

# SHANNON MEAT

# GAZETTE



Volume 1 No. 5. May/June 1976.

Telephone : Rathkeale 49/50.

## SUPERVISORY TRAINING

A very successful supervisory development programme took place in the Company during the months of March, April and May this year. The objectives of the course were to develop the abilities of the Production Supervisory Personnel to their full potential.

Initially, detailed discussions took place with the Production Supervisors and their immediate superiors to ascertain the most appropriate programme of development. AnCO-The Industrial Training Authority, through their training adviser, Mr. Dan Cronin, gave assistance in the selection and detailing of appropriate courses.

The first section of the programme entailed a course on Work Study, drawn up and introduced internally by Company Personnel. This took place during March and comprised lecture sessions complemented by project activities.

### SFADCo

The Shannon Free Airport Development Company (SFADCo), Supervisory Training Programme was introduced as the most suitable of the available In-Company courses. It took place on nine afternoons over a six week period. The venue was Geary's Hotel, Rathkeale. The SFADCo course leader for the programme was Mr. Tom Nestor, brother of our Home Sales Manager, Mr. William Nestor. Tom, is the author of the very popular Limerick Leader column, "My Life and Times". Much of the credit for the success of the course must go to Tom. His dedication and hard work to ensure that optimum benefit was gained from the programme was only matched by the enthusiasm and active involvement by the participants themselves.

The fact that all on the course were from the same Company encouraged much participation. "The fact that the participants were from the one Company who understood each others problems was a decided advantage", to quote Mr. Michael Liston, Offal Department Supervisor.

### Areas covered in the Course were:-

"The Role of the Supervisor", Planning, Motivating, Organising and controlling of personnel and activities.

"Communications"-Formal and informal communications.

Handling Complaints and Grievances.

Maintaining effective discipline.

Techniques of problem solving.

Industrial Relations.

Method Study and the development of improved working methods.

### POPULAR

One of the most popular sessions was the Human Relation section. Mr. John O'Connell, Slaughter Hall Supervisor, says of this, "The session on Motivation opened up many new ideas and was very beneficial. The men in my charge should be treated as individuals rather than as a group." The course itself consisted of lectures, case studies, films and the use of close circuit television. The latter impresses Mr. Larry Kelly, Boning Hall Supervisor. He states, "The use of video tape T.V. highlighted the proper techniques of handling complaints and grievances and the consequences of mishandling these situations."

Also contributing from SFADCo, with Mr. Tom Nestor, were Messrs. Sean Barron, Paul Lynam and Jimmy O'Loughlin.



Attending the supervisors programme were [Front Row] Messrs L. Kelly and M. O'Grady Boning Hall Supervisors. [Back Row] Messrs M. Liston Offal Department Supervisor, J. Lynch Assistant Production Manager and D. McEnery Canning Supervisor.

## LIVESTOCK TOPICS FACTS OR FIGURES



### Donie Donovan

Undoubtedly at the present moment, the high price of stores must be the most talked of subjects at any gathering. Prime steer beef has risen by £2.90 per cwt., live weight from mid January to mid April. The greater part of this rise comes from the E.E.C., annual price revue in March, plus the seasonal upsurge we see every year.

At the end of April, with well finished beef worth slightly over £26.00 per cwt., how much is one justified in paying for stores. While history has a habit of repeating itself and quite commonly so in the cattle trade, one cannot help wondering what the end result will be like. This Spring, we have seen the price of forward stores ranging from £28.00 to £32.00 at the ringside. Leaving aside the value one would put on an acre of good land for seven months, and what expenses are incurred with ferti-

### By Donie Donovan, Livestock Procurement Manager.

isers, rent and rates, let us calculate the expenses of Transport to and from the land, purchasing and selling fees, dosing and interest on the cost price only at 12¾% over seven months. The total amounts to £25.00 per beast.

### EXERCISE

A lot of 10 forward bullocks in mid April, 1976, weighing an average of 8½ cwt., costing £265.00 per head when the hammer fell, would cost £290.00 per head by mid November. The exercise hereunder in the form of a chart was not compiled with the intention of trying to turn anybody against the high prices of stores but to highlight the importance of liveweight gain per day.

While everybody now-a-days is cost conscious, one wonders if we do our calculations often enough. £25.00 expenses per beast seems enormous, though one could only class these as extras. When one calculates the price of meadowing plus the aftergrass it is only then one realises the whole system seems to be ridiculous. Such is the price one pays for the pleasure of having one big healthy animal with it's head down doing justice to a lucious green swarth.

Surely there is a strong case now more than ever for a properly designed multiple suckling scheme.

### APRIL

### NOVEMBER

	Purchased Price + Expenses	Live-Weight Mid-April	Daily Gain Lbs	Live Weight Mid Nov	Killing Out at 58 lbs. per Cwt.	To Break Even on Cost.	Profit SEP 1976		
							@ 40p per Lb.	@ 41p per Lb.	@ 42p per Lb.
A	£290	8-3-0	2.5	13-2-0	770	37.6p	+£18.48	+ 26.18	+£33.88
B	£290	8-3-0	2.2	12-3-22	737	39.3p	+£ 5.15	+£12.52	+£19.89
C	£290	8-3-0	1.9	12-1-14	703	41.2p	-£ 7.04	-£ 1.40	+ 5.62
D	£290	8-3-0	1.6	11-3- 7	670	43.2p	-£21.44	-£ 14.4	-£ 8.04
E	£290	8-3-0	1.3	11-1-7	637	45.5p	-£35.03	-£28.66	-£22.29
F	£290	8-3-0	1.0	10-12-18	603	48p	-£48.24	-£42.21	-£36.18

## HOLIDAYS

The following are the Summer Holiday arrangements for the Company.

**HOLIDAYS WILL COMMENCE ON MONDAY MORNING, 14th JUNE, AND WORK WILL RESUME ON MONDAY, 28th JUNE.**

Livestock will be accepted up to and including 8th June. Livestock will not be accepted after this date unless pre-advised to do so. The Livestock Department will re-open for enquiries and bookings on 21st June.

