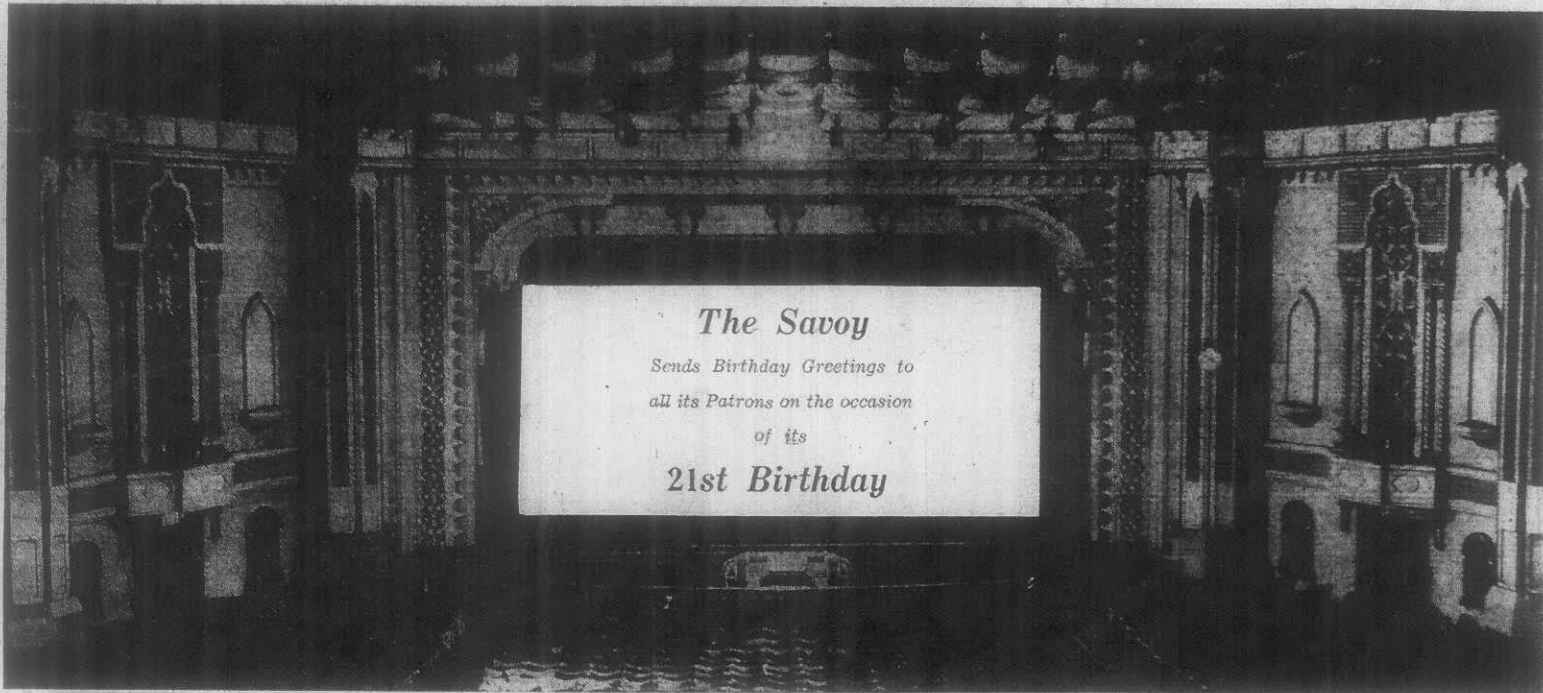


# THE SAVOY CELEBRATES 21<sup>st</sup> BIRTHDAY

## THE DIRECTORS OF THE SAVOY



The Directors of the Limerick Savoy are—  
J. ARTHUR RANK (Chairman),  
LOUIS ELLIMAN (Vice-Chairman),  
J. H. DAVIS,  
MAJOR T. D. HALLINAN,  
H. MOORE, and  
G. A. OVEREND.



