

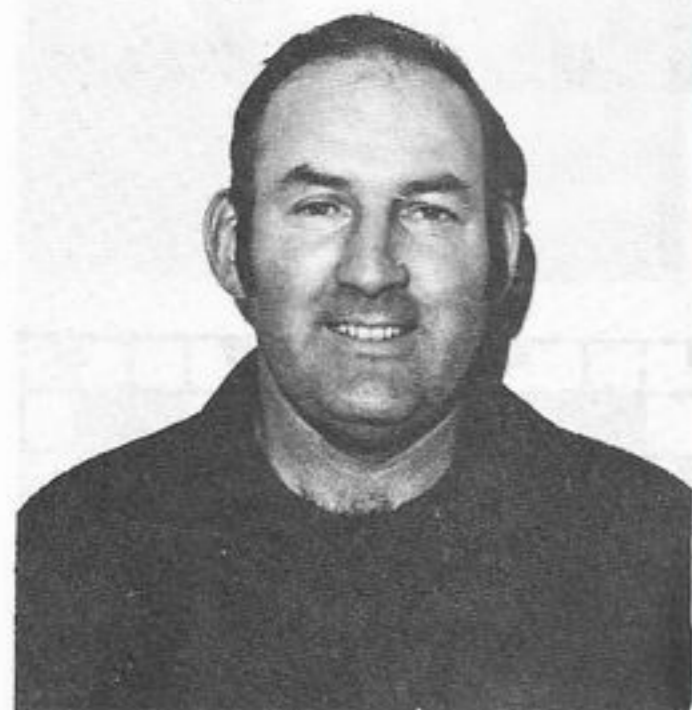
# SHANNON MEAT GAZETTE



Volume 3. No. 2. February/March, 1978.

Telephone : Rathkeale 49/50

## ON THE MOVE



**Michael Hartnett**

Michael Hartnett assumed his new position as Maintenance Foreman on the resumption of work after the Christmas holidays.

Michael joined our Maintenance Department in July, 1971. In this section, he has asserted himself as a first class craftsman. In his new position, we are sure he will lead by his example and prove very successful.

Michael Hartnett is a native of Newcastle West. Here he was educated, receiving a Primary and Technical education.

At twenty years of age, the Newcastle West adolescent emigrated to the United States. This move was to have a great bearing on his future, for two particular reasons. The first being that he served his time as an apprentice craftsman. Secondly, he met his wife who you could say has a "Limerick name", her name being Patricia Shannon, an American citizen.

With a name like that, Michael had to return home to his native county. Mr. and Mrs. Hartnett now reside in Knockaderry and have a family of four - three boys and a girl.

Let us wish Michael every success in his new position.

## U.S.A. SHEEP RESEARCH

Good progress is being made in the U.S.A., in the development of a new breed of sheep called "Polypay". These ewes are reportedly capable of conceiving and raising twin lambs twice a year. Polypays are part of a plan to develop an intensive lamb production system. Polypay ewes originated from crosses of Targhee ex Dorset and Rambouillet ex Finn sheep breeds which in turn were crossed to form the final four crossed breed. This new breed is being developed at the United States Sheep Experimental Station in Du Bois, Idaho, under the direction of Clarence Hulet, an animal physiologist with the Agricultural Research Service of the United States Department of Agriculture.

## NOVEMBER IS A WICKED MONTH

By Michael Dooley, Financial Controller.

For our own Edna O'Brien, August it was, I believe, that had this unhappy distinction. For us, I think, this Season, it must surely have been November. Well, maybe wicked is too harsh a word - it is meant here in the worrying/disconcerting sense, rather than in the vicious/iniquitous one. It seems ironic that November should be selected for this dubious distinction. After all, I have rarely seen the place so busy, as they say, "all guns were blazing, all stops were out". Excepting October of 1975, there has never been a higher monthly "Kill" - and Yet!

And Yet in November there was cause for concern. It has all got to do with market share. Market share is that part of the total market (as measured in number of cattle slaughtered) which a Plant normally handles. Usually a Company will endeavour to increase its share - any diminution can be a cause of much heartsearching. British Leyland, the motor group, which is currently undergoing a major re-organisation, is really doing so because of a loss of market share from 33% in 1975 to 22% in 1977. Understandably, its Management feels that there is a danger of "winding-down towards extinction". Extinction or in football parlance, "relegation" - call it what you like - we all know that the ultimate destination of this process is the sideline. There are two ways in which market share may be diminished: [a] By taking a reduced share of a static market or [b] By taking a static share of an expanding market. In November, we were guilty of the latter. Consider what happened! In November of the past two years, the National Kill and our share of it has been as follows :-

November :	1977	1976
National Kill	148,500	116,700
Our Kill	6,400	5,700
Our Share	4.3%	4.9%

The ironic point here is, of course, that having slaughtered 700 head more in November, 1977 than in November, 1976, we have nonetheless suffered a diminution of our market share of 0.6%. Well, 0.6% - what of it - nothing much to worry about here - yet when we take it as a percentage of our share, it represents a massive 12% reduction - a new significance.

### CATTLE POPULATION

All the pundits tell us that the cattle population of this country must increase - some by 4% p.a. (the average annual rate for the past 20 years), others say by much more. Nobody really disputes the potential for increase. In this context, it is interesting to note that for the calculation of M.C.A., Co-efficients, etc., the Brussels people estimate that Ireland accounts for 7.7% of the cattle population of the nine countries. Holland, roughly the size of Munster, accounts for 6%. I don't know that anybody has seriously disputed these figures. It

follows that the seasonal and cyclical peaks of disposable animals must also increase and our share must continue to suffer an annual diminution. In the rarefied air of this meat business, that we happen to be involved in, as in any other I suppose, to stand (not even idly) still, while all around move forward with events, is to be guilty of retreat. In these circumstances, not to move with the tide is to be left stranded with all the consequences of lost opportunity - God knows this locality can ill-afford to lose job opportunities.

