

PROPERTY OF
THE IRISH IN BRITAIN
HISTORY CENTRE

The Irish Counties Journal

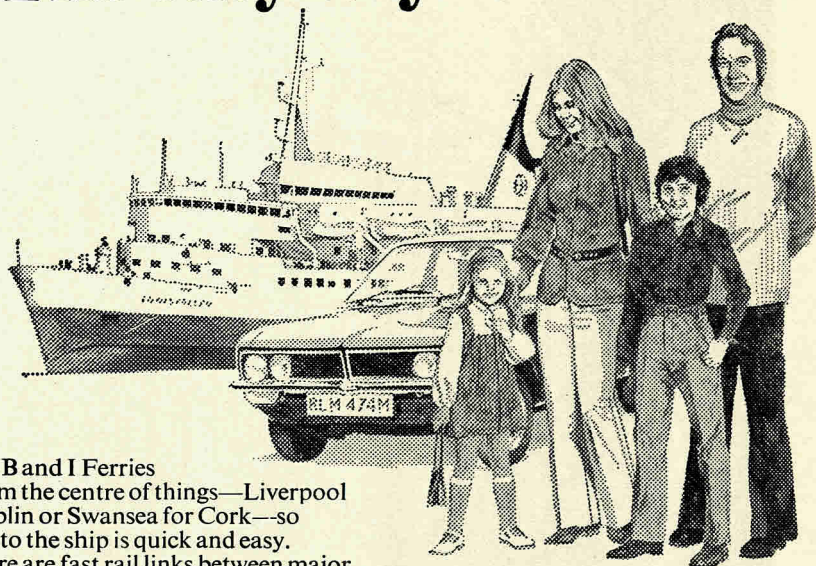
JANUARY, 1974

ISSUE No. 2

VOLUME 4



Your holiday starts sooner with B+I. The easy way to Ireland.



The B and I Ferries run from the centre of things—Liverpool for Dublin or Swansea for Cork—so getting to the ship is quick and easy.

There are fast rail links between major towns and we run coaches from the stations to the terminals.

Your holiday starts sooner—right there on board.

So easy to drive to.

To make life easy for the motorist too, you'll find the Ferry Terminals are right at the end of motorways—so if you're bringing the car, the B and I way is the easy way for you as well.

So easy to relax in.

Our ships are fast and modern, but friendly too. Choose a day or night sailing and enjoy the restaurants and the bars. You'll like the comfort of our two or four berth cabins, some with private bath and toilet. And you can stroll around the spacious promenade decks, visit the shops or just laze in our Pullman reclining chairs.



For free brochure with full details of times, fares etc. ask your travel agent, A.A., R.A.C., or write to: B+I Line, P.O. Box 38, Nelson, Lancs.

Name _____

Address _____

I.C.J.1

Book through your travel agent, A.A., R.A.C., or B+I Line, Reliance Hse., Water St., Liverpool L2 8TP. 051-227 5151 (Liverpool/Dublin Service). B+I Line, 155 Regent St., London W1.01-734 4681 (Swansea/Cork Service).

a great start to your holiday.

Liverpool-Dublin/Swansea-Cork.

CONTENTS

	Page
Clare Association in London	3
Paying Guests by Patrick Mulloy	4
Cavan Association in London	7
The Sligo Association in London	9
Meath Association of London	11
The Irish Centre by Rev. P. Sheridan	12
Carlow Association	15
Our Quiz	15
The Kerry Association in London	17
Tipperary Association, London	19
Quiz Answers	19
Monaghan Association in London	21
Salt of the Sea by Patrick Mulloy	23
Irish Lakeland Association	26
Aer Lingus introduces special weekend fare on London routes	29
The continuing success story of Kerrygold	32

Published by:

THOMOND PUBLISHING COMPANY,

5 Felixstowe Road, London, N.W.10 5SR

Telephone: 01-960 0201/2/3

to whom all advertising enquiries should be sent

An airline isn't planes, it's people.

All airlines, all over the world, have bright shiny planes flying here, there and everywhere; making a big show of their speed and jet-set efficiency.

The trouble is, not all of them have the people on their staff to keep the standards flying high.

We don't fly that way at Northeast.

As we are a part of British Airways one of the biggest names in the air, we have to be good. We have a team of people who take their jobs very seriously, making the business of flying a real pleasure. The smiles you'll receive from our cabin staff are genuine. They really want to help. The same goes for everyone who wears a Northeast uniform,

there's a reputation behind it that our people are proud of.

And our planes? A fleet of Trident jets and Viscounts. But in our book, it's the people inside the planes who matter: our staff and our passengers.

Come and find out just how important you are. Fly Northeast.

British airways northeast

British Airways/Northeast,
Hodford House, High St.,
Hounslow, Middlesex
Tel: 01 572 2761.



CLARE ASSOCIATION IN LONDON

Patron: Most Rev. Dr. Michael Harty, Bishop of Killaloe
Chairman: Mr. S. Igoe, 72 Whitehall Park, London, N.7 (Tel. 01-272 5098); Treasurer: Mr. J. Long, 18 Grafton Crescent, London, N.W.1
Secretary: Mrs. M. Moroney, 100 Sandymount Avenue, Stanmore, Middlesex (Tel. 01-954 3400)



Photograph taken by our chairman, Sean Igoe, after the coronation of the Earl Lady Thomond at Bunratty Castle. No prizes for guessing who they are

The Story of Bunratty Castle (continued from November issue)

The Irish Victors pressing on to Bunratty, found it, in the words of the chronicle, "deserted, empty, wrapt in fire, from which time to this never one of the breed of de Clare has come back to claim it."

As you look from the battlements of the castle today, with only one large house and a few cottages to be seen in the lovely but deserted landscape, you must imagine a very different scene in Norman times. The river covered all the visible farmlands to the east and north-east, many islands with fortified farmhouses upon them standing out of the water. The thickly wooded country to the north was separated from the castle by a broad water-filled channel. Clustered round the base of the castle was the busy town. Many of the houses were within the widespread fortified walls and others within the further palisade which defended the great water-filled ditch surrounding the island. The town, as well as the castle, was destroyed in the great fire when de Clare's widow fled to England.

So perished the second castle of Bunratty. It was restored again, probably by Robert de Welle, for King Edward II of England, and stood for a few more years, only to be laid waste finally by the Irish of Thomond under the O'Briens and McNamaras in 1332.

(continued on Page 24)

PAYING GUESTS

by
Patrick Mulloy

(continued from December issue)

For some weeks a state of tension existed, with occasional skirmishes between "Rule Britannia" and "God Save Ireland says the Hero", until the soldier's wife won a decisive victory by a piece of masterly strategy. It was about the end of the third week of hostilities when, to our amazement, Mrs. Nicholson decided to sit out in the garden where we were playing; we did not let on to notice her until, quite unexpectedly, she smiled benevolently and offered a suggestion as to how the ball game which we were playing could be improved. This peace feeler caught me off my guard, and when Mrs. Nicholson asked me to hand her the ball of wool which had fallen from her lap, it seemed right and proper that I should respond in the spirit of conciliation which she had initiated. As I came within reach of her, however, she grabbed me, confronted me with the raid on her room, where I had left a trail of clues, and gave me such a clouting that I swore never again to trust the foibles of females, or relax my guard against the Gioconda smile.

