



The Sower

THE AMERICAN FARM SCHOOL

THESSALONIKI, GREECE . . . Also called SALONICA

Fall,
1960
Volume X,
Number 3

AMERICAN CORPORATE IMAGE REFLECTED THROUGH VARIED HELP GIVEN THE SCHOOL

New Markets Develop From Training On
Made-in-U.S.A. Machines and Equipment

The hills and plains of Greece are being turned, seeded and tilled — its products fertilized, sprayed and harvested — its sons trained and educated with corporate help from America. And farm families throughout this ancient land are gaining new appreciation of the American Way from their exposure to U. S. products, supplies and methods of animal husbandry.

Focal point of business' boost to agricultural Greece is the American Farm School five miles east of Thessaloniki, overlooking the Gulf of Salonica and beyond to fabled Mount Olympus. Here, on a modern 500-acre model farm, the School's 200 full-time students and 1,000 short-course trainees learn better farming with American equipment and complete their studies with scholarship funds often donated by U. S. corporations.

The Borden Company has reason to be content with its contribution. Two of Elsie's progeny, sent to Macedonia in 1946, have enabled the School to distribute their prodigious offspring, now numbering sixty-six children and grandchildren, to many progressive farmers under such colorful "Hellenic" names as Elsalita and Elsadora. The Borden gift, together with four prize Black Aberdeen Angus, a gift through Dwight Eisenhower for the farmers of Northern Greece, is disproving the old theory that the land is not fit for beef cattle.

(Continued on page 2)

WORCESTER FRIENDS OF THE FARM SCHOOL DONATE NEW 48-PASSENGER BUS

Every day in a hundred ways the Farm School has been served for many years by an aging and usually overcrowded yellow bus, plying the highway between Salonica and the School. Up almost at dawn, the bus goes for those teachers and staff members who live in the city, brings visitors, hauls boys on field trips, and stands ready for any emergency which could arise. But it knew, as did the many friends of the Farm School who form the Worcester Committee, that it was on its last wheels and that no more ingenious patching would see it through another winter.

Now, thanks to the generous efforts of this Committee, and particularly to its Chairman, Philip M. Morgan, a brand new 48-passenger Ford bus is on its way from New Orleans to Salonica, scheduled to arrive just in time for a truly memorable Thanksgiving celebration.

RETIRED DIRECTOR CHARLES HOUSE RETURNS TO SUPERVISE CONSTRUCTION WORK

"They're back!"



Charlie & Ann House
sail again for Greece

This is the happy greeting and big news these days at the School. Dr. Charles House, son of the founder and for 26 years Director of the School, and his wife, Ann, arrived in Salonica in mid-October for a stay of from six months to a year. Dr. House will supervise construction work while at the School.

The Houses closed their home in Orient, Long Island, and sailed for France on the Statendam, arriving September 30th. Then they bought a Volkswagen and motored to Greece. Their arrival has been much like returning home, for it is at their beloved Farm School that they have spent most of their lives in service to the people of Greece.

"Charlie" House was born in Bulgaria, where his father and mother were missionaries, at a time when it was under the dominion of the Turkish Empire. He arrived for his freshman year at Blair Academy in the U. S. with a Turkish fez on his head, promising in Greek, Turkish, German, French, Bulgarian or English to "lick anyone who tries to knock it off." It was then he received the nickname, "The Terrible Turk," and even today he is known as "Turk" by his former classmates from Princeton, from which he graduated in 1909.

(Continued on page 2)

UNITED STATES EXHIBIT AT SALONICA TRADE FAIR SELLS IMPROVED FARMING TO GREECE

Educated Ducks Slide For Their Supper

One of the many extra-curricular activities engaged in by the American Farm School is the management of the agricultural exhibit in the American Pavilion at the international Salonica Trade Fair. Working in close cooperation with the U. S. Departments of Agriculture and Commerce, the School recommends the theme, plans and constructs many of the exhibits, and supervises the operation of almost a third of the space allotted to telling the American story at this annual event.

This year, for a month after Labor Day, somewhat

(Continued on page 4)



CHARLES HOUSE (Continued from page 1)

He was on his way to a successful career as a civil engineer when, in 1917, a spark from a bucket of charcoal changed his life. His father, John Henry House, had founded an agricultural school for poor boys in Greece, teaching in a small mud-brick house. For ten years he had struggled to build the first school building and when at last it was finished, fire leveled it to the ground. Charlie took a year off to help rebuild it, and it might never have been completed had it not been for "The Terrible Turk" from Princeton. He soon realized the significance of what his father was doing, and he saw a chance of being both engineer and educator. Charlie House had found his life.

