

The MONARCHS — Limerick's

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MONARCHS

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The Monarchs

and look forward to their next visit

The Shamrock Ballroom, Caherconlish

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SHELL SERVICE

We wish the Monarchs Showband every success in the future

from

Shanagolden Parish Hall



The Monarchs—seated—Brian Meehan, Jim Connolly, Brendan Moynihan. At back: Raymond Heraty, Frank Hogan, John Frawley, Dermot Heraty.

SINCE the showband craze came into vogue a few years ago, there is hardly a city or town in Ireland which has not launched its own showband. Strabane came along with The Clipper Carlton, Waterford with The Royal, Kilkenny with The Black Aces, Cork with The Dixielanders, Dublin with The Capitol, and Derry with Johnny Quigley. Now Limerick City comes into its own with The Monarchs—Limerick's first professional showband. They attained their prominence with a polished musical programme devoid of gimmicks. This special feature traces their rapid rise to fame and professional status, and their selection for this year's biggest dance of the social calendar — The Limerick Press Ball.

Limerick awoke on Sunday morning, December 30, to find a blizzard raging. Outdoor plans were instantly recast by many people, and an evening by the fire was the majority decision.

Travel became increasingly difficult and it was apparent that the country was gradually coming to a standstill. However, the many dance and show bands were preparing for their long journeys to the various ballrooms, and one of these was The Monarchs, which had an engagement in the Red Barn Ballroom, Youghal, Co. Cork.

NIGHTMARE JOURNEY

The boys left Limerick at 3 o'clock, and a few hours later, after battling their way through blinding snow, became stranded two miles from Fermoy.

Fortunately, a kindly motorist came to their rescue—a gentle tow—and in a short time they were again on their way.

After leaving Tallow, the snow was three to four feet deep in places and their gallant bus finally grinded to a standstill.

They were then only five miles from Youghal—the time, 8 o'clock.

After working with a shovel, hastily procured from

a local farmer, they tried to free their minibus, but without success.

It was then decided to walk to Youghal, where they arrived at 10.10 p.m., only to find all entries to the Ballroom completely blocked with snowdrifts, and, worse still—the dance cancelled.

This, then, was their reward for trying to maintain the spirit of "the show must go on."

WELL EARNED REST

Mrs. Tucker, of the Park View Hotel in Youghal, then came to their rescue, and very kindly accommodated them for the night.

As they lay in bed, bitterly disappointed at the realisation of their bus marooned in the drifting snow, their thoughts naturally turned to happier days.

To the long-planned decision to become Limerick's first professional showband.

To their successful passing of a Telefís Éireann audition and the promise of an early programme.

To the offer they made to go to the Congo to play for the Irish Troops.

To their radio series, "Late, But Light," which brought them nation-wide recognition.

To their fifteen-seconds advertising film in colour,

which should be in the cinemas soon.

To the promising career which Jim Connolly had given up as an Art Teacher, and the fact that he had turned down an offer to become assistant Head Master in the Limerick School of Art.

To those early days in 1960 when four of the present band were playing under the direction of Bob Madden—one of the most accomplished musicians ever to appear in Limerick.

"THE SHOW MUST GO ON"

They eventually dropped off to sleep, awaking a few hours afterwards to find the countryside still wearing a snow-white mantle.

Their first thought was to free the van.

After walking the five miles to the spot where they had abandoned it the night before, they found it more deeply embedded in the snow, and almost completely lost from view.

It was now New Year's Eve morning and here they were with an engagement in Limerick that night, and no possible chance of fulfilling that date.

They returned to Youghal, and a phone call to Limerick brought the first news

of their plight to their fellow citizens and the musical profession which they so ably represent.

They then had to think about their next engagement (Tuesday, January 1st) and they decided to travel to Limerick by train and then journey to Caherconlish to play this date—which they did in style—arriving with only minutes to spare.

ANOTHER ATTEMPT

On Thursday morning, an hour or two before he left by train for Youghal, Jim Connolly called on me to give me the latest news about their plight.

Their minibus was at that time still snow-bound, and he was making the journey in the sincere hope of bringing it back to Limerick that night, but without success.

This set-back more than ever has made them determined that showband business is their life, and they plan to ensure that this is their first and last time in this predicament.

As he travelled in the train, no doubt, his thoughts turned again to the happier days when four of the present band were with Bob Madden.

As most of Bob's friends still recall, his performances

(Continued on opposite page)

From the Staff & Students of

THE HIGH SCHOOL OF COMMERCE

THE CRESCENT

To Limerick's Showband Kings

The

MONARCHS

Sincere Congratulations and Best Wishes for the future

TO OUR FRIENDS

THE MONARCHS

From The Dance Committee of

IRISH RED CROSS SOCIETY

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Congratulations

Monarchs

—TOM and PASCHAL

CONGRATULATIONS

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THE MONARCHS

FROM

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THE MONARCHS

★ A Sincere Thank You to the loyal fans, wonderful advertisers and good friends who made this Feature possible

MANAGER: 21 THOMAS ST., LIMERICK

First Professional SHOWBAND

The Sales and Catering Organisation at **SHANNON FREE AIRPORT** extend congratulations to **THE MONARCHS** on their new venture



(Continued from opposite page)
with pleasure it is hardly necessary for me to emphasise that the showband craze was then at its height.
An orchestra of the calibre of Bob and his Music hadn't a chance in face of this new craze, and the four boys (Jim Connolly, piano; Frank Hogan, drums; Brian Meehan, alto; and Ray Heraty, alto), decided to form their own band, and The Monarchs was formed.