This incident gave my father the opportunity for which he had been waiting; being a teetotaler himself he was becoming increasingly alarmed about the effect on his offspring of too close association with an habitually tipsy female of advancing years. So, Mrs. Nicholson departed, with all the dignity of her arrival, an enigma, taking elsewhere her stock-in-trade of memories, real or imaginary, and our game of Halma.

Our next paying guest was Miss Hyland, settled in her role of Spinsterhood, sensitive, and the embodiment of virginal righteousness. No doubt her choice was contrived by our parents, seeing in her an antidote to any possible juvenile delinquency through contact with Mrs. Nicholson. Miss Hyland could be seen setting forth daily on her music lessons, with the airs and elegance of a countess, her long flowing skirts sweeping the ground, her head held high and haughty by whalebone stiffeners in her high-necked, mutton sleeved blouse; the long slender umbrella held daintily between her mittened fingers gave her an aristocratic air with which she sought to impress the neighbours. Her mass of greying, auburn hair was tied in a bun at the back, and perched on top of it was the quaintest of hats, adorned with a bird in full flight, and a bunch of imitation berries.

Miss Hyland's ascetic and frigid appraisal of us was something we were prepared to endure, until we discovered that she had talked our parents into turning their attention to our artistic and cultural development. This brought in its wake the greatest burden we had to bear in our lives to date — music and singing lessons. What an ordeal it was to have to listen to my pals outside, yelling themselves hoarse with the sheer joy of living, while I was being clipped on the knuckles by the holy Miss Ryland for muddling my crochets and quavers. When she prolonged the proceedings by a joint rendering of the "Birdies Ball", how I longed for the return of Mrs. Nicholson, whose artistic efforts were strictly limited, and who never encouraged anyone to join her in "Rule Britannia".

By ordinary standards Mrs. Nicholson and Miss Hyland are people of no importance and make little impression on the world through which they pass. Indeed, I find it difficult to understand why, in a lifetime full of incident, and often peril, they left such an imprint on my mind? Perhaps it was because Mrs. Nicholson was my first introduction to human frailty, while the gentle and sensitive Miss Hyland struck a chord of compassion for the ageing and lonely spinster, so often misunderstood, when she seeks companionship in other people's houses. Or, maybe, she is just a fleeting memory of a faded era of elegance, with its lingering fragrance of lavender and old lace.

Sun Cruises and Blue Sea Cruises 74 give you more choice

Our liners are big, one class and fully air-conditioned. You'll enjoy West End entertainment, night clubs, discos, cinemas, swimming pools, good food and all the sun you could wish for. We celebrate our 300,000th cruise passenger this year so when you select a Blue Sea or Sun Cruise, you'll know Chandris Lines' experience is behind you.

Britanis Blue Sea Cruises to the Med and Atlantic Isles.

14/15 days from £98

July to September. From Southampton. Ports of call include Tenerife, Barcelona, Rome or Naples, Malaga, Casablanca. Inclusive First Class return Boat Train Waterloo-Southampton.

Queen Frederica Sun Fly/Cruises in the Med

7 days from £62

March to November. From Cannes. Fly Luton to Nice. Seven ports. Barcelona, Palma, La Goulette, Palermo, Naples or Rome, Genoa. A cruise and seven places to see in a week.

Ellinis Sun Cruises to Baltic/Scandinavia

6/7 and 11 days from £54

June to August. Cruise to the northern ports. Amsterdam, Copenhagen, Gothenberg, Stockholm, Leningrad, etc. From Tilbury and Southampton.

(Above fares subject to fuel surcharge)

**WIN A MOTOR BOAT
AND A CRUISE FREE**

See your Travel Agent
Henry Gowan Ltd.
56 High Street
Belfast
Tel: 0232 25451



PROPERTY OF
THE IRISH IN BRITAIN
HISTORY CENTRE

TELEPHONE 748 1908

JAMES CONWAY

BUILDING CONTRACTOR



263 Hammersmith Road

LONDON, W.6



All Types of Building Work Executed



CONVERSIONS AND ADAPTATIONS

CAVAN ASSOCIATION IN LONDON

President:
Mr. James Conway

Chairman
Mr. M. J. Brunton
82 Graeme Road, Enfield
Middlesex.
Tel. 363 5585



Vice-Chairman
Dr. C. N. Plunkett

Hon. Secretary:
Mr. B. F. Mullen
8 Dorville Crescent,
Ravenscourt Park,
London W6 0HJ
Tel. 748 3480

At our Annual General Meeting on Sunday, 2nd December, 1973, Mrs. May Clarke was elected Treasurer for the coming year. Our congratulations to May, and we know in her the Association has found a person who has always put the interests of the Cavan Association first.

Following upon the Committee meeting which is due to be held on Monday, 7th January, 1974, a full report on our 1974 Project and functions will be given in the February Journal.

Our sympathy to Arthur O'Brien and family on the death of his mother, Mrs. Kathleen O'Brien on 23rd December. The funeral took place from Dublin to Middle Chapel, Cootehill, on St. Stephen's Day.

Mrs. Frances Murray on the tragic death of her grandchild in a road accident before Christmas.

Cavan Association in conjunction with the other lakeland counties — Laois, Longford, Monaghan, Offaly, Roscommon and Westmeath, have formed an Irish Lakeland Association for the promotion of tourism. The first promotion to be held is a proposed Charter Flight from London to Dublin. Departure on Friday, 22nd February, 1974, from Heathrow Airport, return on Sunday, 24th February, from Dublin Airport. Fare: London-Dublin return £14.00. Details regarding times etc., will be available early in January.

This is very good value, and already reservations are coming in. You are therefore urged to apply for seats for yourself and your family and friends without delay, to me at above address.

Happy 1974 to you all.

BERNARD F. MULLEN, Hon. Secretary

Late News Item

Irish Counties Quiz Competition

CARLOW v. CAVAN

in the Quarter Finals on Tuesday, 19th February, 1974, at The Irish Centre, 8.30 p.m.

"THOSE WERE THE DAYS"

By C. N. Plunkett

"I Remember, I Remember,
the house where I was born"

It seems a long time ago — surrounded by trees it squatted on a hill overlooking the village. A house of fun and happiness, comings and goings.

I remember long dark evenings — a kitchen full of ceiliers. Matches played and replayed in the comfortable glow of Aughaleera turf. Ardent discussion, argument, news, truth, half truth and unbelievable. The Rosary with the trimmings, and then lights out.

(continued on Page 30)

A weekend in Ireland. From £14.30 compare it with your own.

1. Journey by jet to another country across the sea.

2. Coach or train to meet you when you step off the plane.

3. Two nights at one of a hundred friendly hotels (with breakfast).

4. Fresh air. Good company. Fishing, golfing, or just relaxing. Then a jet to whisk you home.

Does your weekend sound like this?

Why not take an off-season GateWay weekend to Ireland?

