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

All materials copyrighted to the Alabama Alumni News and the Alabama Alumni Magazine and printed here solely for entertainment purposes. No claims are made as to the validity of the products or services represented.
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.

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.
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.
The 1930s

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 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 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 Atherine 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.
The 1960s

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.

Demand for Change
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 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 iconed 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.
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.