

GAELIC NEWS

NUAHTÁN GAEL

MARCH, 1970. Vol. 2. No. 1.

Incorporating Gaelic Sportsman, Gaelic Weekly and Gaelic Weekly News.

Price 1/6
Britain 2/-; U.S.A. 50 cents

Fanning : Is He Still A 'Fanatic' ?

LOFTUS : Could The Middle Road Be
The Surest ?

McFlynn : A Man For All Seasons

GALLAGHER : Is He The Best In Connacht ?

Feeney : Is He Really The Favoured Son ?

Plus : Special Industrial Supplement
With Forewords By Mr. Jack Lynch
T.D. And Mr. George Colley, T.D.

London To Support Galway Motion

G.A.A. followers in London are looking forward optimistically to the coming season — the 75th anniversary of the Association in the county. All clubs have held their annual general meetings and County Board officials are planning ahead for the Wembley Tournament on May 23, to which Cork and Kilkenny, in hurling, and Kerry and Offaly, in football have been invited to take part. The position of London teams in the Provincial and All-Ireland championships is also being taken into consideration and it is almost certain that Galway's motion to Congress seeking a special group to be set up in the senior hurling championship to include Galway, London and Ulster will have the full support of the Board.

Everyone is aware that London must have much-needed match practice if they are to make any progress in the competition to which they were re-admitted last year. It would be a bit much to expect good results when pitted against the provincial champions of Leinster and Munster, in alternate years. In this respect, the motion in question, if passed, would enhance London's prospects of an All-Ireland title.

London will also field a team in the intermediate championship and here the team will have a difficult task in trying to regain the Provincial Championship, as the Warwickshire selectors will have the pick of their two junior All-Ireland winning sides at their disposal, in addition to the advantage of a home venue this year.

The London footballers, although successful last year, are again eligible to take part in the junior All-Ireland and they have an added incentive this time to prove that they are a step above this grade, by winning it more convincingly than last season. There would then be no doubt but that the Board would seek permission for them to take part in the higher grade.

London's representatives in the club championship of Britain — Garryowen (football) and Brian Borus (hurling) — should make a bold bid to capture the respective titles. This will be Garryowen's first time taking part in the competition, but Brian Borus have won the title on two previous occasions . . . the only London club to do so. I have no hesitation in tipping Garryowen to take this title at the first attempt for their officials have blend-

ed together a first class team, led by Eamonn Glennon of Galway, which combines youth and experience. "Brians" must also be favourites to bring the hurling title back to London, for their selectors are in the fortunate position of having the majority of the London senior team at their disposal. However, their task is likely to be much more difficult than that of Garryowen's.

Tommy Gorman (Monaghan), who has helped clubs and the London Board on many occasions, is to be congratulated once again on his announcement that he was presenting each club with an Agricultural Credit Bond to the value of £10.

Negotiations are still proceeding for the purpose of procuring planning permission for the New Eltham ground and, if successful, it is almost certain that the property will be sold. The biggest problem for County Board officials would be the procuring of an alternative headquarters which would have to be in hand before New Eltham could be disposed of at any rate.

Liam Campbell Reports



Where Credit Is Due

the scope of the scheme is being widened day by day. Subscriptions are needed from people who will not be looking for loans to build dressingrooms and handball alleys and halls all wrapped into one . . . people like controllers of firms sympathetic to the Association, or people who have done well in business and who were G.A.A. players in their younger days, or (the greatest source of all) hoteliers in every corner of the country who benefit so heavily from the eating (and drinking!) of patrons on the days of big matches.

These people gain much from the G.A.A., and they should be pursued, politely but firmly. I know that there's no guaranteed repayment of interest, but they're getting their percentage in other ways, and have been for many a day.

If enough of these people can be persuaded to subscribe, then the danger of having too many clubs chasing too little money will be almost avoided; almost,

but not quite. Because the only people who can keep the scheme clear of that difficulty will be the members of the clubs themselves.

Restraint and good sense must be observed; if a club is joining the scheme just for what they can get out of it, they'd be doing everybody a favour by staying away from it altogether. A credit scheme is based on co-operation, not self-seeking.

And now that we've all look-

ed at the scheme, let's get on with it. The Association has been slow in setting it up, but at long last it's there. I feel that this may be the beginning of a whole new era for the Association if the type of thinking behind the scheme can be applied to many other aspects of the organisation. It's a start, and a good one. So to finish I'll do something which the Trustees have been appointed to do also: give credit where it's due.

There's more to a good living wage than 'take home' pay

For instance retirement. There's still a lot of living to be done—yet there's no "take home" pay. With an Irish Pensions Trust plan your employees will earn that retirement income now. And here's how—

- **Attractive Benefits** now through plans devised to achieve maximum tax relief.
- **Attractive Benefits** through modern underwriting methods.
- **Attractive Benefits** through proven ability in assessing future patterns in terms of contemporary pension plans.



IRISH PENSIONS TRUST LTD

Designers, Administrators and Corporate Trustees of the great majority of all Pension Plans in Ireland

38/39 Fitzwilliam Square, Dublin 2

Telephone 62345/9-60741/0

46 South Mall, Cork

Telephone 21605/7

A constituent company of the Noble Lowndes and Hill Samuel Group

Managing Director: E. A. Goulding

ONE grumble that I have about the Credit Scheme is the way that it was allowed to dribble to the public notice in the first place. Such a big move by such a big organisation should have got off to a big opening. Instead we had statements around the country (not all of them agreeing) and a certain impetus must have been lost in the consequent confusion. I think it got out into the open too soon, before it had been hatched properly, and so had to get over the drawbacks of premature arrival.

Another grumble (now that I'm at it) concerns the time of arrival; it came too late for the organisation, or at least it left it perilously close to being too late. And if that sounds paradoxical in relation to the opening remarks, let me say that I feel the Credit Scheme should have come five years or more ago.

Still, better late (even very late) than not at all, and this late arrival may well have been the cause of the early announcements. Many others besides myself must have felt the need to get going and fast.

Having got these grumbles — and they're very minor ones in the long run — recorded, let's go on and consider the question on a broader scale. The basic idea is as sound as it could be: those who have cash to spare put it in, those who need cash borrow it.

It's not a new idea, since the banks and building societies have been fattening on it for many a long day, but it's new in this sense, that all people dealing with the scheme, putting in or borrowing, will be kindred spirits, all with the

good of one Association at heart. It's also new when you consider the amazing fact that it's the first attempt by such a gigantic group as the G.A.A. to harness the huge amount of goodwill that exists towards it.

If you think that the amount of goodwill isn't huge, take a look at Meath's whip-round for their Australian tour a while back . . . or, more currently, at the Kerry bingo boom, with the same trip in mind. Don't tell me that there isn't an awful lot more where that came from, and the potential is unbelievable when you consider that these efforts were made by just counties.

What can be done with the entire Association behind the drive remains to be seen, and I have a strong feeling that it'll be worth seeing. So you'll forgive me for saying again that the whole scheme shouldn't be coming now; it should have come years ago.

Anyway, it's officially on the road, and good luck to it. Early returns, as they say at election-time, indicate that the goodwill I mentioned above is there all right, with plenty of promises, and a fair amount of hard cash, too. It appears that the clubs have got the early treatment, but I'm glad to report that the scope is being widened rapidly.

Glad because the scheme is designed to help clubs, and if they had buckets of money to invest, they wouldn't be needing help in the first place. So there's no point at all in three thousand clubs scraping a hundred pounds each together, bunging it in, and in the next post applying for a loan of a thousand pounds each!

It's for this very reason that

GAELIC NEWS

All Aboard For Galway

'The greatest free show on earth,' 'The Countryman's day out,' 'Democracy gone mad.' Yes, these regretfully are some of the expressions applied to the Annual Congress of the G.A.A. and, like most other such sayings, they are not without a grain of truth.

To the majority of G.A.A. members, Congress is a meaningless exercise. That this should be so is a horrible reflection on those who have attended these annual meetings down through the years, but now is not the time to start apportioning the blame. There is indeed, far too much of this attitude at present in the G.A.A. and it is our earnest hope that we will not see another slugging match at this year's Congress between opposing factions.

Last year's Congress saw the emergence of a strong

critical element, mainly from delegates who, in one capacity or another, represented several thousand young people. It was no more than that. Those people who claimed that it was a highly organised campaign to embarrass the status quo were not alone wrong, but were less than honest as well.

For it is an unfortunate fact that there are not enough young leaders in the G.A.A. sufficiently interested to even consider organising such a campaign.

There are many sincere people in the Association firmly entrenched in positions of authority who seem to have a genuine fear that there is a mass movement on foot to completely change the G.A.A. Nothing could be

further from the truth. Everybody in the G.A.A. is in the Association because they want to be there. That is an obvious comment but a very important point to bear in mind. It is not in the nature of things to destroy oneself and we can take it as fact that nobody in the G.A.A. is an exception to that rule. Definitely, there are many in the Association who want to change things and only time will tell the correctness or otherwise of their points of view.

But at Congress 1970 in Galway, let us not degenerate into the usual petty personal attacks so typical in recent years. This attitude is not typical of Ireland or of the G.A.A.

All Things To All Men

It can be truly said of the President of the Gaelic Athletic Association that he must be all things to all men. The man who entertains the President of Ireland on All-Ireland final day at Croke Park is also the person who must attend the presentation ceili of the local junior club in a school-house hundreds of miles from Dublin in the depth of winter. And the same man who escorts bishops on to Croke Park before big games must also prove to the public at large that the G.A.A. is not a Catholic-only organisation.

The lists of contrasts in the duties of the President is endless. In theory, he is first of all chairman and managing director of the limited company known as Cumann Luithcheas Gael Teoranta whose main fixed asset is a piece of property situated at Jones Road, Dublin 3 and known as Croke Park.

The Annual General Meeting of this company is held each year on Easter Saturday and usually lasts no more than half an hour.

On the non-commercial side, the G.A.A. President's main function is to act as chairman of the Association's governing body, the Central Council and also of all the various sub-committees responsible to that body.

It is as chairman of Central Council meetings that the President can be most influential in determining the policies of the Association. The vast majority of Council members will not oppose the views of the President because (a) they acknowledge that the President will usually be the best-informed at the meeting; (b) on matters of overall G.A.A. policy they have received no directives from their county boards and would therefore only be expressing their personal points of view; (c) the inbred desire in most human beings to remain in the fav-

The relationship between the President and the General Secretary very often decides the extent of the former's powers while in office. Because the General Secretary is in continuous office he is the person who is best versed on the day to day workings of the

her to take a completely independent stand or be guided by the General Secretary. Of necessity, any President depends to a great extent on the General Secretary since the secretary is a full-time paid official while the President is only part-time and is not

there would always be fresh thinking forthcoming from the man at the top. If he fails to provide this, then he fails the Association which elected him and the G.A.A. continues on its status quo road.

Indications are that the next President will be expected to be less of a man for all seasons and more of a business executive, responsible for an organisa-

tion with an annual turnover of a million pounds.

But while the broad outlines of his work may be defined for him by tradition, his power and influence during his three year reign will be determined completely by his own actions.

For it can be truly said that the Presidency of the G.A.A. is what you make it.



G.A.A. Presidents are always patriotic figure-heads as well.

our of those above us. Therefore delegates are slow to disagree with the President.

A President with a good political sense could, because of the form of democracy which operates in the G.A.A., become a virtual dictator if he so wished. In fact, history has shown that someone in the G.A.A. usually assumes more than his share of decision-making. Most often this has been the reigning President, but very often, too, it has been the General Secretary.

Association while, at the same time, he is the person most interested in the future policy of the G.A.A. Since he will always have to work towards the implementation of Association policy, it is only natural that the Gen. Sec. will do all in his power to ensure that the policies of the G.A.A. are policies with which he is in favour.

Naturally also, a Gen. Secretary will usually try to encourage a President to see things his way. This is where the crunch comes for many Presidents whet-

paid. Very often, the secretary will have to represent the President on public occasions and in modern times this custom has become more and more common as the G.A.A. becomes more conscious of public relations.

But in the final analysis, most Presidents are judged by the extent to which they impose their own individual personalities to the problems of G.A.A. life. This after all is the main reason why the Association imposes a three year limit on the Presidency, so that

Eugene McGee introduces his five page feature on the 1970 Presidential election with a review of the President's role in the Association.



Lorcans

**MENS
HAIRDRESSING
SAUNA ROOMS
GYMNASIUM**

**STILLORGAN
SHOPPING CENTRE**
Telephone 880121

**PHIBSBORO'
SHOPPING CENTRE
DUBLIN**
Telephone 306703

**RATHFARNHAM
SHOPPING CENTRE**
Telephone 903226

Gentlemen :

When in Dublin visit Europe's top salons and have your hair styled, coloured, conditioned, etc., by one of our top stylists.

Falling hair and dandruff treated.

Toupees for Men. Our undetectable toupees make you look years younger.

For appointment 'phone our Consultant Mr. David Hyman at 880121 or after hours 904911

Trade enquiries invited

OPEN SIX DAYS A WEEK

Head Office : STILLORGAN SHOPPING CENTRE, STILLORGAN, CO. DUBLIN. TELEPHONE 880121

A Hard Look At The

Paddy McFlynn (Down)



Paddy McFlynn

Of all the candidates for the Presidency, Downman Paddy McFlynn has the most administrative experience. Yet it is not quite correct to describe him as a Downman, since he was born in Magerafelt, county Derry and worked as a teacher there until 1947.

Having been trained at Strawberry Hill College in London, he returned to Derry where he was a founder member of the O'Donovan Rossas club with whom he won two Derry senior championship medals. He also played for Derry during the early 'forties.

McFlynn was Derry County secretary for eight years from 1939 and a member of the Ulster Council from 1939 to 1968. When, in 1948, he moved to Ballynahinch, county Down, he immediately became Down's Ulster Council delegate. He was chairman of the Ulster Council from 1961-'63 and therefore a member of the G.A.A. Executive during that period.

A member of the Central Council since 1964, he was also a member of the old-style Council from 1942-'44.

Paddy McFlynn is now teaching in Gilford in the parish of Tullylish near Banbridge, county Down. He has been treasurer of the Down County Board since 1954. He has never been a candidate for the Presidency before, but, like Denis Gallagher, he is in the traditional mould

of G.A.A. Presidents. He is the 'right' age, 50; he is a teacher; he is an experienced administrator. But there are ways, too, in which he is different.

If the candidates for this election were to be divided as between conservatives and progressives, McFlynn is the one who would take first place among the progressives. If the candidates were graded according to their fanatical belief in Rule 27, McFlynn would probably be at the bottom of the list. He is a liberal, and of all the candidates the man most likely, indeed, many would say the only man, to unite the conflicting views within the Association at the present time. While the others say they are capable of doing this, McFlynn is the only man who has proven he can do it in his own county.

Also in his favour is the fact that he has made few enemies in his career. This does not mean that he only says the right thing at the right time. Last year he had the very difficult task of opposing Kerry's trip to Australia almost single-handed at a meeting of the Central Council, but he stuck to his guns manfully.

Paddy McFlynn's greatest problem will be to survive the first round ballot against his fellow-Ulsterman Michael Feeney. If he comes through this, he would stand an excellent chance of outright success.

PAT FANNING (WATERFORD)

Pat Fanning and the G.A.A. have been synonymous now for 37 years since he first played for Mount Sion in 1934. During a playing career which lasted up to 1951 he garnered a reasonably good return for his efforts in a Munster championship medal in 1948 and seven Waterford senior hurling championships with Mount Sion.

In 1945 he embarked on his administrative career in the G.A.A. when he became chairman of the East Waterford Board and from 1946 to '55, he was one of his county's delegates to Munster Council. The next step was the chairmanship of the Waterford County Board in 1955, a position he held until 1962, when he was elected chairman of the Munster Council. During his period at the helm in Waterford, the county contested two All-Ireland hurling finals, winning the title in 1959.

Pat Fanning has been

married since 1943 and has four children — Phil, who is at present a member of the county senior hurling team, Mairtin, Eileen and Padraigh. He is employed in the Department of Social Welfare in Waterford city and in addition he also contributes the G.A.A. section in the "Waterford News and Star." At one time indeed, he was also drama critic for the paper.

The organisational and intellectual ability of Pat Fanning has long been recognised by the ruling authorities of the Association and when the Policy Committee was set up six years ago, the then President Alf O Muiri appointed Fanning as its chairman. More recently, he was again appointed to the position by incumbent President Seamus O'Riain. During that six years, he has been the driving force behind this committee, easily the best such body ever instituted by the G.A.A.

Twice before, Fanning

has contested the G.A.A.'s highest office . . . in 1964 and 1967 and, on the last occasion he was defeated in the final count by a mere ten votes. It is indicative of the man's dedication to the cause to which he has given his life almost, that he is again standing and is not afraid to risk defeat for a third time.

Down the years Pat Fanning has been well-known

for his nationalistic views and his strong pro-Ban principles. In this regard, he is very often coupled with Alf Murray and indeed their thinking on many matters would appear to run on similar, if not the same, lines.

A member of the Policy Committee who has worked with Fanning for six years has expressed the view that the Waterford

man has changed considerably in his outlook and attitudes on the role of the G.A.A. if not in his principles.

When questioned on this matter, this was Fanning's reply:

"I have already established beyond doubt that I am prepared to work with anybody who has the overall desire to work for the G.A.A. During the 'sixties there was an opening of many closed windows in the G.A.A. and it is now recognised that one can hold and adhere to principles without clashing with the progressive ideas being formulated for the Association at the present time.

"In the matter of working for the G.A.A., there is no conflict and there would never be any question of refusing to co-operate with persons who are against the

principles which I believe in.

"I think the seminar held in Galway last year was a good example of how people with different G.A.A. principles can still find a common platform in their mutual interest in the G.A.A."

On all known facts, Pat Fanning would make a good President. What the Congress delegates will have to decide is whether any of the other candidates would make a better one.

Aged 51, a fluent Irish speaker, ex-chairman of a Provincial Council, a defender of Rule 27, an excellent public relations man and with the voting strength of his province behind him, Pat Fanning is without a doubt the man all the others have to beat in the race for the G.A.A.'s number 1 position.



Pat Fanning

TULLAMORE MOTOR WORKS LTD.

HIGH STREET : TULLAMORE

MASSEY-FERGUSON, MORRIS, WOLSELEY and M.G. MAIN DEALERS

For Prompt Sales, Service and Spare Parts
Tel.: Tullamore 21202

Athlone 4108

Tom Maloney Self Drive

Offices: CORK, DUBLIN, SHANNON, WATERFORD

Fill in coupon below and mail for free brochure to:

CENTRAL RESERVATIONS DEPARTMENT

6, 7, ST. PATRICK'S QUAY, CORK. Tel. 51291

COUPON

NAME

ADDRESS

Would - Be Presidents

MICHAEL FEENEY MONAGHAN

At 37 years of age, Michael Feeney, from Ballybay, county Monaghan is easily the youngest of all the candidates contesting the Presidency of the G.A.A. Apart from this, however, the Monaghanman is very much along the traditional lines for a presidential candidate.

Educated at Colaiste Eanna, Galway and trained at St. Patrick's T.C., Drumcondra, where his classmates included Kerryman Sean Murphy and Jerome O'Shea, he started his administrative career as Ballybay's county board delegate in 1953. He joined

speakers at the Leadership Courses, held in Bundoran and Dundalk.

If youth were to have its fling at the G.A.A. polls, Michael Feeney would, in all probability, get elected. Although he is by no stretch of the imagination what could be described as a whiz-kid, he is nevertheless the nearest we will ever get to a young people's candidate, in age at least. As opposed to that, however, he is very much a traditionalist in his basic philosophy, although he himself contends that he is not a traditionalist at all. 'Tradition has been holding



Michael Feeney

ed the Ulster Council in 1958 and has been a member since.

He was Monaghan county secretary in 1963 and joined the six-man executive of the Ulster Council in 1962. In 1967, he caused a major surprise when he was elected vice-chairman of the Ulster Council, defeating two strong opponents in Cavan's Andy O'Brien and Fermanagh's Malachy Mahon.

Then in July of that same year, fate took a hand when the Ulster Chairman Fr. McNally from Derry died suddenly and Feeney took over the vacant position. This means that since 1967 he has been on the G.A.A. Executive and last year he travelled to America with the Kilkenny team as a representative of Seamus O'Riain. This year also he has been one of the

us back', he states quite emphatically.

The fact that Feeney is generally regarded as the only candidate with the full backing of the present Croke Park administration is a very doubtful asset to the Ballybay-man, since the same administration is bad news in so many quarters at the present time.

He himself denies that there is any such support, saying that it has never been even mentioned at an Executive meeting. Still, there is the impression that the man Croke Park would like best as President is Michael Feeney and it will be Feeney's problem to dispel this notion, if he wishes.

Like Paddy McFlynn, Feeney's big problem will be to survive the first ballot but if he can manage also he has been one of the

TOM LOFTUS (Dublin)

The one candidate about whom nobody is prepared to make a forecast is Tom Loftus from Dublin. The reason for this is to be found in the last Presidential elections when Loftus, then a newcomer to the national polls got a remarkably high vote and, it is generally believed, succeeded in doing what nobody else could do by breaking the Connacht block vote for their own agreed candidate. If this was the case, the reason is probably that Tom Loftus was born in Roscommon and went to school there at Roscommon De La Salle.

He came to Dublin in 1937 and was soon a delegate to the junior football board from the now defunct Peadar Mackens club.

He was secretary of that Board from 1949 to '57 when he moved up to treasurer of the Dublin County Board. From 1961 to '69, he sat in the hottest G.A.A. seat you can find anywhere as chairman of the Dublin Board and he retired in 1969 to become vice-chairman of the Leinster Council. He has been a member of that Council since 1941.

Married since 1951, he lives in Booterstown and has two sons and a daughter.

As Dublin chairman, Tom Loftus was never short of exposure to the mass media. In general, he came out of this with colours flying. Skilled at avoiding controversy, there are few men who are better judges of the mentality of G.A.A. people and what way they are likely to vote in elections.

In Dublin, his record of work done as chairman is excellent. The Dublin Grounds Scheme, the forerunner to all other such schemes, was set in motion by Loftus in 1965, while

many of the recommendations of a Special Committee set up by him in 1963 were put into practice by the Dublin Convention two years ago.

None of the candidates has stated his position as clearly on Rule 27 as Loftus has. Repeatedly, he has pointed out that in practicable terms the rule is completely overforable in any town or city. In general, he abided by that principle as chairman of the Dublin County Board.

He was the only 'liberal' on this subject to be chosen to serve on the committee to report on the present day reasons for retaining Rule 27 last year.

Depending to what extent his province is united behind him, Tom Loftus can do very well in this election. Should all twelve counties support him, he would be as good as elected, but this is very unlikely. Outside of this, the traditional anti-Dublin attitude may be a hinderance to him but, as opposed to that, many anti-Ban delegates not bound by directives from their counties will almost certainly vote for Loftus.

And that's why nobody is prepared to bet against Tom Loftus being next G.A.A. President.



Tom Loftus

At the time of going to press several other candidates had been nominated but as no definite statements of intent were forthcoming from any of these we decided to concentrate on the five candidates who assured us personally that they would be in the field.

— E. McGee.

Denis Gallagher (Mayo)

For the second successive Presidential election, Connacht's representative for the G.A.A.'s highest office will be Denis Gallagher from Mayo.

In many ways he has the perfect traditional background for a G.A.A. President. He is

a good 'in between age' — 47. He is a National schoolteacher, a profession which has given us more Presidents than all others put together. He has been county chairman and Provincial Council chairman all part of the necessary ground work for any potential candidate.

It was back in 1942-'43 that Denis Gallagher from Achill, County Mayo took on his first administrative job in the G.A.A., as secretary of the G.A.A. club in St. Patrick's Training College, Drumcondra. A couple of years later, he held the same position with the Clanna Gael club and also acted as their Dublin county board delegate.

Back working in Mayo, he was for a period a county selector during a time when Mayo won two successive All-Ireland senior titles and was chairman of the County Board for four years in the late 'fifties.

From 1964 to '67, during the reign of Alf Murray, Gallagher was Connacht Council chairman and therefore a vice-president of the G.A.A. and a member of the executive. Since 1967, he has been kept in

the forefront to a certain extent by his membership of the Policy Committee.

Denis Gallagher is married with 12 children . . . five boys and seven girls. The eldest, a 21-year-old son, is a final year Arts student at U.C.G. and the youngest is four. From his home in Achill to Croke Park is 181 miles and were he to become President, he would be imposing a tremendous physical strain upon himself from the point of view of travelling alone.

When people think of Denis Gallagher in the context of G.A.A. Presidency, they immediately remember the 1967 election when the Achill man was well fancied to become the first Connacht president since Dan O'Rourke from Roscommon in 1946.

But when the votes were counted, it was found that not even the five Connacht counties had supported Gallagher and so he went out of the contest at an early stage.

If the Mayoman does not do well enough on this occasion, it may well be because he is less flamboyant than his opponents, but for all that he is probably more sincere.



One man who will be very interested in the result of the Presidential election . . . General Secretary Sean O Siachain seen here with Seamus O Riain.

Jim Bennett Gives His View On

What A President For The 'Seventies' Should Be

Things are hotting up for Congress, and with the Presidency of the Association, its most prestigious position, up for grabs there is a special excitement about the prospect. What's more, I see that there is a large and finely distributed choice of men among those who are offering themselves for the position.

I think that, in itself, is encouraging, because, no matter in what light you look on the office, you could never say that it was a cushy one or that it was anything less than extremely tricky at this particular moment in the G.A.A.'s history. It appears to mean that there are men with the ideas and the courage of their convictions ready to take on the onerous job, and do what they feel must be done for the Association's future. That means there is plenty of life there, down among the deepwoods, and no cause for real anxiety yet awhile.

Even if I do not know personally all the candidates, I can easily say that there are no feather-bedders among them. It is simply inconceivable that any man who thinks the Presidency is a soft touch and a nice comfortable passport to fame could exist any more. That idea has been killed long ago.

But, what should the President of the seventies be? Individuals apart, and this Congress apart, what kind of position should the Presidency be. I am certain that a great deal of re-thinking will prove itself necessary in the next few years. The President has always tended to be all things to all men in the G.A.A. He has been the top Executive, of course, and, therefore, the source of all activity and initiative within the Association; but, he also had to be a figurehead, to attend dinners and socials, and the opening of parks and dressing-rooms and halls; he has had to make policy statements and stand over them with appearances before the press, radio or television. He had had to be, in fact, a top manager, a top public relations man, a top personnel expert, a top policy-

maker and sociologist, a top leader and driver — in fact, an impossible combination of all the top qualities for which any comparable organisation in industry would have a whole management team, rather than one man.

Fantastically, unbelievably, the President, recently, has been expected to fulfil all those roles, and, at the same time, hold down a full-time job in order to sustain himself and his family. Tomorrow is another day, and tomorrow someone else will be President, and where is one to look for a job then. But, in any case, it is in honorary position.

In the pace and climate of specialisation which exists in the present day and which will intensify in the 70s, the President cannot be expected to bear the burdens which have been his in the past: flesh and blood will be unable to sustain that sort of pressure. It seems also that the obvious parallel between Presidents on the political or governmental level ought to influence us to an extent. We certainly cannot expect the President of the G.A.A. to be the top image maker of the Association, and, at the same time, the top executive.

If a choice is to be made — and I feel it must, sooner or later — the role which should be dropped by future Presidents ought to be that of chief executive. The point is that we are in the habit of changing our President every three years, and this can only mean a loss of continuity in the administrative sense, with a new man having to break himself in to the role of leader of the Executive, and with his different points of view taking everybody else a time to get used to him and to working with him.