You'll enjoy all the above, for the same price you'd normally pay for the excursion air fare alone.

(For example, only £14.30 flying from Liverpool to Dublin, or £24.95 London to Dublin.)

For a few pounds more, we'll even give you a self-drive car.

You'll get back to work on Monday feeling like a new, relaxed version of you.

A GateWay weekend to Ireland. Where £1 is still worth £1.

See your travel agent about it, send the coupon below, or ring 01-734 1212.

To: Aer Lingus-Irish, 52 Poland Street, London W1.

Please tell me more about your short, off-season holidays to Ireland, giving me full details and conditions.

Name _____

Address _____



AER LINGUS-IRISH

All prices based on two people travelling together.

THE SLIGO ASSOCIATION LONDON

President: T. A. Beckett, Esq., 10 Summerhill Road, Tottenham, London, N.15
01-800 1765

Chairman: L. Kennedy, Esq., 41 Allison Road, Acton, W.3. 01-992 7397

Vice-Chairman: T. Rolston, Esq., 13 Southdown Crescent, S. Harrow. 01-864 2952

Vice-President: J. Conlon, Esq., 16 Westleigh Gardens, Edgware, Middlesex.
01-952 2565

Treasurer: B. Brett, Esq., 5 The Spinney, Barnes, S.W.13. 01-748 8407

Hon. Secretary: Mrs. A. T. Bennett, 57 Park Road, Hendon, N.W.4. 01-202 6750

Asst. Hon. Secretary: Mrs. O. Branley, 8 Edgar House, Blake Hall Road, E.11.
01-989 1686

First of all we take this opportunity to wish all our members, friends and supporters, the compliments of the season and every success in 1974, and tender our sincere thanks to all who patronised our functions in 1973. During the past year the Association had a successful trip to Sligo for a function there on St. Patrick's Night, organised some very successful dances and participated in the inter-counties quiz competition with successes over Galway, Kilkenny and Leitrim and have now reached the semi-final. The quarter-final with Leitrim as hosts was keenly contested with Sligo emerging victors by a narrow margin. Mr. P. Hegarty of Donegal was the very impartial quiz master. Tea and refreshments were provided by our hosts for everybody present. Sligo will now meet the winners of Clare v. Armagh in the semi-final. We congratulate Mr. P. Hegarty on winning the individual quiz cup organised by the Council of Irish Counties of which he is Chairman.

The Association is organising a coach trip to Sligo again this year for St. Patrick's Night, with a Banquet and Dance in the Silver Swan Hotel, Sligo. The Leitrim Ceilidhe Band has been booked for the evening. Anybody wishing to make the trip should contact the above named for further particulars. Early booking will greatly assist organisation of the trip and is advisable as numbers are limited. The success of the Banquet in Sligo depends mainly on the support of our relatives and friends at home. Please make it a date for the Silver Swan on St. Patrick's Night and join your friends from London for an enjoyable evening. Further details will be published later.

Our thanks to Mr. T. E. Gorman of the Gresham Ballroom for his invitation to a Banquet in the Esso Motor Hotel, Wembley, on December 5th, at which he entertained chairmen and wives of all Irish Associations in London. Everybody there was aware of Mr. Gorman's hospitality in the past, but this really excelled everything heretofore. It has been our good fortune to have his excellent establishment at our disposal many times in the past and he can be assured of our patronage in the future.

In the midst of entertainment news we are all saddened by the death recently after a brief illness of a past chairman, Mr. Paddy Harte. R.I.P. In the turbulent years of the Association Paddy was elected to the helm and got the association on a sound footing. He was respected by all who knew him and a most popular chairman ably assisted by his wife, to whom we extend our sincere sympathy.

(continued on Page 30)



Visiting LONDON?

CORA HOTEL

UPPER WOBURN PLACE, WC1H 0HT

(Less than 5 minutes from Euston Station)

BONNINGTON HOTEL

SOUTHAMPTON ROW, WC1B 4BH

WANSBECK HOTEL

5/6 BEDFORD PLACE, LONDON, WC1B 5JD

OVER 400 BEDROOMS - MANY WITH
PRIVATE BATH AND T.V.



CONFERENCE - EXHIBITION AND
BANQUETING SUITES



SPACIOUS LOUNGES AND BARS



FIRST CLASS RESTAURANTS -
TRADITIONAL ENGLISH AND FRENCH
DISHES

FOR RESERVATION 'PHONE—

(01) 242 2828

TELEX 261591

MEATH ASSOCIATION OF LONDON

Chairman:

Mr. P. ROTHWELL,
135 Grove Road,
Houghton Regis,
Dunstable, Beds.

Secretary:

Mrs. K. Coyle,
18 Homestead Road,
Fulham,
London, S.W.6

The Meath Association in London would like through the courtesy of The Irish Counties Journal to wish all associations a very Peaceful, Happy, Healthy and Prosperous New Year. As we go into 1974 our New Year's resolution should be to do better than in 1973. We in the Meath Association keep trying, sometimes we need a little push, and at others a little help. Who knows, maybe 1974 will see us doing great things. We appeal to all readers for support for our first charity function of the year on Saturday, 19th January. We have arranged a dance to take place at St. Augustines Hall, Fulham Place Road, Hammersmith, London, W.6. Dancing from 8.30 to 12. Music will be supplied by The Boys of Bluehill. There is a licensed bar and the admission is only 40p. Proceeds from this function go to The Irish Welfare Bureau at Hammersmith. Again we appeal for support for this worthy cause.

Sunday, February 4th, 1974 is another important date to remember. Our Annual General Meeting takes place at the Irish Centre, Murray Street, Camden Town, London, N.W.1. Starting at 3.30 p.m. with Mass for deceased members and members' deceased relatives. At 4 p.m. we give an account of our stewardship for 1973. This is the most important time for any association as you have got the task of electing the officers and committee for the coming year. High on the agenda will be forthcoming events. Arrangements must be made well in advance for all functions. We would appreciate help from all members and especially those with concrete new ideas. Please come along and make the Meath Association a really worthwhile one. Arrangements have been made with the management of the Irish Centre to serve tea on this occasion.

See you all on 19th January and 4th February.

PETER GOODMAN, Press Officer.
907 7404

THE IRISH CENTRE

by

Rev. P. Sheridan

One night in the Irish Centre in Camden Square, an English man called me aside to introduce himself to me in the following fashion, "By George, I'm amazed," I remained silent, he went on, "I am an English man, I have no Irish connections, I'm not of your faith. My friends here brought me along to see your fine place. They have told me so much about the wonderful work you do here. Seeing is believing and here I am, enjoying myself immensely, I thank you most sincerely for your hospitality. Now," he said, "I want to give you something to help you in your work." At that point he took out a cheque book and wrote out what he called a small amount, but to me was big enough to make him a life member. I thanked him as best I could, shook his hand; he went back to his friends. I was inclined to say to myself, "I wish our own Irish people would all do the same and be as appreciative of the work of the Centre as this English man." Then on the other hand many do. There have always been many responsible people in our community who spend much of their free time helping other people. There are the others! The ones who make up the "Others" very often have never been asked to help. In this article I want to put that right and let the world know what we do at the Irish Centre in London and why we do it. The welfare work we do is done because there is a need for it, and secondly we do it on behalf of the Irish Community in London. Any Irishman or woman in this city can boast that they have priests, nuns and laypeople, working full-time for the betterment of the less unstable people. There are many other Irish people who work voluntary in their spare time, helping these people. Remember it is the Irish people who do this work for their own Irish people and the Irish Centre is the headquarters of this organisation.

