

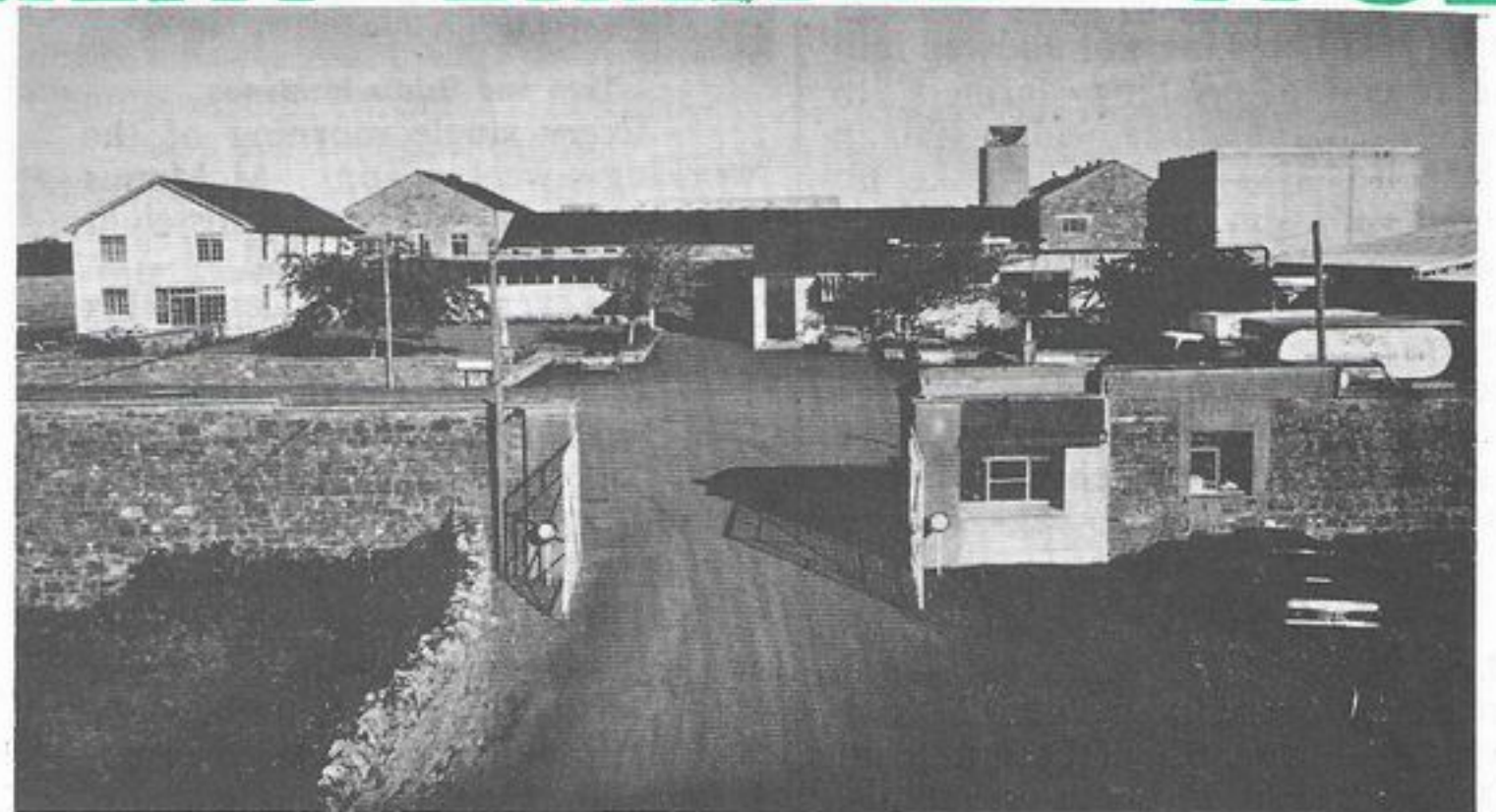
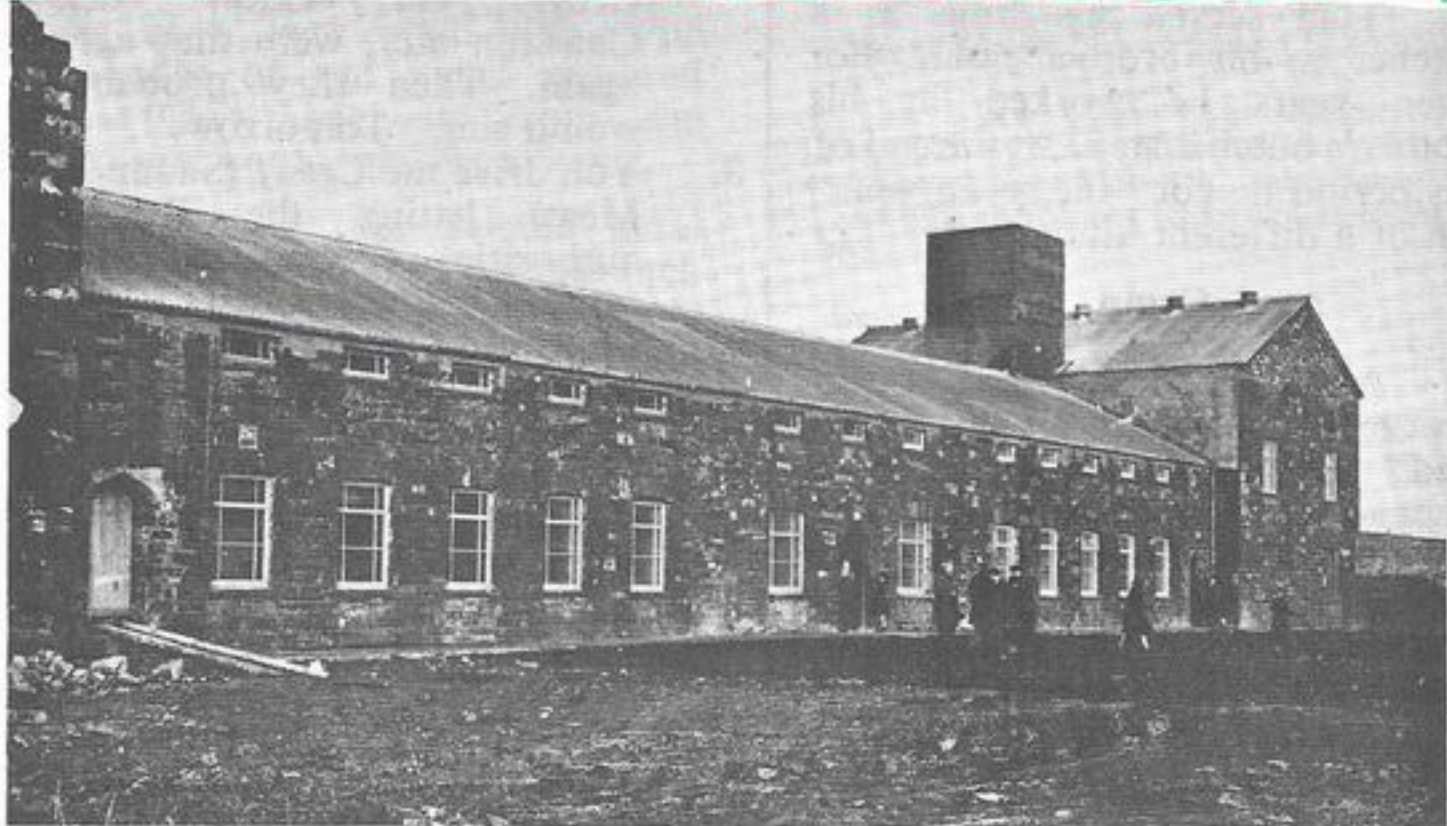
# Shannon Meat GAZETTE



Vol. 7 No. 2 February/March, 1982.

