

First President of Texas Tech to Push Development of Natural Resources

Dr. Paul Whitefield Horn, recently selected as the first president of the Texas Technological College at Lubbock, has long occupied a position of prominence among the educators of the Southwest, and by reason of these years of experience is peculiarly fitted for the fine-grained task ahead of him.

The position of an intellectual mentor is not always an easy one. When the shaping of destiny, for this and coming generations, so long as such a destiny will guide willing and trained technical men into the leadership of an age-old industry new to this section, is to rest on the shoulders of one man, there is much to be considered in the selection of such a leader.

Dr. Horn was born in Boonville, Mo., April 30th, 1870. He received his early education in Boonville High School; attended Central College at Fayette, Mo., taking his M. A. degree there in 1888. Southwestern and Baylor Universities and Central College also have conferred upon him the degree of LL. D.

For seven years Dr. Horn was superintendent of the Sherman schools and was superintendent of the Houston public schools from 1904 to 1921, when he resigned to become president of the American School of Mexico City. He left that position to become president of Southwestern University at Georgetown, from which position he was elected president of Texas Tech.

Dr. Horn is a member of the National Education Society; the author of "New Century Spelling Book," one of the State adopted books, and a newspaper writer of wide renown, having written exclusively for some of the best known papers in the country.

The qualifications of Dr. Horn are truly qualifications for the work ahead of him which, in a way, is that of a pioneer. Any new venture, even with the backing Texas Tech will have, must be made to live. It is virtually a sowing of efforts that will reap its reward in the fitting of young men to construct factories; the fitting of young men to operate factories, expert in their line—out of a school whose facilities are such that the chasm between theory and practice will be bridged successfully.

It will mean that when these young men have graduated as factory experts, the construction of factories for the use of their talents will be encouraged.

Texas, and all of the Southwest for that matter, feels that Texas Tech, with its enormous possibilities, is a most timely addition to the educational facilities of the State at

"The Hats of Texas"

BY DEMPSTER MURPHY

IN Texas, when they sing "The Eyes of Texas are Upon You," everyone stands and uncovers, tears of pride trickle down many faces, old-timers choke with emotion, and it is considered rank heresy punishable by slow torture and death for visitors from any of the forty-seven other members of the Union to even think that Texas can be equalled, much less excelled. They are a proud lot, down there, who claim for the Lone Star State everything except the Mint, the White House and a few other possessions which seem permanently in the hands of the District of Columbia and the Republican party.

But pride oftentimes does more than parade before a fall. It carries many Texas patriots to amusing extremes, and about the extremest of all is the practice of certain natives, when touring without the borders of their State, to carefully put away in mothballs their Fifth Avenue headpieces—which are proportionately as common on the streets of Dallas and San Antonio and Fort Worth and El Paso as they are on the streets of New York—and start forth to see the world feeling very uncomfortable, but exceedingly patriotic, under monstrosities which Texans of Sam Houston's day knew as "seven gallon Stetsons."

Occasionally, of course, modesty prevails, and a compromise is reached on a four gallon one. But the general effect is the same, and provincial Bostonians, Chicago folk, New Yorkers, Californians, and residents of other places travelers frequent, can always spot a Texan by his hat.

Here is direct-by-mail advertising, but it's advertising with a vengeance. It has a backwash which is not es-

pecially beneficial. Texas, to people who do not travel—and the majority don't—is a place where every man is a cowboy, and wears rather bizarre costumes. For surely, if the average Texan drags along under the weight of an enormous hat when he is away from home, on his health he probably wears fringed buckskin for a shirt, and chaps! Of course, when the Texan gets back to his own country, he dresses like a human being again, but there are many thousands of free white American voters who wouldn't believe it, even if told. For they've seen Texans first hand, and the first hand Texan, abroad, looks much like Buffalo Bill's understudy in search of congenial work.

So why not a movement for legitimate hats for Texas sojourners? The four- and five- and six- and seven-gallon Stetsons are all right in their place, and serve utility purposes in some parts of the State, and for the one-fourth of one per cent of Texans who wear them the year 'round, it is altogether fitting and proper that they carry them when away. Only that sort of Texan never wears that sort of hat when off the ranch. He dresses as he used to dress when he was an undergraduate at Yale or Harvard or Princeton.

It is the other ninety-nine and three-fourths per cent who ought to get right; the butchers and bakers and candlestick makers who never saw a big hat before the time they got ready to make their first outside-of-Texas pilgrimage. It is high time they began to realize that the eyes of Texas are indeed upon them, and if they would only take off those awful hats, they would see that the eyes of Texas, insofar as they were concerned, were lighted not with pride, but with big tears of mortification!

COME TO TEXAS—INVESTIGATE—INVEST



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Governor Neff and Mr. Evans not members of Board.

this time, and the increased interest in textile plants will mean that the graduates of this institution will doubtless fill some of the most important posts in the plants.

Dr. Horn will have a Utilities Committee who will co-ordinate their efforts with the textile and oil and gas committees, looking toward the further development of the two greatest resources of the State, namely, cotton and oil. The personnel of this committee is as follows:

John W. Carpenter, Charman, Dallas; E. H. Kifer, San Antonio; S. R. Bertron, Jr., Houston; C. S. Dawley, Dallas; R. J. Irvine, Jacksonville; A. J. Duncan, Fort Worth; M. T. Walker, Beaumont; P. A. Rogers, Wichita Falls; Paul E. Nichols, Galveston.

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Dr. Horn will assume his duties as president of Tech on January 1st, 1924. He will have a conference with three of the regents who reside in the vicinity of Lubbock at an early date. These members are C. B. Jones, of Spur; Dr. J. E. Nunn, of Amarillo, and R. E. Underwood, of Plainview.

New Texas Magazine

"Texas Opportunities" is the name of a new monthly magazine published by the Texas Opportunities Publishing Company at Dallas, devoted to the advancement of the State commercially, industrially and agriculturally. The leading articles of the September number deal with the importance of the new Mexico to Texas and the advancement of the "Textilizing Texas" program of the Texas

Chamber of Commerce. The magazine displays good judgment in selection of material, and is well edited, graphically illustrated and well printed, with a concise message of progress for Texas interests.—Fort Worth Star Telegram.

Waxahachie May Get Two New Industries

The Waxahachie, Texas, Chamber of Commerce is in correspondence with T. L. Peeler, industrial commissioner of the M-K-T railroad relative to the establishment of a new cotton mill in Waxahachie. The railroad officials themselves are interested in securing new mills for Texas, and Mr. Peeler considers Waxahachie an ideal location for some of these mills, it being a central point in the cotton-producing area of Texas.

The Waxahachie chamber also is in correspondence with the National Stone-Tile Corporation, of San Francisco, regarding a plant site in Waxahachie for the manufacture of their product. This company is contemplating the establishment of a number of plants in Texas. The company manufactures stone tile from concrete, which is used in constructing dwellings, business blocks, garages, filling stations and other buildings.

NOT YET

"Well! What are you stopping for?" asked the young man, as the taxi came to a halt in the middle of the block.
"I heard the lady say 'Stop!'" said the taxi driver.
"Well, she wasn't talking to you."—Exchange.



FIELD OF DWARF MAIZE IN HOWARD COUNTY, NEAR BIG SPRING

COME TO TEXAS—INVESTIGATE—INVEST