

SHANNON MEAT GAZETTE



Volume 2 No. 6 October/November 1977

Telephone : Rathkeale 49/50.



The Mayor of Limerick Mr. Frank Prendergast and Mrs. Prendergast sampling "Shannon" Corned Beef in the company of Mr. Matt O'Doherty Marketing Manager. Photograph was taken at the Shannon Meat Stand at the Limerick Show.

MACHINE BITES MAN

Machinery doesn't bite!

It's not snarly and aggressive and anxious to pounce and inflict painful damage on anyone who comes close.

The only person who is in danger from a machine is the one who is ignorant or doesn't practice the rules that make for a safe, peaceful relationship between man and the machine.

KNOW HOW to stop a machine before you start it. Before switching on, make sure that everyone is in the clear, and that guards and safety devices are in place and properly adjusted.

Never leave a machine running unattended. When it's necessary to make adjustments, turn off the power and wait until the machine has come to a standstill. Remove power plug from socket. Don't try to brake or slow down moving machinery with your hand or some kind of makeshift device.

Bleed off residual pressure if the machine is of this type.

If it becomes necessary to remove chips from a moving machine, do it with a brush or stick and not with your hands.

Wear eye protection if it's needed.

DON'T WEAR:

- Rolled-up sleeves.
- A long tie.
- A fuzzy sweater or a loose-fitting, floppy shirt.
- Pocket flaps or loose apron strings
- Cuffs on pants.
- Pants that are too long.
- Shoes with worn-out soles or run-down heels.
- Identification bracelet, anything hanging from around the neck, watch chains, rings, pins or any

other jewellery that might catch easily.
Gloves anywhere near moving parts.

MEN AND MACHINES

If you're not authorised to operate a machine leave it alone.

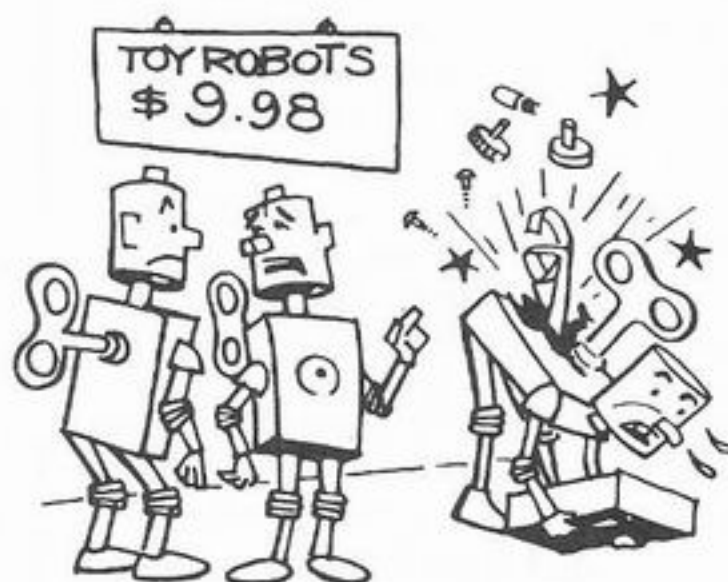
Remove covers or guards that enclose moving parts only when it's necessary to make repairs or adjustments. And be sure to replace the cover or guard after the repair or adjustment is completed.

Always dress in comfortable, well fitting clothes that suit your job.

Be sure to wear any protective clothing or equipment that's recommended for your job.

QUOTABLE QUOTE

"No one knows when an accident is about to occur. What is known is that a seat belt often spells the difference between life or death or between a serious or minor injury. It takes only two seconds to fasten your seat belt - not much of an investment in time when your life could hang in the balance".



"I guess he wasn't programmed for proper lifting techniques."

BEEF PACKING REPORT

SOME OBSERVATIONS

By Michael Dooley,
Financial Controller.

INTRODUCTION

The Report, prepared by Cooper & Lybrand, was commissioned by the I.D.A. Its purpose was to identify the industry's problems and thereby provide some guidance to the I.D.A., as to where its Grant Aid might best be focused. The cost of the report, we are reliably informed by the press, was £75,000 approximately. Money wasted, some would think, but I wonder! When we consider that in three years, 1972 - 1975, the industry expended £159 million in capital investment and that the I.D.A., provided £45 million of this in Grants, the magnitude of the problem is appreciated. In commissioning this report, it would seem that the I.D.A., is not altogether happy that all this investment was made to the best advantage. It also acknowledges by implication, its own inability to foresee the proper direction of future capital development. If, therefore, this report is instrumental in re-directing into the proper channels, even a fraction of the proposed future capital expenditure, it will have justified itself even in the narrow economic sense.

PUBLIC

In making the report public, the I.D.A., is obviously of the opinion that there are also lessons for the industry. It invites us, by the use of inter-firm comparisons and other proddings, to be self-critical, to impose upon ourselves, the disciplines of self-analysis. An exercise that does not commend itself entirely to some, if we are to believe some press reports. However, I believe there is a logical progression from a lack of self-criticism to complacency and the latter is a luxury few in the beef-packing business can afford in 1977. "Mortal's chiefest enemy", Shakespeare called it, and who are we to disagree?

The Report is divided into four sections :-

- [a] Objectives and Methodology of the Study.
- [b] The Beef Packing Industry.
- [c] The Beef Processing Industry.
- [d] The Promotion of Future Development.

Sections A & B comprise 81 pages of a total 126 pages and for the purpose of this article, I shall confine myself to these - possibly looking at Section C & D at a future date.

OBJECTIVES

Section A places the Beef Packing Industry (inc. Sheep & Lamb) in the context of the Agro business. Taking exports as a yardstick, the results for 1975 were :-
Meat : £223m. Livestock : £111m. Dairy Produce : £153m. Total : £487m.

We are, therefore, talking about the largest single sector of the agricultural business. In the ten years to 1975, the industry has grown at an "extraordinary rate".

1. The number of cattle slaughtered for export : 313,000 to 1,364,000 (4 times).
2. Export earnings :- £15m to £201m. (13 times).
3. Value-added : £4.4m. to £45m. (10 times).
4. Workforce increase of 87% compared with an average of 8% in the industrial sector as a whole.

Furthermore, it is evident that the industry is still in the throes of evolution and that the position just stated is, one might say, merely the mid-stream position. In 1975 upwards of 700,000 cattle were exported live from this country. These cattle, all things being equal, represent the future growth of the industry. To what extent can the home industry hope to compete against foreign processors? who after all are the buyers, for these supplies. If we can regard the past ten years as a mirror of the future, then there is every hope. In that period the industry has been successful in increasing its share of national cattle disposals from 28% to 59% - proof positive indeed that the beef packing industry is alive and vibrant and growing in Ireland at the expense of our foreign competitors.

REACTION

Section A also places on record, the reaction of the industry to this virtual inquiry into its affairs. It says that the "remarkably high response" to its questionnaire was "indicative of the enthusiastic support that we obtained from the industry during all stages of the study". Hardly the response of an industry with all shades of skeletons in its cupboard. It contrasts starkly with the harsh press report of the study, which were grossly unfair to the industry in condemning it out of hand because of some criticism quoted out of context and to the report itself in completely misinterpreting its contents. I am, reluctantly forced to the conclusion that few, if any, of our journalistic friends had even the decency to read the report. Concluding this section the report draws a distinction between the characteristics of the beef packing industry and the beef processing industry and suggests that this very fine demarcation line has been totally lost to the industry. Lost to some perhaps, but for others the criticism is a bit unfair. "Thin partitions do their bounds divide", maybe, but not so thin as to be invisible. This distinction, with the resultant pricing and quantifying problems of inter-departmental raw material transfers, has been only too painfully apparent to us for many years.

(Continued on Page 2)

BEEF PACKING REPORT

Continued From (Page 1)

BEEF PACKING

Section B of the report deals with the first of the above two industries viz., the beef packing industry. This section is a veritable mass of the most interesting facts, figures, tables, charts and diagrams. The following are some observations:- **Table 1:** Traces the development of the industry from 1950 to 1975. It shows that in that period the percentage of export slaughtering of live exports decreased from 63% to 26% - (average reduction: 1.5% p.a.). The observation here would seem to be that future supplies to the industry will be forthcoming (as in the past) from two sources - [i] Greater total disposals from a larger cattle population - reckoned to be increasing at an average rate of 3% p.a. and [ii] Larger share of this total disposal figure increasing at the average rate of 1½% p.a. This in turn would seem to indicate that in an industry of peaks and valleys, our peaks are likely to be higher in the future. Lesson:- Caveat processor.

COMPARISON

From time to time, much ado is made of the unfavourable comparison between the prices of Irish and Continental beef. The industry is naturally blamed for being deficient in its processing, dressing, marketing - whatever! Very often, however, the real answer lies in our method of beef production - which as the report points out is "a by-product of the dairying industry" and is "not primarily oriented towards the production of beef cattle". The report sees no alteration in this pattern over the next ten years. It does however, suggest that the industry itself can assist in the change of pattern, by passing back to the producer the benefits of "market preference" in a more sophisticated cattle procurement system.

GROWTH

The rapid growth of the industry over the past ten years against a back-ground of non-market influences, e.g., Government policy measures, E.E.C. entry, U.S. beef import restrictions, is highly commended in the report. The ability to double its production in the brief period of two years from 678,000 head in 1973 to 1,363,000 head in 1975 is regarded as nothing short of monumental and without a comparison in any other sector of industry. In the face of this "grossly unstable supply and market environment the industry's success in handling the problem was a particularly impressive manifestation of its flexibility". This "flexibility" is the "major factor in the industry's successful development" and will be of "critical importance in the future".