Tel. [069] 64111 or [061] 40700.

## 1952 — SHANNON MEAT LIMITED — 1982



Shannon Meat Ltd. was set up in February, 1952. This year sees our company 30 years in existence. We pay tribute to those who founded the firm and to those who assisted in any way towards its success

## COMMENT

By Maurice F. Cowhey,  
Managing Director

### Is the E.E.C. Commission gone NUTS?

Two aspects of Donie Donovans views would seem to require a little more emphatic comment. Ireland is the only member country using the E.E.C. export refunds on live cattle. The Commission are well aware of this fact. Yet a substantial section of Irish Farmers which the C.A.P. is supposed to protect are suffering grievously because they cannot purchase stores to bring into beef economically because they are competing with people who have a head start on them of £26 a cwt. subsidy (Refund). It is sad to see all the empty sheds in this and neighbouring countries. In spite of this situation, Farming Organizations, Agricultural Journalists and Agricultural commentators never refer to it. We wonder why? From what we see and hear, the live trade to the Middle East seems to be the new Pop Cult of the farming media.

#### Employment

The second aspect is what Donie says is another chapter viz. the employment situation. Irish Meat Plants, with an added value processing department, might as well have been in Timbuktu when the Commission was formulating its export refund system. These plants were forced to export raw material which was giving employment in an endeavour to compete with plants who had no added value processing, but commenced to exploit the refund system to the ultimate. Shannon found itself in this position. In endeavouring to keep our processing going, we have to purchase beef out of intervention, but, of course, the employment content of boning out our own manufacturing beef is lost. Processing plants are now in a position where they can't plan or develop because of the uncertainty in quantity and price of

manufacturing type beef. It seems crazy, but there is little doubt that beef will be imported if such a position is allowed continue.

#### Cap in Hand

In connection with their vital supply of manufacturing beef, together with other Irish Plants in the added value sector, management in Shannon have to go, cap in hand, looking for various changes in anomalies and receiving so called concessions. This is continually being done through The Irish Meat Exporters' Association either in Brussels or through their Irish representatives, the Irish Department of Agriculture. One may place a question mark in each location as to the commitment to and knowledge of what makes industry tick. Giving enough concessions or changing regulations to keep the industry going in some kind of fashion is just not good enough in the light of the necessity to hold and create employment. Sometimes one is referred to the 1974 situation or to the fact that Irish Meat Plants are always endeavouring to side track the E.E.C. Regulations. The latter suggestion being a favourite Brussels one, we understand. If there were, or are baddies among the Irish Meat Plants, their identity should be spelled out as should whatever type of rule breaking they carried out, or are carrying out. It is incomprehensible why this is not being done. Shannon bitterly resents the innuendo that because some have transgressed, that Shannon should pay for it by word or deed. Before we entered the E.E.C., Shannon did not suffer from anomalies in supplies. We do not see why this should be changed, or why our employees or their families and our future potential should be endangered by well heeled European bureaucrats.

## LIVESTOCK TOPICS

### PRIME BEEF - A DELICACY ?

By Donie Donovan Livestock Procurement Manager

In Britain Roast Beef for the Christmas Dinner was the 'in thing', taking over from the traditional turkey with the housewives claiming that they could only afford Prime Beef at Christmas. We hear the Sunday joint is a thing of the past. Times are changing in every country, with less expensive meats taking the place of Prime Beef. Has Prime Beef priced itself out of the Market? Will beef consumption keep pace with inflation? If it's not being consumed, will the price of cattle hold? The answer to these questions would be very easy to answer if it were not for the fact that beef production is being subsidised by the Common Agricultural Policy. The greater the drop in consumption the greater the pressure on the C.A.P.

We must be surely nearing a point where beef prices are going to level out. If it's not paying to produce beef and the consumer is not buying Prime, where is the whole situation leading to? It would be some crystal ball if it had the answer to that one. It's not a marketing issue as long as the C.A.P., remains in its present form.

#### Problems

There are problems and they are enormous ones for the producer which are brought about as a result of the C.A.P. Regulations. Interest charges to-day are £74.00 more per annum on a 10 cwt. Bullock than they were ten years ago.

If an even balance is not kept between live exports and dead meat trade, it's only a matter of time when the price of stores will collapse, as beef production becomes less fashionable, and this is evident already with empty yards all over the country. Production is drifting towards an all grass beef situation.

Intervention has been as good in October/November as it has been in February/March these past years with the exception of a 2% rise this past December, so, therefore, Intervention is completely lacking in any incentive. If anything it had the opposite effect of encouraging beef production in the glut months.

We have seen a 90% drop in the number of live cattle exported to England in the past ten to fifteen years when total cattle numbers were even lower than today and this is not entirely a question of economics. The quality of our cattle may have a bearing on this. What this switch in markets is highlighting is the fact that third country live exports is a very artificial market; not created by anyone but brought about by the C.A.P. export refunds on store cattle.

One is not sure if the third country outlet for live animals is limited in what it can feed or if it's limited by the number of boats available, whichever it is it has its limits.

#### Inflating Prices

While live exports to third countries are a small percentage of the total exports, it has the effect of inflating all store cattle prices beyond its capabilities, consumption wise; thus effecting all farmers' input costs with the exception of the few left that are single suckling.

The mechanics of the C.A.P. in itself is making a large contribution to the downturn in farming income as store cattle are the raw material for the finisher and the situation is so serious that he is being forced out of beef production.

If every farmer turns to producing stores only, the trade has to collapse. Stores would only have to come back £4.00 per cwt., live to

[continued on Page 2]



[contd. from Page 1]

justify using the term collapse. For the first time since we joined the E.E.C., beef prices have taken a substantial jump over Intervention prices to the tune of more than ten pence per lb., or £6 per cwt., live since Intervention in its present form is restricted to 50%, a 20% increase from Brussels would only add 10% overall to the support of beef; while any further increase on third country refunds applied to the total Gross weight would further reduce the producers chances of purchasing stores at realistic prices. One other blatant anomaly which is very difficult to understand is how heifers are qualifying for live refunds the same as store bullocks and yet heifers are not allowed into Intervention. Asking farmers to accept £70 for extra in-calf heifers in their herds in 1982 will make no impression on stock numbers as long as a 7 cwt. heifer can qualify for £182.70 subsidy for export to Egypt. Whether it's a communications problem or a language problem or both, a grave lacking of common sense is missing from the Common Agricultural Policy.

Where does all this talk about the C.A.P. leave the man who walks into our Livestock Office and asks what will the price of beef be next October? If we knew what the annual review from Brussels is going to produce, we could have a fair guess at it. If we could tell him now what it would be to within a £1 per cwt. of what it will be, he still will not be any better than he was last year. As a further 15% was added to live refunds in the last annual review bringing the total refund to the live exporter to £26.10 per cwt. putting further pressure on the price of stores to the farmer.

### Grass to Rot

Intervention is no longer the yard-stick by which cattle prices are gauged. One is not with it if they are not able to quote the live price prevailing on the day at the port. It's a very sad day for Agriculture if good grass is to rot into the ground in 1982 for the want of cattle to eat it.

This is a situation that can quiet easily develop as long as this country continues to export immature stock. Apart from weather conditions, cattle production was always a risky business. The man will still bring his few stores, maybe not as many as he would like to and certainly not at the price he would like to own them at. With production down and to look at this situation in a business like way, he would need them at a lot less price than last year if he is to hold his income. The C.A.P. has agro problems within the Agricultural scene. The employment side of the issue is entirely another chapter.

## TRAGEDY

On the evening of 12th. January tragedy struck for Pat and Stephanie Dalton and their two young children. Pat arrived from work to find that his mobile home was ablaze. Before his very eyes the devouring element had cremated all their earthly possessions, except what they had on their backs - their working attire.

