

Philips, has  
throughout  
the first true  
n for 20 years  
es after Bow

To mark the special occasion  
Rosary, sermon and benediction  
will be celebrated in St. Michael's  
Church on her feast-day at 7.30

bargain of the year, from the  
entertainment point of view.  
Full details of the programme  
may be found in our advertising  
columns and, no doubt, many  
people will be anxious to see all  
the shows so that they may com-  
pare the merits of the various  
groups and see if they can pick  
the eventual winners from their  
performance in round one.

# SMITHWICKS TO PRODUCE LAGER

past year the demand for lager through-  
out Ireland has been steadily growing. This demand  
has also to a marked degree.  
To provide for this need, the firm of  
Smithwicks has decided to market their own brand of

In a step, a great  
had to be done.  
tion and market-  
ed the Contin-  
out a full scale  
type of lager be-  
arious European  
ar return, many  
it in further re-  
entation, until a  
had been pro-  
own completely  
issues.  
lager being pro-  
it over 200 years  
ence, mixed with  
techniques and  
is many differen-  
seer as there are  
to say many  
ousands, of kinds  
made  
ven by the Chair-  
is of Smithwicks  
gabs in various  
to announce the  
of the Smithwicks  
etc. Of the dis-  
and Press, repres-  
of Ireland were  
e dinner, Mr. W.  
Chairman and  
r, announced the  
lager—idea—and  
were ordered to  
anticipated finan-  
ies of the lager  
for marketing in

honour, An Taoi-  
in Lemass, T.D.  
ated Smithwicks  
sive development  
y success to the  
marketing of their

Pinnagan, Sales  
wicks, also spoke  
d that although  
a very old con-  
ident from their  
n the develop-  
of new products,  
one of Ireland's  
industrial under-

said that he had  
at not only were  
cerned with com-  
it they welcomed  
ortunities which  
le if our efforts to  
vere successful.  
d been any doubt  
ers, with modern  
quality technical  
in this particular  
lvantage of good  
uld produce the

## Malt Combings, 24/- per cwt.

(48 p.c. Carbohydrate, 23 p.c. Protein)  
Best value bulky dry feeding  
available; noted for good milk  
yields by Dept. of Agriculture.  
Free delivery arranged. Full in-  
formation from the distributors:

**O'DWYERS, EMLY**  
(12 19-26p)



An exclusive picture of The Monarchs Showband Minibus—taken  
a few minutes after it had been recovered from a snowdrift  
which had held it fast for four days. The Monarchs will be at  
St. Ha Pallroom, Limerick, this Saturday night and a special  
two-page feature tribute to Limerick's first professional showband  
appears on pages 24 and 25 of this issue.

book and the text book with  
Eoin Mac Neill, that havi-  
tered them he sought the  
the Irish speakers in his  
They were pitifully few  
Fáilte of Boheeb; Jim M  
of Knockane, and Dan C  
Dromin. Night after night  
to one or other of them  
and induced them to in-  
him all the knowledge of  
guage they had. By his  
and industry he had ma-  
progress in his mastery  
Gaelic tongue that soon  
helping the late Bishop O  
rick, Most Rev. Dr. Hallin  
Parish Priest of Newcastl  
and Micheal O Doghair to  
the language. And many  
had not passed before or  
set out on his bicycle as on  
gallant band who blaz-  
trail through the woods o-  
cization to that Irish-Irela-  
Pearse and Terry Mac Swi  
their comrades died for.  
in a journal which I once  
Tomás used a prayer for  
which I now recall for him  
neacht. Te len Anam!

# TELEFIS EIREANI

- FRIDAY, JANUARY**
- 5.00 Cisco Kid.
  - 5.25 Sport And You.
  - 5.50 News.
  - 6.00 The Angelus.
  - 6.05 Father Knows Best.
  - 6.30 Broadsheet.
  - 7.00 Kit Carson.
  - 7.30 Flight.
  - 8.00 Beiré File.
  - 8.30 Jane Wyman Theat.
  - 9.00 News and Weather.
  - 9.15 Newswitw and S, or
  - 9.30 Twilight Zone.
  - 10.00 Jack Benny.
  - 10.30 Sports Desk.
  - 10.45 Medc.
  - 11.15 Nuacht.
  - 11.20 News and Sports E

An Taoiseach, Mr.  
Lemass, and Mr. Walter  
wick, pour the first bo-  
the new Idea Lager at  
tion held in Jalor's B  
Nans last night. On  
Mrs. W. Smithwic

