



A SPECIAL OFFER TO SCHOOLS

To the Principal, Dear Madam/Sir,

*My book, entitled 'MIGRANT' is a representative account of my world-wide migrant experience. It captures the essence – hard work, safeguarding family values, and trying to mix centuries old tradition with the attitude of freewheeling societies, along with political rows and religious conflicts. At the same, almost every page is guiding and encouraging migrants and young people to be optimists, have patience and never lose hope and faith for their final success! This is the main theme and spirit of the book. For the above reasons, I am taking the liberty to send you this **Special Offer** to consider buying one or two books for your **School Library** and students who would perhaps be interested in doing study on migrants & immigration, which is a constant source of discussion around the world and a basic program in the education curriculum of multiculturalism, as explained on the other side of this leaflet.*

*Yours faithfully,
ALFRED KOURIS.*

“MIGRANT” – A BOOK NOT TO BE MISSED!

“An outstanding contribution to Immigration and Migrants as World Class Citizens.”

- *Quote from the International Biographical Centre of Cambridge, UK, in its Dictionary of International Biography, 2nd Edition, which listed Alfred Kouris amongst its Outstanding People of the 20th Century.*

“The blessing and misfortune of loving two countries”

“MIGRANT” is the fascinating life story of ALFRED KOURIS across four decades, and his challenge of “Loving two countries!”

He has put it all down in a real and authentic book, titled “Migrant: The Blessing and Misfortune of Loving Two Countries”. Through his eyes and experiences as a successful businessman, journalist, politician and a civic-minded citizen, he examines, observes and records the joys and woes, the victories and defeats, the cheers and jeers that all migrants have experienced as they have tried to sew their individual thread into life’s glorious tapestry - from when they are vigorous and young, to venerable old age.

This intriguing size A4, 448 page book, with 200 pictures and glossy cover, retails in bookshops for \$49.50, including GST. But as you will see elsewhere in this leaflet, a Special Offer of \$35, or \$65 for two, is now available.

In 1950s Melbourne, newly-arrived Greek migrant Alfred Kouris found it tough even reading ethnic-language newspapers in public.

“Once I was reading a Greek paper to look for employment and a fellow in the train next to me looked at me furiously and said, “You start learning English!” Mr Kouris said.

Fast-forward 40 years, and Mr Kouris says such hostility is virtually a relic in cosmopolitan Melbourne.

In fact, the cultural and lifestyle influences of many migrants have made the city one of the most sophisticated in the world. Late-night shopping, footpath dining and relaxed licensing laws are part of the city’s life - all innovations Melburnians can thank Mr Kouris for, at least in part.

The businessman and civic reformer lobbied in the early 1970s for changes in the hospitality and retail trades to reflect conditions he had taken for granted in Europe.

Now Mr Kouris has captured these triumphs and difficulties of his four decades in a book that uses his own experiences as a case study of the challenges faced by migrants.

“Migrant: The Blessing and Misfortune of Loving Two Countries” chronicles the achievements of Greek immigrants in Australia. Launching it at the Immigration Museum in Flinders

Street, Melbourne, Victoria’s Chief Justice, the Hon. John Phillips, said: “The book was written with the heart guiding the pen!”

Mr Kouris recalled: “In some cases, we would not even talk in our own language because people around us would get upset.”

He arrived in Australia in 1956 with his wife, Mitsi, and their eight-month-old son after struggling to establish a clothing manufacturing business in Athens. The man who started as a shirt-cutter in a Richmond factory became a successful clothing retailer, launching the well-known Alfredo’s menswear chain in the 60s and 70s, and civic leader, as chairman of the Make Melbourne Brighter Citizen’s Committee in the 70s and 80s.

His idea of putting chairs and tables on the footpaths outside cafes was initially greeted with disdain. “They thought I was crazy – they said no Australian would sit in the footpath to eat and drink. Now look at them.”

In 1973, he established the Greek-Australian Liberals Association to encourage migrants into conservative politics.

“At that time, it was assumed all migrants would join the ALP, but that was only part of the picture,” he said.

The day Malcolm Fraser assumed Liberal Party leadership, Alfred convinced him to dance the Zorba at an association function in his honour. “I don’t think he’d ever done Greek dances before, but he was really very good,” said Alfred.



