



SUCCESS STORY

by Frank Wall,
Chairman.

Mr. Editor, I must congratulate and thank you at the one time. I congratulate you on the occasion of the "Shannon Meat Gazette's" first birthday - such a worthy effort will I feel sure celebrate many birthdays in the years to come, and I thank you for giving me the opportunity to make this contribution.

When I was elected Chairman of Shannon Meat Ltd., in August, 1975 a singular and great honour was bestowed on me by the Board of Directors and I appreciate very much their confidence in me. As well as the honour I also realise that a great responsibility was placed on me and I sincerely hope that I can bear that responsibility in a manner befitting my position and in the best interests of our Company.

I have always regarded Shannon Meat Ltd., as a model in the industrial field in this country. Since I joined the Board of Directors as a representative of the I.C.M.S.A., Investment Society in 1961 I have seen the Company grow and expand from strength to strength. It must be pointed out that this growth did not just happen. It had to be planned and master-minded with extreme care and caution and against competition from all sides in what can only be regarded as the most competitive industry in this country. Growth and expansion costs money and the fact that the Company has expanded to its present state of development reflects the wisdom of continual re-investment of available finances over the years. This could not have been accomplished without the support and goodwill of our shareholders.

TEAM EFFORT

The overall performance of the Company over the past fifteen years has truly been the result of a team effort involving Shareholders, Directors, Management and Staff at all levels. This team effort would not be possible without the whole-hearted co-operation of every member of the Staff and it is a credit to all concerned that the Company has gone through this period without any major strain on industrial relations within the Company.

I have not yet paid tribute to the suppliers of our raw material, namely my fellow farmers who have supplied the Company over all these years. It is fair to say that for various reasons farmers were not always as loyal as they might have been in supplying their cattle direct

to the factory. The crisis in 1974 served to highlight the dangers inherent in going for what appeared to be a good price on the open market. Since the chastening experience of that year the number of cows now being supplied direct has considerably increased, and I am confident that this new interest in direct supply will be adequately rewarded with steady prices rather than accepting the ups and downs of the open market.

So far I have been paying tributes to all concerned in what I call the Shannon Meat Success Story but lest any air of complacency should follow as a consequence of these compliments let me hasten to add a word of warning for the future. We cannot expect to avoid the difficulties which are now facing the Meat Processing Industry nationally. These difficulties result from declining cattle numbers, consequently lower factory throughput and much tighter profit margins. To overcome these difficulties a supreme effort will be required from every section and efficiency at all levels will have to be the order of the day. If Shannon Meat Ltd. is to continue as a viable concern nothing less than full commitment will suffice and I am confident that this commitment will be forthcoming in the future as in the past.

MODEL

In conclusion let me again say that I regard Shannon Meat Ltd., as a model that we can all take pride in. Let us all strive to not alone keep it so but endeavour to make it even better.

Finally, may I once again congratulate all concerned in the production of the "Gazette". It is an excellent exercise in public relations and of benefit to everyone who is concerned with the welfare of Shannon Meat Ltd. Keep up the good work.

We wish all our readers a
HAPPY and PEACEFUL CHRISTMAS
and a prosperous 1977.

Slaughtering operations will cease on 21st December and will resume on Monday 3rd January. Livestock will be accepted up to and including 17th December. 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 December 30th.



Mr. Frank Wall, Chairman of Shannon Meat Ltd.

SIXTH TRAINING YEAR

AnCo - The Industrial Training Authority, have informed companies in the Food, Drink and Tobacco designation of their plans for the Sixth Training Year, which will run from 1st October, 1976, to 30th September, 1977. The objectives of the Levy/Grant scheme to date has been to increase industrial efficiency in Ireland, by the drawing up and implementation of systematic training programmes to meet specific identified needs at individual organisation level.

Under the Industrial Training Act 1967, AnCo access each establishment for levy. The levy for the forthcoming year is 1% of salaries, fees, wages or perquisites other than pensions, excluding the first £35,000. 90% of the levy paid is

recoverable if certain fundamental training principles and guidelines are observed.

CONTINUITY

The scheme for the sixth training year seeks to provide continuity of the approach of last year. This lays stress of the drawing up of a training programme based on a systematic identification of training needs and the implementation of the programme for all employees, giving particular emphasis on the management, Supervisory and Operative areas individually.

The summary of Grant Payment requirements is as follows :-

1. 40% of Levy paid for identification of Training needs and setting out of training programme.
2. 40% of Levy paid for Implementation of Training Programme and maintenance of training records.
3. 10% of Levy paid for review of Training.

For firms employing less than 50 people, the training requirement is as follows :-

"Personal Development of Chief Executive plus appropriate training programme for employees."

COMMENT

This is the first anniversary of the launching of the "Shannon Meat Gazette". We would like through this anniversary issue to sincerely thank all members of our organization who co-operated and assisted us in the production of this magazine. Quoting from one of our first issues we stated, "For the success of the Gazette, we need the full support and co-operation of everybody connected with Shannon Meat Ltd." This was readily and enthusiastically forthcoming. For this we are truly grateful. We are tempted to mention specific names in this respect but refrain from doing so. Our regular readers will be aware of our thinking on this matter.

