The 186,000 people on welfare in Virginia would increase more than three times to 566,000 if this legislation passes, he said.

Scott spoke for his proposal to have Supreme Court justices up for appointment every 10 years so they would be "accountable for their stewardship," for reduction of government spending and elimination of the \$30-billion



Scott With Tricia Nixon Cox in Roanoke

debt and for "an attempt to reduce armaments."

"My opponent (Spong) is out of the country studying the dope problem," Scott said, "and it could be said that he could make a case study at the Democratic convention at Miami Beach . . . But I wouldn't say that."

He said he favors selection of Vice President Agnew to run again and he noted that President Nixon has said that a "winning team" shouldn't be broken up.

"When we hear people running down the government," he told the Lions, "you might remind them of what it has done in almost 200 years."

Scott visited municipal offices in Roanoke County, Salem and Roanoke and scheduled a talk to the Roanoke Civitan Club Monday night. Today, he will be in Rockbridge and Augusta counties.

Earlier, the 6th District

Young Voters for the President heard Butler speak and named officers. Fred R. Eichelman, a Roanoke County teacher, was appointed chairman.

Rob Hildebrand of Salem is the vice chairman and Karen Lussen of Roanoke County is secretary.

Tricia Nixon Cox met each of the 50 or more young people and autographed the cast supporting a broken arm of Marshall Butler, son of M. Caldwell Butler. Butler also spoke to the youth group.



President's Daughter In and Out With a Swish

I am puttering along Route 581 minding my own business Monday morning when a veritable cavalcade whooshes past on my left. All I get is a glimpse of white Fords and a shiny Continental and some kind of slicked up Mercury.

The Fords are bracketing the Continental and it all looks suspiciously official, mainly because all the cars are waxed and polished and you don't see many private autos kept in that condition.

Immediately I put two and two together (this is the mark of your ace newsman), and deduce that the passenger in that car is nobody but Tricia Nixon Cox, daughter of the President, sister-in-law of David Eisenhower and featured speaker at the VICA convention.

We all wheel into the Civic Center parking lot together, although I am bringing up the rear discreetly so the Secret Service men do not get mad and mistake me for some kind of subversive.

As the Secret Service men bounce out of the cars they award me several steely-eyed glares and a policeman motions me past the parked cavalcade just as Tricia alights in a swirl of golden hair and shimmering teeth.

She strides forthrightly into the coliseum just in time to catch Mayor Webber's welcoming speech extolling the glories of Roanoke, including its major industries, its "two fine newspapers," its mountains, rivers, and just about anything else that walks, crawls or sits here. He does not, however, mention the sewage treatment plant.

Tricia's turn finally rolls around and she is greeted by a standing ovation from all the red-jacketed VICAs, many of whom wave American flags in a show of enthusiasm.

Something To Build On

During the speech we learn that Tricia is both glad and proud to be in Roanoke addressing this youth group, and we also learn that VICA and several other youth organizations are helping to build a better America.

We also learn that Tricia's father is interested in building a better America, as is his entire administration. (With the possible exception of Martha Mitchell, who is sick and tired of construction work.)

At the end of the speech the crowd gives her another ovation and we all adjourn to the outdoor plaza where Tricia and the mayor preside over a flag-raising ceremony. The Secret Service men—a clean-cut, drip-dried, short-haired contingent—stand alertly at the doors of the getaway cars, scanning the crowd ceaselessly for signs of subversive operations, but nobody notices them because they are all taking pictures of Tricia and an enterprising female reporter who has muscled her way into the Tricia entourage and is asking questions as Tricia makes her way down the steps.

Everybody Had a Memory

A burly, blond-haired, blue-suited Secret Service man herds the crowd out of the way so Tricia can slip into the Continental. As a member in good standing of the crowd, I obediently step out of the way of the Continental and Tricia gives us a Miss America Pageant wave as the car pulls away.

After the royal departure the crowd settles down in the blazing sunlight to mumble and mutter the way crowds do after the celebrities are gone.

"Wasn't she wonderful?" an enthusiastic girl asks of nobody in particular.

"Didja see her wave at me?" asks somebody's father.

"Well, what did you think of her?" somebody asks a newspaper reporter who has been observing the proceedings with a notebook in his hand.

"She looked just like the girl next door," he replies obediently.