*Mr Kouris at the launch of his book with grand-daughter, Eftimia Blazos.
Picture: Simon Schluter, The Australian.*

ALFRED GEORGE KOURIS

LISTED AMONG THE OUTSTANDING
PEOPLE OF THE 20TH CENTURY

There are those individuals who take the decision to leave their homeland to travel overseas to a new land, as yet unknown to them. Although it may be very strange at first, and even daunting, they settle down, adapt themselves to the unfamiliar life and end up with the rewarding career that lay waiting for them after their arrival.

Alfred George Kouris, who was born in Greece on July 10, 1927, was destined to become one of those individuals. As a young man, he attended the University of Political science in Athens, at which he completed a three-year course of study in 1952.

It was not long, however, before he took the decision to leave Greece for a life on the other side of the world. March 14, 1956, is a date firmly imprinted in his memory when, after a long sea journey, he stepped off the boat onto Australian soil. Now, some forty-five years later, he can look back on a successful career as businessman, journalist and politician. In addition, he was, until recently the publisher and editor of "The New Torch" and owner of Greek Press Pty. Ltd.

The author of numerous articles, Mr Kouris is perhaps best known for his book "Migrant! The Blessing ... and Misfortune ... of Loving Two Countries", published in 1998. It is a size A4, 448-page memoir complete with 200 pictures, in which he relates the story of his life in Australia, with its joys and sorrows, the good and the bad. In empathy with other migrants, and through his own experience, he is well-placed to understand the problems they face in integrating into the new society, knowing little about it and even less about the language. In particular, he draws attention to the emotive question that migrants ask themselves as they grow older – the question as to where they should spend their last days. Should they return to the original homeland and finally join their ancestors in their graves? Or should they remain in their adoptive country, with their children and grandchildren nearby? It is a hard choice they have to make.

The latest campaign of Alfred Kouris is the recognition of the historic Battle of Crete in the Second World War, to be upgraded as a National Day for Hellenes and a Day of Remembrance worldwide, honouring all those who lost their lives for Justice, Freedom and Democracy.

Australia has given much to Alfred Kouris, but it has also received benefits from him. He has contributed to the changing of some of its outdated rules and customs, for example, by instigating sophisticated, liberalised drinking laws. He also led the retail revolution that resulted in the introduction of late night shopping throughout Australia in 1970. Not only did this gain front page news coverage at the time, but in addition was recently in a series of "Famous Front Pages of the 20th Century", run by the Herald-Sun Newspaper of Melbourne, emphasising late-night shopping success.

Mr Kouris has great respect and admiration for the millions of "Diaspora", or scattered, Greeks who have settled abroad, as well as for the numerous migrants from other ethnic groups. These people, now resident in the USA, Canada, Australia, South Africa and elsewhere, have played an important part in the development and growth of those countries. It is a cherished wish of his for migrants to be recognized as world class citizens and for a Migrant's Day to be proclaimed as a public holiday world wide.

Reprinted from The Dictionary of Biography, 2nd Edition, 2001. International Biographical Centre, Cambridge, UK.

SPECIAL OFFER

Dear School Principal,

*Please note that the retail price of my book, "Migrant! The Blessing and Misfortune of Loving Two Countries," is \$49.50 including GST. I am now offering the book for your School Library for **Only \$35** (either the Greek original, or the English version) including GST & mailing costs within Victoria. **Or \$65 for two books**, including GST and mailing. For other States, mailing is \$10 extra.*

*If you decide to place an order by phone or fax, my number is **03 9585 0248**. You can pay either by cheque or money order in my name, or cash on delivery. For delivery, please allow 10 days. I hope my book will be both interesting to you and your teachers, and useful for your students, especially those studying multiculturalism and taking part in LOTE programs. Thanking you in anticipation.*

*Alfred Kouris,
167 Charman Road,
Beaumaris, Victoria, 3193.*

WE SOLD OVER 4000 BOOKS ALREADY – THERE ARE ONLY A FEW LEFT!

Victoria Awards For Excellence
in Multicultural Affairs, 2003

ALFRED GEORGE KOURIS

Meritorious Service Award



Alfred Kouris, left, is pictured receiving his Victoria Award from the Governor of Victoria, John Landy.

ALFRED GEORGE KOURIS

International Biographical Centre, Cambridge, UK
Dictionary of International Biography
OUTSTANDING PEOPLE OF THE 20TH CENTURY
Acknowledged for Outstanding Contribution to Immigration
and Migrants as World Class Citizens.