One name that we will mention however, is that of Sean Dowling. Sean, of Kiltanna, Knockaderry, was a member of the editorial group up to October, when he left in search of greener pastures. Sean devoted much of his spare time and energy to the development of this magazine. We tender our sincere gratitude to him. Sean's position in the editorial group is ably filled by Miss Elizabeth Reidy, Senior Secretary with the Company. Elizabeth is a native of Patrickswell and we are sure she will bring her own ideas to bear on the continuing development of the "Gazette."

We are confident of your continued support and we again thank our readers within and outside our organization for your interest in the past year.



Sean Dowling.

TRIMMINGS

By the Trimmer

- * The reason opportunity is not recognised is, it is too often disguised as hard work.
- * One of the biggest troubles with success, is that it's recipe is often the same as that for a nervous breakdown.
- * Today's trying times are tomorrows good old days.
- * In the old days, the man who saved money was a miser : nowadays he's a miracle man.
- * The priest who passes the potato chips in the monastery, is known as a chipmunk.
- * Safety Tip : Do your thinking on the job - not in hospital.
- * The world is full of willing people. Those willing to work and those willing to let them.
- * If a cluttered desk is the sign of a cluttered mind, what kind of a mind is an empty desk the sign of.
- * Early to rise, early to bed, makes a man healthy but socially dead.
- * The difference between "outselling" and "out-selling" is a little dash.
- * Tact is the art of saying nothing when there is nothing to say.
- * A bachelor is a rolling stone that gathers no boss.
- * Some people use religion only as a fire escape.

LINKS WITH EUROPE

By M.F. Cowhey, Managing Director.

Post Second World War, easier travel and communication has encouraged Irish people to travel and holiday in foreign parts and many people from abroad to visit our country. Since we became members of the European Community, a greater interest in the countries of our fellow members has developed and many have travelled over some of the paths taken by the evangelising Irish Saints or by the many Irishmen who emigrated to the greater capital cities of Europe, or fought on it's many battlefields. Some time ago, I was in Germany on the Company's business and found myself in the province of Pfalz of Palatinate. From this province came the Palatine people who were brought to Ireland by the Earl of Southwell of Mount Southwell, Rathkeale in 1708 and apportioned lands at Courtmatrix, Rathkeale. In later years, further parties of Palatines were allocated lands in other parts of the country but mainly they were settled in the Rathkeale area. This particular Earl was a Catholic, the Palatines were Protestants who were being persecuted for their religion in their own country. A large part of the former Desmond lands had been settled on the Earls of Southwell (Browns) and the hope was that by allotting small holdings to the Palatines, their good farming practices would rub off on their Irish neighbours who were of course, also tenants of the Earl.

METHODISM

Most of the newcomers became very lukewarm in their religious beliefs, due to lack of a pastor and when John Wesley came to Limerick in 1752, he won most of them over to Methodism. Among his converts was Philip Embury, a remarkably gifted person who accomplished so much in his comparatively short life span of forty five years. He was born in Ballingarrane, two miles from Rathkeale in 1728 and was educated locally by another Palatine, Philip Guier. He became a carpenter, also a preacher of Methodism and built the first Methodist Church in the country at Courtmatrix. He married Mary Switzer of Courtmatrix in 1758 and it seemed as if he intended to settle down as a Methodist Preacher in the Limerick area. However, conditions became very hard for the Palatines on the Southwell Estate and many of them emigrated to the U.S.A. Embury, his family and another Ballingarrane family named Heck, set sail for New York in 1760. They set out from Limerick on the ship, Pery. Others travelled on a sister ship curiously enough by name, Mayflower. More and more families joined them. Initially, Embury preached to the congregations in his own home but as membership increased and prospered, he built the first Methodist Church in New York at a cost of £571.

Barbara Heck became his chief assistant and gave him unstinted and valuable assistance in his work. He died in 1773 and was interred in Salem, New York. As the Methodist movement grew in the U.S.A., Embury's remains came to be regarded as sacred. They were exhumed and buried at Cambridge, Massachusetts in 1866. In 1968, a beautiful annex to Ballingarrane Church was erected and the whole is now known as the Embury and Heck Memorial Methodist Church. Among the items displayed in the annex are plaques to both Embury and Heck, the horn which in the



Mr. M.F. Cowhey.

early days was used to call the congregation to Church and a baptismal font carved from a beam taken from the kitchen of Barbara Heck's old home. This old homestead still stands not far from the Church and is occupied by the Ruttle family. Both Church and house are regarded as places of pilgrimage by Methodists, particularly by North American Methodists whose numbers have grown to 15,000,000 and who regard Embury as the founder of their Church.

