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UA3/3 A Thing Called Spirit

Kelly Thompson
Western Kentucky University

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1. August 5, 1971--changing times--changing customs--changing concepts. I have found it difficult to decide what to say on this occasion and in what manner to say it. Therefore, I have chosen to speak of what I believe to be simple truths, very old indeed, and their application to the complexities of our daily lives.

2. My subject is "A Thing Called Spirit." I say thing because although one may find a dozen different definitions of the word spirit in an unabridged dictionary, he will not find the definition which includes the vital ingredient, the state of the mind and of the heart.

3. Many years ago Walter Lippman wrote:

"What is left of our civilization will not be maintained, what has been wrecked will not be restored, by imagining that some new political gadget can be invented, some new political formula improvised, which will save it. Our civilization can be maintained and restored only by remembering and rediscovering the truths and by re-establishing the virtuous habits on which it was founded. There is no use looking into the blank future for some new and fancy revelation of what man needs in order to live."
"The revelation has been made. By it man conquered the jungle about him and the barbarian within him. The elementary principles of work and sacrifice and duty—and the transcendent criteria of truth, justice, and righteousness, and the grace of love and charity—are the things which have made men free."

4. I speak of one of those basic principles.

The illustrious founder of my Alma Mater, Dr. H. H. Cherry, always referred to it as "that other thing."

What is it? Does it mean that there is some spirit that can be invoked or petitioned? Is it some ghost associated with the past? Is it a slogan? An ephemeral embellishment? A cliche?

5. No—it is a dynamic, inspiring force.

6. There is no single adequate synonym, but let me submit that it is ATTITUDE.

The manner in which one approaches a task or a challenge.

It tells us that most of us are entities—frail and vulnerable—and, in a crisis, afraid.

But it also tells us that fright can be subdued, the frailty strengthened, and crisis overcome.
7. It whispers the age-old fact that knowledge struts proudly because it knows so much and that wisdom walks humbly because it knows so little.

8. **Attitude.** Let me tell you an old story--my favorite.

   One man's laying brick;
   Another man is making a living;
   Another man is building a cathedral

9. **This thing called "spirit"**

   How is it created? How is it achieved?

10. If I had to choose one factor above all else, it would be attitude toward others. It is created by the Golden Rule, a part of the greatest creed ever promulgated for one's aspirations, as well as for the civilization of mankind--a creed which is incorporated in all of the great religions of the world.

    For example:

    **Judaism** teaches, "What is hateful to you, do not to your fellow man."

    **Islam** teaches, "No one of you is a believer until he desires for his brother that which he desires for himself."

    **Hinduism** says it this way: "This is the sum of duty: Do naught unto others which would cause you pain if done to you," and

    **Confusianism** has this interpretation: "Do not unto others what you would not have them do unto you"--all prescribing to what
Christianity holds so dear, "Do unto others as you would have others do unto you."

11. This thing called "spirit" is achieved through compassion and kindness.

12. In more than forty years of daily work with every facet of the profession which I represent, I say without reservation that compassion and kindness are the most powerful and dynamic stimulants of the inner spirit and of human relations.

13. Such spirit is not inherited or acquired easily. It comes only from intelligent analysis and premeditated and diligently developed habit, and its quality and strength are tested daily in some manner throughout all of one's lifetime.

14. Compassion--magic from the soul. Give it to your co-workers--to your friends--to your students--to your family. Give it freely, although you receive no compassion in return, for nobody needs it so much as those who have none to give.

The Golden Rule--compassion--kindness. They will help build the spirit that truly makes the master.

15. The beautiful and well-planned physical facilities which we see about
us and which have been yours to use are here because someone cared and dared and had the spirit to create.

Occasionally editorials appear in Kentucky in which presidents of educational institutions like Eastern and Western are referred to as "Empire Builders," and the phrase is not meant to be complimentary. The only empire that I know of that has been created in higher education in our commonwealth is one which has been created for the enlightenment of minds. It came about in Kentucky higher education because the spirit was there and because some people have been willing to work long hours—in scrounging, cajoling, pleading, begging, devising, designing, and dreaming—and because they were dedicated to work and sacrifice and duty of which Lippman wrote.

