

From the STACKS

Vol. I No. 1

Honoring the past through the *Alabama Alumni Magazine* archives



Since its establishment in 1831, The University of Alabama has steadily adapted to advancing technologies, a changing culture and a growing student body. This issue compiles a collection of advertisements from the pages of the alumni magazine reflecting lifestyles through the decades.

Editor: Caroline Gwaltney Designer: Wayne Grayson
Manager of Publications: Janice Fink

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The 1910s

C. B. VERNER, President
 W. F. FITTS, Jr., Active Vice-Pres't
 G. W. CHRISTIAN, Vice-President

GLENN FOSTER, Cashier
 GEO. D. JOHNSTON, Asst. Cashier

The Merchants Bank & Trust Co.

CAPITAL STOCK \$250,000.00

TUSCALOOSA, ALABAMA

University of Alabama

Capstone of the Public School System of Alabama

Modern Buildings and Equipment

One Hundred Instructors

ONE THOUSAND SEVEN HUNDRED AND FIFTY STUDENTS

All friends of higher education are invited to consider the impartial and expert classification of the University of Alabama by the National Bureau of Education at Washington, and by the Carnegie Foundation at New York, the only recognized standardizing agencies of the country, President Pritchett, of the Carnegie Foundation, in referring to the academic department, characterizes the work as "of the first grade," while the engineering school is described as "of standard excellence." :: :: :: ::

EXPENSES EXTREMELY LOW

FOR CATALOGUE, ADDRESS

President GEO. H. DENNY, M. A., Ph. D., LL. D., D. C. E.
 University, Alabama.

The Rise of Modernity

The 1910s was a decade of great change for the United States, when the country came of age. It was during this time that it was first considered a world leader. Many of the issues of the early 1900s are ones we face today, including the escalation of immigration and poverty, labor and monopoly battles, work safety and child labor problems. World War I, the first "war to end all wars," raged. At UA, cornerstone ceremonies for Smith Hall marked the beginning of the Greater University construction. Comer Hall and Morgan Hall were completed in 1910 and 1911. Uniforms and drills became a commonplace aspect of campus life in 1916 when the ROTC was established, and eligible males on campus began being drafted into the U.S. military in 1918.

WM D. JELKS
CHAIRMAN
OF BOARD

Protective

LIFE INSURANCE CO.
BIRMINGHAM, ALABAMA.
"A SOUTHERN COMPANY GROWING LIKE THE SOUTH"

S. F. CLABAUGH
PRESIDENT

PHONE 72

CENTRAL DRUG Co.

H. B. MCGAHEY, PROP.

2315 BROAD STREET

CARE ACCURACY
PURE DRUGS R SERVICE

C. W. Lewis Furniture Co.

THE LARGEST AND ONLY EXCLUSIVE
FURNITURE HOUSE IN THE CITY

Cor. Sixth Street & 23rd Ave. Telephone Number 144

The 1920s

BROMBERG & CO.

—
*South's Leading
Jewelers*
—

218 North Twentieth Street

BIRMINGHAM

A Tremendous Time

The 1920s were not only a time of tremendous change in America but also at the Capstone. While some may think of the 20s as the lull between the end of the Great War and the Stock Market Crash, these were years of excitement for the campus.

The football program rose to national prominence under head coach Wallace Wade in 1926, with its first Rose Bowl victory and undefeated season. Dr. George Denny was in the first decade of presidency at the University and led the institution through a period of phenomenal physical growth. The decade saw a steady move from an agrarian to an industrial economy, and UA responded with more programs in engineering and business. Fraternities, sororities and athletics flourished. Women's enrollment rose, especially with the passing of the 19th amendment, and the first recreational and housing facilities exclusively for women were constructed.

UNIVERSITY OF ALABAMA

—
Capstone of the Public
School System of
Alabama
—

MODERN BUILDINGS AND
EQUIPMENT
—

MILITARY TRAINING;
R. O. T. C.
—

Expenses Extremely Low
—

For Catalogue, Address
President GEO. H. DENNY,
M. A., Ph. D., LL. D., D. C. L.
University, Alabama



Style! Quality! Service!

