

The MONARCHS of Limerick

Sincere good wishes to
TOMMY DRENNAN
 AND THE
MONARCHS
 from
The Donie Collins
 Agency



BEST WISHES TO THE MONARCHS
 from
 The Big Band Sound
 of
JACK HANLEY
 Management: Templemore 114

BEST WISHES TO THE MONARCHS
 on their 10th Birthday from the
CENTRAL BALLROOM
 BALLYBUNION
 Where the Monarchs will be playing on
 SUNDAY NEXT, MAY 24th

CONGRATULATIONS AND GOOD WISHES FOR THE
 FUTURE
Martin Duffy Promotions
 MUINEBEAG, CO. CARLOW

THE SAVOYS SHOWBAND
 (Waterford)
 NEW RECORD OUT SOON!
 GREAT STUFF

Congratulations to The Boys from
**DROMINA FESTIVAL
 COMMITTEE**
 See you May 28th for the selection
 Cheese Queen

Happy 10th Birthday
MONARCHS
 We give Service, Quality, Speed,
 Competitive Rates
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 Co. Ltd.**
 Adare Buildings, Sarsfield St.,
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Congratulations to
**TOMMY DRENNAN AND
 THE MONARCHS**
 Wishing you continued success
 the future
**THE MAURICE MULCAHY
 ORCHESTRA**
 Mitchestown, Co. Cork

HAPPY BIRTHDAY, MONARCHS!
 See you on June 7th next
**ENTERTAINMENT CENTRE
 LAHINCH**
 P.S. . . . Our heated outdoor swimming
 pool is now open

Glad to have been associated with
THE MONARCHS over the years,
 especially happy to congratulate them on their
ECHO PHOTO SERVICE
 19 Sarsfield Street, Limerick

Congratulations to The Monarchs Showband
 from
Kilmallock Golden Vale Festival
 WILL BE SEEING YOU ON JULY 22nd, 1970

CONGRATS BOYS
 from
**JOHNNY FLYNN
 SHOWBAND
 TUAM**
 Wishing you all the success of the
 Seventies as you had in the Sixties

**ROYAL GEORGE
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 Wish The Monarchs a Happy 10th Birthday
**BALLROOM AVAILABLE FOR FUNCTIONS
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 Dancing every Tuesday Night, Thursday Night, Saturday
 and Sunday nights

CONGRATULATIONS TO
TOMMY DRENNAN and THE MONARCHS
 from
Corbally Service Station
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 Specialised Lubrication and Car Valving

PERSONAL CONGRATULATIONS
 To Tommy and The Monarchs from
TOM GLYNN
 8 Meagher Avenue, Limerick

CONGRATULATIONS
 To our very good friends, RAY HERATY
**TOMMY DRENNAN and a
 MONARCHS**
 from
**ART SUPPLE
 AND THE
 THE VICTORS**
 Noel Carty (Manager)

Congratulations to the
**MONARCHS
 SHOWBAND**
 from
George Beacom
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DELIGHTED TO JOIN WITH MANY OTHERS IN
 CONGRATULATING THE MONARCHS ON THEIR
 10th BIRTHDAY
Parochial Hall, Urlingford
 SEE YOU ON JUNE 7th NEXT

KEEP IT GOING, HEADS!!
GER CUSACK QUINTET
 208 O'Malley Park, Limerick

Congratulations, Monarchs Showband
 On your 10th Birthday
 from The
**WESTERN BALLROOM
 DINGLE**

Congratulations to the
MONARCHS
 from
GER FULHAM
 Creator and supplier of their new outfits
 28 William St., Limerick

Congratulations to Monarchs Showband
 from the proprietors of
**MONTROSE BALLROOM
 MACROOM**

AN AMAZING SUCCESS STORY

ON these pages ten years ago the "Limerick Leader" announced that a new showband would make its debut in A bbeyfeale on the following Sunday night. There was nothing sensational about the news, for those were the days when the showband revolution was beginning to break all over the country and new groups were springing up like mushrooms on a September morning. Six young Limerickmen looked at the announcement, however, and resolved that for them it would signal the beginning of a career which would do credit to themselves and their city.

HISTORY has proved them right, for this week-end, a decade after their formation, The Monarchs are one of the most admired and polished showbands in the country, acknowledged stars of radio and television, with a string of hit recordings to their credit. They have toured in the United States and throughout England, appeared in concert and in cabaret, and put the name of Limerick well and truly on the entertainment map of Ireland.

For eight of those ten years The Monarchs have been this city's only full-time professional showband, and have won for themselves a special place in the hearts of its people.

Today, as a busy, professional and very confident combination life for the Monarchs is very different from those early days when they travelled all over the country on one-night stands, returning to Limerick often after dawn, and after snatching a few hours sleep were up again to get to their day jobs in time.