### SURVIVAL

November is chosen as a yardstick because of its special significance in the Industry's calendar. The latter 3/4 months of the year, September/December, are crucial ones in the Industry's tenuous survival. It is the time of the year when it surfaces for air before descending again to hibernate for the remainder of the year. In this very seasonal arrangements of matters, as yet completely uncontrollable, November is probably the most important month. Everything peaks at this time. Raw material supply is abundant, high throughput and its economics are present. Markets and, the most elusive of rare birds, - margins - are also present. Not to avail of this opportunity is not to pluck the strawberry when it is ripe - the birds will have it. And so they do - our competitors surge ahead by maintaining, or increasing their percentage of the market - at our expense. In November, "it all comes together". Small may be beautiful sometimes - November is not such a time.

It is all very well, mouthing off about all this, but what's to be done? Suffice to say that much has been done, is being done and is planned but, above all else, animals must be slaughtered. If there be spare capacity unused in this area, then let us use it as a first step and then the other pieces will, in due course, fall into place.

In particular, I refer to spare capacity in the Slaughterhouse. It is imperative that this be used to the full - not to do so, in these circumstances, is to be a party to a local felony. Let us cast a Sadat-like light upon the problem and take the first step towards a solution.

## U.S. BEEF MARKET

Inquiries are often made as to the possibilities of a revival of the United States market for Irish Frozen Beef Cuts and Manufacturing Beef. We admit that we greatly miss the close friendly and businesslike relations with our U.S. customers. So far no substitute for this relationship has appeared. We shall never forget that it was the advice, encouragement and general help of the American trade that built up the present technology in the Irish Beef Plants and the procedural standards set by the United States Wholesome Food Act particularly the "at least equal" clause for importing companies, has put hygiene and procedures in the U.S.A. inspected plants far ahead of anything comparable in Europe. Hereunder are some up-to-date price comparisons which give little encouragement to those hoping for a return of this trade.

### Boneless Manufacturing Fore-quarter Beef Ex plant, Ireland:

E.E.C. Per lb.	57p
U.S.A. Per lb.	33p

### Frozen Hind Quarter Cuts Ex plant, Ireland:

E.E.C. Per lb.	76p
U.S.A. Per lb.	38p

### Carcase Cows - 400 lbs. - Up:

In Ireland	40/53p
In the U.S.A.	32p

### Prime Carcasses:

In Ireland	61p
In the U.S.A.	39p

All refer to prices current in early January.

The following average retail prices for beef taken from a sample of Supermarkets in each of the cities of New York, Washington, Chicago, Houston and San Francisco, may be of interest.

Sirloin Steak	- Prime :	92p/lb.
T-Bone Steak	- Prime :	105p/lb.
Porterhouse Sk.	- Prime :	108½p/lb.
Round Steak	- Prime :	74p/lb.
Stew Meat	- Prime :	69p/lb.
Rib Roast	-	83p/lb.

### PORK

Pork Chops	:	70p/lb.
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### CHICKEN

Whole Chicken	:	25p/lb.
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Mr. and Mrs. Paddy Cawley with their daughter Patricia and her husband John Nash, relaxing at the Dinner Dance.





By F.M. O'Brien,  
Cost Accountant.



Pictured above is Mr. P.J. Jones, outgoing Chairman of Shannon Meat Section of the I.T.G.W.U.

As this is the last contribution of the present union section committee, we would like to thank all our members for the co-operation given to us over the past twelve months. We hope we have served you well. Many of us are many years involved in union activities and we would welcome some of our younger colleagues to take a more active part in guiding the union affairs in Shannon Meat Limited. The Annual General Meeting takes place on 16th March and we hope that after that date, we will see some new faces, including some of our female colleagues, on the section committee. Those of us who have had experience assures these members our help in every way if they are elected as shop stewards.

We hope that the co-operation and goodwill existing between management of Shannon Meat and union over the past two or three years will continue and even get better. We wish to thank management for the fair way they have met us in our grievances and claims in the past year and hope that this continues. There were often times when we did not see eye to eye, but both sides always kept their cool and a solution was always found. We would like to thank our Branch Secretary, Mr. J. Skerritt, for the assistance and guidance given us during the year.

We also wish to compliment the supervisors on the way they handled shop floor problems. Their co-operation with us avoided many problems escalating.

Our weekly meetings with the management have proved more than satisfactory from both sides. We hope that these continue on the same lines as heretofore.

### RETIRED

One of our founder members, Mr. Bernard Daly, retired and we wish him well and good health in his retirement.

We wish Paddy Shiels and his new wife every happiness in their new life.

We request all our members to attend our Annual General Meeting. It is vital to the success of the new committee that all the people they are representing be involved in the election of that committee.

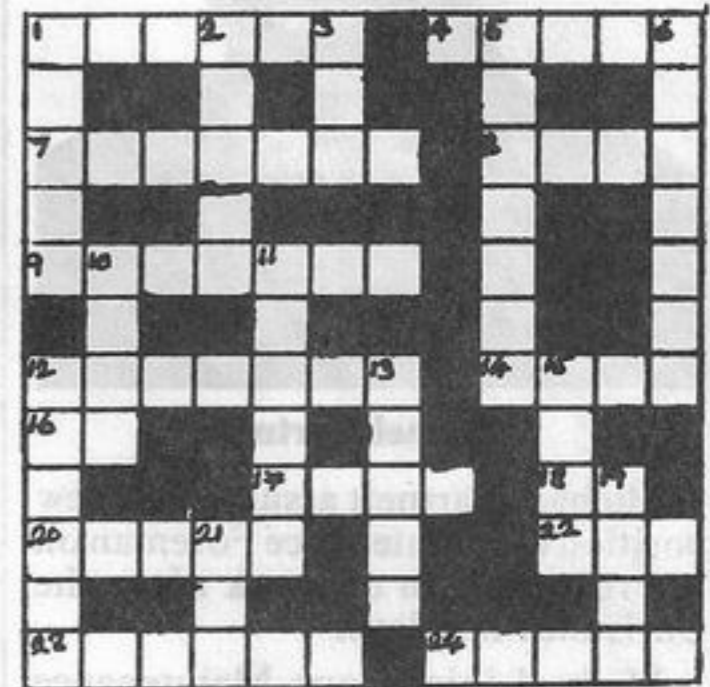
### ACROSS :

1. ----- in Cheek.
4. Throw it to the dogs.
7. Sides which are definitely in.
8. Something you need to watch if you happen to be sailing.
9. Uses.
12. Edible Packing.
14. What the doctor might prescribe.
16. Where it is.
17. Not odd.
18. "To -- or not to --".
20. They always bring up the rear.
22. What the cat did on the mat.
23. Means one can eat it.
24. Animal.