Furthermore, the trouble with being a multi-purpose President is that he can become a sort of general whipping-boy. In his term of office he can be blamed for everything that does not go too well, seldom singled out for

praise for things that work out well. You can often gauge a feeling that things were better under so-and-so's Presidency, and that all will not improve again until so-and-so finishes and is replaced. That is bad, and, in my view, the Presidency should be removed from the realm of the day to day executive work which would, naturally, take on a great continuity and ought to be more efficient if independent of chopping and changing at the top.

The Presidency could then fulfil all the other functions of the present picture with great energy and more satisfaction to all units of the Association. Of course, he would also have ultimate responsibility for organisational and administrative business, but it would not be of the time-consuming nature of the present time. He would not have to originate all the activity as now. But, no doubt, that would need a strengthening of the executive of the Association so that it becomes a self-contained machine for carrying through decisions in principle of Central Council and Congress.

If, on the other hand, the feeling of the Association is that the President should continue to be all things to all men, then the fact must be faced that the men who carry this enormous responsibility must be full-time. Too many men have damaged their health in doing the job and holding their own jobs at the same time.

It should not be beyond the capacity of the Association to pay the normal scale of pay which would have been the President's had he remained in his ordinary job; nor should it be too difficult to arrange that men who take the Presidency could gain leave of absence and right of return to their jobs after their term in office. Even at that, you are getting a lot for nothing from your President: a few years can leave a big hole in a professional industrial or commercial career.

Do you PROMOTE or PLAY —

BINGO

If so be sure to USE IRISH BOOKS
and EQUIPMENT

These can be had at keenest prices
from ...

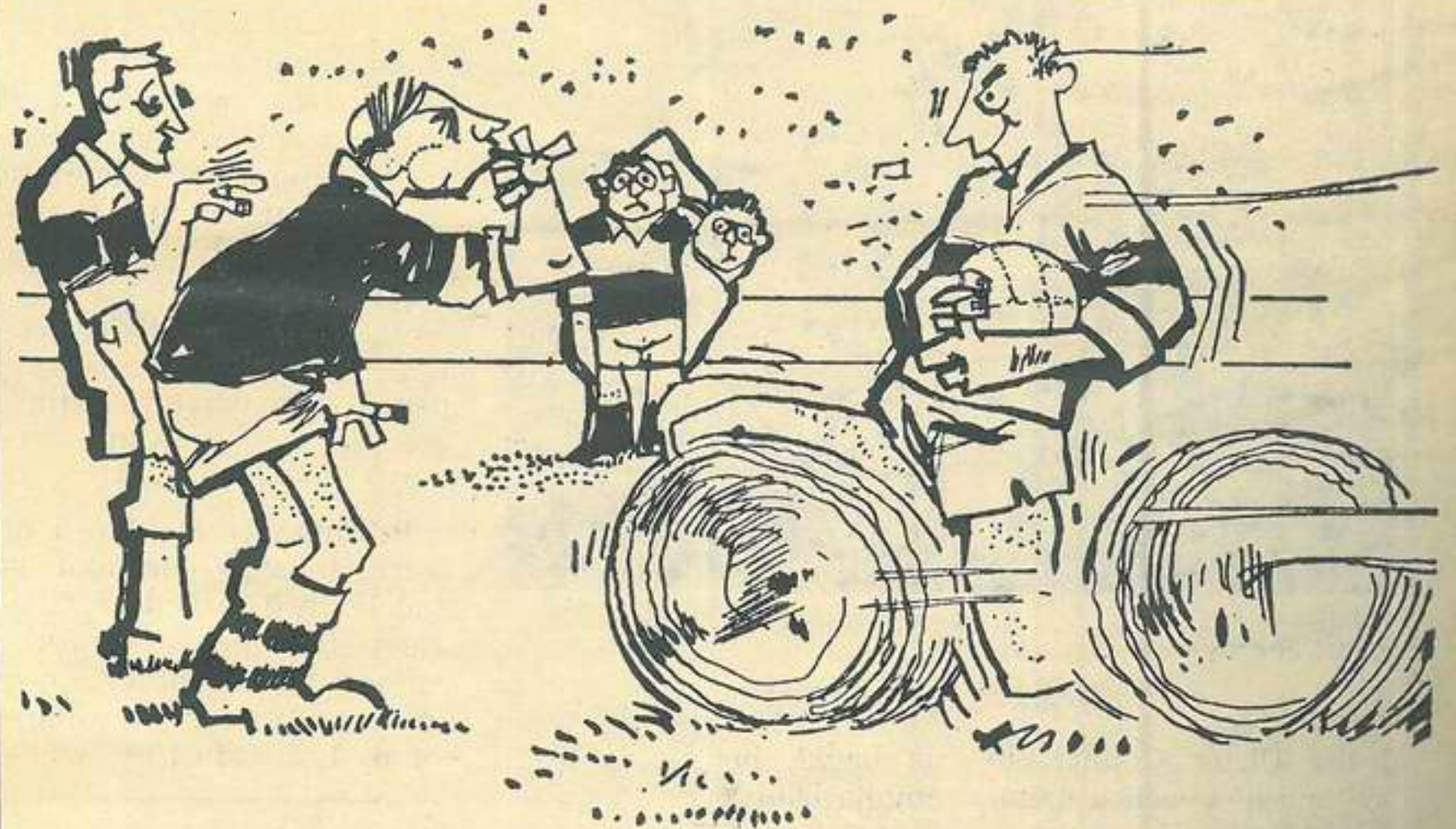
**Solathraithe Bingo
na hEireann**

(IRISH BINGO SUPPLIERS)

58 HADDINGTON ROAD, DUBLIN 4

TELEPHONE 60271

SHELL



*Jim could run like a bat out of h ...
And kick most amazingly well,
But the ref took his name
Ere the end of the game
For powering his footwear with Shell.*

GOOD — MILEAGE



The man to be elected President of the G.A.A. on Easter Sunday will be following —

IN THE FOOTSTEPS OF ...

MAURICE DAVIN — first President and co-founder of the G.A.A. He was 42 when he took office at the first meeting in Thurles in November, 1884. Prior to that he was nationally known as an athlete. He resigned in 1887 in the midst of a row over procedure; was persuaded to stand for election again at the stormy Congress of 1887 but was beaten by the Fenian nominee, E. M. Bennett.

E. M. Bennett — a Clareman, he was not particularly well known when put forward at the 1887 Convention and was never more than a figurehead. When the confrontation between the "moderates" and the Fenians was eased in 1888, he bowed out and Davin returned to the office. However, the Tipperaryman resigned again in 1889 because of a disagreement over the finances of the U.S. "Invasion" tour.

Peter Kelly, the third man to hold the office, was from Loughrea, Co. Galway. He had been Secretary of the first Galway County Board to be set up in 1887. He held the Presidency for six years — 1889 to 1895.

Frank Dineen was a native of Ballylanders, Co. Limerick, and Vice-President from 1892. He resigned from the Presidency in 1898 to become Secretary of the Association.

Michael Deering — born in Limerick but spent most of his life in Cork. He was Vice-President when Frank Dineen vacated the Presidency and he automatically succeeded him and held the office until his death in 1901. He was the only President to die in office.

Jim Nowlan — a Kilkennyman, he held the Presidency for twenty years — 1901-1921 when he retired. He was the first Chairman of the Leinster Council prior to becoming President.

Dan McCarthy — a Dubliner, he had previously been Chairman of both the Dublin County Board and the Leinster Council. He held the office for three years.

Paddy Breen — he was the first teacher to hold the office. Of the 14 Presidents who have come after him, ten have been teachers. A native of Wexford, he was beaten by W. P. Clifford of Limerick at the end of his second year (1926).

W. P. Clifford, a Limerickman, he came to office in his third attempt and it was he who proposed that the term of the Presidency be confined to a specific period. He suggested two years and resigned at the end of his second. However, thereafter the term became three years.

Sean Ryan — a Tipperary-born, Dublin-based solicitor, his election over Mayo's Sean Ruane in 1928 was somewhat of a



The President, Seamus O Riain, with his predecessor, Alf O Muiri.

surprise. He was the first professional man to hold the office.

Sean McCarthy was the second teacher to hold the office — succeeding Sean Ryan in 1932. He is now the oldest surviving President and attended and spoke at last year's Congress. A friend of Terence McSwiney's, he served as Lord Mayor of Cork for various terms.

Bob O'Keeffe — also a teacher — was a native of Kilkenny who won an All-Ireland hurling medal with Laois in 1915. He became President in 1935.

Padraig Mac Con Midhe — the fourth teacher and currently a long-serving Trustee of the Association — took office in 1938 and, because of the war years, and the fact that he was an excellent President, had his term extended by two extra years to reach 1943.

Seamus Gardiner — a Clare-born Tipperary teacher, he came to office via the Championship of the North Tipperary Board and the Chairmanship of the Munster Council, Seamus Ryan's career runs a direct parallel. In fact, they taught in the same school.

Dan O'Rourke — Leitrim-born but remembered as a Roscommonman. He was also a teacher. He was Chairman of the Roscommon Board and Connacht Council prior to taking office.

Michael Kehoe — the second Wexfordman to hold the office and the seventh teacher. Previously he was Chairman of the Leinster Council.

Vin Donoghue — a Waterfordman and yet another teacher. He held the office from 1952 to 1955 and is remembered for his spirited Congress addresses.

Seamus Mac Fearin — His election in 1955 brought a temporary end to the long line of teachers. He caused a major upset in beating fellow Ulsterman Alf Murray for the office.

Dr. Joe Stuart — Clare-born and distinguished Dublin gynae-

cologist. He held the Dublin and Leinster chairs prior to becoming President in 1958.

Hugh Byrne — His election marked the return of the teachers. A Wicklowman, he had previously held the Leinster Chair and is currently a Trustee of the Association.

Alf Murray — the 21st President and the 10th teacher to hold the office. He was the only footballer of national standing to be elected President. Previously he had been Chairman of the Ulster Council.

Seamus Ryan — He is the 9th Munster representative to hold the office — as against eight Leinster representatives, three from Ulster and two from Connacht. He is also the 11th teacher.



M. Mac Eochaidh, 1949-'52



Vin Donoghue 1952-'55



Hugh Byrne 1961-'64



Dr. J. J. Stuart 1958-'61



E. M. Bennett 1887-'88



Michael Deering 1898-1901



Dan McCarthy 1921-'24



Paddy Breen 1924-'26



Sean McCarthy 1932-'35



Seamus Gardiner 1943-'46

Enniskillen Gaels To Spend £100,000

"ONE of our big problems here in Fermanagh is that in the capital town of Enniskillen the Gaels of the county have never had any place of their own to meet. We have held meetings here, there and everywhere and somehow the spirit is not right because of this. What we need is a first class meeting place." So said Fermanagh County Secretary Malachy Mahon when we discussed the problems facing the G.A.A. in the Erne County.

But Malachy is not a person to just talk about things. He usually puts his energy where his talk is and this case is no exception.

Last November he sent out circulars to people in the county pointing out the lack of social atmosphere and more important still,

By Tony McGee

the lack of facilities to promote "togetherness". The result — a £100,000 project launched by the Enniskillen Gaels club, the first phase of which should be completed next year.

At the completion of this mammoth scheme, it is envisaged there will be one enclosed playing pitch of intercounty standard (it is hoped that this will be ready by the summer of 1971), a smaller pitch for juveniles and camogie, a pitch and putt course, an indoor swimming pool of international measurements, a basketball court, plus all the other indoor activities that one usually finds in recreational centres, a banquet hall and ample rooms for meetings plus of course up-to-date dressing rooms.

And all this will be in the centre of Enniskillen—the town in the heart of

Fermanagh that cuts Lough Erne in two. A feature of this centre will be that the meeting rooms will be available to any national organization in the county that requests the use of them.

The first meeting to set the wheels in motion was held in mid-November last year and those present were asked to go home and do their homework on the subject. So well was this done that within a few weeks ground was purchased. At first it was thought that possibly the buying of either the Royal Hotel or the Regal Cinema in the town would fill the bill but it was eventually decided to purchase a site.

The site finally selected lies amidst nearly 20,000 new houses just a few minutes from the town centre and alongside a road which is due to be widened shortly. Nine acres have already been purchased at an undisclosed figure and it is hoped that in the not-too-distant future another four or five adjacent acres will also become available.

It will not be necessary to spend the £100,000 right away but this is the figure that the Gaels club is willing to spend over the next decade to make this one of the finest social centres in Ireland. Plans are already passed for Phase 1 and after grants from the Ministry of Education, the Ulster Council and Central Council are totted up, the appointed fund-raising committee will get down to the business of raising the balance.

It is reckoned that a large slice of this will be produced by way of subscription by local business men, many of whom are former members of the G.A.A., but who since their playing days have found nothing in the Association to interest them. These are the people who, if they put their weight behind the project, can make it a really big affair. Once it gets going, these ex-members will again be able to play an active role in the G.A.A.

Before finally settling on the type of centre that would be built the pioneers of the scheme studied club premises like Kilmacud in Dublin, and Lurgan's Clann Eireann. It is emphasised that the new Enniskillen social centre will not be in opposition to the community centre already there.

It is in the latter that the majority of the Fermanagh County Board meetings are held at present.

The new premises will be looked upon more as a "place of our own and somewhere the Gaels not only of Enniskillen but of the entire county can meet". "Furthermore, it will be nice to have some-

where to invite one's friends to. At present I find that after meetings such as the junior chamber of commerce, I am invited by some other members to their club for a drink or a game of golf. In future it will be nice to return the compliment," contractor Richard Tracey, one of the energetic men behind the scenes told me.

One thing that impressed me immensely is the amount of help the Enniskillen Gaels club is receiving from outside their own membership. County secretary Malachy Mahon is the live-wire of the project and another very interested party is Malachy's Irvinstown clubmate Gerry Magee. Former county goalie Jim Bartley from Belnaleck is another "outsider" who has channelled his energy towards the new scheme.

Richard Tracey, now living in Enniskillen but originally from Garrison, is

doing all in his power to make this dream a reality. In fact, I'm told he is the person responsible for getting the scheme off the ground.

But the younger element within the Gaels club is also pulling its weight in no uncertain manner. I'm sure no one will mind if I mention such eager-beavers as Louis and Sean McManus, Mick Brewster and one of the older stock, Seamus Kelly.

Like in all Fermanagh G.A.A. schemes, be they at county or club level, Mayo man John Vesey is to the fore and another southerner Tom Feeley (Kildare-born but whose father comes from Garrison) is also deeply interested. The architects working on the plans are Michael Donnelly and Frank Sweeney, a native of Carrickmore. All these men are, of course, now members of the Gaels club.

Not only are the Enniskilleners embarking on this fantastic project, which, when completed, will vie for top place with any of its kind in Ireland, but they have also plans in hand for improvements to their present pitch — the Gaelic field. They also intend to apply for use of county council grounds at the Broadmeadows.

A sum of £100,000 is a lot of capital for anybody to raise and more especially for a small club like Enniskillen Gaels, whose membership would not reach near three figures. But with the spirit and determination that is prevalent in the county at present, there seems little danger of anything holding them back now. Fermanagh teams may not cut a dash on the playing fields but certainly in the board room, officials from the Erne County can show others what devotion to the G.A.A. really means.

"DRIPSEY"

THE NAME THAT DENOTES QUALITY IN

**RUGS
TWEEDS
BLANKETS
CURTAINING
AND
UPHOLSTERY FABRICS**

REPRESENTATIVES

MUNSTER:

P. O'KELLY & SON,
15 Princes Street, Cork.
Tel.: 22368

DUBLIN:

M. S. CORCORAN,
31 Marlborough Street,
Tel.: 48198

**WE HAVE THE MOST LUXURIOUS AND LARGEST
FLEET OF CARS IN IRELAND!**

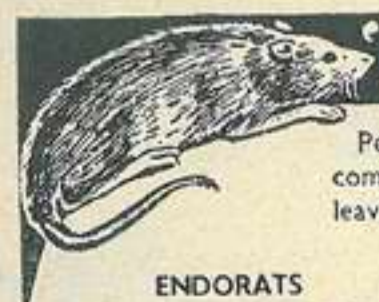
PLAY SAFE BY HIRING FROM

MOLEY'S MOTORS

THE SELF-DRIVE SPECIALIST

49, VICTORIA SQUARE : BELFAST

Telephone: 33123-4. 10% Discount to all G.A.A. Clubs



"ENDORATS"

Perfect because it's 100% effective in ridding your premises completely of rats and mice. Perfect because it's easy to use, leaves no trace or odour and is virtually harmless to pets and livestock. Scientifically tested.

ENDORATS Endomice Endorats Concentrate
Trade enquiries to your wholesaler or IRISH DRUGS LTD., BURNFOOT, CO. DONEGAL

ROBERTSON'S TESTED FARM SEEDS

Grass and Clover Seed Mixtures; also Mangel, Swede and Turnip Seeds—All of the Highest Quality.

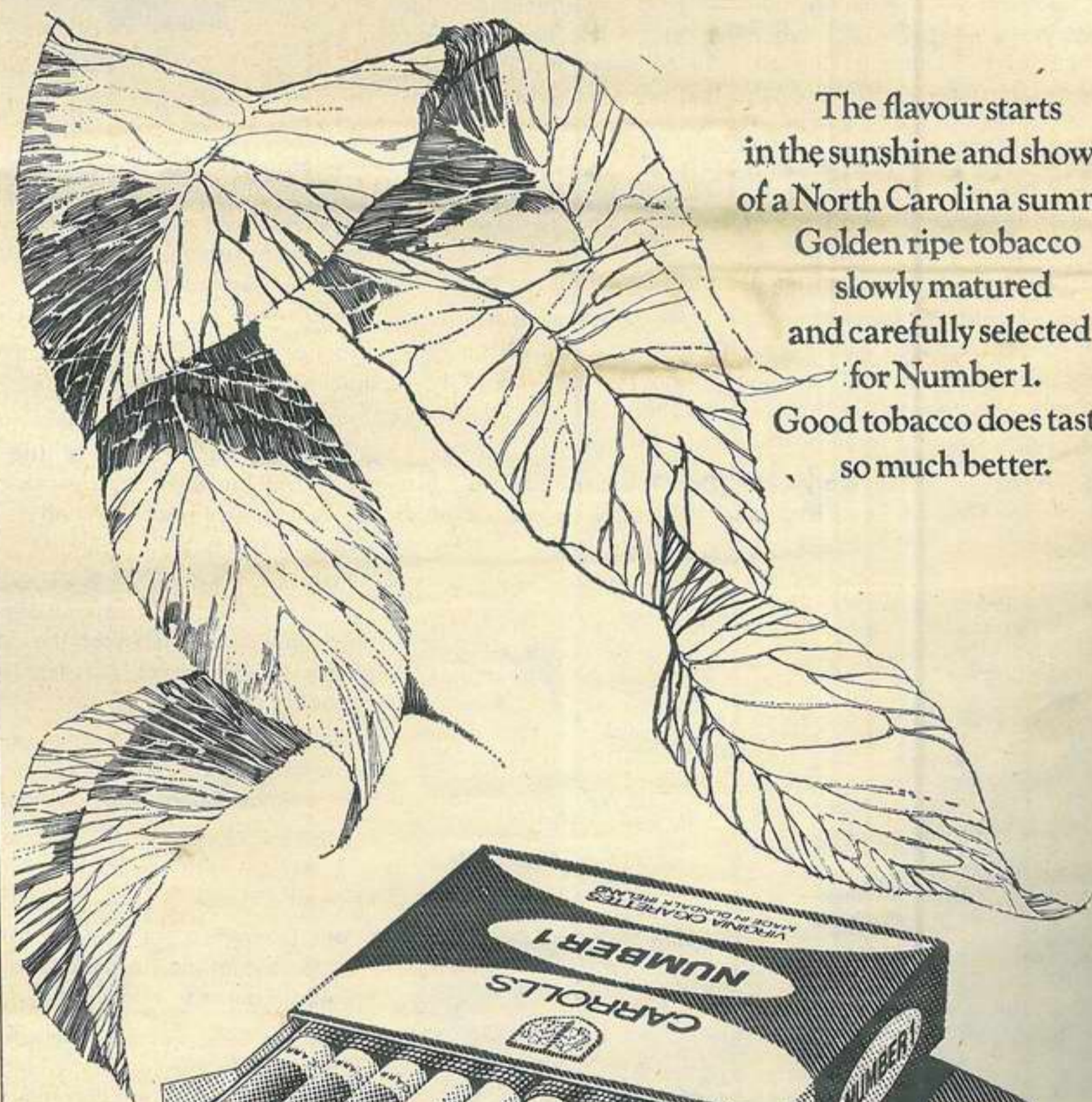
Catalogues free on application

HOGG & ROBERTSON, LIMITED

SEED MERCHANTS

192 PHIBSBOROUGH ROAD : DUBLIN 7

Tel.: Dublin 306113



The flavour starts
in the sunshine and showers
of a North Carolina summer.

Golden ripe tobacco
slowly matured
and carefully selected
for Number 1.

Good tobacco does taste
so much better.



Carrolls Number 1
the taste of good tobacco

IRELAND



INTO THE SEVENTIES

A GAELIC NEWS INDUSTRIAL SUPPLEMENT

MARCH 1970



An Taoiseach presenting the Caltex award to Mick Dwyer.

A Message From An Taoiseach, Mr. Jack Lynch, T.D.

I am very pleased to have the opportunity once again of contributing a message for inclusion in this special issue of GAELIC NEWS, which has now become a part of our National Holiday reading. I was particularly gratified to learn that this year's industrial supplement would spell out the importance to all of being prepared to meet the challenge of the Seventies which are already upon us.

Present indications are that the high level of industrial activity of the Sixties will be not only maintained but accelerated in this decade. The past decade has witnessed a significant expansion in the variety as well as the volume of our industrial exports, a

notable factor being the emergence of durable consumer goods and capital equipment as major exports. The industrial base has been broadened while the export growth is closely allied to the spread of technological and managerial skills and is an indication of the increasing sophistication of the country's industrial activity. New industrial development is entering areas of more advanced technology and the number of large-scale projects with high levels of skills is increasing. A survey of new industries in this country has revealed that most of the newly-established enterprises are satisfied with their overall experience of manufacturing here and that many of

them are already profitable despite having commenced production only a relatively short time ago.

The new scheme of grants and incentives inaugurated by the latest Industrial Development Act should prove an excellent spring-board to acceleration of industrial expansion in the present decade. The nation's industrial structure is competitive and dynamic and operates in a climate which makes it ready and able to withstand the challenge of the Seventies.

Nil aon amhras orm ach go seasfaidh tionscail na h-Eireann an fod go daingean in aghaidh an dushlain a bheidh romhainn ins na Seachtoidi.

From Mr. George Colley, T.D., Minister for Industry and Commerce

CUIIS mfhór athais dom teachtaireacht a scríobh uair amháin eile don eagrair speisialta seo den "GAELIC NEWS." Cuis athais dom freisin an dea-shompla a tugtar san eagrair seo sa mheid a thagann se don dushlan i gcursai tionscail ata romhainn amach ins na Seachtoidi.

Industrial development continued at an accelerated pace in 1969. Compared with 1968 there was substantially increased progress in the establishment of new industries and the expansion of existing industries, the estimated employment yield being about 75% higher than in 1968. Grants approved in the 6 months ended 30th September, 1969 exceeded approvals over the whole of the previous 12 months. Projects approved for grants under the small Industries Programme in 1969 involve capital expenditure of over £3 million.

Last year total exports from Ireland reached a record figure, an estimated £410 million, compared with £364 million in 1968, and industrial exports continue to figure increasingly in increasing export returns. As this supplement wisely emphasises, the challenge of the Seventies is now upon us, but we are confident of meeting it in the industrial sector. Projects in the pipeline for new industrial development in 1970 number about 125 with an employment potential of over 13,000 at full production. Total exports this year are reckoned to show an increase of not less than 12½% over the 1969 figure, and the chief contributor to this increase is expected to be the manufacturing sector.

As evidence of the Government's awareness of the necessity to equip ourselves to meet the challenging years that lie ahead, I should like to mention that the Industrial Development Authority has recently been re-organised and strengthened with a new and improved scale of incentives for new industries. Side by side with this, a scale of re-equipment grants has been provided to enable existing industries in the country to modernise and rationalise production so that they may be in a position to sell their goods competitively on the home and export markets, when the momentum of international competition increases in the years ahead.

Ní feidir linn forleathnú tionsclaíoch a spreagadh san deich mbliain ata buailte linn anois gan feidhm a bhaint as acmhainn go leir na ndaoine, na dtionscal, agus seirbhísi an Stáit. Ba mhaith liom a ra go mbeidh an Rialtas flaitiúil chun saoraidi a chur ar fáil chun tionscal a bhunú. Mar sin fein ní leor san amháin chun sar-cheim a bhaint amach i bhforbairt tionscal na hEireann. Ma's mian linn dul chun chinn go dícheallach sna cláranna tionsclaíocha agus eachnamula ata leagtha amach duinn agus caighdeán maireachtála ar muintir a ardu, is ga duinn fanacht dlúth leis an sean-fhocal — "Ní neart go chur le cheile."



Mr. George Colley T.D. throwing in the ball in Melbourne on St. Patrick's Day, 1968, in the game between Meath and the Aussies.

This NEW SYMBOL on THE NEW YORK STOCK EXCHANGE

NGX - NGX - NGX

means world-wide exploration and mining!

NORTHGATE EXPLORATION LIMITED

- Northgate is a broad-based, mineral-extractive organisation, growing through international exploration and development of mineral properties.
- Northgate's principal operating lead-zinc-silver-copper mine in Ireland has yielded approximately \$90 million in gross value of metal production from late 1965 through to the end of 1969.
- Northgate also has interests in Canada, Australia, New Caledonia, Greenland, France, and the United States.
- Northgate's earnings in 1969 were \$8.7 million or \$1.69 per share.

For additional information on Northgate
write for our Annual Report.



NORTHGATE EXPLORATION LIMITED
P.O. Box 27
Royal Trust Tower, Toronto Dominion Centre
Toronto 111, Ontario, Canada

YOU CAN REACH THE HEIGHTS TOO!

The Hire-Purchase Company
of Ireland Limited



HPI

Carlow - 135 Tullow St. Tel. 41248
Cork - 2 South Mall. Tel. 25371
Drogheda - 5 Peter St. Tel. 8788
Dublin - 36/37 Lr. Baggot St. Tel. 64611
Galway - 5 Eyre Square. Tel. 2048
Limerick - 92 O'Connell St. Tel. 46211
Longford - 34 Main St. Tel. 6553
Waterford - 19 The Quay. Tel. 5439



It's All Change

No matter what way our commercial fortunes fare, one thing is certain: Irish industry will operate in a completely new environment in the seventies. The decade just ended was a period of consolidation; the next ten years will see our economy really put to the test. But, despite the economic boys crying wolf and the jeremiads of the Job's comforters, our financial experience to date has been more than sufficient to leave us with few trepidations about the future.

Developments in the sixties have been more than an adequate springboard to help us into the years ahead. But new challenges will have to be faced: E.E.C. membership seems more than a probability in the not too distant future and, if effected, will not be long in measuring our maturity. And those of us who have already handed fifty new pence over the counter thinking it a florin may already have had second thoughts about decimalisation.

But the Anglo-Irish Free Trade Agreement will make or break the economy in the seventies — it will be an unavoidable fact of economic life by 1975 and the full blast of unrestricted competition will be felt. The free trade crunch has not yet really come, with tariffs still a factor, at about the half-way stage on

our business men pitted against the mighty "multinationals" — huge international corporations with vast resources. But our bankers were first in the merger line. They spread the gospel of commercial integration and showed our companies how to rearrange themselves so that they could stand on an eq-

teriors, supplying their lady officials with mini-skirted office garb and putting their offices "on wheels" to break new ground in the provinces.

