At our chapel exercises yesterday I spoke to you on some of the things we are trying to do for you. I am going to continue that talk this morning.

because I want you to realize what we are doing for you.

Among other things I think we should cause that spirit to enter into your life to help you become the best possible teacher. A number of places pay very little attention to the importance of college spirit in college life. I have heard many say that a spirit will grow up in a college and will become a dominant influence in the life of the students. I believe that spirit ought to be built up not by the students alone but by everyone connected with the college.

As President of the college I have one main opportunity to help you build up that spirit. I give a great deal of my time and thought to the things I say to you during the chapel exercises. This is the one place that I can give to you my ideals and aspirations for this college. And for that reason, that is one of the reasons, we require you to attend chapel. There are students in the college who say, "Oh, it does not make any difference whether I go to chapel." A student was in my office this summer. She was bemoaning the fact that she had not gotten a place to teach. I asked her about her record. She said it was all right except for absences. She said one of my teachers failed me for no other reason than because I was absent. I said, young lady, if I were a superintendent looking for a teacher and your record shows what it does I would not hire you. I know a certain business college in another state. It is operated by a native North Carolinian. He started that college after that city had had a tremendous fire. He had been working for another business college and he opened the college with himself and his wife as teachers and one student and he had as his slogan, "It pays to attend a good school". He required that one student and

when his student body got larger and it did get larger, he required them to be on time. The doors of the college were opened fifteen minutes before nine. He said. "You may come as early as you care if you can get in but if you come one minute late you will have to go home." Well, he sent a number of students away and they missed a day of instruction which they had paid for. I do not know how much he is worth today but I think \$100,000.00 would be a conservative estimate. He now operates his college in a large building and uses all of the building. He required his students to meet every obligation of the college. The result was that when they went into the business world they met the obligations of the business world. Many business offices waited for him to train people to work for them. I know this to be so. He got a spirit in his school that made his business college one of the leading business colleges of this country. It was the spirit that that man and his wife along with other members of the faculty after the college grew, it was the spirit they put into it that made it a success. That is just as true of a teachers college or of a denominational college as it is a business college.

You and I meet here with all of the teachers and officers of this place to create a spirit that will make East Carolina Teachers College a better college than it is today. I am proud of the spirit of our school. It is a wonderful spirit. Woodrow Wilson on one occasion in my presence when he was President of Princeton said that he sometimes believed that the students of Princeton underwent the hardships of the college work for the benefits that they got from associating with each other in college. In substance he said that he believed that one of the biggest things in Princeton University was the spirit that went into the lives of the students who went there. One of the biggest things in East Carolina Teachers College is the spirit that goes into this state from this student body. You are going back out into North Carolina and other states to teach and to the spirit that you carry with you into your school that is going to have a great deal