PORTER'S
Aberdeen
CLOTHES
\$25
SUITS
O'COATS - TUXEDOS

PORTER'S
Kerry Keith
REG. U. S. PAT. OFF.
CLOTHES
\$45
TWO TROUSER SUITS.
O'COATS - TUXEDOS

While style is the keynote of these two feature lines of clothes, we haven't let the moderate prices interfere in the least with our usual high standard of quality. That's a thing taken for granted wherever you find the Porter Label.

Others From \$35 to \$85

Porter Clothing Co.

Twentieth Street and Third Avenue

BIRMINGHAM, ALA.

The 1930s

Merry Christmas Everybody...

...and to everybody more smoking pleasure

Chesterfield Cigarettes in their attractive Christmas cartons appeal to everyone. Their refreshing mildness and better taste give smokers everywhere more pleasure.

Chesterfield They Satisfy

Copyright 1936, LAGUETT & METZEL TOBACCO CO.

Take a Ride

... across this page and then across town in the
NEW 1936 CHEVROLET

NO DRAFT VENTILATION
Take a ride in the new Chevrolet for 1936. Notice, first of all, the greater luxury, luxury and more hospitable conduct of its Turret Top Body with Fisher No Draft Ventilation. It's the smarter, safer body and, of course, it's exclusive to Chevrolet in its price range.

TURRET TOP
Next, examine the Solid Steel one-piece Turret Top. This top puts the safety of solid seamless steel over your head... stiffens and reinforces the entire body structure... beautifies and identifies the modern car... and it, too, is exclusive to Chevrolet in its field.

HIGH-COMPRESSION ENGINE
Now start Chevrolet's High-Compression Valve-in-Head Engine. The most economical of all four power plants. Notice how much quicker this new Chevrolet is on the getaway, how much livelier in traffic, how much smoother and more satisfying in all ways on the open road.

KNEE-ACTION RIDE*
Give particular attention to the unmatched smoothness of the gliding Knee-Action Ride*. The softest, smoothest, most comfortable ride ever developed. It's obtainable only with Knee-Action, and Knee-Action is also exclusive to the Master De Luxe Chevrolet in its field.

SHOCKPROOF STEERING*
Notice, too, how perfectly steady and vibrationless the steering wheel is at all times. How much simpler and easier it is to drive and park this car. That's due to Shockproof Steering*, a direct result of Knee-Action, and another exclusive Chevrolet advantage.

PERFECTED HYDRAULIC BRAKES
Now step on Chevrolet's New Perfected Hydraulic Brakes, as lightly or firmly as you please, and bring the car to a smooth, quick, even stop. You've never felt such super-safe brakes before, and won't today anywhere else, for they're exclusive to Chevrolet in its price range.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
*Available in Master De Luxe models only. Knee-Action, \$20 additional
6% NEW MONEY-SAVING C.M.A.C. TIME PAYMENT PLAN
Compare Chevrolet's low delivered prices and low monthly payments.

ONE RIDE AND YOU'LL NEVER BE SATISFIED UNTIL YOU OWN
The only complete low-priced car

A GENERAL MOTORS VALUE

Crash! Then Recovery

The Wall Street Crash of 1929 dramatically closed the curtain on the prosperity of the 20s and precipitated the greatest economic decline in U.S. history. In 1929, only 3 percent of Americans were without a job, but by 1933, the unemployment rate had risen to 25 percent. It was not until 1940, with the outbreak of war in Europe and the simultaneous military buildup in America, that the nation's economic fortunes improved and the Great Depression slid into history. On campus, the Alabama Union, now Reese Phifer Hall, was completed in 1930, and the Alabama football team picked up three more Rose Bowl titles in 1931, 1935 and 1938. The elephant also became its unofficial mascot. An *Atlanta Journal* sportswriter reported in his column that when Coach Wade finally sent in the first-string team during the Alabama-Ole Miss game, "the earth started to tremble," and a fan called from the stands, "Hold your horses, the elephants are coming."