All Pat and his family could do was watch, depressingly, as the fire brigade quenched the last remaining remnants of their home.

To the bystander at the scene it resembled a morgue or funeral

# PROFILE

TOM McMANUS



Tom and Bridie McManus

Every single morning of the working week Tom McManus 'clocks in' at 7.40 a.m. for his eight o'clock start. Cordial Tom addresses everybody he meets with a very sincere "Good Morning", whether it be in the car park, the canteen or the locker room to his place of work. This daily ritual manifests the friendliness of our Home Sales employee.

With a name like McManus, it's not surprising to discover that Tom hails originally from County Roscommon. In fact, he was born in Killtristan, Strokestown. He comes from a farming background. His father worked a 68 acre farm and the main produce were - Sugar Beet, Barley, Potatoes and Wheat. Tom testifies that this was hard work, all manual. As he speaks, he looks at the palms of his hands, half in expectation that they are still raw, or covered in welts.

### Youngster

As a youngster, Thomas went to School in Killtristan, a walk of 2½ miles to and fro each day. (God be good to the school-bus unheard of in those days). At six years of age the McManus family were dealt a severe blow with the death of the woman of the house. This necessitated Tom staying at home one day per week to do domestic duties, as prearranged with his teacher.

Considering the way Tom turned out, maybe this is a case for a four day school week. He passed his Primary Certificate with flying colours.

### Constraints

In Roscommon at this time the Gay 20's and 30's were not so gay, in fact, they were very harsh times. Tom remembers the constraints this imposed on everybody. Escape from this severity was the game of football or handball, both of which he was very enthusiastic about.

Tom McManus has four brothers and one sister. His brothers John, George, Patrick and Vincent

parlour, such was the atmosphere and palpitations that the spectacle aroused.

For Pat and Stephanie Dalton the calamity has taken not alone their home, but many golden and treasured memories, and also, the many little odds and ends that make a home just what it is - something very special.

### Outlook

However, the Dalton's have a philosophical outlook on life, and have adopted the attitude - "It could have been worse and nobody was hurt."

are all involved in farming. John and Vincent also have businesses - a butcher shop and supermarket respectively. His sister, Mary (not to be confused with Joe Dolan's) is married and also does a bit of farming.

So apart from our Tom, all the McManus' are farmers. But then, he could be pulling the wool over our eyes and more important that of the Tax Inspector.

Tom served his time as a butcher to his brother John. For seven years he worked in his brother's butcher stall. At the end of this period he got "the seven year" itch of a different kind.

### Camp

Along with a first cousin George Tonner, Tom hit the "hard road" to England. He set camp in Manchester. As a matter of interest his cousin didn't take to the English life style and after six months returned home. Tom on the other hand, took to English way of life as if 'twas a duck to water.

The following Wednesday after arriving in England minus a few tears he started work as a butcher with Edwards, who were a chain of butcher shops serving the institutional trade. His boss was the late famed Chairman of Manchester United - Louis Edwards, a butcher himself and more important, a grand gentleman. Louis gave Tom his first opportunity of seeing a Rolls Royce.

After eighteen months with Edwards he joined another butcher chain K.H. Brooker Ltd., where Tom worked for twenty-four years. With this Company he befriended a Company Director Harry Kenneally, naturally of Irish descent. Harry was a great influence on Tom and was always at the ready if ever required.

At an Irish Club dance in Manchester, Tom met his wife to be. He tells us he always intended marrying an Irish girl, so for the sake of it we'll believe him.

Tom married Bridie Kelly on 2nd. May, 1968, a nurse working in Manchester, and a native of Kilmee, Co. Limerick. Sure, he couldn't go wrong. They lived in suburban Manchester.

Tom and Bridie McManus returned to Ireland in April, 1977. They set up home at St. Anthony's, Cargrigg, Foynes. Tom informs us that his heart never left Ireland.

### Genial

On 4th. October, 1977, Tom joined Shannon Meat Limited. His work in the Home Sales Department is identical to what he did in England for over twenty-five years. The genial Tom is very contented with life in Shannon Meat Limited.

Gardening is Tom's favourite pastime and he is very proud of his well-kept green house. A stroll along the coast roads and woodland areas around Foynes is also a leisure time activity for Tom and Bridie.

Amical, friendly, helpful, reliable, courteous are some of the adjectives that would be used to summarise the character of Tom McManus and yet they are not adequate nor sufficient in number.

One thing is certain Tom McManus will always stop to bid the time to anyone that passes his way.

# TOP OF THE POPS

By the Scribe

Hereunder, are some of the hit records of 1981. Appropriately they are performed by members of the staff, as follows:-

1. The Streets of New York (Maurice Barry) about his desires for a beautiful Yank.
2. Sweet Sixteen (Patch Markham, Pa Dunne and John Stack) wishing Eddie Gray, John Giles, Jack Charlton etc., were that age, again. Then they probably would sing "Tomorrow."
3. You drive me Crazy (Shannon Meat) letting the E.E.C. authorities know of our attitude to their policies.
4. More and More (Liam Hanley, Michael McNamara and the Union Band).
5. Imagine (Michael O'Neill) and (Denis Murphy) wishing Wexford might reach the Leinster Final, this year. Denis - wishing Abbeyfeale might get past the first round of Munster Junior.
6. The Can Can (Donie McEnery and Miko Dunne) signature tune for their Department and work.
7. Physical (Michael O'Donoghue) our karate expert.
8. It's my Party (Bill Kelly and Paddy Coleman) of their political allegiance
9. Prince Charming (Hannah Mulcahy) talking in the Canteen about her Sean from Abbeyfeale.
10. Attention to me (Maureen Curtin).
11. Under Pressure (Sean D. Mulcahy).
12. Kids in America (Paddy Small and Mickie Kenrick) wishing they were in the States with Mikie Reidy).
13. The Green Door (Leonard Buckley) of his chilling experience in a very cold room.
14. A Bunch of Time (John Mulcahy) wishing his day was longer.
15. Making Your Mind Up (John O'Connell and Michael O'Grady) In fact, our shrewd duo would need a bunch of time, but then their errors are few and far between.
16. One day in your life (Seamus Kennedy) about the girl he had a blind date with for a Dinner Dance. Now, ever since he is whistling "Nora."
17. I could be Happy (Fenian Lynch) if he could plan a successful coup on the local book-makers.
18. Wedding Bells (Bernie O'Dea. Angela Frawley, Mary Brouder, Seamus Kennedy, Teresa Lynch and Dan McCoy) as they each look forward to the 'Big Day.'
19. I'm being Good - Lancer and Gerry Egan.
20. Believe it or not (Thos. Donovan) telling us how he marked Joe McKenna. In fact, he got the ball once, during the match, yes, the time McKenna slipped.

"While there are some serious causes of back pain, most of it is simple and ordinary", according to a leading American osteopath. "Weak muscles, a sedentary life-style, and general flabbiness and flaccidity are contributing factors in many cases.



# ON THE MOVE

Pat Alfred has recently been appointed to the position of Van Driver with the Company. Pat first joined Shannon Meat Limited on 27th. August, 1979. Since then, he has worked in the Boning and Loading Departments.

Pat was born on 9th. July, 1959. He is the eldest of this generation of Alfred's. He has three brothers and two sisters. Pat's father is a bus driver with Coras Iompair Eireann. So, therefore, it was a case of 'like father like son', Pat learned to drive at Gerry MacNamaras in Adare, where he used to drive the horse drawn caravans. No wonder he is so good at parking.

## Adare

The cheerful Pat hails from the distinguished town of Adare in west Limerick. Distinguished because it gives the impression of being a typically English village and the dress and manner of many of its inhabitants personify this line of thought. (By George!) Pat Alfred is not one of these, he is a 'culchie' through and through. Sure even

when he walks his hands are in his pockets - how does he manage to keep them on the steering wheel for so long.

