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and Coffee Dock
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Part of Jury's magnificent new Lounge Bar.

A "local" which can boast of services and facilities which are truly second to none . . .

TIME WAS—and it's not so very long ago—when man demanded but little of his "local." A bar, stools and a licence to sell "beer, spirits and tobacco" were regarded as the prime requisites and, neither knowing nor expecting any better, the clientele took their drinks in an atmosphere that was exclusively male and in conditions which frequently were near squalor.

Thankfully, however, times have taken a turn for the better in more recent years. The customer of today rightly expects to be able to enjoy his drink in some place other than a functional drinking den—nowadays he expects and demands good service and pleasant surroundings. And—wonder of wonders!—the majority of men like their "local" to be a place of comfort to which they can bring their wives or girl-friends.

There are the days when the arrival of a woman in the "local" occasioned the raising of male eyebrows and caused a lull in the conversation. Gone, too, is the seldom, if ever used, Victorian "pension" into which "mixed" (meaning male and female groups) used to be ushered there to drink in distinct privacy and extreme discomfort.

By contrast, the "local" of today must be because the customers demand it—an all-

port. While providing all that the word "pension" suggests in standards, facilities and service, the hotel needed the distinctive qualities of Irish friendliness and personal solicitude that is characteristic of Ireland.

Under Jury's management, the Limerick Hotel has become a social focal point for a very wide area on both sides of the River Shannon. For Limerick City it provides all the social amenities needed by a large urban population. It means a comprehensive range of top-quality services at reasonable cost.

The Jury's Group have, as their motto, and very proud boast, "the hotel group with a heart." At Limerick Jury's that heart beats in the person of that energetic personality Brendan Gallagher, the manager. Brendan has that vital capacity for easy mixing with guests, plus the mysterious quality of being everywhere at the one time.

"International - style hotels very often tend to be remote from the communities in which they are located," states Brendan. "Their guests are almost totally isolated from the local people and guests seldom get what they set out to find, local colour and to mingle with the local inhabitants and experience something of their character, habits and customs."

"At Limerick Jury's, foreign and local guests mingle and enjoy each other's company. We have achieved this through our policy of catering for both international guests, and a great many of them from the United States and Britain, and the people of Limerick. In addition to the 'hotel' facilities we have provided catering and other services to facilitate our Limerick guests and of course the many visitors from all parts of Ireland."

Facilities

In setting out to provide facilities to serve the local community, Jury's have succeeded in creating a very relaxed and convivial atmosphere. This can be experienced any evening in its "Piano Bar."

Here in attractive and decorative surroundings, which provide comfort without fussy ostentation, a first class "local" pub has been created. The Piano Bar has been designed to cater for every occasion—the pre-lunch business drink,



BOSCO MORRISSEY
(Deputy Manager)



PETER DOWLING
(Restaurant Manager)

the 'relaxer' after a busy day's work, the convivial 'few jars' in the evening, or a few pleasant drinks before a dinner party, and the point is borne out by the wide cross-section of customers who have already made it their favourite haunt and are watched over by Sean Micks, the convivial bar manager.

To-day more and more Irish people are developing the habit of having a meal after a few drinks as part of an evening's entertainment. They want good food, well served in pleasant surroundings.

With this in mind, the Limerick Jury's will shortly be opening an intimate new speciality restaurant which will be called "The Copper Room". Here, under the benevolent eye of restaurant manager Peter Dowling, guests can enjoy food at its best.

But for those who want a quick lunch-time snack or a tasty bite to eat at the end of the evening Jury's new "Coffee Dock Grill" will provide all the answers. Brainchild of Brendan Gallagher, "The Coffee Dock Grill" will remain open from 7 a.m. to 11 p.m. every day, with prices geared towards every pocket. Grills, fries, burgers, salads and snacks will comprise the "Coffee Dock's" comprehensive menu while the seating accommodation consists of individual booths.

Naturally, in addition to "The Piano Bar," "The Copper Room" and "The Coffee Dock Grill," the Limerick Jury's provides all the services of a top quality hotel—services which have made the name "Jury's" synonymous with quality and excellence over the years.



SEAN MICKS
(Bar Manager)

Staff

But, of course, however lavish and complete the services of a hotel complex they need not add up to a friendly and relaxing atmosphere. It is the staff who give life to a hotel. The moment you enter a hotel you know if it is going to be a pleasant place to stay and enjoy yourself. Genuine friendliness and concern cannot be faked. The bogus smile, false politeness are instantly recognised for what they are.

Also, it is really staggering how often you encounter frosty-nosed or indifferent receptionists and staff in hotels. It amazes me how they get there, or even why they want to be there. Work is light and pleasant in the hotel business if you like people. If you don't you will drive the guests away and make life a hell for yourself. We in Jury's are a happy team. We like each other and our guests.

But for a growing number of Limerick people the name "Jury's" means the "local"—a "local" which can boast of services and facilities which are truly second to none.

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at Jury's Hotel**

for your pre-lunch business drink
after a busy day's work
few drinks in the evening