



PROPERTY OF THE IRISH IN BRITAIN HISTORY CENTRE

The Irish

Counties Journal

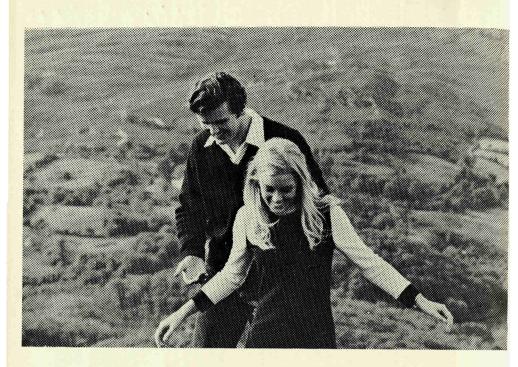
MAY, 1973

ISSUE No. 6

VOLUME 3







# Let CIE show you Ireland

### with our fabulous Rambler ticket

With a CIE Rambler Ticket, you're armed to go anywhere, anytime. For a full fifteen days your Rambler Ticket costs £12 and lets you travel anywhere you like by train; for another £3 all our provincial buses are at your service, too. Or if you buy an all-Ireland Overlander Ticket you can travel in the North, too, by Northern Ireland Railways and Ulsterbus. All this for only £20. Here's your chance to see Ireland in comfort. Get a Rambler or Overlander ticket this time.

It's a great country-enjoy it!

#### CONTENTS

	Page
Offaly Association in London	3
New Travel Incentives Launched	4
The Westmeath Association in London	7
The Laois Association, London	8
Cavan Association in London	13
Fine Fare Irish Beef Promotion	15
Clare Association in London	16
The West London Irish Society	21
Our Quiz	21
The Dubliners	23
Comhaltas Ceoltori Eireann	25
Answers to our Quiz	25
The Waterford Association, London	27
The Irish Club	29
The Leitrim Association in London	31
Irish Beef Promotions	32

Published by:

THOMOND PUBLISHING COMPANY,

5 Felixstowe Road, London, N.W.10 5SR and not sidelists and 'Phone 01-960 0201/2/3

To whom all advertising enquiries should be sent

# LAKE 🕸 LAND

Ireland's Natural Sportsmen's Playground comprises the seven counties:

CAVAN, LAOIS, LONGFORD, MONAGHAN, OFFALY, ROSCOMMON AND WESTMEATH

It is a sporting country, a haven for the boat lover, the golfer, the gun man, the horseman, and the angler, both coarse and game, who will find countless rivers and lakes alive with fighting fish.

For further information please complete the coupon

Midland Regional Tourism Organisation Ltd.,

Mullingar, Co. Westmeath, Ireland. Tel. 8761.

Please mail me free of charge your 'Lake Land for Holidays' Brochure.

Name
Address

# 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:

(eys — Telephone 01-542 4343/839

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. contrary to present rumours

#### OFFALY ASSOCIATION IN LONDON

President: Mr. O. Brannigan

Secretary: Mr. D. Egan

Chairman: Mr. K. Devery

Treasurer: Mr. P. McHugh



A section of the audience who attended our recent tourism promotion, films and lecture.

#### OFFALY PROMOTES IRISH TOURISM IN LONDON

Ireland was on sale at "The Rainbow" rooms, Manor House recently. But although the occasion was open to the public, it was not really a public auction. Instead it was an "Irish Evening" organised by the Offaly Association (London), with the main object of the function being to promote Irish Tourism.

This function was organised by the Association in conjunction with Irish Tourist and travel bodies. As Offaly is situated in the Midland Tourism Region, the county associations of the other counties of that region, namely Cavan, Monaghan, Longford, Roscommon, Westmeath and Laois, were also invited to attend, and most of them did.

The occasion was attended by a few hundred Irish and English people, who watched films and heard lectures on Ireland's unique holiday attractions. Irish tourist and travel officials in attendance included representatives from Bord Failte (London), B. & I. Line, Sea-Link, Aer Lingus, and also top officials of The Midland Regional Tourism Organisation Limited who had travelled specially to London for the occasion.

Speakers outlined the facilities available and the attractions for holidaying in Ireland. The fact that the current political situation

Continued on Page 10

#### NEW TRAVEL INCENTIVES LAUNCHED

Two new travel incentives aimed at boosting the already optimistic prospects for the summer season were announced in London on Wednesday, 18th April, by B. & I. (British and Irish Steam Packet Co. Ltd.). It is believed they will give a new fillip to the company's massive sales promotion campaign which is achieving positive results.

They involve the Irish Holiday Loan Plan to be operated by the Bank of Ireland and Host Plan, a scheme providing for discounts of up to 20 per cent at selected hotels and ten per cent in various top stores.

Under the Bank of Ireland scheme, anyone planning to travel via B. & I. Line on either of their two passenger/car ferry routes between Liverpool - Dublin and Swansea - Cork, can apply for a loan of between £75 and £200 or more in certain circumstances, to finance an Irish holiday.

Application has to be made through Bank of Ireland branches in London, Birmingham, Liverpool or Manchester.

Host Plan is being introduced in association with The Ryan Tourist Group Limited of Dublin. By travelling B. & I. Line, tourists automatically qualify for membership of the scheme which provides for handsome discounts at twelve leading Irish hotels (including four in The Ryan Group), all ideally situated throughout the country to suit the motoring tourist. The shopping discounts are available at selected stores, specialising in top class merchandise, in various parts of Ireland.

A Host Plan membership card is issued to the tourist after giving notice of intention to travel by B. & I. Line and a rough outline of the proposed itinerary.

Announcing the two new schemes, Mr. Frank Nealis, Marketing Manager of B. & I. Lines passenger/car ferries, declared "While bookings are most encouraging for the summer season, our policy has always been to use imaginative marketing schemes to stimulate traffic. The Holiday Loan Plan and Host Plan come into this category".

"We believe we have a good product and endeavour to market it with imagination. We are continuously striving to raise our standards and service. This year, as in the past, we have further improved our passenger/car ferries and we see these new incentives as a way of increasing our appeal to the public".

"Both schemes, along with our existing travel incentives, should make B. & I. Line service and Irish tourism more attractive to people living in Britain".

Disclosing that B. & I. Line were in midly optimistic mood about the prospects of the summer season, Mr. Nealis observed: "Already Continued on Page 10

# Now you can afford that holiday in Ireland

Irish Holiday Loan Plan is a new idea from Bank of Ireland and B+I Motorway. You borrow from the Bank (usually between £75 and £200), and you book with B and I, who'll sail you smoothly from Liverpool to Dublin, Swansea to Cork. For full details, call to any Bank of Ireland branch or post the coupon below.