Two of Pat's colleagues in the 'vans' are none other than that famous duo Pa Guinane and Neddie Roche. He is sure to be influenced by these two, whether it be for the better or the worse remains to be seen. Chances are Pa will try to influence him towards music and worse still West Ham Neddie, in turn will attempt to get Pat to join the country's second force the F.C.A.

Pat doesn't think much of 'Michael Angelo's' yellow boxes, except for stopping on them and causing traffic congestion in the streets of Dublin.

Two of Pat's favourite hobbies are hurling and soccer. He knows as much about them as the average housewife. In fact, the chances are the woman of the house would be a better player. He is into birds in a big way whether they be feathered or otherwise (swans a speciality.)

Every success is extended to Pat in his new position.

# CONGRATULATIONS



Paddy and Johanna Collins at their 50th Anniversary Party.

Paddy and Johanna Collins, above, recently celebrated their Golden Wedding Anniversary.

On the 20th. January, 1932, they were married at St. James' Church, Cappagh.

Since then, they became parents on ten different occasions (six daughters and four sons) and have thirty-one grandchildren.

Parents of one of Rathkeale's most popular families, the Collins' have more or less 'done a Mafia' on the townland of Rosemount in the Parish of Rathkeale. They own this

section of the community.

## Humour

Paddy Collins will long be remembered by those who worked with him in Shannon Meat for his good nature and especially his sense of humour. These traits are still in evidence today in the person of Paddy's son - Batty.

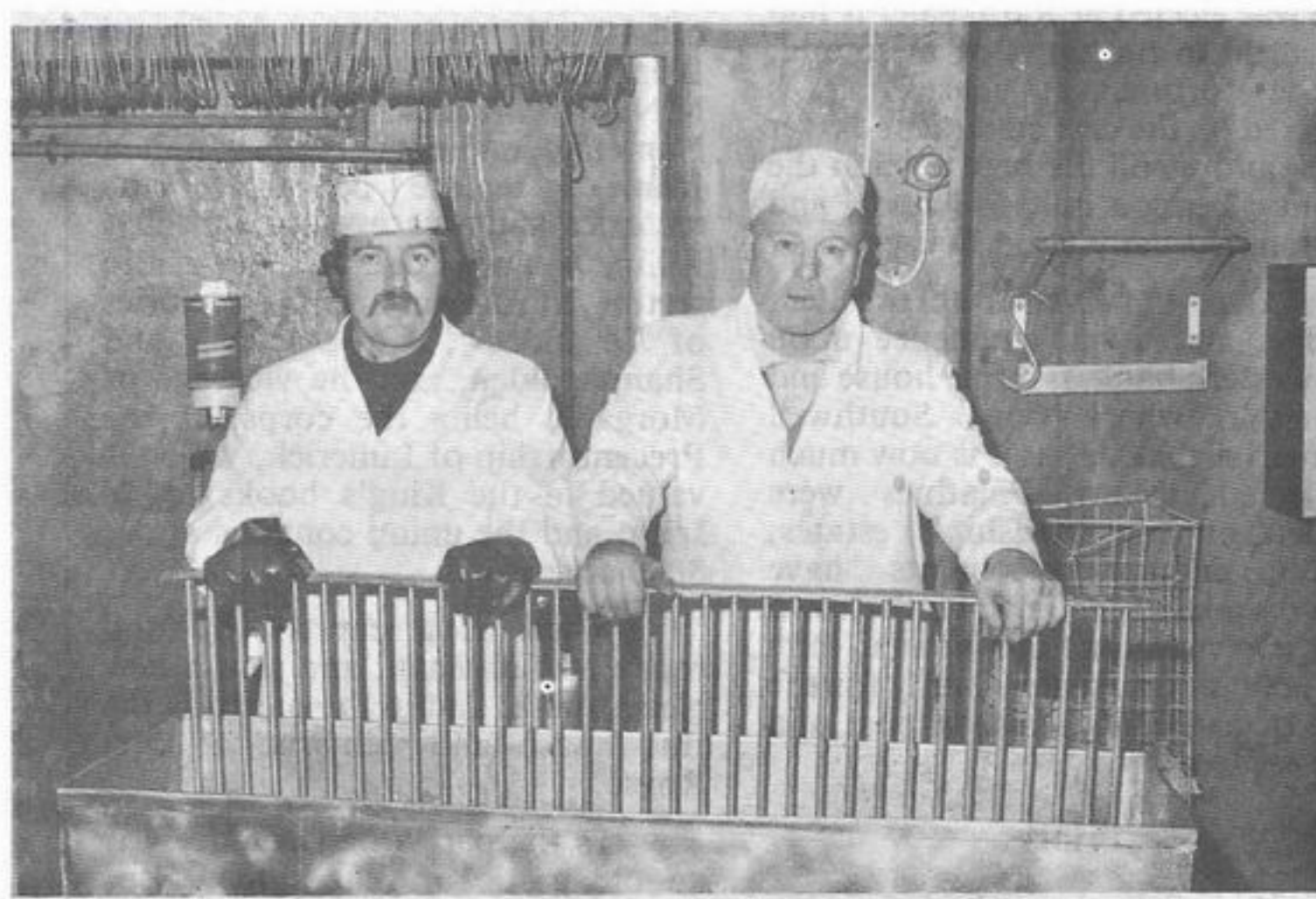
All in Shannon Meat join with us in extending heartiest congratulations to the delightful couple - Paddy and Johanna Collins.



Seen here taking the floor for the traditional first dance are Mary Murphy (Boning Hall) & Willie Nash, married on Nov. 20th.



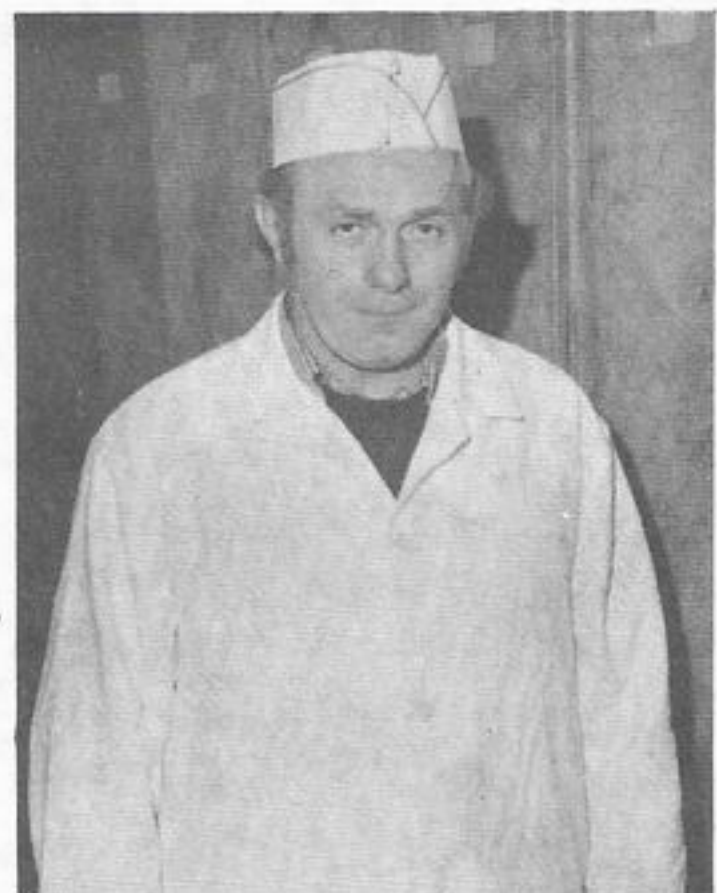
Mary Meehan of Rathkeale long time employee with Shannon Meat Ltd.