THE 1940s



"Silk Stockings in the Morning? Imagine!"

SILK stockings a luxury? Not today, but they were 25 years ago. So was an automobile, and a telephone. An incandescent lamp—not half so good as the one you now get for 15 cents—then cost more than twice as much. And you couldn't buy a radio or an electric refrigerator for love or money.

These are only a few of the things we accept today as commonplace. We expect wide, smooth, well-lighted streets. We want automatic heat in our homes; we clean our rugs with vacuum cleaners. When we go to the dentist we expect him to use an electric drill; we accept without comment an X-ray examination as part of a medical check-up. Luxuries? Not at all; they're part of the American standard of living.

How did they become common in so time? Not by some sudden change in our habits. It was through years of steady progress by American industry—scientists, engineers, and skilled workmen developing new methods of improving them, learning to make them less expensive so that more millions of people could enjoy them. And so, imperceptibly, our habits have changed to necessities.

More than any other one thing, the use of electricity in industry has helped our progress. For more than 60 years, General Electric men and women have pioneered in making electricity more useful to the American people. They have led in creating More Goods for People at Less Cost.

General Electric research and engineering have saved the public from ten to one hundred dollars for every dollar they have earned for General Electric.

GENERAL ELECTRIC



"Ma Says It Tastes of Coal Oil!"

MA IS probably right. The clerk who had to fit shoes and horse collars, measure out nails and pry, and draw kerosene couldn't always stop to wash his hands before he handled the butter and crackers. And every so often the potato on the spout of the oil can would joggle off.

which occupied our parents' time are now only memories, we have more opportunities for enjoying life to the full.

Practically every industry in America has helped to bring about this progress. And every industry, in doing so, has made use of the electric light.

"The South's Greatest College Magazine"

Spreading

'BAMA'S FAME

far and wide

BY MAIL
\$1.00
A YEAR

The RAMMER-JAMMER is one of the most vital publications of the University, for not only does it reach the entire student body, but it goes into the homes of their parents, it is mailed to editors of the nation's leading magazines, alumni, school libraries, and to executives in every business who wish to keep a finger on the pulse of undergraduate activity (and an ad in the profitable collegiate market) . . . The RAMMER-JAMMER offers you more for your advertising dollar than any other magazine in this field.*

THE Alabama Rammer-Jammer

** (You'll like the RAM for just sheer reading pleasure, too!)*

Editor—EDWIN H. GINN, '41

Business Manager—SAM F. CRABTREE, '41

A Nation at War

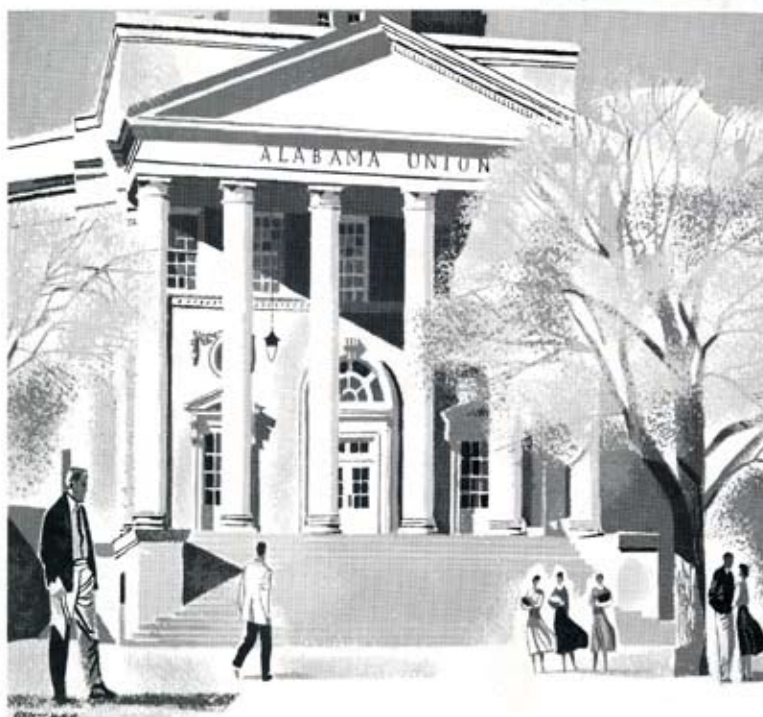
The 1940s were dominated by World War II. European artists and intellectuals fled Hitler and the Holocaust, bringing to our shores new ideas created through disillusionment. War production pulled the country out of the Great Depression. Workers were needed in the factories and businesses to replace men who had gone off to war, and so the first great exodus of women from the home to the workplace began. As veterans returned home, the GI Bill allowed more men than ever before to get a college education. Women had to give up their jobs to their returning husbands, but they had tasted independence. During the war years, women's enrollment at UA steadily rose. In 1944, the University awarded degrees to 152 men and 241 women.