I have known well Dr. H. L. Donovan, Dr. W. F. O'Donnell, and Dr. Robert R. Martin. For more than forty years I have also known the presidents of the University of Kentucky, Murray, Kentucky State, and Morehead. I was employed by the founder of Western Kentucky University and was an assistant both to him and to my predecessor. I now work intimately with Western President Dr. Dero G. Downing. It has also been my privilege to know all of the presidents of Kentucky private colleges for four decades. Empire Builders? No, just builders—and because of them, Kentucky is vastly richer; and the higher educational opportunities enjoyed by its youth are among the finest in the land.

I believe that without great spirit, this could not have come about; and that without compassion, kindness, and understanding on the part of thousands who were willing to help create for the present and future generations, Kentucky
could not have made its almost unbelievable great leap forward in public higher education—parenthetically, a leap in educational progress which I think time has already proved to be one of the greatest financial bargains for Kentucky in its history.

I have referred to Kentucky's progress in public higher education to illustrate that spirit is a ferment, the magical effect of which is not confined to an individual's personal life.

16. A thing that is called "spirit"—a wonderful thing

17. Finally--

A famous editorial was once written in answer to a doubting little girl. It was headed, "Yes, Virginia, there is a Santa Claus." Yes, members of this graduating class, there is something unique within our grasp that is dynamic and beautiful and inspirational. It cannot be begged, borrowed, or stolen, for it exists only in the hearts of men and women. It is as real as the warming rays of the sun, but as elusive to the physical grasp as is the sunshine of the day or stardust in a clear sky at night.

It is a thing called "spirit." Oh, Lord! Let each of us find as much of it as possible and hold on to it forever.
1. AUGUST 5, 1971--CHANGING TIMES--CHANGING CUSTOMS--CHANGING CONCEPTS. I HAVE FOUND IT DIFFICULT TO DECIDE WHAT TO SAY ON THIS OCCASION AND IN WHAT MANNER TO SAY IT. THEREFORE, I HAVE CHOSEN TO SPEAK OF WHAT I BELIEVE TO BE SIMPLE TRUTHS, VERY OLD INDEED,
AND THEIR APPLICATION TO THE COMPLEXITIES OF OUR DAILY LIVES.

3. MANY YEARS AGO WALTER LIPPMAN WROTE:

"WHAT IS LEFT OF OUR CIVILIZATION WILL NOT BE MAINTAINED, WHAT HAS BEEN WRECKED WILL NOT BE RESTORED, BY IMAGINING THAT SOME NEW POLITICAL GADGET CAN BE INVENTED, SOME NEW POLITICAL FORMULA IMPROVISED, WHICH WILL SAVE IT. OUR CIVILIZATION CAN BE MAINTAINED AND RESTORED ONLY BY REMEMBERING AND
REDISCOVERING THE TRUTHS AND
BY RE-ESTABLISHING THE
VIRTUOUS HABITS ON WHICH IT WAS
FOUNDED. THERE IS NO USE
LOOKING INTO THE BLANK FUTURE
FOR SOME NEW AND FANCY
REVELATION OF WHAT MAN NEEDS
IN ORDER TO LIVE.

"THE REVELATION HAS
BEEN MADE. BY IT MAN
CONQUERED THE JUNGLE ABOUT
HIM AND THE BARBARIAN WITHIN
HIM. THE ELEMENTARY
PRINCIPLES OF WORK AND SACRIFICE AND DUTY—AND THE TRANSCENDENT CRITERIA OF TRUTH, JUSTICE, AND RIGHTEOUSNESS, AND THE GRACE OF LOVE AND CHARITY—ARE THE THINGS WHICH HAVE MADE MEN FREE."

4. I SPEAK OF ONE OF THOSE BASIC PRINCIPLES.

THE ILLUSTRIOUS FOUNDER OF MY ALMA MATER, DR. H. H. CHERRY,
ALWAYS REFERRED TO IT AS "THAT OTHER THING."

WHAT IS IT? DOES IT MEAN THAT THERE IS SOME SPIRIT THAT CAN BE INVOKED OR PETITIONED? IS IT SOME GHOST ASSOCIATED WITH THE PAST? IS IT A SLOGAN? AN EPHEMERAL EMBELLISHMENT? A CLICHE?

5. NO--IT IS A DYNAMIC, INSPIRING FORCE.
6. THERE IS NO SINGLE ADEQUATE SYNONYM, BUT LET ME SUBMIT THAT IT IS ATTITUDE.

THE MANNER IN WHICH ONE APPROACHES A TASK OR A CHALLENGE.