And such gambits have — literally — paid off — in the period from January 1960 to June 1969 the total current and deposit accounts of the associated



Allied Irish Banks' Mobile Bank No. 1 seen outside Lansdowne House, Dublin the headquarters of A.I.B.

the way to their eventual distinction.

However, we seem set fair — provided we do not let up our efforts — for the seventies, with all sectors of the economy rapidly re-vamping themselves for the fray. Banking is always a sure barometer to check any nation's monetary well being. Despite the rather staid terms of reference traditionally applied to the profession, our bankers have been the trendsetters in recent years.

The seventies will see

ual footing with their rivals.

Thus, we saw the emergence of the now familiar groups — Allied Irish Banks and Bank of Ireland. The transfer of the Government account from B. of I. to the Central Bank has sharpened the attitude of both new groupings and ensured that both will constantly apply the most commercial criteria in future.

Now we have the banks using radio and TV, commercials, updating their in-

banks rose from £469 millions to £933m., a splendid increase of almost 100 per cent. And this despite intensified efforts by rival hire purchase companies, building societies and non-affiliated merchant banks — not to mention the attractions of the stockmarkets, prize bonds, unit trusts and the like.

Vital in the next few years will be the extent to which we can extend our spheres of influence: according as foreign products penetrate our shops, we

For The Seventies

By Con Power
of The Financial
Press

must ensure that an equivalent volume of Irish goods are marketed abroad. Otherwise the excess of imports over exports will continue to blot our balance of payments records. Here the foreign exchange departments of the newly formed associated banks come into play.

The correspondent banks maintained by the associated banks gives them representation in practically every city of commercial importance in the world — including the Iron Curtain countries and China. Utilising these far flung contacts, our banks are constantly extending their cosmopolitan network.

The Allied Irish Investment Bank, a merchant bank under the A.I.B. umbrella is associated with Hambros Bank Ltd. (the London banking titan), with the Toronto-Dominion Bank and the burgeoning Irish Life Assurance Co. The Bank of Ireland off-

shoot, the Investment Bank of Ireland, has similar backing.

Thus, we are continually spawning new international associations. And, with E.E.C. entry on the cards, the associated banks are busily familiarising themselves with the intricacies of the Continental banking system.

Our exporters have a highly geared financial machine at their disposal, ready and able to expedite their efforts overseas. This is the age of telex and exporting is increasingly a job for experts only, involving a multiplicity of detail, without even referring to the linguistic barriers.

This new atmosphere has had, and will continue to have, repercussions at every level — a "term loan" system will be introduced shortly (with the best American precedents) and Everyman's friend, the old-reliable overdraft, will

be phased out, to be available of only in the case of short term loans, and seasonal borrowing.

From the customers — point of view, the advantage of term loans will be that he can tell much more simply where he stands financially at any given moment (on second thoughts, of course, this could be a mixed blessing!). And the banks will be able to function all the more efficiently.

There is talk too of a "money market" in Dublin for the seventies. Such a facility would ensure greater liquidity and movement of funds between financial institutions and further assert our commercial independence and viability. The proposed extension of the scope and influence of the Central Bank will be another financial plus, with an influential voice in future economic programming.

The face of the Irish in-

surance industry has also been retraced in the past few years, with the steady inflow of funds swelling the coffers of the leading companies. But its poten-

its impact here will hardly be any less impressive (although the scheme offers tax reliefs to British investors).

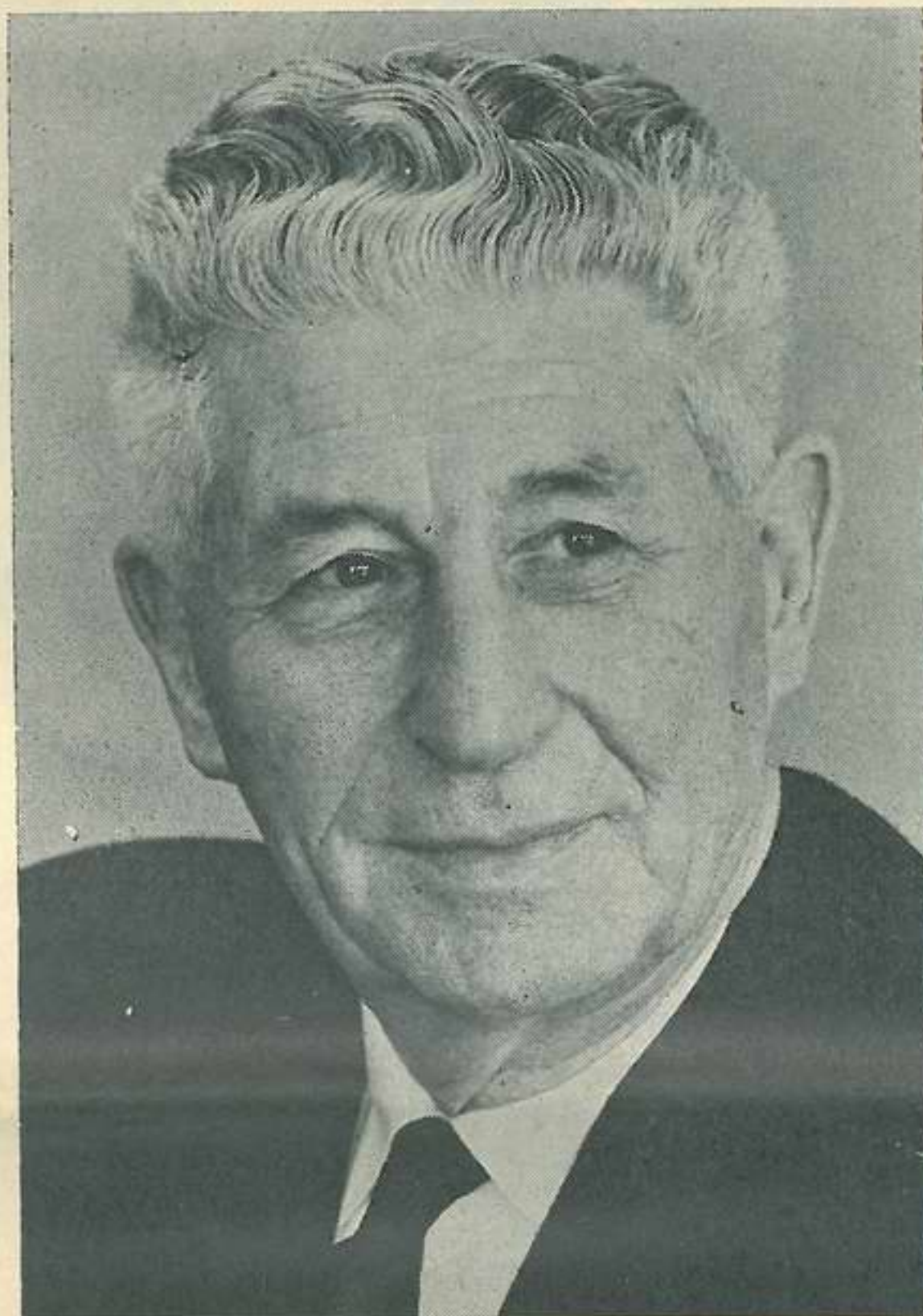
But property ties will un-

The recently announced end-year accounts from the associated banks, again revealing profit acceleration, are indeed a good omen to usher in a new decade when the disclosure of "true profits" by the banks will further highlight their strength. Of course, the economy has its vulnerable points — and the wage-prices spiral is our Achilles heel.

But there are signs that interest rates are on the turn abroad and the International Monetary Fund seems at last to have quelled the storms on the world currency front. Further, an enlarged E.E.C. would ensure a greater degree of economic uniformity, an essential weapon in the battle against inflation.

We are, granted, facing the future with a hefty £60 million balance of payments deficit. But our two-way trade amounts to over £500 millions a year in each direction and we hold in addition some £260 millions in reserve — so we are in no danger of liquidation!

Then we have the advent of the "super-firms," setting up for the first time in Ireland: Snia Viscosa (£10m., Sligo) heads the list. But the restructuring of our indigenous companies — particularly evident in the paper and packaging sector (one of the most sensitive areas in any economy) — is evidence enough that we are as futuristic as the best of them.



Mr. Brendan Considine, Chairman of A.C.C.

tial is still immense — the amount of life assurance in force in Ireland has been shown to be one-half of that in the United Kingdom, reckoned on a comparative statistical basis.

And the figures for the U.S. and Canada dwarf even the British equivalent. Thus, the experts declare that there is a colossal gap in the volume of life assurance in force in this country — and our insurance men are pledged to bridge that gap.

But international experience has coloured the quality no less than the quantity of insurance in Ireland. A secondary function of life assurance is to provide a channel through which small savings of the individual are harnessed into funds which make up a significant proportion of the capital available to every nation. And our companies now stand on firm foundations as institutional lenders.

Nor are they lacking in expertise — Irish Life's latest entry into the investment stakes race was its "property modules" scheme, a plan linked with property development. Backed by British houses, it is already paying dividends across Channel and

doubtedly take their place beside the lucrative equity-linked schemes in our insurance portfolios — until surpassed by the next innovation, which will inevitably arrive.

GORTA --

The Freedom From Hunger Council of Ireland



A child suffering from malnutrition

**WE APPEAL
TO YOU ON
BEHALF OF THIS
CHILD — SHE
MAY NOT LIVE
BUT THIS LENT
GIVE OTHERS
THE CHANCE OF
SURVIVAL**

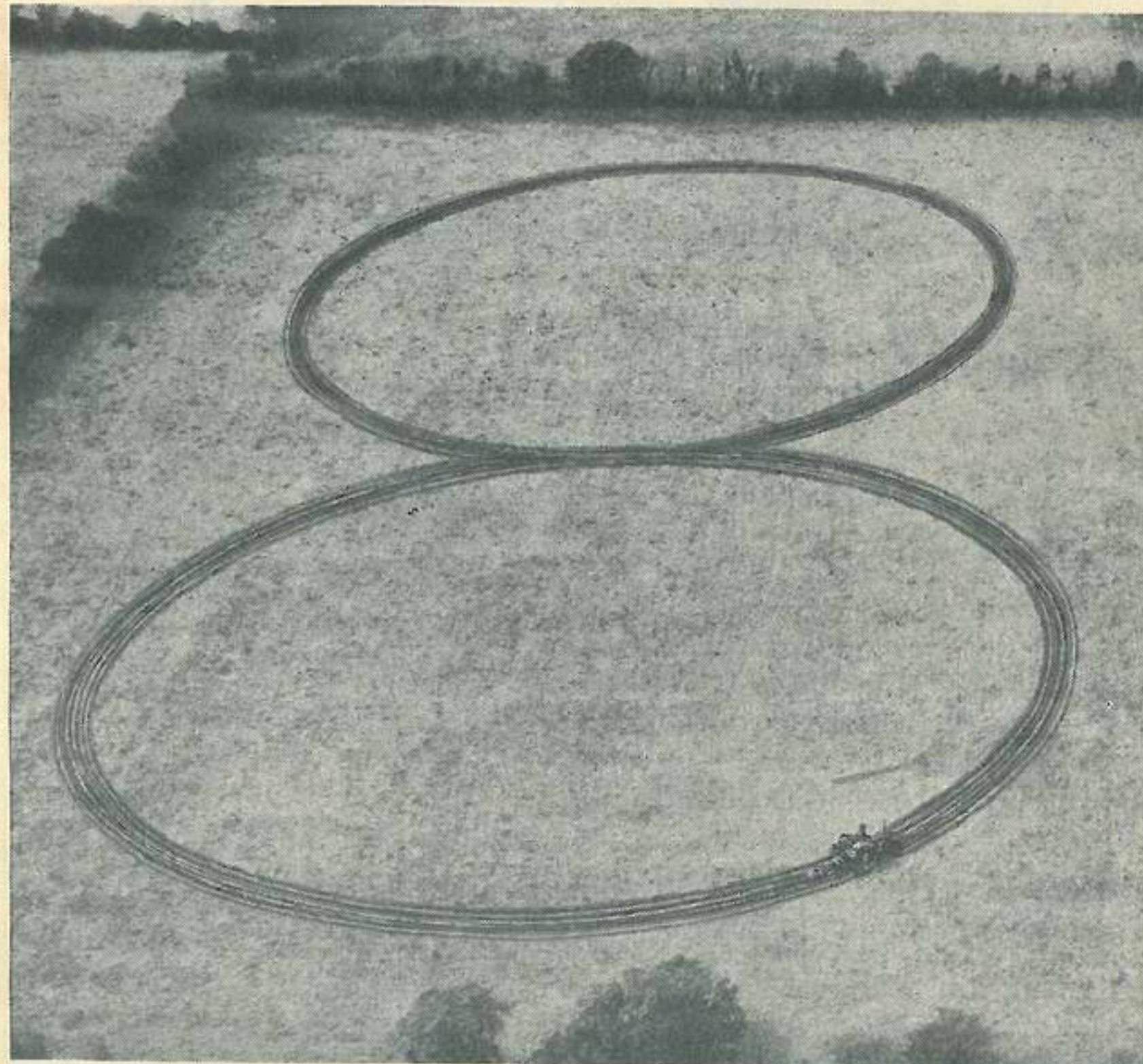
SEND A DONATION/TO

GORTA, ASTON HSE., ASTON QY., Dublin 2.

or c/o Gorta, Bank of Ireland, College Green, Dublin 2.

INTEREST WORTH CULTIVATING. 8% ON ACC DEPOSIT ACCOUNTS.

Open a Deposit Account with the Agricultural Credit Corporation and your money will earn a fruitful 8% interest (tax not deducted). A solid investment and one which will help Irish Agriculture; as all money invested in ACC is re-invested in the land.



Contact your ACC Area Officer or write direct to:



THE AGRICULTURAL CREDIT CORPORATION LTD.

HEAD OFFICE: HARCOURT STREET, DUBLIN 2. PHONE 753021.



There are only three ways to join our group

And it's quite a group to join — three great Banks, 438 offices, all giving you the same high quality services in the same friendly, efficient way. And how do you join? It's easy, just walk into any branch of the Munster & Leinster, Provincial or Royal Banks, open an account and you're in, you've joined Ireland's most progressive Banking Group — AIB.

Allied Irish Banks is the result of the teaming together of three of Ireland's most popular banks, adding their resources, knowledge and expertise, and resulting in an increase in efficiency and quality of service. So if you are thinking of a Bank Account think of joining the "in" group. Ours.



ALLIED IRISH BANKS
Munster & Leinster Bank, Provincial Bank, Royal Bank

Agriculture Is A Profession

THE seventies will be a decade of great change in Irish agriculture. I believe that it is useless telling the younger generation of Irish farmers that they should — and must — go on accepting the living standards that many of their parents, especially those on small, un-economic holdings were willing to accept.

The farming community, let it be remembered, is not barricaded from the rest of society. The same influences from without that now press in on the rest of Irish society strike the people on the land also. The young rural dweller mixes with his urban brother. He realises the opportunities his urban brother has that he himself often cannot enjoy. Can he be expected to accept con-

ditions that are grossly inferior?

I see agriculture as a profession and I believe that it must be rewarded as any other profession. We talk in terms of £1,500 to £2,000 a year plus as the minimum standard at present for people in other professions, but yet many farmers are expected to live on less than half of this. The target set in the Government's Small Farm Plan was no more than

£500 per annum family farm income.

We need to re-assess our attitude towards agriculture and the people working in it. And this applies not alone to what the return should be in financial terms but also in respect of hours worked and time off.

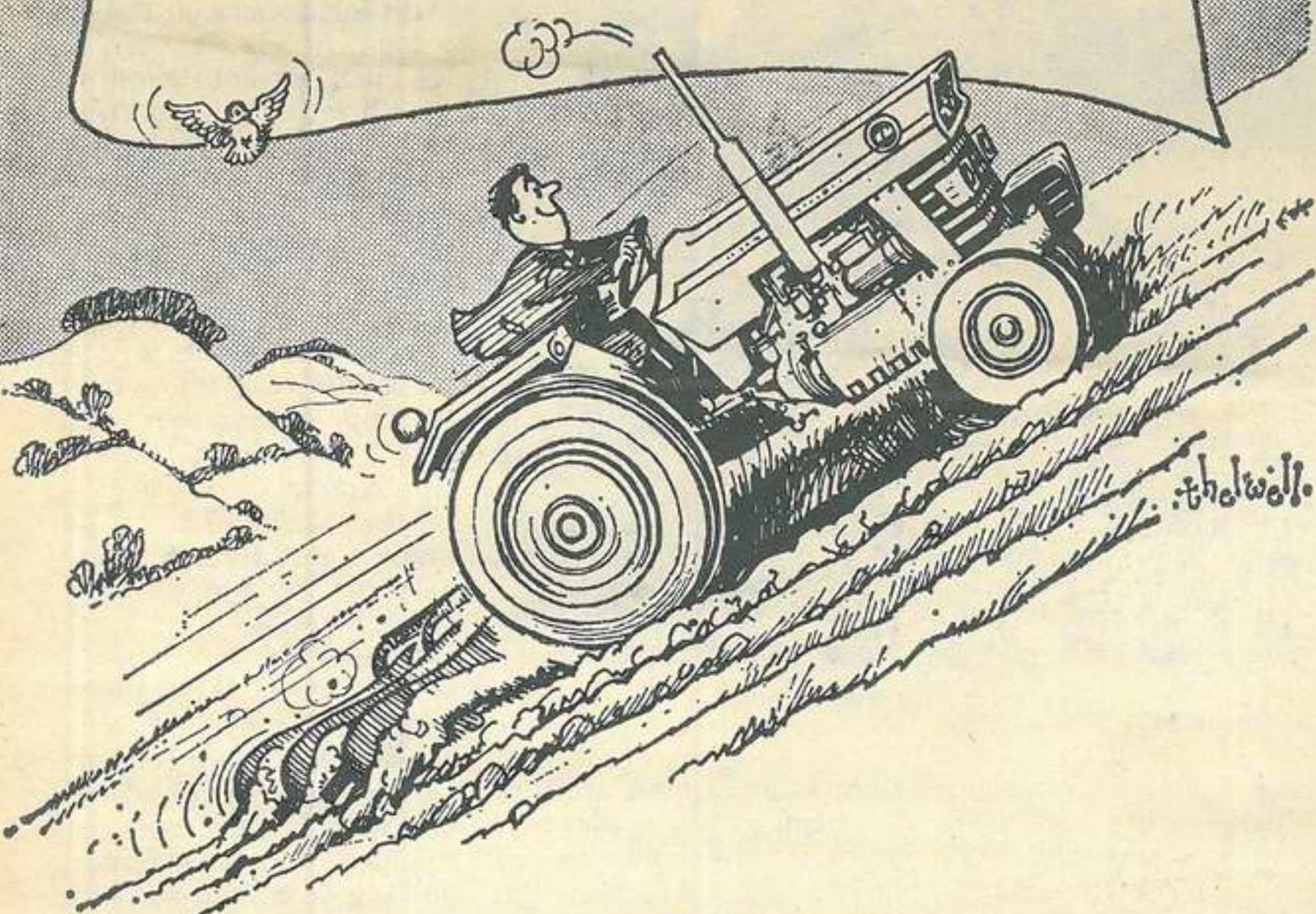
I believe that the farmer and his wife should be as much entitled as any other sector to reasonable opportunities for time off from the weekly round of work. The farmer's wife should not be confined constantly to the kitchen and the farmyard from the day she marries and settles down.

Says Mr. T. J. Maher President Of The National Farmers Association



Pictured above centre is Mr. T. J. Maher with two prominent county Meath farmers Pat Reynolds (left) and Mattie McDonnell both of whom are well-known G.A.A. figures.

Raise your output



No middleweight tractor has more power for ploughing than the MF 165

Let us show you how effectively it puts its power/weight ratio to work. Did you know that the MF 165 has the best power/weight ratio in its class? That's why it's got more power for pulling ploughs. It also gives 168 lb.ft of torque from its 60 hp Perkins

diesel engine, with ample back-up for lugging through the heaviest ground.

But don't take our word for it. You'll want to see it all happening. So we'd like to fix a demonstration at a convenient time. Drop in on us or give us a ring sometime soon.



MASSEY-FERGUSON FIRST

Massey-Ferguson (Eire) Ltd., Lr. Baggot St., Dublin 2. Phone 67261.

The drudgery linked with life on uneconomic holdings, with little hope of ever becoming viable, has come to be associated in some people's minds with life on the farm. To my mind, farming can be the most satisfying life of all.

We must see that its rewards are commensurate with those from other walks of life. We must do this if we are to keep our people, who love the land, happy on the land. No one must be forced off the land. Any movement must be voluntary. Our basic concern must be with people and their future and the future of their families. We must re-examine the whole question of farm structures in the light not of present needs but what will be required in the mid-seventies and the late 'seventies, and especially in the light of European and world trends to-day.

The Minister for Lands, Mr. Flanagan has shown vision in his approach to the small-farm problem. But if his ideas are to be fully realised, we need a National Overall Agricultural Policy and this policy should become an integral part of a National Economic Policy. The interests of agriculture and industry are going to become more closely identified in the future.

BE CORRECTLY DRESSED
FROM HEAD TO TOE...

by

KELLY'S MALLOW

COMPLETE LADIES', GENTS', CHILDREN'S
OUTFITTERS

Telephone: Mallow 21227/21425

NORE FARMERS CO-OP SOCIETY LTD.

INISTIOGE. Tel.: Kilkenny 29416

BRANCHES:

THOMASTOWN and CLODIAGH CREAMERIES
Makers of the well known Nore Valley Quality Butter.

NORE FARMERS MART, THOMASTOWN

The Home of Quality Beef.
Cattle and Pig Sales on Tuesdays Fortnightly.

GREENAN MILLS, THOMASTOWN

Two 12½ Ton Grain Driers have been installed.
Plus Bulk Grain Facilities and New Weighbridge.

MACHINERY HIRE SERVICE

Lime Spreading, Manure Spreading, Beet, Mangolds, Turnips, Grain Sowing and Grass Sowing. Corn and Weed Sprayng, Hay Cutting, Silage Making and Combine Harvesting.

WE CARRY A FULL RANGE OF Groceries, Hardware, Drapery, Seeds, Sprays, Disinfectants, Insecticides, Veterinary Products, Feed Stuffs, Manures, Gates, Farrowing Crates, Cubicles, Calf Pens, Electric Fences, Sheep Wire, Twine, Milking Machines, Self Unloading and Tipper Trailers, Muck Spreaders, Combine Drills, Fertilisers, Spreaders, Spring Tine and Disc Harrows, Tractor Loaders, Ploughs, Mowing Bars, Rotary Mowers, Lawn Mowers, Buck Rakes, Land Rollers, Chain Saws, Knapsack Sprayers, etc.

YOU ARE ALWAYS WELCOME TO VISIT AND SHOP AT OUR
NEW SUPERMARKET AT INISTIOGE.

WARBLE FLY (NOTIFICATION AND TREATMENT) ORDER, 1967

FARMERS

CHECK your cattle regularly for signs of warble infestation from early February onwards and NOTIFY the Department or your District Veterinary Office of any warbled cattle in your herd.

TREATMENT AND CERTIFICATION ARE FREE for affected animals duly notified to the Department

A CHARGE of 5/- per animal will be made for treatment where an owner is found to have in his possession cattle which show warble infestation but which had not been notified.

FAILURE TO NOTIFY WARBLER ANIMALS
OR
MOVING SUCH ANIMALS WITHOUT A CURRENT
TREATMENT CERTIFICATE OR LICENCE
RENDERS THE OWNER LIABLE TO
PROSECUTION.



Brindley Adv.

Gouldings keeping Ireland fertile



THE E.E.C AND THE

THE beginning of a new decade is no better or no worse a time for looking ahead to see what lies before us. However, the 'seventies may see greater changes in the condition of Irish Agriculture than any recent decade, for the one reason that we may at last gain membership of the European Economic Community.

The principal change which this eventuality might bring about is that Irish farmers could, for the first time in recent history, at any rate, receive what they might regard as fair prices for their products. No longer would Irish farmers have to sell their produce on a British market dominated by a "cheap food" policy, or on world markets artificially depressed by heavily-subsidized agricultural exports from countries with primarily industrial economies.

Thus, E.E.C. membership could, in the 'seventies, vastly improve the economic climate in which farmers have to work.

PRESENT SITUATION

Any assessment of what we must do in the future must be based on a realization of the strengths and weaknesses of the present situation.

There is an income problem in Irish agriculture today. Many farms do not yield an income sufficient to give the farm family a standard of living which could be considered satisfactory by present-day standards. This problem was highlighted recently by the publication of the results of the Agricultural Institute's Farm Management Survey, 1966-'67. These data showed that in that year, many farms did not produce enough to pay family members working on the farm the minimum agricultural wage rate.

The effect of the low level of livestock prices in the autumn of 1966 and the early months of 1967 were plainly to be seen in these results, and this in turn indicated a weakness in the marketing field which we must remedy as quickly as possible. In general, it can be said that we rely too heavily on marketing livestock (particularly cattle), at a time when the market is usually declining.

Turning to our strong points, we have the most suitable climate in Western Europe for grass production. This will be a significant advantage in the years ahead, particularly in the context of an expanded E.E.C. With the proper outlook, we can exploit this advantage to secure a sustained expansion in beef and sheep production, and if common sense prevails, Ireland could become the principal dairying area of Western Europe.

There are clear indications that Irish farmers are realizing just what an advantage they have in grassland production. The use of fertilizers (especially on grassland) is increasing steadily, and more and more farmers are finding that heavier stocking of

grassland is profitable.

A further credit point from the point of view of efficiency in marketing — which results in improved incomes — is that farmers have made concrete progress in ensuring that a greater slice of the profit from marketing and processing agricultural product will come their way.

educational. The farmer, quite often, does not know what to do, and the agricultural advisors we have just cannot get round to all the farmers who need their help — they naturally concentrate on those who show themselves most willing to take advice and who realize, in fact, that help is available. Even for some of these farmers, difficulties exist. Many farmers who believe that an intensive pig enterprise could boost their incomes significantly just cannot get the help and advice they need, because there are no advisers who specialize in problems of pig production. This is a deficiency which must be remedied, since intensive farmyard enterprises can bring big returns to a small farm.

We must also ensure

techniques, and that existing farm owners and workers have sufficient opportunities to acquire the new skills which will be needed. The development of these farms will obviously call for a sophisticated approach on the part of the farmer to the use of credit; and for the availability of credit in sufficient amounts to ensure the expansion of output along profitable lines.

For many people now living on small farms, the solution to the income problem cannot be found in a purely agricultural context. In their own realistic way, many small farmers, and their sons and daughters have been pointing this out already, by taking off-farm jobs.

The solution to this problem (and to the general problem of the imbalance in economic development between different regions in the country) must lie in the creation of off-farm employment opportunities — in industry, forestry and in tourism and other services — in Western areas of the country.

EXPANSION OF OUTPUT

As far as agricultural development is concerned, we must expand the output of those products from which the best returns can be made, given the application of modern production techniques. While the rate of expansion of food consumption in the Western world is broadly limited to the rate of increase in population, there are some food products for which demand increases as incomes rise. Meat of all kinds comes into this category and this is particularly true of beef.

Unless there is a major slowdown in the rate of economic growth, beef consumption will continue on an upward trend. To benefit from this, we must produce more beef more quickly from our existing grassland resources. The techniques which will achieve



Alan Dukes M.A.

Co-operation is spreading through the livestock marketing sector, and farmers own the largest meat processing plant in the country. Farmers have increased their market power. Now they must see to it that this power is used to the best advantage.

THE TASK AHEAD

There is no doubt that we are moving along at least some of the right lines. What more must we do?