The 1950s

The Boom Begins

The end of World War II brought thousands of young servicemen home to pick up their lives and start new families in new homes with new jobs. With an energy never before experienced, industry expanded to meet peacetime needs. Americans began buying goods not available during the war, which created corporate expansion and jobs. Growth could be seen everywhere, and the baby boom was underway. The 1950s saw U.S. Senator Joseph McCarthy in televised hearings focusing on Communism, the first domestic jet-airline passenger service and Alaska and Hawaii become the 49th and 50th states. In 1954, racial segregation was ruled unconstitutional by the Supreme Court, and in 1956, the first black student came to The University of Alabama. The admittance of Autherine Lucy resulted in chaos as riots broke out across campus and made headlines around the world. As a result, Lucy was suspended from the University for her safety. She returned to campus in 1992 and earned her master's degree in elementary education. Today, her portrait hangs in the Ferguson Center on campus.

this message sponsored by Beloit Iron Works, Beloit, Wisconsin
makers of high-speed, high-production paper machinery since 1858



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**technical
training today
for better
papermaking
tomorrow**

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One of a series depicting institutions that offer academic training in the technical phases of the Pulp and Paper Industry.

At Your SUPE STORE

Sweat Shirts

"Alabama" with seal in front

Juvenile	1.95 p.p. tax inc.
Boys'	2.25 p.p. tax inc.
Men's	3.00 p.p. tax inc.

T Shirts

"Alabama" with seal in front

Juvenile	1.25 p.p. tax inc.
Boys'	1.25 p.p. tax inc.
Men's	1.35 p.p. tax inc.

Large Mug

6 inches High

Alabama seal on side 2.50 p.p.
tax inc.

Dinner Bell

Alabama seal on handle 1.25 p.p.
tax inc.

Send orders to:

**UNIVERSITY
SUPPLY STORE**
University, Alabama

Owned and operated by the University

The 1960s



YEA ALABAMA!
UNIVERSITY OF ALABAMA "MILLION DOLLAR" BAND
DIRECTED BY COL. CARLTON K. BUTLER
UNIVERSITY SINGERS
DIRECTED BY KENNETH L. NELSON

SIDE ONE

YEA ALABAMA!
MILLION DOLLAR BAND MARCH
SONG OF THE CRIMSON TIDE
DIXIE FANTASY
ALABAMA (State Song)

SIDE TWO

MARCH OF TRIUMPH (Fight Alabama)
MISS ALABAMA
CAPSTONE COLONEL MARCH
ALMA MATER

Sponsored by the
University of Alabama National Alumni Association

Musical Arrangements—STEVE SAMPLE
Cover Artwork—RICHARD BROUGH
Recorded by CENTURY Custom Recording
T. A. Britton, Jr.—Recording Engineer