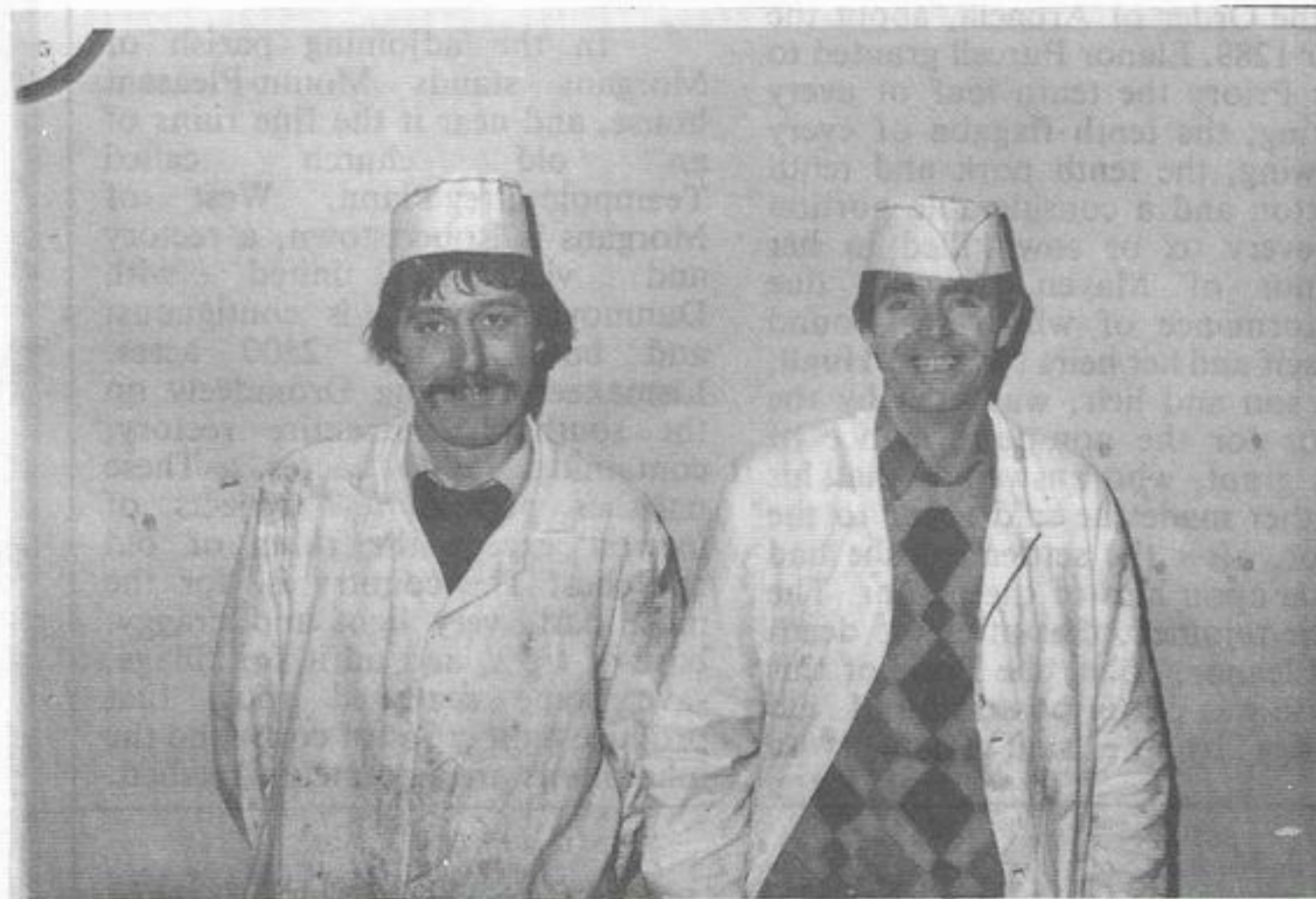
Father and son with Shannon Meat Ltd., Michael Meehan with his son, also, Michael (Junior.)



Married in 1981 was Catherine Meehan (Canteen) & Joe Healy.



Michael McNamara, Secretary of the I.T.G.W.U. in Shannon Meat was involved in the recent successful wage negotiations between the I.T.G.W.U. and the company, following the breakdown of the National negotiations.



Rathkeale employees Jack Lyons and Patch Markham are keen soccer fans.



# EARLY 19th. CENTURY RATHKEALE

Following are some extracts taken from "The History Topography and Antiquities of Limerick" by the Rev. P. Fitzgerald and J.J. McGregor. This book was published in the year 1826. The extracts hereunder deal with Rathkeale and its immediate hinterland.

The editorial Committee would like to thank Mr. Liam Geary for making available to us the said book.

Rathkeale in an entire rectory, valued in the King's books at £2 Irish, and united at a period prior to any existing records to the rectories and vicarages of Cloonagh, Clounshire and Kilsanlan, being the corps of the chancellorship of Limerick, which is valued in the King's books at £12 Irish; and with the chancellorship is holden, by episcopal union, with the entire rectory of Dundonnell. The parishes in this union are all contiguous, and contain 8000 acres. There is a large church at Rathkeale in good repair, and a very handsome glebe-house and suitable offices, about a mile distant.

## Earls

This was formerly a corporation town of considerable consequence; for in 1654, when, by an Act of Cromwell, the Commons of Ireland were limited to thirty, the counties of Limerick, Clare and Kerry had but one Representative, one was elected at Rathkeale: it had belonged to the Earls of Desmond, whose fortunes it shared. It is situated on the east bank of the river Deel, and is still the best town in the county; being a mile in length, and containing many good houses.

Over the river is an excellent bridge, and on an eminence upon the western bank, is a fine house and demesne, where Lord Southwell formerly resided; but it is now much neglected. Many Palatines were settled on his Lordship's estates, whose industrious habits have greatly tended to improve the town and its vicinity. Four annual fairs are held in Rathkeale, chiefly for the sale of cattle: it is also a post and market town.

## Priory

A Priory, under the invocation of the Virgin Mary, was founded here for Augustine canons of the Order of Aroacia, about the year 1289. Eleanor Purcell granted to this Priory the tenth loaf of every baking, the tenth flaggon of every brewing, the tenth pork and tenth mutton and a considerable portion of every ox or cow killed in her Manor of Mayen, to the due performance of which she bound herself and her heirs for ever. Hugh, her son and heir, was sued by the Prior for the non-performance of this grant, who answered, that his Mother made the said grant to the Prior, after the settlement she had made upon him of the manor. The Prior rejoined, that after the death of Eleanor, John, the Prior of this house was put in possession of said charity by the said Hugh, who

ratified his Mother's deed. Hugh then then agreed to grant yearly to the Prior, as a compensation, to cronnogs (baskets) of bread corn, and three cronnogs of oats, on the feast of Saint Michael, and four porks on the feast of St. Martin, for ever: the Prior then gave up the residue of his demand.

## Beechmount

A mile east of Rathkeale, is Beechmount, the seat of Thomas Lloyd, Esq. The inequality of the ground, the vast plantations, and a fine piece of water render this demesne one of the most magnificent in the county. About two miles to the north west are the fine ruins of Liosnacoille Castle, built by the MacSheehy's, who were brought into the County by James Fitzgerald, seventh Earl of Desmond in the year 1420: and about two miles to the south, is Ballyalinan Castle, situated on the east bank of the river Deel, built by the O'Hallinan's.

At a short distance north of Rathkeale, is Stoneville, the handsome residence of James Massy, Esq., and also Altavilla, the beautiful seat of John Bateman, Esq.