We must first find some effective means of raising the living standards of those now working on small farms all over the country. There are two approaches to this problem. Many small farms are in a state of under-development, as business concerns. Part of the problem is ed-

that young farmers starting in business on their own account are equipped as far as possible with the skills necessary to make use of modern production

GURTEEN

CO-OPERATIVE AGRICULTURAL & DAIRY SOCIETY LTD.



Enquiries invited for Premium Grade Butter



Prizes to all leading Shows and Department's Surprise Butter Inspections



Telegraphic Address: "CREAMERY, GURTEEN"
Telephone: GURTEEN (Sligo) 7



GURTEEN, CO. SLIGO

IRISH FARMER

By Alan Dukes, M.A.
Economic Advisor To The N.F.A.

ieve this aim already exist, even if they have not all been fully tried. Time wasted now is money lost (and markets lost) in the years ahead.

E.E.C. membership, with the high levels of beef prices, would provide the necessary incentive for increased production, and full application of the Community's agricultural policy would provide the market opportunities. We must now prepare ourselves to capture a worthwhile slice of these markets.

The sheep sector is another area in which there is room for expansion. Sheep production in the

U.K. and in Europe is dropping for largely the same reasons which have brought about a reduction in Irish production — lack of production systems which would help to ease the demand on labour, lack of confidence in the future course of prices, and existing production systems which do not meet the demands of the market, in terms of the timing and the volume of production. We currently supply only 1% of the needs of the U.K. market. If we were to double our exports to this market, we would not affect prices in any way, and would increase our earnings. The opportunity is

there; even greater opportunities would exist in an expanded E.E.C. We must convert these opportunities into cash.

We could sell more dairy products without going outside the home market. There is no really effective promotion or marketing of dairy products at home on anything like the scale of activity on export markets. There is a strong case for building one marketing organisation to sell dairy products at home, eliminating the wasteful competition that exists, and giving the consumer attractive products.

E.E.C. membership would expand market opportunities and raise the overall level of returns in dairy production substantially. But we must ensure that the quality of our dairy products is up to the highest standards. This will demand improvements at farm level, and in the processing industries.

FOOD PROCESSING

Food processing will be a key industry in the years ahead. A large part of the increase in expenditure on food from year to year goes on processing and presentation. The consumer is prepared to pay for sophisticated food products, for convenience and for attractive presentation. These are saleable commodities, just like any other, and if the farmer can get into the business of providing them — by extending his influence beyond the farm gate — he can increase his returns.

Steps are being taken to

improve the structure of the food processing industry. Creamery rationalization is proceeding, although perhaps not fast enough.

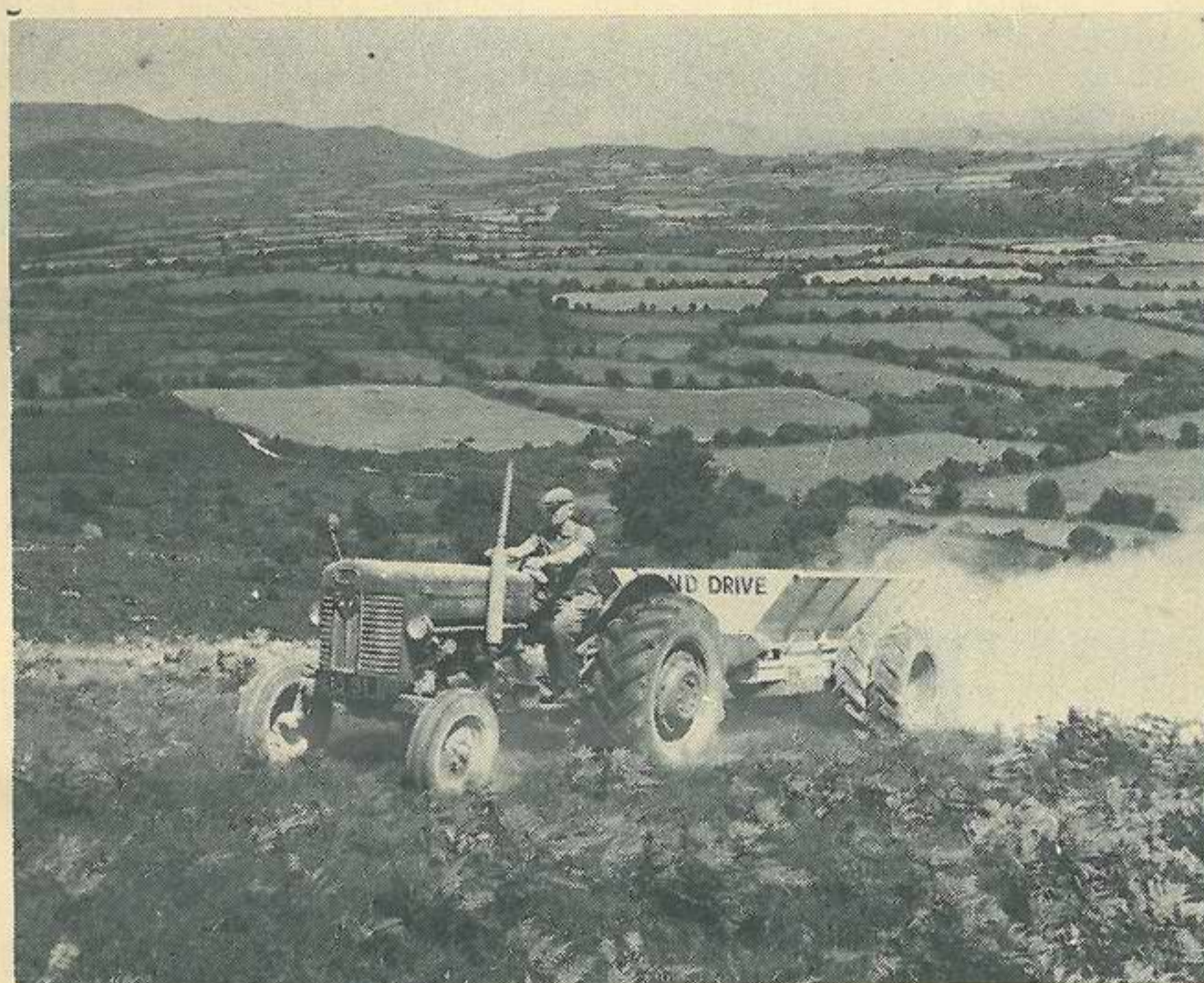
Meat factories are active in investigating the future for pre-packed cuts of meat, which are more conveniently handled by the retail trade.

Improvement in the pro-

of the market is away from the Wiltshire side, and if our factories do not keep up with the trend of the market, there will be difficulties ahead for pig producers — and for the small farmer who relies on pig production to increase his cash output and his income.

CONCLUSION

The pressures in the 'seventies will be for change — as they were in the 'sixties and the 'fifties, and for as far back as anyone can remember. It is up to us to ensure that change means gains.



A lime-spreader at work

cessing sector is vital to the big industry. We have too many small factories which have no hope of ever being able to meet the consumer demand for new pig-meat products. The trend

GALTEE HOTEL

CAHIR

Co. Tipperary

★

TO ALL GAELS

our 'GOAL' is a Good Steak.

our 'POINT' is Quick Service.

our 'COFFEES' are Gaelic as well.

Bernard J. Hanly, M.I.C.H.I., Manager

Telephone: Visitors (Cahir) 236.
Management (Cahir) 311.

WATERFORD CO-OP SOCIETY LTD.

CARRICKBEG, CARRICK-ON-SUIR

Telephone: Carrick-on-Suir 2

Manufacturers of

SHANDON RATIONS and DOG CUBES

Suppliers of SEEDS, FERTILIZERS, Etc.

OSMOND BENNETT

& SONS LTD.

DUBLIN ROAD, PORTLAOISE

FORD MAIN DEALERS

CARS, TRACTORS, COMMERCIAL VEHICLES

★

Agent for: RANSOME IMPLEMENTS

★

ALL FARM MACHINERY IN STOCK

★

Personal Supervision

★

BEST TRADE-IN ALLOWANCE, H.P. and INSURANCE
ARRANGED

★

Telephone 21506

Ireland's Premier woman's
magazine

*Irishwoman's
Journal*

ON SALE MONTHLY

at your local newsagent

Price 2/-

R. Q. O'NEILL

EARL STREET, DUNDALK

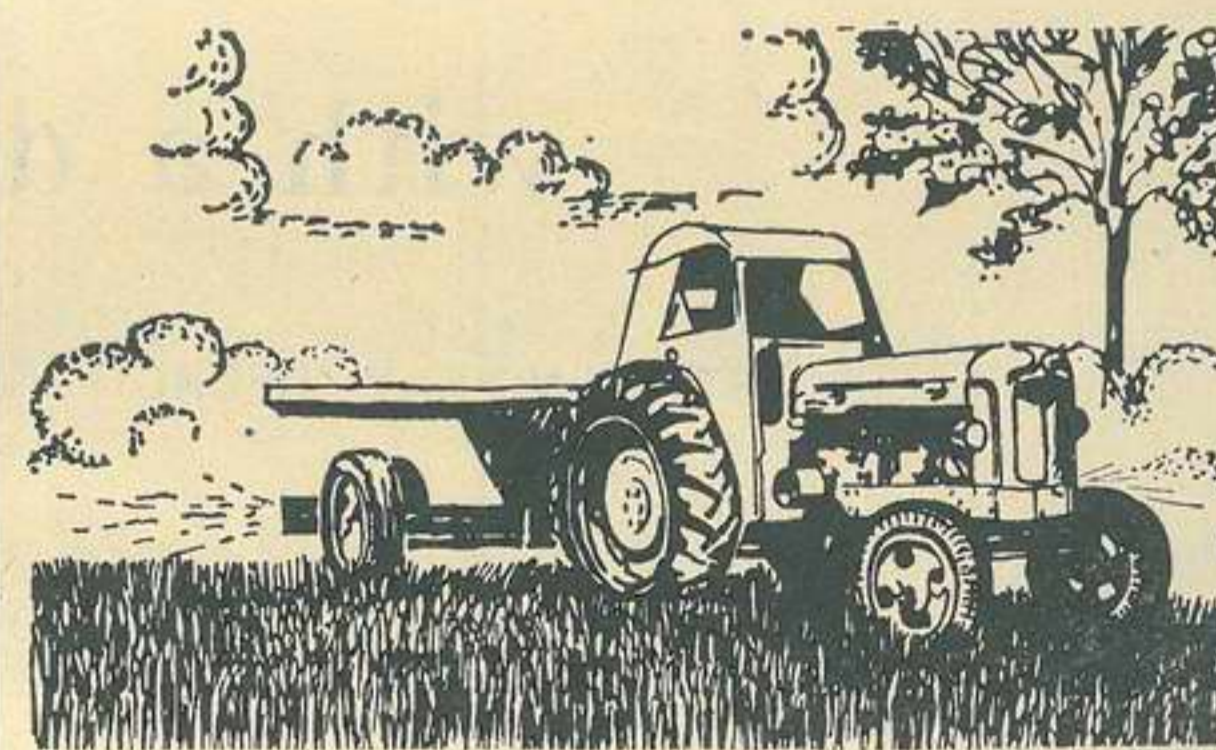
ALL MAKES OF HURLEY SUPPLIED

Stockists of

All Makes of Sports Goods

Telephone 4718

LIME NOW



Season after season, the cycles of crops and drainage take their toll of lime — Nature's contribution to healthy yields. Fertilising is not enough. Only through regular liming can the nutritional balance of the soil be restored. Fertilisers and lime complete the health/wealth picture of your land. Remember — liming does wonders for your lands.

BALLYELLEN
MAGNESIUM
LIMESTONE FLOUR

The Role Of The State

The founders of Sinn Fein arrived at seizing the instruments of government in order to lead the Irish people out of the shadows of a long oppression into a bright new social, economic and cultural renaissance. But if the British regarded the new 1922 government as being politically radical and revolutionary, it could hardly have considered its economic philosophy equally radical.

Our independence was won by writers, poets, philosophers and workers, not by the financiers, businessmen or crown civil servants, who, at that time, effectively determined the prosperity of the nation. The Irish people soon learned that political independence did not necessarily signify the economic independence that the founders of Sinn Fein had deemed so vital if we were to re-establish our ancient cultural identity.

The first nation to free itself in modern times from the stagnating status of British colonisation, did not receive those vast programmes of aid customarily extended these days to newly independent nations. The outlook for Ireland in the 1920's was bleak. The country was practically bereft of native industry, there was great over-employment in agriculture and the infrastructure — road net-

works, power sources, raw materials, technical and commercial expertise, social services — fundamental to achieve economic resurgence, was practically non-existent. An international economic depression had begun which made it even more difficult for us to export produce in order to finance the buying of essential raw materials.

Though the government of the day was politically revolutionary, the civil service, largely inherited from the British raj and the other controlling agencies of the economy, was in the hands of dyed-in-the-wool conservatives. The conventional economic wisdom of the period was that government should in no way interfere with the development — or lack of development — of the national economy.

The theory of laissez-faire (leave-everything-alone) reigned supreme. Any attempt by the government to interfere in the direction of national development would be thought little short of communism. So the financiers and bankers were free to invest their funds in the development of foreign industry. The imposition of protective tariffs to cushion new native industry from foreign competition was considered heresy. So as Irish industry withered at birth, droves of Irishmen emigrated to earn

the higher wages offered abroad — some in industries partly financed with Irish capital.

But at least one man had the courage and the initiative to fly in the face of the conventional wisdom and take a positive and unorthodox step to provide the infrastructure fundamental, if industrialisation were to proceed. In 1927, the then Minister for Industry and Commerce, Mr. Patrick McGilligan, set up a company, financed by the Government, with a board appointed by the Government but not staffed by civil servants, in order to exploit the potential native sources of electrical energy — water, peat and some native coal. The Electricity Supply Board, supplier of power to industry, agriculture and households, and the first state-sponsored body, was born.

About the same time as the establishment of the E.S.B., the Dairy Disposal Company had been set up to take over some privately owned creameries in an attempt to improve conditions in the creamery industry. The same year saw the establishment of the Agricultural Credit Corporation.

The take-off point for the Irish industrial revolution may be dated from 1932 when, with the change in government, that arch-pragmatist Sean Lemass became Minister for Industry and Commerce. No prisoner of the theories of defunct economists, he encouraged the establishment of native industries by the imposition of massive protective tariffs. Despite the world-wide trade depression, many new industries were set up.

A practical innovator who wasted no time discussing abstract ideological theories, he was a fervent believer in free enterprise. "Industrial development in Ireland," he claimed "is based on private enterprise and the profit motive: state financed industries have been set up only where considerations of national policy were involved or where the projects were beyond the scope of, or unlikely to be undertaken by, private enterprise . . . the Government favour the system of private ownership of industry and will not be disposed to enter any manufacturing field in which private enterprise is already operating successfully."

Between 1932 and the outbreak of the Second World War, thirteen new state-sponsored bodies were established which included Aer Lingus, the Sugar Company, the Industrial Credit Corporation and Bord Failte. During the war years (1940-'45) only five new bodies were set up — these included Irish Shipping and Ceimici Teo. During the post-war recovery years (1945-'51), there were a further twelve set up, including Bord na Mona, Irish Steel and C.I.E. The slump years (1952-'57) saw the establishment of only seven new ones, these included BIM and VHI.

With the quickening pace of economic life since 1958, over thirty-seven new bodies have been established . . . the more notable being RTE, Coras Trachtala, An Foras Taluntais and the SFADCO. The great improvement in our economic performance since 1958 resulted from improved international economic conditions and above all from the burial of the last vestiges of the old laissez-faire doctrine in favour of the positive role of the State in guiding the development of the economy in the most efficient manner possible.

Two of the names most closely associated with the advocacy of these new theories were T. K. Whitaker, then secretary of the Department of Finance, and Patrick Lynch, economist and public servant. We have seen that during this process of economic development, over eighty state-sponsored bodies have been established. But to the public, a state body is somewhat akin to a kangaroo — easily recognised but rather more difficult to define.

The State-Sponsored Body

The most notable feature of the SSB's is the enormous diversity in the role they are called on to play and in their actual size. Apart from the intricacy of their organisational structure and method of their financing, it will be seen that they concern themselves with such diverse activities as production, communications, marketing, promotion and development, research and health.

The question arises as to whether we should include such advisory bodies as the NIEC or the Commission on Higher Education, the Universities or independent bodies staffed by civil servants, such as the Labour Court or the



The Army invites YOU

to enjoy the best years
of your life in a job
with a difference

STARTING PAY (RECRUIT) : £8. 8. 0d. per week
(increasing with training and service)

FREE LODGING FOOD AND CLOTHING

ANNUAL HOLIDAYS : 21 DAYS
(In addition Privilege Leave is granted at Christmas and Easter)

AGE LIMITS : 17 - 18 YEARS (SINGLE)
17 - 38 YEARS (EX-SOLDIERS
and RESERVISTS, who may be married)

YOU MAY JOIN FOR A THREE YEAR PERIOD
TAR ISTEACH SAN ARM

Call and Talk it over at the Nearest Military Barracks
or local FCA Headquarters

In Industry

Fair Trade Commission. By custom, these latter bodies are not included, so that we can define a state-sponsored body as **an independent publicly owned body permanently established, with a government appointed board, whose function is not purely advisory and whose staff are not civil servants.**

The eighty odd bodies, which comply with the above description, employ approximately 60,000 persons. The civil service proper employs, in comparison, just 46,000. Were the Department of Posts and Telegraphs considered a commercial state-sponsored body, as it has been in Sweden since 1636; or since last year in the U.K., the proportion would then become 78,000 versus 28,000.

Staff employed varies from the one person employed by the Dental Board to the 20,000 employed by C.I.E. Adding the number of employees of C.I.E. to those of the E.S.B. (10,000), Aer Lingus (5,500) and Bord na Mona (5,000) and we have accounted for over two-thirds of all those employed by S.S.B's.

Commercial v. non-commercial bodies

The most striking feature of the state-sponsored bodies is that while some are purely executive agencies of government, entirely financed by the public authorities, others derive all, or a considerable portion of their revenue from the sale of goods and services. While it is easy to define those bodies involved in production (e.g. Arramara and Neitrigin Eireann) as belonging to the latter commercial category, there are certain borderline cases of bodies involved in commercial trading which are difficult to categorise.

Here we will not include as commercial bodies Bord Baine or RTE. Bord Baine, though concerned with the disposal of dairy products, is not involved in their production. The primary function of RTE is the dissemination of information and national culture; despite the unfortunate practice of supplementing inadequate fees by selling time to advertisers, we will exclude it from the commercial category. Some of these bodies receive no direct subsidy from the state, e.g. Irish Airlines receive all their current revenue from the sale of services.

Some companies, providing certain valuable services to the community, receive direct subsidies, e.g. C.I.E. receives an annual subvention of £2m. towards the costs of the social services it is called upon to provide — the railways, the boat service to the Aran Islands and the canals, and the E.S.B. receives a grant in respect of its rural electrification scheme.

Many bodies receive an indirect subsidy in that they do not pay any interest or dividend on the capital provided by the state. Another example of an indirect subsidy is the case in which the E.S.B. subsidises Bord na Mona by buy-

ing turf from the latter at a higher price than the market would warrant.

We have indicated some of the characteristics of, and some of the difficulties in, the definition of a commercial state sponsored body. Bearing these reservations in mind we will include the following in this category:- Agricultural Credit Corporation, Arramara Teoranta, Bord na Mona, British and Irish Steampacket Co. Ltd., Ceimici Teoranta, Comhlucht Siucire Eireann Teoranta, Erin Foods, Coras Iompair Eireann, Dairy Disposal Company Ltd., Electricity Supply Board, Gaeltarra Eireann, Industrial Credit Co., Irish Airlines, Irish Life Assurance Co., Irish Shipping Ltd., Nitrigin Eireann Teoranta, Voluntary Health Insurance Board.

These commercial bodies could be further subdivided into two broad categories: (i) those which form an essential part of the infrastructure of the economy. Private industry may find it profitable to provide some of the services to a limited extent. For example, it would probably be profitable to provide electricity in areas of high population concentration and some air or bus routes might prove profitable.

But it was because private industry found it unprofitable to extend the provision of services commensurate with demands of an adequate infrastructure for the national economy, that C.I.E. and the E.S.B. were set up. Because of the absence of private involvement the air companies, Irish Shipping, the Industrial and Agricultural Credit Corporations were set up.

(ii) The second sub-group comprises those which were established to exploit indigenous natural resources or to provide employment in areas of heavy unemployment where private enterprise had not ventured. Bord na Mona, the Sugar Company and Erin Foods not only exploit native resources but they provide employment in regions from which workers would otherwise emigrate.

Annamara and Gaeltarra Eireann were established to create employment opportunities in the Gaeltacht areas. Private industry is motivated by the desire to maximise profits, not by any desire to stem the disintegration of an area of distinctive national culture.

Success of the Commercial Bodies

Not only have some of these bodies achieved success where private business has failed, as instanced by Irish Steel Holdings, but many of them have been extremely successful when judged by the more exacting criteria of international comparison. Aer Linte has maintained one of the highest load-factors of the many airlines engaged in the intensive competition on transatlantic routes. Operating out of a small home market, it has consistently chalked up operating profits when many of the giants were making losses.

Bord na Mona has not only saved the country untold millions by providing locally power which would otherwise have to be imported, but it provides employment for thousands in those areas most in need. Having designed and built its own machinery, its revolutionary techniques for extracting peat have become the subject of worldwide attention. (It is, no doubt, with a feeling of benevolent amusement they demonstrate their equipment to the representatives of the country which launched the first man into space!).

The E.S.B. is another exploiter of our native power resources. It provides Irish industry with power at a lower cost than does its counterpart in Britain. Its demand for electrical appliances stimulated the establishment of a national industry thus providing further employment and exporting opportunities.

The Sugar Company must be ranked as another contributor to national self-sufficiency. In the years since its establishment, we have become a net exporter of sugar. Its offshoot, Erin Foods, has stimulated the demand for vegetables, an intensive form of land cultivation ideal for small farms with excess labour.

Not only does the processing of the produce provide additional employment, but the fact that a considerable proportion is exported qualifies Erin foods for special mention. With international over-production of agricultural goods, the possibilities of horticulture in maintaining demand for farm produce and employment are obvious.

A NEW LIFE ?

YOU are a skilled or trainee printer or photographer, or simply interested in these fields, aged between 18 and 30. You like your work, enjoy good health and have many friends.

But you feel you would prefer to serve God and others more directly, preferably in a similar occupation. Here is an idea: why not give your life to a world-wide Religious Society dedicated to spreading Catholic teaching through the Press, Cinema and other media.

Learn more about it by writing now to :

SOCIETY OF ST. PAUL,
ATHLONE, CO. WESTMEATH

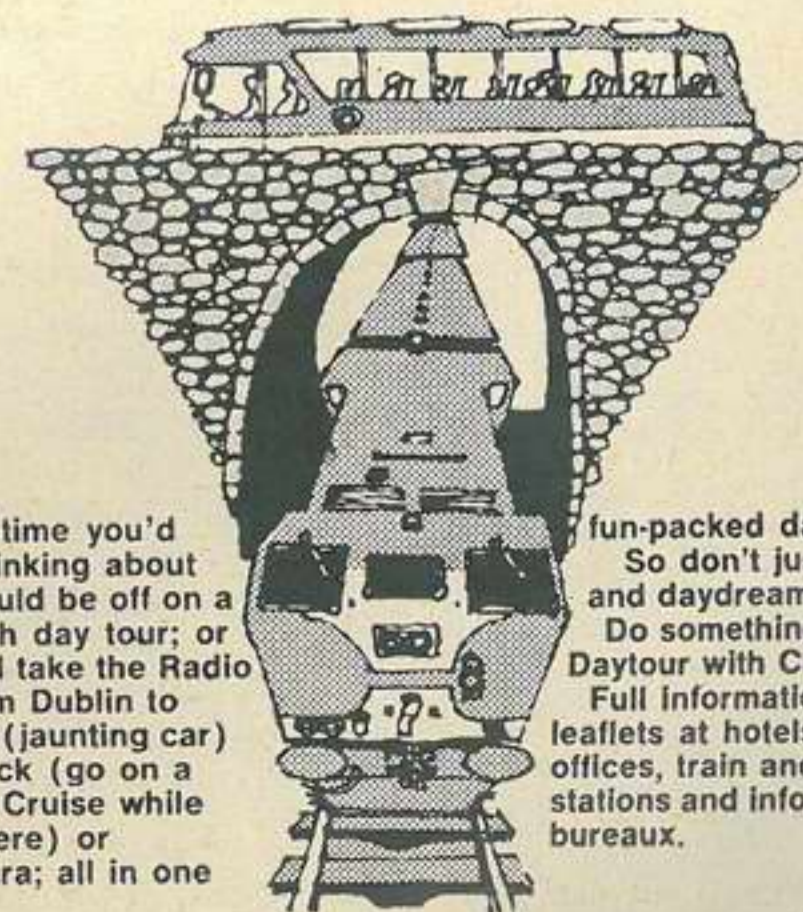
I. N. T. O.

BUY IRISH NOW

The Central Executive Committee of the Irish National Teacher's Organisation appeal to the members of the Organisation to give their maximum support to the Campaign "BUY IRISH NOW," initiated by the Minister for Industry and Commerce, and urges them by talks to their pupils, to bring the Campaign and its importance in the National Economy to the notice of their parents.

Don't just daydream

Daytour with CIE



In the time you'd spend thinking about it, you could be off on a CIE coach day tour; or you could take the Radio Train from Dublin to Killarney (jaunting car) or Limerick (go on a Shannon Cruise while you're there) or Connemara; all in one

fun-packed day! So don't just sit there and daydream. Do something about it. Daytour with CIE. Full information on free leaflets at hotels, tourist offices, train and bus stations and information bureaux.

Great people to go with



Franciscan Missionary Sisters For Africa

(Mother Kevin's Sisters)

In total commitment in any one of the fields of

* MEDICINE * EDUCATION * SOCIAL WORK
* NURSING * CATHECHISTS * OFFICE WORK
* THE TRAINING OF AFRICAN SISTERHOODS

Write for particulars to :

SISTER-IN-CHARGE,
FRANCISCAN CONVENT,
MOUNT OLIVER, DUNDALK,
CO. LOUTH, IRELAND.

THE BUSINESS OF



Industrial activity and the successes and problems of individual firms have always had excellent press in Ireland. There has been a degree of interest, on the part of the community in general, in developments in the industrial sector which evidences the widespread acceptance of the vital role of industry, particularly manufacturing, in achieving ever higher standards of living and the fulfilment of social objectives.

It is natural to expect that the general public should not have been as well aware, perhaps, of the mechanisms through which industry tries to organise itself to express its view in matters of general policy and to provide the ground work on which measures for the achievement of these objectives can be laid.

In fact, in contrast to the general public's interest in industry, as a "thing", the Irish public at large is by no means as well aware of the extensive scope of action by representative bodies of manufacturers and business people in seeking on the one hand to protect the legitimate interests of their members and on the other to play their part in the progressive development of the economy as a whole.

People in Ireland are only now becoming "organisation-conscious." This general change in the intellectual climate has been paralleled, within the or-

ganisational structure for business and industry in this country, by an increasing awareness of the need to adapt the role of the traditional trade association to the needs of a vastly more dynamic environment created by the advent of Free Trade.

The Federation of Irish Industries, which established the first era of industrialisation in this country in the 1930's and recognised the quite fundamental changes taking place in the milieu in which Irish manufacturers and businesses competed, has in the course of the past few years been taking considerable stock of its objectives and the means of giving them even greater relevance to the affairs of the 1970s.

The basic needs, in this respect, are twofold. On the one hand industry and business needs a more authoritative and, in a sense, more sophisticated approach to the discovery and presentation of business opinion about general economic developments, and on the other hand, the vast bulk of Irish industry lying, as it does, in the medium to small category, has discovered a new intensity

of product-orientated service which it requires of its associations, as a means of translating general patterns of policy into practical programmes of day-to-day activity for the individual business.

