

JETLAND BALLROOM

Opens in Limerick

WEDNESDAY NEXT

FIRST, Cloudland (Ruskey); second, Roseland (Moate); third, Dreamland (Athy); fourth, Fairyland (Roscommon); fifth, Rockland (Borris-in-Ossory); sixth, Danceland (Portlaoise); seventh, Longford Arms Hotel Ballroom (Longford), eighth, Lakeland (Mullingar), and now, Jetland, Limerick. All this, ballroom after ballroom, springing up within the comparatively short period of four years. All are popular social centres, catering for a large slice of the dancing public of Ireland, bringing top-line bands to give great enjoyment to thousands within many miles radius of this big ballroom network which covers eight counties.

That is the achievement of the Reynolds Brothers and who will deny that it isn't remarkable?

Everyone of the nine ballrooms are of distinctive design, all provide the utmost comfort for their patrons, and all are looked upon in the areas they serve as a distinct social asset. Thanks to the Reynolds Brothers, dancing on perfect dance floors in artistic surroundings, to the music of the best bands in Ireland, is now brought almost to the doorstep of dancers in many areas some of which were previously far removed from any modern dance centre.

Assuredly the success of "The Land" ballrooms is a criterion of their excellence. Jetland, the latest of the chain, is situated in Caherdavin—on the main Limerick-Shannon Airport Road. It is on the outskirts of Limerick, adjacent to the main road, and will be a landmark to passing motorists, a beacon in the sky at night for miles around. The tall crenellated stone frontage will be surmounted by a large sign bearing the word "Jetland". Rows of floodlights will illuminate the big tarmac-cadram car park which fronts the building and is capable of accommodating over 700 cars. While a fountain will be erected in the spacious frontage.

very large sitting-out area beautifully furnished with tete-a-tete tables and upholstered chairs.

On one side is a long mineral bar with a counter-top showing a novel tweed effect in Formica. At the opposite end is the snack bar/restaurant, with the kitchen unit behind. Tasteful wall lights and draped windows add considerably to the most pleasing effect.

Snack Bars

Over the main entrance to the ballroom, there is a broad balcony with another snack bar at the rear under a mahogany canopy with an artistic multi-coloured illuminated sign bearing the name "Jetland". From this comfortable vantage point there is an excellent view of the shimmering dance floor below and the foodstall, bar, rostrum with its distinctive decor at the opposite end. The hall has been acoustically tested by experts and special type of plaster work has been introduced to contribute to the perfect sound effect. Like all the other "Land" ballrooms there is no sound fading or dis-

Modern Ballroom

Two broad steps lead up to the main entrance swing doors and from these one enters the foyer with the cash desk on the right. Brightly illuminated and thermostatically heated, the flooring is of coloured mosaic and the walls in contrasting pastel shades.

Leading off to the right is ample cloakroom accommodation for ladies and gents and a beautifully appointed ladies' powder room fitted with crystal glass mirrors brilliantly illuminated.

The ballroom itself has a high ceiling of midnight blue with star-dust lamps, and I was told that there are more than one thousand lights in the ballroom, which scintillates and glows in all the colours of the rainbow.

Down the centre of the ceiling are a series of honeycomb grills with concealed lighting installed.

Below, the floating dance floor of unique design is fashioned of Canadian maple and similarly constructed as the big ballrooms in San Francisco, where the foreman of the contract, Mr. Pat Connolly, worked on major projects for several years.

The dancing area is framed in a raised sitting-out surround and is floodlit from concealed lighting at floor-level.

On one side, behind several large arch openings supported by massive pillars, there is a

ortion, no annoying echo or dead spots.

On either side of the rostrum are the band's rest-rooms and dressing rooms.

The whole building is thermostatically heated and a special type of automatic extractor plant has been installed to keep the air fresh and at a comfortable temperature in winter and summer.

Reynolds Policy

In keeping with the Reynolds policy only top bands will be



THE CLIPPER CARLTON of Strabane, playing the Jetland Ballroom on Friday next.

FACTS ABOUT JETLAND

- Two Mineral Bars.
- Balcony on four sides.
- Accommodation for over 2,000 dancers.
- Elaborate heating and ventilation system.
- Snack Bar.
- Artistic use of colours in side walls, end wall, ceilings, rails, stage, entrance porch, pillars, etc.
- Supper rooms and lounges.
- Automatic colour changing system.
- Cloakrooms, wash basins, toilets, hot and cold water.
- First-class car park.
- The best bands in the "land" policy.



THE CAPITOL SHOWBAND of Dublin in the Jetland Ballroom on August Saturday.

employed. Like all the "Land" ballrooms the construction of "Jetland" is substantial—nothing shoddy or gimcrack—good, solid masonry and joinery, first-class plaster and paintwork and the most up-to-date fittings.

Much thought has gone into designing and layout of this fabulous addition to Limerick's ballrooms. "Jetland" is the acme of comfort and the conditions ideal for dancing. Many valuable lessons have been gained from experience and it is to the credit of the

Reynolds brothers that every single one of their ballrooms are kept constantly up-to-date.

Everyone on a par with the best.

This is sound common sense and of this the Reynolds brothers have a goodly share. They do their best to provide every comfort and amenity for their tens of thousands of dancers in all the areas where a "Land" ballroom is situated, and the success of the network is an example of how well they have succeeded.

(Continued on next page)

To Our Good Friends
THE REYNOLDS BROTHERS

We send sincere good wishes for the success of the new link in their Ballroom Chain.

THE ROYAL SHOWBAND

• Specially Chosen for Opening Dance on Wednesday Next

Brendan Bowyer's H.M.V. Release Next Month: "KISS ME QUICK" and "LOVE ME DEAREST"

THE MIAMI Showband

say

'WELL DONE, REYNOLDS BROTHERS'

SEE YOU IN JETLAND SOON!

Congratulations

to JIM and ALBERT REYNOLDS on another dancing enterprise from

DONIE COLLINS

and his boys

Best Wishes for Future Success to REYNOLDS BROS. and JETLAND

from the SWINGTIME ACES

SEE YOU ALL ON AUGUST 10

Yet, again, we say—

'WELL DONE, BOYS'

to Jim and Albert Reynolds

CAPITOL SHOWBAND

• Playing JETLAND on August

CONGRATULATIONS

from

Victor Silvester

and His World-Famous

BALLROOM ORCHESTRA

(London)

Congratulations

on your new Ballroom in Limerick

from

KENNY BALL

AND HIS JAZZMEN

CONGRATULATIONS

to the

REYNOLDS BROTHERS

from

Mr. Acker Bill

JETLAND BALLROOM

Caherdavin Limerick

GALA OPENING DANCE, WEDNESDAY NEXT

THE ROYAL SHOWBAND

Dancing, 8:30 to 1 a.m.

Admission, Ten Shillings

FRIDAY, AUGUST 2—CLIPPER CARLTON ★ 8.30 to 1 ★ 7/6

SATURDAY, AUGUST 3—THE CAPITOL SHOWBAND ★ 8.30 to 1. ★ Admission, 7/6