An early picture of The Monarchs in action.

DEBUT
In May, 1960, The Monarchs made their debut in Abbeyfeale and from that memorable night have never looked back.
Slowly, but surely, the word got around that The Monarchs were a new name to reckon with in showband circles, and the bookings began to pour in.
Probably the most important one of these was the Red Cross, Dance in Cruise's Hotel Ballroom—a show case appearance each week which made their name a household one in Limerick and district.

retired, and was replaced by Joe Lewis, who became an instantaneous success. He, in turn, was replaced by Brendan Moynihan a few months back, and the most recent edition is John Frawley, who joined the band as featured vocalist.

moving to Paddy Benson and later Bob Madden. Founder member of the Monarchs.

Ray Heraty, manager: Born Killinacthomas, August, 1935. Educated St. Augustines' College, Dungarven, before coming to Limerick in 1955, where he joined Bob Madden. Became Monarch's manager on band's foundation. Favourite hobby photography.

Frank Hogan, drums, guitar, vocalist: Born 1937 in Limerick. Took up drums at 13. Also plays accordion and guitar. A first-class singer, he is best on ballads. Hobbies—swimming, handicrafts, judo, and art.

Brian Meehan: Born 1943. Played piano at 5½ and was a semi-professional musician at 13 in Bob Madden's band. At present studying for Music Teacher's Diploma, he also arranges for the band. Hobbies are photography and modern jazz.

Dermot Heraty, Bass-guitar, vocalist: Born Cork city, educated Waterpark College (same class as Brendan Bowyer). Joined Monarchs from Middleton Brass Band. Started on trombone—now changed to bass-guitar.

Brendan Moynihan, guitar, vocalist: Born 1944. Educated C.B.S., Limerick. Played with many bands before joining the Monarchs last September. A devoted guitarist, he is a keen admirer of Django Reinhardt.

John Frawley, vocalist: Born 1938. Also in same class as Brendan Bowyer at Model Schools. Did variety work while at school and had many successes at Feis-eanna. Joined The Monarchs October 20, 1962. Hobbies include soccer, billiards and chess.

The Monarchs

- Stars of**
- ★ Stage
 - ★ Screen
 - ★ Radio
 - ★ Television
 - ★ Ballroom

"ON THE ROAD"
They reached out to the country district with their Opel Station Wagon and trailer, which brought them thousands of miles to the far corners of Ireland.
Their present mode of travel is their well appointed Morris van wagon, with its distinctive flashing electric sign. (The word "Monarchs" is printed in huge letters on one side of the bus.)
Of course, I should mention that at this time the addition of Dermot Herry on trombone and Terry Malone on guitar had made the band a nationwide success.

MONARCHS TRIO

In this resume of their careers, one cannot forget The Monarchs Trio (Jim, Frank and Brian), who made many a social and party a memorable success, and their visits to Dooradoyle a "house-full" attraction.
The concert appearances last year gave the mum's and dad's an opportunity to see and hear a showband in person. Now they should be in every home in the next few months via TV and radio.

THE PRESS BALL

This year the Committee of the Limerick Press Ball—probably the leading social event in the Irish provinces—have selected The Monarchs to dispense the music, the gaiety, and song, for this very popular annual.
The date, February 22nd, 1963.

WHO'S WHO?

Jim Connolly, leader; piano, trumpet, vocalist: Born Foynes, May, 1937. Moved to Limerick 1951 and stayed on when family moved to Dublin in 1958. Educated at Model, C.B.S. and School of Art. Won an Art Teacher's Certificate and taught Art for a while before turning to music. Started musical career with Con Phelan, before

CONGRATULATIONS

It is a distinct pleasure for me to congratulate Limerick's

Congrats !!!
MONARCHS
from
THE EMPIRE

We are happy to be of service to
The Monarchs
and wish them every success for their future career.
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... all of whom avail of the Impeccable Grooming Service provided by
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The Monarchs
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Congratulations and Best Wishes to the
MONARCHS
from
TOM MALONE
Central Hall Miltownmalbay

Congratulations to The Monarchs
FROM
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Every Success and Sincere Good Wishes to
THE MONARCHS
from
JACK HANLEY SHOWBAND

Congratulations to the
MONARCHS
from
CRONIN'S HOTEL CHARLEVILLE
Looking forward to your next visit to our Ballroom

★ LIMERICK'S ANNUAL ★

PRESS BALL

(Proceeds to Widows and Orphans Fund, N.U.J.)

CRUISE'S HOTEL, FRIDAY, FEB. 22, 1963

United States Lines offer two First Class Round Trip Tickets, Cobh/Bremerhaven/Cobh, Cobh/Southampton/Cobh, or Cobh/Le Havre/Cobh at the discretion of the winners.
McCarthy's, William Street, present a Magnificent 3-Piece Bedroom Suite.
OTHER MARVELLOUS PRIZES INCLUDE:—
Wristlet Gold Watch by Bee Moynihan & Co., Jewellers, Limerick.
28 lb. Box of Butter in 1 lb. rolls by Greybridge Co-Operative Creamery Society.
Return Trip for Two by Aer Lingus from Shannon to Dublin.
6 Bottles of Jameson's 10 year-old; 3 Bottles Beaujolais Reserve, 1959; Liebfraumilch (Blue Nun), 1959, by John Quin & Co. Ltd., 1959.
An Electric Double-Sided Toaster by Ren-Tel Ltd.

TICKETS, 27/6; Booking (with cash) at "Limerick Leader" Office

THE MONARCHS