

E. (Edwin) Scott Maynes

October 6, 1922 — June 24, 2007

E. (Edwin) Scott Maynes passed away at his home in Ithaca on Sunday, June 24, 2007 at the age of 84. He was the son of Edwin Maynes and Janet (Scott) Maynes of Meriden, Connecticut. He is survived by his wife, Blanche; his sister, Phyllis of Meriden, Connecticut; his three children: daughter, Lisa Maynes, son-in-law, Timothy Pointon, and grandson, Alexander Scott Maynes-Pointon all of Albuquerque; son, Philip Maynes of Los Angeles; and daughter, Christina Maynes of Singapore.

Born in Meriden, Connecticut in 1922, Scott was raised with interests in sports and people and developed a questioning mind. These remained essential elements throughout his life. He attended Springfield College, Springfield, Massachusetts in 1940. Entering the U.S. Army Air Force in January 1943, he served in the United Kingdom, France, and Spain as a cryptographer and was discharged in December 1945 with the rank of Sergeant. Returning to Springfield College after World War II, Scott exhausted the economics offerings of the College and was allowed to take economics courses at nearby Mt. Holyoke College, thereby becoming its first male student. He graduated from Springfield College with a B.S. degree in Social Sciences (high honors) in 1947. At Wesleyan University for his M.A. degree in Economics, he came under the influence of Colston Warne, one of the founders of Consumers Union, and from whom he derived a lifelong scholarly interest in consumers and the consumer interest, one of two interests that drove his entire scholarly career. After completing his M.A. degree in 1949, he pursued the Ph.D. degree in Economics at University of Michigan, graduating in 1956. During his Ph.D. studies, he worked and studied at the Survey Research Center, University of Michigan, coming under the influence of George Katona. Survey research became the second scholarly interest that strongly influenced his career.

His career spanned 18 years in Economics at the University of Minnesota and 17 years in Consumer Economics at Cornell, with visiting appointments at University of California, San Diego, and the University of Michigan and leaves with the Federal Trade Commission (Washington), National Council of Applied Economic Research (New Delhi, India), Instituto Torcuato Di Tella (Buenos Aires), National Consumer Council (London) and Stiftung Warentest (Berlin). Scott was recruited to join the Cornell faculty in 1975, at a time when the recently reorganized College of Human Ecology was moving to strengthen the basic disciplines underlying its main applied and policy concerns. Scott made a major contribution to this effort through his appointment in the newly named Department

of Consumer Economics and Public Policy (now Policy Analysis and Management), subsequently serving as Department Chair.

He contributed importantly to the development of the consumer economics field here at Cornell, nationally and internationally. His research centered on consumer decision-making, survey research methodology, and consumer policy. He pioneered the “perfect information frontier” model of consumer choice in which quality is conceptually specified and measured. In India, he was instrumental in designing and conducting the Delhi Savings Survey (1958-59) and he importantly influenced the All-India Urban Savings Survey (1960-61), and the Rural Savings Survey (1962-63). In Argentina, he designed several consumer surveys. He was the organizer of the first International Conference on Research in the Consumer Interest in 1986 and edited its volume of proceedings. He was the author of *Decision-Making for Consumers: An Introduction to Consumer Economics* (MacMillan); 1976, as well as more than 70 other scholarly publications. True to the legacy of Colston Warne, he served on the Board of Consumers Union and was its Treasurer, 1972-75. He was active in the American Council on Consumer Interests (ACCI), the scholarly association for consumer economists and consumer affairs professionals and was named Mentor and elected Distinguished Fellow of ACCI. He was active in international consumer affairs, participating in the worldwide consumer movement through contributions at several Congresses of Consumers International as well as consulting with both the British National Consumer Council and Germany’s Stifun Warentest. He became Professor Emeritus in 1992 but remained active in ACCI until very recently.

Scott led a fully engaged life and lived it passionately. A staunch member of the Unitarian Societies wherever he lived, he participated fully in them, frequently as discussion leader and on various committees. Scott loved people, was always interested in listening to what they did and thought, and brought to these interactions an intellectual joie de vivre that was as endearing as it was heartfelt. His sense of humor was irrepressible and came out in almost all of his conversations. He never met a baby that he didn’t love and his grandson, Alexander Scott Maynes-Pointon, was his treasure. Family, family vacations and travel were very important to him. His wife and children shared in these interests and were willing participants with him in his hiking, canoeing, cross-country skiing, sailing adventures and international travel. He wrestled in college and enjoyed attending Cornell wrestling matches with colleagues in the college. He was an avid biker throughout his life. In all seasons and in all weather, in Minnesota, Ithaca and elsewhere, he bicycled to and from the office. He met Blanche, his wife, as part of a bike-hostelling trip in 1951 on Nantucket. They married in 1953. Squash and tennis were passions that he played with a competitiveness that marked everything he did. He reveled in having canoed the length of the Connecticut

River in 1950, parts of the Colorado River in 1997 in the shoes of John Wesley Powell, and the upper reaches of

the Missouri River in 1999 following the trail of the Lewis and Clark Expedition. On Nantucket during many family vacations and elsewhere, he loved body surfing regardless of the water temperature. And in winter, he could frequently be found on Connecticut Hill cross-country skiing.

Scott will be greatly missed by his many colleagues, students, and friends at Cornell and elsewhere around the world.

W. Keith Bryant, Chair; Henry Ricciuti, Jerome Ziegler