On one of his trips to the U. S. he met a young Brooklyn school teacher, Ann Kellogg, who won his heart with her beauty and sweetness, and he returned to Greece with a wife. Had it not been for this devoted helpmate, neither the School nor its director could have accomplished what they have. Ann took over the instructional program of the school during the day and at night cheerfully sat up to all hours taking dictation and typing Charlie's correspondence. She shared his vision.

When the German army occupied Greece in 1941, the Houses felt their place was at the School — if they stayed on, the School would be better respected. They were imprisoned and shipped to Germany in a box car, where they were separated and sent to different internment camps. They paid dearly in personal suffering for their decision, but to this day they would not do differently if they had it to do again.

The Trustees are deeply grateful to Dr. House for supervising the construction (made possible through grants of U. S. Public Law 480), which includes an annex for short courses, a laboratory, and a demonstration irrigation reservoir. It is with love and respect that the faculty and students welcome the Houses to the American Farm School, where their hearts have always been.

SCHOLARSHIP BOY HAS MANY FRIENDS HELPING HIM THROUGH SCHOOL

Gabriel, a small, round-faced first-year boy, said, "I want to write to the man who helps me come to school."

"Fine," he was told. "But it's not just one man; it is many." "Many men?" "A business." "And they wanted to send me to school?"

"They wanted to provide an agricultural education for a boy from a tobacco-growing area."

Gabriel composed his letter in his head as he thought of his home and the tiny tobacco field. In the summer he would help gather the small leaves, and hang them under the shelter to dry.

Already the small farm showed some effects of Gabriel's just-begun education which was being made possible by a tobacco company in America.



CHARLES HOUSE (Continued from page 1)

He was on his way to a successful career as a civil engineer when, in 1917, a spark from a bucket of charcoal changed his life. His father, John Henry House, had founded an agricultural school for poor boys in Greece, teaching in a small mud-brick house. For ten years he had struggled to build the first school building and when at last it was finished, fire leveled it to the ground. Charlie took a year off to help rebuild it, and it might never have been completed had it not been for "The Terrible Turk" from Princeton. He soon realized the significance of what his father was doing, and he saw a chance of being both engineer and educator. Charlie House had found his life.

On one of his trips to the U. S. he met a young Brooklyn school teacher, Ann Kellogg, who won his heart with her beauty and sweetness, and he returned to Greece with a wife. Had it not been for this devoted helpmate, neither the School nor its director could have accomplished what they have. Ann took over the instructional program of the school during the day and at night cheerfully sat up to all hours taking dictation and typing Charlie's correspondence. She shared his vision.

When the German army occupied Greece in 1941, the Houses felt their place was at the School — if they stayed on, the School would be better respected. They were imprisoned and shipped to Germany in a box car, where they were separated and sent to different internment camps. They paid dearly in personal suffering for their decision, but to this day they would not do differently if they had it to do again.

The Trustees are deeply grateful to Dr. House for supervising the construction (made possible through grants of U. S. Public Law 480), which includes an annex for short courses, a laboratory, and a demonstration irrigation reservoir. It is with love and respect that the faculty and students welcome the Houses to the American Farm School, where their hearts have always been.

SCHOLARSHIP BOY HAS MANY FRIENDS HELPING HIM THROUGH SCHOOL

Gabriel, a small, round-faced first-year boy, said, "I want to write to the man who helps me come to school."

"Fine," he was told. "But it's not just one man; it is many." "Many men?" "A business." "And they wanted to send me to school?"

"They wanted to provide an agricultural education for a boy from a tobacco-growing area."

Gabriel composed his letter in his head as he thought of his home and the tiny tobacco field. In the summer he would help gather the small leaves, and hang them under the shelter to dry.

Already the small farm showed some effects of Gabriel's just-begun education which was being made possible by a tobacco company in America.

(Continued on page 4)

UNITED STATES CORPORA



(Left) Students practice and observe on joy-rider seat attached to Ford tractor



(Right) Rexall Infirmary opened with ceremony as nurse and boys look on

(Above)
spray
insur-
charc

CORPORATE HELP (Continued from page 1)

Nor does the School allow its own fine herd to lose touch with its native land. The Ideal Manufacturing Company's gift of a National Farm Equipment Milker facilitates the flow of gallons of fine butterfat-rich milk from cow to can. After pasteurization it fills bottles given by Owens-Illinois and Thatcher Glass, capped with Smith-Lee tops, and is shipped to eager customers as far away as Athens. Small wonder that Farm School milk is known throughout the land as the best there is.