NOSTALGIA

We are familiar with the nostalgia with which our emigrants viewed their homeland. We wonder what these first German settlers must have thought of their adopted country. They had come from Rhineland countryside, a beautiful and fertile land. The Rhine in the area of it's tributaries, the Mosel and Main means good wine, music, singing, good food and good



Embury and Heck Memorial Methodist Church.

humour. Our Palatine friends, who could not continue their wine making in Ireland, were also expert Cider makers. A cider press was a part of almost every home. In this area, many a young man's first strong drink was from John Bowen's renowned stock of Courtmatrix cider. The Rhine cities either adjoin or are in the Palatinate glittering Dusseldorf, historic and beautiful Cologne, staid Bonn, Trier, the oldest city in Germany, the Rome of the north in which it was known a Celtic settlement existed in 400 B.C., Koblenz, Mainz capital of the Palatinate. In this part of Germany is the Saarland with it's fantastic industrial complexes. Adjoining is little Luxemburg and the industrial heart of Belgium. Not far away is Strassburg, the seat of the European Parliament. Here, one realises is the centre of Europe, and as one gazes on the fabulous architectural and building feats of the immense Cathedrals, on the vast engineering feats of the Rhine bridges, on the priceless treasures of the various arts, one offers a silent prayer that the principal objective of the founding fathers of the European Community be realised, never again a European War.

One could keep on filling pages on the wonders of a rebuilt Germany, but this is another story. The Company's products find some of their most important outlets in these densely populated areas. At the end of this visit I was invited to lunch at a large office canteen in Cologne. The main course was a very good goulash which I thoroughly enjoyed, my enjoyment being all the greater because the beef content had come from Shannon Meat.

COOK'S CORNER

For this issue we give hereunder some recipes which may be of value to the housewife. It might be of interest to note that the meat ingredient for these recipes are from the Fore Quarter, which is the more economical quarter.

CURRY OF BEEF :

- 1 lb. Round Steak (Silverside)
- 1 oz. Dripping
- 1 oz. Flour
- ¾ pt. stock or water
- 2 ozs. Onion (chopped)
- 1 dessert spoon chutney
- 2 teaspoons Curry powder
- ¾ apple (chopped)
- Rice Border - 6 ozs. long grained rice.
- Garnish-Parsley & Cayenne pepper.

Method :

1. Cut meat into ¾" squares.
2. Heat dripping, brown meat and onion.
3. Add flour and curry powder and stir.
4. Add stock or water stirring all the time, bring to the boil.

5. Add apple, chutney and tomato sauce. Cover and stew slowly for 1¾ hours.
6. Serve on a hot dish in a border of rice. Garnish rice with cayenne pepper and parsley.

CASSEROLE OF BEEF :

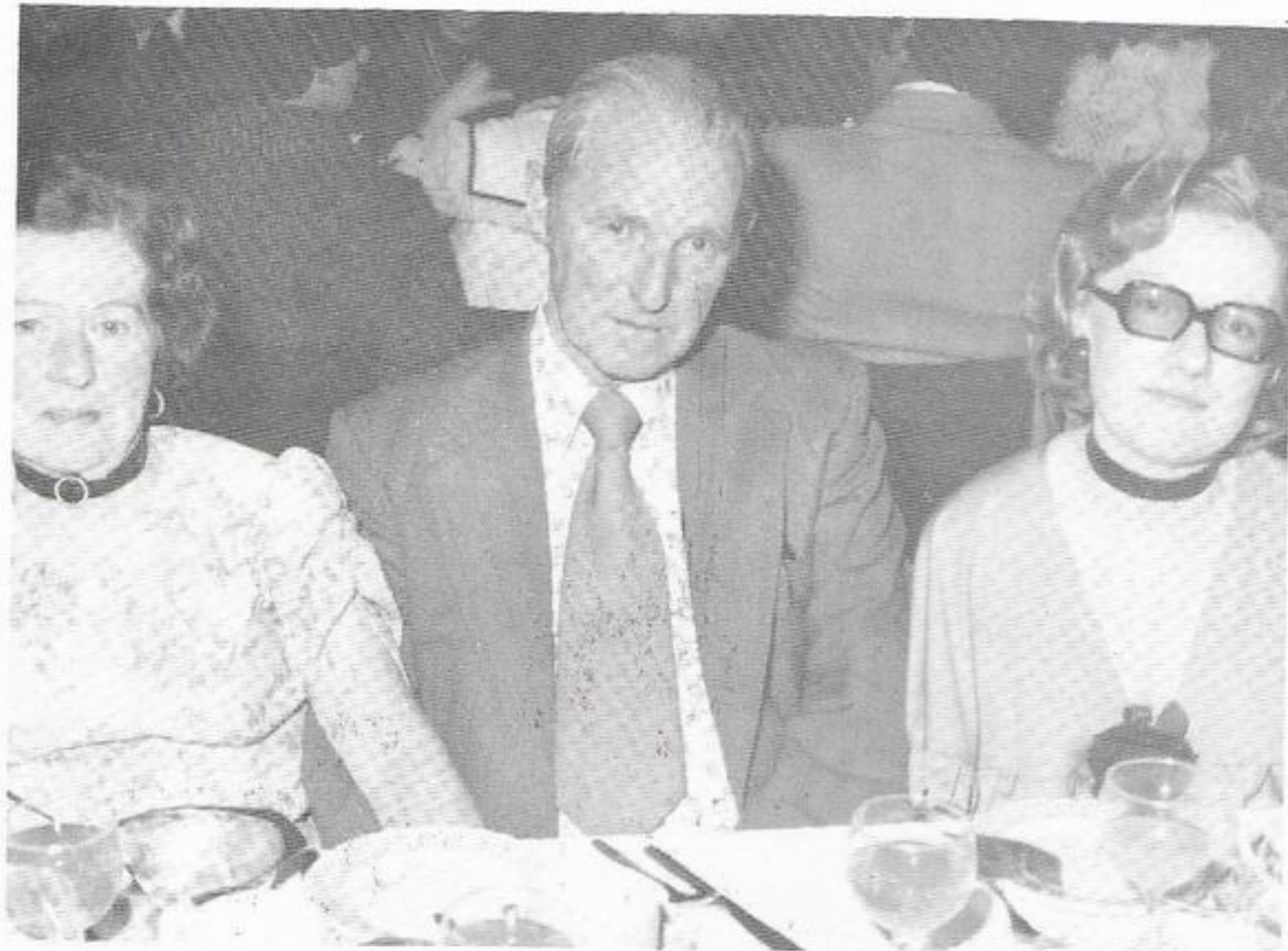
- 2 lbs. Stewing Beef
- 1 table sp. seasoned flour
- 6 ozs Tomatoes
- 1 tablesp. cooking oil
- 6 ozs. sliced onion.
- 2 glasses Red Wine
- 1 clove of garlic.
- Pepper & Salt
- 1 dessertsp. mushroom ketchup.