Chapter 7 deals with the "Future Cattle Supplies". It points out that over the past 25 years there have been many peaks and valleys in supplies but that overall the average annual rate of growth of total disposals was almost 3%. Very briefly it predicts that this annual average growth rate of 3% is likely to continue and that the peaks which occur every 3½ years or so, will be in the years 1978/'79, 1982 and 1985/'86. It concludes that disposals are unlikely to exceed the 1975 (last peak year) until about 1982. At this date, the available

supplies will exceed the slaughter capacity of the industry, estimated at 1,545,000 head per annum, to handle them. It suggests that the expansion of existing facilities is, in fact, the least costly method of providing the additional capacity required. It would seem that there is adequate boning facilities for all future needs.

PRODUCTIVITY

Factory productivity and labour costs, procurement policies, material control and utilisation, marketing and the financial status of the industry, are all given separate treatment. A summary of the strengths and weaknesses of the industry are enumerated as follows:-

The strengths are:- [i] As already stated, the flexibilities of the industry. [ii] Its ability to identify with changing conditions as demonstrated in the doubling of output in the two years 1973 to 1975. [iii] The size and geographical location of the business plants are such as to ensure the industry's ability to compete on level terms with foreign competition. [iv] The industry is financially sound. No mention here of beef barons exploiting the situation with massive withdrawals of funds leaving their Balance Sheets "pale and wan" and in need of a financial crutch.

The weaknesses are listed as:- [i] "The industry's procurement pricing structure is of a low order of sophistication" and requires improvement. [ii] Boning capacity is considerably under-utilised. [iii] Chiller technology needs to be improved to control shrinkage losses. [iv] The piecemeal development of meat plants has led to poor plant layout with consequent wastage in handling costs. [v] Offal and by-products recovery could be improved. [vi] Productivity levels are poor in some plants. [vii] Labour costs are excessive due principally to poor bonus schemes which do not relate payment to performance. [viii] Product specification and trading practices could be improved.

RECOMMENDATION

The recommendation for the future is that there should be a general improvement in all facets of the operation, viz., procurement, processing, marketing and selling, in short, that the "qualitative aspect" of the operation now deserves more attention, than the "quantitative aspect" (capacity). On the problem of cattle procurement, it recommends the immediate establishment of a grading system operated by an independent agency. It considers the Department of Agriculture to be the best qualified for this task.

On the marketing front, it recommends the early implementation of a "product specification scheme". It suggests that either the Irish Fresh Meat Exporters Society or the C.B.F., should monitor the operation of the scheme. In conclusion, it suggests that the "optimum of efficiency is the single most important test facing the industry over the next few years".

CRITICISMS

It is fair to say that the criticisms above mentioned should be seen in the context of the timing of the report. This was prepared in the early part of 1976 at a time when the industry was windless and still smarting from its efforts

(doubling of production) of the previous two years. It will be recalled that during that time, the live trade had failed to cope with the situation. Our traditional markets for livestock had their own problems - Welsh farmers picketed the ports and refused to allow Irish cattle to land. Boat-loads of cattle returned home. The packing industry jumped into the breach in magnificent fashion and broke all home records in doubling its output in those two years. Inevitably, in this situation, some relatively minor facets of the operation were overlooked - the industry itself would be the first to admit that there were some holes in the fabric and in the circumstances, who could blame it? The industry prides its development in being evolutionary, almost to the point of being revolutionary. Nobody would dream of suggesting that the industry has arrived. I am convinced that the industry itself would have resolved all of these deficiencies in its own time. The report, however, does us a service in highlighting them sooner rather than later and for this it must be congratulated.

The chapters on factory productivity and labour costs deserve mention. These contain some excellent data on plant operational costs for processes such as slaughter, boning, trimming etc. They provide a unique opportunity for individual plants to compare their own performance against the norms in the industry. Inter-firm comparisons are quite normal in other industries, e.g., printing industry, farming etc. They are not prematurely stated here.

CONCLUSION

"Roots" is a topical and fashionable word these days. I am rather disappointed that the report did not mention something of this in the context of the future development of the industry. Let us not forget that the meat business had its origin in the fruitful climate of free and private enterprise. Therein the seedling ideas of men and wisdom, courage and entrepreneurial flair to boot were conceived and allowed to develop and grow. Grown to such an extent that the Irish industry has now outstripped all competition on the European scene. And all of this has been firmly in the interest of producer, processor and the nation. The report states: "that the keen edge of competition is felt by every packer", and this surely is evidence sufficient that from all this progress the producer has been the major beneficiary.

In recent times we have witnessed the entry of the farming co-operatives into the industry. This development is to be welcomed in-so-far as it introduces a greater mix of proprietary interests - it affords the producer an insight into the industry through his own organisation. Here he will not find the protection of the semi-monopolistic position of the dairy Co-Op., but rather will he find that the wind of private enterprise competition blows harsh and chilly and that by his wit alone shall he survive.

I say that the entry of the Co-Op., is to be welcomed, but if this means the eventual take-over of the entire private sector, then I say Halt! And take-over it must surely do, if the proposed discriminatory tax legislation against the private sector is to be introduced.

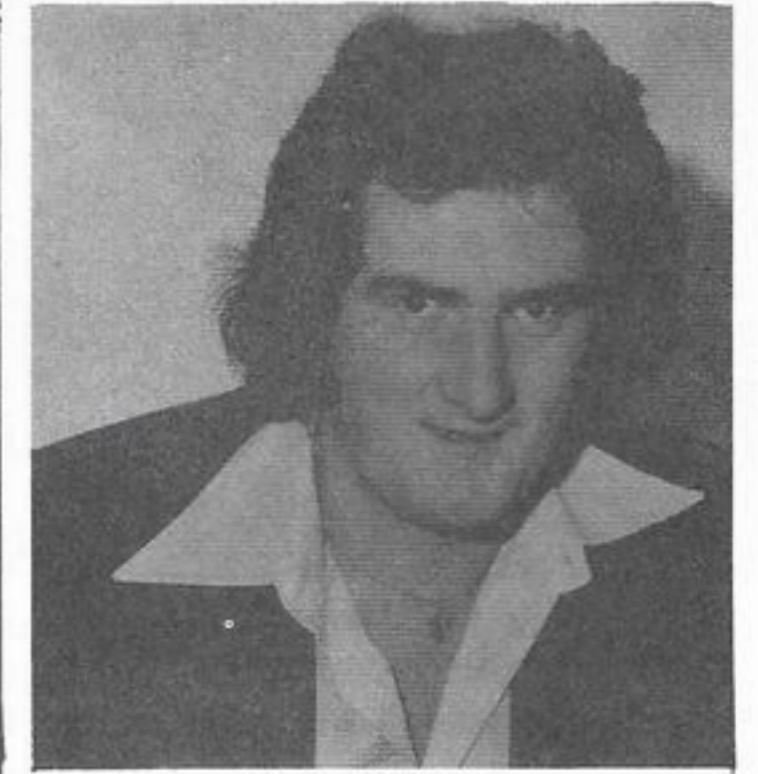
LIFE BLOOD

Profits are the life blood of any enterprise - they are essential to its survival. Reinvestment of these

profits is the name of the game. The corporate body, like the animate species needs all the nourishment it can get to survive and prosper. It must surely go under on an annual diet containing 50% purgative (tax takes 50% of profit) while its Co-Op competitor is allowed to languish protected in a tax-free haven ad infinitum. As the old saying goes - "What's good for the goose should be good for the gander".

Let us reflect then, upon the unique contribution of the private sector to this great industry. Let us also consider that we profess ourselves to be committed to doctrine of free and private enterprise. And then - Please - let us all be Cherished - Equally.

ON THE MOVE



Andy McMahon.

On the move is Andrew McMahon. On the 12th September, Andy joined the Accounts Department. Prior to this, he was a Quality Control Officer in the Boning Hall. In his new position, he will train as an Accountant.

Andy first joined the staff of Shannon Meat Limited on the 3rd February, 1975. Applying for the advertised position of Quality Control Officer with the Company, he was the successful applicant. In this position he acquired a first class knowledge of beef processing and quality control techniques. Andy proved himself a great favourite and worker alike, while in his former position. It can be safely guaranteed that these traits will be continued and clearly manifested in the Accounts Department.

Andrew McMahon was born at Stoneville, Rathkeale on the 13th January, 1955. Here he presently resides, although being twenty-two years older. He received his primary education at St. Joseph's Boys' National School, Rathkeale. He furthered his education at the local Secondary School - Scoil Bhanrion Na hEagna. Here, the towering six-footer obtained an Honours Intermediate Certificate and an Honours Leaving Certificate.

BOTANIST

Andy is a very keen botanist. His very colourful garden contains a varied assortment of flowers and shrubs. This combined with reading are Andy's main interests. Andy is still a bachelor. However, we feel that females may not altogether interest him as a certain local girl (sister of a certain local boner) has seemingly wooed him.