There has, therefore, been a need to rationalise the functions of business organisation in framing general industrial policy and separate these from the practical day-to-day matters of running an enterprise: in short, to provide industry with the bifocals which will enable it to adjust from the long-term to the short-term dimension of planning.

One other major factor which has contributed to this change has been the existence now for some years in Ireland of a range of state-supported services to industry and business discharged by bodies such as the Industrial Development Authority, the Institute for Industrial Research & Standards and Coras Trachtála/The Irish Export Board.

The pattern of work in these agencies also seems to require a distinct address to overall dimensions of development on the one hand and measures of pra-



Home or Awayness

Whether you're playing or watching, after the game get together over a Guinness.

And if you're playing (or watching) away then Guinness has a way all its own of making you feel at home.

For Guinness says so much, so well. Like welcome. Or here's mud in your eye. Look forward to seeing you again.

Now isn't that a nice way to cheer the winners. (Even better, isn't it a nice way to cheer the losers?)



There's more than goodness in Guinness

ARKS GD598E

N. CAMERON & CO. LIMITED

★
Specialists in
ALL TYPES OF FENCING and GATES

★
Supply and Erect
LOCHRIN UNCLIMABLE STEEL PALISADING

★
8 COLLEGE SQUARE, NORTH,
BELFAST, BT1 6BA

Telephone 29633 (2 lines)

Hay Sheds — Silage Lay-outs

Erected anywhere in Ireland. Government Free Grants
Guaranteed. All Sizes, Best Material.

Long Term Loans available. For particulars and prices fill in coupon below. We recommend ordering early to ensure erection well in time for coming season.

JAMES McMAHON LIMITED

ST. ALPHONSUS STREET, LIMERICK.

Tel. 45388

COUPON

Name

Address

Size Required:

GETTING ORGANISED

By Noel Maguire,
Head of Develop-
ment Confederation
Of Irish Industry

tical day-to-day assistance to individual firms on the other.

The other important factor which has precipitated the need for re-organisation in our Federation is, of course, the emergence of a common "business," as opposed to simply industrial, point of view. Our Federation commenced life as an organisation essentially of manufacturers but over the years, and particularly in the course of the past few years, we have enjoyed the support of banks, transport interests, many of the state companies and other undertakings not always imme-

portant, upon a very thorough restructuring of our internal membership arrangements. Happily, the structure that has emerged also very well accommodates the need to provide a proper voice for bodies, generally rather similar to our own, but with a more limited field of operation which, in the course of the past few years have sought formal links by way of affiliation with the national federation.

We are now, therefore, in the final stages of a re-design of our organisation which will shortly see us re-launched, as it were, as the Confederation of Irish

taken to connote all gainful economic activity, including even distribution and agriculture.

In regard to these two latter, we do not, of course, propose to become directly involved as very strong and worthwhile organisations already exist in these fields; we would, however, hope to find areas of common purpose in our natural joint interest in the overall pace of general economic development.

Does all this mean that the old federation of industries — originally the Federation of Manufacturers — is in any sense departing from the immediate

possibly, textiles and chemicals area.

If the pattern of experience already in evidence in the food, clothing and building materials sectors is to be a guide, these organisations will be entirely responsible for their own funding, developing their programmes of work and so forth. They will link in to the Confederation through having electoral rights to the National Council of the new body and will also participate, as appropriate, in policy committees, working parties and special study groups.

When we have achieved a structure that accommodates the major part of the groups of industries mentioned above, we will have a truly effective and representative means not only of servicing industry

in its day-to-day needs but of taking the industrial temperature on matters of national policy in, for example, foreign trade development, industrial training legislation, general economic trends, pollution control, regional development and the hundred and one other issues which are of vital importance to proper and fruitful in-factory planning.

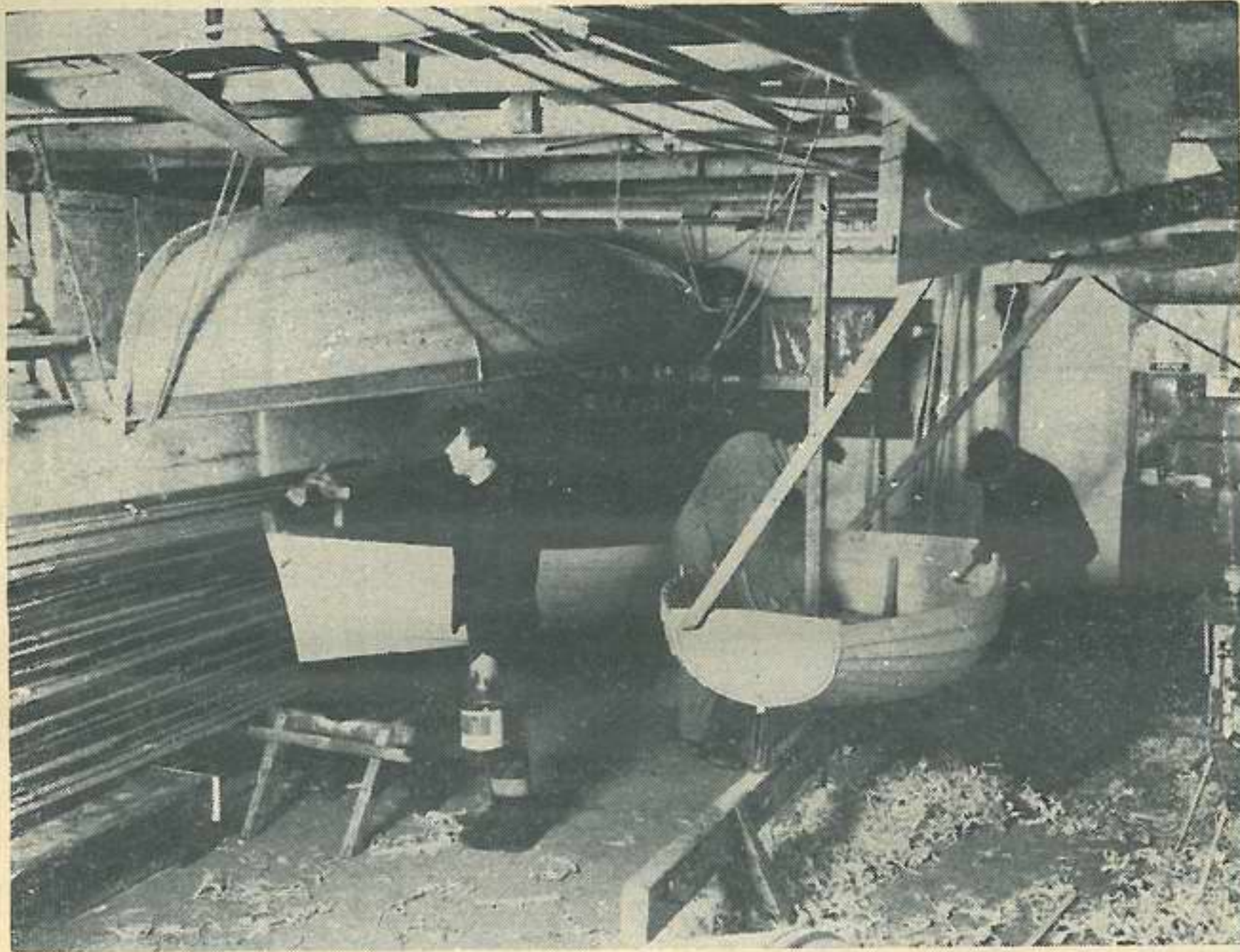
Even if the immediacy of these issues is not as readily apparent as might be, for example, the effect of the dismantling of tariffs on a particular industry in the context of the movement of full free trade they are vital to the long term prospects for industry.

It cannot be said that this restructuring is overdue. There is a time and a

place for everything and it would have been ideal for our Federation to have attempted to provide a vehicle before there was a willingness or an acceptance of the need to travel! The keynotes of industry in the '60s were expansion and adaptation.

As the decade wore on to its close, the emphasis tended to be on the latter. At the commencement of this new decade, there is a general acceptance throughout industry of the need for a better-informed and more dynamic address to the problems of change, particularly those of free trade.

We hope, of course, that the freely developing structure of our voluntary organisations will produce the basis on which this can take place.



Boat building . . . a small industry with a bright future

mediately identified in the public mind with the private enterprise manufacturing sector proper.

For all these reasons we decided upon a basic revision of our Constitution and objectives and, more im-

industry. "Confederation" because this most properly describes an organisation of the kind we now are, rather than the simple word Federation; "Industry," rather than industries, because the former is now generally

scene of the factory floor? Not at all; rather the contrary. The complimentary and equally vital part of our reorganisation has to do with the provision of a better and more intensive and professional degree of service to our manufacturing members, upon whom, in any event, so much of the burden of economic and social advance falls.

To do this, we have decided upon the creation of a series of mini-federations, as it were, covering the broad groupings of industries in Ireland with valid common interest areas defined in terms of product or technology. Already three of these organisations have come into existence and undertaken active programmes of work — these are in the food/drink/tobacco industries, the clothing industries, and the building materials sector.

A fourth is now on the launching pad — to cater for the specific interests of the important and dynamic group of engineering industries already well established in this country; others will follow in the household goods, paper, print and packaging, and,

EDWARD BARRETT & SONS LTD.

contractors for

- ★ PLAYING PITCHES
- ★ EXCAVATION
- ★ ROAD CONSTRUCTION
- ★ CONCRETE FLOORS and FOUNDATIONS
- ★ SEWERS
- ★ LANDSCAPES and GRASSING

Plant Hirers and Public Works Contractors

BALLINTEMPLE, CORK

Telephone 32321

THE HOUSE OF MURDOCK

(Governing Director : C. W. Diamond)

POINTS

To be noted : we are Timber Importers and Stockists of the Following :
Doors and windows (G.W.I.) Insulating Board
Wallboard (all types)
Heavy and light hardware
Iron and steel
Cementitious products
Fireclay goods. Plaster and Plaster-board
Plumbing and Sanitary Ware
Kitchen Units, Fire Surrounds
Furniture and carpets
CALOR GAS APPLIANCES

GOAL

To help build and furnish homes to the satisfaction of our people

RESULT

Champions in our field as Builders Providers and house furnishers in the North East of the Rep. of Ireland.

A. MURDOCK & SON LTD.

THE TIMBER PEOPLE

DROGHEDA Tel: 8721

ROYAL GEORGE HOTEL

LIMERICK

Famous for
FOOD, CIVILITY and
COMFORT

Terms reasonable

All rooms with private baths, telephone
and centrally heated throughout

Telephone : 44566 (5 lines)

Now Open —

Westlodge Hotel Bantry

- 60 Bedroom Hotel.
- All rooms with private bath, shower and radio.
- All Commercial travellers welcome. Special rates.

Tel.: Bantry 357.

GREECE IS A MARTINSTRAVEL SPECIAL FROM 74 GNS. (2weeks) Inclusive of flight and accommodation

- * Now . . . for the first time you can fly direct to Athens by Aer Lingus jet — exclusive to Martinstravel.
- * Now . . . get news of the fabulous great bonus offer from Martinstravel.
- * See a free film show about Greece at the Central Hotel, Exchequer Street, Dublin, on February 12th, 19th, 26th, March 5th.
- * Other wonderful sun holidays — Lourdes, 39 gns.; Majorca, 2 weeks, 59 gns.; Italy, 2 weeks, 57 gns.
- * All weekend flights by Aer Lingus jet

Send for the Bonanza Holiday Brochure to:

martinstravel

Stillorgan Road, Dublin 4. Phone 881678.

Post coupon for free Film Show Tickets and Bonanza Colour Brochure.

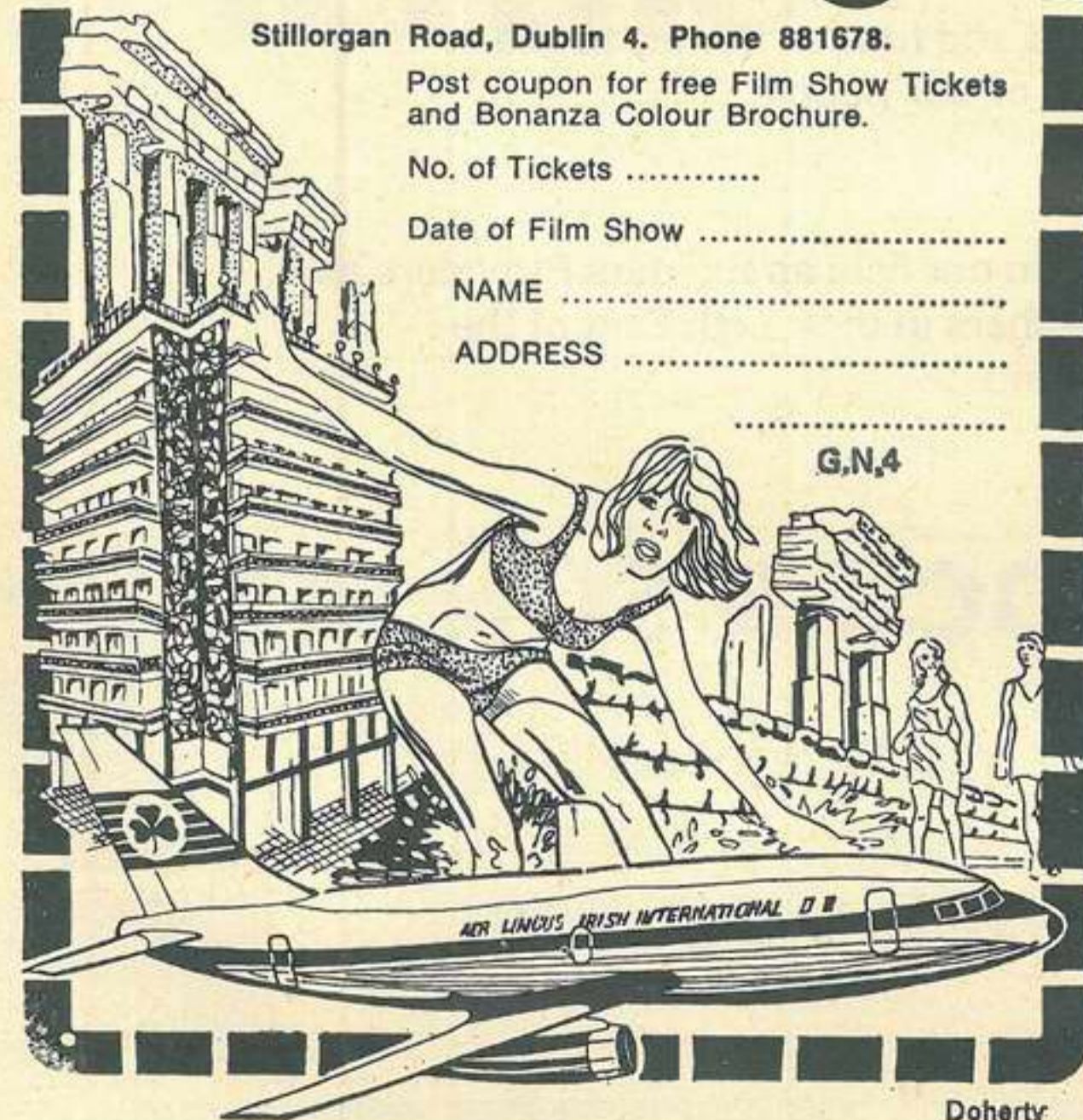
No. of Tickets

Date of Film Show

NAME

ADDRESS

G.N.4



Doherty

Tourist Trade

LONG before the earnings of the tourist industry for 1969 were announced we knew that the target figure of £100 m. could not be reached. When, however, Bord Failte indicated that a new high of £97.2 million had been attained the majority of us were agreeably surprised. An increase of £4.2 m. in the face of several upsetting factors was a credit to all concerned in the industry.

This figure means that tourist receipts, adjusted for changes in the value of money, have risen by 70% over the past ten years. Which in turn clearly emphasises that tourism in Ireland has come of age during the 'sixties. For the growth rate of about 5½% compound interest, is considerably higher than that achieved by the domestic economy as a whole.

This has been a tremendous achievement and Bord Failte, because of its central role in tourism development and promotion, must take the plaudits. Not only had it to plan carefully the steps which were to be taken but, over the past ten years, it also had to educate the Irish people in the changes that would be necessary in a country which was endeavouring to take its place in a field which was becoming more competitive all the time.

The private sector was invited "to eliminate the accommodation bottleneck" through the introduction of attractive financial incentives; back in 1965 a car ferry investigation was carried out which encouraged the transport companies to extend their services, and as a result representations had to be made to the various county councils throughout the country to improve and develop roads to take the extra traffic with comfort.

An overdose of red-tape at the customs could easily deter many tourists from visiting the country, so the responsible Government agencies were approached to make things a little less tedious. Schemes such as the Tidy Towns competition, Roadside Gardens competition, and resort development schemes were initiated to make the country more attractive and greater attention was given to planning.

Publicity campaigns and intensive promotion overseas serviced Irish tourism in a manner that could not have been undertaken by private interests. However, in this regard there has been a notable increase in the participation of the industry as a whole towards the end of the decade, and a closer working relationship has been built up between Bord Failte and private operators. It is pleasing to learn that in

1969 almost 500 members of the travel trade in Ireland went abroad on promotional trips — attending Bord Failte workshops in London and travel agents conventions in Tokyo, Britain and Germany.

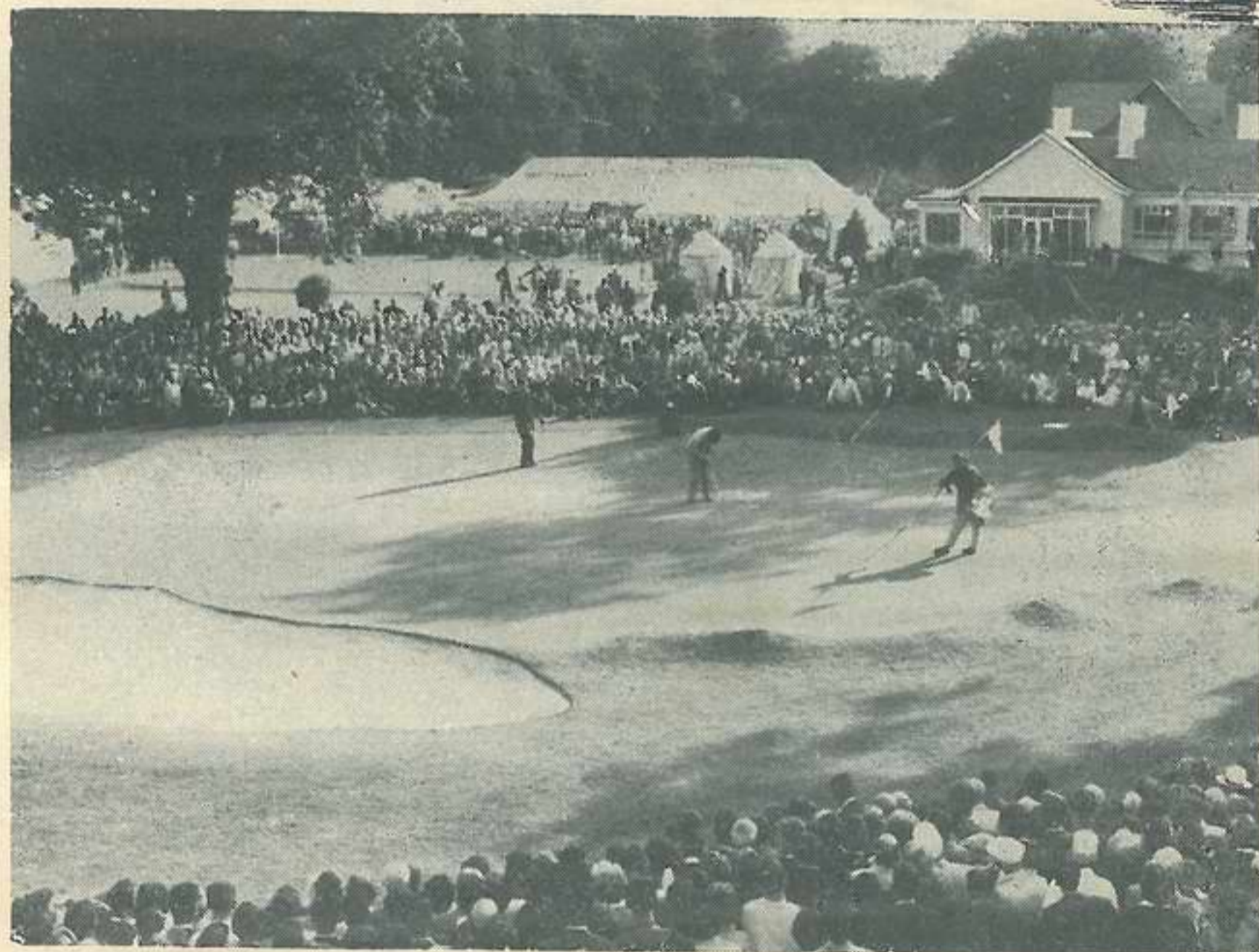
And it is not unreasonable to think that it was these promotional trips,

emphasis, he pointed to the development which has taken place in the supplementary type of accommodation such as farmhouses and cottages for rent. And in 1969 when the whole notion of the mobile tourist almost became a reality those families engaged in renting farmhouses and cottages to holidaymakers did particularly well.

However while no new Bord Failte statement was issued, it is not difficult to gather from Mr. Brendan O'Regan's introduction to

hope the Irish people will not become just another people in the tourist rat race, eager to suck the tourists to the last and then get rid of them as quickly as possible. It has been noted that those in the trade here are more inclined to put a value on everything and that Ireland of the genuine "céad mile failte" has given way to Ireland of the "we have them now — let's get at them" mentality.

This would be extremely detrimental to the trade if it were true, but although



A view of the 18th hole of the Carrolls' International golf Tournament at Woodbrook . . . a competition which each year attracts many golfing enthusiasts to this country.

plus the car-ferries, together with the rapid growth of the number of inclusive holidays on offer, which offset the effects of the troubles in the North of Ireland last year.

All this spells out a definite success story, financially speaking. But then "money isn't everything" and it is seldom made without sacrificing something in the process.

Many say that we have become so intoxicated by the tourist gold-rush that we have forsaken our individuality and our distinctive national characteristics. However when interviewed on the point some time ago Dr. T. J. O'Driscoll, Director-General of Bord Failte, pointed out that Bord Failte has always believed that tourism has definite social obligations to a nation, and that as a result of this belief even greater emphasis is being placed by Bord Failte on activities which set Ireland apart.

As an example of this

the Annual Report of Bord Failte for 1969 that even greater attention will be paid to the social obligation of tourism to Ireland. Those who are fashioning the future of Irish tourism

there are shades of it to be seen, it is not widespread and neither is it new. It is not today or yesterday that people had to pay for a glass of water at a Munster final!

McAlister's Bay & Glendun

CUSHENDUN, CO. ANTRIM

Tel.: Cushendun 267; (Residence) 222

The Hotels are Licensed

Situated right at the waters edge
of Cushendun Bay in the heart
of the famed Glens

OPEN TO NON-RESIDENTS

Proprietress: Mrs. B. McAlister

Continues To Grow

By
Brian
Geraghty of
Bord Failte

Tourism will, like anything else, have certain adverse effects on a people, but already some of its advantages can be seen on the Irish.

It has made them take a broader view on how the rest of the world lives and thinks; it has made them aware that up until recently they were a race which has been insulated. And as a result they have possessed a peculiar sense of values, a concept of Christianity which has been clouded by incense rather than charity.

Not only have the Irish given in to the curiosity to travel and see and experience foreign ways of life

but furthermore they have come to go out more locally and enjoy themselves and sample the various amenities which have been provided here primarily for the visitors, but also for them.

But what does the future hold for tourism and particularly for Irish tourism in the 'seventies?

With the introduction of the jumbo jet, of car ferries, and possibly, after further development, of the hovercraft, the world will really become "a stage" with international travel becoming more and more commonplace. This of course will result in a rapid expansion of tourism.

To meet this expansion,

Ireland will first of all have to clear up some of its existing faults. For instance in 1969 there were 1,600 complaints from tourists to Bord Failte. Even allowing for the increased number of tourists and the accepted fact that a number of these complaints are unreasonable and unjustified we must strive to drastically reduce the number of dissatisfied tourists.

Secondly the development of tourist facilities will have to be speeded up, and the Government will have to recognise the tourist industry in a more sincere way.

The budget for tourism will have to be increased, and the suggestions made by Bord Failte to the various responsible government agencies will need to receive a better response. For example the Government will have to act more speedily to prevent pollution of waterways as the development of our angling and boating resources can play a major part in helping to attract more visitors to our country.

The tourist of the 'seventies will be more mobile, so areas of less dramatic scenery will have to be made attractive. Some of our under-utilised natural resources will have to be developed also, and there must be even greater attention given to motor inns and supplementary accommodation for the less opulent tourist.

Until now the type of tourist we have attracted has generally been from the middle income group. There is no reason why this situation should change overnight as we cannot as yet offer the facilities which attract the majority of the idle rich. So it is necessary that with the development of our accommodation, prices should be controlled so as to avoid the danger of pricing ourselves out of the market.



Killarney golf course, one of the big tourist attractions of the south.

Unlike other countries there is a great shortage of good restaurants in Ireland and as a result people tend to eat out in hotels. Naturally the overheads are greater in the hotel so prices can not be as keen as one might wish them to be. A grading scheme for restaurants plus a financial incentive for their development by Bord Failte would be a step in the right direction.

Of course, the development of year-round tourism is essential, so in the 'seventies greater emphasis will have to be placed on the continued organisation of the inclusive holiday programme, as on its success more than on anything else depends the extension of the season.

Success in this would result in greater security for those working within the industry, and more employment opportunities. It would not be unreasonable to assume, even accepting the possibility of future

set-backs, that at some stage, it may be in the 1980's, there could be as many as 260,000 people dependent upon the tourist industry.

Tourism then is going to play an even greater part in our economic develop-

ment. If developed properly, it should also help to improve the quality of life of the Irish people, and maybe enable them to break with certain traditional stumbling blocks which have retarded the progress of the nation.

BRIDGE HOUSE HOTEL

SPIDDAL, CONNEMARA

A warm welcome awaits you at the Bridge House Hotel. Ideal for touring the many beauty spots of Connemara.

SING SONG NIGHTLY DURING SEASON

Write for Brochure.

Tel.: Spiddal, Connemara 18

HOTEL BALLYVALLEY

The most popular all-year-round Hotel in KILLALOE

offers you rooms with

- ★ CENTRAL HEATING
- ★ OWN BATH, SHOWER and TELEPHONE
- ★ CONTINENTAL DANCE BAR

ENJOY OUR FACILITIES

Fishing — Sailing — Horses — Water Skiing

Telephone : KILLALOE 87 or 93

BUY YOUR NEW OPEL

FROM

LIAM

BURKE

BLACKROCK ROAD, CORK

MAIN OPEL DEALER

Phone 32888/9

Opel Sales and Service

Complete Range of Opel models ex stock

TOM MANNION TRAVEL

(I.A.T.A.)

AIR TICKETS — ALL YEAR ROUND SUNSHINE
HOLIDAYS — CAR RENTALS (Self Drive and
Chauffeur Driven) — SCHOOL OF MOTORING
(Dual Control Cars)

Write, Call or 'Phone —

ENNIS 21985

MARINE HOTEL

ENNISCRONE

OPEN TO NON-RESIDENTS

High-class Catering; First-class Accommodation; Weddings, Parties a speciality.

Modern Lounge Bar — Regular Ballad Sessions

MARINE BALLROOM adjacent to Lounge Bar

Under personal supervision

Proprietor: Liam Quinn.