### DOWN :

1. Some people might think this was rubbish.
2. To question the cook closely.
3. The female of the species.
5. Cods Hew (Anag.)
6. A Christmas treat.
10. This is our business.
11. These are weights Europeans do not want.
12. Cat let (Anag.)
13. 12 Down. Could also mean to guide.
15. Parts of a boney cage.
19. "Friends, Romans, Countrymen, lend me your ----".
21. Ask Turlough McDonald.

[Solution on Page 5].



# OUT OF THE CITY, INTO THE FIELD

By Garry Forde.

Why do some people prefer to live in the country rather than the city? I am sure that people from both places would give plenty of answers to that question. Nevertheless, it has been my experience that most people while trying to give the reasons for living in either city or country, start off by listing the disadvantages of the other place. Anyhow, most such conversations and discussions take place at the counter while seated on the high stool and never reach anything like a logical conclusion. A lot of people have asked me what lured me out to Rathkeale. Before answering that, just let me say that I found it interesting to note that most of the people who asked me that question presumed that I hated the move from city to country. On that point, let me add that I think it is true to say that a lot of city folk would just love to get the opportunity to make a move from the city and set up a home in the country.

### BLUNTLY

To put it bluntly, Shannon Meat brought me to Rathkeale. I have lived most of my life in cities and have spent only short periods in small country towns. Prior to coming out to Rathkeale, I must admit that my picture of the country was a pretty one lacking the rougher details of country life. I knew of course, that after Summer comes a Winter and that a lot of hard work is done throughout the whole year, but I never actually experienced it at close quarters. Since coming to Shannon Meat I have experienced the harder facts of country life. I

have got a better idea of the sort of problems and difficulties that farmers and other people living in the country have to deal with. Before coming out to Rathkeale, I did not anticipate anything to be very well organised and managed. It was hard to find anyone from the city who had something good to say about farmers and the whole agricultural area of work. I had many doubts about how I would be treated by the people in Rathkeale and was therefore apprehensive about living there for a long period of time. I had also heard about the uncertainty of the beef trade. Why then did I come to Shannon Meat? Well, it was a challenge and I took it.

### FRENCH FARM

The only experience of farming that I can lay claim to is that I spent some time working on a French farm. But even so, I did not have a lot of contact with cattle. You can imagine what it was like walking through a cattle yard for the first time. The first thing I had to do was stop using the words, "cows" and "cattle" as if they meant the same thing. It wasn't long before I could tell the difference between a bullock and a bull and be sure I was right. For the first couple of weeks in Shannon Meat, I spent my time getting to know the kind of things that most farmers don't even have to think about.

During the four months I have stayed in Rathkeale, I have got answers to the questions, doubts and problems that I originally had.

For a start, let me say that I was pleasantly surprised to find things



Garry Forde

much more organised than I had thought. I no longer look across fields and admire the countryside for its own sake as I used to do on sunny summer Sunday afternoons. Just as I have found that a lot of country folk are more honest about and have a better grasp of the tougher aspects of living, I have come to see the real value of the countryside in the sense that it plays a greater role in the economic life of the country than I ever imagined. To put it another way, let me say that the whole beef trade is a much larger and complicated enterprise than I once thought it to be.

### ADJUSTMENT

Quite apart from the beef trade, I think that for someone who has moved from a city, the biggest adjustment one has to make is to get used to the scarcity of people.

Depending on the individual, this may or may not be a good thing. Nevertheless, one is certain to be welcomed by the relatively few people with whom he does come in contact. If unlike a lot of city dwellers, he does not adopt a ridiculous air of superiority. At least, I am happy to say that this has been my experience.

## FORK LIFT TRUCKS ARE DANGEROUS



Fork Lift Truck Drivers, in the interest of safety :-

- 1]. Do not put your head or limbs between the mast or reach assembly.
- 2]. Remember others work in your area, be on the look out.
- 3]. Ensure that the load is both secure and correctly housed on the forks before attempting to move it.
- 4]. Always carry a load as close to the floor as possible.
- 5]. Before passing through doorways, ensure that there is sufficient head room for the mast.
- 6]. Operate all controls smoothly.



PICTURE PARADE

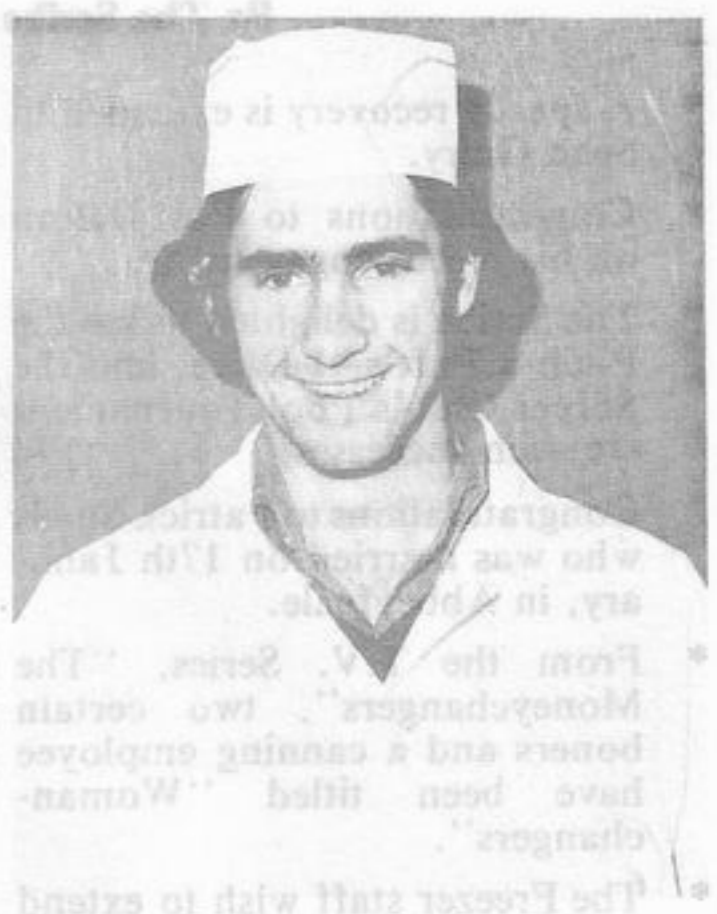
PICTURE PARADE



Sean Guiry pictured with his sister, Doreen, at the Shannon Meat Annual Social.