Method :

1. Cut meat in cubes and toss in seasoned flour.
2. Heat the oil and brown meat, onion and tomatoes (skinned & sliced).
3. Add red wine and pt. water. Stir until it boils and put into a casserole. Crush garlic and put on top of meat.
4. Cover with foil and tightly fitting lid and cook in moderate oven for about 3-3¾ hours.
5. Add mushroom ketchup. Serve with boiled rice or potatoes.



PICTURE PARADE



Enjoying the Shannon Meat Ltd 8th Annual Staff Dance at the Devon Inn is Paddy Sheehan Vice-Chairman of the Staff Social Committee with his wife Susan and daughter Joan.



Relaxing at the Annual Dance are Michael and Joan O'Grady.



Kitty Boyce and Padraig Flaherty photographed at the staff dance.



Niel Hogan and Susan Moore were also at the Devon Inn on 27th of November.



Jimmy and Anne Lenihan at the Shannon Meat Social.



Enjoying the meal at the Devon Inn, Pat and Mary Lynch.



Mr. Tom Lyons apprentice fitter busy welding in the Maintenance Workshop.



Pat Marron and Mary Magner at Devon Inn.



Michael Morrissey and Batty Collins photographed in the civil workshop.



John Huges with his wife Mary and Sister-in-Law Helen O'Grady at the 8th Annual Social.

FINANCIAL THOUGHTS

By Donie Donovan
Livestock Procurement manager

Thinking aloud seems to be the in phrase at the moment and people seem to use it as a sort of insurance against getting rapped over the knuckles for saying what they really think. Strangely enough, it just occurred to me recently while having a chat with a supplier, that the amount of accommodation required to-day to carry even a medium weight bullock over twelve months is gone out of all proportion.

It is getting more and more difficult every day to relate the price of store bullocks of 8-9 cwt. to the price of what beef might be in say five to six months. Not alone has the accommodation required doubled and trebled itself, but so has the cost of the accommodation nearly doubled in the past seven to eight years.

The greater the investment the greater the profit margin should be, but this never seems to be the case in the cattle trade. One thing is sure, that the people providing this accommodation are reaping a profit beyond all expectations, lets hope the trade holds up for them. One cannot but feel that they own the vast majority of these heavy cattle, plus a share of the land they are grazing.

U.K. EXPORTS

Foreign buyers are creaming off record numbers of the top young calves at U.K. markets. British beef units are obliged to buy second quality calves, usually slaughtered for veal. Shipments are now thought

to have exceeded 10,000 head per week.

In September, 40,166 calves were shipped, 9,031 more than the same period last year. The same month, France took 21,929 head and Italy imported 4,370 calves from the U.K. bringing its nine month total to 34,933 head, compared with 7,735 in the same period last year.

Exports for the first nine months were 153,969 head, 122,937 more than in the same period last year and 23,699 more than the 1974 total.

These exports were worth about £87m. in foreign currency, but they represent a loss of about 77,000 tons of beef cattle worth around £46m. at current prices.

Exports to France and Italy are even more profitable, because the weak currencies in these two countries means that the exported calf picks up M.C.A. refunds of £5.48 per cwt. and £5.82 a cwt. respectively and claims of profits of more than £20 a calf are common.