Special arrangements have been made to maintain our Home Sales Service. This Department will remain in operation throughout the holiday period.

"HAPPY HOLIDAYS FROM THE SHANNON MEAT GAZETTE."



# EFFECTIVE USE OF HOME FREEZER

Many housewives, especially those buying large quantities of meat for the first time, are unaware of what to expect and as a result can be disappointed with what they get. In this connection, it is important to remember, especially in the case of beef that the total weight of meat from a carcass, side or quarter, will be approximately 70%. For example, an average quarter of beef weighing 120 lbs., might produce 84 lbs., boneless cuts, the remainder would be made up of bones and fat trimmings. Thus, the cost per lb., of the cuts will be higher than the price quoted for the carcass or quarter. This is a point which the intending purchaser should make herself aware of and so avoid any misunderstanding. As there is considerable variation in the amount of fat and bone removed in the preparation of retail cuts, the percentage mentioned above should be used as a guide rather than expected standard yield.

## How much meat can be stored at a time?

The quantity of meat which can be stored in a home freezer at any time depends on many factors, including the capacity of the freezer and of course, the space allocated to other foods. A general rule would be to reserve 1/3rd space for non meat items. One cubic foot of frozen storage volume will hold approximately 30 lbs., meat, i.e., a 9' cubic volume freezer will hold 180 lbs. meat assuming the above rule is adhered to. This information is most generally in demand by the housewife but again should be used as a guide line only because methodical packing, or the lack of it, could increase or reduce these amounts.

In our last issue, we mentioned the blast freezing service offered by us, which we consider very important. Where this facility is not offered and where the housewife has to undertake the responsibility of freezing her own meat, we consider the following methods should be adhered to.

Most freezer cabinets contain a fast freeze unit of varying capacity, depending on cubic volume. The amount of fresh meat purchased at

any one time should not exceed twice the quantity capable of being in the fast freezer unit. In this way, the purchaser can place 1/2 her purchase in the fast freeze unit and the remainder along the walls of her freezer cabinet. Using this method, the unfrozen food should not be sufficient to increase the temperature of the freezer. Should this be allowed to happen it could obviously have an adverse effect on any food which may be already stored in the cabinet. Even though freezers are thermostatically controlled, it is advisable to check from time to time with a freezer thermometer to ensure that a minimum temperature of 0 F is maintained.

## Storage Durations.

The period of satisfactory freezer life will depend to a great extent on the condition of the meat at time of packing. Assuming a good initial condition and storage at temperature mentioned above, the maximum recommended storage times by freezer manufacturers are as follows:- Beef - 8 Months. Lamb - 6 Months.

Having said this, we would like to point out some experiences of our own. We have found that meat packed for the manufacturing industry and stored for 2 years in our Holding Room, has come out in perfect condition.

## COOKING FROM FREEZER

### Cooking Frozen Meat - Roasting.

Joints of beef and lamb bone-in, can be roasted very successfully from the frozen state. Bone is an excellent conductor of heat and therefore bone-in joints will cook more quickly than boneless ones. This is particularly applicable to frozen meat. Boneless joints should first be thawed out.

### Pot Roasting.

Again, cooking can be done from the frozen state. Cut surfaces should be sealed in hot fat to prevent excessive loss of juices.

### Boiling.

Boiling joints should be thawed for best results as boiling from frozen state can result in weight loss and poor flavour.

## Stewing.

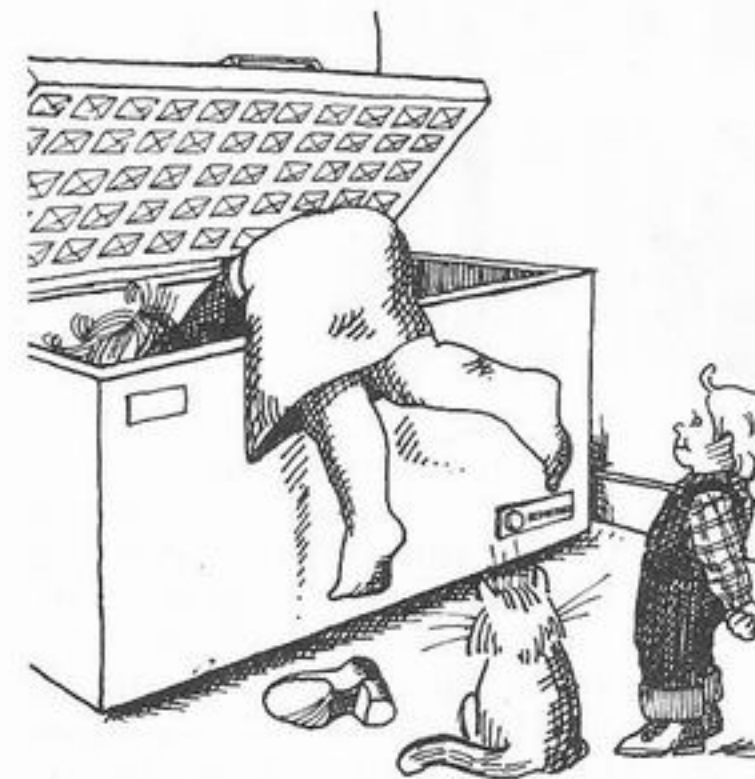
If meat is pre-diced, it can be cooked from frozen state, otherwise allow to thaw.

## Grilling or Frying.

Can be done direct from the frozen state.

## NOTE:

It is desirable that raw pet foods should not be stored in a household refrigerator or frozen as there is a risk of contaminating with harmful bacteria the food stored for human consumption.



## CARCASE TESTING

The Australian Meat Board has achieved a breakthrough in the field of carcass classification. This is in the form of a new electronic conductivity probe. It is acclaimed as a major step forward towards getting an internationally accepted system of carcass classification. The probe can make a rapid and accurate measurement of fat depth on a hot carcass. It can be used in any type of meat plant. The probe contains a steel needle which is inserted into the carcass at a point between the 12th and 13th rib approximately three inches from the centre of the spine of the animal.

Research has shown that selvage fat depth at this point has a high co-relation with the total fat content of the carcass.