University Supply Store
Drawer E
University, Alabama 35486

Please send me:

_____ Hi-Fi Records @ 4.00 \$ _____

_____ Stereo Records @ 5.25 \$ _____

(Above prices include mailing carton, postage and sales tax)

Total Check Enclosed - - - - \$ _____

Name _____

Address _____

(City) (State) (Zip Code)

Demand for Change

The 60s were the age of youth, as 70 million children from the post-war baby boom became teenagers and young adults. The movement away from the conservative 50s continued, resulting in revolutionary ways of thinking and a marked shift in the cultural fabric of American life. No longer content to be images of the generation ahead of them, young people wanted change. Their views affected education, values, lifestyles, laws and entertainment. Perhaps one of the most recognized University events occurred in 1963 when Gov. George Wallace blocked the door of Foster Auditorium to prevent black students James Hood and Vivian Malone from registering for classes at The University of Alabama. The strides in equal opportunity since that event were celebrated at its 50th anniversary with the Opening Doors Celebration in 2003.

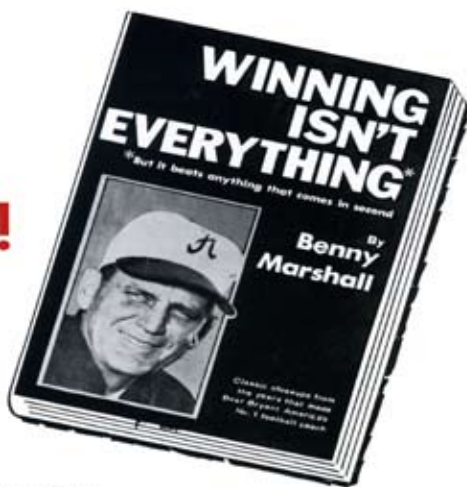
It HAD to be written
... and it's a winner

A book about Bear!

AMERICA'S NO. 1 COACH



The author obviously had to be
BENNY MARSHALL
Alabama's No. 1 sports writer



"WINNING ISN'T EVERYTHING" is a delightfully different kind of book for football fans, particularly Crimson Tide fans, and more particularly, Bear Bryant fans. The price is \$3.75 plus 25 cents a book for packaging and postage. ORDER NOW WHILE THE FIRST PRINTING LASTS! (And why not some extra copies for football friends and business associates?)

Send check or money order to:

BEAR BOOK
Box 577
Birmingham, Alabama

ADV.



Bumper Sticker

Big Size: 14½ x 4"

METAL TAGS—\$1.50 each

2 For

\$1

In Alabama Iridescent Colors!

Attach name, address to your personal check and mail to ...

McBride Sign Company
P. O. Box 5713 Birmingham 9, Ala.

The 1970s

BY MAIL FROM

The University Supply Store



BOTTOM ROW, left to right:

Glassware with "Alabama" and University seal:	
Glass mug	\$1.15
Highball glass	\$.80
Old-fashioned glass	\$.85
Shot glass	\$.60
Roly poly glass	\$.90
Pewter mug	\$5.00
Red and white felt football	\$2.65
Sweatshirt, red with white lettering:	
Long sleeved:	
Adult (S, M, L, XL)	\$3.50
Child (10, 12, 14, 16)	\$3.00
Child (2, 4, 6, 8)	\$2.25
Short sleeved:	
Adult (S, M, L, XL)	\$3.25
White tee shirt with red lettering:	
Adult (S, M, L, XL)	\$2.25
Child (10, 12, 14, 16)	\$1.65
Child (2, 4, 6, 8)	\$1.40

SECOND ROW, left to right:

Red University banner (12" X 24") with white lettering	\$2.60
University plate (red on white)	\$1.75
Alabama seal plate	\$1.00

THIRD ROW, left to right:

Red plastic bookends	\$1.00
Small pennant (3" X 9")	\$.35
Red felt pin cushion	\$.75
"Bear Bryant" cap	\$2.95
White ceramic mug, trimmed with gold lettering	\$2.25
White coffee cup, trimmed with gold lettering	\$1.05

TOP ROW, left to right:

"Bama" pennant	\$1.70
Red and white 100% nylon pile rug (24" X 36")	\$5.85
Alabama pennant	\$2.60

MAIL ORDER TO: University Supply Store
The University of Alabama
University, Alabama 35486

Please enclose an additional \$1.10 for mailing. When ordering glassware and mugs postage will be \$1.35. Alabama residents also add 4% for sales tax on all orders.