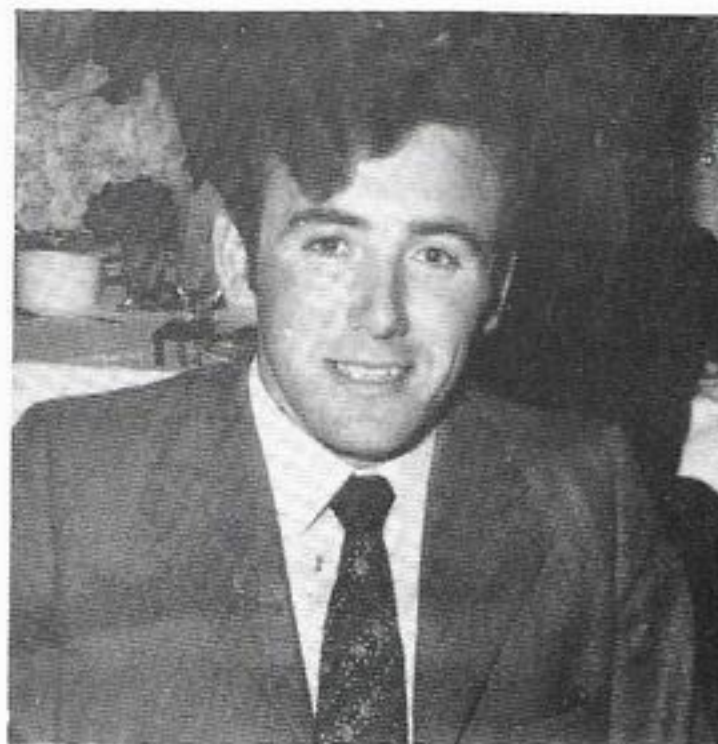
HERD NUMBERS

If you have not already noticed your herd number has been changed, do not be alarmed. It seems the Department of Agriculture have re-organised their filing system.

Applications for movement permits etc. will still be entertained under your old herd number.

This new move must have involved an amount of extra work for the various district offices around the country. When the new system gets under way, the efficiency of these offices will be even still greater.

PROFILE - DONIE AHERN



Donie Ahern

Donie Ahern applied for a position with Shannon Meat Ltd., in September 1970. On hearing he was Ahern from 'Glantine, it was sufficient reference. He had quite a chequered life at this very young and impressionable age. His schooling took him to the De La Salle Colleges in Castletown, Laois and Mallow, to Newcastle West and finally to complete one year's study in agriculture at Salesian College in Pallaskenry.

Under the careful guidance of the other 'Glantine Ahern (Liam), Donie quickly became prolific in all aspects of Livestock procurement. Having already known the difference between a cow and a bull from his farming background, it came easily to him to acquire a good judgement of livestock quality traits. In 1971, Donie decided to change his base from Templeglantine to Ardpatrik, Kilmallock. Later, with the Arab increase in petrol prices, he decided to take up residence in Rathkeale. (illustration

the far reaching effects of the Arab's decision).

PROGRESSED

In March, 1974, Donie progressed to responsibilities for cattle cheque payments. His keen interest and success in the athletic field is reflected in the speed with which he dispatches the cheque to suppliers. The continuous high standard of layout in cattle statements, so familiar to our suppliers, demonstrates his close attention to detail. The high prices at all times paid for cattle are evidence of Donie's knowledge of up-to-date prices and trends in the cattle trade. It is known that on some rare occasions, he has prompted the other Donie (Donovan) to give that extra 1/2p per lb.

Donie Ahern is also responsible for administrating the Personal Accident and Sickness Scheme. The generosity of this man knows no bounds. The aforementioned activities would tax the full time of ordinary mortals. Not so Donie. He also acts as Liason Officer with the farming community. In this capacity he makes contact with potential suppliers of livestock. He informs them of livestock procurement policies of the firm, discusses prices etc. He does not act as buyer but specifically in an informative capacity. He finds that the public appreciate this approach and he has ongoing communications with many who have in the meantime, become suppliers or are potential suppliers. He specifically requests readers who wish to discuss this aspect of the Company's policy to contact him and he will gladly call and have a chat with them without any commitment whatsoever.

Donie Ahern's agricultural interests extends beyond the Company's confines. He at present, possesses some choice cattle of his own. He is engaged to Miss Margaret Collins of Croagh, a lucky lassie - all agree.

SHANNON MEAT CHAT By the Scribe

- * I have been requested by members of the Staff, at all levels, to wish our General Manager and Director, Mr. P. Lynch a very speedy and full recovery.
- * Congratulations to Mike Ahern, of the Boning Hall on the birth of a daughter.
- * Dick Sheehy of the Freezers Dept., got engaged lately to Miss Alice Healy of Cappagh - "Say good-night Dick."
- * Athea Newsflash - Tom (Brown) Murphy tells me that Mossie Sheehan is a member of the "Jet" Set, back there.
- * The Scribe wishes Denis Noonan a speedy recovery, and looks forward to seeing him returning to work soon.
- * Best wishes to Miss Miriam Mulcair on her recent engagement to Mr. Pat Magner, a brother of our very own Helen. (Wonder when will Helen be a "Case" like Miriam).
- * It gives me great pleasure once again to welcome more new staff into the Company in the persons of Danny Shields, Pat Dalton, Gerry Donovan, Bill O'Brien, John Sheehan, Ml. Liston and Bernard McCoy.
- * I have been informed that as a result of certain individuals signing on for Shannon United
- the average age of the team has jumped from 21 to 31. Through the departure of a certain magpie, in the person of Sean Harnett, success seems assured, for the Rathkeale team.
- * Welcome to Noel Harnett who has come into the Home Sales section.
- * Block by block, the badly needed new offices are beginning to take shape, thanks to the expertise of Frank Costello & Co.
- * A speedy recovery is extended by all to Maintenance Foreman, Frank Dinnage.
- * Well done ! to the Social Committee, on the success of our Dinner Dance once again.
- * Congratulations to Mike and Helen Dunne on the birth of their son. (Another addition to the Manchester Utd. Fan Club).
- * Wanted : A special antidote to console Michael O'Neill because of Wexford losing the All-Ireland final.
- * John Lyons tells me that Stephen Murphy has now been ordained the "Serpico" of the Boning Hall.
- * A.A. Notice - well wear to Paudie Reidy on his new four door saloon car.
- * The Scribe wishes everybody an eventful Christmas.