# COOK'S CORNER



By Mary Foley, Laboratory

In cookery, the simplest ideas are often the best. So here's a few simple recipes using a good wholesome ingredients, so why not go to your home freezer, open your Shannon Meat Home Freezer pack and give our simple recipes a try? We hope you enjoy them. They serve the average family.

## BEEF IN CIDER

### INGREDIENTS :

1 1/2 lbs. Stewing Steak (Cubed)  
1 1/2 oz. Cornflour. Salt & Pepper.  
2 tablespoons Corn Oil. 2 Sliced Onions.  
2 Sliced Carrots.  
1 green Pepper (seeded & sliced).  
2 Oranges. 1/4 Pt. Cider. Water.  
Stock Cubes.

### Method:

Coat meat with seasoned cornflour. Heat oil, brown meat and onions. Put in casserole. Add carrots and green pepper. Take thin outer peel of one orange, cut into strips and keep. Squeeze juice from orange and add to cider. Add beef stock cubes and boiling water to make 1 1/2 pts. Pour over casserole, cover and cook at 325°F, Mark 3 for 1 1/2 - 2 hours. Peel and slice remaining orange, stir into casserole 15 minutes before end. Serve garnished with orange rind.

## BEEF WELLINGTON

### INGREDIENTS :

13 ozs. Rough Puff Pastry  
2 lbs. Fillet of Beef (in one piece)  
2 teaspoons chopped fresh mixed herbs.  
2 ozs. Butter. 4 ozs. Button Mushrooms.

### Method:

Trim fillet, tie up. Melt butter in pan, quickly brown fillet. Remove and cool. Fry mushrooms lightly, add herbs. Cool. Roll pastry into rectangle. Mark it lightly into three and cut off one third. Spread mushroom mixture on larger piece, place beef on top, press pastry up around it. Damp edges of other piece of pastry, place on top. Seal edges, brush with beaten egg, decorate top. Bake for 35-40 minutes at 425°F, Mark 7.



## I.T.G.W.U. NEWS

The Union Committee are very happy with the National Wage Agreement proposal that is being negotiated at present. It is a lot better than free bargaining both for Union and Management. We are glad to say that after some time, the Pension Scheme is being revised. We believe that it will be a very good one. The details are not finalised yet.

The Union Committee are sad to see so many of our members left go because of fall in supplies of Livestock. I suppose we should consider ourselves lucky, as we believe many of the factories are closed down. It is heartbreaking to see some of these men going, just settling down to married life. We hope, please God, that they will be back in employment soon.

We would like to thank Management for the beautiful set of trophies presented for the Inter-Firm Hurling Tournament. Our members are deeply grateful.

We would like to wish Michael

Barry, happiness in his married life. We hope to publish extracts from the rules of our union in the forthcoming editions of this magazine. We commence this, by publishing the following:—

## OBJECTS OF THE UNION.

The objects of the Union shall be, in general, the organisation of the working people of Ireland for the purpose of established industrial and political democracy in Ireland, and in particular,

- The regulation of the relations between employers and employed, and between workers and workers.
- The provision of benefits to members of the Union in accordance with its rules.
- The education of workers in social, industrial and political affairs.
- The furtherance of political objects of any kind.
- The extension of co-operative production and distribution.
- The establishment of carrying

on, or participation, directly or indirectly in the business of printing or publishing a general newspaper or newspapers, or of books, pamphlets or other publications, or of any other kind of undertaking, industrial or otherwise, for the purpose of furthering the interests of the Union or its members or of Trades Unionism generally.

- The furtherance of, or participation directly or indirectly in the work of any organisation, local, national or international, any or all of the objects of which are similar to those of the Union.
- The provision of opportunities for social intercourse and recreation for its members
- The acquisition of property both real and personal for any lawful purpose or any manner by way of purchase, mortgage, lease, devise, gift or prescription and to sell, mortgage, exchange, let or otherwise dispose of said property.
- The entry into arrangements for federation, affiliation, union of

interest, to aid any similar organisation and to merge or amalgamate with any other trade union or trade unions and to transfer all or any of its property or assets to any trade union created by such merger or amalgamation. The funds of the Union shall be applied for the purpose of furthering these objects and defraying the working and other expenses of the Union.



Mr. Gerry Molyneux, secretary of Rathkeale section of I.T.G.W.U.





**PICTURE PARADE**



Sean Guiry [Left] Building Maintenance Foreman with Paddy Cawley Production Supervisor/Hygiene Officer.



Mr. Michael Moroney Gate Watch Man photographed outside the entrance office.



Our Man on the Road - Ned Roche about to set off on his daily deliveries.



Preparing to go home [L. to R.] Pat Reidy, Joe Lynch, John Meehan and Dave Dalton.



John O'Connell Abbatoir Supervisor impressed by session on motivation at the Supervisors Course.



Pa Dunne Freezer Dispatch Supervisor attended the SFADCo In-Company Supervisors Programme.