Tel.: Enniscrone 15

RINN RONAIN HOTEL

(Proprietor: JAS. HAYES)

★

ANGLERS SPECIALLY CATERED

FOR

★

RUSHBROOKE, COBH, CORK 811407

SEFTON HOTEL

"THE SEFTON"

Occupying an unrivalled position on the sea front; and overlooking Belfast Lough and Bangor Bay, it is a convenient centre for bathing, golf, tennis, boating and all the other usual holiday amusements.

Fully Licensed

Parties Catered For

Brochure on application

BALLYHOLME

:

BANGOR

Telephone 3693

Stability In Construction

The Construction Industry is the second largest industry in the economy, accounting for approximately 10 per cent of Gross National Product and employing 7 per cent of the total numbers employed in industry. The Industry has been a major contributor to economic growth in the past decade, achieving an average annual growth rate of 8.5 per cent in the years 1960-'68. Indications suggest that the growth rate for the current year will be in the region of 10%.

It is therefore an opportune time to dwell on the prospects for the Industry in the 1970's. At the out-

set, it must be stated that any effort to outline what is likely to happen must realistically take account of the resources which will be available to the economy as a whole and what portion of these are allocated to the Construction Industry.

Given that the growth in output of the Industry will, to a large extent depend on resources, allocated to it, it is relevant to look at Government policy as it will affect the Industry in the future. In this context regard must be had to the Third Programme for Economic & Social Development, The Govern-

ment White Paper "Housing in the Seventies" and the Buchanan Report.

Third Programme

The Third Programme envisages an annual average percentage growth in gross output for the Construction Industry of 5.9% in the period 1969-'72. On the basis of a gross output of £150m. (1968 prices) for last year, this would increase to approximately £187m. (1968 prices) by 1972.

In an historical context it is to be noted that this projection is below the average growth rate for the Industry in the period 1960-'68 (8½% per annum average). The projection is also lower than the target set in the Second Programme for Economic Expansion.

Viewing the Third Programme projection in the light of the past performance of the Industry, it would seem that a relative levelling off in the growth of the Industry can be expected; this statement should, however, take accounts of two factors which could alter such a prediction.

1. The Industry has consistently exceeded targets during the course of the Second Programme with the exception of 1966. This may indicate an understatement of future performance in the Third Programme.

2. Gross Domestic Fixed Capital Formation as a percentage of G.N.P. stood at 20.8% in 1968 and is expected to reach 19.4% by the end of 1969. This will still be below the 22% experienced in E.E.C. countries and indicates that there is still room for output in the Construction Industry to grow at a substantially higher rate than G.N.P. Indeed the indication of a 10% growth rate for 1969 would bear this point out.

3. It is disappointing to find that no attempt was made to treat the Industry as a separate sector in the Programme. The size of the Industry in terms of output and numbers employed; the social importance of the Industry and its effects on the rest of the economy, highlight the necessity for detailed treatment.

The Role of the Public Sector in the Financing of the Construction Industry

The present output and pattern of activity of the Industry is strongly influenced by public policy. It has been estimated that over 80% of construction activity is financed wholly or in part by the public sector. It follows therefore, that the Public Capital Programme, that is growth and composition, has a vital bearing on the performance of the Industry. This is clearly illustrated by examining table 1.

Table 1.

%/CHANGE IN VOL. OF OUTPUT OF CONSTRUCTION INDUSTRY AND PERCENTAGE CHANGES IN THE ALLOCATION TO THE INDUSTRY BY WAY OF THE P.C.P.

Year	% Change in Output	Year (End. 31 March)	% Change in Public Capital Programme Allocation to Construction Industry.
1964	+ 7.9	1964/65	+ 26.8
1965	+ 6.9	1965/66	+ 20.0
1966	- 3.2	1966/67	+ 1.3
1967	+ 13.4	1967/68	+ 15.1
1968	+ 12.0	1968/69	+ 22.5 (Provisional)

The substantial reduction in the rate of increase in the P.C.P. allocation to the industry in 1966 was a major factor, though not by any means the only one, in causing the recession in the industry in that year.

The Third Programme gives no indication of what capital allocations to the industry are likely to be in future years. It does indicate, however that the volume of the programme will increase by an average annual growth rate of 5.6% from 1968/'69 to 1972/'73. While this figure does tend to confirm that the growth of the Industry will tend to be less than in recent years, it is difficult to ascertain to what extent the P.C.P. will affect output in the years ahead, because the Programme does not give any figures for P.C.P.

allocations for the period 1968/'69 to 1972/'73.

Stability in Growth for the Construction Industry a necessity

A disappointing feature of the Programme is that there is no clear commitment to ensure the stability of the Industry. The Industry is one which has a history of instability, for which forces external to the industry are largely responsible. Traditionally, the Industry has borne a large part of the brunt of any recession or any deflation that may be required by the onset of inflationary pressures.

Within the past fifteen years, the Industry has suffered on two occasions . . . in 1957, when there was a reduction in the out-

put of the private sector of the industry of 31% and in 1966 when the output of the private sector fell by 3½%. The corresponding figures for the public sector of the industry were 14% and 5%.

If the Construction Industry is to be expected to introduce techniques calculated to increase productivity, it is imperative that it be assured of at least a measure of stability. For some time the Federation has advocated measures that would assist in attaining this end. These include the application of a stabilisation fund to the construction industry, based on the Swedish system.

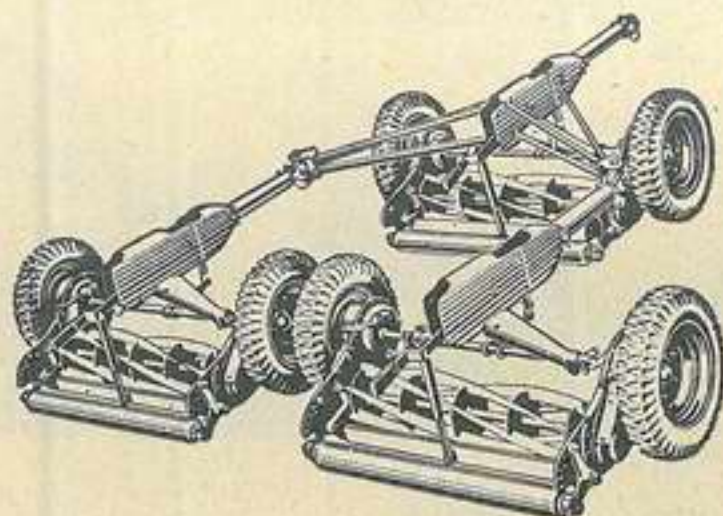
Under the system, a firm is able to allocate a portion of its profits, on a tax-free basis, to a stabilisation fund; in times of economic stringency the firm is, by agreement with the Government, able to obtain release of its money for investment in capital goods, i.e. construction and or purchase of heavy equipment. This system has been effective in mitigating the effects of recessions on the capital industries as well as assisting the economy generally.

Another measure which it is felt is essential and feasible is a commitment from the Government for a

RANSOMES LAWN MOWERS

A cut above
the average !

RANSOMES Gang Mowers have earned a world wide reputation for being the ideal machines for mowing operations on golf courses, parks and playing fields, etc.



MAIN IMPORTERS — SALES AND SERVICE
Distributors for

HAND, MOTOR AND GANG MOWERS

Also Authorised Repair Agents

McKenzies : Cork

TELEPHONE: 52301

T. O hUIGINN

AGUS CHOMH. TEO.

GAILLIMH

T. O'HIGGINS & CO. LIMITED
Galway

Déantóirí — Trosan Tighe, Eaglais agus Sgoil

Household, Church and School Furniture Manufacturers.

Oil-Díoltóirí — Suirín, Gleasanna Cócaireachta agus Fearáistí
Pluméareachta de gach cineál

Distributors of Ranges, Cookers and all types of Plumbing
Goods.

Telephone 2289, 4524.

Guthán 2289, 4524

To really know

what's happening in the

G.A.A. world — read

Gaelic News

each month.

**KEANE
MAHONY
SMITH**

★ SURVEYORS
★ AUCTIONEERS
★ VALUERS
★ ESTATE AGENTS

Investment and Development Consultants.

Valuations ● Surveys ●

Building Society Valuations ●

Planning ● Compensation ●

Landlord and Tenant ●

Residential Sales and Letting ●

Land and Country Estates ●

Estate Management ●

38 Dawson Street, Dublin 2.

Phone 779446

Industry Is Essential

By Michael Greene
M. Econ.

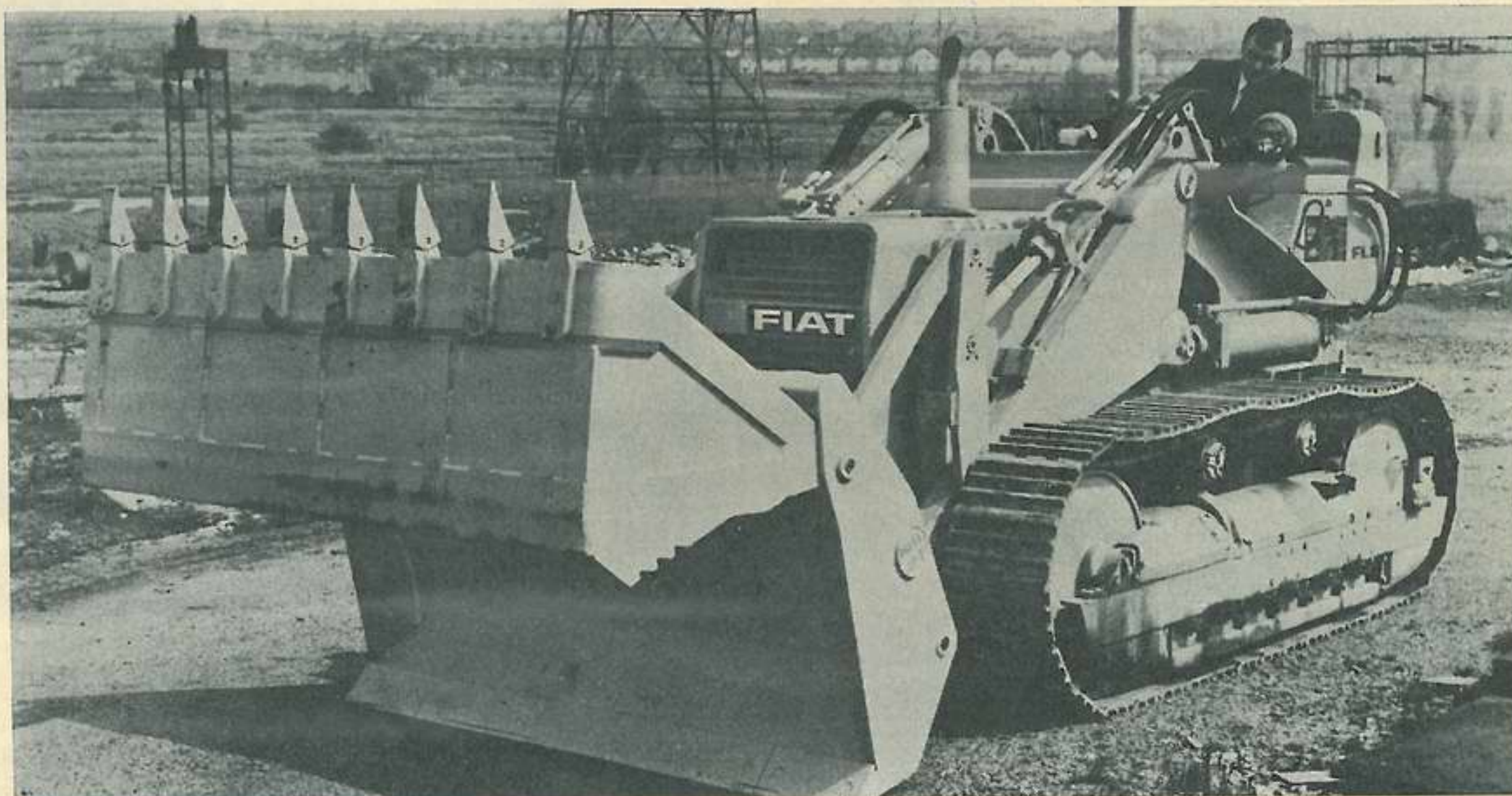
medium term (say 5 years) capital allocation programme for the Construction Industry. The commitment in the Third Programme to maintaining the P.C.P. at its level for the current year is a step in this direction, but is still a long way from ensuring even a measure of stability. If the efforts being made by the Federation in planning at firm level are to be successful, this public capital commitment is essential in the decade ahead.

N.I.E.C. has stated (Report No. 26 Physical Planning) that "Fluctuations deprive the industry of the confidence and continuity which are needed for its efficient and orderly development."

The Government White Paper on housing published recently states that the number of houses required by the mid 1970's may be about 15,000 to 17,000 a year. This implies a growth rate for the housing sector of about 6% per annum if requirements are to be met. The paper suggests that needs by the mid-1980's will be of the order of 21,500 houses a year. The following tables gives the numbers of dwellings completed in recent years.

AGED STOCK OF DWELLINGS 1961 Total Stock of Dwellings — 676,000 DWELLINGS BUILT

Pre 1860	160,000	% of Total	25.0
1860-1899	146,000	% of Total	21.0
1900-1918	85,000	% of Total	12.5
1919-1939	127,000	% of Total	18.5
1940-1945	28,000	% of Total	4.0
1946-1961	125,000	% of Total	18.5
NOT STATED	4,000	% of Total	0.5



so on the objectives of the society responsible for identifying and interpreting these elements. Can we say with certainty what exactly are our objectives in this crucial sphere?

Buchanan Report

This report published recently, and upon which the Government has yet to commit itself, will have incalculable implications not

just for the Construction Industry, but for the community as a whole. Briefly, it advocates a growth centre strategy as the most effective way of achieving full employment.

In so far as the Construction Industry is primarily concerned with the provision of infrastructure the implementation of a strategy of growth centres would have increased im-

plications.

If the Industry is to cope successfully and efficiently with the demands which such implementation would place on it, then it is essential that the recommendations set out in the N.I.E.C. Report of Physical Planning in respect of the Industry be implemented.

Conclusion:

It seems unlikely that the next decade will see any marked fluctuation in the Construction Industry compared to 1957. The growing realisation of the importance of the Industry in the public sector, improved techniques of economic management and better statistical data are all contributing to this. The Industry, however, is still some way from being able to look with confidence to the future with regard to growth and employment. The problems connected with the attainment of such an end are complete. Indeed, such stability cannot be separated from achieving the same end in the General Economy.

"Value For Money" — A paper read by Garrett Fitzgerald B.A., B.L., PH.D. at a Construction Industry Seminar in April, 1969.

Year Ended 31st March	No. of Dwellings Completed
1961	6,148
1962	5,976
1963	7,217
1964	7,831
1965	9,679
1966	11,255
1967	10,984
1968	12,017
1969	13,064

This represents an annual average growth of about 12% or twice the growth rate anticipated up to 1975 and about three times the anticipated growth 1975-'85 if needs, as set out in the paper, are to be fulfilled.

In 1946 our stock of dwellings was 662,000; by 1961 this had grown to only 676,000 despite the fact that 128,000 new dwellings were completed. The small increase in the period — 2.1% — can only be accounted for by the fact that many of the dwellings completed contributed towards a replacement of existing stock which had been demolished. That this position has not changed much in recent years is confirmed by the White Paper which points out that while 42,000 new dwellings were completed in the period, the number of occupied dwellings was up by only 11,000 in 1961.

These figures show that 75% of our stock of dwellings in 1961 was constructed before World War II and that 58% of our stock was completed before 1919. This suggests that the problem of replenishment of our stock of dwellings, not to mind increasing it, will inevitably become progressively more serious.

Trends in population would seem to indicate that demand for new housing will continue to grow. The rising marriage rate, an even more significant guide, confirms growth in demand. As the White Paper states: "The average annual increase between 1961 and 1966 in the number of married couples was almost equal to the corresponding total increase for the whole period from 1951 to 1961."

Our demographic position — that of declining population and relatively slow growth in urban population has enabled us to

live comfortably with the problem.

Indications are, however, that this is changing. The growth of Dublin in recent years is well known. The population of the State by 1981 is expected to be 3.392 mill. (ISB. June, 1965).

Three important factors emerge at this point which cast doubt on the future housing needs as set out in the White Paper.

1. The expected growth in population and the change in its location.
2. The increase in the marriage rate.
3. The age of our stock of dwellings.

The writer has stated elsewhere what his estimates of future housing needs are and concluded that at present our rate of output was not sufficient to meet replacement and new dwellings requirements.

It can only be concluded that the prime factor determining what future housing output will be is the resources which are likely to be allocated to this end. A choice is involved where housing is concerned. We the community that is and not just the Government of the day — have to decide what should be done with available resources. It may be necessary to opt for more dwellings of a smaller size than we are accustomed to. If we are to increase the resources allocated to housing, then we must cut back elsewhere.

The character of a housing problem does not depend only on the structure of the population, the inheritance of housing bequeathed by earlier generations and the economic and social changes currently taking place. It depends al-

Dear Sir

You want underwear that's warm and comfortable, that washes well, lasts longer, keeps fit and shape forever. And you want it at a practical price. So here it is . . . in 100% pure cotton, looks twice the price you pay and gives twice the value.

Faithfully
yours

national



D. MATTHEWS

LIMITED

ACADEMY STREET, CORK

Agent for

ST. LUA HURLEYS

★

Stockists of

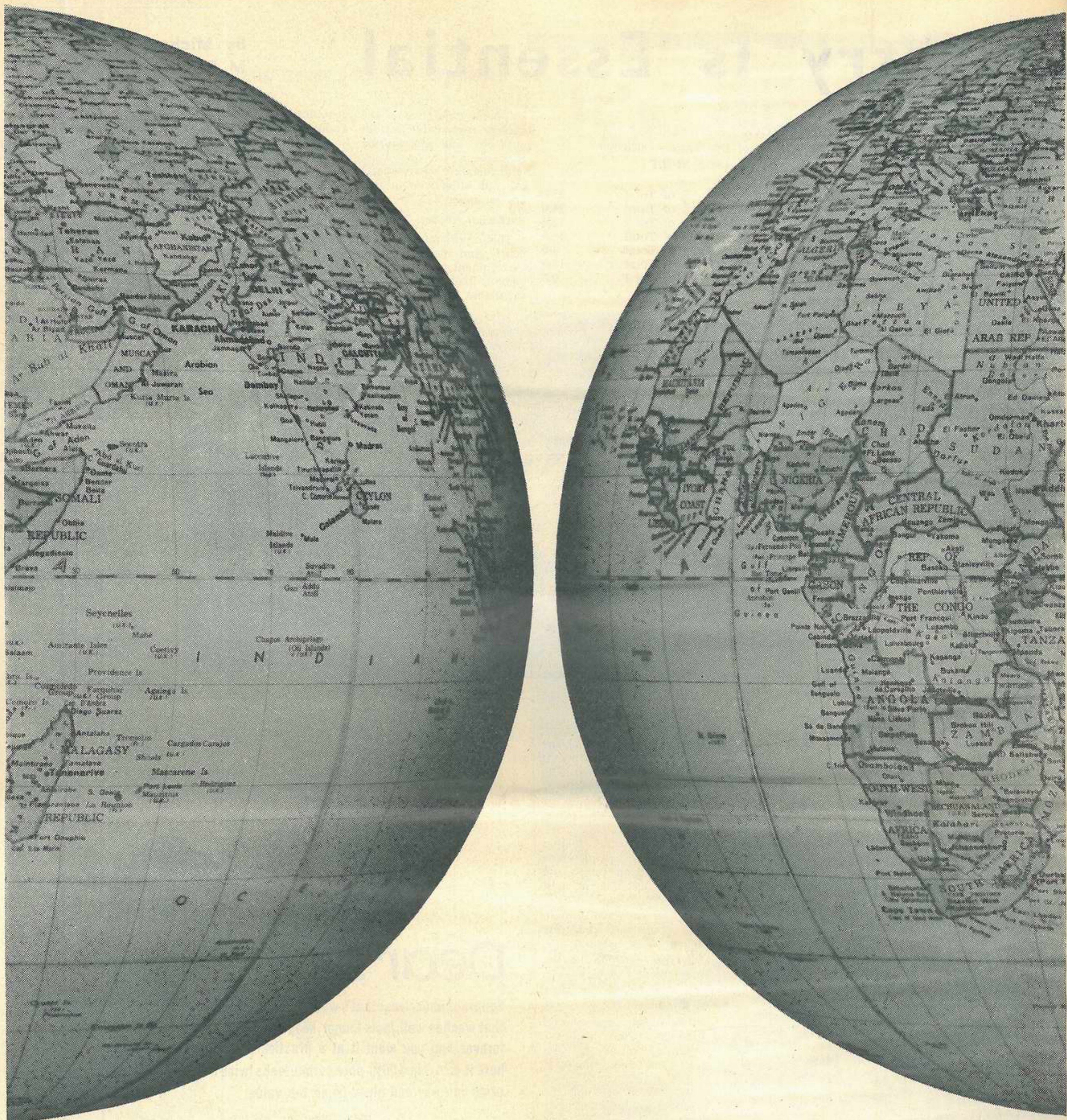
Footballs, Jerseys, Knicks, Socks, Boots, and All Other Equipment

★

Special Terms for Schools and Clubs

★

TELEPHONE 20787/24981



SPREAD IT AROUND..!

In 1961/2 our total exports of dairy products amounted to £12 millions. In 1968/69 they exceeded £31 millions, an increase of more than 19 millions or over 158%. From 150 centres in Ireland Bord Bainne exports to more



than 50 countries throughout the world, a significant contribution to the over-all advancement of the nation's Export Board. An Bord Bainne, The Irish Dairy Board, 13, Merrion Square, Dublin 2.

Denis Murphy...Star and Gentleman



Denis Murphy, one of the finest players ever to grace the hurling arena, bowed out of the limelight recently when he announced his retirement from the game. After ten years of consistently good performances in the Cork colours, his departure serves as a disappointment not only to hurling supporters in his own county but also to his many admirers throughout the country.

Denis Murphy left his mark on the hurling world in a most unobtrusive manner. Never a "gallery" man or one to employ foul tactics, he proved by his example that a player could be brilliant as a corner-back without resorting to the petty pulling and dragging which so many observers associate with the position.

A native of Donough-

more in the ancient barony of Muskerry, Denis perfected his hurling skill at St. Colman's College, Fermoy and gained his place on the Cork minor selection as a substitute in 1957. He collected a Fitzgibbon Cup medal with U.C.C. the following year and played on the Cork junior team in 1959.

When he left university, Denis joined St. Finbarr's hurling club in Cork city and his stylish performances in the famous blue jersey attracted the attention of the county selectors. He started with the Cork senior team as a centre half-back but soon reverted to the full-back line, where he carved a niche for himself in the left corner.

Christy Ring paid him the highest compliment in 1962 when he said: "I'd stay up all night to watch

him hurling." The remark was passed after Carlow had scored a sensational win over Cork in a League game, and it seemed strange at the time that Ring should rate the young defender so highly. But time was to prove how well Denis Murphy deserved the maestro's commendation.

In 1965, Denis Murphy, won a county medal with the 'Barrs in Cork and this marked the turning point of his luck on the honours list. He was one of the key figures in Cork's All-Ireland triumph in 1966, when victory over Kilkenny marked the zenith of his career.

When his club regained the coveted county title in 1968, Denis Murphy was appointed captain of the Cork team for the following season. Under his leadership Cork won the Nat-

ional Hurling League for the first time in sixteen years and continued their winning run by beating Tipperary in the Munster final. An All-Ireland victory would have added the crowning touch to Murphy's illustrious period of captaincy, but the fair-haired defender was deprived of this honour by Kilkenny last September.

However, Denis Murphy has left the hurling field with a record equalled by very few hurlers. Unlike many who drag on well past their peak age, he has left behind memories only of consistency and brilliance on the intercounty scene. People will remember him at his best.

Denis Murphy will also be remembered for the high level of sportsmanship he always displayed. In his long and eventful career no

referee ever found it necessary to caution him, and it is no surprise to learn that he was never "booked" for misconduct on the field. Indeed, if ever a player deserved to be called a gentleman on the field, that player must surely have been Denis Murphy.

Most followers recall his great displays with Cork and Munster whenever his name is mentioned, but Denis Murphy also distinguished himself in other fields. He won the Poc Fada competition for Cork on two occasions and was also a notable footballer with Grenagh in his native county. However, it is Denis Murphy the consistent corner back who will take his place in the list of great All-Ireland hurlers.

New Setting For The Sigerson Cup

For the first time in its history the Sigerson Cup competition will be held this year in a non-university centre when the semi-finals and final will be held in Newry on March 14 - 15.

Although it should have been home venue for Queens University it was agreed that in the prevailing political situation in Belfast it would not be wise to hold the Sigerson there. But Newry will still be very much a home venue for Queens and they can be assured of great support there in their efforts to win the coveted trophy for the third time.

On this year's form too, Queens must have very strong claims as they have turned in some excellent displays in the universities league in which they were the only side to beat U.C.D. They are again being coa-

years. This year U.C.C. will again face U.C.D. in the semi-final as they have done in each of their three recent successes.

No doubt U.C.D. will be keen to break their losing sequence and they will be

Queens captain, Derryman Michael P. Kelly also has a nice blend of young and experienced players though the former are in the majority. Seamus Killough (Antrim), Ciaran Lewis and Noel Moore (Ar-

southern sides and could well give Queens their third Sigerson.

But before that happens there should be some great football, especially in the Cork-Dublin semi-final and the final on Sunday the

A GROWING BUSINESS . . .

DICKSONS

"HAWLMARK SEEDS"

ALEX DICKSON & SONS

47 CLARENDON ST., DUBLIN, 2

Grass and Clover Seeds — Swede, Mangel and Turnip.

Vegetables and Flower Seeds

Telephone Dublin 775627/8

Telegrams: "Hawlmark"

STRAND HOTEL

BANDON

Newly built on site facing beautiful beach

Fully Licensed.

Central Heating

All rooms with private bath — Function Room.

Write or phone Manager for moderate terms.

Ownahincha, Roscarbery . . . Bandon 48176

For your next TRACTOR CONTACT

J. & G. Boyd Ltd.

Main Massey-Ferguson Dealers
Limerick and Clare

WILLIAM STREET : LIMERICK

PHONE 46389



Michael Kelly



T. Mulvihill



B. Lynch



T. O'Callaghan

ched by Paddy O'Hara who was also in charge when they last won the Cup in 1964. Incidentally, that was the first year that Sean O'Neill made his impact at full-forward when playing for Queens in the final against U.C.D.

The holders of the Sigerson, U.C.D., will be strongly fancied again despite the absence in Australia of Kerry stars Brendan Lynch and Mick Morris. The Cork sides record of winning three out of the last four Sigersons is a very convincing one in modern times when the standard of all the teams has become more equal than in former

years. This year U.C.C. will again face U.C.D. in the semi-final as they have done in each of their three recent successes. No doubt U.C.D. will be keen to break their losing sequence and they will be

encouraged by their defeat of U.C.C. in a league game in January last. With the exception of the match against Queens the Dublin team have been undefeated in inter-varsity football this season with a team that is unusually lacking in big names in comparison to former U.C.D. teams. The fine form of their captain John Kelly (Roscommon) seems to have brought the best out of the newcomers on the team while the experience of Tom Mulvihill (Longford), Benny Gaughran (Louth) and Thomas O'Callaghan will mean a lot to the team in the tense atmosphere of the Sigerson games.

magh), Paddy Parke (Tyronne) and Paddy Turley (Down) will make the going tough for any of the

15th, in which Queens are almost certain to figure because of their easy semi-final draw against Trinity.