PICTURE PARADE

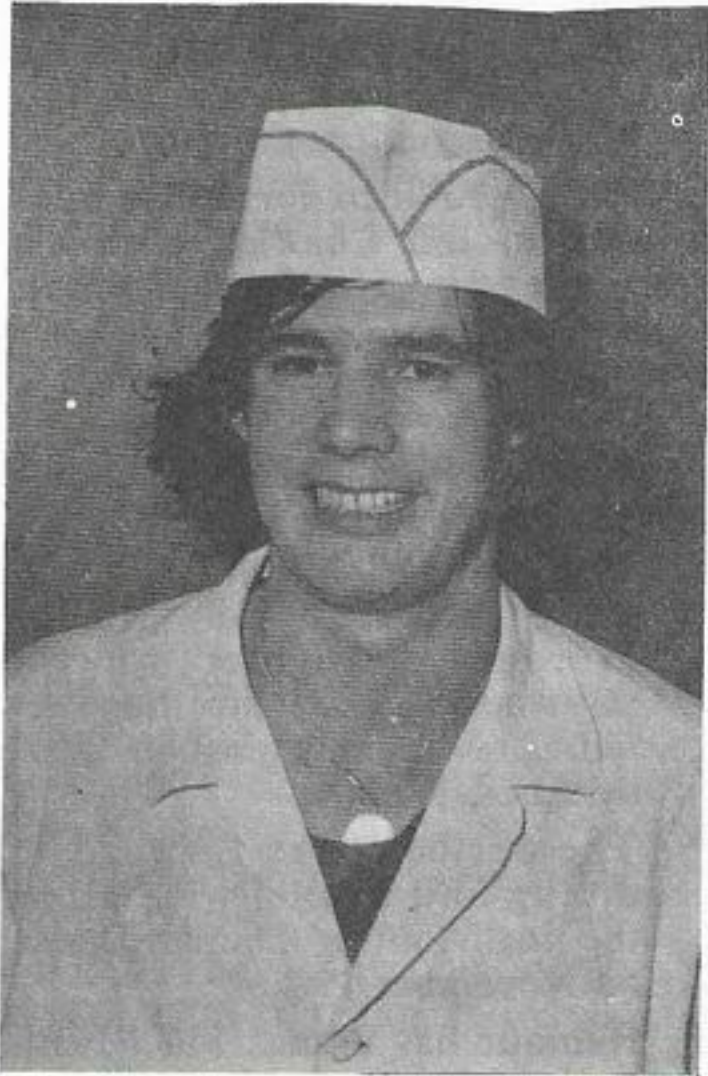
PICTURE PARADE



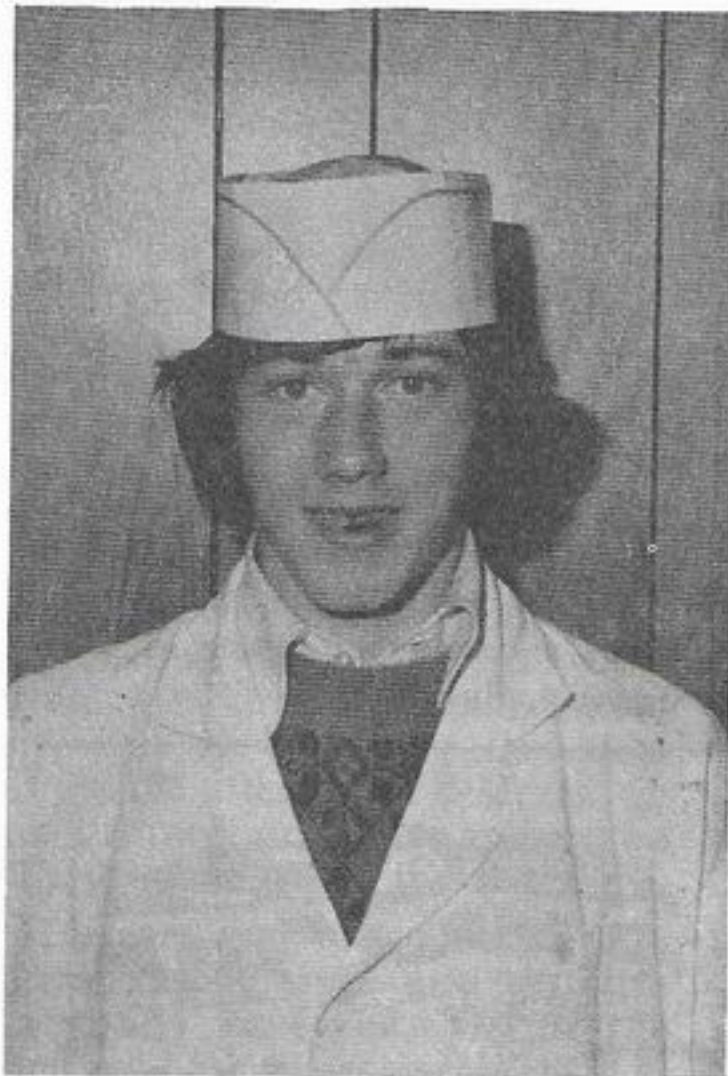
Two new members in the Accounts Department are Maureen Cronin and Brid Nolan.



The above photograph shows the Shannon Meat Stand at the Limerick Show.



Ml. Reidy of the Red Offal Dept. who assisted Shannon Utd. in reaching the final of Minor soccer league.



New employee is Croagh-man Martin Costelloe.



Boning Hall employee Liam O'Doherty and Limerick stalwart Joe O'Mahony leave the field after the recent Shannon Utd., Limerick F.C. Challenge Game.



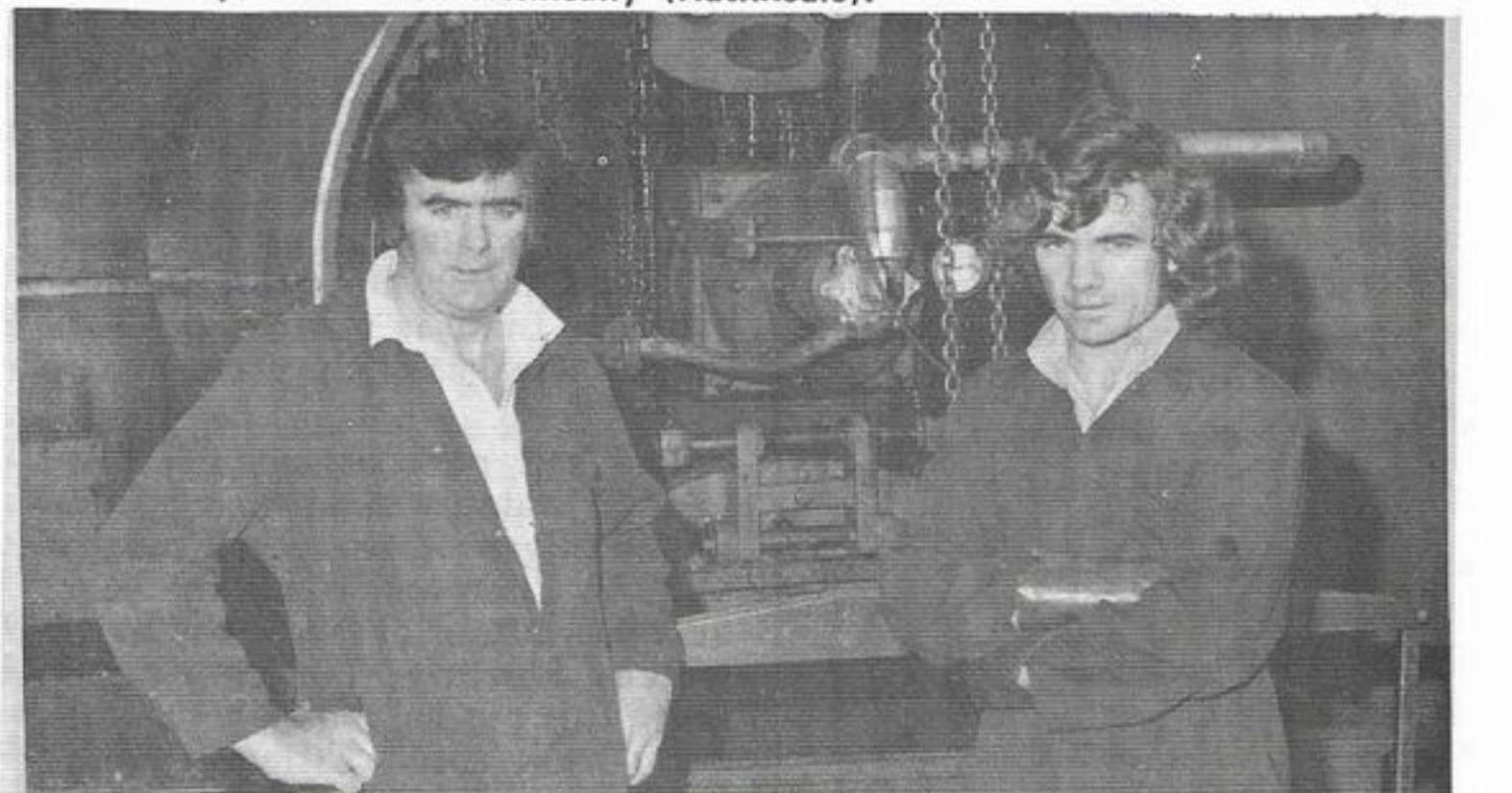
Busy in the Pully-Wheel House is Frank Roche of Riddlestown, Rathkeale.



Taking a break for this photograph are three Despatch members : Tim Quinn (Athea), Jackie Nolan (Athea) and Christy O'Dwyer (Rooskah).



Two new staff members in the Canning Department are : P.J. Donovan (Kilfinny) and Helen Kenneally (Rathkeale).



