

The OLYMPIC BALLROOM, Newcastle West

Co. Limerick's Magnificently Appointed Palatial Ballroom

Congratulations

TO THE PROPRIETORS OF THE

Olympic Ballroom

NEWCASTLE WEST

From

MESSRS. CRONIN & CLANCY

BALLINGARRY

Building Contractors

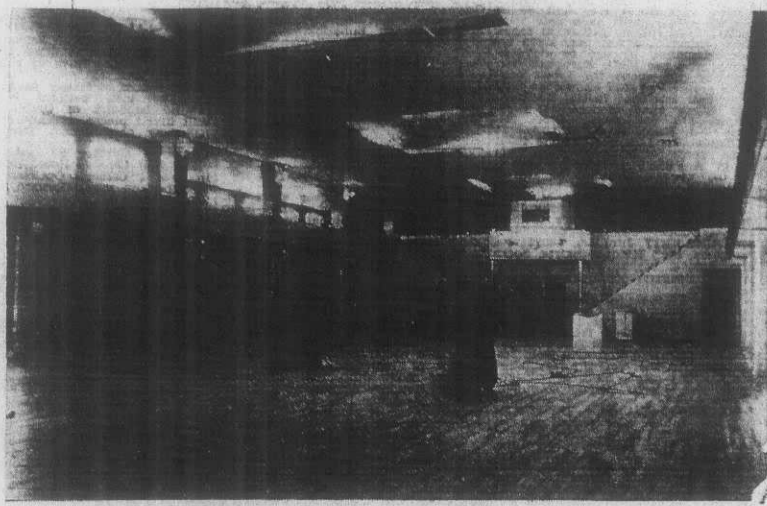
CONSULT US FOR YOUR NEXT

BIG JOB

IT'S here at last! West Limerick's newest and biggest dance hall. The Olympic, Newcastle West— one of the most impressive and ambitious undertakings of its kind ever attempted in the county. The formal opening took place last night (Thursday) and when the doors of the Olympic opened for the first time a new and important era began in the history of dancing in Limerick. All previous records were broken for the opening night and patrons were not disappointed in their expectations. The Olympic has everything that one could possibly wish for in a modern dance hall— space, comfort, convenience, lighting and decor. Everything, in fact, that is essential to dancing at its very best and brightest.

THE PROPRIETORS

BEHIND this massive project is the story of two men who dreamed up such a courageous project and who, by their combined effort, initiative and hard work, have now seen their dream come to a reality. They are Mr. Jack O'Rourke, Pallaskerry, and Mr. Paddy Linnane, Kilmee. The story of their success is the story of courage, conviction and generous investment, as proof of their confidence in the dancing world. Their combination and his successful promotion of the mobile cinema, with which he helped to bring brightness and colour into more than one otherwise dull parish hall. His partner, Paddy Linnane, needs no introduction to the dancing fans of the county as he is the widely-known and extremely popular proprietor of the New Ballroom at Kilmee, where he has already made a big name for himself in the dancing world. Their combination of experience and youthful enthusiasm is amply reflected in the magnificent new hall, which represents a lasting memorial to their courage, enterprise and confidence in the future.



An impressive view of the interior of the Olympic Ballroom, Newcastle West, Co. Limerick.

MAGNIFICENTLY DESIGNED

IT would really need all the technical perfection of the colour camera to do anything like full justice to the charmingly designed and magnificently arranged decor of the interior of The Olympic. The maple dancing floor occupies a total space of approximately 5,000 square feet, which should provide ample dancing room for even the biggest occasions that can be envisaged. Unobtrusive square pillars, rising up from the floor at each side, support two spacious balconies of unique finish and design and both of which, with the aid of cleverly sloped banisters, give an easy and pleasant view of the floor below. Two opposite stairways, just off the entrance hall, give access to the main balcony at the rear of the hall upstairs, where is also located a 60-foot long counter, fronting a shielded shop-saloon, from which patrons will be supplied with refreshments, including teas, ices and all the niceties that are so welcome on these occasions. Two 25-foot tables, one at each side, with chairs, run along the two side balconies, so that dancers, in their moments of leisure, may stand up in comfort. The attractively designed dance bandstand occupies an elevated position at the southern end of the hall and the acoustics have been so arranged as to ensure a pleasing and easy distribution of the music over the full extent of the building. The entrance hallway gives immediate access to the cloakroom and gentlemen's cloakrooms at either side and to the neatly designed and fully-equipped toilets that adjoin them.