Better get packing!



### k & Trela



and a	
	To: Irish Holiday Loan Plan, B+I Line, P.O.Box 38, Nelson, Lancs. Please send me full details of the Irish Holiday
73	Loan Plan. NAME
	ADDRESS
	ACCUPANCE AND ACCUPANCE OF THE PROPERTY OF THE

LONDON:

Bank of Ireland, 32 Shepherds Bush Green, W12 8PH. Telephone: 01-749 2773.

BIRMINGHAM:

Bank of Ireland, Bank House, 8 Cherry Street, B2 5AH. Telephone: 021-643 4977.

Bank of Ireland, 524 Stratford Rd., Sparkhill, B11 4AJ. Telephone: 021-772 4937.

Bank of Ireland, 260 High Street, Erdington, B23 6SN. Telephone: 021-350 4734/5.

LIVERPOOL:

Bank of Ireland, P.O. Box 4, 25 Victoria Street. L69 1JJ. Tel: 051-236 0345; 051-236 2721.

MANCHESTER:

Bank of Ireland, 12/14 St. Mary's Gate, M1 1PX.

Telephone: 061-833 0398.

PROPERTY OF THE IRISH IN BRITAIN HISTORY CENTRE



# It's the real thing.

"Coca-Cola" and "Coke" are registered trade marks which identify the same product of The Coca-Cola Company.

REGINA AND JAMES ROPER
(WESTMEATH ASSOCIATION)

extend a Cead Mile Failte to you all at the

# HOPE & ANCHOR CROWNDALE ROAD, CAMDEN TOWN LONDON, N.W.I

HOT SNACKS ALWAYS AVAILABLE

— A First Class Ind Coope House —

NOBBY and BETTY SMITH extend a warm welcome to you all at the

# PRINCE ALFRED

MARLBOROUGH ROAD, LONDON, N.19

A VARIETY OF HOT FOOD ALWAYS AVAILABLE MUSIC WEEKENDS

Manager: Pat Roper (Westmeath Association)

#### THE WESTMEATH ASSOCIATION IN LONDON

Chairman: Mr. E. CASEY, Flat 6, 84 Stamford Brook Road, London, W.6. Tel. 01-995 1918 Vice-Chairman: Mr. C. McKervey, 81 Berkeley Road, Hillingdon, Mddx. Tel. 89 35966 Treasurer: Mr. A. KYDD, 2 Teignmouth Court, 35 Mapesbury Road, London NW2 4HL. Tel. 01-452 0284

Tel. 01-452 0284
Secretary (pro tem): Mr. P. J. CAFFREY, 2 The Gables, Old Town, Claphan. Common, London S.W.4. Tel. 01-622 9001
Committee: Mr. W. CASHIN, 73 Keats House, Churchill Gardens, S.W.1 (834 5789); Mr. T. BOYLAN, 44 Conniston Road, Tottenham, N.17 (808 6013); Mr. J. DOYLE, 528 Redcliffe Walk Wembley, Mddx.; Mrs. DOYLE, 528 Redcliffe Walk, Wembley, Mddx.; Mrs. E. JOHNSON, 25 Coring Road, London, N.11; Mr. W. ATTWELL, 95 St. Albans Buildings, Brook Court, E.C.1; Mr. P. ROPER, Prince Alfred, Marlborough Road, N.19 (272 2134)

#### A.G.M., 26th November 1972

The A.G.M. arranged for 26th November, 1972, was held at The Irish Centre, Camden Square. Mr. G. Reilly presided. In his opening speech Mr. Reilly apologised for the absence of the Chairman, Mr. P. J. Caffrey, who was at home in Mullingar attending the funeral of his Mother. A vote of sympathy was passed to P.J. and Family on their bereavement.

The minutes of the previous meeting were read and accepted.

#### Treasurer's Report

The Treasurer gave a statement of the finances and it was agreed the Association is in a sound financial position. Accepted subject to audit.

#### Election of Officers

After general discussion it was decided to postpone the election of officers to a meeting to be arranged early 1973.

#### General Meeting, 11th March, 1973

A general meeting was held at the Hope and Anchor, Crowndale Road, Camden Town, by grace and favour of our good friend and committee man Jimmy Roper. The attendance, although disappointing in numbers, was sound in enthusiasm. The old faithfuls prepared to serve were there. It appears, although members always support functions arranged for them, there as a reluctance to come forward for committee, without which we cannot function. A small working committee was, however, formed with powers to co-opt. It was regretted that our old friend, Gerry Reilly, a founder member, decided to make way for fresh faces in office. He will be missed.

#### Annual Dinner

This will be held on Thursday, 17th May, at The Gresham Ballroom, Holloway Road. Tickets are now available at the low figure, bearing in mind current costs, of £2.50p. It is hoped members have received and read the bulletin circulated in early April, as possibly by the time you receive this, the Dinner will have passed into history.

#### Conclusion

The main purpose of this bulletin is to advise members of the position re. committee, but we do hope to organise an outing or two later in the year, either to the coast or to functions of our brother Associations in other towns. Suggestions in respect of which will be welcome from members. So let's hear from you.

Fraternally yours,

THE COMMITTEE

#### THE LAOIS ASSOCIATION, LONDON

Patron: Most Rev. Dr. Lennon, Bishop of Kildare & Leighlin.

> President: Fr. Dillon, Holyrood House, Watford.

Vice-Presidents:

O. J. Flanagan, T.D.; Mr. P. Lalor, Minister for Industry & Commerce Chairman:

John Dunne, 37 Craven Close, Hayes, Middx. Tel. 01-848 7661

Treasurer:
Hugh Milmoe, 50 Whitegate Gardens, Harrow Weald, Middx.
Tel. 01-954 0578

Secretary:

Peter Dunne, 74 Holmstall Ave., Edgware, Middx. Tel. 01-205 1335

The Laois Association are holding a reunion at the Irish Centre, Camden Town, on the 12th May. Oliver Flanagan, T.D., will definitely attend this function and among the priests travelling over are Fathers John Fleming (Mauntmellick), Edward Moore (Portloaise), Gerry O'Mahoney (Appeyleix). Last year at this reunion a terrific gathering of exiles from all parts of Laois attended. Music again will be supplied by the Johnny McCauley Trio. Do please come along for what promises to be a very enjoyable night.