Culture Craze

The chaotic events of the 60s, including war and social change, seemed destined to continue in the 70s. Major trends included a growing mistrust of government, advances in civil rights, increased influence of the women's movement, a heightened concern for the environment and increased space exploration. Many of the "radical" ideas of the previous decade gained wider acceptance, and were mainstreamed into everyday life and culture. Amid the Vietnam War, social realignment and presidential impeachment proceedings, American culture flourished. The events of the times became the inspiration for much of the music, literature, entertainment and even fashion of the decade. One of the most notable changes that occurred at The University of Alabama was the recruitment of African-American football players by coach Paul "Bear" Bryant, reflecting one of the sweeping changes brought about by the Civil Rights Movement.

The University of Alabama
ALUMNI NEWS
P.O. Box 1928
University, AL 35486



First Official University of Alabama Blazer

These Crimson jackets of 100% dacron polyester feature gold plated metal buttons and a detachable crest of the official Alabama seal. In traditional current fashion, the blazers are styled with flap pockets and a center vent. The men's and ladies' blazers are specially priced through the National Alumni Association at \$89.95, with active (contributing) alumni receiving a \$10 discount. Ladies' blazers come in sizes 8 to 18 with men's in short (37 to 44) regular (36 to 50), long (38 to 50), and extra long (38-50). Order today.



**Give a Dollar,
Sponsor a Scholar**

Did you ever stop to think where the National Alumni Association gets the \$80,000 to support its three scholarship programs? It's simple. We depend on contributions like yours. But we need more of your involvement in our scholarship programs. You can sponsor a scholar for one year by contributing either \$250 for an Alumni Leadership Scholarship or \$500 for our Alumni Honors Scholarships. Dollars for scholars is an investment in the leaders of tomorrow. So give a dollar and sponsor a scholar.

The 1980s



Fast Forward

The 1980s became known as the Me! Me! Me! generation of status seeking. Hostile takeovers, leveraged buyouts and mega-mergers spawned a new breed of billionaire. Donald Trump, Leona Helmsley and Ivan Boesky iconized the meteoric rise and fall of the rich and famous. *Forbes'* list of the 400 richest people became more important than its 500 largest companies. Binge buying and credit became a way of life and "Shop 'til you Drop" as its motto. Labels were everything, even for our children. Tom Wolfe dubbed the baby-boomers as the "splurge generation." Video games, aerobics, minivans, camcorders and talk shows became part of our lives. The decade began with double-digit inflation, Reagan declared a war on drugs, Kermit didn't find it easy to be green, hospital costs rose and we lost some of our finest talents to AIDS. Internationally, at the end of the decade the Berlin Wall was removed, ushering in changes for the decade to come. The University, led by President Joab Thomas, set goals to become a first-quality major research university with an emphasis on academic quality. The campus and the world were moving forward.



JUST GETTING BY LATELY?

Here we have Bama Joe, and once again things are not going right. Work just piles up because he does only enough to get by. And he gives only enough to the Alumni Fund to get by. All the other alums are giving more and more because they know about the many services their contributions support: scholarships, chapter meetings, record keeping, homecoming, A-Day, faculty awards, **Alumni News**, **Alumni Bulletin**, and many other services too numerous to mention. Don't be like Bama Joe and give just the minimum requirement year after year, just to get by . . .

Do more than your share . . . upgrade your contribution to the Alumni Fund today.



