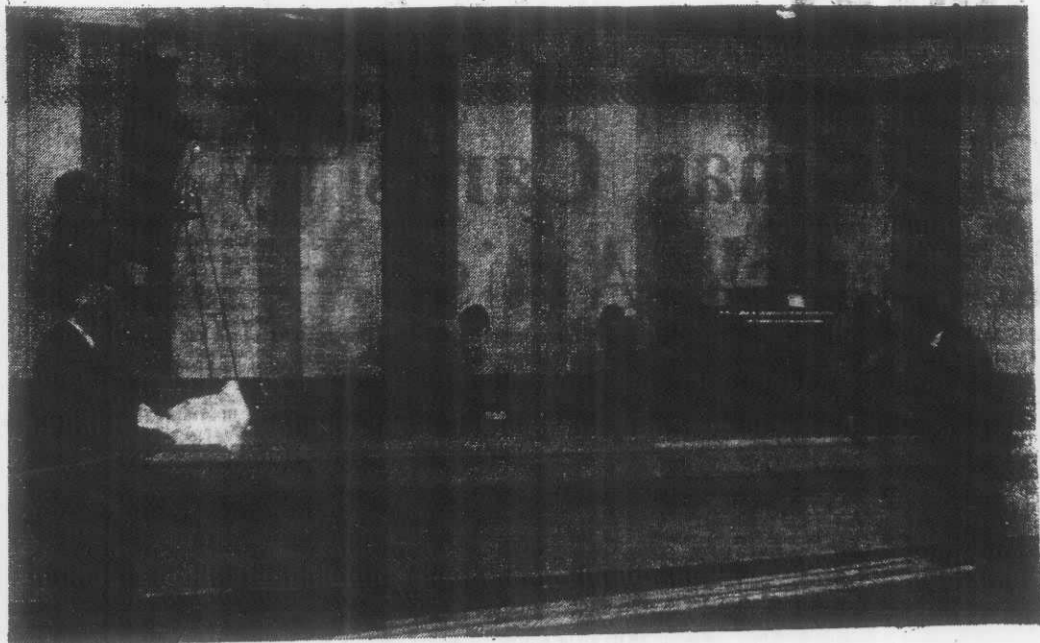


Stella Re-Opens For Dancing



• MR. WILLIAM BIRD



• Putting the finishing touches to the Stella Bandstand.

THE Stella Ballroom in Shannon Street—one of the best-known ballrooms in these islands—re-opens for dancing on Thursday next to the music of Ireland's most versatile band show—the Jim Farley Combination with top singers and instrumentalists.

The welcome announcement has been hailed with pleasure by the Stella's thousands of dance fans, who have long awaited the re-opening of their favourite ballroom.

THE Stella Ballroom in Shannon Street will now recall those evenings with nostalgic pleasure. In its long and happy career as one of the foremost ballrooms in the country. It is also one of the best-known ballrooms in these islands.

In fact, it may be said that this ballroom has been one of the leading social centres in Limerick for many, many decades.

It witnessed the days of the great dance orchestras, like that of Clarke Barry, military bands, top English combinations, local orchestras and all the top-liners of the showband parade.

Many, many years ago, Sunday night at the Stella

And who can forget the tea dances on the specially divided floor—reminders of an age when you could sit and chat, and enjoy the music in the background—background being the operative word.

"The Greats"

ALL the greats—like the Clipper Carlton, Johnny Quigley, Mick Delahunty, The Dixies, Donie Collins and the immortal Jimmy Shand—all played on the Stella's floodlit bandstand.

To keep up with the changing times the management introduced Bingo. This, too, had a remarkable success in this venue.

A disastrous fire did not alter progress here, but dancing has been discontinued for several years.

Towards the end of this year, the nationally-known amusement caterers, William Bird and family, purchased the Stella Ballroom and will re-open the ballroom for dancing from Thursday next.



• MR. SANDY BIRD — Managing Director of the Listowel Arms Hotel.

New Look

FOR the past few weeks the decorators and reconstruction men have been in residence, putting the



• Singing star Terry Mahon.

finishing touches here and there, and I am happy to state that the new-look Stella will retain all its old charm and distinctive atmosphere.

Taking the bandstand on Thursday for what it is hoped will be a memorable commencement to a new and dynamic dancing policy will be the Jim Farley Showband, with vocal

stars Terry Mahon, Roly Daniels and Danny Pearse.

The Bird family have a lifetime of experience in all phases of the entertainment world and their undoubted flair for providing only the best at all times is a happy criterion for the future of the Stella as it resumes its career as a Ballroom.

I understand that the tops in showbands will be presented and that many surprise attractions will be presented at regular intervals.

Best Wishes

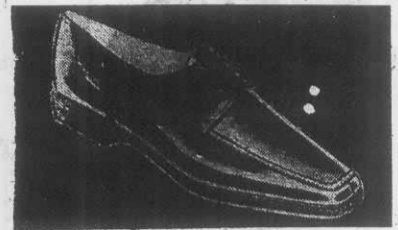
It is pleasant news, indeed, to find the Stella again hitting the headlines as a centre of entertainment and may we join with the many advertisers on these pages (good friends of the Bird family) in wishing them every success with this, their newest and most ambitious venture to date.

—E. C.



• Norman, William (Jnr.) and Bud—the three Bird Brothers.

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★ Best Wishes to THE BIRD FAMILY

THE BINGO COMMITTEE

of St. Munchin's College Past Pupils' Union wish to congratulate the Bird family and extend to them every good wish for success at the Stella Ballroom.

WISHING THE BIRD FAMILY
GOOD LUCK IN THEIR NEW
VENTURE

The Festival Of Kerry Committee

O'SHAUGHNESSY'S

Proprietor: B. O'Connor

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• BEST WISHES TO THE BIRD FAMILY

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SPECIALITY

Cakes & Kandies
Best Wishes to the Bird Family in their new enterprise.

CONGRATULATIONS

to the BIRD FAMILY on their re-opening of the Stella for dancing ... from

Maureen's

(NEXT DOOR TO THE STELLA)

When at BINGO visit MAUREEN'S for MINERALS, ICES, CIGARETTES, etc.

P. O'Connell

Victualler & Pork Butcher
LITTLE CATHERINE STREET
LIMERICK

★ wish every success to the Bird Family in their latest enterprise

The Directors of the

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Wish the Bird Family every success in the new venture in THE STELLA BALLROOM

STELLA
BALLROOM
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GRAND RE-OPENING DANCE

THURSDAY NEXT - Dec. 15

Music by JIM FARLEY

With Singing Stars ROLY DANIELS ★ TERRY MAHON ★ DANNY PEARCE

Dancing
9 to 1
★
Admission
Ten Shillings