Our sister Association in Birmingham are sending a coach load of their members led by their Chairman James Feenan and Secretary William Hetherington. I am glad to say that the Laois Association in Birmingham is progressing very well.

The Laois Hurling Board are sending the County Hurling Team to London next year as an incentive for them to do well in the Leinster Championship. Our Association will be entertaining them at some function. More about this later.

We are still looking for new members. Please contact me at the above address and I will give all the information required.

Our congratulations to Michael and Nora Lahiffe on their appointment as managers of the Irish Centre, Camden Town. We wish them and the Centre every success.

Since our last newsletter we have learned of the death of the late Patrick Deevay. R.I.P. To his widow and family, we offer our deepest sympathy.

PETER DUNNE

# If the folks back home can't put you up, you can stay with us for nothing.

If you're going over to Ireland soon, take advantage

of this special offer from Aer Lingus:

We'll give you your return flight, CIE rail or country bus tickets to your destination in Ireland, and two nights at any one of 180 Irish hotels.

All for the price you'd normally pay for the low-cost

excursion air fare.

You won't outstay our welcome either.

If you want to stop over for another four nights, this can be arranged for only £6.00 more.

Prices are from £13.50 if you're flying from Liverpool

to Dublin.

But you can also fly from eight other British airports to Cork or Shannon, too.

Either way, you'll fly in a Boeing jet.

If you'd like to know more about these GateWay holidays to Ireland, ask your travel agent, or any Aer Lingus office.

Or send the coupon below for our booklet.

ant to know



To: Aer Lin	gus-Irish, 52 Poland Street, London W1.
Please tell me givi	e more about GateWay holidays to Ireland, ng me full details and conditions.
Name	of A to see the house or to the other stiller
Address	bitomy on a 1 hours of my on the carries
	area and founder member offile Agree 16
	with the latter out took amount and

NEW TRAVEL INCENTIVES LAUNCHED (continued from Page 4) we can see the beginning of the recovery towards a happy position in Irish Tourism".

To substantiate his point, he pointed out that so far this year B. & I. Line had carried well over 15,000 cars on their two routes, an increase of more than 3,000 in the same period of last year. And 71,500 passengers had been carried in that time.

Summer bookings showed a most positive increase. Compared with the position at this time last year, bookings were now up by 68.4 per cent. on the Liverpool - Dublin route and by 67.2 per cent. on the Swansea - Cork route.

Mr. Nealis said: "One of our major objectives this year will be to retain our position as market leaders in the car ferry business between Britain and the Irish Republic. For the first time we carried more than 50 per cent. of the car traffic last year."

In spite of the recession in Irish tourism last year, B. & I. Line's car carryings were down by only 3 per cent. on the record year of 1971, when 91,000 cars were carried.

The Irish Holiday Loan Plan was described by Mr. Pat Hegarty, Development Manager (Britain), Bank of Ireland and Mr. John Collins, Planning Officer, Bank of Ireland. The Host Plan scheme was outlined by Mr. Con Horgan, General Sales Manager, The Ryan Tourist Group Limited, Ireland.

#### OFFALY ASSOCIATION (continued from Page 3)

in Ireland does not affect the outstanding qualities of an Irish holiday was strongly emphasised.

The function had more to it than just tourism films and lectures. There was also stage entertainments, provided by well known Irish artists, namely, Mary Hogan and Tadg Carney. Certainly the highlight of the evening was a film on the 1961 All Ireland Final between Offaly and Down which for some was a first sight of Ireland's biggest ever crowd-pulling sporting event, for others it was a revival of old memories and old controversies, not least the question of whether Tommy Greene was "inside or outside the square" in the closing minutes of that great final.

A raffle offered an attractive first prize of a holiday in Ireland for two, provided by B. & I. Line. To the delight of many, it was won by the Offaly Association's own president, Mr. Owen Brannigan—a veteran and founder member of the Association.

Some County Association and Tourist officials present indicated the desire for the formation, by the London based County associations of the Midland Region, of a common front to encourage and promote Irish Tourism in Britain and to convey the views of their members and friends to the various tourist and travel bodies.

# Going to Ireland with B+I is like driving door to door.

It's the easiest way. And the most convenient. Your nearest motorway takes you straight to the B and I ports—Swansea if you're going to Cork; Liverpool if you're off to Dublin.

Just pile the luggage, the kids and their toys into the car and you're off—and B and I's well-placed Ferryports make sure your journey's as short as possible. They're easy to get to at this end and easy to get from at the other end.

It's B+ | Motorway all the way! B and I give you a shipful of free-

dom and comfort so your holiday starts the moment you're aboard. The ships are modern and well-appointed, the service is cheerful and friendly, there's a bar, cafeteria and a restaurant (the food is excellent). There's even a ship's shop.



You can take a daylight or evening sailing (cabins and sleepseats are available) on any one of 15 trips a week.

#### Passengers without cars

If you prefer to travel without your car you'll find that fast rail services link to and from all major towns, and coaches whisk you between rail terminals and B and I Ferryports.
Read on for our exclusive money-saving offers.

#### Wednesday Special-Four passengers free!

Most Wednesdays throughout 1973 take B and I to Ireland and pay only for your car!

Pay £15.15 per single journey for any length of car and up to 4 adult passengers travel free

(two children 3-14 years are reckoned as one adult).
There is no time limit on your stay in Ireland but return journeys must not be made on Fridays or Saturdays.



# MOTORWAY IRISH FERRYSERVICES

For free brochure with full details of special offers, times, fares, etc ask your travel agent, AA, RAC, or write to: B + I Line PO Box 38, Nelson, Lancs.

Name

Address

Book through your travel agent, AA, RAC or B + I Line, Reliance House, 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)

### The motorway to Ireland

Liverpool-Dublin/Swansea-Cork

# 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

COMING ATTRACTIONS FOR MAY

FRIDAY, 18th

- ART SUPPLE AND THE VICTORS

FRIDAY, 25th

- MURPHY AND THE SWALLOWS

WEDNESDAY, 6th JUNE GENE STUART AND THE MIGHTY AVONS

#### J. J. CROSSAN & SONS LTD.

- BUILDING CONTRACTORS -

182 DRAYTON PARK, ARSENAL, LONDON, N.5 59 OAKINGTON MANOR DRIVE, WEMBLEY, Middx.

Telephones: 01-902 1750 01-359 2084

J. J. CROSSAN & SONS (IRELAND) LTD.

— HARDWARE MERCHANTS AND BUILDERS' PROVIDERS —
34 MARKET STREET, COOTEHILL, Co. CAVAN

Telephone: Cootehill 40

# 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

#### CAVAN ASSOCIATION IN LONDON

President: Mr. James Conway Chairman: Mr. Matthew Brunton

Hon. Treasurer:

Rev. T. McCabe, The Irish Centre, 52 Camden Square, London, N.W.1. Tel. 485 0051 Press Officer: Mr. D. Maguire, 174 Amhurst Road, Hackney, London, E.8 Hon. Secretary.