*The Savoy*  
Sends Birthday Greetings to  
all its Patrons on the occasion  
of its  
**21st Birthday**

## THE SAVOY

### PROSCENIUM

### AND ORGAN

This magnificent picture of the Savoy Cinema proscenium shows in all its wonderful detail the richly resplendent Moorish style which gives that fine atmospheric effect for which the cinema is noted.

The impressive interior is well in keeping with the excellent frontage, and gives a fine sense of spacious comfort, combined with architectural beauty in all its details.

The Compton Organ at the Savoy is one of the biggest instruments on this side of the Atlantic. In the cinema, the audience only sees the four rows of keys. Under the huge stage, there are about 2,000 pipes, xylophones, drums, train whistles, car horns and countless other effects. The Savoy Organ is completely theft-proof. To take it away, a large part of the theatre would have to be dismantled. At present day values it is worth about £20,000. The Organ is also 21 years old this month, having formed one of the highlights of the opening programme in 1935.

# SAVOY

## CINEMA

LIMERICK

### Coming Attractions

ROBERT RYAN ★ ANITA EKBERG  
**BACK FROM ETERNITY**

CHARLIE CHAPLIN in  
**THE GOLD RUSH**

NORMAN WISDOM in  
**UP IN THE WORLD**

ALASTAIR SIM in  
**THE GREEN MAN**

WALT DISNEY'S  
**THE LITTLEST OUTLAW**

JEFF CHANDLER in  
**AWAY ALL BOATS**  
AND MANY, MANY MORE.

## RESTAURANT

Open Daily

10 A.M. TO 11.30 P.M.

Sundays

5 P.M. TO 11.30 P.M.

Enjoy Good Food  
in Pleasant  
Surroundings

FULL A LA CARTE  
SERVICE ALWAYS  
AVAILABLE

ON the evening of Thursday, December 19th, 1935, the Savoy Cinema and Restaurant, Bedford Row, Limerick, opened their doors to the public, and down through the years have maintained a very high standard in stage and screen attractions and catering service.

Next week they will both celebrate their Twenty-First Birthday, and news of the event has reached the ears of Hollywood itself. Telegrams and letters of congratulation are arriving daily from famous film studios and stars, as well as firms associated with the Savoy over the past two decades.

In the early months of 1935, plans were completed to build this magnificent cinema with a seating capacity of 1,500. The work of erection proceeded at a rapid pace and the Savoy was ready for opening on December 19th, 1935. This gala occasion was honoured by the attendance of the then Mayor, Corporation and many distinguished personages.

Within a few weeks the Savoy became one of the show places of the nation and to this day has not been equalled in the South for value in programmes, comfort and an all-round air of luxury. Later its vast stage played host to some of the world's greatest performers and among those who appeared in Celebrity Concerts were Fritz Kreisler, Paul Robeson (with Nina Mae McKinney), John Count McCormack — artists whose names even to-day remain household words.

### THOMAS G. ENGLISH



Present Manager of the Limerick Savoy is Thomas G. English, who has been in the cinema business for the past four or five years. He was in the Dublin Gaiety Theatre as Assistant Manager to Charlie Wade for 2 years and later at the Dublin Metropole in a similar capacity. Tom was transferred to Limerick during the illness of Clifford Marston in 1954, and was appointed Manager when "Uncle Cliff" (as he was affectionately known) passed away. During his short stay house records have been broken notably with the Cinema-Scope film, "The Robe." Mr. English is considered to be one of the youngest and most capable managers on the Odéon circuit, and is a son of Mr. John English, M.C.

### CINE-VARIETY SEASONS

In 1937, the first of a series of Cine-Variety seasons was launched—seasons that were to last without interruption for over ten years. During that time patrons thrilled to the "over-your-head" acrobatics of the Two Cromwells, the life-like impressions by

fraction of the band of world-famous stars who appeared at the Savoy during the years of variety. Space restrictions

### CHIEF OPERATOR JIMMY CARTER



Chief Operator Jimmy Carter is here seen checking a strip of film before preparing the programme for the day. In his capacity as "Chief," he has shown enough film to encircle the world several times.

film actress Florence Desmond, and the magnificent accordion virtuosity displayed by Gipsy Nina (later to die tragically in an accident).

