

AMERICA CALLS THE BERWYN

BEST WISHES AND EVERY SUCCESS TO

THE
BERWYN

FROM
THE STELLA BALLROOM

LIMERICK

GOOD LUCK TO THE BERWYN!
BALLYCLOUGH ROAD
BOWLING CLUB

EVERY SUCCESS TO THE BERWYN!

Pat Nardone — Roma Cafe

WILLIAM STREET, LIMERICK

Best Wishes to THE BERWYN

T. HYNES

Painting Contractor and Decorator
LIMERICK PHONE: 47380

BEST WISHES TO THE BERWYN!

GER CUCACK

AND HIS QUINTETTE

BEST WISHES TO THE BERWYN!

O'Leary's V.G. Foodmarket

PARNELL STREET — LIMERICK

GOOD LUCK TO BERWYN!

DICK'S TREATY CAFE

NICHOLAS STREET — LIMERICK

★ WHERE ALL THE BIG BANDS EAT

Best Wishes and Good Luck to

THE BERWYN... from

**Imperial Bakery and
Abbeycourt Confectionery**

LIMERICK

BEST WISHES TO THE BERWYN!

EUGENE McMEEL

Shelbourne Stores, Shelbourne Road, Limerick

CALLINS FACTORY

SHANNON AIRPORT

Best Wishes To THE BERWYN
FROM THE SOCIAL CLUB

LANA KNIT

SHANNON AIRPORT

Best Wishes To THE BERWYN
FROM THE SOCIAL CLUB

STANDARD PRESS STEEL

SHANNON AIRPORT

Best Wishes To THE BERWYN
FROM THE SOCIAL CLUB



THE BERWYN SHOWBAND, LIMERICK.



EXTENSIVE TOUR FOR LIMERICK'S NEW BANDSHOW

PREPARATIONS are almost complete for an American tour by Limerick's newest showband, The Berwyn.

This should be the highlight of a meteoric career which began only a few months ago.

Launched without fanfare or publicity, The Berwyn made a number of appearances in England before appearing in front of an Irish audience.

Within a week, their fame had spread far beyond the confines of Limerick itself and ballroom proprietors, promoters, and circuit managers were vying for their services.

But Manager Michael Crowe was slightly dissatisfied with the line-up and ignored the requests for dates.

He felt that the band was somewhat too big—it had ten performers—and formulated plans to streamline it to a slick

eight-piece. In the meantime, dates were being fulfilled within

The Berwyn

MANY people have asked how the name — The Berwyn — originated. When a fire destroyed Michael Crowe's Imperial Hotel in Catherine Street some years ago, the miraculous escape of a guest — Ed Miller — from Berwyn, Pennsylvania, was the talk of the town.

The name — Berwyn — impressed itself on Michael Crowe's mind, and he intended to call the rebuilt Imperial — Berwyn.

This dream did not materialise. And his home at Glenview Drive, Limerick, is Berwyn. And his band is The Berwyn. And now you know.

a radius of forty miles of Limerick, and The Berwyn was making quite a name for itself.

The search for new play key centres, with special emphasis on New

York, Boston and Chicago — venues where the band — three of the most talented boys in the showband business.

They leave Shannon Airport on Friday next, January 19, and take with ex-Donie Collins saxist, Mick Fallahee, the band their many friends in Limerick and, indeed, the Irish dance world, on this that the time was ripe for a splendid tribute to a very new Irish showband.

Return bookings everywhere convinced him that he was now on the right track and already a sensational summer season booking is being negotiated.

America Calls

AND then came the biggest surprise of all — an invitation from one of the top impressarios in the States for a three weeks tour of America.

He wants the band to make this tour possible.

ing in a scoop booking of the three Brown Brothers — venues where the band — three of the most talented boys in the showband business.

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Thanks

MANAGER Michael Crowe would like to take this opportunity to say a sincere "thank you" to the many committees, promoters and ballroom proprietors who released the band at such short notice so that they could undertake this stint. And may we join with the many advertisers on this page in wishing The Berwyn every success on their well-deserved honour.

—E.C.

GOOD LUCK TO
THE BERWYN



OF LIMERICK

EVERY SUCCESS TO THE BERWYN!

BILLY HIGGINS

LIMERICK

CONGRATULATIONS, BERWYN! from ...

The Cavalier Showband

LIMERICK

BEST WISHES FOR

Successful American Tour

From Your Friends ...

The Jack Glynn Quintet

And from your sole suppliers of musical instruments and accessories ... THE

JACK GLYNN MUSICENTRE

The Committee of The Limerick Festival

of Sport wish

The Berwyn

every success on their American Debut

CONGRATULATIONS ... BERWYN!

P. STAPLETON

Hair Stylist, O'Connell Street, Limerick

EVERY SUCCESS TO THE BERWYN!

Morning Star Ballroom

BRUFF, CO. LIMERICK

BEST WISHES TO THE BERWYN!

Montrose Ballroom

MACROOM

GOOD LUCK TO THE BERWYN!

IMPERIAL BAR

CAREY'S ROAD — LIMERICK

GOOD LUCK TO THE BERWYN!

BRIAN MacSWEENEY

BEDFORD ROW

LIMERICK

ON THE EVE OF THEIR DEPARTURE FOR AN AMERICAN TOUR ...

THE BERWYN SHOWBAND

take this opportunity to say a sincere "thank you" to the many Committees, Promoters and Ballroom Proprietors who released them from previous engagements to make this tour possible.

JANUARY 19 TO FEBRUARY 5

Playing February 6 — Carrick-on-Suir

All communications to: Maxcro Promotions, 20 The Crescent, Limerick. Tel. 47843

BEST WISHES TO THE BERWYN!

C. DAVIS

PRINTERS — LIMERICK

BEST WISHES TO THE BERWYN!

BILLY CONWAY

ASCOT SHOWBAND — LIMERICK



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The search for new play members went on; result-

ing in a scoop booking of the three Brown Brothers—three of the most talented boys in the showband business.

With Joe, John and Willie in the line-up—plus ex-Donie Collins saxist, Mick Fallahee, the band took on a new dimension and Manager Crowe felt that the time was ripe for an all-out assault on the Irish scene.

Return bookings everywhere convinced him that he was now on the right track and already a sensational summer season booking is being negotiated.

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AND then came the biggest surprise of all—an invitation from one of the top impressarios in the States for a three weeks tour of America.

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York, Boston and Chicago—venues where the band will be heard during the trip.

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