Pictured above are : James Frawley and Gerry Donovan both of whom are based in the Refining Plant.

MARY O'ROURKE

Mrs. Mary O'Rourke departed this life on the 1st August of this year. Mary was a highly respected and well liked retired member of the staff. Her departure was not unexpected as she was ill for some time, an illness she bore with courage and resignation. Her passing left those of us who were privileged to know her during her time with Shannon Meat Limited with a deep sense of loss. A loss, not only because of the person herself, but also that part of the past times in Shannon Meat with which Mary was a link, is gone.

PAST

Mary, forever, was recalling past amusing and not so amusing incidences and people associated with the Company. For many of us she was a link with our earlier formative years with the Company. As the years rolled by Mary still regarded us as just a step beyond those formative years, even though for many of us our hair was touched with more than a few ribs of silver. It was this "motherly" side of her character that we found most endearing.

Mary O'Rourke had been suffering from ill health for some time before her retirement in July, 1975. Unfortunately, she did not enjoy her well deserved retirement from work. During her time with Shannon Meat Limited, she was a model to us all in her approach to her work and in her pride and dedication to our Company.

The rain fell softly when she was laid to rest in Rathkeale churchyard. We recalled late night container loadings of many years ago when a social five minutes was taken between consignments in the company of Mary O'Rourke, Jack Buston, Mossie Woulfe, Michael Fitzgerald and Eamonn Markham.

Ar Dheis Dé go Raibh a Anam.

DIM WIT

By Joe Kerr.

- * He has waving hair - It's waving goodbye.
- * It's a good thing he doesn't have to pay taxes on what he thinks he's worth.
- * The only time she won't look in a mirror is when she's pulling out of a parking space.
- * He'll never get married. He can't find a woman who will love him as much as he does.
- * If you think women aren't explosive, just try dropping one.
- * When he proposed, he vowed he'd go through hell for her and she's seeing to it that he keeps his promise.
- * When they were married, she promised to let him run the show, but forgot to add that she intended to write the script.
- * She said she'd like to see the world, so he gave her a map.
- * The way he tipsy-toes in late at night half-shot, she's tempted to finish the job.
- * One morning she woke up feeling real well, so she called the doctor to find out what was wrong with her!
- * His life is a bed of neurosis.
- * The inscription on his tombstone will undoubtedly read; See !!

PROFILE-LIAM HANLEY



Liam Hanley.

Liam Hanley was born in Castlematrix, Rathkeale, on the 7th October, 1949. He was the second member of a family of three. Mike (famed Secretary of St. Mary's G.A.A. Club and a prominent organiser in other communal activities) being the eldest and his sister, Catherine, the youngest.

SCHOOL

At the age of five, Liam Hanley started school, dressed in a short brown corduroy pants and matching jacket, with an angelic smiling little face, he appeared merciless before the nuns. On arriving home from school that very same evening the young Hanley was heard to say in a very slow deliberate husky voice - "Those nuns were very nice, helpful and kind, but I didn't like them". Liam spent the following three years with the 'merciful nuns'. He then moved up the road to the Boys' School where he came under firstly, the guiding influence of teachers, Bill Boyle and Pat Cahillane and secondly, 'the stick'. On the completion of his primary education, he progressed to the "local Tech" (Vocational School) where he spent a further two years. During his second year in the Ballywilliam Road, Liam operated petrol pumps from five in the evening to twelve midnight. This was to keep the "Hanley Kid" out of trouble at least for the time being.

At sixteen, Liam started with the E.I. Company in Shannon, where he spent six years. At first, the massive work force, complicated machinery and impressive surrounding sights of this industrial jungle bewildered the 'green youth' but he soon came to grips with this life, at least that is what he says. Working with Liam in E.I. was Slaughter employee, Tom Steele, who Liam says was equally as green.

SPECIAL DAY

On the 10th August, 1970, Liam Hanley commenced with Shannon Meat Ltd. This special day has, as a result, been written in the annals of history. Liam commenced working in the Boning Hall where he remained for two years. In 1972, he was transferred to the Tripe Department, where he spent a further two years. However, two years ago, Liam was successful with his application for the position of Canteen Operator. In this capacity Liam is responsible for the maintenance of the canteen.

The sad part of his life, he jokingly states, was his marriage to Pauline Ryan of Graigue, Croagh, in 1973. Liam remembers the year because Limerick won the All-Ireland Hurling Final that same year. This put an end to his motor cycle trek from Castlematrix to Graigue each and every night. They have two daughters, Fiona and Patricia. The Hanley's reside

in Castlematrix, where they have a newly built home, neighbouring Liam's family home.

Liam is a keen follower of Sports. Hurling and football are his two main interests. He is also a very keen fisherman and regularly ambles across the fields to the river bank, for the family supper. His wife, Pauline, however, realises otherwise and always has the supper cooked when Liam returns starved and empty handed.

Finally, Liam states that : "he likes to lose a few bob to the horses every now and again".

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

In 1952, the Hanley family were dealt a severe blow when Michael Hanley, father of Liam, lost his life in the construction of the premises. A quarter of a century later on, let us pray.

Solas Na bhFlaitheas do Anam.



Liam with his wife Pauline and daughter, Fiona, outside their home in Castlematrix, Rathkeale.

SHANNON MEAT CHAT

By The Scribe

- * Best wishes to John Reddin, of the Canning Department who is marrying Mary Shine of Ballyhahill in October.
- * **Wanted** : An experienced plumber, with boning experience.
- * **Apply** : An experienced Trimmer, who does not know what a plumber is, or does.
- * **Wages** : A very small reek of turf.
- * Busy around the floor, again, is the bronzed John Lynch after his recent wedding.
- * Every success to Andy Mc Mahon on his new position as Trainee Accountant. I was told to say it couldn't have happened to a nicer guy.
- * Looking extremely well after his recent honeymoon is Billy Crowley of the Boning Hall.
- * A proud man these days is Johnny O'Sullivan, whose wife, Mary has presented him with a daughter. Johnny, in turn, presented his daughter with a black and white scarf the colour of his favourite, Newcastle United.
- * The Scribe is delighted to see even more new faces around the factory.
- * Rising problems for Office Supervisor, Bill Chawke, with the evening-up of male and female staff.
- * Contrary to Wedding Invitations seen in his possession, Anthony Frawley has no intentions of getting married. At least that is what he says.
- * Every success to Marian Moroney, daughter of the popular Mick, who has acquired a teaching post in nearby Abbeyfeale.
- * The Scribe looks forward to dining and wining with all at the forthcoming Dinner Dance on November 19th.
- * Rumour has it that Bill "Feni-an" Lynch is forever on the look-out for "a short-slip" at the Greyhound Tracks.
- * Tom White (Jnr.) complained recently that he had never been anywhere, so his very kind, considerate and close friends took him to a Continental Restaurant in Limerick as a birthday treat.
- * Tadhg McCarthy of the Boning Hall is an accomplished organist.



Shannon Irish Corned Beef with Cereal

SHANNON MEAT LTD.

STAFF SOCIAL COMMITTEE

NINTH ANNUAL

Dinner Dance

WILL TAKE PLACE

AT

THE DEVON HOTEL, TEMPLEGLANTINE

ON

SATURDAY, 19th NOVEMBER, 1977.

MUSIC BY : TOP TEN BIG BAND

DINNER : 9.00 p.m.

SUBSCRIPTION : £3.00



LIVESTOCK TOPICS

By Donie Donovan,
Livestock Procurement Manager.

LIMERICK SHOW PROMPTS A LOOK BACK AT '74.

It is only an annual event like the Limerick Show that really makes one realise how time flies and yet another year is chalked up. Events such as these play a very important role in agro business, producing an ideal setting for the purpose of meeting people. Greenpark has other important dates on its calendar. One needs luck on their side to find it as rewarding as a day at the show.

Through our stand at the show we have made contact with a lot of suppliers over the years. Due to pressure for time on both the visitor and exhibitor, post-mortems on the current cattle prices have to be kept to a minimum. Although we still meet people who love to hear themselves talking about trade in seventy-four and surprisingly enough, in a few short years, it is amazing how many people seem to forget the very important factors which brought the situation prevailing then about, whether it is forgetfulness or a deliberate mental block, one is never sure.

It is not possible to sum up the cattle trade of 1974 in one or two columns of our "Gazette". It is a very interesting exercise to look back on the national weekly slaughtering in the years previous to 1974. Comparing 4 full weeks in July against 4 full weeks in October.

JULY: 1970 - 48,000, 1971 - 43,000, 1972 - 42,000, 1973 - 55,000, 1974 - 62,000, 1975 - 95,000, 1976 - 43,000.

OCTOBER: 1970 - 67,000, 1971 - 62,000, 1972 - 59,000, 1973 - 67,000, 1974 - 121,000, 1975 - 135,000, 1976 - 91,000.

These figures suggest that the number of feeders with store cattle against the proportion of feeders finishing beef went out of proportion in the early seventies. This was understandable with the unlimited suckling scheme in operation at the time. At one stage, the country was carrying seven hundred thousand female animals, single suckling, and it is anyone's guess how many were double sucklings. Costs were low then by today's standards, the oil crisis had not hit the artificial fertiliser market, large silage yards and winter accommodation had caught on, milk was showing a good return and culling of old cows was at a low ebb. We, also got a run of extra mild winters. Beef was scarce on the continent and prices returned to the Irish farmer were handsome in comparison with the days previous to our entry into Europe. All this produced the ingredients for a big build-up of cattle numbers. In the last week of November, 1974, over 32,000 cattle were slaughtered. If the amount of forward stores slaughtered during that period was not accepted in the Irish plants, only then would there have been cause for alarm.