All the way from Australia came the sensational Tom Katz Saxophone Six; from America, Raymond Percheron and his Mini-Piano 8; from Hawaii, The Hawaii Islanders; from Mexico, the exotic Movita; from Germany and Hungary, the greatest acrobatic stars of that time; from China, Illusionist Chung Ling Sen, and from faraway New Zealand, Edgar Benyon. All these top-line entertainers represent only a mere

### SPECTACULAR ATTRACTIONS

On the home front, Jimmy O'Dea brought his war-time revues, which for sheer spectacle have never been equalled since. Singing in these shows was Joseph McLoughlin, later to become world-famous as Josef Locke.

The Savoy stage also had Celebrity Concerts, world-famous orchestras, circuses, boxing tournaments, The Abbey Players, The D'Oyly Carte Opera Company, the Hilton-Edwards-Michael MacLiammoir Gate Theatre Company, "The Roll Of The Drum," and the unforgettable Midnight Matinees; in fact, one could go on and still only do scant justice to the vast array of entertainment which the Savoy has offered down through the years.

Also during the war years, before Limerick had Sunday films, the Savoy shows in aid of various charities were patronised by concertgoers from all over Munster, and Limerick had an opportunity of seeing and hearing stars of stage, screen and radio, and an abundance of local talent.

It is a well-known fact that every type of "turn" popular in the variety world has

(Continued on Page 13).

### Chief Commissionaire MICHAEL RYAN



The first person you meet on entering the Savoy Cinema, Limerick, is always smiling and courteous Michael Ryan, Chief Commissionaire. Mr. Ryan has been with the Cinema for over eighteen years, and is, perhaps, one of the best-known members of the staff. He is a nephew of the late Jim Ryan, Commissionaire of the Savoy, who died earlier this year.

## SAVOY

LIMERICK

Opening Sunday, December 30

A GRAND

Christmas Pantomime

T.R. ROYAL Presents

**JACK CRUISE**

Irish Stage, Radio and T.V. Star

**"BABES IN THE WOOD"**

With a Cast of over 50, including

PAULINE FORBES MOLLIE MILLAR

FRANK HOWARD and SEAN MOONEY

THE WONDER HORSE

THE FLYING DUFFYS

Thrills in the Air

MIMBO and BIMBO

Comedy Wire Act

MABEL KAYE and BILLY SEAMONS  
BENNY CRAVEN TONY KENNY  
JESSON and FARRELLY IRIS WARD  
Flanagan Girls and Flanagan Kiddies

PRICES 4/-, 3/-, 2/-

Children Half-Price at Matinees Only.

MATINEES AS ANNOUNCED.

BOOKING NOW OPEN AT THEATRE.

Once again  
MERVILLE CREAM ICES LTD.  
has been awarded the

**Diploma of Merit**

in the National Ice Cream  
Alliance Competition held at  
Portcawl, Wales.



Serve up

**Merville**

MERVILLE CREAM ICES LIMITED, FINGLAS, DUBLIN

## 1935 to 1956 EXHIBITION

Play Bills and Photographs  
COVERING THE 21 YEARS HISTORY OF THE SAVOY.  
ADMISSION FREE.

Birthday Greetings  
to the Savoy from

**G. CLANCY & CO.**

45 O'CONNELL ST., LIMERICK

Exclusive Suppliers of INTERVAL RECORDS to this CINEMA





## THE SAVOY CINEMA, LIMERICK

will proudly present

IN JANUARY

A WONDERFUL NEW YEAR TREAT!

RODGERS & HAMMERSTEIN'S

## THE KING AND I

IN CINEMASCOPE AND EASTMAN COLOUR

and starring the sensational YUL BRYNNER with DEBORAH KERR and huge supporting cast!