For that reason we want to tell you of our latest development. We have purchased a convent nursing home at Quex Road, Kilburn, N.W.6, at the cost of £150,000 from the Holy Family sisters. The money for this purchase came from the National collection in Ireland (£75,000) and the remainder by way of mortgage from Camden Borough Council. This will be used as a men's hostel and can accommodate up to 100 lads.

Having done all that, we then hope to modernise the Irish Centre itself and make it into a first class club. We believe that every Irish person will be only too delighted with this news and that they will show their appreciation by donating to this cause. I appeal to you to back us up in our venture and in two years we should have the finest club in London. The Irish in Leeds, Liverpool, Gloucester, Portsmouth and High Wycombe have all done it. Now let us in London do it. We must do it. If you want to help contact me at 01-485 0051, if I am not in, leave your 'phone number and I will call and see you. I appeal to you as an Irishman or woman to come to the rescue, give to the fund and we on our part will continue to do our bit to help you and yours,

Mr. PATRICK McNICHOLAS, his fellow Directors and Staff
of McNICHOLAS CONSTRUCTION (HOLDINGS) LTD.,
take pleasure in wishing all their friends and associates

**HAPPINESS AND GOOD FORTUNE
IN
THE COMING YEAR**

**McNICHOLAS
CONSTRUCTION (HOLDINGS) LTD.**

**NEWLYN ROAD, BRENT TERRACE
NORTH CIRCULAR ROAD
LONDON, NW2 1LS**

Telephone: 01-452 8608 01-452 6394

Civil Engineering and Public Works Contractors since 1949

P. MULKERRINS LIMITED

DEMOLITION & EXCAVATION

28 Caxton Way, Holywell Industrial Estate, Watford

Telephone: Watford 26050 and 24960

Looking for a Job?

Save Time and Trouble!

Phone **Shamrock Agency**

01-272 7878

T. McGEE & CO. LTD.

Alpertown Lane, Wembley, Middlesex

**CIVIL ENGINEERS - DEMOLITION EXPERTS
PLANT HIRE & HAULAGE**

Telephone 01-998 1101

G. N. Montague & Co.

**REMOVALS TO AND FROM
SOUTHERN IRELAND**

Full and Part Loads

Direct house to house Service

**All Customs Documentation and Packing taken care of
Modern Storage Available**

PHONE 01-445 3964

CARLOW ASSOCIATION

President:
Mr. JIM FARRELL
Treasurer:
Mr. MICK WATERS

Chairman:
Mr. AIDAN BRADY
Secretary:
Mr. PADDY SHAW
Telephone: 01-254 4257

This I regret is my first letter to the Irish Counties Journal. For some unknown reason it's a task I have not relished the thought of dealing with, and consequently I have been putting it on the long finger. Possibly my neglect of this part of my duty stems from the fact that our association has not accomplished the starry deeds of our "Big Brothers". Pondering that point I would consider holding our Association together at all a fair performance. After all, we are a very small county with a low rate of emigration.

Well, the reason for my breaking the ice — our first Dinner/Dance — to be held on Saturday, 26th January, 1974, at the Irish Centre, Camden Town. Music by Pat McNamee and his band. Anyone interested in a night out may contact Bridie or I at the above number or any of the committee members soonest possible re. tickets.

That little job done I feel at ease, God knows I might write to my mother next year.

Best wishes to all for a Holy, Happy and Healthy New Year.

PADDY SHAW.

OUR QUIZ

Junior

1. What does a Lapidist work with?
2. Which is the brightest of the fixed stars?
3. What is a "Blue Book"?
4. What is measured with an Anemometer?
5. What does captious mean?
6. What is a caribou?

Veterans

1. What is the correct name for a "Jumbo Jet"?
2. What is hedonism?
3. What is a tuatara?
4. What country awards the Order of the Elephant as a decoration?
5. Where did Buddha start his teaching?
6. Who were the daughters of Zens?

Answers to Quiz on Page 19

WHITE CITY STADIUM

JANUARY, 1974, ATTRACTIONS

Tuesday, 1st—

8 Race Meeting — first race 7.15 p.m.

Thursday, 3rd, 10th, 17th, 24th, 31st—

8 Race Meeting — first race 7.45 p.m.

Saturday, 5th, 12th, 19th, 26th—

8 Race Meeting — first race 7.45 p.m.

Telephone 01-743 5544

WHITE CITY STADIUM

THE FORUM

HIGHGATE ROAD, KENTISH TOWN

LONDON, N.W.5

Telephone 01 267 3334

**LONDON'S NEWEST AND MOST LUXURIOUS
DANCE CLUB**

**Dancing every
Monday, Wednesday, Friday, Saturday and Sunday**

THE KERRY ASSOCIATION IN LONDON

Headquarters: St. Brendens, 4 Craven Park, N.W.10

Chairman: M. O'Connor, 65 The Fairway, Nr. Wembley. 01-904 4535

Treasurer: E. Greaney, 9 The Chase, Wembley, Middlesex. 01-903 2763

Secretary: J. O'Connor, 20 Clauson Avenue, Northolt. 01-422 6680

With the Christmas festivities and the many other functions during the year now behind us, all of which I trust you enjoyed, I feel that our chairman and his committee deserve our hearty congratulations for the pleasure they have given us, and our thanks for the time they have spent organising these fund-raising functions. An immense amount of prestige has been brought to our association in consequence. For our faithful members and our friends, I reserve a special word of appreciation for their continued patronage without which these functions would not be possible, nor would the amount of funds available for distribution amongst the many deserving charities which we support have been raised.

We are justly proud of the capacity crowd that packed the Brent Town Hall on November 29th for our Dance and Annual Draw. This success is indicative of the efficiency and hard work of our committee, and the wisdom of having tickets ready for distribution in early July, so that our members and friends could take them home on holidays. The London side was not neglected, as every available outlet of distribution was taken advantage of, and the overall desired result was achieved. Our funds have been enhanced, so much so that in future we can afford to be more generous to our charities, and to our hostel.

Our Social and Buffet at the Irish Club on December 14th was also equally successful. It enabled us to fill thirty hampers to hand to the elderly deserving people of Brent. The letters of appreciation to hand are ample justification for this effort, again my sincere thanks. Speaking generally I am of the opinion that a central committee should be formed combining all associations in welfare and fund raising activities, and thus ensuring a more concentrated and efficient effort.