People tend to talk about cattle in numbers as if they were peas in a pod and there is never enough emphasis on the amount of finished beef. People who were tradi-

tionally feeders of stores became beef men overnight, regardless as to whether they were on Howards-town soil or Kiltrush soil.

Of the feeders who never had any contact with meat plants prior to seventy-four, the ones who remained on as suppliers are to be found on the land most suitable to beef production. The herdowner who came out best was the one on the short-term plan, turning over beef every two months. This fellow does not like publicity, so we shall say no more. The feeder on the long term system did not fare so well. He was over stocked and very jealous of the man who had room to buy in. The dairy man who neglected to cull the old cows was shocked when he eventually came out to find he had to take his place in the queue with the suckling man who decided to get out completely. Not wishing to make light of the whole affair, what a large number of people did not realise was that it was from the one pool of cattle that all the factories were being offered the same stock. Had seventy-four been a normal year, the Pre-Intensive Brucellosis Scheme would not have been as popular as it was. It was treated as a great way out by some. The odds in favour of it all happening again would seem to be a long shot. Forecastings of cattle and beef production is exceptionally difficult. This is something that does not get the attention it deserves. So don't jump on the bandwagon without all the facts the next time.

It is very easy to look back now when it is all over and criticise everybody involved. Given the same set of circumstances all over again, I doubt if the outcome would be any better. Big finance plays a vital role in livestock business, maybe the people who control it might show more patience and understanding the next time round.

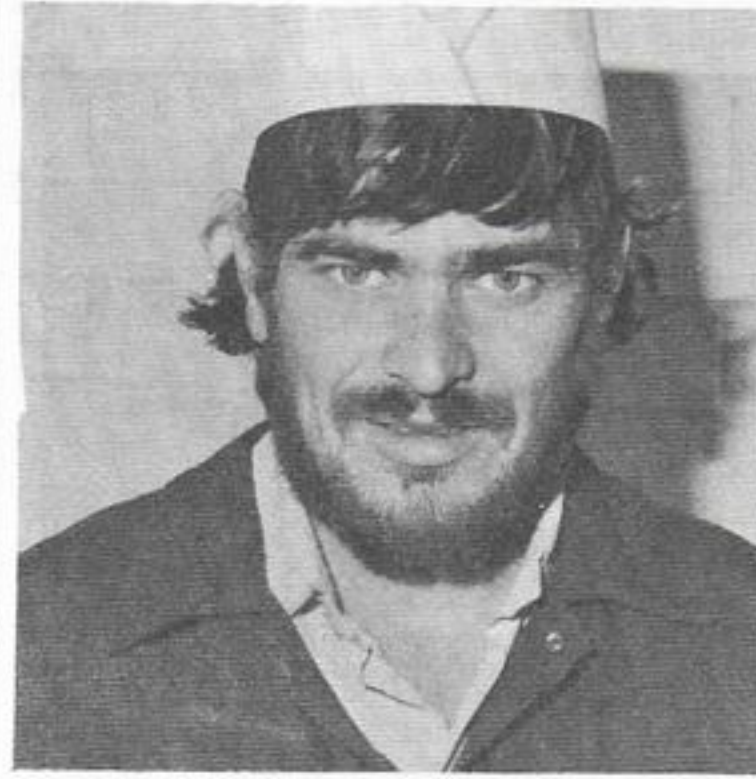
The problem of plant efficiency for four to five very slack months every year is something one has to live with. We have never heard the Autumn critics say in late Spring that the factories are giving too much money for cattle.



Newly appointed Clerical Officer in the Livestock Dept. is Maurice Barry.

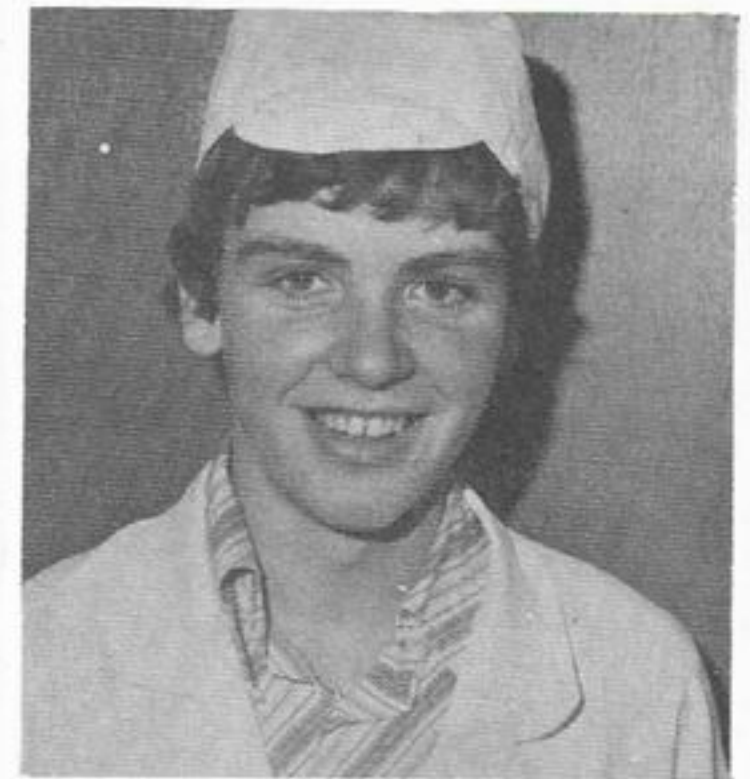
NEW FACES

Hereunder, is a close-up of a small section of our new colleagues who have recently joined the Company :-



Michael Gallagher

Name : Michael Gallagher
Address: 42, St. Mary's Park, Rathkeale.
Age : 27 yrs.
Marital Status : Married, with a son and a daughter.
Department : Effluent Plant.
Hobbies/Interests : Soccer, Gaelic Football and Reading.
Favourite Actor/Actress : Humphrey Bogart and Raquel Welch.
Biggest Influence in Life : Pa Sheahan, Soccer Mgr.
Life Ambition : To be naturally Happy.



Gerard Enright.

Name : Gerard Enright
Address: Kilfinny
Age : 17 yrs.
Marital Status : Single
Department: Tripe
Hobbies/Interests : Soccer, Hurling and Football.
Favourite Actor/Actress : John Wayne
Biggest Influence in Life : Parents and Teachers
Life Ambition : Always wanted to be a Jockey.



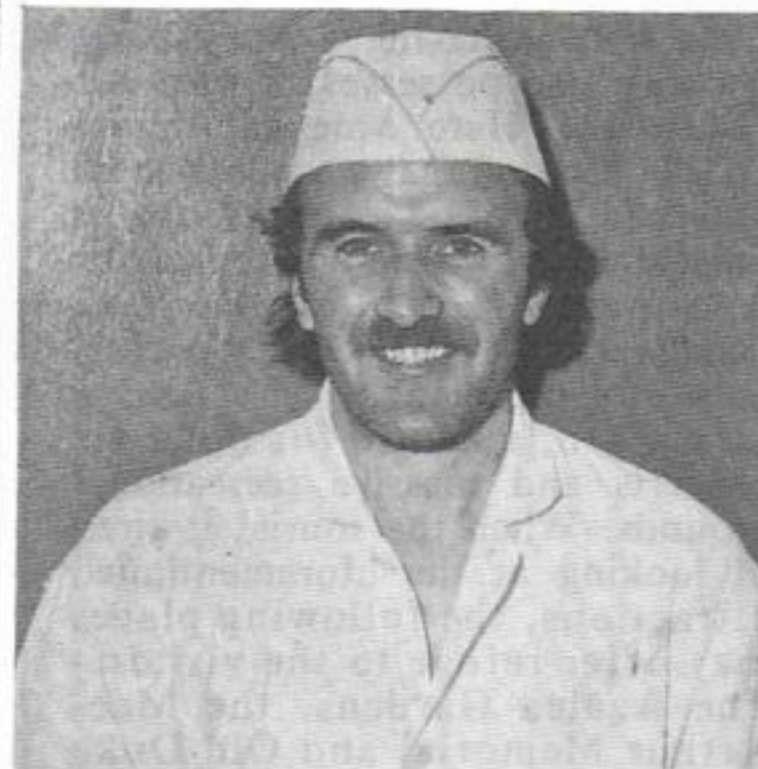
Mary Murphy.

Name : Mary Murphy
Address: Ballaugh South, Abbeyfeale.
Age : 18 yrs.
Marital Status : Single
Department : Boning Hall
Hobbies/Interests : Tennis, Greyhounds and Dancing.
Favourite Actor/Actress : Richard Burton
Biggest Influence in Life : Television
Life Ambition : To be Married !