ACCLAIMED AS THE GREATEST MUSICAL EVER MADE!!



Birthday Greetings to The Savoy

from

**JOHN B. DOHERTY**

Foster Ave., Blackrock, Dublin

Heating and Ventilating Engineer, Oil Burner Specialist.

RECENT INSTALLATIONS INCLUDE SAVOY, LIMERICK

**NEW BOILER** COMPLETE WITH FULLY AUTOMATIC OIL BURNER

**SAVOY 21st BIRTHDAY** Many Happy Returns FROM

**John W. Allen & Son** PAINTING CONTRACTORS Upper William St., Limerick

With the Compliments of **E. FELDMAN** CINEMA FURNISHERS

(Contractor to Odeon (Ireland) Ltd.)

Wishing the SAVOY Many Happy Returns on their 21st Birthday

**Todd, Burns** & Co., Ltd.

SHIRTS, READYMADE AND UNDERCLOTHING FACTORIES. OUR READYMADE FACTORY SPECIALISES IN ALL MAKES OF UNIFORMS. Todd, Burns & Co., Ltd., Mary Street, Dublin.

# 21st BIRTHDAY CELEBRATIONS



## THE SAVOY RESTAURANT

Mr. Hugh Markey, Catering Controller of Odeon, Ireland, is fortunate to have the highly efficient restaurant staff attached to the Limerick Savoy.

And down through the years, the highly responsible position of manager has alternated between Miss Rita Moran and Miss Nellie Hughes, and both have given exceptional service in building up the high reputation which the restaurant enjoys to-day.

In 1935, Miss Rita Moran—then Assistant Manageress of the Savoy Restaurant, Cork, was transferred to Limerick as Manageress on the opening of the Savoy Restaurant.

Under her expert guidance, the Savoy in a short space of time became a new rendezvous for diners who enjoyed first-class service and a wide variety of menus amid the comfort of subdued lighting and an entrancing colour scheme.

Miss Moran returned to Cork a few years later, her successor being Scottish-born Nellie Hughes. Miss Hughes arrived with a brilliant advance reputation for her distinguished five years as Manageress of Messrs. Pims Restaurant, Dublin, and early training with the Marine Hotel, North Berwick (near Edinburgh).

Miss Hughes remained for about eight years and left to take up a similar appointment in Dublin, and Miss Moran returned from Cork and resumed her former position.

This year, Miss Hughes heard that the manageress position of the Pavilion, Dun Laoghaire, was available, and applied at once. By a remarkable coincidence the position of Manageress simultaneously became available in Limerick and Mr. Markey was more than happy to place her back again in Limerick, where she had countless friends.

Miss Hughes (in private life Mrs. Donnelly) enjoys the complete confidence and esteem of her employees and has given a lifetime of unvaried service in the restaurant business.

She thinks very highly of her staff, who are most enthusiastic and willing, and nominates Miss May Bermingham (who has 21 years service with the Company) as one of the best-known and most popular waitress in Ireland. She also has a special word of praise for Miss Nora Ryan, Supervisor (also 21 years with the Company), for her excellent work "behind the scenes."

Head Chef Desmond Maher and his associates also help to maintain the high standard and tradition that has put the Savoy Restaurant on the map as "THE NATION'S HOST FROM COAST TO COAST."

## THE LATE CLIFFORD MARSTON



A Cinema Manager who endeared himself to Savoy patrons for many years was the late Clifford Marston, a native of Enniscorthy. A former showman and pioneer newsreelman, he was an expert with the brush and some of his Irish landscapes now adorn many a home. World-famous Film Columnist, Louella Parsons, while in his office one evening, admired one and he generously presented her with a selection, which now occupies pride of place in her fabulous Hollywood mansion. He introduced Children's Matinees to Limerick and was never happier than when entertaining the kiddies at these popular cine-variety shows. Ill-health doctored his latter days and he died in 1954.