I congratulate our under 21 team for winning both the football championship and the league and also our senior team. We hope that they will win the senior championship which has eluded them these many years. The golfing scene within our association is expanding rapidly, with the playing potential of some of our members being noted by some well-known professionals. However, the newly formed team were defeated by the Westminster Clergy at Mill Hill on their first outing, with the individual cup being won by one of our old members, Denis Sheehan. The newly formed committee envisage taking part in competitions in Spain in early 1974, and are keen to arrange matches with other golfing societies. Any keen Kerry golfer interested, please ring the Secretary, Martin Diggins, at 459 4225. Good luck to Sean Laide, prominent London businessman and golfer, who returned to Tralee in his new venture just before Christmas. Sean assured us that he would play with the team in London if he was selected.

Welcome to Fr. Lawlor, and to Fr. Fleming who recently arrived from Kerry after volunteering for a period of duty in London. We are sure that your presence will benefit the Irish Community in your respective parishes, your priestly sincerity and devotion to duty is admirable. Our prayers for your success and may God bless you and your arduous work in London in the future. God bless also those who came before you, especially our own Fr. Roache, who after a spell of duty in London and a short time in Waterville, has volunteered again for Peru. He surely deserves our prayers. (continued on Page 29)

Great GREYHOUND RACING



**EVERY
WEDNESDAY
& FRIDAY
AT 7.45pm**

**Plus MANY
MONDAYS**

RESTAURANT RESERVATIONS
Tel: 01-946 5361

**WINE and DINE
in COMFORT
WHILE YOU WATCH**

WIMBLEDON
STADIUM • LONDON'S EXCITEMENT CENTRE

COME TO

The Sullivan Hall

attached to

The Forest Gate Hotel

Godwin Road, London, E.7.

where we have formed an

IRISH CLUB

The Best in Irish Music and Dancing

THE RAMBLERS

ANDY on Piano Accordion and Base Guitar

FRANK on Lead Guitar, Mandolin and Mouth Organ

KEVIN on Guitar and Tin Whistle

We still have EDDIE MURPHY and Mrs. McGUIRE as advertised in the May issue of this Journal

TIPPERARY ASSOCIATION, LONDON

Chairman: Mr. B. Butler, 30 St. Edmunds Court, St. Edmunds Terrace,
London, N.W.8. Tel. 01-722 3730

Secretary: Mr. James Keating, 48 Priory Park Road, London, N.W.6.
Tel. 01-624 6332

May I take this opportunity in wishing all our members a prosperous New Year.

Our Annual Dinner is once again upon us. As always this is our greatest social event of the year.

This year our invited guests are His Excellency, The Irish Ambassador, Dr. D. O'Sullivan and Mrs. O'Sullivan; His Grace The Archbishop of Cashel and Emly; Dr. T. Morris, D.D. (Patron of our Association); His Lordship Dr. M. Harty, Bishop of Killaloe (also Patron of our Association), and many other distinguished guests.

As usual our dinner/dance is at the Gresham Ballroom, Holloway Road, N.19. Tickets are £3 each and may be obtained from our Chairman or myself at the above address.

Time and date to remember then is: Thursday, 21st February, 1974, at the Gresham Ballroom.

Looking forward to seeing you all there.

JIM KEATING, Secretary.

ANSWERS TO OUR QUIZ

Juniors

1. Precious stones.
2. Sirius.
3. A British Government publication in blue covers.
4. The velocity of wind.
5. Fault-finding.
6. The reindeer found in North America.

Veterans

1. Boeing 747.
2. A view of life which regards pleasure as the greatest good.
3. A primitive New Zealand lizard now almost extinct.
4. Denmark.
5. Benares, India.
6. The Muses.

Michael Waters (Carlow Association), 43 Spencer Road, Wealdstone, Harrow, Middlesex. — We apologise for the error in last month's issue which should have read "Carlow" and not Cavan.

MAGILL'S

— IRISH RECORD AND BOOK SHOP —

107 Goldhawk Road, W.12

Telephone: 01-743 7149

WISH TO ANNOUNCE THE OPENING OF
THEIR SECOND SHOP AT
149 KILBURN HIGH ROAD, LONDON, N.W.6

Rainbow Rooms - Manor House

316 GREEN LANE, N.4

(Outside Manor House tube station)

IRISH SCENE EVERY TUESDAY NIGHT

LEE LYNCH

London's Top Cabaret Artist



Licensed bar and restaurant until 2.0 a.m.

Dancing 2.0 a.m.

All enquiries for table bookings, please ring
Mrs. Bernie Daly — Telephone 01-800 4678

All band enquiries to:
Trevor Keys — Telephone 01-542 4343/8394

SPECIAL NOTICE:

Watch out for the **Second Annual**

TALENT COMPETITION

Prize: Manor House Trophy, One week's Holiday for two in Ireland
also consolation prizes



THE RAINBOW ROOMS

are available for functions to Associations and also to the G.A.A.

MONAGHAN ASSOCIATION IN LONDON

President: Rev. Patrick Mee, O.M.I.

Vice-Presidents: Mr. Edward McArdle, Mr. Thomas Gorman.

Treasurer: Mr. E. Hand, 52 Hermitage Lane, London, N.W.2.

Chairman: Mr. D. Marron, 114 Iffey Road, London, W6 OPE.

Telephone: 01-748 5334

Assistant Secretary: Mrs. P. Rafferty, 93 Dale Road, London, E.16.

The A.G.M. took place in the Irish Centre on Sunday, 9th December, 1973. Officers for the coming year are as above plus yours truly. In addition a committee was elected as follows: Peter Coyle (also C.I.C.A. delegate); Mrs. M. O'Byrne; John Finnegan; Maureen Mulvanny; Tommy McKenna; John McCabe; Peter Finnegan; Michael Connolly; Derek Jordan and Luke Cooney (also C.I.C.A. delegate). Mr. O. Harte also agreed to act as C.I.C.A. delegate with Don Marron.

It was agreed to support a motion proposed at a monthly meeting to try to raise £1,000 in the coming year towards the new Irish Centre Hostel. With this in mind, several bookings have been made and further details will be available shortly. In the foreseeable future our arrangements are:

8th January—

Monthly Meeting, Irish Centre.

15th January—

A "Get-To-Know-You" Social in the Irish Centre (admission by invitation only).

5th February—

Monthly Meeting.

14th February—

Annual Dinner/Dance in the Gresham Ballroom.

22nd/24th February—

Lakeland Tourist Committee's proposed charter flight to Dublin (counties: Cavan, Laois, Offaly, Longford, Monaghan, Westmeath and Roscommon). All enquiries may be made to me.

Allied Irish Banks have kindly agreed to print our membership cards this year, as well as the menu cards for the annual dinner, which they also printed for last year's dinner and for which we are very grateful.

Although the New Year, by the time this item goes into print will be a few weeks under way, may we take this opportunity to wish you all a very happy New Year. Enquiries regarding any items mentioned or membership of the association to

Yours truly,

ENID MARRON, Hon Secretary,

114 Iffley Road, London, W6 OPE.

Membership 25p (notification of all monthly meetings and functions sent).

