IN MEMORIAM

EVERETT GRANT SMITH

Everett Grant Smith (affectionately known to his friends as "Cap"), the only child of Frank B. Lycidas Murray Smith, was born May 28, 1894, at Fall River, Massachusetts, and died at Austin, Texas, January 14, 1966, at the age of 71. His widow Helene; one daughter, Mrs. Carolyn Allen, wife of Donald Allen, professor of sociology at the University of North Carolina at Greensboro; and one granddaughter survive.

Professor Smith was graduated from the B. M. C. Durfee High School at Fall River, Massachusetts, where he had been a member and an officer in the Cadet Corps for four years. In June 1916 he received the B.S. degree in agriculture from Michigan State University. There, his extracurricular activities included membership in Scabbard and Blade, the Cadet Regiment, the Glee Club, the Dramatic Club, and Sigma Alpha Epsilon (social fraternity). While he was at Michigan State, he joined the Michigan National Guard.

Professor Smith was commissioned second lieutenant in the infantry of the United States Army in 1916 and was promoted to captain in October 1917. He was wounded in the line of duty in Europe during World War I and was awarded the Purple Heart. For the 1920, 1921, and 1922 academic years, he taught military science and was commandant at Western Maryland College. He was retired from service with the rank of captain in 1922 because of disability.

In September 1922, he enrolled in the Graduate School of Business at Harvard University, where he was awarded the M.B.A. degree in 1924. His major professors there were M. T. Copeland, D. K. David, and Daniel Starch. He remained at Harvard as an instructor in the Graduate School of Business from September 1924 through June 1926. During that time, he studied choral conducting under Professor A. T. Davison, sang with the Harvard Glee Club for four years, and was appointed conductor of the Harvard Freshman Glee Club for the 1925-1926 academic year.

In 1926-1927 he served as economist and editorial writer for the Round-Up, a magazine published in Forest Park, Illinois, by College Scientific Price Forecasting.

He returned to Michigan State University in the fall of 1927 and enrolled as a special student in English literature, writing, and dramatics. His marriage to Miss Helene Perrin of East Lansing, Michigan, was solemnized on March 23, 1928.

In January 1928, Cap accepted a position with the sales promotion department of Buckley, Dement & Company of Chicago, Illinois, which he resigned in September 1929 to take an appointment as adjunct professor in the Department of Marketing of The University of Texas. He was promoted to associate professor in 1930 and to full professor in 1933. During the summer of 1948, he was a visiting professor in the College of Business Administration at the University of Florida, and in the summer of 1950 he was a visiting professor at Texas Western College in El Paso. He retired from his position at The University of Texas in 1954 and was named professor emeritus in 1957.

At The University of Texas, Professor Smith served on the following committees: Financial Drives, Commencement, Group Hospital Insurance, Recreation, Reception, and University Credit Union. For several years, he served as chairman or cochairman of the annual campus Red Cross drives. He was chairman of the Round-Up Committee in 1934, and for a number of years, he acted as faculty adviser to the Interfraternity Council. From 1948 until his retirement from the University, he was chairman of the Department of
Marketing, Resources, and Transportation (now the Department of Marketing Administration). As a member of the Graduate Faculty, he was active in the supervision of master's theses and doctoral dissertations. He was chairman of the Building Committee for the College of Business Administration and served as a member of the Administrative Council of the Bureau of Business Research.

Professor Smith held memberships in the following professional associations: American Academy of Political Science, American Economic Association, American Management Association, the National Association of Teachers of Marketing (in which he served as chairman of the Committee on Professional Journals), Sigma Iota Epsilon (honorary management fraternity), Association of American University Professors, Delta Sigma Pi (honorary business fraternity), and Alpha Delta Sigma (honor society). For many years, he served as president of The University of Texas Chapter of Beta Gamma Sigma (honorary academic fraternity for business). He was an active member of the Southwestern Social Science Association and acted for some time as coeditor, and later as associate editor, on the Board of Editors of the Southern Social Science Quarterly. He held memberships in the Army and Navy Club of Boston and the Interfraternity Club of Chicago. At Harvard he became a member of Acacis. He was thirty-second degree Mason and a Shriner.