Dundonnell is an entire rectory, valued in the King's books at 10s. Irish, and episopally united to the corps of the chancellorship of Limerick: it is two miles N.W. of Rathkeale, and contains 568 acres. In this parish is Riddlestown, the old family mansion of Gerald Blennerhassett, Esq. Three miles N.N.W. from Rathkeale is Nantenan, and entire rectory, united from a remote period to the rectories and vicarages of Kilfinny, Killinelly and Loughill, the entire rectory of Crewmally, the rectories of Dromdeely, Knocknegall, and Shannagolden, and the vicarage of Morgans, being the corps of the Precentorship of Limerick, which is valued in the King's books at £8 Irish; and the union contains about 8000 acres.

There is a church in good repair at Nantenan, and also a new glebe-house; and in the parish is the fine house and demesne of Mr. Roysse.

In the parish of Dromdeely is an old castle of that name; also, Court Browne Castle, near the seat of Mr. Browne, immediately on the Shannon.

In the adjoining parish of Morgans stands Mount-Pleasant house, and near it the fine ruins of an old church called Teampolmuiregodann. West of Morgans is Robertstown, a rectory and vicarage, united with Dunmoylan, which is contiguous; and both contain 2500 acres. Lismakeery joining Dromdeely on the south, is an entire rectory, containing 2000 acres. These parishes possess few objects of interest except the ruins of old churches. The country is, for the most part, very light and craggy, bare of trees, and unfit for tillage, save some scattered spots that produce light crops of corn; and the inhabitants are extremely wretched.

# " THE RUN "

Patrick Coleman

For the past number of years, Rathkeale Athletic Club has been associated with the organising of sponsored charity runs. Among the charities to benefit were -

Charleville and District Mentally Handicapped Association (1979)

Rathkeale Old Folks (1980)

This year's event was in aid of Guide Dogs for the Blind. The training of one such dog is in the region of £3,000 and this figure became the target of the organisers.

## Dedicated

Organising the 'Run' was the work of a small but dedicated committee. Foremost in this were Michael Hanley and Mrs. Adeline Dillon, who in turn were ably assisted by Seamus Cawley, Leonard Buckley, Tim and Maureen O'Shea, Tim and Kevin Donovan, Mike Buston and the remainder of the Dillon Clan.

Planning the event began in October. Accomodation was sought for a party of circa forty. Sponsorship cards had to be printed. Local collection points were selected (ideally towns where the 'Run' would not be passing through e.g. Ballingarry and Newcastle West noted gold mines). A door to door collection was organised for Rathkeale. In fact, prior to the run the enormous generosity of the area had yielded £1,800. Finally, a public relations campaign was undertaken to promote the run.

## R.T.E.

The 'Run' itself took place the week-end before Christmas, a journey of some 150 miles from Dublin to Rathkeale.

Donnybrook (adjacent to the R.T.E. Studios) was the starting point. The Saturday morning T.V. Programme "Anything Goes" filmed the start of the Run. In the nippy morning air, Leonard Buckley was the first to run his solo four hours.

While most of the publicity centres on the runners it is important not to forget the collectors, whose task is difficult and whose day exceedingly long and tiresome.

By the time we arrived in Naas the weather was deteriorating, it was now wet and windy. By the time Portlaoise was reached a gale force had begun blowing. As the run progressed down the country the weather got progressively worse, but, it didn't deter the band from Rathkeale, and Nenagh was reached at 11.45 p.m.

The dedication of the group can be illustrated in the person of Mike Wright. Mike had to work overtime on the Saturday morning of the run. This didn't deter Mike and he thumbed from Newcastle West to Toomeyvara, where he immediately proceeded to collect. After this, he ran the next four mile stage, in a thunder storm.

The weather was much improved on the Sunday as the group headed homeward. By 2.30 p.m., Limerick was in their wake. They were now on the home stretch and following very good collections in Patrickswell, Adare and Croagh, the steeple of the Parish Church was to be seen.

## Reception

Blind athlete, Kevin Donovan, linked by Mike Buston lead the calvalcade into Rathkeale to a breathtaking reception. Large crowds lined the streets clapping simultaneously to the sound of the hooting horns.

This year's "Run" yielded more than anyone expected. In all, £4,109.20 was handed over to the Irish Guide Dog Association.



Mission accomplished organisers in chief Adeline Dillon & Mike Hanley have just concluded another charity run. On this occasion for the Guide Dogs for the Blind.



Three lovely lassies - Marie O'Dea, Teresa White & Teresa Lynch are all in great form enjoying a meal after the 'Run.'



## Attitude and Skill



# SOCCER SCENE

# INTER-FIRM G.A.A.

## IDEALISM IN THE FUTURE

The more I see of football in particular Desmond League football, the more I am convinced that the Shannon United side that won the Cup broke up without ever reaching its prime.

If this side were still together, I shudder to think what it would have achieved. The nucleus of this side is still playing quality football, with different teams, to form the basis of a very good side. The remainder of the panel required would be made up from the promising young players around.

However, the present dual club system is working against such an aspiration. Presently, Rathkeale possesses two different football clubs. Neither of the two can realistically offer a serious challenge to the "big guns", on a permanent basis without seriously hampering the other, though, a cup triumph for either is possible, with some luck.

### What should be done ?

Ideally, Shannon United and Deel United should be united as one force, having a first and second team. This is, also, probably the answer why there are two clubs at present, as players would feel downgraded and insulted at playing for a reserve side. To hell with the idea that there is more playing football as at present with two clubs, either way there will be over twenty playing each Sunday.

However, back to my dream - A more professional approach would be required from the stronger of the two sides as it would be expected to challenge for top honours.

At official level the Club should be structured by dedicated officials so as to cater for two junior clubs, a minor team and school boy teams from the ages of eight to seventeen. Within this bureaucracy there should be a number of different committees to supervise and promote finance, development, ongoing events etc., etc.

A target for the Club would be to purchase its own field. Next step would be to develop this virgin site into an enclosed playing pitch, training area. Judging by present day trends, it will be imperative in the near future to have proper and adequate facilities. This will necessitate the building of a modern Club-house having dressing rooms showers, bar etc.

The present state (especially facilities) of all Desmond League Clubs in no better than when the game started 100 years ago, and that is a most depressing fact.

## DEEL UNITED

After seven league matches, a summary of Deel's form is:-

Played	Won	Lost	Drawn	For	Against	Pts.
7	3	4	0	14	20	6

This leaves the Rathkeale side dangerously close to the relegation zone. However, with seven games remaining in the League, their destiny, too, is very much in their own hands.

Highlight of the season to date was reaching the semi-final of the Munster Junior Cup (area).

With a number of exceptions, Deel are sadly lacking in skill and pace. To a degree these deficiencies

are overcome by experience and hard graft, on the field of play.

A sorrowful aspect of Deel is the level of unconstructive criticism that is shouted aloud by certain players to their team mates. Surely, this inhibits the seemingly disarranged player and furthermore, who are these other players to act in this disrespectful manner in the first place. To the outsider it also creates a very poor image.

### Match Reports:- League:-

Deel United 0 Askeaton 4

The home team were completely outplayed by a very skillful Askeaton side. The visitors possessed too much talent, youth and zest than their more senior counterparts of Deel.

Deel United 5 Breska 2  
Sean O'Shea 3  
S. Doherty  
P. Mullins

Breska started this game very impressively playing positive one-touch football. However, when it came to putting the ball in the net, Deel and particularly Sean "Milo" O'Shea were masters. Feature of the game was the hat-trick scored by the latter. Peter Mullins, Eamonn Daly, and Mike Sullivan were others to catch the eye.

Park 2 Deel United 1  
T. White

Whereas, Park undoubtedly played the better football, Deel were unfortunate mainly through effort, determination and poor finishing not to get at least a share of the spoils. Edmund Dollery in mid-field played very well, as did Eamonn Daly at the back and Tom White up front.