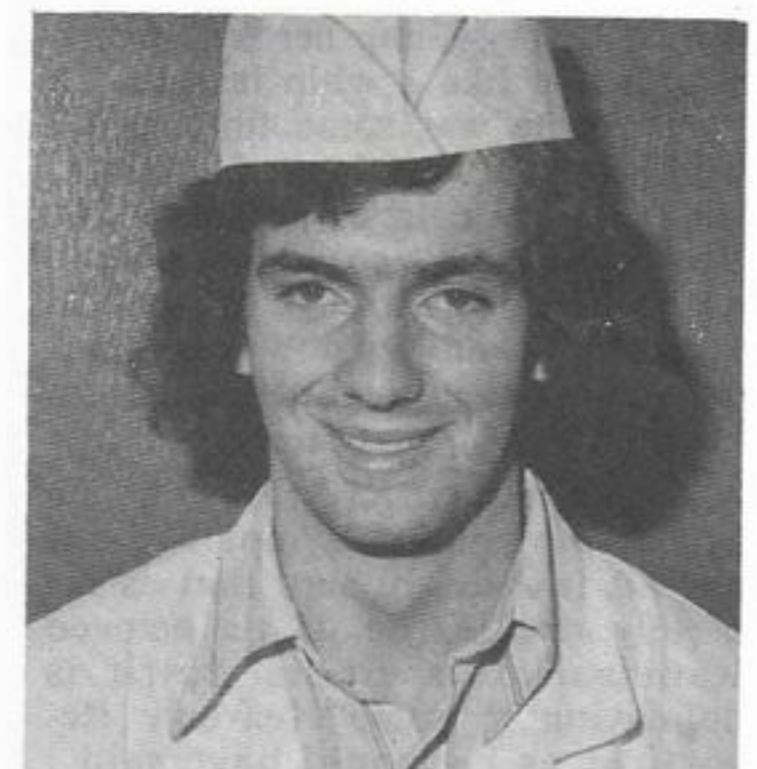
Charles Corrigan.

Name : Charles Corrigan
Address : The Avenue, Adare.
Age : 19 yrs.
Marital Status : Single
Department : Boning Hall
Hobbies/Interests : Soccer and Badminton
Favourite Actor/Actress : Roger ("The Saint") Moore.
Biggest Influence in Life : Parents and Teachers.
Life Ambition : To be Happy.



Neillie Cahill.

Name : Neillie Cahill
Address: Dalton Street, Athea.
Age : 26 yrs.
Marital Status : Single
Department : Despatch
Hobbies/Interests : Soccer, Pool, Dancing and Women.
Favourite Actor/Actress : "Goldie" Hawn
Biggest Influence in Life : Females
Life Ambition : To be Married (I Think) !



Tom Keating.

Name : Tom Keating
Address : Rathnasare, Rathkeale.
Age : 18 yrs.
Marital Status : Single
Department : Quality Control
Hobbies/Interests : Hurling, Football and Greyhounds.
Favourite Actor/Actress : Don't even know what a Television resembles.
Biggest Influence in Life : My Job.
Life Ambition : To be always Happy.

JOHN FARRELL



With the recent demise of John "Coffee" Farrell, Rathkeale parish in general, and his home town in particular, has lost one of its most loyal sons.

He was a man of high patriotic feelings who had the intrepidity of character to uphold his views unwaveringly against any opposition, even if it meant using the gloves, which symbolically lay on his coffin as they laid him to rest.

Coffee was one of a dwindling race, he made friends slowly, but once he accepted you, then a friendship of the highest order evolved. He would be considered by many as being a travelled man, but even so his star sparkled and set in the firmament of his native parish. He was first and last a Rathkeale man, commiserating with its tragedies and rejoicing (as only he could rejoice) in its victories.

EXPONENT

He was no mean exponent of the fistic art and in this connection and as he looks down on us from his heavenly watchman's chair, I know he will forgive my breach of privacy if I tell this story against him.

He once visited some friends on the Limerick-Tipperary border, prior to the coming of rural electrification or flush toilets. The "Mountain Dew" was flowing freely causing "Coffee" to wander at some stage to the cow byre. His arrival at the byre door coincided with a cow swishing her tail, which caught him like a whip lash in the face. As he was some time away, his host eventually looked for him. He found him in a typical Sugar Ray Robinson Crouch, pleading with the cow which Coffee had taken to be an unknown assailant to "come out in the open and fight fairly, my son."

To his widow and relatives we extend our sincere sympathy, but we, his friends are sure that as his earthly remains lie in his beloved Rathkeale, his eternal spirit is holidaying in some Heavenly Resort, or as he would have said: "Yes on the beach my son."

Ar Dheis De go raibh a Anam.

ONLY ONE

Don't get bewildered about the complexity or magnitude of your job and your problems. Everything breaks down into a series of ones. Take one step forward, and you are on your way. It's always the next ONE that counts.

THE 'STATE' OF VIRGINIA

By Patrick Coleman, Stores Department.



Pat Coleman

In a recent edition of "The Shannon Meat Gazette", Cost Accountant, Fred O'Brien, gave a detailed description of life as he saw it, while on a working holiday in New York. This summer, I was fortunate enough to have a holiday in the United States and I would like to relate some memories from that visit.

I spent most of my time in the State of Virginia. Chesapeake, the city where I was based, has a population of 90,000. Adjacent to this monstrous town are a number of other major cities - Norfolk, Virginia Beach, Portsmouth, Hampton and Suffolk. Through all these cities runs the "main street" of Military Highway (forty miles long). The city of Norfolk is the most important of the aforementioned cities.

BASE

The U.S. Navy have their largest base here. The base employs somewhere in the region of 20,000 people, of which half are employed on the base. The remaining 10,000 are Navy staff. The Navy Supply Centre is also on the base. Here all naval equipment and requirements are stored for Navy personnel the world over. The loading bay is 1/2 mile in length and sixty containers can be loaded simultaneously.

As well as having a Navy base, Norfolk also possesses its own Air Force base. Here America's initial Space Programme was launched. One of the base's functions, at present, is as a training centre for Astronauts. N.A.T.O. also have headquarters in the city. The Norfolk city park contains a zoo, a farm-yard, a centre for open air concerts and massive recreational grounds. When the tourist is tired of looking at the aforementioned attractions, the following places may offer refuge to the visitor:- The Azalea Gardens, the MacArthur Memorial and Old Duke University.

Adjacent to Norfolk is Virginia Beach. In 1963, less than 10,000 inhabited this city. Today, this figure reads as a quarter of a million. The reason for this mass growth in population is due, in large, to the warm climate and the beach here (26 miles long) is the longest in the world. With the exception of Suffolk, all the other towns in the area are residential. Suffolk is known as the peanut and bacon capital of the world. This is because of the similar manufacturing industries in the

region. Suffolk bacon is renowned the world over.

COLONIAL TOWN

The colonial town of Williamsburg is about fifty miles from Chesapeake. This city has been completely rebuilt to resemble its appearance in colonial days, when it was the capital of Virginia. Evident around this locality are the ageing walls of colonial mansions, one of which is Carter's Grove, home of the present President's ancestors. In fact, the Carter's need not have waited until the 1970's for a president in the family, since both George Washington and Thomas Jefferson were refused in marriage proposals by different members of the Carter family. In Williamsburg, is the college of William and Mary, where five of America's first six presidents were educated. The state of Virginia is known as the state of presidents, since eight of America's first citizens originated from here.

The college of William and Mary ranks third in prestige among American Colleges, only Yale and Harvard surpassing it. The Anne-Howzer - Busch Brewery is situated nearby. This brewery is for the Americans to what Guinness is to the Irish, - every bit as important. The Busch Gardens (owned by the brewery) have a massive playground, in a picturesque setting, against the background of old German, British and French buildings.

STATE CAPITAL

Richmond, sixty miles further north is the state capital, though smaller than Norfolk. This city would do any nation proud. It was designed by Thomas Jefferson. Within and outside the confines of the capital are monuments of every famous Virginian, ranging from George Washington to Woodrow Wilson.

It was here, in 1946, that Winston Churchill spoke in tribute to his mother's home state. The size of Richmond Cathedral amazed me, on finding it was much smaller than our own church in Rathkeale.



Shannon

WE GIVE EXTENSIVE
SERVICE TO HOME

FREEZER CUSTOMERS

Supply special Home Freezer prime beef pack.

Supply prime hind and fore-quarters as requested.

Process your own stock to your own specifications.

Supply top quality lamb packs.

Give specialised advice on Home Freezer maintenance.

Meat for your Home Freezer supplied by Shannon Meat Ltd, is processed under modern beef processing techniques, ensuring top class quality, proper maturing, cutting and packing under the most hygienic conditions and blast freezing to ensure meat is frozen solid in the shortest possible time.

For full particulars contact :-
The Home Sales Manager,
Shannon Meat Ltd.

A.G.M.

SOCIAL COMMITTEE

The Shannon Meat Social Committee held its Annual General Meeting on Wednesday, 14th September. A sound financial position was reported and having adopted the minutes of the previous general meeting the group elected the following officers for the forthcoming twelve months :-

Chairman : P. Lynch, **Vice-Chairman :** P. Sheehan, **Secretary :** D. Neville, **Joint Treasurers :** S. Tierney and S. Guiry.

Committee Members elected were : D. McEnery, P. Curtin, C. Jones, L. Ahern and P. Guinane. It was accepted that the retired staff party which took place in March was an unqualified success.

SOCIAL

The annual social arrangements were finalised at the meeting. This year's event will take place at the Devon Inn in Templeglantine. The Social Committee are confident that this year's function will be as successful and enjoyable as previous years. It will take place on Saturday, November 19th. Tickets will be available from the usual ticket sellers in early November. We would again emphasise this year that in order not to be disappointed, we advise all staff members to book their tickets as early as possible. As is usual, numbers attending the social will be limited to 400.