Either cutting their swathes in the terraced fields or being stripped and reassembled by eager students are garden tractors, rotary tillers, sprayers, dusters, wagons, harvesters, manure spreaders and many other pieces of essential modern equipment. Most have come as gifts of their manufacturers in the United States. At the conclusion of last year's Salonica Trade Fair, Sears, Roebuck and Company turned over to the School almost its entire exhibit of farm and garden equipment, a \$7,000 donation which has done much to help the School expand its teaching program.

The power for much of this machinery, as well as for the constantly busy jeep, station wagon, trucks and busses, is furnished by the generosity of Mobil Oil Hellas, whose annual contribution enables the School to purchase the lubricants and fuel it needs. Like many forward-looking corporations, Mobil knows the brand the boys start with in school is probably the one they will go on buying after graduation when, back in their own villages, they will be demonstrating what they have learned to their families and their neighbors.

The greatest measure of any school, however, is its boys. They too have been directly on the receiving end of

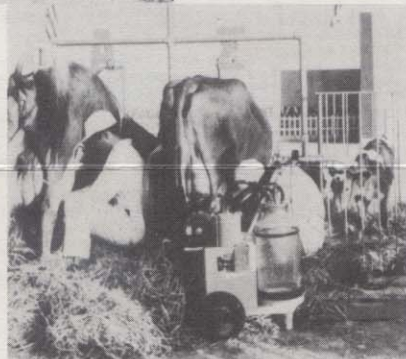


NS HELP THEMSELVES BY AIDING GREECE



Spartan
y John Bean
healthy ord
d trains boys

(Right) Bottles from
Glass Container In-
stitute receive rich
Farm School milk



(Left) Modern mobile
milker checks per-
formance against tra-
ditional method

many corporate gifts. Texaco's colorful agricultural training films have been the feature attraction for more than one Saturday night assembly. Better than hours of classroom instruction, they bring to life for the boys the many varieties of animals which do exist, and open their eyes to the possibilities for improved breeds on their own land.

Hungry young stomachs have been treated to Krispy Kreme doughnuts, and active bodies have spent thousands of hours in Cone Mills denim overalls. And now the aches and bruises of a day in the field are treated with Rexall medicines in the Rexall Infirmary, most of whose supplies were contributed last year.

The lengthening roster of donors reads almost like a Wall Street "blue chip" list. DuPont's Mylar plastic sheeting has been installed experimentally in a chicken house and solar-still. Shell Oil agricultural chemicals help produce faster growing, healthier and more salable crops. Tools and machinery purchased with funds from Eastman Kodak are all over the School.

Of permanent significance are the annual scholarships, for tuition or room and board, contributed by a corporation in the name of an individual student, a boy from a particular geographic area, or a future farmer planning to specialize in a particular field, such as tobacco growing or dairy cattle. Liggett and Myers is one such sponsor. Caltex has been another. These gifts range from \$150 for a food scholarship up to \$600, which covers the entire cost of a boy for a year and, if repeated annually, will put him through his four years at the School. Often the scholarship boy corresponds with his sponsor, thus increasing his knowledge of the United States and, he feels, contributing something of value to his benefactor.

American corporations large and small have learned that in Greece the Farm School serves at least three

purposes in which they have an interest. By helping the agricultural economy, it contributes to a stronger free-world partner in a critical area of the world. Second, it offers American companies a valid channel for helping less fortunate others. And, finally, by exposing students to American products during their early years, it must inevitably develop expanding markets for those products in the future.

A Ford man put it this way just a few years ago: "We who have observed the fine work of the School and its successful accomplishments can only say that its work is reflected in worthwhile, practical and fundamental results which encourage a more prosperous agriculture and a happier way of life."

FARM SCHOOL NEWS AND NOTES

School Starts Fifty-Seventh Year

On September 26th, the School opened for the fifty-seventh year since its incorporation. For new boys like Theodosios it was an experience he will probably never forget. Clad in short pants, tightly clutching his bundle of clothing wrapped in homespun, he gazed at Princeton Hall wondering what the future held. Soon Theodosios and his fifty classmates will start to learn the ways of the Farm School, and like hundreds before them mature toward the leadership role the future holds in store.

New Greek Five-Year Plan Furthered

Dramatic post-war improvements in Greek agricultural production have led to the institution of a new five-year plan emphasizing marketing, expansion of livestock production and introduction of modern farming. The School takes pride in knowing that it has anticipated this change in emphasis for several years by introducing improved breeds of broilers, pigs, beef and milk cattle, and by the recent establishment of a student cooperative to help train the boys in selling methods.