### Munster Junior Cup:-

Deel United 3 Kildimo 2  
Jas. O'Grady 2  
S. O'Doherty

This second round match of this particular cup was won in extra time by the home side. The marksmanship of James O'Grady proved vital in front of goal.

Glin Rovers 4 Deel United 0

This was the semi-final of the Munster Junior Cup. It should be noted this game was played on New Year's Day and everyone knows what happens the night before. To say the least this was a stormy encounter.

### Season Scorers:-

Seamus Doherty, 6 Tom White and Sean O'Shea - 3 each; P.J. Wall, Jack Lyons, James O'Grady - 2 Each; Jimmy Fitzgerald, Edmund Dollery, Charlie Power, Jim Nix, John Fitzgibbon and Peter Mullins - 1 each.

## SHANNON UNITED

At approximately, the mid-way point of the season, Shannon United are in the top four of the Second Division. Promotion is well within their grasp, and very much in their own hands or should I, say, feet.

If promotion is to be achieved a more professional approach from each individual player is required. A bit of training, whether it be collectively or on an individual basis would not go astray.

The standard of fitness in the Desmond League is somewhere short of pathetic. If a Club with some talent, trained seriously, then their accomplishments could be great and many.

I believe the present Shannon United side need possibly, two old and experienced campaigners, particularly around mid-field. (The opposite applies to Deel). This would give the side a better balance and also reap more out of the younger players.

### Match Reports:- League:-

Shannon United 1 Bally Rovers 0  
Ml. Meade.

The County Limerick Inter-Firm G.A.A., Board will hold its Annual Convention on Wednesday, 24th. February in the Gaelic League Hall Limerick. At the moment it seems that there will be a Junior Hurling Championship as well as the usual, Senior Championship this year. The Junior competition will be for the weaker teams in the county. Three or four years ago Shannon Meat Limited could compete with the best in the area. Unfortunately, this is not the case this present day. Our hurling team will almost definitely play in the Junior Championship. Cement Limited, last year's All Ireland Finalists, St. Joseph's Hospital, Castlemahon and the County Council will be four of the teams taking part in the Senior Competition. The set up as regards the League will be discussed at the Convention. The Football Championship retains its senior status. There will be no Junior Grade as most teams in the County are fairly evenly balanced. I do not expect Alcan to be as strong this year as they have been in the past.

## Football League 1981

This competition did not finish last year. Shannon Meat are due to play Wang Laboratories, Limerick for a Semi-Final place. We drew with Wang in our League game last year, so we must have a reasonable chance of qualifying for the final stages.

As in previous years I once again appeal to all players to really make up their minds and make an all out effort this year to try and bring success to Shannon Meat Limited on the G.A.A. front.



Thomas Donovan of Granagh who recently marked Joe McKenna in the County Club Championship.

The home-side were too good for a very robust Bally Rovers team. Feature of the game was a very well taken score by Mikie Meade. The latter, along with Noel Harnett impressed.

Shannon United 0 St. Patrick's 4

This was a very black day and a drastic slump in form. There is no denying the Patrickswell side are a better team, but, there is no four goals of a margin.

Shannon United 0 Athea 0

A very poor disappointing game played in ideal weather conditions. A peculiar refereeing decision of disallowing a goal scored from a direct free kick robbed the home side of a victory they deserved.

Broadford 1 Shannon United 1  
Own Goal

If this game was played in Dublin, United would have had a full team, as most of the players were in the capital, celebrating the rugby victory over the Welsh. With ten players, five of which were only regulars, United led via an own goal until the 89th minute. All in all a great result.

### F.A.I. Semi-Final:-

Glin 2 Shannon United 0

Glin Rovers won this game, in extra-time. It was a peculiar match up to the last 15 minutes and extra-time, the Glin side totally dominated. It was then the turn of Shannon, but the opposition turned the screws by scoring twice, from break-aways.

### Munster Minor Final [Area]:-

Shannon United 2 Glin Rovers 4  
R. O'Doherty  
Barry Dillon

This game was played in antartic conditons. To those who feel the Desmond League authorities care little for the development and promotion of soccer, particularly under-age, this game gave plenty of ammunition to their argument. The weather, playing conditions, refereing and overall standard of play were each in turn diabolical.

### Watch it Grow:-

Ray Doherty, 6; Mikie Meade, Davy Keefe, Patrick Reidy - 3 each; Denis O'Dea, Sean O'Shea, Davy Fitzgerald, Liam Kennedy, Paul Dineen, - 2 each; Noel Harnett, Barry Dillon, Own Goal - 1 each.



Michael Dunne, above refereed his first Desmond League Final recently.

## RINGSIDE NEWS

Mattie Williams, Chairman of Sean Finn's Boxing Club informs us that there is great activity in the Club this year.

To date, the Club have participated in a Munster Open Tournament (over 16's) organised by themselves and an Open School-boy Tournament in Adare.

Three of the Club's, six boxers in action triumphed on home ground. They were:-

Tadgh Hogan, Gerry Mulcair and Tim McCarthy.

In Adare :-

Michael Williams (u 10's), Brian Riordan (u 10½'s) and Denny Hogan (u 11's) won in the 11-Section.

In the elder section the Club had the following winners:-

Dan McCarthy (14's), Willie McCarthy (15's), Shane O'Grady (16's), Steve McCarthy (17's), Gerry Mulcair (Junior).

Brendan Jones, Tom McCarthy and Vincent Conny each in turn gave a good account of himself prior to loosing.

Mattie Williams and Johnny Jones look after the training and coaching. The Club have a strong team of twelve in readiness for the County Championships to be held in early March.

Recently, in the Adare Tournament Johnny Jones made his debut as a referee and distinguished himself most satisfactorily.

## SYMPATHY

Condolences are offered to Mr. Paddy Lynch [General Manager], on the recent death of his father.

Sympathy is expressed to Mr. Michael Nash, also on the death of his father.

To their families and of other staff members who had bereavements in their families we offer our sincere sympathies.



# SHANNON MEAT CHAT

By The Scribe.

- Congratulations to Mattie & Breeda Williams on the birth of a daughter, Pamela. A touch of Dallas. Now we know what Mattie watches and who he likes on the Telly.
- Customers in the Home Sales reckon the reason Thosie Donovan is such a good looking chap is because he eats Yogurt. I hope these customers know more about the quality of what they are buying.
- Best wishes are extended to Tom and Karen Murphy on the recent birth of their first child, a daughter christened Louise.
- A fellow once walked up to Bernie O'Dea and said "My name is Pat O'Connor" (sounds like something you'd hear in a song). This Christmas Bernie and Pat got engaged.
- Mary Brouder of the Canning Department, also announced her engagement around Christmas.
- 'Torn between two lovers' may well be the problem for Mary Meehan (Main Street) as athletes Seamus Cawley and Leonard Buckley vie for her. (She is being run off her feet by the two of them.)
- Woman's Christman proved extra special this time for Angela Frawley when she announced her engagement to Ger. Power.
- Once upon a time long, long ago John O'Connell was a very good handballer. Though, now, he doesn't play, he still does plenty of 'ball hopping.'
- Kathleen Burke can be seen in a Mini these days. Sorry lads, this Mini is a car.
- New Year resolution for Breed Woulfe is to appear with Bunny Car on Going Strong. P.S. She said this herself.
- John Stack informs us that, unlike other Clubs, the gates at Leeds are up. They replaced the old rusted gates with higher ones. Now that Leeds are out of the Cup, I suppose we'll hear that "soccer is finished."
- Congratulations to John and Nora Mary O'Sullivan on the birth of a daughter on January 24th.
- At a function lately, Seamus Kennedy toppled a curtain. It could be that the "Curtin's" sister was angry. If you don't understand my meaning, ask Seamus.
- In the absence of his supervisor, Larry Kelly; James (J.R.) O'Grady took charge of the staff. Ask Tom White for his reaction.
- Maurice Barry's car was seen suspiciously parked around Blossom Hill, Rathkeale on a dark Sunday night lately.
- "It's bad not to take your boss out to dinner at Xmas. It's worse still not to invite your former working colleagues to your 21st., unless, of course, they happen to be women. But, then Willie (Madden) I am sure they wouldn't wreck the place.
- Rumour has it that Joe Gaffney is contemplating emigrating to Australia, where he hopes to butcher kangeroos, he's hopping it after the 'brutal budget.'
- Marie O'Dea states that a friend of Neillie Cahill's has "wind trouble". She recommends gripe water rather than Neillie's method. (Jealousy).