Mr. B. F. Mullen, 8 Dorville Crescent, Ravenscourt Park, London, W.6 0HJ. Tel. 01-748 3480



Drumlin Country near Shercock, Co. Cavan
— Photo by courtesy of the Irish Tourist Board

After the very busy year we had in 1972 raising the £1,000 for the Special School in Cootehill, we now have been taking things a little easier. However, it is time now to get on with our plans for the coming months. We have another Charity Walk planned for the Autumn (by special request, it was so much enjoyed by all — mums, dads and children — last year).

An evening trip to Birmingham to meet up with the newly formed Cavan Association in that city.

Then this is our 21st year and already the Social Committee are busy with the Dinner/Dance arrangements for 18th October.

Just to mention two of the big items. More details will be given in the Newsletter which is sent out by the Secretary.

The Annual Quiz is with us again. In the first round we meet a team from Longford. Those interested in taking place on the team should contact Robert King at 578 6390, or Fr. Tom McCabe at 485 0051.

We have received the following report from Jack Crossan, one of our members, on the very successful weekend trip he organised in conjunction with Martin Dickens, Chairman of the Parnells Football Club for the Coothill Junior and Senior Football Teams:

"The Cootehill Junior and Senior Football Teams played the Parnells Junior and Senior Teams at Wormwood Scrubs on the 18th March, watched by a good crowd which included many Cootehill people now living in London. The Parnells were the better teams, but we hope to have a trip arranged for Parnells to visit Cootehill later in the year and who knows what the result will be then Congratulations, Parnells; better luck next time, Cootehill. Playing for Cootehill were Charles Gallagher who is teaching in Cavan; Sean Smith, son of Pathonic Cooken in the Cooken was a senior of the Cooken who was a senior of the Cooken was a senior of the Cooken who was a senior of the Cooken was a senior of the C

Continued on Page 15

# Finest Quality Meats

FROM

# FINE FARE

# WHELAN

Specialists in
FORMWORK
STEEL FIXING AND GROUNDWORK

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

CLARE HOUSE, PAMPISFORD ROAD PURLEY, SURREY CR2 2NE

**Telephone 668-5264** 

#### FINE FARE IRISH BEEF PROMOTION

13 ×



Winning Fine Fare Meat Supervisors receive their cheques from the Irish Beef Board's U.K. Manager Oliver Murphy for the highest percentage increase in sales during the promotion. Fine Fare Meat Director, Mr. A. A. Craddock, looks on.

Fine Fare recently ran a highly successful promotion for Irish Beef in the Birmingham area.

Mr. Anthony Craddock, Fine Fare Meat Director, said that his organisation had decided to extend the promotion to the Birmingham area consequent upon the tremendous success achieved in Bristol and South Wales, and that he was extremely pleased with the results. He said: "I am particularly delighted at the continually high standard and quality of the meat supplies. Fine Fare are already making plans to develop their promotional activities during the current year with the Irish Livestock and Meat Board."

#### CAVAN ASSOCIATION (continued from Page 13)

Smith, a former Minister of Agriculture and a present T.D.; Brian Gerity and the Crossan Brothers, Sean and Michael. Michael is playing with the All-Ireland Team this year.

"The teams were entertained at The Forum, Kentish Town, by Bernie Daly, of Offaly, and were guests at the Parnells Dinner and Dance at the Cavendish Rooms on 17th March.

"All agreed that it was a very successful and enjoyable weekend."

The sympathy of the Association is extended to James Sankey and members of his family on the recent death of their mother.

Mr. B. F. MULLEN, Hon. Secretary

#### CLARE ASSOCIATION IN LONDON

Patron: Most Rev. Dr. Michael Harty, Bishop of Killaloe

Chairman: Mr. S. Igoe 8 Elgin Avenue Kenton, Middx. Tel. 01-907 2177 Treasurer:
Mr. J. Long
18 Grafton Crescent
London, N.W.1
Tel. 01-485 9553

Secretary:
Mrs. M. Moroney
100 Sandymount Ave.
Stanmore, Middx.
Tel. 01-954 3400

Our recent Bacon and Cabbage Dinner Dance at the Irish Centre was a great success. Two hundred and forty sat down to dinner and a great number who could not obtain tickets for the dinner came in to enjoy the dancing. We now look forward to the Buffet Supper which takes place on 30th June. Tickets are now on sale so that there is no excuse for being left out if you wish to join us for the evening. The venue for this function again is the Irish Centre, price £1.30p.

We now have the final details for our Summer Flight which leaves London Airport on Saturday, 28th July, at 9.0 a.m. for Shannon and returning on Sunday evening, 12th August. Return fare inclusive £28.00p. Again I would like to urge you to make your booking immediately with your deposit of £15.00p. In this way you will be assured of your seat and, of course, avoid disappointment. This will mean that you will have to book in at the Airport at 8.15 a.m. on the Saturday morning. We cannot under any circumstances hold up the flight as we are liable to be fined heavily for any delay.

There will be an outing sometime in June but we have not decided where to and the final date. We do hope that the weather will be a little kinder this year. The outings are a very enjoyable affair and we usually have a room booked for the eating, drinking and dancing on the return journey. You will be given full details of this in the next issue.

Make your booking for the Flight and Buffet from any of the officers shown above.

The Clare Association Officers and members tender their most sincere sympathy to Mrs. Mary Murphy and her family, and especially to her daughter and four grandchildren, on the death of her son-in-law.

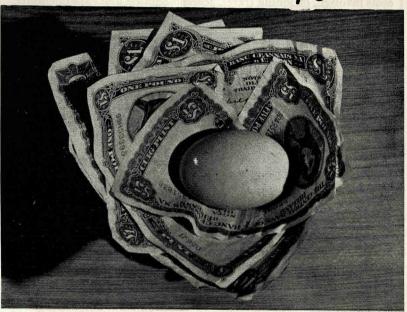
N. T. MORONEY,

Hon. Secretary

# See your nest-egg grow in Ireland

When you have an ACC investment at home in Ireland it grows handsomely at the rate of 9% interest, tax not deducted. And your investment is guaranteed as to both principal and interest by the Government of the Republic of Ireland. Your money will work really hard for you in Ireland — every penny of it being directed towards the further development of farming. The minimum initial deposit is £100.