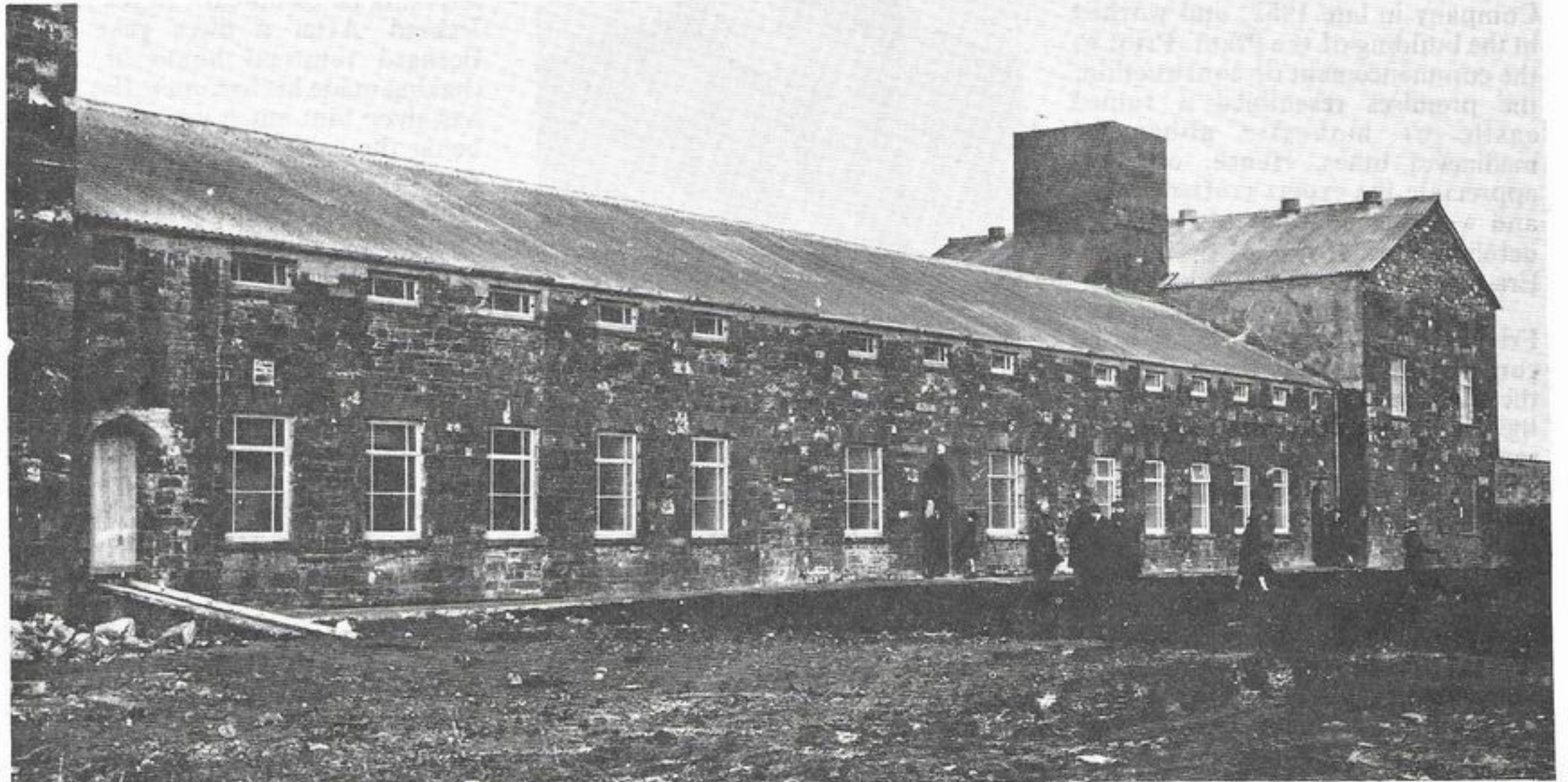
Michael Morrissey busy in the Civil Workshop.



Liam Hanley [above] assists in the distribution of the Gazette.



David O'Keeffe who has joined the Plant Machinery Staff.



The above photograph of the Companies premises was taken in January 1953 shortly before the commencement of production.



# LIFE ON THE OCEAN WAVE

By Wm. Nestor, Sales Manager.

Saying farewell to the West Indies, we set a southerly course through the Caribbean destined for Los Angeles on the Western coast of America via the Panama Canal Zone. Until now, the word Panama, conjured up visions of straw hats worn by American tourists or by spiritual chanting West Indian sugar planters, but, by the time we entered the Northern Pacific Ocean, we had recognised the colossal importance of the Canal in the world of trade.

We entered the Canal at Colon and travelled (as a result of man's ingenuity and engineering skills) through the Republic of Panama at the narrowest point of the Central American isthmus.

The Canal itself, merits some short description. A malaria epidemic claimed thousands of human lives during its construction. The channel ranges in width from 300'-1,000' and passes through Gatun lake and several man made locks. It's minimum depth is 41' and it's highest elevation above sea level is 85'. Locks are in pairs to permit 2 way traffic. It takes 7 hours approximately to pass through. Crocodiles can be seen lazing in the heat at the edges of the Canal. yearly tolls of approximately \$40 million accrue to the U.S.A. to whom the zone is ceded. Towns like Christobal and Balboa are large settlements which have sprung up on it's banks.

## LOS ANGELES

We soon leave the Canal zone and hugging the Western American coast line, set our sights for Los Angeles. We pass within viewing distance of places like Acapulco, famous for it's native cliff divers and we can see dense tropical jungle in the background. Soon, we are berthed in Los Angeles harbour for a 2 day stay. L.A. has been described as the city of the future, the city of the motor car, boulevards and free-ways, fine and modern

architecture, the home of the motion picture industry, of Hollywood and Beverly Hills, the city of the Pacific, the city of wealth and fertility, the city to make a lasting impression. We who are visiting it for the first time, are overawed by this superlative description. The fact that we are free to walk down "Sunset Boulevard" and rub shoulders with, or even breathe the same air as some of our boyhood hero's and heroines, of the celluloid screen, smacks of heresy. Aspiring starlettes advertise their vital statistics from saloon parlours and even condescend to have their photo taken with you for a small pecuniary consideration to keep the wolf from the door, while awaiting the expected screen test from Universal Studios. Such is the story, and such is the price of West Limerick naivety, but the University of Life confers degrees quickly.

We take a trip downtown L.A., and to the "Wonderful World of Disneyland". In retrospect, when the "Irish Mist" covering our green spectacles has evaporated, and we can see L.A. for what it really is - a shanty city, a facade of tinsel reclaimed from the desert, the wonders of Disneyland and the foresight and greatness of it's founding father, the humble Walt Disney will remain for us the only lasting impression of over-rated Los Angeles. Again, in retrospect, Steinbeck's exploited fruit pickers come to mind and we experience an affinity with the "Grapes of Wrath", that we never felt before.