TV Comes To School Experimentally

One of 40 experimental television sets receiving a two-hour nightly broadcast of music, news and movie shorts was installed briefly at the School. A live program also described to other listeners the history and development of the institution. Though operative only temporarily during the Salonica Trade Fair, it is a harbinger of things to come.

Libyan Group Studies Greece And School

Agricultural extension agents from Libya, International Farm Youth Exchange representatives and teachers from rural Greece were recently welcomed at the Farm School.

The Libyans, who are directors and agents from their ministry, were on a tour of Greece, Lebanon, Jordan and Egypt to study extension service programs in lands similar to their own.

TRADE FAIR (Continued from page 1)

educated ducks, almost unique cows, and fountains of U. S. feed-grains, along with closed-circuit color television, a neighborhood laundromat and a typical dream kitchen drew enthusiastic crowds from all parts of Greece and many neighboring countries.

As U. S. Consul General Robert Folsom, in the presence of Greek and American officials, cut the ribbon to open the pavilion, a multi-stage exhibit dramatizing the advantages of balanced mixed feeding for livestock and poultry went into action. Before a backdrop of artistic graphics stressing the importance of good animal breeding and management, four fountains sprayed samples of grain sorghum, corn and soybean feed into the air. Broilers at various stages of growth demonstrated the value of balanced feeding with either cubes, pellets, crumbles or mash made from U. S. grains.

In another exhibit, purebred Black Angus cattle, donated by The Breeders Association to the farmers of Northern Greece, shared the limelight with offspring resulting from crossing U. S. stock with native cows and bulls.

The happy quacking which drew the most attention, however, came from the educated ducks scrambling up an inclined ramp to gobble seed pellets measured from a suspended chute above their heads. The reward for their efforts, which they enjoyed over and over again, was a fast slide down another chute into a miniature pond. After a short paddle, showing off their skill, their constant hunger enticed them back up for more food and another splash.

For thousands of Greek farm families, the Fair offers their first insight into how agriculture has developed in the United States and, more important, what has been done here can help them in raising their own production and standard of living. Many will return to their villages hoping to use American grains and products.

SCHOLARSHIP (Continued from page 2)

If Gabriel's life follows the course of that of most Farm School graduates, it will indeed be different. A boy like Gabriel whose four years at the Farm School were made possible by a scholarship was Evangelos, whose grades were not spectacular but whose interest — especially in the technical departments — was.

His chance at farming came only after World War II. He decided that the sandy soil banking the river which flowed past his village could be successfully planted with potatoes. He was a laughingstock when the potatoes didn't grow. But the next year he dug a well, built a pump from old parts found in Salonica junkyards, and tried again. Now everyone who has land near the river grows big, fat potatoes.

Evangelos has influenced the farmers in his area not only with his model farm, which now produces wheat for his bread, beets and corn for his animals, vegetables and fruit for his kitchen, and cotton for his cash crop. His homestead boasts a farmhouse complete with toilet, kitchen and livingroom. He has set up a miniature breeding station of his own, selling piglets of an improved breed to area farmers.

Michael, another graduate whose four years at the Farm School were scholarship-sponsored, left the School in 1932 for his village in Chalkidiki, having no land to return to, but hoping . . .

He now has 25 acres of his own and rents another 25 acres from the people of neighboring villages. He has modern farm equipment and machinery, and his two-acre vineyard last year produced over 800 bushels.

Because of someone's interest and help — a corporation in the case of Gabriel, and numbers of generous friends in the cases of Evangelos and Michael — four years' learning are made possible. With these four years, a future is secured; with a future secured, a life is made, a family, a village and a country are touched and influenced. This is what some people mean when they say a dollar goes *long* way in Greece.

NEWSLETTER

FROM

The American Farm School

Thessaloniki, Greece

Α Μ Ε Ρ Ι Κ Α Ν Ι Κ Η Γ Ε Ω Ρ Γ Ι Κ Η Σ Χ Ο Λ Η

45 East 65th Street • New York 21, New York

A NOTE ABOUT YOUR ADDRESS

Regular readers of the Farm School Newsletter will have noted the use of mailing plates to facilitate our service to you. In the preparation of these plates, there were unfortunately a number of opportunities for errors.

If your name and address is not correct as shown, please tear off this section of the *Sower*, indicate the correct name and address, and mail both the incorrect and the corrected address to us. Thank you.

Sincerely yours,
CRAIG R. SMITH,
President.

TO.