

EVERY

ALMA FITT'S GREAT SPORTING TRADITION

Mr. Alma Fitt, a descendant of Matthew Fitt who owned the old Newgate Brewery, was, in addition to his commercial activities, one of the foremost Limerick sportsmen of his day and excelled particularly in hockey and rowing.

Sixty-six years ago, when an oarsman with Limerick Boat Club, he was a guest of honour with his crew at a special club dinner where he and his crewmates, were presented by the then club president, J. P. Hall, with gold medals.

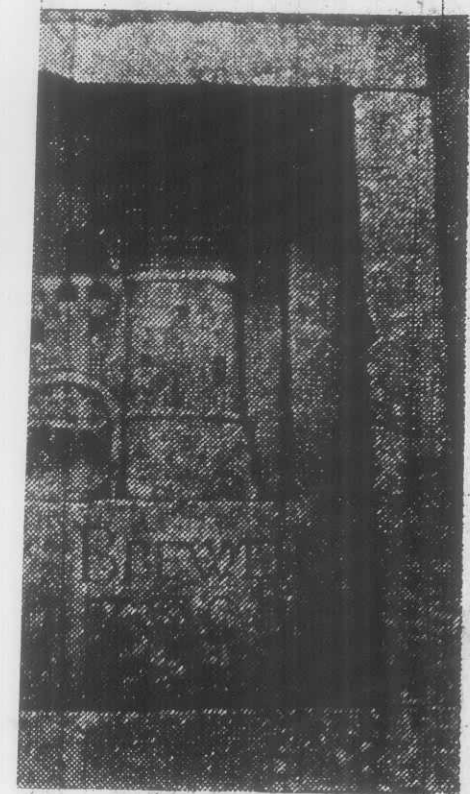
At Limerick Regatta in 1905, he had rowed in an underage race for the Cleeve Cup. It was a spirited race in which the LBC crew showed great pluck and determination. Nearing the finishing line, they came from second place with a well sustained effort, got level with the leaders, and in the last few yards, put their boat in front, winning by half a canvas.

To the amazement of everyone, the judge gave his decision in favour of the second crew. Knowing that a mistake had been made, and to compensate the crew for the laurels denied them, they were later awarded gold medals by the club at this special dinner in their honour. Rowing in the four were Alma Fitt (bow), W. H. Jeffares, L. J. R. Hewson, A. L. Earls (stroke), with A. S. Murray (cox). Alma is the only survivor of the crew.

It was his first regatta, and though he won many trophies up to 1911 he never succeeded in a senior race. The reason was a good one: "There was a fellow named Glazer rowing with Shannon and he took a lot of the fun out of it for us."

Sixty years later, in 1965, Alma was made an honorary life member of Limerick Boat Club and the gold medal he was awarded is now displayed in a prominent position in the club.

Alma's ancestors helped in the founding of the Limerick Savings Bank. His father worked in the Savings Bank for 60 years and Alma himself up to his recent retirement carried on this great tradition of service to the citizens of Limerick.



set in a wall of the Newgate
y gaol, and bears the inscrip-
ewery, 1789." In the "Lime-
urday, August 14, 1830, the
appeared—"To be set, and
iven, the Newgate Brewery,
llinghouse attached thereto.
these premises a large sum
d, and they are now in com-
ost eligibly situated on the
in the centre of the city,
pply of water. They would
y well for a brewery."

ne- famous and old established
of brewery.

"Ale is stout and good,
Whether in bottle it be or
wood;
'Tis good at morning, 'tis good
at night;
You should drink while the
liquor is bubbling bright;
'Tis good for man, for woman,
and child,
Being neither too strong, nor
yet too mild."

"Thus sings the poet; and we
imagine that few persons would
disagree with him on this pal-
atable subject, especially with a
bottle of Messrs. Fitt & Sons
famous ale before him.

The firm, in addition to its
prosperous trade in Ireland,
exported to Wales and Man-
chester, where many a health
was drunk in this fine beverage
brewed from "water from the
sparkling Shannon."

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