## SAN FRANCISCO

Leaving L.A., we again journey northwards, to our next port of call which is San Francisco. We pass beneath the "Golden Gate" bridge, leaving Alcatraz, that lonely rocky sentinel of law and order on our right. Alcatraz is now no longer the dreaded prison that it was in

yesteryear. Nevertheless, it's proximity to us conjures up pictures of hardened killers condemned to live out their lives on this island fortress from which there was no escape, the man eaters got the ones who tried. We think of people like the famous "Bird Man" and for some unexplicable reason, wonder if places like L.A., are not in some way responsible for places like Alcatraz.

San Francisco is a beautiful city, a blending of old and modern cultures, a city of hills and cable cars, a city of beautiful parks with giant Redwood trees. It has the largest University in the U.S.A., and is one of the most attractive cosmopolitan and cultivated cities in the world. It is a city to which the visitor is ever eager to return and too soon he had to leave.

We set course again south westwards bound for the 50th state of America, to Honolulu, charming capital of the Hawaiian islands. We are greeted in traditional style by dark skinned polynesian girls who place "Lei's" (Garlands of flowers) about our necks. We visit Waikiki beach, holiday resort of the millionaire playboys. Beautiful hotels front the beach which is famous for surf riding. Directly opposite the beach are a number of local radio stations where the announcers, housed in open bamboo type huts, will play your favourite tune on request. I suspect that to-day, Jack Lord and Danno, "book" many of their suspects from the "Hawaii 50" series, from that same location. Pearl Harbour, a reminder of American-Japanese hostility, is close by. Too soon we have to leave this polynesian island bound for another island in the South Pacific.

## SUVA

During our 3,000 mile journey from Honolulu to Suva, capital of the Fiji Islands, we cross both the

equator and the "International Date Line", where our watches have to be adjusted. Soon we are berthed and ready to explore Suva - the metropolis of the South Pacific, with it's marvellous outdoor markets, and duty free shopping for those who have not spent unwisely in Honolulu. Here we can witness rhythmic Fijian dancing (as displayed by the fijian rugby team visiting Great Britain in recent times), and sample the local brew or coconut cup known as "Kava". You are presented with the membership certificate if you consume 4 bilos. I still have the document and memory of a throbbing head to prove membership. The climate here is very agreeable and one will find the mingling of Fijian, Indian and European influences fascinating. Fiji, we tenderly remember for it's simplicity of people.

Again, we journey southwest wards to New Zealand's largest city - Auckland, known as the "Queen City". This is an agreeable and popular port and English influence is much in evidence, particularly in it's architecture. Rows of red brick houses are reminiscent of London suburbs. We were unable to travel inland but the hot springs and geysers of Wairakie are reputedly worth a visit. We would have liked to visit the South Island which is said to resemble our own Emerald Isle. We continue our route westwards through the Tasman Sea to Sydney, Australia. Sydney is a handsome city on a deservedly celebrated harbour, with it's famous Sydney harbour bridge. Here we visit many fine shops, restaurants, theatres and night clubs. The licensing laws were barbarous so we had time for a tour to the Blue Mountains. Inland, you get a hint of natural beauty and immensity of this vast Continent. We have a lasting memory of the amount of Irish names on shop fronts in the City of Sydney.

## PROFILE : BERNARD DALY

The first member of the present Staff to have any connection with Shannon Meat Ltd., was Bernard Daly. In 1952, Bernard assisted Mr. M. Cowhey in measuring the area and it's surrounds. Asked then, what he was trying to do, Bernard replied in his own casual and humorous way, "Making a fairgreen". Bernard joined the Company in late 1952, and worked in the building of the Plant. Prior to the commencement of construction, the premises resembled a ruined castle or monastic abbey of mediaeval times. Hence, one can appreciate the expert craftsmanship and working qualities of turning a derelict Work House of the Famine Era into a modern processing plant.

The Old abattoir, Chills and Fridges were the first sections to be constructed. At this early time, in the Company's history these were the only areas required. Bernard remembers working long hours for small pay. Yet, amazingly, it may seem, he cherished these times and states profoundly "those days were far better than we are experiencing now." Between 1952 and 1958, Bernard held the chairmanship of the I.T. & G.W.U., intermittedly. Since then, he has often been a Shop Steward for his Department.

Bernard Daly was born on 25/8/'17. His father was a ganger with the County Council. Bernard



Mr. Bernard Daly

was the second youngest of a family of fifteen. He went to school in Duxtown, the townland of his childhood. Unlike the majority of his contemporaries, Bernard has the highest of praises for his teachers, whom, he says, were very helpful and thorough in their approach to education. Ceili-dancing and the pictures were the only social attractions to Bernard as an adolescent. He was a very keen hurler and played competitively with Dromard.

## ENGLAND

Like many of his fellow Irishmen, Bernard worked in England for a period. In the "Queen's Country", he worked in Manchester and was employed in the building of a power station. He had an electrifying wage packet of £11 per week, far in excess of anything he could earn in his native Ireland. After a three year stay, Bernard returned home in 1948, (having made his fortune). His work has given him much variety, variety being the spice of life. Whether it was drainage contracting, building houses or farm work, Bernard contented himself to the spice.

Bernard, proudly states that Shannon Meat Ltd., is the "life and soul" of Rathkeale and it's immediate hinterland. He is very proud that four of his children have at some time or other, worked with the Company. Presently, two of his kin are employed by the firm. His daughter, Moira, works in the Home Sales Department, while Bernard Jnr., is a long time member of the Offal Department's staff.

Bernard Daly, the individual portrays a character of self assurance, goodwill and determination. He is a soft spoken person, who prefers to listen rather than be heard. All of which explains why Bernard Daly is Bernard Daly - everybody's friend.

## SUCCESSFUL APPLICATIONS

Mr. Dermot Hannafin has recently been appointed as Retort Operator. Dermot, who comes from Carrickerry is 20 years of age and first began working with Shannon Meat Ltd., in August, '72. Before acquiring his new position he worked as a trimmer in the Boning Hall. While applying for the position of Retort Operator, Dermot also applied for the position of "husband" to Kathleen Murphy of Newbridge, Askeaton. Both applications were successful and Kathleen and Dermot were engaged on Saturday, 1st May. Congratulations.



Mr. Dermot Hannafin obviously enjoys his work as retort operator.