Mr. Con Kenneally and Miss Bridie Tierney enjoying the Annual Dinner and Dance.



At the end of the line (Boning) Bill Daly and Denny Lynch strapping and "racking" boxes of Boneless Beef.



The officers and members of the Shannon Meat section would like to wish Mr. P. Lynch, General Manager and Frank Dinnage, Maintenance Foreman, a speedy recovery. We look forward with God's help, they will be back to work soon.

We would like to congratulate Noel Harnett, who has joined the staff of Shannon Meat Ltd. as clerical officer, in Home Sales.

Before we continue with further extracts from our Union Rules, we would like to take this opportunity to wish all our members and all connected with Shannon Meat Ltd. a very happy Christmas and prosperous New Year. We now continue extracts from our Union Rules.

Branch Business and Meetings

22. The business of every Branch shall consist of :-
- (a) The recruitment of new members.
 - (b) The collection of contributions from members.
 - (c) The payment and local administration of Union Benefits.
 - (d) All such other business, within the objects of the Union, as the Branch may itself decide, or may be instructed by the National Executive Council to undertake.
23. A Branch Meeting shall be either :-
- (a) A meeting of the members of the Branch, or

- (b) A meeting of delegates representing its sections elected by the members of the Branch, as may be decided by the Branch, with the approval of the National Executive Council.
24. The National Executive Council may at its discretion require that the meetings of a Branch shall be a delegate meetings.
25. The method of election of delegates to Branch meetings, the basis of representation, and all other arrangements necessary to ensure the representative character of delegate meetings shall be determined by the Standing Orders of the Branch.
26. A Branch Committee shall adopt Standing Orders approved by the National Executive Council to govern the conduct of its business.
27. In addition to such ordinary meetings as a Branch may decide to hold, each Branch shall hold An Annual Meeting as soon as practicable after the beginning of each year. The Branch Secretary shall notify to the Head Office of the Union, at least fourteen days in advance the place, date and time of the Annual Meeting.
28. The Secretary of each Branch and Council shall as soon as practicable after the close of each year prepare a financial statement of the income and expenditure of the Branch (General and Local Funds) for the twelve months ending with the last week in December,

which statement shall be submitted by the Secretary to the Branch Committee and to the Annual Meeting of the Branch and a copy of which shall be sent to the General Secretary. The Secretary shall also prepare the Branch Annual Report which shall be submitted to the Branch Committee and to the Annual Meeting and a copy of which shall be sent to the Head Office of the Union. This report shall have a special section giving details of membership and of Branch and Section activity during the year.

Branch, or a meeting of a special group of members shall be held whenever the Branch Officers or Committee consider it necessary, or whenever a National Executive Officer so orders, or whenever such a meeting is requisitioned by a notice in writing, addressed to the Branch Secretary, stating the business to be considered, and signed by not less than one-fifth of the members or delegates entitled to be present at such meeting. No business other than that specified in the notice summoning the meeting may be transacted at such Special Meeting.

29. A Special General Meeting of a



Patrick O'Shaughnessy Chairman and his wife Mary in a festive mood.

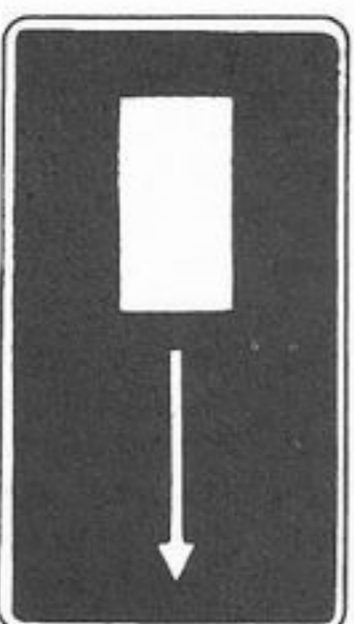
SAFETY SIGNS

The E.E.C. Commission recently presented proposals for a directive to harmonise safety signs used at the work place. The Commission with the help of the Government experts, has devised a series of simple eye-catching signs which it proposes to make compulsory throughout the Community. The colour and shapes of the new signs are in line with international usage : red for prohibition, yellow for caution, green for safety systems and First Aid, blue for mandatory signs : circles for mandatory and prohibition signs, triangles for warning signs and squares or rectangles for emergency, information and supplementary signs. We show a selection of these proposed signs.

EMERGENCY SIGNS



First aid post



Emergency exit



Emergency exit to left

MANDATORY SIGNS

There are also a series of Mandatory Signs [circular] illustrating :—

- Eye protection must be worn
- Safety helmet must be worn
- Ear protection must be worn
- Respiratory equipment must be used
- Safety boots must be worn
- Safety gloves must be worn.