Even before the idea of The Monarchs was first dreamed up most of the boys had already experienced those sleepless days and nights as members of the Bob Madden Orchestra, a ten-piece outfit which had a big following throughout Munster.

Musicianship

A TRUE perfectionist, Madden had given the young men in his band a thorough groundwork in musicianship, something which was to be of tremendous value to The Monarchs in the years ahead.

The music of Glenn Miller and Benny Goodman which the band was playing however, was rapidly giving way to the exciting beat of new showbands like The Royal, and there was a feeling in the orchestra that the days of sitting down in front of a sheaf of orchestrations and playing swing were, indeed, numbered.

And so, during Lent of 1960 four members of the Madden band — Jim Connolly, Frank Hogan, Bryan Meehan and Ray Heraty—decided to form their own showband, which, after much discussion, they named The Monarchs. They were joined by Terry Malone, on guitar, and Ray's brother, Dennis, who had moved to Limerick from Middleton, where he had been blowing a trombone in the local brass band.

Ray Heraty

IT WOULD be untrue to say that the band had a world-shattering beginning to their career.

They did reasonably well, and slowly, but surely, built up a reputation throughout the country under the careful management of Ray Heraty, who at that time also played alto sax in the band, and held down a day-time job at Shannon Airport.

In the following year the band had its first personnel change when Terry Malone was replaced by Joe Lewis, who in turn was replaced in the following year by Brendan Moynihan. The band also found that it needed a lead vocalist, and after

an extensive talent search John Frawley joined the line-up.

At that time there were two separate "units" in the Monarchs. The full showband played all major dates, but for the smaller function, and in particular the Saturday night "hop" at Garryowen's Dooradoyle pavilion, a "trio", comprising Frank Hogan, Jim Connolly and Bryan Meehan provided their own special brand of swinging dance music.

Radio Series

This trio also featured in the Monarchs' first radio series called "Late but Right", which was recorded at Radio Eireann's Cork studios. During Lent of 1962 the band again broke new ground when it staged a variety show which toured parish halls in the Limerick region.

It was an experience which neither The Monarchs nor the audiences were likely to forget, and which must still remain unique in Irish showband history.

By now business was booming for the young and talented Limerick showband and by mid-1962 The Monarchs were faced with the decision of remaining moderately successful or staking everything, including their jobs, on the risky life of a fully professional showband.

They decided to take that gamble, and have never regretted it.

Tommy Drennan

COINCIDING with that prophetic announcement came another milestone in The Monarchs' career, when Tommy Drennan, who had been creating a sensation with The Freshmen, moved back home to Limerick and joined the band.

Tommy was already an established name on TV and Radio and helped draw in bigger crowds everywhere. Just then the world spotlight was on the Congo, where Irish troops were undertaking a dangerous and courageous peace-keeping operation.

The Monarchs were deeply concerned about the welfare of the Irish boys and leader Jim Connolly offered to take the band to Africa free of charge to entertain the troops.

Unfortunately, his offer was never taken up by the U.N. During that year the Monarchs undertook their first tour of England, and a few months later embarked on a whole new aspect of their career when they released their first disc on the Ember Label.

It was "Boolevogue", featuring the voice of Tommy Drennan, and it was an overnight spectacular success.

Within weeks the disc had climbed to the No. 4 spot in Ireland's Top Ten, which then attracted a huge teenage audience, and led to appearances by the band on several radio and TV shows including "The Showband Show".

A few months later, Ember released the band's first EP called "Ballad Time" which featured Tommy singing standards like "Bless This House" and "La Golandrina". Amazingly this

little disc is still a steady seller in the shops today. The band's next single "Molly" was never a chart smasher, but is still among their most requested stage numbers.

Busy Year

1966 was a particularly busy year for the band.

It began with the release of their first LP album, "30 Years After", which commemorated the 1916 Rising, and was acclaimed by the reviewers.

Then followed another single "Kevin Barry"—and the band's first U.S. tour, during which John Frawley hit the headlines in the U.S. and Ireland when a priceless rosary beads owned by his mother was stolen in New York and later returned.

The year ended with the release of yet another Monarchs single—"I really don't want to know."

Throughout this time individual members of the band were making a name for themselves in other fields. Ray Heraty, for instance, collaborated with Eamonn O'Connor on a film which won an award at the Cork Film Festival, while Jim Connolly, a qualified art teacher, was rapidly gaining a reputation as a designer and graphic artist.

Some months later, in fact, Jim left the band to devote all his attention to design.

Recordings

DURING the past two years the Monarchs have released a series of successful recordings



Happy anniversary

MONARCHS

great show last night



Congratulations to the MONARCHS, who always get there with SHEILS, Sales and Service

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