Obviously enjoying themselves are Miko and Helen Dunne.



Recently Engaged is Pat Dalton.



At the Altar Rails of Our Lady's Church, Loughill, are John Reddin and Mary Shine.



Pictured above are Patrick Reidy and Margaret Woulfe who, also, announced their Engagement recently.



Mr. and Mrs. Michael Ahern pictured at the Devon Inn.



SMILES ! SMILES ! Pictured at the Annual Social are : Eileen O'Connor, Mary Hogan and Patricia Enright.



David O'Keeffe and his wife, Elizabeth, photographed at the Dinner Dance.



Richard Gleeson and Marie Roche posed for this photograph at the Devon Inn.



# SHANNON MEAT CHAT

By The Scribe

- \* A speedy recovery is extended to Sean Guiry.
- \* Congratulations to Pat Dalton on his recent engagement.
- \* The Scribe is delighted to see the Pitch & Putt's 41 Drive, and the Soccer Club's Pool Tournament are such successes.
- \* Congratulations to Patrick Shiels who was married on 17th January, in Abbeyfeale.
- \* From the T.V. Series, "The Moneychangers", two certain boners and a canning employee have been titled "Woman-changers".
- \* The Freezer staff wish to extend their congratulations to Patrick Flaherty on becoming a grandfather for the first time.
- \* Tom White (Jnr.) is delighted to see his friend Pat Liston (Big Bird) has returned to his "nest" after a recent injury.
- \* Congratulations to Pat Reidy and Margaret Woulfe, (both from Athea) who announced their engagement before Christmas.
- \* Best of luck to Noel Harnett who recently joined Foynes F.C. from Shannon Utd.
- \* Congratulations to Pat Lynch who became a proud father around the Christmas period.
- \* Best of luck to Jim O'Connor and John Stack in their new Laboratory. I hope the seating accommodation is adequate, particularly for Jim.
- \* The "Voice of Shannon Meat" rang in the New Year in "Cha and Miah's" county, I am informed.
- \* The Scribe is delighted to see Miko Dunne's Coventry City scoring goals this term. It makes a pleasant change for Miko.
- \* Welcome to Murt Dillon, who joined the Departmental staff prior to Christmas.
- \* Every success to Michael Hartnett in his new position.
- \* Rumour has it strongly that Anthony Frawley has formed a duo with a familiar name, "Abbot & Costelloe".
- \* The Scribe extends his belated New Year Greetings to all.

## RUSSIAN PURCHASES

A delegation from Prodingerg, the Soviet Meat Purchasing Agency, visited Australia in November, 1977, but left without buying any beef. They then went to New Zealand but drew a blank there also. Trade sources in both countries believe that the Soviets were waiting for further price declines. The delegation arrived back in Australia in mid-December, 1977, and put out feelers for the purchase of 50,000 to 60,000 tons of beef with an option on another 50,000 tons all for shipment, March/April/May.

# LIVESTOCK TOPICS A LOOK BACK AT '77



Mr. Donie Donovan

In time, the year 1977 will be remembered as the year that prime beef increased by 10p per lb. dead weight bone-in to the producer. A particular feature of the 1977 trade was that the increased cattle throughput was concentrated in the second half of the year from July to November. Slaughtering were up by 45% compared with the corresponding period of 1976, causing embarrassment to our national statistics. The nett results, however, means an extra £150 million in exports over the 1976 total.

With the good thrive we saw over the latter end of 1977, is it possible that we have harvested some of the 1978 crop already? Only time alone will tell. Looking at the chart hereunder, Class I and II apply mainly to beef cattle, whereas III, IV and V apply to store cattle. We see at a glance that the good quality stores mainly Class III fetch much higher prices than Class V which are of much lower quality.

The average liveweight prices per cwt. taking one week in each month over 1977 were as follows :-

STEERS JANUARY - DECEMBER, 1977.					
CLASS :	I	II	III	IV	V
Jan.	£31.10	£30.75	£31.24	£30.63	£27.89
Feb.	£30.97	£30.86	£31.37	£30.36	£27.47
March	£33.21	£33.78	£35.12	£32.71	£30.56
April	£34.15	£34.60	£36.17	£32.99	£29.96
May	£36.25	£36.26	£37.46	£34.35	£31.78
June	£36.05	£36.54	£37.44	£36.10	£32.97
July	£35.12	£35.18	£36.10	£34.40	£31.42
Aug.	£33.87	£33.62	£33.64	£33.08	£29.13
Sept.	£34.35	£34.09	£33.07	£33.23	£29.86
Oct.	£33.67	£32.84	£32.88	£32.89	£28.52
Nov.	£32.90	£32.40	£31.79	£32.37	£26.74
Dec.	£33.97	£33.74	£32.59	£33.10	£28.82

## COOK'S CORNER

A good sauce turns an otherwise plain dish into a gourmet one, so why not try serving plain beefburgers with a meat sauce?

Lightly cook beefburgers; top with hot sauce, which may be prepared the day before and refrigerated.

**SAUCE :** 1 Onion,  
¼ Cup Oil,  
Few Bay Leaves,  
1½ lbs. Minced Meat,  
Salt,  
½ Pint Dry Red Wine,  
4 Cups Water,  
5 Tablespoons Tomato  
Puree,  
2 Whole Cloves.

Chop onion coarsely and fry in oil with bay leaves until transparent. Add meat and salt to taste. Cook

until coloured all over, stirring all the time to prevent burning. Add wine, 2 cups water, tomato puree and simmer for ¼ hour. Add remaining water and cloves. Simmer for a further 20-30 minutes, stirring occasionally. Pour sauce over cooked burgers.

**Potato Pudding** makes a good accompaniment to burgers. The following will make 6 to 8 servings:

3 Large Potatoes,  
½ Cup Flour,  
½ Grated Onion,  
Salt,  
½ Teaspoon Baking  
Powder,  
3ozs. Chicken Fat,  
2 Eggs.

Grate potatoes finely. Add all remaining ingredients. Blend thoroughly and place in greased oven-proof dish. Bake at 400° until firm and brown.