Cap was engaged actively in a number of community activities in Austin. He was a Rotarian and was song leader for the group for many years. He was also active in the Little Theater of Austin. Civic, fraternal, professional, and religious groups in the community and region often sought his as a speaker.

Cap was known to his students as a philosopher and as an outstanding classroom teacher. Many students sought his counsel, and he was most generous with his time. In his courses, he emphasized not only his personal philosophy but also the pleasures and rewards of becoming acquainted with good literature. He influenced his students to broaden their interests to include music, art, and drama. During the depression of the 1930's and the ensuing years, Cap assisted a number of students with grants and loans. Mrs. Smith and Cap entertained students frequently in their home. Their annual open house for the student and faculty members of Delta Sigma Pi just before the Christmas holidays was a college tradition.

Early in his teaching career, he became concerned with the problem of consumers, and his course in Consumer Purchasing was a popular elective. Professor Smith taught the course from two points of view. He was one of the first marketing teachers at any university to become concerned with what influenced persons to make decisions to buy a specific product in preference to another product similar in quality, price, and appearance. But all the course was not restricted to consumer behavior; it also included lectures on the problems of citizens as consumers. His lectures on the ethics of advertising and marketing were among the highlights of the course. Cap was also much interested in geography, and his courses in marketing always emphasized the geographic aspects of physical distribution.

In 1945, Professor Smith joined the Episcopal Church by confirmation in All Saints, Austin. Soon after his confirmation, he decided to contribute a portion of his time to church work. From 1945 until 1947 he was a lay reader at St. Luke's, Belton; in 1948-1950, he served at Trinity, Marble Falls; Epiphany, Burnet; St. Mary's, Lampasas; Calvary, Bastrop; and St. Christopher's, Killeen.

Later, after he made a decision to study for holy orders, he was tutored by several of the clergy in the Austin area and attended the Austin Presbyterian Seminary for one year and the Episcopal Seminary of the Southwest for one year. During the period of his clerical studies, he continued to teach at The University.

In 1950, he became lay vicar, and later rector, of St. James, Taylor, where he served for six years until he assumed the rectorship of the Church of the Holy Trinity, Austin. Many of the arrangements for the acquisition and the administration of the Diocesan Conference Center on Bowman Road in Austin were made by Mr. Smith. He served there as chaplain, warden, and business manager for two years. He was ordained to the diaconate at St. James, Taylor, in May 1951 and to the priesthood in June 1952. The later ordination service was held in St. David's, Austin, and was attended by a large number of his faculty, friends and associates. In 1954, he was elected secretary of the Diocese of Texas, a position which he held until the time of his death.
On February 15, 1965, Cap underwent surgery for a massive arterial blockage of the left leg; six months later amputation of the limb became necessary. Typically, through the period of pain, his outlook remained cheerful. Soon after his return home from the hospital, his seventy-first birthday occurred. Unknown to Cap, several of his close friends planned a celebration. Dozens of his friends, former students, acquaintances, and University associates called at his home to offer their congratulations and best wishes, and many telegrams and phone calls were received from friends in many parts of the United States and Canada—a rare outpouring of affection and esteem.

Cap was recovering admirably from his difficulties and was again active in civic and religious affairs when he suffered a fatal stroke on January 8, 1966. His funeral was held at the parish church he loved so well, All Saints, Austin. The unusually large attendance reflected the admiration and respect in which he was held. Dozens of his friends contributed to a memorial fund, which is to be used to pay for the installation of a stained-glass window in All Saints Church.

Above all else, Everett Grant Smith was a superb teacher. He gave his students more than information and training; he gave them insight, understanding, and inspiration!

Respectfully submitted

W. P. Boyd
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