

Former Agricultural Economics Faculty

HENRY V. COURTENAY (1921-2001)

Professor Courtenay's effervescent approach to life led him from humble Irish origins to a national reputation as an expert on understanding of consumer marketing. During World War II he served as a District Officer for the British War Damage Commission and a para-medical in the St. John's Ambulance Brigade. In 1948 he and his family immigrated to Canada, there farming 265 acres. In 1953 he entered Ontario Agricultural College (University of Toronto). While a student he worked as a market analyst and as a daily columnist for the Guelph Daily Mercury. At O.A.C. he was awarded the Student Body Liphist Literary Award for journalism, drama, public speaking and debating. He was Canadian Inter-University Debating Champion in 1956. In 1957 he moved to Texas A. & M. to continue his education; joining their faculty in 1958 and subsequently serving as assistant to the Dean of Agriculture. He joined the Purdue faculty in 1961 in consumer economics extension, teaching and research, retiring in 1982, Professor Emeritus.



Henry has excelled in innovative approaches to consumer education and research; such as use of the behavioral laboratory in research and teaching; and development of focus group interviewing techniques for market research. He is an excellent communicator. He was twice recognized by the AAEA - in 1961 for his master's thesis, and in 1971 as co-author for an award winning extension publication. He served as a Presbyterian Church Elder; worked in the civil rights movement, initiated inner city development programs; and served as a Boy Scout District Commissioner.

Business Diploma, Belfast Mercantile College (Ireland), 1944; B.S. Toronto, 1957; M.S. Texas A. & M., 1960, Honorary Research Fellow, Queen's University, Belfast, Ireland, 1978; O.E.C.D. Consultant, 1978.