9°/。



Please send me full details of the ACC Investment opportunities which are open to me in Ireland at this moment.

Name	Million and the second
Address	
Address	

To: Loans and Deposits Manager,

The Agricultural Credit Corporation Ltd., Box 111, Harcourt St.; Dublin 2, Ireland.

The Corporation is incorporated in the Republic of Ireland.

THE IRISH IN BRITAIN
HISTORY CENTRE

OFFALY ASSOCIATION (continued from Page 10)

Offaly will not miss Wembley Games

The Offaly football team will be in London for Whit weekend this year, and will be at Wembley for the annual Gaelic Games. The Offaly Association (London) made this announcement recently.

The Association disclosed that the Offaly G.A.A. County Board accepted an invitation from them, for the Offaly S.F. team and officials to travel to London for the Gaelic Games at Wembley Stadium and to attend a reception in their honour at "The Penthouse Suite", Barkers, Kensington, on Saturday, 26th May. The visiting party will also be at Wembley, not as participants, of course.

The Association was disappointed that the London G.A.A. County Board should not have invited All-Ireland champions, Offaly, to Wembley for 1973. Immediately it was learned that the Offaly team were not being invited, the Association's committee met and decided to invite the Offaly party to London and pay all costs involved, including travel, accommodation and entertainments, during the visit. The Association felt that the team, having made their historic breakthrough in Gaelic football, and having recently retained the All-Ireland title through a combination of fine talent, power and determination, deserved an invitation to London.

Since receiving the invitation, the Offaly County Board have given due consideration to the offer. They recently conveyed their acceptance of the invitation to the London based Offaly Association, despite speculation about the invitation, since it was issued in November last year, the London committee have, as a matter of policy, avoided unnecessary publicity while awaiting the decision

of the Offaly County Board.

It is understood that the Offaly party will travel on a flight to London on Friday, 25th May, and stay in London until Sunday, 27th May.

All Stars

Seven Offaly players will, of course, be included in the Carrolls All Stars football team which will be participating in this year's Wembley Games. The Association is confident that arrangements can be made with P. J. Carrolls Limited and the London G.A.A. County Board to have these seven players in attendance at the Grand Reception also.

The invitation which was originally intended to include a party of twenty-seven (i.e. twenty-four players and three officials) now includes a party of twenty, since the seven players on the All Stars teams will be brought to London by P. J. Carrolls Limited.

The Association wishes to remind everybody that their headquarters are at: 17 Dowanhill Road, Catford, London, S.E.6 18U, telephone 01-697 1147. Patrons are also reminded that tickets for the Reception on Saturday, 26th May, are limited, and should be obtained well before the date of the function. Tickets are obtainable from Messrs. V. Daly at "The Manor House", 316 Green Lanes, London, N.4, telephone 01-800 4678; K. Devery, telephone 01-697 1147, or P. Doolan 01-672 7781.

# FÁILTE GO BARKERS

Our beautiful Penthouse Suite is the perfect spot to hold your next Annual Dinner and Dance. We can cater for parties of 150 to 500 and we'll provide first class cuisine and service.

If you want to know more please call Mr.E.G.Lumsden on 01-937 5432, ext. 244. He can assure you—and your County Association—a warm welcome at Barkers.

# Barkers

Kensington High Street, London, W85SE

# £40 - PART TIME !!

CAN BE EARNED FOR 10 HOURS' WORK PER WEEK.

FOR ENERGETIC PEOPLE BETWEEN THE AGES OF 20 - 40

YEARS WITH CAR AND TELEPHONE

NO DOOR TO DOOR SELLING OR CANVASSING

Ring for Interview:

960 0202 10.0 a.m. - 5.0 p.m.

#### RESIDENT ASSISTANT MATRON

REQUIRED. S.R.N. (One of Two)

Single accommodation only

80 Residents

Within easy reach of London

Apply Secretary
THE WEMBLEY EVENTIDE HOMES
COMMON ROAD, STANMORE, Mddx.

Telephone: 01-950 1812

# Hearns Hotel

PARNELL STREET, CLONMEL
CO. TIPPERARY

The best in comfort and service with keenest prices

# The Tower Hotel

Church Street, Ross Crea, Co. Tipperary



Our Service is Second to None

Our price £1.40 for Bed & Breakfast & Morning Tea

# MARCO (CROYDON) LTD.

Container Service

AND HAULAGE

HAMPTON ROAD - CROYDON, CRO 2XJ

#### THE WEST LONDON IRISH SOCIETY

President: Mr. T. McGee

Chairman: Mr. J. Danagher Hon. Sec.: Mrs. G. Brett, 5 The Spinney, Castelnau, Barnes, London, S.W.13

St. Patrick's Night Dinner and Dance

A very successful St. Patrick's night was enjoyed by one and all. We were honoured in having as guests, the Deputy Mayor and Mayoress of Ealing, Councillor and Mrs. Barton, who courteously welcomed us into their borough. And, of course, the Crystal Palace Captain, Paddy Mulligan. Our old friend the famous Joe Lynch entertained us to after dinner stories until we were all tired from laughing.

Once again we had the Irish Dancing Teachers of London who gave a tremendous display of our national dancing and, for the second time, the Just "3" from Tipperary supplied the music.

Barkers laid on a wonderful meal, again a big "thank you" to

Mr. Lumsden and his staff.

#### A.G.M.

Our A.G.M. was held on 16th April and a report of same will appear in the next issue of this Journal.

Anyone interested in joining our Society, please contact the

undersigned.

#### GERALDINE BRETT,

Hon. Secretary

#### OUR QUIZ

#### **JUNIORS**

1. If you were watching a soccer match between the "Biscuit Men" and the "Toffee Men", which two teams would be playing?

2. If you were driving a car at 45 Kilometres an hour what would

be your speed in miles per hour?