PROHIBITION SIGNS



Pedestrians forbidden Smoking and naked flames forbidden. No drinking water

Do not extinguish with water No smoking

WARNING SIGNS



Inflammable matter Explosive matter Toxic matter

Corrosive matter Radioactive matter Beware, overhead load

Beware, industrial trucks Danger high tension General danger

ABBEY PITCH & PUTT



Mr. Gerry Cronin T.D. presenting the Cronin-Barry Perpetual Trophy to Mr. Seamus Tierney of Abbey Pitch & Putt. Also in the photograph are L. to R : Mr. Peter Barry and Mr. Jim Barry of Cronin-Barry Ltd., Mr. Donal Costelloe and Mr. Michael Dunne of Abbey and Pitch and Putt Club.

Presentation

The Abbey Pitch and Putt Club were presented with a very valuable trophy on the 23rd September. The presenters were Cronin-Barry Ltd. Federated Insurance Brokers of Mallow, Co. Cork. The trophy was presented to Seamus Tierney, Chairman of the Abbey Pitch and Putt Club, by Gerry Cronin, T.D. former Minister for Defence. In presenting the trophy, Mr. Cronin stated that he was very glad of the opportunity to promote sporting activities. This eye-catching trophy, "The Cronin-Barry Perpetual" will be competed for during the "Open Competition" which will take place during the coming season. The Club wish to convey their sincere gratitude to Messrs. Cronin-Barry, for their kind gesture. Also at the presentation were Messrs. James and Peter Barry, directors of the Company. Peter is well known to many of the staff of Shannon Meat Ltd. Present at the Presentation, also, with the Chairman of the Pitch and Putt Club were, Donal Costelloe and Michael Dunne.

OPEN CANCELLED

In the last edition of the "Gazette" I mentioned that the Club were holding an Open Competition on the 2nd and 3rd October. However, owing to the unfavourable weather it was decided to cancel this event. This was a reluctant decision by the Com-

mittee, but the chances of a successful Competition were minimal. Through this Magazine, I would like on behalf of my fellow Committee members to extend apologies for any inconvenience caused to anyone owing to this cancellation. Next season, we will be better prepared for such an event and also at an earlier date. By then, too, our course should be even better, although more difficult to play. I hope I am not dis-heartening too many.

CLUB COMPETITION

On failing to run our Open, it was decided to hold a Club Competition, instead. A perpetual trophy was put up by the committee for the event. The winner of "The Abbey Committee Perpetual" was club chairman, Seamus Tierney, a very popular winner indeed.

The other victors were as follows :

Gents :- Nett : Liam Woulfe,

Gross : Donal Costelloe.

Ladies :

Nett : Breeda Woulfe.

Gross : Eileen Griffin.

Juveniles :

Nett : Frank Guiry

Gross : John Fitzgerald.

The turn-out of members for this Tournament was very encouraging. Even more encouraging was the high standard of play, both from males and females.

share the points. Man of the match - Frank Lynch.

Ballysteen 1. Shannon Utd 0.

This was a very poor display and one which we will want to forget in a hurry. We just never got going and were run out of it by the eager Ballysteen lads. The one goal was scored early in the first half and try as we might we just could not penetrate the Ballysteen defence. Man of the match - Mike Gallagher.

Shannon Utd 1. Castlemahon 1.

Our first home game of the season was a big disappointment. This

G. A. A. CLUB NEWS

By Denis Noonan
(Secretary)

Affairs on the Gaelic front are extremely quiet at present. Neither the hurlers or footballers have been in action over the past few months. Many of the players are having a well deserved rest after a very hectic season. The season has been pretty successful. The team was outright winners of our Tournament, beaten semi-finalists in the Hurling Championship and beaten semi-finalists in the Football Championship.

The Club have organised a Victory Dance for the 14th December, at the "City Ballroom", Ballygarry (quote John O'Connell). Music is by the Boys in Blue. Trophies will be presented to the players. A great night is guaranteed.

On behalf of the Club and

through this magazine, I would like to express the deepest gratitude to the players, supporters and Club Officials, to Management for their readiness to assist us whenever possible. (They generously sponsored this years tournament again). Not forgetting the opposition encountered during the year and who provided us with excitement, thrills and often pains, but who also provided us with memories and stories to tell in later years.

WHO ARE THE PLAYERS ?

Commencing in this issue and in following editions, I will be introducing members of the Club. I am starting with Club Chairman, Martin Williams and hurling captain, Bill Lynch.



Name : Martin Williams
Age : 30.
Height : 6' 1"
Weight : 13 st. 7 lbs.
Married : Yes, to Breeda.
Children : Martin, Michael, Patricia, Catherine & Margaret.
Club : St. Mary's Rathkeale.
Position : Full-Back.
Favourite Sports : Hurling, Handball, Coursing and Greyhound Racing.

Hobbies : Walking my Greyhounds.
Favourite Team : Limerick.
Favourite Player : Pat Hartigan.
Most Difficult Opponent : Martin Giltinane
Most Memorable Match : Winning Co. Minor Championship with St. Patrick's in 1963.
Ambition : To win Co. Championship with Shannon Meat. To Slip the Irish Cup.



Name : William Lynch.
Age : 30.
Height : 5' 9"
Weight : 11st. 7 lbs.
Married : Yes, to Margaret.
Children : John, Marian, Geraldine and Liam.