A HAPPY NEW YEAR TO YOU ALL

from

Brendan and Bernie Brennan

(formerly of the Irish Centre) now at the

'Sir Colin Campbell'

264/266 Kilburn High Road, London, N.W6

Telephone: 01-624 7553

Announcing the Opening of —

D & A MOTORS

WESTCROFT SERVICE STATION

114/120 CRICKLEWOOD LANE, LONDON, N.W.2

Telephone 01-450 6724

**ANY MAKE OF NEW OR USED CAR SUPPLIED
PLUS SERVICE AND REPAIRS**

A HAPPY NEW YEAR TO ALL OUR COSTUMERS FROM

MEERES BROS.

(CONSTRUCTION PLANT) LTD.

2 Vincent Parade, Hanley Road, N.4

**SPECIALISTS IN ALL TYPES OF
CONTRACTORS PLANT**

Telephone 01-272 4239 Ext. 10

A HAPPY NEW YEAR TO YOU ALL FROM

COOPERS

IRISH BUTCHERS

**19 Harwood Road, Fulham, London,
S.W.6 Telephone 736 4853**

**WOULD LIKE TO ANNOUNCE THE OPENING OF THEIR
NEW SHOP**

TONY BROS

128 Chiswick High Road, W.4. Tel. 995 9359

**Irish Beef, Lamb and Pork, Irish Bacon - Sausages,
Black and White Pudding fresh daily, Mitchelstown Cheddar Cheese,
Galtee Processed Cheese, Free Range Eggs, Kerrygold Butter
Clover Meat, Sausages and Puddings**

SALT OF THE SEA

by

Patrick Mulloy

He sits and dreams by a busy quay
To while his ageing hours away;
He sees them steaming up the river:
Ships with timbers that never shiver!
Bellied machines to battle the storm,
Then he snuffs his pipe and snorts in scorn.

For 'tis only he who could tell the tales
Of the days when they cruised the seas with sails;
Of the nights an' they a' haulin' aft
With the roarin' sea aboard their craft;
The Skipper a' yellin' — heave ho fellows,
An' they a' puffin' like burstin' bellows.

Then the mornin' sun an' they on deck
Hitchin' together the bits o' the wreck;
Or dangle their legs across the 'wales,
An' stitchin' the shreds of their torn sails,
With the sea all blue, an' a ripplin' breeze,
Blowin' them over the seven seas.

Then he ambles along by the busy quay,
To return and dream another day;
He is lost in the shadows that shade the river:
Ships with timbers that never shiver
As they plough their way through the billows ridge,
With the ghost of Old Salt on every bridge.

PATRICK MULLOY.

Clare Association (continued from Page 3)

For 21 years Bunratty lay in ruins, but such a stronghold was too important for the English king to allow it to lie in Irish hands for long. In 1353, therefore, the King's Justiciar in Ireland, Sir Thomas de Rokeby, occupied Munster and Thomond rebuilt the Castle of Bunratty. It can hardly have been completed, however, before it was again taken and destroyed by the Irish, and for over 200 years the stronghold of Tradree remained in Irish hands. This was the time of the Hundred Years War and the Wars of the Roses in England, and the English were constrained to leave the west alone. The great families in Thomond, the O'Briens and McNamaras, were too strongly entrenched for their hold on the country to be wrested from them by the English.

Very little is known of the history of Munster during this period, but it was some time about the middle of the 15th century, about 100 years after the destruction of de Rokeby's short-lived stronghold, that the present castle was built. The builder was Maccon MacSioda Macconmara, Chief of Clann Cuilein. It was completed by his son, Sean Finn, who died in 1467. This family also built the Friary Church at Quin at this time, and similar architectural details occur in both.

The present castle was built on a different site from that of the first building, which had occupied the high ground where the Bunratty Castle Hotel now stands, close to the old Church, which evidently also had the same builders.

Perhaps this was because the old structures had been so irreparably ruined that they were mere heaps of stone, which would have been convenient quarries for the erection of the present castle.

Another short phase of its chequered career now began, and it belonged to the McNamara's until some time about the year 1500, when either through marriage or by conquest, it fell into the hands of the O'Briens. Be that as it may, for some years before 1542, when Morrogh O'Brien, the first Earl of Thomond, submitted to Henry VIII, Bunratty had been an O'Brien stronghold, but in the hands of the older line.

In 1558 Bunratty is noted as one of the supreme strongholds of Thomond, and it was taken from Donal O'Brien of Dough, the last King of Thomond, who died in 1579, by Thomas FitzWalter, Lord Justice of Ireland, and given to Conor O'Brien, the third Earl. The O'Briens at this time owned many castles in Clare and Thomond. Their chief seat was at Clonroad Mhor at Ennis, which was undoubtedly the chief residence of Donach, second Earl, and of Conor, the third Earl, who died in 1580, but it is likely that the fourth Earl, another Donach, the "Great Earl," on his father's death moved his chief seat from the old Palace at Clonroad and made Bunratty his headquarters. It is recorded that he covered the castle with a lead roof and in his will he leaves all the lead and the stained glass, not set up in the windows at Bunratty, to the Cathedral at Limerick and to Bunratty Church, which he had also refurnished. On his accession he probably made great changes in the structure of the castle. The upper rooms in the southern towers are evidently late Elizabethan in date and also the brick vaulting which crowned all four towers until the recent restoration, when owing to their structural instability, three of them had to be removed.

(to be continued next month)

Dates for your Diary

Children's Party — Sunday, 20th January, at The Irish Centre.

Bacon and Cabbage Dinner — Saturday, 2nd February, also at The Irish Centre.

(continued on Page 26)

Build a Bungalow the 'ERBEST' way

**IF YOU ARE BUILDING A HOUSE IN
IRELAND —**

**WE HAVE ONE TO SUIT YOU AT A
REALISTIC PRICE**

For details of Prices, plans, etc., contact :

BUTTEVANT CONCRETE PRODUCTS LTD.

Buttevant, Co. Cork

Telephone: Marlow 23207

WALL UNITS LIMITED

Mulhuddart, Co. Dublin

Telephone: Dublin 383475

W H E L A N

Specialists in

FORMWORK

STEEL FIXING AND GROUNDWORK

**J. P. WHELAN & SONS
(CONSTRUCTION) LTD.**

CLARE HOUSE, PAMPISFORD ROAD

PURLEY, SURREY CR2 2NE

Telephone 668-5264

IRISH LAKELAND ASSOCIATION

(Counties: Cavan, Laois, Longford, Monaghan, Offaly, Roscommon, Westmeath)

Following upon a dinner given by the Midland Regional Tourism Organisation on 28th November, 1973, to the Chairman and Secretaries of the seven counties listed above, it was agreed to hold an inaugural meeting on Thursday, 18th December.

At that meeting six counties were represented. It was decided to defer the setting up of a team of officers and committee until a later date. Donald Egan, of Offaly, who is one of the pioneers in this field of tourism promotion was asked to chair the meeting.

The first item on the Agenda was the proposed charter flight to Dublin on Friday, 22nd February, from Heathrow Airport, London, to Dublin, returning from Dublin Airport on Sunday, 24th February, 1974. Return fare £14.00. Details of times, etc., to be advised later.

Applications for tickets should be made to the Secretary of your County Association.

A vote of thanks was passed to the Irish Tourist Board, Midland Regional Tourism Organisation and Aer Lingus.