3. What is the most frequently used word in conversation in English?

4. Which National Flag has a blue background with a yellow Cross?

5. What is the quarantine period for dogs being brought into the United Kingdom?

6. What is the maximum number of clubs that are permitted to be carried in a game of golf.

#### **VETERANS**

1. Why sleeping in the open are you warmer on rather than under a blanket?

2. What British Railway accident had no survivors?

3. What other University than Cambridge is at Cambridge?

4. What is the best colour for a scarecrow?5. In what city are there three "days of rest"?

6. What do you understand by "The Licensed Casino of Finance"

Answers on page 25



# COURAGE

Mr. BRENDAN O'SULLIVAN

wishes to announce the opening of an

IRISH CLUB

which opened on FRIDAY, 27th APRIL and thereafter every Friday and Sunday at

THE SULLIVAN HALL

attached to

THE FOREST GATE HOTEL GODWIN ROAD, LONDON, E.7

You can expect to hear light opera by our Resident Tenor, Eddy Murphy of Radio Telefis Eireann, a John McCormack Gold Medallist; Irish Dancing at its best by Mrs. McGuire, the present World Champion. There are other surprises in store

Come and Join us for an Irish Cultural Evening any
Friday or Sunday

#### THE DUBLINERS

The famous Dubliners packed the Royal Albert Hall on Wednesday, 11th April. It was interesting to find that out of the thousands of people in attendance most were in the 18 - 29 age group but, of course, a few of us "oldies" were squeezed in here and there. They played for two hours to an enrapt audience. These brilliant musicians included in their repertoire some tremendous instrumentalists as well as some of their new songs, but not forgetting the good "oldies" we all like to hear. At the end of their performance the boys had some difficulty in leaving the stage. The audience would, if they had had their way, kept them there all night. All in all, everybody agreed the evening had been a tremendous success.

Ronnie Drew, Luke Kelly, Barney McKenna, Ciaron Bourke and John Sheehan celebrated ten years together as The Dubliners on 6th November, 1972, with a special concert at the National Stadium in Dublin. The Dubliners are also very much individuals as Luke Kelly showed earlier this year by going into the production of "Jesus Christ Superstar", and Ronnie Drew who taped six half-hour shows for Telefis Eireann. Again last month, Luke Kelly went into a musical with Sandie Denny and Annie Ross, called "Jacques Brel is Alive and Well and Living in Paris".

The Dubliners originated in the smokey back room of Paddy O'Donoghues in Merrion Row, Dublin, they used to sing with the boys in the bar and would sometimes busk for a pound or two. Although they are now known the world over, it was not until their first major hit of "Seven Drunken Nights" in 1967 that Britain finally woke up to the fact that the Dubliners had arrived.

At this time there was a remarkable upsurge in Britain of folk music, and the Dubliners were perched up there on the crest of the wave. The Dubliners are traditionalists, but their music is drawn from the four corners of the world and covers an incredible variety of subjects. Their latest album contains material ranging from the story of American Labour leader Joe Hill, to a delicate story of a mentally retarded child. The album is called "Revolution" and is on Columbia.



397 KINGS STREET HAMMERSMITH LONDON W.6.

Telephone 01,748,0910

- NEW CARS
- **COMPETITIVE RATES**
- FULL COMPREHENSIVE INSURANCE
- DAILY or WEEKLY RENTAL
- A. A. COVERED
- TELEPHONE 01.748.0910

# great to rent

# **Ladbrooke Service Station**

673 HARROW ROAD, KENSAL GREEN, LONDON, N.W.10 Telephone 01-969 4448

WHERE YOU GET THE BEST SERVICE PLUS PERSONAL ATTENTION

#### COMHALTAS CEOLTOIRI EIREANN

The North London Branch of Comhaltas was formed on 5th October, 1970, at The Irish Centre, Camden Square. The Branch was badly needed and has since helped to keep together much of the Traditional Irish talent in London.

The original Branch Membership totalled 50 adults. The membership this year is 110 adult members and 30 junior members.

Membership costs 25p per year per adult and 10p. per year per Junior (under 16).

Anybody wishing to join should contact myself or any other member of the Committee.

The elected officers for the Branch Committee for 1973 are:

T. McCarthy — Chairman
J. Brooks — Secretary
E. Cull — Treasurer

J. Farrell - Vice-Chairman

Fr. Sheridan, T. Buckley, Mary Hopkins, Michael Hopkins, J. O'Connor, G. Hayes, F. Cafferkey and J. Kilkenny.

Sessions are held on every second Wednesday night in the Douglas Hyde Lounge, Irish Centre.

All guests, visitors and new members are welcome to attend.

#### J. BROOKS

Secretary

#### ANSWERS TO OUR QUIZ

#### JUNIORS

1. Reading ("The Biscuit Men") and Everton ("The Toffee Men"), recognised nicknames of these Clubs.

2. Approximately 28 m.p.h. — i.e. 27.96 m.p.h.

- 3. Î
- 4. Sweden
- 5. 8 months.

6. 14

#### VETERANS

1. Because one loses more heat to the earth than to the air.

2. Tay Bridge.

3. Harvard Mass (Cambridge, Mass.)

4. Birds fear blue.

5. Jerusalem — Moslem, Jewish and Christian

The Stock Exchange.

#### 01-459 7771/2 Silver Line Car Hire

for a quick & comfortable service to Theatres, Airports, Docks Stations Wedding Specialist

Saloons

Limousines

Chauffeur Driven

Express Parcels

Account Facilities

24 hour Service Radio Controlled Cars

Prompt and reliable

Drivers wanted. Men and Women

Own modern 4-door Saloon Cars

Telephone 458 7771

# William F. Leane & Sons Ltd.

#### SCAFFOLDING AND PLANT HIRE CONTRACTORS

7 WILLESDEN LANE KILBURN LONDON, N.W.6 Telephone 01-624 7744/5

### P. MULKERRINS LIMITED

**DEMOLITION & EXCAVATION** 

28 Caxton Way, Holywell Industrial Estate, Watford Telephone: Watford 26050 and 24960

## 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

#### THE WATERFORD ASSOCIATION LONDON

Patron: The Most Rev. Dr. Michael Russell, D.D., Bishop of Waterford and Lismore President: Right Rev. Charles J. Henderson Bishop Tricala and Auxiliary Bishop of Southwark

Chairman: Mr. J. FRENCH, 64 Victoria Road, London, N.9. Tel. 807 2114 Vice-Chairman: Mr. P. MOLONEY 70 Olive Road, Cricklewood, N.W.2. Tel. 450 7027

Mr. P. STAFFORD, 53 Caithness House, Bemertom Street,
London, N.1. Tel. 837 8770
Hon. Secretary:
Mr. M. DONOVAN, 59 Park Rd., Hendon, N.W.4. Tel. 202 6357

Assistant Secretary: Mr. T. A. CULLEN

#### Bacon and Cabbage

The new season got under way with the traditional Bacon and Cabbage dinner at The Irish Centre. Once again our right hon. treasurer suffered a severe attack of frustration at the thought that a hundred more tickets for the dinner could have been sold, had the accommodation been available!