# THE NOBLE COW

By James Joy,  
Dept. of Agriculture Office.



large majority are depending on her for a living, in the way of employment. Just to name a few of these :- Farmers, Veterinary Surgeons, Dept. of Agriculture Staff, Creamery employees, Milk Processing, Meat Processing, Shopkeepers, etc.

As we get older, our bodies become stiffer and our work suffers as a result. This same thing can be said of the cow. When she gets on in years, she becomes less efficient and therefore must be replaced. The meat plant is the main outlet for these cows. This is a section of the "Meat Industry" we are familiar with. Cow beef is extremely important all over the world. It is equal to 1/2 of the total amount of beef slaughtered.

## SOURCE OF INCOME

The cow and her offspring has been a reliable and constant source of income to the factories. The factories, on the other hand, have been and still are, a source of employment. The employment in this section is not confined to factories alone. Thousands of people are involved in meat marketing and tannery factories just to name but a few.

Because of the need to import a considerable amount of raw material for industrial production, only 50p in the £1 of exports is the direct contribution to the economy. On the other hand, raw materials for all agricultural products are home produced and therefore contribute twice as much for an equal amount of production.

We should never forget the cow as a source of food, (both milk and beef strains). She can pay dividends greater than could ever be realised in the past, with a little more care and respect. We cannot afford to let her lapse our mind. She is the backbone of a multi million pound industry without whose help our economic standing would be very poor indeed.

There are roughly seven million cattle in Ireland and of that number, 2.1 million are cows. There are different breeds of cows to suit the various climatic conditions and geographical areas. These breeds comprise of : Friesian, Shorthorn, Ayrshire, Jersey and Kerry, usually crossed with A.I. proven bulls for milk production and crossed with the Hereford, Aberdeen Angus, Charlois and Simmental for beef producing qualities.

The Noble cow has more or less two functions.

(i) The Production of Milk.

(ii) The production of a calf which will later be involved in either milk or beef production. The milk aspect is regarded as one of the most profitable ways of utilising the herd.

In Ireland, 800 million gallons of milk are produced annually. If we glance on our kitchen tables, all the foods on it are of agriculture produce. This point may be strange to city people, because these products are treated on a commercial basis, thereby giving an artificial look. Milk has a high standing on this league. We consume milk as a nourishing food on it's own. There are, of course, countless products derived from it.

## DEPENDANT

Not alone are we dependent on the cow as a source of food, quite a

# "BECOMING - MY HAT!"

By Breda Morrissey  
Accounts Dept.



Isn't it amazing how fashions change or to put it another way, how gullible we are to the dictates of Fashion Designers in London and Paris, whose main aim must surely be, to create something different from the previous year so that we will all rush out and buy it. Indeed, they must often be at their wits end to know what to "create" which can honestly be presented as the season's newest look. And so the fashions of the thirties and the forties are brought back again, rehashed a little and displayed in the glossy magazines and shops with the caption "what the well dressed girl is wearing this Spring", and off we all trot to buy it at any cost.

One of the fashion accessories which almost disappeared in the last number of years is the hat, and I am sure many will agree that this is a pity. Hats certainly added colour to the scene and very often added the final touch of elegance to an outfit. Of course the reverse was also true, the wrong choice of hat could definitely spoil the most carefully chosen ensemble and many's the fashion-conscious woman has ruined her image by putting a ridiculous concoction on her head. As a gentleman I know remarked about a certain lady who I am sure thought she was the soul of elegance in a big wide brimmed hat, "You'd think she was going on Safari instead of the Church." But in the matter of hats, women's heads are easily turned as the following little incident relates.

## NEW HAT

I was in England. It was Spring and I was planning on returning home for Easter as was my wont. A new outfit was called for. I had already bought a grey flannel coat with a nice swing to it and a suitable hat was a "must". So off I set with a friend to Leicester City to purchase this very important item. Leicester boasted many fine shops, but our favourite haunt in those days was C&A's. Anyone who has been to England needs no introduction to the big chain store known as C&A's. They were in every city in England and were renowned for their good value as well as their wide range of fashions. We used to spend hours in those shops on our days off and with a little care one could choose an outfit there and be as well "turned out" as one would from Marshall-Snelgrove and for half the cost, of course.

To C&A's then my friend and I made our way on this nice Spring day. The ground floor, as I remember was given over to Millinery. Ah! well did those shop planners, know what they were doing, for what woman could resist the colourful display that greeted her eyes on stepping into the store. One didn't know where to begin. Of course, one would not dream of taking any of the first half dozen or

so that one tried - they were just for openers.

## BECOMING

I suppose I had tried and as quickly discarded five or six hats, when on replacing one particular hat, a male voice beside me said, "Pardon me, Madam, but that is a most becoming hat if worn correctly." I turned round to see a rather suave looking gentleman, who I thought, obviously knew what he was talking about, and whose function was to help and advise. In retrospect, I know he was there to trap the unsuspecting! He proffered the hat to me. What could I do but try it on again. The colour was right - a pale pink but it was the shape which to say the least was "different". It had a widish brim which turned back in front and hung down in dog-ear fashion almost, at the sides. "Now Madam, what do you think?" my salesman friend enquired, giving the hat a little tilt backwards on my head. I suppose I was flattered that he should single me out for attention, or maybe it was just the mood I was in but the more I looked at myself in the hat the more I began to think "it did something for me". What it "did", I was to learn very abruptly later on. In short, I purchased the hat. My friend, usually vociferous in her praise or condemnation as the case might be, was rather silent I thought this time, but I put it down to the fact that she was probably overawed by the "superior knowledge" of our salesman friend.

## BEST ATTIRE

The weather was glorious that Easter and everyone was out in their (Easter Bonnets) best attire on Easter Sunday morning. I wore my new outfit, and on returning from Mass, was expecting something by way of a compliment from the family, when my younger sister piped up with "You know, you look like Mrs Greene in that hat." Talk about deflation! It wasn't as if this remark of my sister's was a wild wayout remark. I had to admit when I thought about it that my beautiful hat was indeed similar to that always worn by that dear old lady, ninety if she was a day, who used to come around selling poppies every November. Need I mention that the hat toppled from its pinnacle in more ways than one. It never again saw the light of day, but it did come in useful last year when my niece was looking for something to wear in the Fancy Dress.