NEW STAFF

We would like to extend our very best wishes to the following people who have recently joined the staff of Shannon Meat Limited:-

William Cleary, Templeathea, Athea. **Eileen Liston**, Garryduff, Newcastle West. **Marcella Curtin**, Bank Place, Rathkeale. **Donald O'Sullivan**, Gortnagross, Athea. **Helen Kenneally**, Kyletaune, Rathkeale. **Gerard Enright**, Kilfinny, Adare. **Frank Roche**, Riddlestown, Rathkeale. **James Doran**, Two-gneeves, Brosna. **John Fitzgerald**, Abbeylands, Rathkeale. **Gerard Fitzgerald**, Donoman, Croom. **Timmy Quinn**, Templeathea, Athea. **Maurice Barry**, Dunganville, Ardagh. **Tom Keating**, Rathnasare, Rathkeale. **Bernadette Kelly**, 6, Ryland's, Ballygarry. **Hannah Mulcahy**, The Spar, Ballygarry. **Tim O'Sullivan**, Glasha, Athea. **Michael Gallagher**, 42 St. Mary's Park, Rathkeale. **James Frawley**, Shrulawn, Foynes. **James Aherne**, Coole East, Athea. **P.J. Donovan**, Finneterstown, Adare. **Martin Costelloe**, Kiltannan, Croagh. **Neilie Cahill**, Dalton St., Athea. **Christy O'Dwyer**, Rooskagh East, Carrickerry. **Brid Nolan**, Waterpark, Shanagolden. **Sean Mahoney**, 5 New Houses, Athea. **Joe Ryan**, Graigue, Adare. **Donie Cahill**, Main St., Shanagolden. **Timmy Curtin**, Corrough, Charleville. **Jackie Nolan**, 3 New Houses, Athea. **Charles Corrigan**, The Avenue, Adare. **Maureen Cronin**, Lisavara, Kilfinny, Adare. **Mary Murphy**, Ballaugh South, Abbeyfeale. **Denis Duggan**, 3 Carragh Avenue, Caherdavin Park, Limerick. **John O'Connor**, Duxtown, Rathkeale. **Gearoid Forde**, North Circular Road, Limerick. **Thomas Toomey**, Corragh-beg, Adare. **Cecil Haskett**, Parteen, Co. Clare. **Maurice Curtin**, Ballaugh, Killcedy.

POLLUTION THE ULTIMATE CONSEQUENCES

By P. Dunne,
Production
Supervisor.



Pa Dunne.

I often wonder why we take our rivers, lakes and seas so much for granted. We pollute them by pouring waste, sewerage and silt into them with very little thought to what damage we may be causing to fish life and plant life in their waters. I think that if we fully realised how much we depend on them and their multitude of benefits we would treat them with much more respect than we have done heretofore. Many industries including our own meat industry are dependant to a great extent on a plentiful supply of clean water as also is the fishing industry which is making great strides forward. Also, here in Ireland, we depend on the seas around our shores for our tourist industry. I have been doing a lot of reading on the subject and I have discovered some amazing facts not the least of which is what would happen if life in our seas ended.

This may seem very unlikely at the moment, but if we continue to pour waste into our seas at its present rate it could become a reality sometime in the future.

If all plant life in our waters

came to an end, the oceans would give off a colossal stench due to the organic waste which would rise to the surface of the water. As a result of this vile smell, all men living near the coasts would be driven back inland.

With no life in the seas the carbon dioxide content in the atmosphere would rise rapidly; which after a time would make the air very warm, hot and clammy.

MELT

Both the North and South Poles ice caps would melt. The level of the oceans would rise dramatically over a very short period. All earth's major cities would be engulfed by water and huge masses of people would be compelled to flee to the hills and mountains to avoid drowning; then would follow the worst catastrophe of all. The vegetation on the mountains would be unable to sustain everybody and huge numbers of people would die of starvation.

Another consequence of the death of all life in the oceans would be that the surface of the water would become coated with slime, thus effecting evaporation processes which would result in less rain and thus drought would follow.

Following on from all this would be a lack of oxygen in the air due to an enormous reduction in land vegetation. Nobody knows for sure how long all these processes would take from the initial death of the oceans, but perhaps everybody by doing their own little bit can help in avoiding such a catastrophe.

I think that by making people aware of the terrible consequences of water pollution, only then can we ensure that we stop polluting our rivers and seas before it is too late.

COOK'S CORNER

Why a "burger" is made of beef and called "hamburger", mystifies me, but what else is quick and easy to serve, as meaty and flavourful?

No waste, portion controlled, beefburgers with a variety of toppings, are colourful, appetizing, and are equally good with buns, chipped potatoes, pasta or a slimming salad.

You may have facilities for making them in your home, so why not give them an international flavour by adjusting the seasoning, adding interest to your menu and a change from the inevitable burger and onions?

CHINESE BURGERS :

Brown or wine sauce, well flavoured with Soya Sauce. Add chopped mandarin orange, pineapple and green pepper. If liked, add ginger, a little vinegar and brown sugar to flavour. Spoon a good portion on top of each cooked burger.

SWEDISH BURGERS :

Place a thick slice of onion and a wedge of Irish Blue cheese on top of cooked burger. Put under grill for a few minutes.

AMERICAN BURGERS :

Lay a slice of soft cheese on top of cooked burger. Top this with a pineapple ring. Fill the centre with grated coconut. Grill lightly.

IRISH BURGERS:

1½ lbs. Best Minced Beef.
2 Cups Breadcrumbs, soaked in Guinness.
1 Small Onion, Minced.
1 Clove Garlic, Minced.
2 Eggs, Beaten.
2 Teaspoons Worcester Sauce.
1 Tablespoon Tomato Sauce.
½ Teaspoon Thyme.
1 Teaspoon Chopped Parsley.
Aromat Seasoning.

Combine all ingredients. Divide into 8 equal portions and shape each one into a round ball, then press flat so that the beefburger is about ¾" thick. Cook in oil - 10 minutes each side for well done, 6 minutes for medium, and 3 minutes for rare. Serve with fried sliced onions in brown sauce, flavoured with Guinness. Add finely sliced mushrooms to sauce at last minute.

DANISH BURGERS:

1 lb. Minced Beef.
1 lb. Onions, Minced.
1 or 2 Eggs.
½ Cup Flour.
Soda Water.
Salt and Pepper.

Combine all ingredients. Mix to a soft consistency with soda water. Shape, dust with extra seasoned flour and fry. Serve with stewed vegetables.

'SPEEDY' MEADE

Michael 'Speedy' Meade is the son of long-time serving employee, Bill Meade, of the Building Maintenance Department. Known as 'Speedy' (few know his surname and even less his christian name) the amicable youth has proven himself a sports star at the tender age of fifteen.

In fact, he is a very versatile sportsman. Mikie is a first class footballer, an equally good soccer player and a hurler of fine promise. Throughout the county, 'Speedy' is respected in all codes by opponents, followers and teammates alike. In 1976, he captained Rathkeale in winning the West Limerick Under-14-Football Championship. The previous year he was the star of the Rathkeale team that won the Under-13 Limerick Community Games Football.

CLAIM TO FAME

Perhaps Mikie's strongest claim to fame is in athletics. His lightning pace over the 100 metres has established the 5'9" youth as one of the countries most promising sprinters. The highlight of his career was, he thought, in winning the Limerick Community Games Final over the aforementioned distance at Under-16 level. However, in the All-Ireland Final held in Butlin's, Mosney, on the 4th September, Mike finished second - a fantastic achievement. The boy says of his trip to Mosney, in typical language, "Gosh! I thought to get into the semi-finals was fabulous and letting nobody at home down." Asked if he was disappointed at finishing second, he commented, "I was happy to be a starter, even for the first heat." 'Speedy' has won a number of trophies at sports meetings around the district. Despite the lack of adequate facilities and modern training apparatus which hinders the development of rising young stars, the future for Mikie Meade

is bright. The fifteen year old wishes, through this Magazine, to convey a special thanks to Mr. McNamara, Mike Dillon and Mike Hanley who have assisted him in every way possible.

The early part of September has been a very successful time for Mikie. Apart from his success in the Community Games, he also acquired nine honours in his Group Certificate. This goes to show that fine scholars can make equally fine sportsmen or vice versa.

P.S. Reliable sources inform me that when it comes to running, "Speedy" is only second best in the Meade household. His soft spoken brother, Paddy, usually leaves Mikie looking at the colour soles on his shoes. These races, however, are usually held on family outings.



Michael Meade.

I.T.G.W.U.

The officers of the Shannon Meat Section of this union would like to take this opportunity to issue a sincere welcome to the new factory employees. We are confident that these new members will take an active interest in the union activities. We invite them to do so and in time perhaps, to become shop stewards of our union.

OFFICERS

There is much for these lads to learn. At times, if they become officers of the union, there will be worries for them, but in the end things always seem to work themselves out. We would ask the longer serving members to lend a helping hand to our new members, especially during their training into new operations in the plant.

There is much more to be learned now than there was some years ago and in a shorter time with all the new areas of work. Many of our older members are very well versed in these jobs and their knowledge and experience would be a great advantage to the new employees. So we all will help them along and make them feel at home in their place of work.