IT TELLS US THAT MOST OF US ARE ENTITIES—FRAIL AND VULNERABLE—AND, IN A CRISIS, AFRAID.

BUT IT ALSO TELLS US THAT FRIGHT CAN BE SUBDUED, THE FRAILTY STRENGTHENED, AND CRISIS OVERCOME.
7. IT WHISPERS THE AGE-OLD FACT THAT KNOWLEDGE STRUTS PROUDLY BECAUSE IT KNOWS SO MUCH AND THAT WISDOM WALKS HUMBLY BECAUSE IT KNOWS SO LITTLE.

8. ATTITUDE. LET ME TELL YOU AN OLD STORY--MY FAVORITE.

ONE MAN'S LAYING BRICK;

ANOTHER MAN IS MAKING A LIVING;

ANOTHER MAN IS BUILDING A CATHEDRAL
9. THIS THING CALLED "SPIRIT"

HOW IS IT CREATED? HOW IS IT ACHIEVED?

10. IF I HAD TO CHOOSE ONE FACTOR ABOVE ALL ELSE, IT WOULD BE ATTITUDE TOWARD OTHERS. IT IS CREATED BY THE GOLDEN RULE, A PART OF THE GREATEST CREED EVER PROMULGATED FOR ONE'S ASPIRATIONS, AS WELL AS FOR THE CIVILIZATION OF MANKIND--A CREED WHICH IS
INCORPORATED IN ALL OF THE GREAT RELIGIONS OF THE WORLD. FOR EXAMPLE:

**Judaism Teaches**, "What is hateful to you, do not to your fellow man."

**Islam Teaches**, "No one of you is a believer until he desires for his brother that which he desires for himself."

**Hinduism Says it This Way**: "This is the sum of duty:
DO NAUGHT UNTO OTHERS WHICH WOULD CAUSE YOU PAIN IF DONE TO YOU," AND

CONFUSIANISM HAS THIS INTERPRETATION: "DO NOT UNTO OTHERS WHAT YOU WOULD NOT HAVE THEM DO UNTO YOU"--ALL PRESCRIBING TO WHAT CHRISTIANITY HOLDS SO DEAR, "DO UNTO OTHERS AS YOU WOULD HAVE OTHERS DO UNTO YOU."
11. THIS THING CALLED "SPIRIT" IS ACHIEVED THROUGH COMPASSION AND KINDNESS.

12. IN MORE THAN FORTY YEARS OF DAILY WORK WITH EVERY FACET OF THE PROFESSION WHICH I REPRESENT, I SAY WITHOUT RESERVATION THAT COMPASSION AND KINDNESS ARE THE MOST POWERFUL AND DYNAMIC STIMULANTS OF THE INNER SPIRIT AND OF HUMAN RELATIONS.
13. SUCH SPIRIT IS NOT INHERITED OR ACQUIRED EASILY. IT COMES ONLY FROM INTELLIGENT ANALYSIS AND PREMEDITATED AND DILIGENTLY DEVELOPED HABIT, AND ITS QUALITY AND STRENGTH ARE TESTED DAILY IN SOME MANNER THROUGHOUT ALL OF ONE'S LIFETIME.

14. COMPASSION--MAGIC FROM THE SOUL. GIVE IT TO YOUR CO-WORKERS--TO YOUR FRIENDS--TO YOUR STUDENTS--TO YOUR FAMILY. GIVE IT
FREELY, ALTHOUGH YOU RECEIVE NO COMPASSION IN RETURN, FOR NOBODY NEEDS IT SO MUCH AS THOSE WHO HAVE NONE TO GIVE.

THE GOLDEN RULE--COMPASSION--KINDNESS. THEY WILL HELP BUILD THE SPIRIT THAT TRULY MAKES THE MASTER.

15. THE BEAUTIFUL AND WELL-PLANNED PHYSICAL FACILITIES WHICH ON THIS CAMPUS WE SEE ABOUT US AND WHICH HAVE
BEEN YOURS TO USE ARE HERE BECAUSE SOMEONE CARED AND DARED AND HAD THE SPIRIT TO CREATE.