**Hamburgers are fast, easy to serve, and everybody likes them.**

By Donie Donovan,

Livestock Procurement Manager.

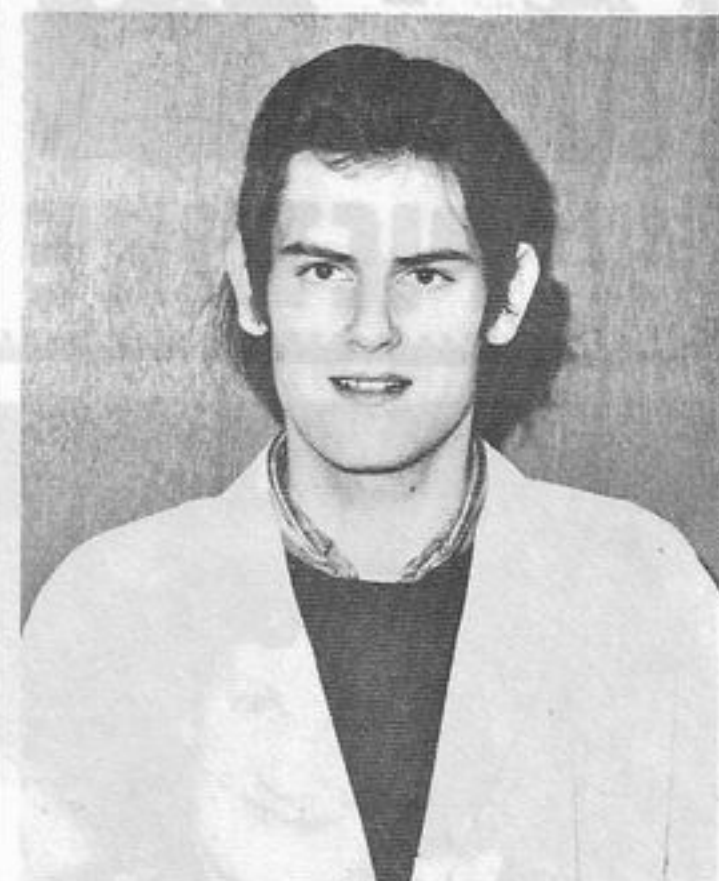
Taking the last three months of the year, namely October/December, the average price of £32.42 per cwt. for Class III would seem good value for beef fattening units.

E.E.C.

Now that we are full members of the E.E.C. and assuming the big price rises are over, expensive store bullocks are not going to free themselves as easy as they did these past few years. Harder bargaining will be called for at all ends. With the high prices for cattle today, less and less notice is taken of very full or fresh liveweight. Twenty years ago a fresh weight could cost a feeder £1.00 per beast, the same mistake today costs £9.00 per beast. I was shocked recently to discover it was costing 20p per cwt. liveweight in commission alone to purchase a few stores. If the seller is paying at the same rate, the animal that changes ownership a few times a year is making a marvelous contribution to agriculture activities both on and off the land.

Throughout 1977, we had livestock offered from the usual people employed at the plant who have an interest in farming. It would be well to remind anyone interested, no matter what department they work in, that we need large numbers of livestock to supply the raw material that keeps everybody working. We have all seen the amount of expansion in Shannon Meat over the past decade, to the extent that there must be some few that have forgotten what makes the place tick.

# JOHN STACK



Mr. John Stack

Dromcollogher-born, John Stack is employed with Shannon Meat Ltd., as Laboratory Assistant. John started with the Company on 28th September, 1977.

John Stack hails from Ballinlonig, Dromcollogher, where he was born on 10th September, 1957. He received his Primary Education at the nearby Milford National School. John furthered his education at the Dromcollogher Secondary School where he acquired both an Honours Leaving Certificate and Intermediate Certificate.

Science and all its great mysteries have always fascinated John. From a very early age he wanted to study and learn all about the "knowns and unknowns" of the Science world.

On the successful completion of his Secondary Education, he commenced a Science Technician Course in the Regional Technical College, Cork. In June, 1977, his studies were rewarded when he received a Certificate in "Applied Biology".

INTERESTS

His main interests outside of work are all sports and he is also a keen reader. John, like a number of his work associates, is an enthusiastic follower of Leeds United Football Club.

To John, (who is a first cousin of Gerard O'Connor - "Foxy") let us wish a successful and prolonged stay with the Company.

## SHANNON Quality Meat for your Home Freezer

- \* Home Freezer Special Prime Beef Packs
- \* Prime hind and forequarter heifer beef.
- \* Your own stock processed to your specification
- \* Top quality Lamb Packs and Lamb Carcasses
- \* Specialist advice on Home Freezer maintenance.

Get full value from your Freezer. Meat supplied by Shannon Meat Ltd. is processed under modern hygienic conditions. This ensures top class quality, proper maturing, best cutting and packing methods and blast freezing to ensure meat is frozen solid in the shortest possible time. We are proud of our Home Freezer Service.

For full particulars contact :-

The Home Sales Manager,  
Shannon Meat Ltd.



# PROFILE - PADDY ROYCE

## IMPROVEMENT REQUIRED IN QUALITY OF COW BEEF



Paddy Royce

A long, long time ago, Paddy Royce was born in a small thatched cottage in ancient Boherbuoy, Rathkeale. Christened after his father, Junior was educated at the local Primary School, "Which I left at the earliest possible age", he adds. Paddy was a member of a family of eight, and being Junior, he modestly acknowledges to being the "family pet". His late father was a Baker, whilst his mother was a Rathkeale girl by the name of Ellen Hayes. His favourite hobby after school was watching the class pugilist and firm friend, the late Willie Madden (prominent Fine Gael Politician in later life) taking on allcomers in the local quarry.

### MISFORTUNE

On leaving school, misfortune befell Paddy. He spent between four and five years in a Dublin hospital, undergoing a series of operations on his left leg. The knee on this leg had been an ailment to him since early childhood, the cause of which even mystifies him today. Paddy has overcome this serious handicap to lead a full and active life and it looks very certain that there are a number of decades of kicking left in the warrior.