New Ireland Club Officials

The following club officials were elected at the 43rd annual general meeting of the New Ireland assurance company hurling club, Dublin — President: Dr. M. W. O'Reilly; Vice-Presidents: elected en bloc; Chairman: Paddy O'Neill; Vice-Chairman: Paddy Thornton, Jim Dwyer, Joe Phelan, Willie Holmes; Hon. Secretary: Mick Brennan; Asst. Hon. Secretary, Paddy Troy; Hon. Treas., Liam Byrne; Asst. Hon. Treasurer: Ignatius Byrne; Senior Captain: Christy Hay-

es; Senior Vice-Captain: Liam Byrne; Intermediate Captain: Pat Mitten; Inter. Vice-Captain: John Tobin; Junior "A" Captain: Peter Farrell; Junior "A" Vice-Captain: Tom Carew; Under 21 Captain: Tom Carew; Under-21 Vice-Captain: Peter Farrell; Senior Board delegate: Christy Hayes; Junior Board delegate: Gerry Corcoran; Minor Board delegate: Paddy Troy; Club trainer: Christy Hayes; Asst. trainers: Willie Holmes, S. Carew, Ignatius Byrne.

Congratulations to our own Kilcock and all county title winners — from

Jas. Kelly & Co.

(KILCOCK) LTD.

★
BAKERS OF DISTINCTION
and
CONFECTIONERS OF QUALITY
★

KILCOCK

Telephone 287301/2/3

The Farm Machinery Specialists —

J. R. PERRY

KILDARE ROAD, ATHY

Telephone 21272

BEFORE BUYING FARM MACHINERY IT WILL PAY YOU TO ASK US FOR A QUOTATION.

Keenest Cash Prices — Highest Trade-in Allowances

In Kildare it's

Burke Bros. (1968) LTD.
phone 21406

MAIN FORD DEALERS with the reputation for Service
30 short miles from Dublin

Congratulations to all concerned with making the year an outstanding success

CONGRATULATIONS ONE AND ALL

Billy Kilroy (Naas)
LTD.

LIMERICK ROAD : NAAS
the Garage that's always on the ball.

Telephone 7492

CONGRATULATIONS ALL
from

PAT McGARR
AND THE

**GALLOWGLASS
CEILI BAND**



Heartiest congratulations to the victorious teams from

SMITH'S
NAAS Phones 7675/6/7

Do You Want to Keep Fit?

If so pay a visit to

**DERBY HOUSE SAUNA BATHS
KILDARE**

Telephone 21201

Make a Note of the times for Men: MONDAYS, TUESDAYS
and FRIDAYS from 11 a.m. to 9 p.m.

Special rates for Footballers and Hurlers.

Massage and expert advice and direction from FRANK O'SHEA,
noted athlete and twice holder of the National Physical Culture
title.

Focus on Kildare

The past year was rather disconcerting for Kildare footballers and supporters alike on the senior intercounty front, but at least 1969 was memorable for the fact that it provided one of the most entertaining county senior football finals seen for many years.

Raheens, with good wins over the top teams were the pre-championship favourites but Carbury created a surprise when they accounted for the Caragh parish side. In the other half of the draw, Clane, led by the inimitable Pa Connolly were quietly progressing

til the beginning of October, interest in the game did not wane and a gathering of over 6,000 turned up at Droichead Nua to see Carbury and Clane battle for the Senator Cummins Cup.

At the end of a stamina-sapping 60 minutes, Carbury had triumphed by 0-10 to 0-7 and so exacted sweet revenge for their shock defeat by Clane in the 1967 final. It was Carbury's fifth successive appearance in the county decider — they won in 1965 and '66 and went under in '67 and '68 — and their seventh championship win in all.

Clane, with the aid of the

wind, led by two points after only four minutes play but things looked ominous for them at the interval when the scores were level at four points each. On the turnover, Carbury began to gain con-

cock side built around veterans Larry McCormack, Fred Gibbons and Billy Maguire defeated the young Athy fifteen by 1-5 to 0-7. However, it was only in the 57th minute that Billy Finn pointed the winning score for Kilcock.

The junior grade, so often overshadowed by the senior competitions provided many fine games during the year and it was fitting that the newly-crowned champions should be Rheban Junior A and Rathcoffey Junior B.

For the Rheban club, founded in 1929, this their fortieth year proved to be the happy culmination of years of endeavour. Rheban won their first championship — a junior title in 1940 and two years later they captured the intermediate grade. They made their debut in the senior championship in 1943 and won their way through two rounds before losing to a powerful Sarsfields side. Then followed a very barren spell and their next championship success was not gained until last year.



Toss McCarthy . . . a Kildare star of the 'fifties.

trol at midfield and went ahead on two occasions but each time they were pulled back by the dogged losers. However, points by Pat Farrell, Kevin Connolly and Noel Ryan in the last twelve minutes were sufficient to see Carbury through.

For county player Pat Mangan it was a particularly memorable day . . . he played an outstanding game at centrefield for the winners and also had the honour of receiving the Cup from County Board Chairman, Liam Geraghty.

Other county players to figure on the Carbury side were Ollie Crinnigan, Pat Nally, Noel Ryan and Kevin Kelly. Their county colleagues Pa Connolly, at centre half-back and Tommy Carew, at centre half-forward, lined out with Clane.

The lower grades also provided many sparkling games. Kilcock after two hard games against Milltown won their way to the intermediate final against Athy. The final watched by an enthusiastic attendance was a real thriller with fortunes swaying from side to side. For long periods, Athy looked likely winners but the experienced Kil-



Ollie Crinnigan . . . helped Carbury to county title.

Despite their lack of championship successes, Rheban have always managed to produce many players of inter-county standard. Paddy Myles won a Leinster junior championship medal in 1931 and later in the year played in the senior All-Ireland final against Kerry. Others from the club to wear the white jersey were Arthur Lynch, Tom Hickey, Pat McEvoy, Tom and Dan Foley, Willie Harris and George Chatfield.

During 1969, Rheban played four championship and five league games and won all. The Foleys, Willie Harris, Anthony Lynch, Andy Owens, Pat Maher, Jimmy Fitzpatrick and Seanie Johnson were their most consistent players during the season.

Rathcoffey, one of the oldest clubs in Kildare — they were founded in 1889 — enjoyed their best sea-

BY PADDY HICKEY

. . . they were outsiders against Allenwood in the semi-final but emerged winners by four points.

Although the county decider was originally fixed for August 17 and did not eventually take place un-

AS SIMPLE AS A B C
WHY?

A good deal better
Best prices paid
Cut marketing expenses
Deliveries accepted daily
Eligible animals insured

FARMERS, HEED THE FOREGOING

Sell direct as we require daily all the year round

★ BULLOCKS, HEIFERS, COWS
★ LAMB IN SEASON

**PREMIER MEAT
PACKERS**

(IRELAND) LTD.
SALLINS, NAAS

Telephone: NAAS 7891/5

Congratulations to the Champions of Kildare
from

**Kent Rubber
International Ltd.**

KILCULLEN : CO. KILDARE

Tel.: Curragh 81332

Congratulations to all 1969 county championship winners — from

Joseph Fitzpatrick
VICTUALLER

CLAREGATE STREET : KILDARE

Finest quality meat; Good service; Every courtesy
CARS FOR HIRE. Telephone 21235

Congratulations to all the teams on their fine performances in 1969

**GREHAN'S
HOUSEHOLD
STORES**

NAAS

Telephone 7225

You get Everything for
the Home at Grehan's
MAIN KOSANGAS
DEALERS



Pa Connolly . . . played centre half-back for Clane.

son ever, taking the B title and the junior league and failing by only three points in the Higgins Cup final. Rathcoffey, had a particularly lean time up to 1945, when they won their first junior title. Other successes to come their way since were the 1953 League, 1964 B Championship and the 1955 A Champion-

ship.

Rathcoffey have also provided the intercounty team with many fine players. Perhaps the most famous was the late Billy Merriman, holder of Leinster and All-Ireland medals. Jimmy Dalton, father of the present Dalton brothers, won a Leinster medal with Kildare and later helped

Wicklow to an All-Ireland junior medal in 1936. His son John won two Leinster junior medals with Kildare during the past few years.

Other Rathcoffey players to make the intercounty team were John Moriarty, a junior All-Ireland medalist in 1956, Tommy Langan, Pat Fitzsimons, Paddy White, Kit Connolly, Frank Egan, Tom Murrinan, John Reilly and Sergeant Armstrong.

Father Michael Caulfield played with Kildare before helping Mayo to a Connacht title a couple of years later.

At one time during the 'thirties and early 'forties, hurling was widely played in Rathcoffey and at one stage there were nine Rathcoffey men on the county hurling side, including Billy Merriman, Paddy Reilly and Billy Tyrrell. During 1969, the club played 35 games and won 31.

The men behind the present team are Sergeant Egan, Clane who trained the side and joint selectors John Flood and John Reilly.

Rathcoffey also deserve to be commended for their smart appearance on the field. They looked extremely well in their all blue gear and they are one of the few teams that take pride in the way they look as well as the way they play.

On the hurling front, everything else took second place to the county intermediate side's first ever All-Ireland victory. This was achieved against all the odds against a fancied Cork side at Thurles in mid-October. Indeed, at half-time in this game it seemed as the Rebel county would win easily enough, as Kildare led by only 1-4 to 1-2 after playing with a stiff breeze in the first half. Moreover, but for a well-taken goal by Tommy Christian just before the interval, they would not have enjoyed that narrow road.

However, Kildare played with more skill and determination in the second half and had built up a six points lead entering the last quarter. Cork took command in the final fifteen minutes and subjected the Lilywhites defence to fierce pressure but Pat Dunny and his colleagues held out in fine style and went on to win by one point . . . 2-8 to 3-4.

Dunny, indeed, was the star of the Kildare defence and he received more than adequate assistance from Tony Carew. Bobby Bourke and Jack O'Connell did well at midfield while another football star Tommy Carew was outstanding in the attack.

The intermediate hurlers began their victory march to the All-Ireland championship on April 20, when, although playing Meath at Trim, they hammered the Royal county by 8-10 to 2-3 in the first round of the Leinster championship. Their next game was on June 1 and here they encountered stiff opposition from Kilkenny's second team, before finally emerging victorious by 5-11 to 5-8.

This win provided them with their ticket to the Leinster final and a game against Wicklow at Croke Park on July 6. The feature of this hard-hitting match which Kildare won by 3-16 to 4-6 was the amazing accuracy from frees of Tommy Carew. Altogether, Carew scored 1-10.

London provided the opposition in the All-Ireland semi-final at Droichead Nua and here Kildare had little difficulty in dethroning the 1968 All-Ireland champions by 3-12 to 2-4.

For the record the team that played Cork in the All-Ireland final was: Peter Connolly; S. Malone, C. O'Malley, N. Bourke; Tony Carew, P. Dunny, M. O'Brien; B. Bourke, J. O'Connell; T. Christian, Tommy Carew, M. Dwane; M. Behan, M. Myles, J. Walls. Subs: N. Walsh for Tom Carew, Carew for Walshe, Pat Connolly for Dwane.

HARBOUR FUEL STORES

NAAS,

Co. Kildare

Telephone 7652

for

BEST FUEL

and

Speedy Service

The Proprietor, Mr. Peter Daly, expresses his heartiest congratulations to the winning teams

Congratulations to all who succeeded in winning 1969 County Titles — from

BARTY O'BRIEN

CONTRACT CLEANING SERVICE

Windows, Chimneys, Offices, Walls, Roofs, etc.

Telephone 31393

BEST WISHES TO KILDARE IN 1970

PRICE'S COACHES

CELBRIDGE : CO. KILDARE

Now Booking 1970 — Weddings, Tours, Pilgrimages, etc.

GO MODERN — GO LUXURY — GO PLACES

Don't be a slow coach—Just Ring Celbridge 288304

CONGRATULATIONS FROM . . .

WILLIAM McGRATH

11 Pacelli Road, NAAS. Telephone 7238

FOR BEST VALUE . . . HAYBARN! HAYBARN! HAYBARN! Haybarns and Lean-to's, Tipping TRAILERS (3½ ton to 5 ton, all steel or timber), BULK GRAIN CONTAINERS (with bagging off facilities), also SACK TRUCKS. MILKING MACHINES (Senior Ideal), MILK COOLERS (all spares supplied), CHURN TROLLEYS (Double and Single types) COW CUBICLES, SILAGE BARRIERS (tombstone type) Electric fences, also plastic welded electrified netting for sheep control.

CATTLE HAYRACKS (Wall type or freestanding), CATTLE FEEDING TROUGH, SHEEP RACKS, COW BALES and YARD SCRAPPERS

TRANSPORT BOXES quickly converted from tractor 3-point linkage to Car trailer.

ALL SHEEP HANDLING, EQUIPMENT, also CATTLE CRUSHES and CRUSH GATES, DRUM & BARREL STANDS, Etc. Call, write or phone to above address for further particulars, leaflets on request. Many things cost a little less but in my offers some will cost a lot LESS.

FARMERS! WHO IS O'DONNELL?

O'DONNELLS

HE IS THE MAN YOU CAN DEPEND ON TO COLLECT YOUR DEAD OR DISABLED HORSES AND CATTLE ANYWHERE

For Prompt Daily Collection Ring
ATHY 21190

Athy 21190, Kilkenny 43122, Portlaoise 21317, Kilkenny 21379, Mountmellick 24193, Baltinglass 38, Carlow 41259, Durrow 17, Bagenalstown 273, Borris 16, Portarlinton 23147, Mountrath 32145, Hacketstown 9, Rathdowney 26, New Ross 196, Thomastown 257, Graignamanagh 8, Inistigue 11.

O'DONNELLS
KNACKERS, ATHY

E. BEHAN

CLANE

Tel.: Naas 68225

Self-Drive Cars, Minibuses

LUXURY BRIDAL LIMOUSINE AVAILABLE

Every success to the Kildare teams in the 1970 championships

DOWLINGS

of PROSPEROUS

SELECT BAR and LOUNGE

Ballad Session and Irish Music every Week-end

Traditional Irish Music every Wednesday by Prosperous Ceoltoiri of TV. fame.

Still the best Musicians and Ballad singing in the country

Congratulations to all

from

J. MANGAN & SONS

the specialists in

MOTOR BODY BUILDING

and REPAIRS

Telephone 34

ATHY HIRE COACHES

PRIVATE PARTY. LUXURY COACH TRAVEL

WHEN PLANNING YOUR TRANSPORT . . .

Phone ATHY 21156

The Proprietor, Peter Fitzsimons, takes this opportunity of wishing the Kildare teams every success in 1970

SAFE - RELIABLE - DEPENDABLE

CENTRAL HEATING

DOMESTIC — INDUSTRIAL

Home with 9 years heating experience from U.S.A.

SEAMUS McNAMARA

49 COLLEGE PARK : NEWBRIDGE

Tel.: Curragh 31585

Hydronic or Warm Air Experts.

All Work Guaranteed

Wishing the Kildare teams every success in 1970

Quinn & Co. (Athy) Ltd.

LEINSTER STREET : ATHY

Telephone 21437

HARDWARE MERCHANTS — Wholesale & Retail
HOUSE FURNISHERS
SPORTS GOODS

KOSANGAS and COOKERS; WASHING MACHINES;
CHAIN SAWS, Etc.

Hire Purchase Available

Na Cluichi I Margadh Na Saoire



Le PADRAIG O MEALOID

TÁ gach uile dhuine, taobh istigh agus taobh amuigh de Chumann Luthchleas Gael, go síoraí ag rá ar an aimsir seo go bhfuil an Cumann ag crosbhóthar, go dtiocfaidh bláth air nó go bhfeitheoidh sé ins na seacht-oidí. Tá béim mhór á chur ar an ngádh atá le ionaid nó láthaireacha ina mbéadh deis ag daoine, imreoirí, a gcuid cáirde nó/agus a gcuid ban, caidreamh sóisialta a dhéanamh le chéile. Níl bréag ar bith ach go bhfuil géarghád leo. Ach an leor iad chun go mbéadh aghaidh an phobail i dtreo na gcluichí Gaelacha, ní airí i dtreo an Chumainn féin, faoi cheann deich mbliana ó inniu.

Is dóigh liom féin go gcaithfidh an Cumann feachtas poiblíochta a chur sa tsúil agus a choinneáil ag imeacht, agus úsáid a bhaint as gach módh nua-aimseartha chun é sin a dhéanamh. Ní mór dhóibh Oifigeach caidrimh poiblí a fhostú, agus béidir stiúir-thóir gno ina theannta. Ní foláir na cluichí, mar a déarfa, dhíol leis an phobal. Chun fanacht "beo" caithfear troid ar an margadh. Agus san iomaíocht tá na cluichí eile go léir, na caithimh aimsire uile eile, na meáin cumarsáide agus a dtionchair. Ar na tionchair sin tá an méid de na cluichí eile atá le feiceail ortha, agus a dheacracht a dhéanamh sé daoine a shású le rud ar bith ach an togha. Níl mórán suim ag daoine anois a dhul chuig cluiche dúbhshláin, abair i lár an gheimhreadh. Ní thagann an oiread sin ag féachaint ar na cluichí "tábhachtacha" go fiú's.

Níor mhór tosnú ag an tosach, leis na gasúir óga. An duine is sine atá agam féin tá sé aon bhliain déag d'aois, agus tá sé seacht nó ocht de bhlianta ó thug sé a chéad chuairt ar Pháirc an Chrócaigh, agus ag dul ann go rialta ó shin. Ach faoi láthair tá sé ar a mhíle dícheall ag bailiú na bpictiúirí daite seo de na peileadóirí sacair Sasanacha atá ar an margadh agus ag iarraidh album a líonadh leo. Comórtas é seo a chuir dream éigin i Londain ar bun agus turas go Mexico do chorn an Domhain mar dhuair as.

Fuair sé amach go raibh an dáta iontrála thart, ach maireann a shuim fós sa mbailiú, ar nós beagnach gach buachaill le na leithéidí de chártaí, is cuma céard a bhíonn ortha. Á bhfeicfeá-sa anois an méid eolais atá aige sin faoi na fóirne agus faoi na himreoirí seo? Ar ndóigh "STARS" a thugtar ortha, i nGaeilge nó i mBéarla! Béidh sé ina spraoi ag treabhadh na hiomaire Gaelaigh amach sa bhliain.

Ach an bhfuil ceacht éigin le foghlaim ón rud sin. Céard faoi chomórtas á leithéid a chur ar bun maidir leis na himreoirí iománaíochta agus peile, agus dhá thicéad do Chluiche Ceannais Eireann (a rogha ceann) agus fostas deire seachtaine dó féin agus do dhuine fásta a

bheith mar dhuais do'n gharsún a chuirfeadh a album ab fhearr ar fáil. Ní mórán maitheasa feasta, sílím, argoint na haimitéarachta a tharraingt anuas. "Buail iarann le iarann agus adhmaid le adhmaid a gharsuinn," a deireadh mo mhúinteoir adhmaidíreachta fadó.

Níl le rá agam le iománaithe an Iarthair ach gur rinne siad arís é. Cinnte dhíobh féin is dócha. Agus ina ngarrdha féin! Siúr-áilte tá a gceacht foghluithe acu an uair seo. Cé'n bhrí ach an tsúil a bhí leo rud éigin fiúntach a dhéanamh go lua. Ach ní mór liom do na hUltaigh

é. Cuireann sé áthas orm go bhfuil siad in ann a leithéid a dhéanamh. Ar cheart meastú ligint dóibh imirt mar chontae i gComórtas Chraobh Iománaíochta na hEireann?

Join Ireland's SPEAK-IN



Tá trí Fháinne Nua ann.

AN FÁINNE NUA ÓIR (Daoine os cionn 17, 7/6).

AN FÁINNE NUA AIRGID (Daoine 12-17, 5/-).

AN FÁINNE DAITE (Enamel on Silver, 5/-).

This Fáinne is available on request, 5/- post free from the address given below.

Tá daoine id cheantar a bhfuil údarás acu tú a mholadh le haghaidh na bhFáinní seo. Déan teagmháil leo nó líon an cúpón thíos agus seol é chuig:

Áras na Comhdhála, 37 Sráid na bhFiníní, Baile Átha Cliath 2.

some of your best friends already have!

Like Paddy O'Brien, the well known Sports Commentator, R.T.E., Gráinne Ní Chafraidh, a newly qualified architect, and Tom Doran, a young petrol pump attendant. People of all ages and all walks of life. Why not join Ireland's speak-in today? Beidh na mílte cairde nua agat.

AN FÁINNE NUA

Cuir Chugam breis eolais faoin bhFáinne Nua Oir/Airgid. Cuir chugam Fáinní Daite @ 5/-, tá £.....s.....d..... istigh le seo.

AINM

SEOLADH

G.N

What About Young Men And The Women?

By OLD-TIMER

After a nasty old winter I feel I have a fair share to get off my chest, and I don't care who hears it either. And what is more I hope a few of the folk who turn up at Congress will take heed of what I say.

In the first place, to go back to the county conventions although they seem a long time gone now. At nearly all the conventions, we had a whole world of speakers talking about the youth, and how the Association depended on the youth, and so forth and et, cetera. Then I had me a look at the list of officers and what did I find. Exactly what I expected to find . . . that what county officers under 30 were elected wouldn't be enough to make up a decent game of spoil five.

What is more, if we were all in favour of youth, why did not some one propose a young man for President? In fairness to the Presidential candidates, I won't give their ages.

And another thing. What ever happened about the women? Some of you may remember that a Kerry nun came over for Manchester, and spoke to a symposium above in County Louth to such good effect that they all stood up and applauded her. And when the gathering was all over, everyone said now the problem is solved . . . the women will be the salvation of the G.A.A.

The next day the women of Ireland were going to be called into the G.A.A. ranks . . . and we never heard another word about it from that day to this. Certainly, we heard little or nothing about it at the county conventions, and although I read the small print in all the lists of officers until my eyes were skew-ways, not the name of a woman, single or married could I find.

And what I am waiting for now, is the Agenda for

Congress to find out exactly what happened to all those lovely recommendations of the Rules Revision Committee. Some of them have gone forward I know, but how many? All of them? I hope so, but to tell you the truth, dear reader, I don't yet know, any more than you do.

Not that I was in favour of all that the Rules Revision Committee proposed, and there were some of their moves that were never made clear to me. For instance, this matter of the 80 minutes in All-Ireland semi-finals and finals. These Rules Revision People, as far as I could gather, were legislating for football only. Therefore, it seems to me that their extended time applied to football only.

Now, will anyone tell me, does that mean that we are going to have sixty minute All-Irelands in hurling and 80 minutes in football, or am I the only one who is confused?

In any case, a Congress more than forty years ago did extend the playing time of All-Ireland finals to eighty minutes, and nobody paid the slightest heed to it.

By the time this appears in print, of course, Kerry will be away in Australia, and more luck to them. If ever a team deserved such a trip, they did. But I hope it is the last time that any county team, whatever their merits, is sent on such a trip. If international football in any kind of Gaelic football is ever to be established, it can only be done by a national side. So the next team that takes off for Australia will have to be a national one.

Only at international level, will we make the grade that far away. Indeed, I am willing to take a safe bet that wherever and when ever possible, Harry Beitzel, who has his head screwed on properly in all the right places, will slip in the Kerry men not as All-Ireland champions, but as Ireland. And why shouldn't he?

ULSTER ROUND-UP By Tom McGee

SINCE former Fermanagh corner back, Oliver Courtney emigrated to Australia a couple of years ago, he has made a big name for himself "Down-Under". This former Belfast barman, who hails from Lisnaskea, recently won the Australian Long-Kick Championship, when he drove the ball an incredible 87 yards. Not a bad feat indeed and his win was all the more meritorious, as he was apposed by many

professional Aussie Rules players.

There is good news for Erne followers. It is reported that Oliver is coming home this month. Certainly the Fermanagh team has missed the stout defensive play of Courtney since his departure.

Joe Tinney won a Fermanagh medal in 1949 and another last month. Twenty-one years ago, he helped Belleek

Young Emmetts to capture the Gold Cup (the Fermanagh championship trophy) for the first and only time in the club's history. On February 1 last, he was in the Belleek Pottery team which defeated Ulster Swifts, in the Fermanagh Factories League final.

Fermanagh and Ulster footballer Mick Brewster looks all set for a new career in the G.A.A. Recently, he was

elected chairman of his club, Enniskillen Gaels and also Secretary of the Fermanagh Minor Board.

Mick is a mathematics teacher in his alma mater, St. Michael's Seminary, Enniskillen and is in charge of the Gaelic teams there. It is almost certain that he will be appointed manager of the Fermanagh minor team this year also and as most of the youngsters at St. Michael's are from the Erne County, he will have a first class knowledge of the youths of Fermanagh.

Certainly, if Mick can infuse the same spirit into Fermanagh minors, as he has done with the St. Michael's teams, the Maguire County under-18s should go far in 1970.

Armagh county player Joe Daly, has been appointed trainer of his club team, Mullaghbawn. Twenty-four-year-old Daly, an excavator driver, is a product of St. Colman's College, Newry, and has served his apprenticeship under such famed trainers as Paddy O'Hara, Harry Hoy and Jimmy Whan. Mullaghbawn last won the Armagh senior championship in 1966. Last season they won promotion to Div. 1 of the all-county leagues by finishing runners-up in Div. 11.

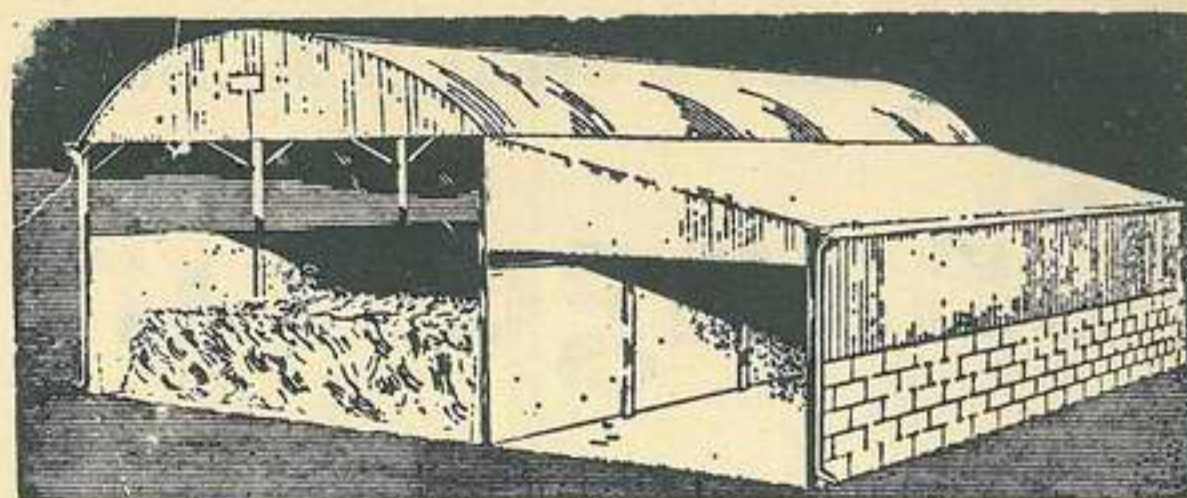
LATE VOCATIONS TO PRIESTHOOD

in modern Missionary movement for Latin America welcomed

REFRESHER COURSE AVAILABLE

Apply:

REV. THOMAS WALSH,
Crusade of the Holy Spirit,
6 Cresswell Park,
Blackheath,
London, S.E.3.