This appears to be an occupational hazard for all Waterford Association treasurers and long may they suffer from this ailment! In the event, the night was a great success and is a good omen for the next year. To the management of the Irish Centre who laid on a superb dinner — and plenty of it — we say "go raibh mile maith agat agus beirimid thar nars".

#### Benefit Dance

By the time you read this we hope to have suffered the same embarrassment of riches at the dance on 27th April at the Cricklewood Hotel which we will bestow on the Glavin family who suffered from a tragic bereavement early this year.

Johnny McCauley joins us on the 11th May for a dance in aid

of our Lourdes Pilgrimage Fund.

#### Annual Dinner

As stated in last month's Journal we are returning to Hammersmith Town Hall for our Annual Dinner on Saturday, 27th October. We know that the demand for tickets for this event will, as usual, exceed the supply so do not say that you have not been warned.

Tower Hotel, Waterford

We again remind you to get in contact with us with regard to our Reunion Dinner in Waterford on 4th August. The more of us travelling together the cheaper it will be. Please ring now to any of the above numbers.

#### Farewell

Five members of our Association have shaken the dust of London off their feet and have returned to their native soil. Mr. and Mrs. Harry Davis have gone to live in Cork (Harry was our Assistant Secretary last year), Walter Fennell is now working in Mallow and John and Elizabeth Hickey are building a new home in Ballyneety, Dungarvan. May their roads rise with them and perhaps we will (Continued on page 30)

#### MARGARET and STEPHEN REDMOND

extend a Cead Mile Failte to you all

at

# The Grove Tavern

83 HAMMERSMITH GROVE, LONDON W6

### J. Lydon & Co., Limited

Civil Engineering and Building Contractors

144 DALLING ROAD, HAMMERSMITH LONDON, W.6

Telephone: 01-748 8933 (4 lines)

#### LYDMOR HOMES LIMITED

16 Wellington Road, Ballsbridge, Dublin 4
Telephone 685886

SPECIAL DISCOUNTS TO ASSOCIATIONS from

# P. Carney & Co., Ltd.

BUILDERS AND DECORATORS

also Paints, Wallpapers and all Decorating Materials supplied

#### 70 HARROW ROAD, WEMBLEY, MIDDLESEX

Telephone: 01-902 5383

P. Carney (Mayo Association)

#### STOP PRESS

#### WEXFORD ASSOCIATION

23rd May, General Meeting at The Earl of Derby, W.9, time 8.30 p.m.

25th May, Benefit Dance at St. Augustine's Hall, Hammersmith. The Wexford Mummers will be in attendance, tickets 50p., from Mr. T. Russell at 01-603 7885, or Mr. R. Bakey at 01-674 5290.



Photo taken at The London Tara by Gerry Harrington. Left to right: Mrs. F. Caulfield, Mr. C. Whelan, Minister Councillor Irish Embassy, Mrs. T. Dunne, Mr. C. McConnell, President: Mr. T. Dunne, Chairman, Mrs. C. Whelan.

On the 17th March, 1973, the Irish Club held their Annual St. Patrick's Banquet and Ball in the Shannon Suite of the fabulous new Aer Lingus 850-bedroomed Hotel, The London Tara, situated in the heart of Kensington.

On entering the London Tara Hotel one was very impressed by the Irish art decor. The tapestries in the foyer are modelled in the Celtic designs of Newgrange, the ancient burial ground of the Kings and Queens of Ireland. The spectacular tapestries were designed by Cecil King and woven by V'Soske Joyce.

Portraits in the Dublin Bar by Robert Ballagh include writers James Joyce, Brendan Behan, George Bernard Shaw, Oscar Wilde and Sean O'Casey.

The Ormonde Restaurant murals are by Patrick Scott.

The Tara is also the new Aer Lingus Terminal, so for any of you taking the bargain offers of Gateway Weekend Holidays, Freeway Motoring Plan or Flyaway Holidays, what lovely surroundings you will have with shops to buy forgotten toiletries and newspapers, a Coffee Grill open for meals, snacks or light refreshments from 7.0 a.m. to 2.0 a.m.

To get back to the St. Patrick's Banquet and Ball we were all greeted firstly by the beautiful Aer Lingus Hostesses, presenting us with fresh shamrock flown

over from Ireland especially for the occasion.

There to greet us with Chairman Tommy Dunne and his good lady was that indomitable figure of Mr. Charles McConnell, president and founder member of the Club, who never misses the Club's St. Patrick's Banquet. From the Embassy we had Minister Councillor Mr. Charles Whelan and the very charming Mrs. Whelan. The conscientious Miss Conroy was seen fussing around everyone and making sure of everyone's comfort.

Mr. Eddy Donnolly, the Club's banqueting organiser looked immaculate in his white dinner jacket, racing about to ensure that everything went with a swing. There were two very short speeches by the President and Chairman with the

emphasis on happiness and enjoyment for the festival of St. Patrick.

We tripped the light fantastic until the early hours of the morning to the music of Ray McVey and his Orchestra. Some of us took advantage of the

special offer for bed and breakfast to group organised dinners, which is a great boon in this day of the breathalizer.

Mr. Raphael Muir, General Manager, and his banqueting staff are to be congratulated for the really wonderful meal and service.

#### Whit Weekend Festivities at the Club

Friday, 25th May: Bacon and Cabbage Dinner

Saturday, 26th May: Dance with spot prizes and raffle Monday, 28th May: Wine and Cheese — entertainment provided Tuesday, 29th May: End of Session Debating Dance. Dancing to Pat MacNamee's Band.

The Heathsiders launched the first ballad session of the season on Wednesday, 17th January and fortnightly since then. The next one takes place on 16th May.

The monthly Bacon and Cabbage Dinner has proved very successful and looks like being a permanent fixture.

The Chairman's Lunch continues to draw new members and is a wonderful opportunity for Irish business people to meet. Next one will be the 30th May, 12.30 for 1.0 p.m. (Special Ladies' Invitation).

#### WATERFORD ASSOCIATION (Continued from page 27)

meet them again at the Tower Hotel next August to exchange reminiscences.

#### Welcome

To Pat Fitzgerald who has recently joined our ranks. Pat is a noted hurler who won a County Waterford hurling Championship medal with Shamrocks last year.

Talking about hurling, I used to keep goal for Mount Sion many years ago and I basked in the reputation of being the best goalkeeper in Waterford because few sliotars entered my net. I hasten to add that this was an entirely undeserved reputation because I happened to be a contemporary of the great John Keane, and with big John playing full back in front of me, I never even saw the ball! The day that John couldn't play I let in a netful of goals and my name was mud overnight. I took up soccer where the ball was bigger and at least I could see it.