During Paddy's adolescent years, work was very scarce and trying to find permanent employment was difficult to say the least. The main source of employment was provided by the local farmers. Paddy spent many working days in the presence of Dan Johnson, Con Guiney and Conor Magner. At this stage of his career, Junior Royce had the good fortune to meet Sean "Ducker" Mulcahy, an experience, he tells me, never to be forgotten.

In the early 1950's, Paddy hearing rumours of a factory being started, decided to find out if these stories were indeed valid. So one fine day, Paddy Russell and himself visited the old Workhouse ruin, to see two people within. Recognising one of them to be the Contractor, Mr. Charlie McDonald, Paddy decided to ask for a job, stating in peacock fashion, that he was capable of doing anything. They both started the very next day. Paddy worked right through to the temporary completion of the premises.

### CAPABLE

Having proved that he was a very capable worker, as he had previously told the contractor, himself, Paddy started at once with Shannon Meat Ltd. In the early years, nothing could be taken for certain. For Paddy and other staff, it was like the words of song, "Come day, Go day". As the years passed by, Shannon Meat grew older and stronger. Boning and Canning areas were installed, these were the vitamins for a more prosperous Company, which resulted in permanent employment for Paddy and his colleagues. Paddy says, "I have seen the place develop from a Pullyblock to a Button, and Boy!, what things this button can do".

Bachelor Paddy, retired prematurely in 1976. He now resides in St. Mary's Terrace, Rathkeale. He left after him in Shannon Meat, a nephew and grand-nephew, Patrick and Tom O'Shaughnessy. Another nephew, Pat Madigan joined the staff last Autumn.

Paddy has been a hurling and football enthusiast all his life. Because of his handicap he was never able to participate, but in the role of supporter he has made his presence felt. He is totally dismayed by the Gaels of Rathkeale whom he says "don't compare at all" with those of bygone years.

Let us wish the cheerful Paddy, (who will always answer with a robust, hearty and friendly laugh to any question), a Happy Retirement.

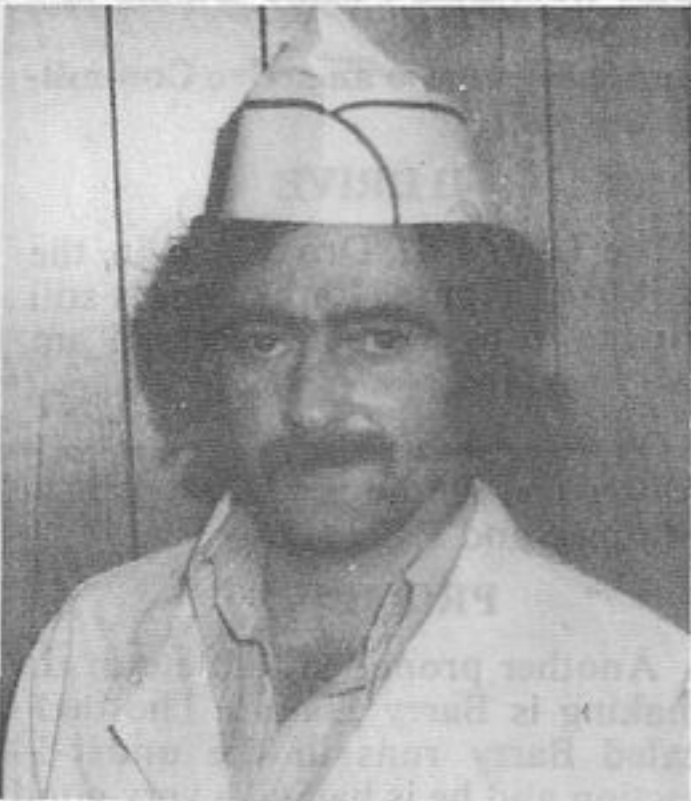
As we go to press, the British are on their way to Brussels for a 7½% devaluation. The consequences could have far reaching effects for the Irish producers. However, behind every cloud there is a "Silken" lining.

With the amount of good quality fodder in the country these past two years, we have seen some very good killing out percentages of steers and heifers. However, the standard of husbandry with cows still leaves a lot to be desired. We hear so much about low milk yielding cows and not enough about low meat yielding cows. Progeny testing was a marvellous break-through for the dairying industry, but if it is not backed up with a good feeding programme, our national average weight of cows will continue to be extremely low. At this time of the year the amount of cows presented at the factory which are deemed at owners risk is all too high and they also have to be accepted at factory valuation. It is one of the hard and fast conditions of acceptance.

When the Department of Agriculture classification scheme is introduced later this year, cows that are not dried off and well fed for a few months at least prior to slaughter will be found a little further down in the scale than would be hoped for.

D. Donovan.

# FALSENESS OF LIBERATION



Mr. Tadhg Whyte

energy of all liberation movements, we would deprive humanity of its most wonderful circus. The verbal acrobats and emotional clowns on either side, help those of us who are sane, to remain so. And as with all circuses, when the last item of ladies underwear is burned, and when the last carnation lies faded on a man's sequined jacket, we can all go home and be happy that the unnecessary tiger did not escape. The whole business is a tale told by an idiot, full of sound and fury and signifying nothing.

Anyway, long, long, ago, when pigs were swine and swallows used to build their nests in old men's whiskers, I met a sailor on Clear Island, West Cork. He was a strange little man, full of energy and happiness. He was forever talking and doing things, completely at home in his native place. He knew all the rocks and gullies and secret places of the island, and they seemed to know him. Even the skylarks called him Paddy for short. I spent two weeks in his company, and when the time came for me to leave, we went for a last walk along the deserted strand. The moon was grinning beyond the Atlantic Ocean and the wild rabbits were settling down to their nightly fun when he turned to me and said:- "Tadhg, when the fiddler stops fiddling, the dance dies away, and night falls upon the world". Late next evening, I sat on a clump of turf overlooking Roaringwater Bay and wrote a little poem to his memory .....

By Tadhg Whyte.

### POEM

And yet my life - a saddening pain  
Shimmers in the cold of what might be  
A sunshine plate. Alas, the swan of  
Frenzy is not yet to ravish me.

Must minutes, hours, all be still?  
Why stagnant is the fount of love  
And movement? Wherefore finds the will  
That compost, fruitful, power to move?