Since the last issue of this "Gazette", two of our members have since died. They were John Farrell and Mrs. O'Rourke. They were some of "the old stock" and we convey to their families our

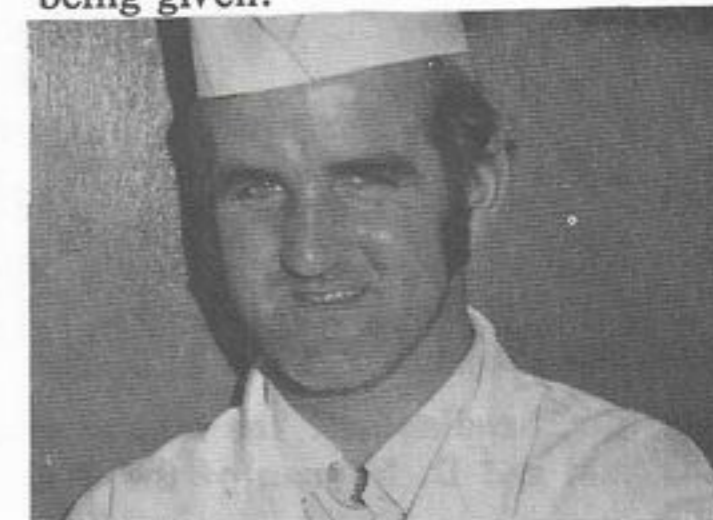


NEWS

deepest sympathy.

We would now like to quote Rule 45 of our union rules which deals with Branch Representatives.

45. A Branch Committee may appoint official representatives for specified purposes including representation on District Councils of the Union, Trade Union bodies, local Educational Associations and other bodies, all or any of whose objects are similar to those of the Union. Such official representatives shall be elected by the Branch Committee. The time, place and other details of procedure in regard to the nomination and election of such representatives shall be prescribed by the Branch Standing orders. They shall hold office for such period as the Branch Committee may prescribe and may be removed by the Branch Committee, subject to at least 14 days' notice of the motion for removal being given.



Mr Bernard Daly Jnr., is shop steward in the Casings Dept.

G. A. A. CLUB NEWS

By Michael O'Neill
Chairman.

The Shannon Meat Inter-Firm Hurling team have made their exit from the League Championship. This is the first occasion in three years that our hurlers have failed to reach the County Semi-Finals. West Limerick, however, will be represented by two very capable and well balanced teams in Saemink and Kantoher Deel Vale. Either of which are capable of taking the County Title.

The straw that broke the camel's back as far as we were concerned was Saemink. In early August, they easily beat a very depleted Shannon Meat fifteen.

FOOTBALLERS ON THE MARCH

On the other hand, our footballers are once again on the march. As reported in an earlier edition of the Gazette, we lost the opening game of the League campaign to Kantoher - Deel Vale. Since then, we received a walk over from Castlemahon and defeated Nash's Mineral Waters and Scanglo.

Shannon Meat: 1-11
Nash's/Scanglo: 2-0

This game was played in Newcastle West on Friday 9th September. From the commencement of play our players dominated all sections of play. The boys in blue and gold had some new talent on duty for the first time. Denis Duggan of the Na Piarasigh Club in Limerick played centre half back, while Maurice Barry lined out at centre-field. Debutants also, were Mossie Sheahan and James Frawley, who operated from the full forward line. While our forwards were combining as a unit our defence was very hesitant at times and conceded two rather 'soft goals'. Our full back line was particularly disappointing. Special reference must be made to Jumbo Kenrick, playing at right half back, for the manner in which he completely blotted out (Rathkeale) danger man, Mike Sullivan, and the manner in which he himself proved to be a danger man to the Newcastle West team.

The scorers were as follows:-
Sean Harnett [0-7], Willie Sheehy [1-0], Noel Harnett, Mike Gallagher, Mossie Sheahan and Jack Lyons 1 Point each.

The line out was:-
Tom White, Tom Shiels, Liam Woulfe [Captain], Dan Cagney, Jim Kenrick, Denis Duggan, Denis Kenneally, Noel Harnett, Maurice Barry, Niall Hogan, Sean Harnett, Michael Gallagher, Stephen Murphy, James Frawley, Mossie Sheahan. Subs: Willie Sheehy, Jack Lyons, Jack Daly and Anthony Woulfe.

The referee was Frank Costelloe of Nash Construction. His handling of the game was first class.

COUNTY QUARTER FINAL

The County Quarter Final against Saemink was a non-event as the scoring reflects:

Shannon Meat: 8-8 Saemink: 0-3

A poor Saemink fifteen failed despairingly to muster any challenge to a far superior Shannon Meat side. Scorers: **Mike Gallagher [3-1], Noel Harnett [3-0], John Jones [1-1], Turlough McDonald [0-2], Sean Harnett [0-2], Bill Chawke [0-1], Niall Hogan [1-0], Mossie Sheahan [0-1].** The line out was:-**Tom White, Tom Shiels, Bill Chawke, Liam Woulfe, Niall Hogan, Denis Duggan, Denis Kenneally, James O'Grady, Maurice Barry, Sean Harnett, Turlough McDonald, Noel Harnett, Mike Gallagher, John Jones and Jack Lyons. Subs: Mossie Sheahan, Ted Curtin and Jim Kenrick.**

At the time of going to press, the result of the County Semi-Final fixture with Southern Chemicals was not known.

TOURNAMENTS

Shannon Meat G.A.A. Club are running two tournaments (Hurling and Football) in the near future. Two very fine sets of trophies have been donated to the Club for these tournaments. Shannon Meat Ltd. have presented a beautiful set of hurling statuettes. Mr. and Mrs. Gerry Fitzgerald, proprietors of Rathkeale House Hotel and the Company Canteen, have generously donated a valuable set of trophies for the football tournament. These kind gestures are deeply appreciated by the G.A.A. Club.

Reports on these tournaments and the hopeful progress of our footballers will appear in the next edition of the Gazette.

Slan agus Beannacht.



D. Neville, handing over the hurling trophies on behalf of the Company to M. O'Neill and D. Noonan of the G.A.A. club.

SOCCER SCENE



Members of the Shannon Utd. Team that done the Club proud when losing 0-2 to a very strong Limerick XI. Back (L to R) : Jack Lyons (Trainer), Pat Lavin, Leneord Enright, Mike Gallagher, Frank Lynch, Liam O'Doherty, Owen Madden, Pa Sheehan (Manager). Front : Timmy Mullane, Noel Harnett, Mario Zoncada, John White and S. Harnett.

Here we are again, about to embark on another League campaign. What's in store for us this season? Will it be a successful one like last year or will it be like so many others that ended in total failure? One thing for sure, we will be going all out to stay at the top now that we have made the breakthrough. Our team in the main will consist of the players we had last year and if we can strengthen the side we will not hesitate to do so. The League this year will be divided into 2 sections, each section comprising of 7 teams. Those in our group besides ourselves are Broadford, Kilcoleman, Kildimo, Kileany, Ballysteen and Askeaton. As you can see, our great rivals Kilcoleman are in the group and we look forward to renewing our rivalry with them. The most pleasant thing about last year, apart from winning the League of course, was the great support we received from the town of Rathkeale. The team really appreciated it and are looking forward to the same support again this year.

NO CHANGE

There was some speculation recently that Pa Sheehan might, in fact, relinquish his job as manager for the coming year, but I am glad to say that Pa will again be in charge of the team this season. Pa has the respect of all the lads and knows how to get the best out of them. John Lyons has a large panel of players training two nights a week, so we should be rearing to go when the League kicks off.

ABBEY PITCH & PUTT 41 DRIVE

The Abbey Pitch and Putt Club decided at a Committee Meeting during the Summer months to run a 41 Drive during the non-playing season. Arrangements were immediately made as regards accommodation, dates, etc. The 41 Drive started on the 21st September at the Half-Way House, Rathkeale. The response to this event was very encouraging and the continuation of this welcomed support would make the whole process a major success.

CLUB TOURNAMENTS

For the first time, some of our Club Members partook in Club Tournaments throughout the area. Each player acquitted himself very satisfactorily and some were fortu-

SUCCESS FOR THE MINORS ?

The Minor League was split into two groups. We were paired with Celtic and Broadford. This was not a particularly hard group and sure enough our lads were not too pushed to top the section and thus qualify for the final. The results from their section were as follows:-

Shannon Utd. : 2 Celtic : 0
Broadford : 0 Shannon Utd. : 0
Shannon Utd. : 2 Broadford : 1
Celtic v Shannon Utd. W.O.

The final was fixed for Shanagolden and Glin were our opponents. Glin settled down right from the kick off and took an early lead. However, our lads soon illustrated what a threat they can be. A corner on the right was headed on by John Coleman and Edmund Dollery crashed it home. John Coleman crashed us in front shortly after, but Glin equalised right on half time. Eugene Goodwin restored the lead early in the second half, but back came Glin to equalise yet again. There was no further scoring and so the sides must replay for the title.

Team: **Reidy, Fitzgerald, Neville, Mulcahy, Daly, Coleman, Dollery, Goodwin, Meade, Kennedy, Donnelly, Res. O'Shea and Doherty.**

Michael Dunne.

MINOR FINAL REPLAY

Shannon Utd. : 2
Glin Rovers : 3

nate enough or should I say, good enough to claim successes:-

Mrs. Chrissie Dollery was successful in Parteen. Her brother-in-law, Jimmy Dollery, won the Junior Nett in Croom. This was a great feat for the Dollery's as it was their first ever major tournament. If they can maintain this level of performance, it should not take them long to get down to scratch. The ever improving Liam Woulfe (that man again) captured the Junior Gross at Croom also. This has been a very fine year for the St. Mary's Park man, adding to his other tournament success including the Joe Cuddy Perpetual, at Rathkeale.

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