JACK CRUISE



Jack Cruise is a former Manager of the Limerick Savoy who has risen to become one of the most popular comedians in these islands. His "Holiday Hayride" shows have shattered attendance records at the Savoy and his forthcoming pantomime "The Babes in the Wood" will be Limerick's first all-professional "panto" for over a quarter of a century.

## TWENTY-ONE YEARS LOYAL SERVICE

Presentations will be made next week to eight members of the Savoy staff, who have been with the Company for the past twenty-one years. Seated in front are:

MISS MAY BIRMINGHAM Head Waitress known to thousands of Savoy Restaurant patrons.

MISS NORA RYAN Supervisor and a native of Murroe, Co. Limerick.

MR. ALEC O'FARRELL From Pass Boy in the restaurant he rose to his present position of Head Cleaner and Stairs Man.

MISS CHRISTINE HICKEY and MISS JANE HAYES Cleaners with excellent records.

AT BACK: BENNY FRANKLIN Electrician and Boiler Man. He started work with the contractors in the construction of the Savoy, and then joined the Savoy staff.

DICK MURPHY—Second Operator. A native of Cork (where he worked in the Savoy, Cork), he was transferred to Limerick on the opening of the Savoy and has distinguished himself in this capacity for the past twenty-one years.

JIMMY CARTER Chief Operator. A native of Dublin, he came here from the Dublin Savoy, and has an excellent record for first-class projection and presentation that has made the Savoy one of the finest houses in this country.

(Continued from Page 12).

appeared at the Savoy at some time or another, and it is of further interest to note that among the TV and radio performers who owe their rise to fame to the kindness of Limerick are Joe Lynch, Jack Cruise, Christopher Lynch and Eamonn Andrews.

## ORGANISTS

The magnificent flood-light Compton Organ, reputed to be the finest of its type in these islands, was played by leading organists, including such eminent performers as Alban Chambers, Fred Bridgeman, Philip Dore, Neville Turner, Jack Courtney, A. Gordon Spicer, Pat Naven (now a well-known band leader), George Rothwell (later to lose his life in an accident), Stanley Bowyer, and Limerick's John A. Enright and Norman Metcalfe.

These names represent just a few of greats who at one time or another thrilled audiences with their musical ability.

JAMES SHEIL



A recent picture of James Sheil, Manager of the Limerick Savoy from its opening in 1935 until 1948. During his term of office, the Savoy prospered to become one of the leading cinemas in the country. He left Limerick to take up an appointment as Manager of the Dublin Theatre Royal, and is now actively associated with Bill Fuller's Dancing Enterprises.

## FILMS

The twenty-one years history at the Savoy is practically a history of the lush talkie era. It was on the Savoy screen that James Cagney rose to fame in "G-Men," and Kay Francis, Virginia Bruce, Ava Gardner, Deanna Durbin and Mickey Rooney became the leading stars of the late 30's.

Greta Garbo, Ronald Colman, Gary Cooper, John Wayne, Fredric March, Charles Boyer, Laurence Olivier, Maureen O'Hara, Marlene Dietrich, Walter Pidgeon, Charles Laughton, Ingrid Bergman and Laurel and Hardy, all climbed to fame on the Savoy screen.

Humphrey Bogart made his electrifying debut opposite the Bette Davis and Leslie Howard in "The Petrified Forest."

programme, "Frankenstein" and "Dracula."

This show has been successfully revived in America, and, perhaps, a new generation will see thrill anew to these macabre films next year.

Metro-Goldwyn-Mayer's "Gone With The Wind" shattered all records when it played for three weeks, and "The Best Years Of Our Lives" also had an extended run. It was not until the introduction of 20th Century-Fox's revolutionary ultra wide-screen CinemaScope and the Limerick Premiere of "The Robe" that new all time attendance records were established here.