A sturdy shell, so cruelly hard  
And silent, stirred not by a restless core;  
It knows no feeling, shuns all cries;  
To sensitivity a bolted door.

Fettered anguish, manacled, a slave  
Lies heaving; but a troubled soul  
Dies not. Unlike the murky wave,  
By shattered casements is made whole.

But where, but how, the bolts, the chains,  
Must severed be, the seedlings strewn;  
And what was late a dulling pain  
Will breathe a life, though it be ruin.

Tadhg.

I had intended writing an article on the necessity for Men's Liberation, but decided against it for two simple reasons. Firstly, I believe that discussing the qualities of either sex is best left to those who feel unsure of themselves. It has been shown without doubt that the need for such discussion highlights a hidden neurosis. Both the suffragettes and the dandies at the beginning of this century failed in their aspirations because neither group could take its public bravado into the harsher world of private life. And it is here, that the final equality is needed.

### LIBERATION MOVEMENTS

Secondly, I feel that if we were to unmask the falseness and misguided

## DIM WIT By Joe Kerr

- \* He's convinced there's no life on the moon. There are no charges for calls there on her 'phone bills.
- \* The outcome of their marriage depends on his income.
- \* He always has a voice in what she buys - the invoice.
- \* On the verge of bankruptcy one time, he asked a friend to break the news to her gently - "Tell her I'm dead", he suggested.
- \* He's the type who tells a woman her stockings are wrinkled - when she's not wearing any.
- \* Waiters are constantly offering to help him with his soup. From the sound, they think he might want to be dragged ashore.
- \* That cheap aftershave stuff he uses stamps him as a guy with plenty of common scents.
- \* Drink makes him see double and feel single.
- \* She says he's like a king to her - Henry VIII.
- \* The only exercise he gets is being out seven nights running.
- \* She doesn't care especially for a man's company - unless he owns it.
- \* No sooner does a fellow lose his capital than she loses her interest.

### CROSSWORD SOLUTION

#### ACROSS:

1. Tongue. 4. Scrap. 7. Insides. 8. Wind. 9. Employs. 12. Casings. 14. Drug. 16. At. 17. Even. 18. Be. 20. Tails. 22. Sat. 23. Edibile. 24. Beast.

#### DOWN :

1. Tripe. 2. Grill. 3. Ewe. 5. Cowshed. 6. Pudding. 10. Meat. 11. Ounces. 12. Cattle. 13. Steer. 15. Ribs. 19. Ears. 21. Lab.



# SOCCER SCENE



**Shannon United A.F.C. Back Row :** [L to R]; Johnny Jones, Bill Chawke, Pat Lavin, Liam Fitzgerald, Frank Lynch and Tom Shaughnessy. **Front Row:** [L to R]; Timmy Mullane, John White, Denis Harnett, Edmund Dollery, Tony Fitzgerald.

At the half-way stage in the league we are lying in second place, 2 points behind Kilcolman, having played one game more. Kilcolman are undefeated and it will be very difficult to make up the leeway, but we just have to keep plugging away and hope for the best. Noel Harnett left the Club to join Foynes over Christmas, obviously we did not want to lose such a fine player, but Noel wanted to sample Limerick League football and we could not stand in his way. That makes it three Rathkeale boys now playing with Foynes, the others being Mike Gallagher and Sean Harnett. Other exports are John Lyons and Peter Mullins with Kilcolman, Declan Brennan with Croom, Tom White with Celtic and Johnny 'Boy' Enright with Kildimo. Add that array of talent to what we have (well there is no harm dreaming).

## MATCH REPORTS

**Shannon Utd. : 1      Broadford : 0**

Defenders took the major honours in this game with the marking very tight throughout. Scoring opportunities were few and there was no score in the first-half. The all important goal came 10 minutes from time when Bill Chawke knocked a centre into the path of the on-rushing Frank Lynch and his low shot flew inside the near post.

**Breska : 4      Shannon Utd. : 3**

Breska pipped us by the odd goal in seven as both teams contributed a first class feast of enterprising football, hard work and endeavour. This latest Cup defeat leaves us to concentrate on the League. Breska always had the edge and though we came from behind three times, Breska scored a late winner. Our scorers were Harnett, Zoncado and Lynch.

**Shannon Utd. : 4      Ballysteen : 1**

Our lads gave plenty of evidence here that they were ready to battle all the way to regain the league title and in Denis Harnett we had a keeper who saved the day more than once at crucial times. We were two up at half-time with Bill Chawke and Tony Fitzgerald scoring. Chawke again scored in the second-half to put us in total control. Noel Harnett added the fourth before the finish.

**Broadford : 1      Shannon Utd. : 4**

We were strengthened by the return of Johnny Jones, back after suspension. Two goals by Bill

Chawke gave us the start we wanted and those goals divided the teams at half-time. Broadford stormed back at the start of the second-half and pulled a goal back after 5 minutes. The fat was in the fire now as Broadford piled on the pressure. However, in a breakaway mid-way through the half, Mario Zoncado got possession on the left edge of the area and crashed a great shot inside the far post. Broadford dropped their heads a little after this and gradually we got back on top. Mario Zoncado added a fourth from the spot after a shot from Timmy Mullane was prevented from crossing the line by a defender's outstretched hands.

**Goal Tally :** Jones [7], Chawke [5], Zoncado [3], Harnett [3], Lynch [2], White [2], Culhane and Fitzgerald - one each.

**League Table W/Ending : 8/1/78.**

	P	W	D	L	F	A	Pts.
Kilcolman	5	5	0	0	12	5	10
Shannon Utd.	6	4	0	2	24	13	8
Askeaton	5	3	0	2	20	12	6
Kileany	6	3	0	3	14	8	6
Kildimo	7	3	0	4	15	27	6
Ballysteen	6	1	1	4	9	16	3
Broadford Utd	5	0	1	4	5	16	1

Michael Dunne.

# G. A. A. CLUB NEWS

By Noel Harnett, Secretary.

The Inter-Firm G.A.A. season is now complete. However, the new one is near at hand and the county championships will be starting shortly. In the hurling we have been drawn against Nash Construction, while in the football we were drawn against our old enemies, Southern Chemicals. Before these games however, we hope to arrange some challenge matches in the hope that the right formula will be found before the commencement of the championships.