OCCASIONALLY EDITORIALS APPEAR IN KENTUCKY IN WHICH PRESIDENTS OF EDUCATIONAL INSTITUTIONS LIKE EASTERN AND WESTERN ARE REFERRED TO AS "EMPIRE BUILDERS," AND THE PHRASE IS NOT MEANT TO BE COMPLIMENTARY. THE ONLY EMPIRE THAT I KNOW OF THAT HAS BEEN CREATED IN HIGHER EDUCATION IN OUR COMMONWEALTH IS
ONE WHICH HAS BEEN CREATED FOR THE ENLIGHTENMENT OF MINDS. IT CAME ABOUT IN KENTUCKY HIGHER EDUCATION BECAUSE THE SPIRIT WAS THERE AND BECAUSE SOME PEOPLE HAVE BEEN WILLING TO WORK LONG HOURS--IN SCROUNGING, CAJOLING, PLEADING, BEGGING, DEVISING, DESIGNING, AND DREAMING--AND BECAUSE THEY WERE DEDICATED TO WORK AND SACRIFICE AND DUTY OF WHICH LIPPMAN WROTE.
I HAVE KNOWN WELL DR. H. L. DONOVAN, DR. W. F. O'DONNELL, AND DR. ROBERT R. MARTIN. FOR MORE THAN FORTY YEARS I HAVE ALSO KNOWN THE PRESIDENTS OF THE UNIVERSITY OF KENTUCKY, MURRAY, KENTUCKY STATE AND MOREHEAD. I WAS EMPLOYED BY THE FOUNDER OF WESTERN KENTUCKY UNIVERSITY AND WAS AN ASSISTANT BOTH TO HIM AND TO MY PREDECESSOR. I NOW WORK CLOSELY WITH MY SUCCESSOR, DR. DERO DOWNING. IT HAS ALSO BEEN MY PRIVILEGE TO KNOW
ALL OF THE PRESIDENTS OF KENTUCKY PRIVATE COLLEGES FOR FOUR DECADES.

EMPIRE BUILDERS? NO--NOT ONE--JUST BUILDERS--AND BECAUSE OF THEM, KENTUCKY IS VASTLY RICHER; AND THE HIGHER EDUCATIONAL OPPORTUNITIES ENJOYED BY ITS YOUTH ARE AMONG THE FINEST IN THE LAND.

I BELIEVE THAT WITHOUT GREAT SPIRIT, THIS COULD NOT HAVE COME ABOUT; AND THAT WITHOUT COMPASSION, KINDNESS, AND UNDERSTANDING ON THE PART OF THOUSANDS.
WHO WERE WILLING TO HELP CREATE
FOR THE PRESENT AND FUTURE
GENERATIONS, KENTUCKY COULD NOT
HAVE MADE ITS ALMOST UNBELIEVABLE
GREAT LEAP FORWARD IN PUBLIC
HIGHER EDUCATION—PARENTHETICALLY
A LEAP IN EDUCATIONAL PROGRESS
WHICH I THINK TIME HAS ALREADY
PROVED TO BE ONE OF THE GREATEST
FINANCIAL BARGAINS FOR KENTUCKY
IN ITS HISTORY.

I HAVE REFERRED TO
KENTUCKY'S PROGRESS IN PUBLIC
HIGHER EDUCATION TO ILLUSTRATE THAT SPIRIT IS A FERMENT, THE MAGICAL EFFECT OF WHICH IS NOT CONFINED TO AN INDIVIDUAL'S PERSONAL LIFE.

16. A THING THAT IS CALLED "SPIRIT"--A WONDERFUL THING

17. FINALLY--A FAMOUS EDITORIAL WAS ONCE WRITTEN IN ANSWER TO A DOUBTING LITTLE GIRL. IT WAS
HEADED, "YES, VIRGINIA, THERE IS A SANTA CLAUS." YES, MEMBERS OF THIS GRADUATING CLASS, THERE IS SOMETHING UNIQUE WITHIN OUR GRASP THAT IS DYNAMIC AND BEAUTIFUL AND INSPIRATIONAL. IT CANNOT BE BEGGED, BORROWED, OR STOLEN, FOR IT EXISTS ONLY IN THE HEARTS OF MEN AND WOMEN. IT IS AS REAL AS THE WARMING RAYS OF THE SUN, BUT AS ELUSIVE TO THE PHYSICAL GRASP AS IS THE SUNSHINE OF THE DAY OR STARDUST IN A CLEAR SKY AT NIGHT.
IT IS A THING CALLED "SPIRIT."

OH, LORD! LET EACH OF US FIND AS MUCH OF IT AS POSSIBLE AND HOLD ON TO IT FOREVER.