Alonzo Bettis Cox, professor emeritus of marketing, died on December 25, 1968. He was 84.

Professor Cox was born on April 2, 1884, in Enfield, Illinois. He earned bachelors and masters degrees from The University of Texas at Austin in 1911 and 1914, respectively. He was awarded a Ph.D. from the University of Wisconsin in 1920.

He served as president of Abilene Christian University in 1911-12. He worked with Texas A&M University, where he was in charge of the Division of Farm and Ranch Economics. He worked with the United States Department of Agriculture, directing cotton marketing research. In 1924-25 he served in Europe as an agricultural economist for the department.

Professor Cox joined the faculty of UT Austin in 1926, and retired in 1957. In 1926 the Bureau of Business Research was established with Cox serving as its director until 1945. Cox then created the Cotton Economic Research Center (CER). The center became internationally acclaimed under his leadership for a worldwide program that standardized scientific cotton testing. The CER eventually became part of what is now known as the Natural Fibers Information Center.

In 1927 Professor Cox organized and chaired the Texas Cotton Committee, a policy-making group. In 1939 he worked with the Texas Cotton Research Congress. In 1942 he assisted the Texas Statewide Cotton Committee in preparing the "Charter for Cotton," which established economic principles governing the cotton industry.

Professor Cox served on the State Intercollegiate Schools of Business Administration Committee. He also served on the Texas Postwar Planning Commission and as a consultant on cotton price fixing for the U.S. government.

Professor Cox authored or coauthored An Economic Study of a Typical Ranching Area on the Edwards Plateau of Texas (1922), The Cottonseed Crushing Industry of Texas in its National Setting (1949), and Cotton-Demand-Supply-Merchandising (1952).

Professor Cox addressed the International Cotton Congress on three occasions, in Prague in 1933 and in Cairo in 1937 and 1951.

In 1987 the University dedicated the A. B. Cox Memorial Library in his honor. The library contained approximately 1,000 volumes dating from 1847 to 1950 and included a rare collection of books on cotton as well as Professor Cox's papers. In 2000 these books became part of the University of Texas General Libraries collection, and Professor Cox’s papers are archived in the Natural Fibers Information Center.

Sue Alexander Greninger, Secretary
The General Faculty

Original biographical sketch found in the Documents of the General Faculty on page D 1071. Revisions made on May 23, 2005, with input from Julie Apodaca, director, Natural Fibers Information Center. Additional biographical sources can be found in Barker Texas History Center and the New Handbook of Texas, Texas State Historical Association, 1996.