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Henry M. Bates
University of Michigan Law School

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A STATEMENT TO THE ALUMNI

BY THE CHAIRMAN OF THE CAMPAIGN COMMITTEE

Plans are now complete for the demonstration by Michigan alumni of their loyalty to and interest in their Alma Mater. Michigan has never before called upon all of her former students to help her in any great movement for the benefit of the entire University. It has required some all comprehending movement like the Union to afford this opportunity, but now the time and the opportunity are at hand, when Michigan men may put their shoulders to the wheel and carry through a project, which "Prexy" Angell, President Hutchins, the Board of Regents, the Senate Council and the Alumni Association have all declared to be the most urgent, the most helpful and the most important possible addition to the life and usefulness of our University.

There have been many evidences during recent years of a rising tide of interest in our great University and all that it stands for. Individual alumni have made handsome gifts of great value, but never before has there been a project before us, which would enable all Michigan men to contribute to a cause, in which all may take a personal interest and which every officer and every official body of the University has declared to be of the utmost importance in enlarging the usefulness of the University and the enriching of its educational, social and moral life.

Will Michigan alumni show themselves equal to the opportunity, which is before them, and will they demonstrate that their loyalty to their Alma Mater is as great as that of the alumni of other colleges and universities to those institutions? Consider for a moment what has been done by the alumni of Harvard, Yale, Princeton, Cornell and Pennsylvania, for example. It is safe to say that there have been single years when the alumni of Harvard and Yale have given more to their respective institutions than Michigan is now asking of its alumni at the end of over seventy-five years of its existence, to give today. Friends, other than the founder of the young University of Chicago, have given year by year to that institution more than we are asking of our forty thousand alumni as the tribute of three-quarters of a century to our own University. The little Stevens Institute with about two thousand alumni and only a few hundred students, has recently raised over $1,300,000.00. Wellesley College for Women, with comparatively few alumnae, recently undertook to raise about $1,000,000.00 and promptly over-subscribed the amount by three-quarters of a million or more, and is now going on to increase its gift from alumnae to $5,000,000.00. Instances of this kind might be multiplied. Every Michigan alumnus is familiar with munificent gifts from individual alumni and from alumni associations to their institutions. Are we wanting in equal loyalty to our own institution? Are recent expressions of interest and of a desire to help mere rhetorical or sentimental flourishes? Happily, there seems sound reason for believing that Michigan alumni, given the opportunity, will prove themselves in proportion to their means, as loyal as are the sons and daughters of other colleges and universities to their institutions.
The time is ripe now to press our campaign for funds for a new Union building. The country is rapidly recovering from the financial depression, which caused us to postpone the campaign planned for last fall. Despite some disturbance in business affairs, the country was never sounder financially in all essentials than it is today. Our extraordinary export trade has brought, and will continue to bring millions of dollars to this country, and ultimately these millions must be distributed throughout the nation. In the University we have had a long period of growth in numbers of students and in richness of opportunity, but this has not been accompanied by a corresponding increase in our material equipment. Now is the time to make up this deficiency.

Plans for the campaign have been carefully matured. It will be conducted by a committee raised by a conference of the Regents, alumni and members of the Union. The actual direction of the details of the campaign will be in the hands of Mr. Homer L. Heath, working in conjunction with this committee. Committees of alumni have been appointed in every important alumni center throughout the country. Graduates of the University will visit every center during the coming summer to explain the needs of the Union and to assist the local committees in raising funds. Through The Alumnus and the publication known as "Campus News Notes", committee-men especially have been kept informed as to the progress of matters here. A great mass meeting for students will be held in May and another for alumni at Commencement time. During the summer, other details of organization will be planned and set in motion throughout the country, and indeed throughout the world wherever our alumni are. And in the fall, the work of the actual solicitation of funds or subscription will be begun simultaneously throughout the country and every alumnus will be asked to contribute to this great cause. Every precaution has been taken to safeguard these funds in every way and to insure to subscribers that their gifts will be safely cared for in the hands of officials responsible to the University. The fidelity of any person who may handle any of the funds is assured not only by careful inspection of his record, but by bond given for the faithful performance of his duties.

Will you do your share to help push forward this important movement in our great University life? Will you help show that Michigan alumni are as loyal, as appreciative, as grateful and as helpful as the alumni of any other institution? Will you join us in carrying to completion a cause, which our beloved ex-President and President Hutchins, all of the officers and official bodies of the University have assured you is the greatest cause, which has ever been presented to Michigan alumni? We confidently expect you to answer all these questions in the affirmative. Let us make life better for our students, richer and better worth living, let us create a great center for the many and diversified activities of our cosmopolitan life, let us build an adequate home for returning alumni, let us build a great memorial to Dr. Angell, and let us make it possible for him to enjoy this demonstration of Michigan's greatness and of her appreciation of him.

Henry M. Bates, '90,
Chairman Campaign Committee.