Club : Feenagh-Kilmeedy.
Position : Right Half-Back.
Favourite Sports : Hurling and formerly Cross Country Running.
Hobbies : Watching Matches, Dancing and Television.
Favourite Team : Kilkenny.
Favourite Player : Eamonn Cregan.
Most Difficult Opponent : Phil Bennis.
Most Memorable Match : Assisting Feenagh in winning Co. Junior Championship in 1963.
Ambition : To win further Co. Championship with Shannon Meat and Feenagh.

Slán agus Beannacht.

being Castlemahon's first year in the league for a few years and they were very young and inexperienced. The only bright spot for us was a fine goal by John Coleman. Man of the match - Ed. Dollery.

Celtic 2. Shannon Utd. 4.

A bit of history was made in this F.A.I. Junior Cup game, in that, we at long last won our first cup game. In all the years we have been playing soccer we had never won a cup match. Celtic had to line out a man short and we made full use of the extra man. Goals by O'Grady and Harnett, had us 2-0 up at the interval. A goal early in the 2nd half by Ken Daly put the issue beyond doubt. Celtic pulled one back, but Tom White restored our three goal advantage with a fine goal. Celtic got a second goal just before the end. Man of the match - Liam Woulfe.

Ballysteen 2. Shannon Utd. 3.

We got ample revenge for our earlier league defeat by knocking out the home side in this first round of the Munster Cup tie. A much better performance this and we fully deserved to win. Two goals from the spot by O'Grady and one from Chawke had us always in command. Man of the match - Ed. Dollery.

Glin 3. Shannon Utd. 4.

We were back to the league again this day and in our best display of season, we just edged out Glin in a great game. Before we had settled down, Glin struck twice with two early goals. It looked curtains for us at that stage, but we got one back

just before the break, when Wall scored a great goal. We started the 2nd half in great style with goals by Chawke and Coleman. Back again came Glin, to level 3-3 with a fine goal. It was anyone's game at that stage, with both sides playing lovely football. With time running out we got the all important goal, when Jones got clear of the home defence and slipped it past the Glin keeper. Man of the match Bill Chawke.

Askeaton 0. Shannon Utd. 1.

We got through to the semi-finals of the F.A.I. Junior Cup, by knocking Askeaton out in the 2nd round. This was a game that could have gone either way, but we just happened to get the lucky break. A long clearance out of defence reached Chawke at the half way line. He sent a lovely ball through the middle, for O'Grady to run on to and as the keeper advanced, O'Grady slipped the ball past him into the empty net and that was the goal that separated the sides at the finish. We are now looking forward to the semi-final and are hopeful, we can reach our first ever final. Man of the match - Mike Gallagher. Watch it grow - goal tally O'Grady (4) Coleman (3) Chawke (2) Hayes, Gallagher, Harnett, Daly, White, Wall, Jones, one each.

Michael Dunne.

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SOCCKER SCENE



The Desmond League season is now fully under way and after a dismal start the team is now beginning to hit form and is playing very well. Our results to date are :-
Broadford 3. Shannon Utd. 3.

A very difficult start to the league, but this was a game that we could and should have won. Broadford were soon ahead, but a goal by Pat Hayes had us level at the interval. Further goals by Coleman and Gallagher, gave us a 3-1 lead in the second half. Full credit to Broadford they never gave up and were rewarded with two late goals to

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CALENDAR 1977

JANUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
*		Full Moon 5th New Moon 19th Bank Holidays 1st England, Wales & Ireland 1st & 3rd Scotland	Last Quarter 12th First Quarter 27th Epiphany 6th			1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
*	*	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Full Moon 4th Last Quarter 11th
New Moon 18th First Quarter 26th
Ash Wednesday 23rd

MARCH

SUN	MON	TUES	WED	THUR	FRI	SAT
		Full Moon 5th Last Quarter 12th	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

New Moon 19th
First Quarter 27th
Bank Holiday 17th Ireland

APRIL

MAY

JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT
*	Full Moon 5th New Moon 19th Bank Holidays 1st & 3rd Scotland					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT
*	*	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	Full Moon 4th New Moon 18th Ash Wednesday 23rd				

MAY

SUN	MON	TUES	WED	THUR	FRI	SAT
Full Moon 5th Last Quarter 12th		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	New Moon 19th First Quarter 27th Bank Holiday 17th Ireland	

JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT	
*	Full Moon 4th New Moon 18th Bank Holidays 8th Scotland Wales & Ireland					1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Full Moon 3rd New Moon 18th Bank Holiday 2nd Scotland			

AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
Full Moon 1st New Moon 16th		Last Quarter 8th First Quarter 24th		1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	Bank Holiday 6th Corpus Christi 9th

SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT	
*	Full Moon 1st/30th New Moon 16th					1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24 31	25	26	27	28	29	30	

OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
*	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Last Quarter 6th First Quarter 22nd Bank Holidays 1st Scotland & Ireland 29th England & Wales		

NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
*	Last Quarter 5th First Quarter 20th		New Moon 13th Full Moon 27th		1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
*	Last Quarter 5th First Quarter 19th					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

SUN	MON	TUES	WED	THUR	FRI	SAT
*	*	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	Last Quarter 4th First Quarter 17th All Saints 1st		

SUN	MON	TUES	WED	THUR	FRI	SAT
Last Quarter 3rd First Quarter 17th		New Moon 10th Full Moon 25th		1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31