Next meeting was fixed for Wednesday, 9th January, 1974, at the Irish Centre, 8 p.m.

Watch this Journal for further details.

Enquiries to: Mrs. Marie Mullen, Telephone no. 748 3480; Mrs. Enid Marron, Telephone no. 748 5334.

Clare Association (continued from Page 24)

Coventry and Birmingham Association Dinner on 9th February, please ring for details.

Our trip to Shannon and Bunratty Castle the weekend of 16th February — sorry we are full up — book now for the next one. Congratulations to Mr. John Canny on the opening of his new office at Ickworth Park Road, Walthamstow. The opening ceremony took place on New Year's Day and was performed by Rev. Fr. P. Sheridan. John has a very charming wife, Mary, and four beautiful children, namely: Sea who is 13 years; Deborah 12; Paul 11 and 8-year-old Jacqueline. John and Mary are a very charming and popular couple. They are to be seen at all Irish functions in London.

A Happy New Year to you all.

(Mrs.) N. T. MARONEY



We take our green and turn it gold.

Kerrygold.

BUTTER & CHEESE.

THE IRISH DAIRY BOARD.

Good Quality Fresh Meat

always available from your friendly local butcher

GILLINGS

54 SALUSBURY ROAD, N.W.6

19 PEEL PRECINCT, N.W.6

328F KILBURN HIGH ROAD, N.W.6

**BEST WISHES FOR THE COMING YEAR TO ALL
ASSOCIATIONS**

from

Gerry Gallen

The Old Pack Horse

CHISWICK HIGH ROAD, LONDON, W.4

Tel. 01-994 2872

**TOM RONAN OF THE KILKENNY ASSOCIATION
WISH THE MEMBERS OF THE KILKENNY AND ALL
ASSOCIATION HEALTH AND HAPPINESS IN THE COMING
YEAR**

T. A. RONAN AND CO.

**CIVIL ENGINEERING and ELECTRICAL
CONTRACTORS**

Contractors to H.M. Government

Cable installations and electric lighting contracts for Factories,
Power Stations, Oil Refineries, Motorways, etc.

Contracts undertaken throughout Britain and Ireland

271 UXBRIDGE ROAD, LONDON, W.12

Telephone: 01-749 3051 and 2878

AER LINGUS INTRODUCES SPECIAL WEEKEND FARE ON LONDON ROUTES

A new weekend fare on all three London/Ireland routes has been announced by Aer Lingus. The new fare will be introduced on April 1st next on an experimental basis for four months, i.e., April, May, June and October. If the fare is successful, it will be introduced on a permanent basis.

The new fare, at the level of the current excursion fare, will be available for travel commencing on Saturday from London to Dublin, Cork and Shannon. The return journey may be made on any day within one month of the outward journey. The cost to Dublin will be £26.55, to Cork £31.55 and to Shannon £32.90. This is equivalent to the normal excursion fare and represents a saving of £8.75 for example, on the normal London-Dublin fare.

The new fare is designed to stimulate off-peak weekend travel which will not interfere with traffic demand from businessmen and other regular travellers, said Malachi Faughnan, Passenger Sales Manager (Britain), for Aer Lingus. "It should be popular with those intending to visit friends and relatives in Ireland who are prepared to travel at off-peak times."

New Coach Service Dublin - City

Aer Lingus, in co-operation with C.I.E. — Ireland's Transport Authority, have introduced a new coach service from Dublin Airport to Heuston Railway Station in Dublin City. Heuston Station is the main railway station for passengers travelling to and from the south and midlands of Ireland.

The new service is being introduced as part of the airline's improved standards of service campaign for an experimental period from 10th December until 30th January. If it is successful it will be retained on a permanent basis. Arrival and departure times of the coaches are planned to connect with train arrival and departure times.

The existing coach service linking Dublin Airport with the Central Bus Station in the city centre will continue to operate normally. Aer Lingus flights to Cork and Shannon also connect with coach and bus services to the south and west of Ireland.

Full information is available from all Aer Lingus offices.

Kerry Association (continued from Page 17)

Please note that our A.G.M. will be held at St. Brendans on Sunday, February 17th, at 3 p.m. Our proposed undertaking for 1974 is of an impressive scale — a second hostel, or alternatively, a larger premises to accommodate 50 boys. Please come to this meeting and get involved in the affairs of our association and help us to achieve our aims.

A special note of thanks to Tom Gorman for the splendid dinner/dance given by him to the county and athletic associations, at the Esso Hotel in November.

We wish a speedy recovery to our hard working Mayor of Brent, Councillor W. Dromey.

M. WALSH, P.R.O.

Cavan Association (continued from Page 7)

Friday night the "Anglo Celt" — our second Bible. Musical evenings with fiddle, pipes, tin whistle and spoons.

Ah! I remember it well.

Saturday night the big wash in preparation for the Canon's Mass at 8 next morning.

Sunday, that was the day — the highlight of the week. The after Mass get-together; travel arrangements for the match in Bruskey — will we go on the bikes, or choose the comfort of Galligan's turf lorry. Arriving at the pitch, wind blown, shaken and late. Anyway the ref. didn't come yet.

The game itself — noisy, exciting and tough — if we lost sure there is always the next game — we'll beat them when they come to us for the return! We won't forget Donohoe and Higgins — Big Peter, gentle, unselfish and deadly accurate — Michael, the schemer, with a dummy that every opponent bought.

Ah! It seems a long time ago. But we had much more than football — skittles at Carr's Crossroads, handball in the creamery yard and then fishing.

We didn't realise our good fortune, but it was a fisherman's paradise — Sheelin, Cullow, Graddum, Corglass, Kill, Kilnaleck — yes, all lakes — our lakes.

Sheelin — the mecca of all fly fishermen.

A day's dapping across Captain's Bay with brew-up on Church Island!

Memories.

Concerts in St. Patrick's Hall — the Lenten bazaar — the travelling film shows.

To the outsider it was just another village — to us it was our town — Kilnaleck —

I remember it well!

Sligo Association (continued from Page 9)

We shall all miss him but none more so than Mrs. Harte and their family, whom we assure of our help at any time.

To Mr. John Stenson, life member of the Association, and his family, we tender our sympathy on the recent death of his uncle, Mr. P. Gilmartin.

Also to the Wynne family on the recent tragic death of James Wynne, R.I.P., whose uncle Mr. Henry Wynne is a past president of the Association and to any family who may be saddened by an illness or death in the family.

Finally, a word of appreciation and thanks to the Press for the coverage given in the past year, namely "The Sligo Champion", "The Irish Post", "Cork Examiner" and last but not least "The Irish Counties Journal". To editors and staff we wish every success in 1974.

The last meeting of the Association was held on January 9th, at the Goldhawk, Goldhawk Road, Shepherds Bush, W.12, and our best wishes to licensee, Mr. T. McGowan, his wife and family, who have placed these premises at our disposal for meetings, etc., during the year.

A HAPPY NEW YEAR TO YOU ALL FROM—

CAROUSEL

Wonderful for Dancing Good Food and Wines

1st Class Groups

Dancing Friday and Saturday until 2 a.m.