## SYMPATHY

The wife, brothers and sisters of the late Owen Gleeson, Rockfield, Killarney, thank sincerely those who sympathised with them in their bereavement., those who attended the removal and funeral and all those who sent Mass cards and messages of sympathy. A special thanks to the staff of Shannon Meat Ltd., for their kindness. We trust this will be accepted in grateful acknowledgment by all and Mass has been offered for their intentions.

Deepest sympathy is expressed to Mr. William O'Rourke M.R.C.V.S. of the Department of Agriculture staff on the recent death of his mother.

# SHANNON MEAT CHAT

By the Scribe

- \* Congratulations and best wishes are extended to John Lynch on his recent engagement to Miss Mary Herlihy of Abbeyfeale.
- \* Congratulations to Paula and Pat Lillis on the birth of their baby boy.
- \* Wishing Michael Keating a speedy recovery.
- \* The Scribe wishes Tom Shaughnessy a very speedy recovery.
- \* Larry Kelly is getting married to Theresa O'Connell of Kanturk, on June, 4th.
- \* Niall Hogan, James Kenrick and Mario Zoncada assisted Celtic Rangers in winning the Final of the area F.A.I. Junior Cup.
- \* Congratulations to Marie (Noonan) Sheehy, who is also a proud mother.
- \* The Scribe is looking forward to seeing you all pitching and putting, shortly.
- \* With Larry Kelly getting married shortly, Michael Liston will be the only Supervisor a bachelor. Any takers?
- \* Up and away - off to : Spain for their holidays are :- Mary Foley, Mary Wilmoth, Anne and Theresa Cregan.
- \* Liam Woulfe is still proudly wearing his "United" cap!
- \* Rumour has it that Anthony Woulfe is contemplating moving from his residence in Boherbue to The Abbey Pitch and Putt Clubhouse.
- \* Michael Reidy has taken to cat rearing.
- \* Christy Jones has been selected as secretary of St. Mary's Park Tenants Association.
- \* The Scribe wishes Michael Liston success in the forecoming Circuit of Munster.
- \* Tickets are on sale now for Shannon Meat Inter Firm G.A.A. Club Annual Draw. Valuable Prizes to be won.
- \* The Scribe sends his regards to his many friends in Athea.



# G. A. A. CLUB NEWS

by Denis Kenneally [Secretary]



Mr. H. Williams [Chairman] and Mr T. Hannafin [Treasurer] admiring the tournament trophies.

The dawn of the G.A.A. season has just broken. Both the hurling and football championships have started. At the time of going to press, Shannon Meat have had only one engagement, and that was in defeating Castlemahon in the opening round of the football championship.

## VICTORY IN DEFEAT.

Ferenka 2.7. Shannon Meat 2.5.

Shannon Meat were narrowly defeated by Ferenka in the County Final played in Adare, on April, 10th. This was a thrilling game of fast open football, played in a very sporting manner. The match was a credit to the game of football and each of the thirty players involved were worthy of the occasion. The Rathkeale lads applied all the early pressure and were leading their counter-parts for two-thirds of the game. Midway through the second half, Ferenka got what was to be the decisive score, when they scored a well taken goal. Despite unrelenting pressure, Ferenka did not yield and the Rathkeale lads can consider themselves very unlucky not to have at least earned a second bite at the cherry. Though losing, this must be termed a victory if only for their quality football, valiant efforts, enthusiasm and sportsmanship in defeat. Shannon Meat had great service from S. Murphy, S. Harnett, S. Dowling, P. Markham & J. Lynch. Ferenka had stars in M. Keogh, V. Grey, S. Connell and R. Ryan. The Shannon Meat line-out was:- T. White (goal), D. Cagney, B. Chawke, L. Woulfe, S. Murphy, L. O'Doherty, D. Kenneally, J. Lynch, J. O'Grady, S. Harnett, S. Dowling, P. Mullins, J. Kenrick, P. Markham, N. Hogan.

## COUNTY RECOGNITION

For the first time this year, there will be a County Inter-Firm Championship. I am glad to relate that Shannon Meat are represented in both the hurling and football selections. In the football team to play Cork, Niall Hogan has been selected to play in goal, while Sean Harnett has been chosen at right half forward. John Lynch, John Jones and Pat Marron are amongst the substitutes. Both Sean Dowling and Pat Marron have been selected as substitutes in a very strong hurling team, also to play Cork. All concerned with the Club, Committee and players, wish to congratulate Sean Harnett on his selection for the Limerick Under-21 football team. A truly great double for Sean and to him we say, Well done, indeed!

In the opening round of the Football Championship, Shannon Meat had a convincing win over Castlemahon. This was a very satisfactory result and with a bit of training the nucleus of success may be attained. Best for the victors were: Tom "Súil Amháin" White in goal, Bill Chawke, Liam Woulfe, Peter Mullins and James O'Grady. The team was: T. White (goal), D. Cagney, B. Chawke, N. Hogan, L. Woulfe, J. Lynch, D. Kenneally, P. Marron, J. O'Grady, S. Dowling, P. Markham, P. Mullins, C. Jones, P. Costelloe, F. Dalton.

## SHANNON MEAT TOURNAMENT.

At the time of going to Press, our own tournament is about to start. The semi-final pairings are:- St. Joseph's v Salemink. Shannon Meat v Wyeth's. This should be a very evenly contested tournament with any of the four teams likely to finish as victors. The Committee wish to thank the Management of Shannon Meat Ltd., for the valuable and beautiful trophies they have given us for this tournament. All the matches will be refereed by Gerry Fitzgerald, former inter-county hurler and one of the country's leading referees.

slan agus beannacht

## BADMINTON

With the drawing to a close of the Badminton season, it means for Pat Marron, a break from his most successful sport. Like previous years, this has been another successful season for him. He assisted his team, Adare, in winning the Munster Championship. However, they failed in their bid to annex the All-Ireland Championship, when they were beaten in the final by St. Jude's of Belfast. In the senior Inter-Provincials, Pat helped Munster in finishing runners-up to Ulster. From reliable and consolidated reports, Pat was one of the heroes of the series.