QUALITY haysheds

PROMPT DELIVERY — SPEEDY ERECTION

KEENAN'S
of Bagenalstown
'Phone Muine Beag 293

EXCEL CONFECTIONERY COMPANY

- ★ WEDDING CAKE SPECIALISTS
- ★ CAKES SUPPLIED FOR CLUB SOCIALS
- ★ TRADE INQUIRIES INVITED

4b FR. MATHEW STREET : CORK
Telephone 26530

WHEN IN DUBLIN visit the

QUARRY HOUSE

and enjoy Luxurious Comfort, First-class Service and Excellent Drinks

BallyGall Road E. (off old Finglas Road),

GLASNEVIN, DUBLIN 11

Telephone 342483 — Excellent Parking Facilities
All G.A.A. Followers specially welcome

STAY . . . DRINK . . . EAT . . .

AND MEET ALL THE SPORTSMEN at . . .

KELLY'S HOTEL

Renowned for Steaks and Meals of Top Quality
First-Class Accommodation—H. & C. All Bedrooms.
Central Heating Throughout

Diningroom Open from 8 a.m. to 11 p.m.
Gay Atmosphere—Join the Fun at the Riverside Lounge
SING-SONG NIGHTLY

BRIDGE STREET : SLIGO
Telephone: Sligo 2769

MASSEY-FERGUSON DEALER

CORK FARM MACHINERY LIMITED

CARRIGROHANE ROAD, CORK

Telephone 43801

Beautify Your Garden with . . .

DAHLIAS, BEGONIAS, LILiums, GLADIOLI,
FLOWERING PLANTS and SEEDS from . . .

CAULFIELD'S LIMITED

THE POPULAR GARDEN SHOP

17 Dame Street : Dublin, 2
Telephone 52454. Catalogues Free

Ask for the best Bread

GOLDEN CRUST

made by

EGLINGTON BAKERY LIMITED
SPRINGFIELD PARADE, BELFAST

Deliveries daily in City, Country and Mother Country Shops
Tel.: Belfast 44704

Whites Hotel, Wexford

Travellers on the Fishguard/Rosslare Car Ferry will find Whites a perfect base. Ideal centre for touring the East Coast and for fishing or beach holidays.

50 Rooms — Established 1795

NORTH MAIN STREET, WEXFORD. Tel.: Wexford 10



*finest cream sherry
right taste . . .
right price*

SANDEMAN
Cream Sherry

With the football rule changes up for discussion at Congress John O'Grady talks about some possible

Changes In Hurling Rules

Hurling didn't come within the scope of those who made the much-debated Rules Revision proposals for football. But we hurling people aren't barred from ventilating our views on them, or pondering the possible relevance of some of them, at least, to our own favourite pastime.

There will be those who would regard tampering with hurling's regulations with the sort of horror that would greet an effort to re-write the Book of Kells with a ball-point pen. It has been a commonplace observation that hurling has come down to us pure and entire from legendary ages while football is a modern concoction, less sacrosanct and more open to amendment.

Cuchulainn, the Battle of Moytura and various other mentions in our heroic literature are quoted to prove its impeccable ancestry. Very true, of course, up to a point — but not beyond it. For the truth is that practically every modern team-game only got codified in the second half of the last century — hurling very much included.

In essence, hockey, hurling and our Scots friends' shinty all go back to a common ancestor in the rough and ready, rule-free tussles of centuries ago. I came across a book on "Hockey in Ireland" by T. S. Dagg some time ago in a bookshop by the Lee. The whole first chapter would not have been irrelevant to a history of hurling.

And it's well-known that the pre-G.A.A. rules drawn up in Trinity College for its "hockey club" were an effort to codify and confine within a fixed playing-area, the cross-country "hurl'-em-home" that was popular in many parts of the country, that are still the recognised hurling power-houses of Ireland.

So it is not quite sacrilege to think, or talk, of possible rule-changes in the light of our near ninety years experience. Nothing radical, of course; nothing that would take away the fire and fury of the game as hockey's ban reducing the free flow of ash to an insipid push.

Hurling, having no rival code of sufficient prestige or

popularity to thrust comparisons upon us via the television screen, has escaped this pressure for reform. But it isn't quite perfect either and, greatly daring, I propose to wonder aloud at the possibilities in that direction.

One of them is already in process of gaining favour — head protection by means of a helmet. Never mind the people who think it unnecessary on the lyrical grounds that the good hurler won't touch a hair of your head. They're not all that skilful, or all that careful.

I would go further and adopt a light leather glove to wear on the lower hand. Then we'd see fewer skinless knuckles of the kind that are inevitable when hurleys slide up all around one another in a clash. A golf glove would do it admirably. All these are no more indications of unmanly softness than are shinguards.

Again what about the most basic piece of equipment — the hurling ball itself. Quite recently, going through old files of the "Tipperary Star," I spotted an item in an issue of 1938. It referred to a suggestion of a rim-less sliotar. Nothing seems to have come out of the suggestion. Why not?

The high rims on the ball are surely only a result of the technical inability, or disinclination, of the early ball-makers to create a smooth one. Any hurler detests a brand-new ball, with its tendency to come awkwardly off the stick according to the way the rim meets timber.

Very many of the badly-taken frees you see on a big day are due to nothing more than the fact that the ball won't come up properly, especially when it is lifted slowly by the usual method of laying the blade on top of the ball drawing it back and then slipping it in beneath. Only when a ball has the rim beaten down somewhat is it really amenable to control.

It surely is not beyond the wit of the manufacturers to produce a smooth-sewn ball with no awkward projections. After all, a ball, almost by definition, ought to be a smooth sphere.

The Rules Revision Committee has favoured extension of the bigger occasion to eighty minutes, mostly on the score of time-wastage through frequent fouling. The case would not be as strong, presumably, in hurling, where fouls are not so regular and frees seem to be taken quicker.

But we have a problem in hurling which the footballers seem to be escaping — the loss of time through retention of the ball in the crowd. Any smart alec can slip a sliotar under his jacket and look innocently about him. A football would create an awkward bulge indeed.

Personally I think a longer All-Ireland justified on other grounds, equally relevant to both codes, namely that the climatic test ought to be dignified by a longer duration. The nearest parallel would be the thirty-six holes final that used to be the custom in golf. In recent times, however, most golf championships have been reduced to the normal eighteen holes.

One hurling rule, or custom perhaps — for I can find no rule in the book that states it plainly — which has always seemed of dubious worth, is the one that gets the whistle blown for "charging with ball in hand."

When Wexford first came into contention for hurling honours in the early 'fifties, a lot of people in the older strongholds raised eyebrows over the way a Wexford man would catch and shoulder his way clear of tackles before delivery. Bobby Rackard stands out as an illustration. There is no doubt that in several places he would have had a free blown against him.

But, in truth, the Wexford way seems the best, and most reasonable technique. Why should a man, standing still under a high ball, be exposed to a heavy charge just as he catches it? It is the man in possession who needs to protect himself most and he most certainly ought to be allowed give a solid "bump" to any tackler before striking away.

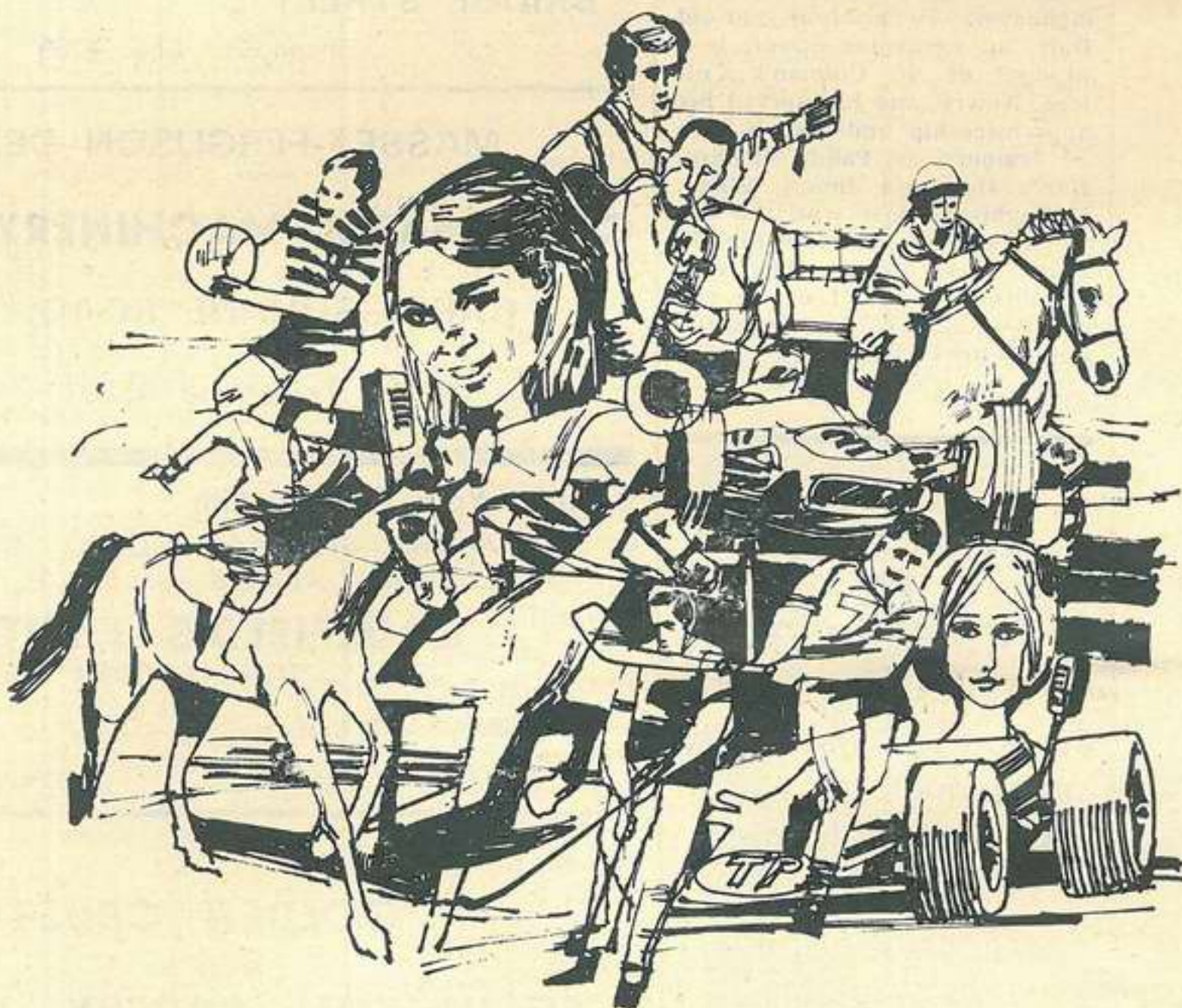
The old, old vexed question of fouls that the referee cannot see has come up again, with the suggestion of wider powers for umpires and linesmen. No doubt there are times, as in the last hurling final and the second-last League final, when people do serious things behind the ref's back.

Yet I gravely doubt that an extension of powers would work very well all the way down to local matches of every grade. We have not got a qualified, officially-trained force of linesmen or umpires as they have in Association football, people who are independent of club loyalty. In many local games these officials are picked up on the spot. Will you do a line for me Jack?

How many of those who volunteer to do a line or stand by the posts would do it so readily, if they were expected to draw the ref's attention to incidents or fouls? Highly embarrassing powers, one would say. I have always considered that any effort to assist a referee really amounts to interference with his exclusive control.

In just the same way the idea of abolishing automatic suspension, attractive as it is in theory, would only diminish the status of the referee as sole judge of fact, and expose his decisions to partisan argument at the Boards.

Your tobacconist
isn't the only place
where you see this symbol.



You may see it at a fishing competition or a film festival . . . a feis cheoil or a gaelic football match. It could catch your eye at a show jumping event—or at your local Tops of the Town Competition. Or at any one of a dozen different kinds of sporting and cultural activities, from motor sports to music festivals, hurling to horse racing. And it's hardly surprising really because it's the symbol of Player-Wills, who, today, are playing an increasingly important part in the support of so many of the sporting and other community activities which are bringing pleasure and benefit to people in every part of Ireland.

Player-Wills

PWI/23

**SAOTHAR LE
CARL G. HARDEBEC**
Caithreim Na nGaedheal

Cáithreim Saoirdhréachta. Don phiano. Grád 3-4.
7 lch. 6d.

Seoithin Seo

Fonn Gaedhealach faoi bhreachtnaí. Arna ghléasadh do cheolfhoireann-flúiteanna, óbó, clairnéid in A, Cualóid, Cairn in F, Veidhlín I agus II, Vióla, Dordveidhil, Dord, Cláirseach. 16 lch.

4/-

Breis agus 50 píosa eile do shaothar HARDEBEC idir amhráin aonréid, amhráin pháirte agus ceol ionstraime ar fáil.

FOILSEACHAIN RIALTAIS
AN STUARA, BAILE ATHA CLIATH 1

Kilkenny Try To Break A Hoodoo

This year Kilkenny hurlers will be trying to achieve a distinction that has eluded them for 37 years . . . the winning of the All-Ireland title two years in succession. Already people are pointing to the fact that Kilkenny have yet to win an All-Ireland crown in the first year of any decade. In fact, Kilkenny only twice appeared in finals on such years — 1940 and '50 — and on both occasions they lost. However, maybe 1970 will be third time lucky.

Last year Kilkenny fared badly in the money-spinning National League and did not even reach the semi-final stages of the competition. As a result, their income from the National League dropped from £6,941 in 1968 to £687 in 1969. Because of this, the County Board showed a loss of £5,192 on the year's workings. So the County Board will be hoping that Kilkenny will fare substantially better in this year's National League. If Kilkenny do reach the closing stages of the League, they will find it increasingly difficult to win the All-Ireland. Cork were at peak fitness for last year's League final when they defeated Wexford but they were unable to raise their game to the same level in the All-Ireland final against Kilkenny. The Noreiders then must hope for the best in the League and

strive to be at peak fitness by September, if they hope to retain their All-Ireland title.

Kilkenny face a tough task in their first game when they take on either Dublin, Offaly or Westmeath. At the moment, it looks as if Offaly will be the likely opponents and this is one game Kilkenny will not take lightly considering the frights they have received in the past two years. If Kilkenny win they will probably have to face Wexford in the Leinster final and while Wexford were not impressive in 1969, nevertheless they have the potential from their great minor and under 21 teams of the past few years to be a big force. Thus it can be seen that even to come out of Leinster will be an even bigger problem than last year.

Following their great victories in the All-Ireland and Oireachtas finals last year, Kilkenny club hurling reached great heights and the local championships were the best seen for many years . . . the highlights being the three games between James Stephens and Bennettsbridge and the semi-final meeting of The Fenians and Mooncoin. The final has all the ingredients of a thriller and will be played in April between The Fenians, powered by county men Pat Henderson and Pat Delaney, and James Stephens.

The Fenians will be attempting to win their first title, while James Stephens last success was in 1937.

For the forthcoming Leinster championship, Kilkenny will probably retain the back line that has served them so well last year, although John Walsh (Mooncoin) will probably come into the reckoning following impressive displays with his club. Paddy Moran and Mick Lalor or Frank Cummins will hold down the two midfield spots, while newcomers from James Stephens, Mick Taylor and Mick Crotty, will be battling for positions in the half-forward line. The future of Martin Brennan is uncertain at the moment, as his ankle is still in plaster and he may not be fit in time. Jim Lynch, however, seems to have had a new lease of life in the autumn, both with club and county, and if he maintains this form will be an automatic choice. Joe Millea should be better for last year's experience while Kieran Purcell has been playing well lately.

Thus, Kilkenny's prospects for the coming year look bright and should some newcomer come on to the scene, particularly a corner forward of scoring ability, then the likelihood of the McCarthy Cup returning to the banks of the Nore will be even greater. — OSSARYMAN.

If it's Esso it must be good!



HANDBALL

By
**CLARACH
MAC EOIN**

THE World Championships which were scheduled to have been held in Ireland next May will now take place instead next October. It has been discovered that the latter date is more suitable for the majority of the participants.

The said championships continue to be handball's most interesting topic. As the event is now only seven months away, interest in the championship continues to mount. Recently a young juvenile player from Dublin wanted to know how often a full scale World Championship has been held according to modern records of the game.

This indeed, provided food for thought but unfortunately, the sparsity of records means that many of the notable events of handball are clouded in the mists of the past. However, by my reckoning, the World Championships played in the New York Athletic Club in October, 1964, did, in fact, constitute the first international series organised on a combined administrative system.

This is not to infer that handball is solely a localised game, for, if we hark back even to the last century, we find that a keen rivalry always existed between the Irish and American champions. In those days, of course, the game was in the unhappy position of being caught between the two stools of amateurism and professionalism.

Individualism was the keynote and the inevitable side-stake of major importance. Everybody has heard of the legendary John Lalor, the Dublin jarvey, who played for the championship of the world in the 'eighties, and lived on to become the first President of the Irish Handball Council, when the G.A.A. took control of the sport in 1924.

Lalor, it was, who designed and laid out the famed Boot Ballcourt, at Ballymun, scene of many a titanic struggle.

He won his first Irish title when he dethroned Dave Browning of Limerick. Then, setting his sights on further glory, he challenged the champion of America, Phil Casey, an Irishman from Mountrath who emigrated in his early youth and was resident in Brooklyn.

The big game took place in Cork. The prize at stake was the world title and, for good

measure, there was a side-stake of £400 — quite a tidy sum in those days. Lalor won by 7 games to three but, then, in accordance with the terms of the contract, had to cross the Atlantic to play the second leg.

It was played in Brooklyn in 1887 and Casey reaped havoc with the Irishman in his own magnificent court which was equipped with a boarded floor and glass back wall. The world title had returned to America and while Lalor made numerous attempts to regain it, he never succeeded.

In turn, the feats of such well-known exponents of the code as James Fitzgerald of Tralee, who emigrated to America and succeeded Casey as world champion, Michael Egan from Galway, Tim Twohill of Kanturk, Limerick's J. J. Bowles, Barney McQuaide, and Jim Dunne, all make interesting reading.

When the G.A.A. took control in 1924, the new executives concentrated mainly in developing the game at home.

The system of nominating America and Irish champions for World series games ceased until 1954, when Henry Hyde and Tom Guerin revived links with the past by representing America in a series of games with our own players.

The late Padraig O Caoimh

took particular pride in this innovation and delivered an address of welcome to the visitors prior to the games at Croke Park.

Thereafter, the Handball Council was host to the Americans and brought them on an extended tour of the country.

They played in most of the major alleys, and met the cream of our top players, as well as cementing firmly the relations between the two Associations.

Later on, John Ryan, the Wexford star, visited the United States, where the quality of his ball-play, great sportsmanship and, great modesty is still spoken of, with pride.

While, the contests I have recounted were referred to as World Championships, it is more correct to say, that they were, in effect, individual challenges between Irish and American champions. It was not until 1964, after the formation of an International Committee that a World Championship in a real sense was staged at the New York Athletic Club. After those games the International Committee decided that the games would be played at three year intervals.

True to form the next series was staged in 1967 and, now, we are in the throes of preparation for the big showdown this year.

BALDOYLE RACES

FIXTURE LIST, 1970/1971

14th March, Saturday	22nd July, Wednesday
17th March, Tuesday	(Evening)
(St. Patrick's Day)	1st August, Saturday
15th April, Wednesday	3rd August, Monday
1st June, Monday	(Bank Holiday)
(Bank Holiday)	11th Nov., Wednesday
24th June, Wednesday	New Year Meeting, 1971
(Evening)	

BALDOYLE BADGES 1970/1971 SEASON

Are now available at the Secretary's Office, 80 Merrion Sq., S., Dublin, 2.

ONE GENTLEMAN : £5 ONE LADY : £4

Railway Cup Stars Of 1970 — A Pictorial Feature

If ever the Railway Cup competition is to make the grade again it should be this year as not for many years, have we had such attractive pairings.

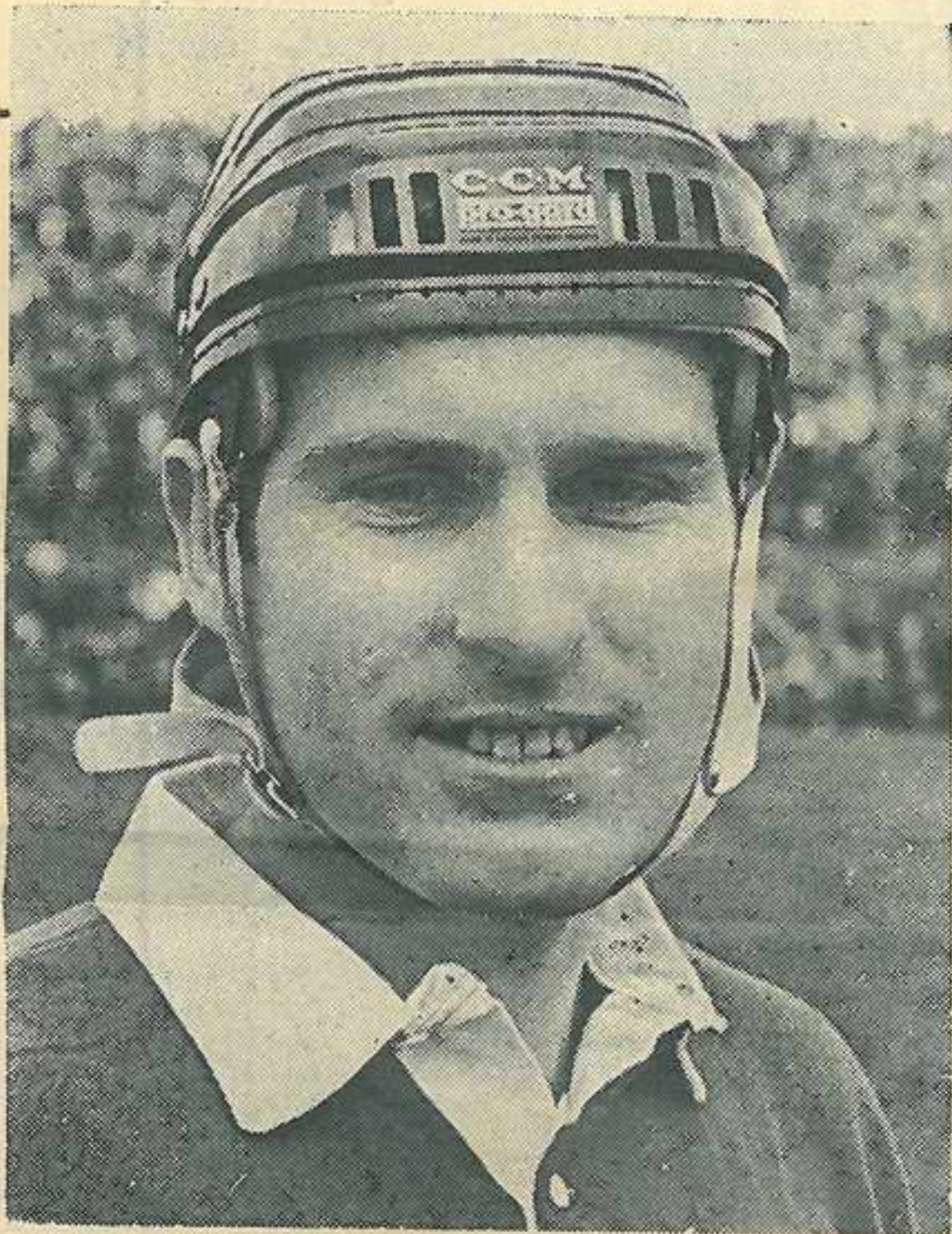
If the crowds don't come back on St. Patrick's Day 1970, then they never will. All four provinces are represented and some of the biggest names in hurling and football will be in action.

Since Christy Ring left the playing fields people have been saying that Railway Cup Finals have never been the same but in Sean O'Neill, (pictured at the bottom of this page), the public may find their new St. Patrick's Day personality. The great O'Neill will certainly dominate this year's proceedings by his mere presence in Croke Park and the crowds will be eager to see if he can score any of his wonder goals like that which he scored in this year's semi-final.

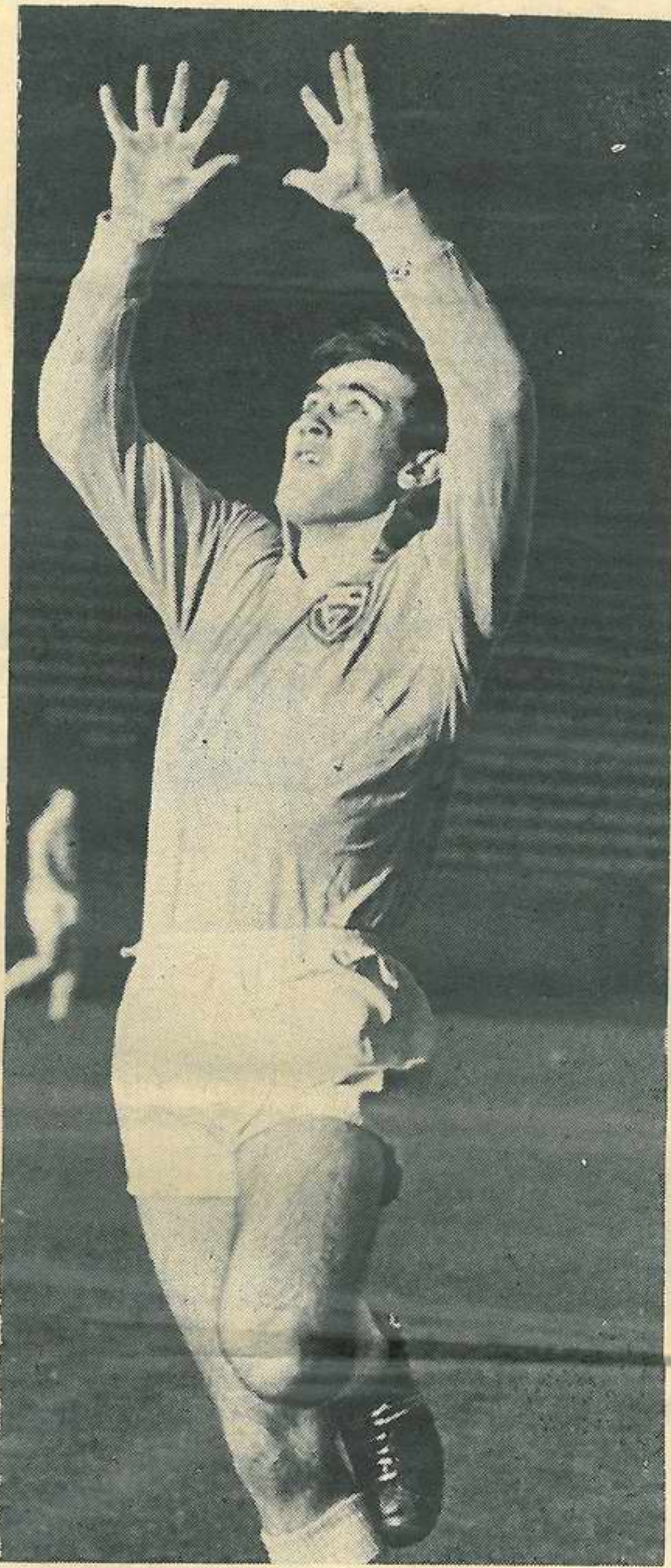
But the new ones too should also attract attention. John Kelly for instance (pictured on right) the Roscommonman who silenced critics of his selection with a top class semi-final display against Leinster.

In hurling it could be Donal Clifford (below) who will catch the public eye with his display as well as with his headgear.

Yet, it could be like old times in Croke Park on this ST. PATRICK'S DAY!



DONAL CLIFFORD



JOHN KELLY



SEAN O'NEILL



Here's Great New Brylcreem!

Here's great New Brylcreem
New lightweight red tub
New fresh clean smell
NEW FORMULA
Just one little dab of Brylcreem
will keep your hair looking good,
really soft and natural
Great New Brylcreem,
all that a hairdressing should be



Great New Brylcreem
Discover it!