COLOUR SCHEME

ONE of the most attractive features of The Olympic is the charmingly designed scheme of interior decoration, which, while remarkably colourful and pleasing in its effect, is unusually pleasant and easy on the eyes. As a further measure of comfort, the ceiling has been encased in acroboard, as a precaution against dampness and condensation, which is further ensured by a very effective system of ventilation by a system of windows opening from the upstairs balconies at each side. Yet another outstanding feature is the internal lighting system, which, in some respects, is in advance of even the most modern dance hall practices. The ceiling lighting is provided by fluorescent tubes, which are recessed in recesses at three points overhead, while there are bracket lights at intervals along the side walls, as well as a spot-light, all operated from a switchroom located over the entrance door. Provision in this respect is made for multiple coloured lights effects, which may be varied according to the mood of the moment. However, these and the many other delightful features of the interior must be seen to be fully appreciated.

also enjoys one other unique advantage—its location in a big, open space, which provides almost unlimited accommodation for the parking of cars. It has been conservatively estimated that up to a thousand cars can be parked within the immediate surrounding of the hall and in this respect every effort has been made to utilize the available floor space to the best possible advantage.

NO EXPENSE SPARED

TAKEING everything into consideration, The Olympic is unquestionably one of the most epoch-making events in the history of dancing in the county. Realising that this is essentially an age of luxury and comfort in dancing, as in most other things in life, Jack O'Rourke and Paddy Linnane have spared neither trouble nor expense in their efforts to achieve the highest degree of perfection in both, and patrons will readily agree that they have succeeded in both objectives to an almost unbelievable extent. It only remains for us now to wish themselves and The Olympic the measure of success and prosperity they so richly deserve now and in the years to come.

UNLIMITED PARKING

OUTSIDE, the imposing and well-designed building immediately catches the eye, as one approaches The Olympic from the Gortboy road. The massive frontage, finished in fancy concrete work, gives immediate access to the spacious entrance hallway and one is immediately impressed by a sense of the comfort and luxury within. The Olympic

THE main building was carried out by Messrs. Denis Cronin and Stephen Clancy, Ballingarry, while James McMahon & Co., Limerick, supplied and fitted the maple floor. The wiring and facilities for the lighting effects were installed by Mr. Finucane, Electrical Contractor, Limerick.

IDEAL SITE

FOR several weeks past a small army of technicians, tradesmen and labourers have been working at full pressure putting the finishing touches to the new hall, which is ideally located on a fine, open site at Gortboy, just off Assumpta Park. The massive building, which is 125 feet by 70 feet in dimensions, was designed by Mr. Dermot Madden, B.E., Adare. When a Limerick Leader representative visited the site over the week-end he found the two promoters literally up to their eyes, as they consulted experts and supervised the dozens of varying jobs on hand. Outside, over a dozen men were laying down a new gravel and macadam surface on the main approach to the hall. Inside, the walls resounded to the unending hum and clatter of activity, as carpenters, electricians, painters and plasterers hurried about their various tasks with the air of men who were obviously determined to give their very best on the various assignments on hand. All worked together as a team, with the one objective clearly in sight—the completion of the hall in good time for the opening last night.

CONGRATULATIONS

And Every Best Wish to the Proprietors of the

NEW OLYMPIC BALLROOM

FROM

SHEEHY BROS. LTD.