## A PROUD HISTORY

But the more one reflects on the proud history of the Savoy the more one becomes aware of the total inadequacy

## Telegramms of Congratulation from Hollywood Stars

ON 0 A 331 C 1544 15 LOS ANGELES CALIF 28

LT SAVOY CINEMA LIMERICK

KNOW THAT YOUR 21ST BIRTHDAY WILL BE A GREAT DAY FOR THE IRISH AT THE THEATRE SAVOY SINCERE CONGRATULATIONS

EDDIE FISHER AND DEBBIE REYNOLDS

MY HEARTIEST CONGRATULATIONS RED SKELTON

GREETING TO ALL MY FRIENDS AND MY HEARTIEST CONGRATULATIONS TO THE THEATRE SAVOY ON ITS TWENTYFIRST BIRTHDAY BLYNIS JOHNS

MY CONGRATULATIONS TO THE THEATRE SAVOY'S TWENTYFIRST BIRTHDAY JANE POWELL

MY HEARTIEST CONGRATULATIONS ON YOUR TWENTYFIRST BIRTHDAY GINGER ROGERS

THREE CHEERS FOR THE THEATRE SAVOY ON ITS TWENTYFIRST BIRTHDAY ROBERT RYAN

An exclusive picture of just a few of the many telegramms from famous Hollywood stars which are arriving daily in connection with the Birthday Celebrations.

Forest," while Dick Powell (now a top-flight actor-producer) sang his way through the "Gold Digger" series. Errol Flynn came into prominence in "Captain Blood," and Elizabeth Bergner became a name to remember with her sensitive acting and charming accent.

Among the "greats" (now deceased) who came into the limelight at the Savoy were Jean Harlow, Wallace Beery, Grace Moore, Lewis Stone, Carole Lombard, Ross Alexander, Frank McHugh, Louis Calhern and Leslie Howard.

The Savoy made spine-chilling movie history when they dared to show the world's first all-horror double-feature

of this brief review to cover fully every aspect of two decades now passed.

The reader will fully appreciate that a short article such as this can only spotlight a few of the memorable events down through the years. Many patrons will have their own pleasant memories of evenings at the Savoy, of seeing stars and films that they will long remember; and of stage attractions and variety acts that they recall with particular affection.

May I take this opportunity to congratulate the Savoy on its glorious twenty-one years, and to wish it continuing success in the years to come.

## 21st BIRTHDAY GREETINGS FROM

**FLANAGANS (Printers) Ltd.** DISTILLERY ROAD, DUBLIN

Your Suppliers of Cinema Tickets over the years.

We have a department which specialises in all forms of ticket printing at the keenest prices.



Universal International Films of America wish the **SAVOY THEATRE** a happy 21st birthday and many more years of continued success

**ESTHER WILLIAMS** **GEORGE NADER**



**JOHN SAXON** **EDWARD ANDREWS** **TREMAINE**

**AUDIE MURPHY**

**ANNE BANCROFT** **PAT CROWLEY**

**WALK THE PROUD LAND**

**THE LONG ARM**

**JACK HAWKINS**

**CONGRATULATIONS & Good Wishes** to the **MANAGEMENT AND PATRONS** of the **SAVOY** on their 21st Anniversary

from **J. ARTHUR RANK FILM DISTRIBUTORS LTD.**

the Company with the key to good entertainment

SEE THESE EXCITING PICTURES SOON AT THE SAVOY

**THE LONG ARM**

**JACK HAWKINS**

An Ealing Studios Michael Balcon production

**A Happy Birthday to the Savoy**

FROM **M. DOYLE & SON**

Builders and Contractors

O'CURRY STREET, LIMERICK

**21st BIRTHDAY CONGRATULATIONS** TO THE **SAVOY CINEMA**

LIMERICK FROM **J. M. Elliman & Son, Ltd.**

THEATRE AND CINEMA FURNISHERS 52, LOWER CAMDEN STREET, DUBLIN

Estimates Free EST. 1919 PHONE 51339

**Congratulations and Many Happy Returns**

We, with confidence, can state that the Complete Electrical, Sanitary and Heating installed by us will give 21 years further service.

**D. THOMPSON & SONS LTD.** ELECTRICAL, SANITARY AND HEATING ENGINEERS LIMERICK ESTABLISHED 1874 PHONE 218