# PRESENTATION



Suzanne Lyons

Pretty, Suzanne Lyons, (above), eldest child of John and Bridget Lyons, St. Mary's Park, Rathkeale, was recipient of a beautiful Hand Tricycle, recently. At a very special Benefit Dance in the Croagh Tavern on November 20th., ten year old Suzanne was presented with this very specialised bicycle.

1981 being the Year of the Handicapped, a group of people in the locality, organised themselves into a committee. The purpose of their convention was indeed a worthy cause. Their objective was to raise sufficient funds to purchase this Hand Tricycle for the physically

handicapped Suzanne.

"The response was truly remarkable" commented Mrs. Mary Roche on the night of the presentation.

This modern mode of travel will give Suzanne a new lease of life and should give her some small amount of freedom and independence, which, sadly, she has been deprived of.

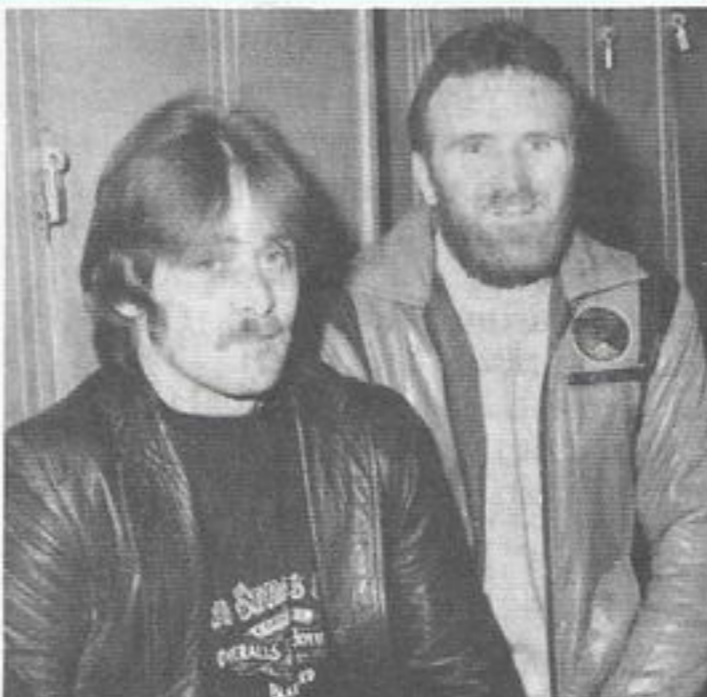
John Lyons, her father, through this medium wishes to convey his sincere gratitude to all those who helped to make this possible, especially the members of the committee,



Married on 19th. September were Mary Ahern of the Accounts Department, Shannon Meat Ltd. and Donie McAuliffe of Ballingarry.



Breda Morrissey, above, a key member of the Ned Ahern and Neilly Cahill are members of Accounts Department, is a native of Rathkeale. the Boning Hall staff. Shannon Meat Ltd.



# MEAT INFORMATION

By Maureen Curtin

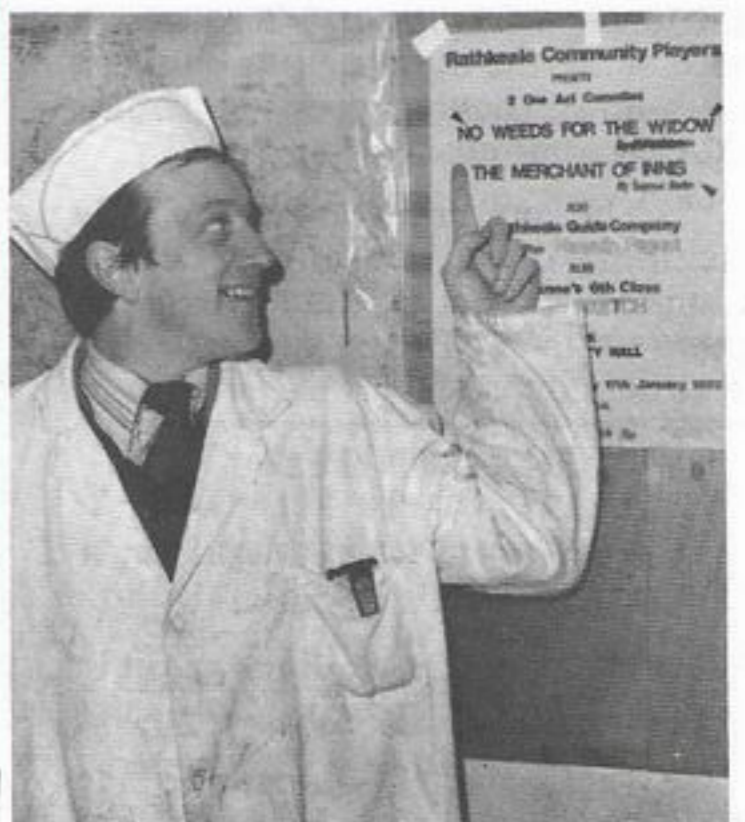
Over the past twelve months, I have been visiting various I.C.A. guilds throughout County Limerick, North Cork and Tipperary. Shannon Meat Limited embarked on a more intensive promotion of beef and lamb in the Home Sales Department, in November, 1980. This involved the making of forty slides. A number of old photographs were reproduced to outline the history of the company. The remainder of the slides show the individual cuts of meat. This stimulates much interest as the housewife of today needs to have a thorough knowledge of what she is buying. I hope that my talks are helping to supply this much needed information. I saw there was a need for a recipe book from talking to a number of housewives. This recipe book has just been published. Our intention in this booklet is to help the reader to serve varied dishes of beef and lamb for any occasion. With the correct recipes and cuts, beef and lamb can be very economical, nutritious and amazingly tasty.

The reaction from these discussions have been most encouraging and I have plans for many more such promotions before the Summer.

The following is a list of the clubs that I have been to :

- |                       |                         |
|-----------------------|-------------------------|
| Kilfinny I.C.A.       | Ardagh I.C.A.           |
| Feenagh I.C.A.        | Kiflinane I.C.A.        |
| Ballingarry I.C.A.    | Castlemahon I.C.A.      |
| Banogue Ladies Club   | Clarina I.C.A.          |
| Askeaton I.C.A.       | Glin I.C.A.             |
| Cappagh I.C.A.        | Freemount I.C.A.        |
| Newcastle West I.C.A. | Shanagolden I.C.A.      |
| Monaleen I.C.A.       | Newtown Shandrum I.C.A. |
| Monegae I.C.A.        | Broadford I.C.A.        |
| Athlacca I.C.A.       | Nicker I.C.A.           |
| Grange I.C.A.         | Cappamore I.C.A.        |

Any organisation, or group, who wish to avail of this talk and slide show can do so any time by telephoning Shannon Meat Limited. At the moment a video of the history and the operations of the plant is being completed. This, will be available to interested parties in mid February.



Pa Dunne, displays a poster for the Rathkeale Community Players recent productions. Pa is a keen member of this group.

Published by

SHANNON MEAT LTD Rathkeale

and

Printed by

Oriel Press Ltd Charleville.