His proudest moment this year was undoubtedly when he won the Munster Open. This was a superlative achievement by Pat and gives a clear indication of his potential in the sport. During the summer months, Pat is undertaking more intensive training to enable him to reach peak fitness by the commencement of the Badminton season. Pat, now looks forward to the next season when he hopes he can obtain further international recognition, this time, at under-21 level.

# SOCCER SCENE

Another season has come and gone and we are still without a major success. The season just complete was in many ways similar to so many others in that, at times we played very well while at other times we were very poor. I also think that we will have to get a bit more physical. Too often we were knocked off the ball because we were just not strong enough to retain possession.

## CUP EXIT

Kilcolman 2 Shannon United 1.

Our cup hopes were well and truly dashed in the 2nd round, when we were beaten 2-1 by Kilcolman. It was a typical Cup game played in ideal conditions. The first half was very even, with both sides coming near to scoring on a number of occasions.

Then in the 40th minute, the deadlock was broken. A long ball down the middle was collected by Sean O'Shea. He carried it forward a few stirdes and as the goalkeeper advanced, he slipped the ball past him into the empty net. For the rest of the half, we were well on top, but could not increase our lead. Early in the second half, an injury to Sean Harnett completely upset our rythm and gradually Kilcolman got on top. They equalised in the 60th minute. Seamus Connell scored from a corner. Shortly after, Sean Harnett hobbled off to be replaced by Henry Vokes. It was only a matter of time now, before Kilcolman went ahead and this they duly did in the 75th minute, when Eamonn Mulvihill scored from close range following a scramble in the goal mouth. Try as we might, we just could not get back into the game and Kilcolman ran out comfortable winners. We can have no excuses because the better team won on the day. A word of praise for the referee, Seamus Murphy who had complete control of the

game from start to finish. At the time of going to press, Kilcolman have just qualified for the Cup Final and we wish them the best of luck. Our team that day was :- Dinnage, Mullane, Condon, Brennan, Lyons, Harnett (N), Grady, Coleman, Lynch, Harnett (S), O'Shea, Res. Vokes.

During a recent friendly game played on Easter Monday, Tom Shaughnessy playing his first game this year, broke his right leg. We were all very upset by the accident and we wish him a very speedy recovery. We held a collection at the factory for a presentation to be made to him, and I, on behalf of the Soccer Committee, would like to thank all those who so generously supported the collection.

Michael Dunne.



Our man in Paris [Plaster] - Tom Shaughnessy recovering from his recent accident.

## ABBEY PITCH AND PUTT

# COURSE OPENING

The digging, shovelling, seeding, rolling and cutting of the course has been completed. Now, (like our farming friends), we await favourable weather. The work finished required a great deal of effort, time and devotion from each member of the Committee. The "green fingers" of A. Woulfe, D. Costelloe and Company have ensured that the course will be a credit to the game.

The Course will be officially opened on 6th June. Membership Cards can be had at the clubhouse or from members of the Committee. The membership fees are as follows: Family (incl. children under 17 yrs) £5.50. Individuals £3.50. Juveniles (under 17 yrs.) £1.50. Green Fees £0.30.

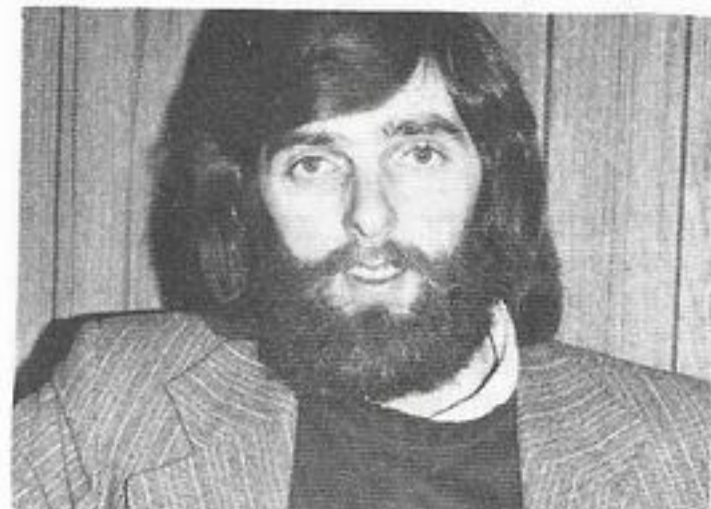
The course has been designed for eighteen holes. However, only nine will be playable in June. Many of the greens had to be sodded and seeded and because of this slow process, the latter nine holes will not be playable from the start. It is with the passing of time that the course will resemble Woodlook or Adare Manor. Therefore, like many of our intending members - as they improve, the course will improve. Some of our experienced Pitch and Putt campaigners will be willing to assist those of us who are not very skilled at the game. The Club, have secured a prefabricated club-house.

## SUCCESSFUL CONCERTS

As part of a fund raising scheme, the Club have held two very successful concerts. The Variety Concert of April 6th (highlighted in last edition) proved to be a major

success. Since then, the Club have held another which proved to be an even bigger and better show. This show, featured one of Ireland's leading vocalists, Joe Cuddy. It is true to say that this concert was fitting for any universal theatre. Also performing in the Joe Cuddy Concert were The Moonshiners and the Louisiana Men and their performances were equally appreciated by the very large audience who must be thanked for their kind support. The music maestro himself, presented a beautiful trophy to the Club. This, the "Joe Cuddy Perpetual Trophy" will, I'm sure, be one of the most sought after trophies in the Region.

P.S: I can now fully assure anyone who is in doubt that the position of Vice-Chairman is not open. Contrary to rumours, Pa Guinane after his successful performance in backing Joe Cuddy, is staying amateur. After hearing the rumour, he himself stated, on being questioned, the validity of the allegation, "I am more interested in winning the trophy."



Donie Costelloe who is a keen Pitch and Putt enthusiast.