Bars and Restaurant open until 2 a.m.

You are welcome at

184 CAMDEN HIGH STREET, LONDON, N.W.1

Michael and Tess Cooney wish to announce the opening of ...

THE

GEORGE & DRAGON

High Street

SOUTHALL

Telephone: 01-574 0056

AN IRISH WELCOME AWAITS ALL OF YOU

HIGH BEECH KENNELS

Avery Lane, Waltham Abbey, Essex

(Proprietor: T. E. Peacock)

Tel.: 5086498

Dogs trained

Obedience or guard
Alsations our
speciality

We collect and
deliver by arrange-
ment from house,
ship, airport

All kinds of animals
and birds catered
for



Dogs and puppies
usually for sale

Import and export
arranged

Roomy, heated
kennels

Dogs exercised daily
on lead

Also Cattery with
outside runs

All animals to be
boarded must be
inoculated

THE CONTINUING SUCCESS STORY OF KERRYGOLD

During 1973 the Irish Dairy Board has been continuing its plans to widen the Kerrygold range with the recent introduction of two new product lines on the U.K. market.

Kerrygold cream for coffee was test marketed in the Southern T.V. area during August and consumer acceptance was so strong that it was soon given a full launch in the Southern counties and the London areas in October. This was supported by a strong T.V. advertising campaign, which features Bud de Silvas' famous song, "You're the Cream in my Coffee" and a 6 million introductory bonus coupon issue. Cream for coffee is best Irish U.H.T. single cream packed in individual portion "jiggers", 10 jiggers to a box and is sold at around 18p per box. It is planned to extend distribution to give nation-wide coverage by mid 1974.

Hard on the heels of cream for coffee came a new cheese line — Kerrygold extra mature Irish Cheddar. Packed in attractive wedge shaped cartons, each containing a vacuum packed 6 oz. wedge, the new extra mature is produced by continuous selection from the standard Cheddar production, and then matured for a further 12 months before packing and marketing. It has a specially smooth texture, and a stronger flavour and aroma than the standard product and has been carefully aimed at the gourmet section of the market. This section is reckoned to account for about 10 per cent of the 190,000 ton British consumption of Cheddar cheeses. It sells at about 19p per wedge and was launched nationally at the beginning of November. It is early days yet, but consumer reaction appears to be good so far.

Without a doubt the most significant event of the year for the I.D.B. was the dramatic announcement in late August that the U.K. whole-sale price for Kerrygold butter was being reduced by no less than £30 per ton. This at a time when margarine prices were climbing steeply, and when traditional commonwealth suppliers were beginning to feel the effects of Britain's E.E.C. entry. Suddenly "top of the market" Kerrygold luxury was available at prices that competed with the cheapest brands and the British housewife was quick to get the message. MacFisheries, the giant supermarket chain, who were one of the first outlets to offer the brand at the new low price, reported an immediate increase in sales of between 500 and 600 per cent and similar reactions came from multiples, Co-operatives, and chain store groups all over the country. Kerrygold sales have held up well ever since and an average increase around 400 per cent is apparent. This success has in turn brought a problem of its own. Many store buyers have found it hard to appreciate such an enormous jump in demand and are still not ordering enough supplies to fill the shelves until the next delivery. The result is that, whilst there is absolutely no shortage of supplies available, many shops are sold out of Kerrygold long before the next consignment is due. When this problem has been ironed out, as it certainly will be, it is probable that the full effects of the perfectly timed price drop may end up in the region of a 600 per cent increase in sales.

All in all Kerrygold has had an exciting year in 1973, and with new plans in the pipeline for next year, including several new products, it seems clear that the Green and Gold and the familiar Gaelic style lettering will become more and more an everyday sight in British kitchens and homes.

The £25 honeymoon.



If you're having a winter wedding, how about this idea for a winter honeymoon?

A weekend for two, at the splendid new first-class London Tara Hotel, in the heart of fashionable Kensington. (And only

15 minutes from the West End.) You'll have a double room, with private bathroom.

A champagne dinner. And two tickets for the theatre or cinema of your choice.

All for just £25. Just for two. If you like the idea, send off the coupon below.

London Tara Hotel

To: The Marketing Manager, London Tara Hotel,
Wrights Lane, London, W8 5SR. Telephone: 01-937 7211.

I would like to book a £25 honeymoon at the London
Tara Hotel, for the weekend dated _____

Please send me full details.

Name _____

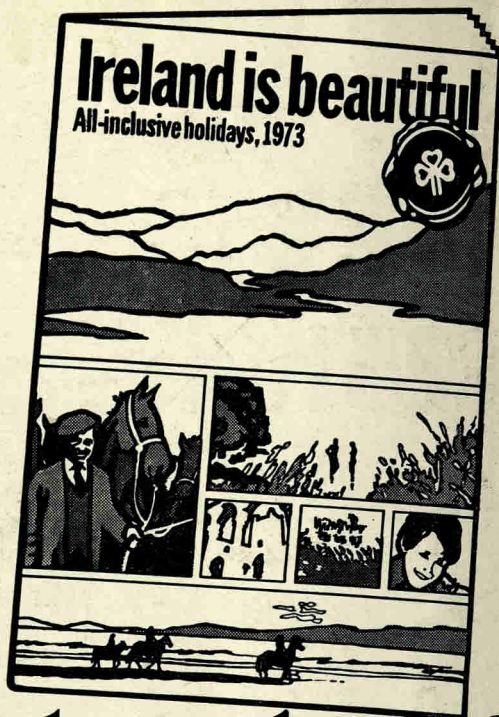
Address _____

London



ALL PRICES ARE SUBJECT TO VAT.

How much of your own country do you know?



This year you have the opportunity to discover and explore your homeland with exceptionally good value packaged holidays. Ireland has everything for you – beautiful countryside, beaches, golfing, fishing, riding, friendly pubs, places for the kids to play. And now, we've packaged it all and every holiday in our new colour brochure is fully guaranteed by the Irish Tourist Board itself. Here's a sample of our new low prices:

From £12.80* Cottage Holiday

8 days, 7 nights in a traditional thatched cottage with modern interior. All inclusive.

From £24.75* Farmhouse Holiday

8 days, 7 nights at an Irish farmhouse – ideal for children. Includes breakfast and high tea.

From £20.50* Self-Drive Cruiser

8 days, 7 nights. See the beautiful Shannon waterways, all inclusive except food. Sleeps up to 6.

* Prices per person based on four travelling.

Send for our big bright 'Ireland is Beautiful' brochure, full of all-inclusive guaranteed holidays. Complete our coupon below:

Please send me my copy of
'Ireland is Beautiful'.

Name

Address

Post to: Irish Tourist Board,
PO Box 273, Upper Stephens St.,
Dublin 8, Ireland.



Ireland

I.J.6

Personal callers or telephone enquiries to Irish Tourist Offices:
London, 150 New Bond St., W1. 01-493 3201.
Birmingham, 6-8 Temple Row, B2 5HG. 021-236 9724.
Manchester, 28 Cross St., M2. 061-832 5981.
Glasgow, 35 St. Enoch Sq., C2. 041-221 2311.