The 1990s

Show Your True Colors.



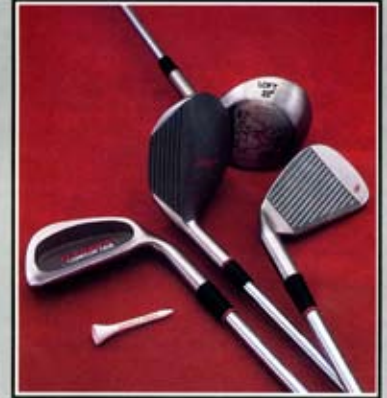
Purchase with pride . . . carry the genuine Crimson Pride MasterCard!

Here's a great opportunity for all University of Alabama alumni and friends to show their true colors. And for active alumni members there is no annual fee. Other great advantages of the Crimson Pride MasterCard are:

- No interest on purchases paid off promptly
- Competitive 15.5% interest rate
- \$250,000 travel accident insurance
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- 24-hour travelers message center

For more information or to receive an application please contact any branch of First Alabama Bank or call Toll-free 1-800-223-1859.

CRIMSON TIDE GOLF CLUBS



\$475.00

HIGHEST QUALITY COMPONENTS

- Available for:
- Individual Alumni Purchase
 - Local Chapter Fund Raisers
 - Immediate Delivery
 - Satisfaction Guaranteed

Approved and licensed by the University of Alabama

Contact: University Golf, LTD.
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Chesapeake, VA 23320
1-800-626-6312
MasterCard and Visa

See Jim Kenny at Alumni Hall for a swing of the Crimson Tide Golf Clubs.

UNIVERSITY OF ALABAMA CHECKS

These two rotating designs are manufactured with the highest standards. FREE vinyl checkbook cover, check register and deposit tickets with every check order. ONLY



\$9.95 Plus shipping & handling



Leather Checkbook Covers

This attractive leather checkbook cover is the perfect way to showcase your university checks! The embossed top grain cowhide announces your passion for your school. Please check black or brown on order form. Only \$19.95 plus \$1.00 shipping and handling

Call Today! 1-800-239-9222

43002137 ORDER FORM 004

How to Order

1. Enclose reorder form or voided check from existing supply, noting any changes.
2. Include deposit slip from existing check supply.
3. Choose payment method: a) check payable to Designer Checks or b) credit card payment (see order form).
4. Complete the order form and mail with items 1,2,&3 to:

Designer P.O. Box 9000 Anniston, AL 36202-9000

Starting check#: _____ (if different from voided check)

My daytime Phone# _____

Single Checks 1 Box (200) \$9.95 2 Boxes (400) \$18.95

Duplicate Checks 1 Box (150) \$11.95 2 Boxes (300) \$22.95

Payment Check Enclosed

Am Ex MC Visa Exp Date: _____

Card# _____

Name on Credit Card _____

Cardholder Signature _____

Please check that your credit card number has been filled completely.

UNIVERSITY OF ALABAMA - LEATHER CHECKBOOK COVERS: Black or Brown

Amount for checks	\$
Shipping and handling (\$1.00 per box)	\$
Script Type (optional) add \$2.00	\$
Leather checkbook cover \$20.95 (includes shipping & handling)	\$
Alabama residents add 9% sales tax	\$
TOTAL AMOUNT	\$

Member of AMOCA American Mail Order Check Association

The World, Made Smaller

The 1990s ushered in the electronic age. The World Wide Web was born in 1992, changing forever the way we communicate, spend our money and do business. By 1994, 3 million people were online, and by 1998, this figure had increased to 100 million. Internet lingo became the new fad as people like Bill Gates moved into the limelight, and cellular phones first became a hit. At the Capstone, the decade brought a celebration of 100 years of football and the 1992 National Championship. More funding for research, scholarships and facilities became available as UA President Andrew Sorensen exceeded his financial goal with the Campaign for Alabama, resulting in \$224 million to build the University's future.