Still on soccer for those of you who do the pools we have a little bit of Waterford in the Austrialian team of Redcliffe in the name of London born Bill Smyth, son of Wally our past chairman.

#### Congratulations

Congratulations to Mr. N. J. Keily on his promotion from Managing Director to Chairman of the famous English firm, The Ozalid Company Limited. Mr. Kiely is brother to our longstanding member, Dick.

#### A.G.M.

We will be holding our Annual General Meeting on 27th January, 1974. Do not say that you have not been given plenty of notice.

MICHAEL BRAZIL

#### THE LEITRIM ASSOCIATION IN LONDON

**Patrons:** 

Most Rev. Dr. QUINN, D.D., Bishop of Kilmore Most Rev. Dr. DALY, D.D., Bishop of Ardagh



Hallo, again! After an absence of some months we are back again in print with news of your Association's activities. The New Mazenod Hall in Quex Road, Kilburn, has become the venue for recent meetings of the Association and meetings have generally been very well attended, and lively discussions always take place. Meetings are usually held on the last Monday of each month and we would be delighted to see you at a future meeting — just ring our Secretary, Mrs. Tierney (telephone number shown above) for confirmation of the time and date.

Well, now for news of what's been happening! It has been decided that we will be unable to hold Feis Breifne this Spring and arrangements have been made to look after the Competition Cups until the next date for a future Feis can be arranged.

The Association has decided to enter a team for the Council of Irish County Associations' annual Inter-County Quiz this year. Here's wishing them well in the competition.

A Grand Social under the auspices of the Association was held in Quex Road Hall on Monday, 9th April and was a great success in bringing many Leitrim people together for a very enjoyable evening. It is hoped to arrange more functions of this nature in the near future.

A big event now being organised is a Grand Draw for a prize of a fortnight's holiday in Co. Leitrim for two people, the holiday to coincide with one of the four big County Festivals being held in Leitrim this Summer. The An Tostal in Drumshanbo (in June), Carrick Festival (early in July). Ballinamore Festival (middle of August), and Monorhamilton Wild Rose Festival (late August early September). The prize includes return fare by boat or air, and accommodation for a two-week stay. The Tourist Office, Bord Failte, are thanked for their help in arranging the prize. Tickets for the Draw are available now at 5p each, or 20p for a book of five. There is not much time now left to get your tickets as the Draw must soon take place. Contact our Secretary or any member of the Committee if you have any difficulty in getting your tickets — but hurry!

Now for the results of this year's Prize Bond winners! The lucky ones were as follows:

January — Mrs. H. Clancy, of N.W.2

February — Mr. P. Mulvey, of N.4

March — Mrs. M. Tierney, of N.W.2,

April — Mr. M. Tierney, of N.W.2,

No, you are not seeing double! Against tremendous odds, Mr. and Mrs. Tierney carried off the March and April Prizes to great surprise and applause, and I think this is the first time such a double has been achieved. Just a brief reminder here that you can only participate in the Monthly Draw if you are a paid up member. So, if your membership has lapsed or you have not joined us, you are invited to do so. The annual subscription (see top of page) is very modest and as all our work is voluntary, we need your support. We are, of course, even more pleased to see members at the monthly meetings, so do come along. You can be assured of a friendly welcome.

#### Stop Press

Mr. Gregory Dunne, the Proprietor of Leitrim's weekly newspaper, *The Leitrim Observer*, has arranged with a big wholesale distributor in London to have the paper available from all newsagents in the Capital so, if you have not seen the *Observer* lately in your locality, ask the newsagent to get it for you. It will be available at the weekend of the week of issue.

No doubt a lot of you will soon be off on your holidays, so here's wishing you a pleasant time.

Go Ndeirigh an bothar libh,

#### MICHAEL MACHAODHGAIN,

(Assistant Secretary)

#### IRISH BEEF PROMOTIONS

Despite the recession in the general beef trade the Irish Livestock and Meat Board continues to extend its promotional activities. Key markets are currently featuring Irish Beef in 110 outlets throughout the U.K. and, on 25th April, the Board featured a display and cutting demonstration of Irish vacuum packed beef cuts at the Grosvenor Hotel in Glasgow, followed by a lunch for local butchers and trade association officers.

On 10th and 11th May, Irish beef was also featured at the Home Economics Exhibition at the Bloomsbury Centre Hotel, London, and the Board's Home Economist, Mary Owens, gave cookery demonstrations and distributed recipes, orientated particularly to assist domestic science teachers in schools and other educational establishments.

The Board also plans a strong Autumn campaign in which support has already been promised by several of the largest meat retailing outlets in Great Britain.

U.K. manager, Oliver Murphy, said: "It is encouraging to see participation by some companies who were not taking part at this time last year, and equally encouraging to know that those who did were sufficiently successful to promise to take part again in our Autumn Irish Beef Campaign. I think that there is an increasing realisation, within the trade, of the value of such promotions particularly at a time when the beef trade badly needs a boost. We are always prepared to discuss the possibility of an Irish Beef promotion with any sector of the retail trade which shows interest".



# Fresh fields?

You've been able to buy Irish Beef round London for some time now. And more and more housewives there have discovered that our symbol stands for great beef, raised on the finest grass in the world.

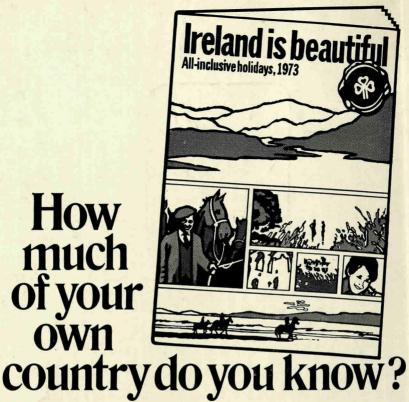
Now you could be lucky outside London too. Many butchers and supermarkets up and down the country are running special Irish Beef promotions this year.

Look out for our green-grass symbol. If you don't see it, don't give up.

Just keep asking for great beef. Irish Beef.

Irish Livestock & Meat Board 26-28 Bedford Row, WC1R 4HE.01-405 1772





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:

How

much

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_

Personal callers or telephone enquiries to Irish Tourist Offices: London, 150 New Bond St., W1. 01-493 3201. Birmingham, 11 Bennett's Hill, B2. 021-643 3882. Manchester, 28 Cross St., M2. 061-832 5981 Glasgow, 35 St. Enoch Sq., C2. 041-221 2311.

IJ2