## ANNUAL GENERAL MEETING

Our Annual General Meeting was held on Wednesday, 30th November, 1977. The following Committee were elected for 1978 :-

**Chairman:** Seamus Tierney (Maintenance), **Vice-Chairman:** Michael Keating (Slaughter Line), **Secretary:** Noel Harnett (Accounts), **Treasurer:** P.J. Jones (Slaughter Line), **Asst. Treasurer:** Michael Keating (Slaughter Line).

**Committee:** Patrick O'Shaughnessy (Slaughter Line), Tom Hannafin (Slaughter Line), Michael O'Neill (Work Study), Neily Hogan (Main-

tenance), Mattie Williams (Slaughter Line) and Bill Lynch (Freezers).

**Hurling Captain:** Denis Noonan (Boning Hall); **Vice Captain:** Neily Hogan (Maintenance).

**Football Captain:** Denis Kenneally (Slaughter Line); **Vice-Captain:** Tom White, Jr. (Boning Hall).

It was agreed that we should have five selectors. The selectors chosen were :- Michael O'Neill, Mattie Williams, Patrick O'Shaughnessy and Michael Keating. The fifth member of the Selection Committee will be the Captains: Denis Noonan [Hurling] and Denis Kenneally [Football].

## AMALGAMATION

It was also decided at the Annual General Meeting that we should amalgamate with Scanglo. This will give us a larger panel in both hurling and football and should improve our chances in the county championships. Hopefully, we will capture a county title this year and make 1978 a year to remember for Shannon Meat Inter-Firm G.A.A.

# ABBEY PITCH & PUTT

As is customary at this time of year, everybody is seemingly gazing into the crystal ball in an effort to visualise what might happen, what will happen or what may not happen. We in the Pitch & Putt Committee are no exception to this rule. Ahead of us lie many occasions - for instance our own Open in May, the various Club Opens in the region, not forgetting the various in-club activities which range from fund raising schemes to working on the course.

## A.G.M.

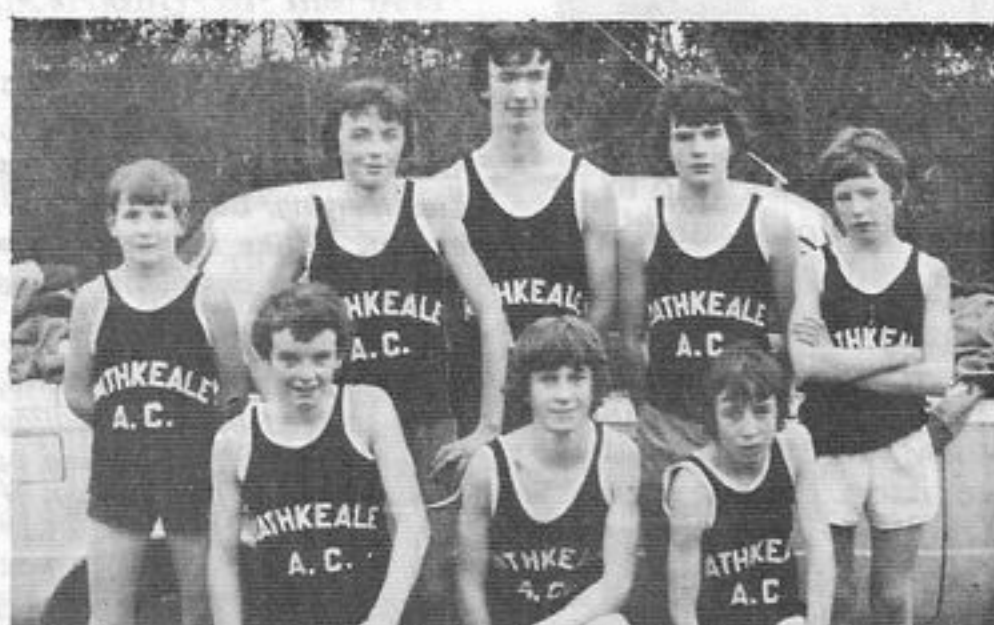
The first of these activities is the Annual General Meeting which will take place at Patsy Doherty's on Saturday, 4th February. The turnout of members to this meeting was a grave disappointment last year. Hopefully, this will be rectified this term. Outgoing officers are :-

**Chairman :** Seamus Tierney.  
**Secretary :** Sean Harnett.  
**Ass. Secretary :** Liam Woulfe.  
**Joint treasurers :** Miko Dunne and Anthony Woulfe.  
**Tom Steele is also an active Committee member.**

## 41 DRIVE

The Club's 41 Drive held in the Half-Way House, Rathkeale, is still proving to be a great success, I am glad to relate.

# RATHKEALE ATHLETIC CLUB



**Members of the Under-16 Team are, Back Row :** [L to R]; Mikie Barr, Brian Mooney, Mikie Meade, John Feane and Anthony Flaherty. **Front Row :** [L to R]; Brian Dillon, Pat McCarthy and Pat Jones.

The local Athletic Club are presently "going great guns" as the saying goes. At the moment, the athletes are occupied with road races and cross-country outings.

The "star of the show" is definitely Pat McCarthy, a son of Doctor Jim McCarthy, who himself was once a very fine sportsman. Young Pat has already captured two County Championships. He won the

Cross-Country Under-16 title at Rathkeale on 15th January. Previously he had won the road event in Limerick, in the same age group. This augurs well for the highly spirited fifteen year old, who is again under-age next season in the under-16 section. In fact, the under-16 boys' won the County Road Race team event. Led to the finishing post by Pat McCarthy, the other members were Mikie Meade, Brian Dillon, Joe

Morrissey, Anthony Flaherty, Brian Mooney and Pat Jones.

## PROMINENT

Another prominent athlete in the making is Barry Dillon. The dedicated Barry runs in the under-14 section and he is having a very good first year. On St. Stephen's Day, he won an Open Road Race in Farranfore. Following this he was placed third in the County Road Championship held in Limerick.

In the County Road Race held in Limerick the young girls of the parish finished third in the team event. The team comprised of the following :-

Agnes Keneally, Catherine Williams, Victoria White and Angela O'Sullivan.

In the County Cross Country Championships the under-16 boys' team were second, whilst the under-14 boys' team finished a commendable third.

All in all, it is making up to be a very successful start to the Club.

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