

A Limerickman's Diary

By **OBSERVER**

'Bloomfield' premiere will be memorable event

THE world premiere of a feature film in Limerick is a history making event, but the fringe attractions planned for "Bloomfield" on November 6 promise to rival in brilliance the film itself.

Richard Harris, with characteristic showmanship, has gathered quite a galaxy of stars for "Bloomfield's" premiere in the Savoy; a specially chartered plane will fly in some sixty top names in the entertainment business, and they should make Limerick a centre of world attention on premiere night.

Limerick holds a special place in its heart for Bunny Carr, and I understand that Messrs. Halpins Tea Company—the sponsors of the premiere—have secured his services as compare for the occasion.

This week, through the good offices of Colonel McDonald, O/C 3rd Brigade, arrangements were made for the Band of the Southern Command to play on opening night.

"First Class"

Last week Mr. Philip Treacy, Advertising Manager, Messrs. Halpins Tea Co., and Mr. Jim Upton, sales and marketing manager, were in London in connection with "Bloomfield". They listened to the theme music (it is written by two Limerick men, Mr. Billy Whelan and Mr. Niall Conery), saw excerpts from the film and got a run down on the story from Dermot Harris of Limbridge Productions Ltd. who are handling the musical side of Richard Harris's business.

And their verdict on all the aspects of "Bloomfield" was: "Really excellent; it is first class entertainment."

The sponsors, Messrs. Halpins, have taken an option on a number of tickets for Bloom-

field and their "Mr. T." will distribute them throughout the city. In this way seats will be made available to a number of Messrs. Halpins customers in the city.

Jim Upton

One of those who helped in getting the "Bloomfield" film for Limerick is Mr. Jim Upton, sales and marketing manager for Messrs. Halpins.

Jim will himself be making his mark in local entertainment during the coming weeks: he has been selected for a lead role in "Boeing Boeing," which will be presented by the College Players at the Confraternity Theatre. He and Gerry Fulham will play the two male character parts in this production.

Apart from school dramatics with C.B.C., Jim has not taken any part in local plays over the years, and his selection for this important role in "Boeing Boeing" after audition is a tribute to his talent and an indication that we will see more of him on the boards in the future.

He takes a keen interest in the F.C.A., which he joined ten years ago. On completing his corporal's course, a year later, he got first place out of a class of 38 on Spike Island. A few years later he was commissioned, and is now a Lieutenant in the 3rd Field Supply and Transport. During the past two years he was secretary of the Limerick Regional Officers Club.

Jim was a prominent athlete in his schooldays, winning a

North Munster 100 yards event. He is still interested in the track, and takes an occasional run to keep fit.

Lions

Mr. Dermot Foley, M.P.S.I.,

chairman of the Lions Club, also helped in securing the premiere for Limerick. Two local charities will benefit as a result: The Limerick Handicapped Children and The Christian Leadership Movement.



Mr. Jim Upton, sales and marketing manager, Messrs. Halpin's Tea Co. Ltd., who are sponsoring the world premiere at the Limerick Savoy of Richard Harris's film, "Bloomfield."

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