KILCORNAN, CO. LIMERICK

Phone: Pallaskerry 6

We Developed and Levelled the Site for this

Magnificent New Ballroom

CONGRATULATIONS to the Management of THE OLYMPIC BALLROOM

FROM

THOMAS LENIHAN

BARNAGH, NEWCASTLE WEST

Supplier of

All Sand and Gravel Used in the Olympic

Ballroom

TERMS REASONABLE

CONGRATULATIONS TO THE MANAGEMENT OF THE OLYMPIC BALLROOM

FROM

DENIS O'DRISCOLL

Electrical and Plumbing Contractor

TOURNAFULLA, CO. LIMERICK

'BEST WISHES

TO THE PROPRIETORS, OLYMPIC BALLROOM, NEWCASTLE WEST

FROM

PATRICK DOOLY

Color Gas Dealer and Supplier of Heating and Cooking Appliances to this Ballroom

Wishing You Every Success and Prosperity in the NEW OLYMPIC BALLROOM

FROM

The Maurice Lynch Show Band

CASTLEBLAYNEY. Phone 83

The Olympic Ballroom

NEWCASTLE WEST

PRESENTS

On SUNDAY NEXT, NOVEMBER 6

DONIE COLLINS

DANCING 8 P.M. TICKETS (including Tax) 7/6

WEDNESDAY NEXT, NOVEMBER 9

First Visit to the South of Ireland of

The DAVE GLOVER T.V. Showband

OF BELFAST

DANCING 8 P.M. ADMISSION (including Tax) 6/-

MINERAL BAR AND RESTAURANT

CONGRATULATIONS AND BEST WISHES TO THE PROPRIETORS OF THE OLYMPIC BALLROOM, NEWCASTLE WEST from

Johnny Quigley, His All-Stars And Manager (Derry City)

See You all on THURSDAY, NOVEMBER 24. From 11 Eastway Road, Derry City.

Olympic Ballroom

NEWCASTLE WEST

Canadian Maple Strip Flooring

LAI'D BY THE EXPERT

CRAFTSMEN OF

JAMES McMAHON LTD.

ST. ALPHONSUS STREET,

LIMERICK

We Congratulate the Proprietors

Messrs. O'Rourke & Linnane

On the Completion and Opening

of their New Hall

Heartiest Congratulations

To the Proprietors, OLYMPIC BALLROOM

FROM

M. J. O'SHAUGHNESSY

Insurance Broker

ASKEATON, CO. LIMERICK

Phone: Askeaton 24

All Insurances for the Olympic Ballroom,

Newcastle West, were handled by us

All the ELECTRICAL FITTINGS and NEON

SIGNS for the OLYMPIC BALLROOM,

NEWCASTLE WEST

CARRIED OUT BY

VINCENT FINUCANE & CO.

14, UPPER WILLIAM ST., LIMERICK

TELEPHONE 45304

"FOR EVERYTHING ELECTRICAL"

Congratulations and Best Wishes to the Proprietors of the OLYMPIC BALLROOM

FROM

DONIE COLLINS

and His Band

SEE YOU THERE ON SUNDAY NEXT

CONGRATULATIONS AND BEST WISHES

TO THE PROPRIETORS OF THE OLYMPIC BALLROOM

FROM

THE WOODCHOPPERS

WATERFORD

SEE YOU ALL ON NOVEMBER 20

Sincerest Congratulations to the Management of the OLYMPIC BALLROOM, Newcastle West

FROM THE RECORD-BREAKING

BLUE ACES SHOW BAND

SEE YOU ALL ON SUNDAY, NOV. 13

Enquiries to Manager, W. P. MULCAHY, "Monte Vista", Marian Park, Waterford. Phone: 4588 or 5267.

Best Wishes and Good Luck to the Proprietors of the OLYMPIC BALLROOM

FROM

The Dave Glover T.V. Show Band

(BELFAST)

Looking Forward to Seeing You All on

Wednesday Next

Best Wishes to the Proprietors, Olympic Ballroom

FROM

The Jack Hanley Show Band

TEMPLEMORE

SEE YOU ALL ON SUNDAY, NOVEMBER 27