ADARE FACTORY EMPLOYED 100 HANDS

County Limerick had a thriving Tobacco Industry

A TRADE name like "The Adare Cigarette Company Ltd." will be unfamiliar to all but the few who are still with us and who, in the days before the first world war, puffed the fragrant weed that was manufactured in County Limerick's prettiest village. It was, for many years, a thriving industry, too, and the tobacco factories in Adare employed during their peak output periods well over 100 hands.

A pair of swans glide post the monastery ruins on the river Maigue at Adare. The peaceful village once had a thriving tobacco industry, which employed over 100 hands, and Co. Limerick farmers supplied the factory with tobacco grown and harvested on their fields.

The "Buy Irish" campaign is nothing new in period or practice, and the culture or Irish tobacco was revived in Adare as long ago as 1908 by a little band of enthusiastic and philanthropic men headed by Lord Dunraven, Sir Nugent Everard and Willie Redmond, M.P.

Government regulations, however, prevented the growing of tobacco from being exploited to its fullest extent but, nevertheless, the industry such as it was gave considerable employment to factory workers and a fair measure of profit to farmers.

It may be news to modern ears to learn that the growth of the plant in Ireland not only compared favourably with America but in many cases surpassed it. For instance, the average yield in America per acre before the First World War was estimated at from 1,200 lbs. to 1,500 lbs. per acre, while it was found that the average for Irish-grown tobacco was from 1,600 lbs. to 2,000 lb. In a few cases the yield here was as high as 2,300 lbs. per acre.

The crop was, therefore, regarded as a very productive one. Furthermore, the farmer had few marketing headaches; as soon as the crop was cured it was taken over entirely by the re-handler and the grower had no other responsibility.

ENTERPRISE

Enterprise was a prominent characteristic of Lord Dunraven, and with the object of promoting the welfare of the people, not alone in Adare but all over Ireland, he introduced tobacco culture to Co. Limerick. He started in 1908 by growing 30 acres and the produce was graded and re-handled in buildings on his Adare farm.

A few years later he put up new and spacious buildings and fitted them with the most modern machinery available to deal with the increasing supplies that were now coming in.

The principal section of this machinery was known as a Proctor stock and Apron Tobacco Dryer, Cooler and Order. It was an elaborate machine and its size may be judged from the fact that it occupied the major portion of what was called the Proctor House, which measured 136 feet long, 26 feet wide and 36 feet high. Iron trucks brought parcels of graded tobacco leaf to the "Proctor," through which it was processed and came out with the desired percentage of moisture.

The packing was done in large casks, each of which contained about 1,000 pounds of tobacco ready for shipment to manufacturers. So efficiently was the work done that Irish grown tobacco leaf was on the same market basis as that grown in America.

From a commercial point of view, however, the cost of working the machine was a great set-back. Its capacity was intended to deal with the produce of 1,000 acres or more of tobacco, but owing to the small acreage allowed by the Government, only a fraction of this amount was available.

GROWERS

The total acreage grown in Co. Limerick was 46, representing 29 growers. Of this, Lord Dunraven himself cultivated at Adare 22 acres, one each being devoted to Turkish and Samos, and the other 20 to pipe tobacco. There were outside Adare, in such districts as Askeaton, Ardagh and Kildimo, growers of half-acre or larger plots.

Lord Dunraven provided the growers, free of cost, with a barn for the treatment of the tobacco plant up to a certain stage, after which it was sent to the Adare re-handling station. And as the barn was only occupied with tobacco plant from September to the end of December, the grower had the use of it for other purposes for the remainder of the year.

Seed and equipment, as well as free instruction by a special inspector, Mr. Bowles, were also supplied by Lord Dunraven.

Besides Co. Limrick, supplies of the leaf came from Tullamore and Birr, where there were 28 growers of 44 acres of American pipe tobacco, including 11 acres in Tullamore cultivated by Messrs. P. and G. Richardson.

DEMAND

What was the demand for the tobacco leaf like? Large consignments were sent to Messrs. Gallagher, Belfast, as well as to London and various other English markets.

It is of interest to note that the scheme for Irish growing tobacco was purely co-operative. Any surplus accruing from the entire sale of the plant when packed down by the re-handler was divisable among the growers according to average quality and yield.

The buildings, machinery and equipment at Adare cost £10,000. At the present rate of exchange (best quality cigarettes, for example, were then only one-eighth of their present cost), it will be readily seen that the industry at Adare was by modern standards a very important one.

And now a few words about the Adare Cigarette Company Limited. Their well laid-out and spacious premises were situated in the village, just opposite the Dunraven Arms Hotel. There, a number of girls were employed in the rolling of Virginia, Turkish and Egyptian-blend cigarettes from tobaccos grown on the Earl of Dunraven's plantations in Adare and blended with imported leaf.

The cigarettes manufactured by the Company were of the choicest quality and aromatic flavour and were very popular in the leading markets.

Nor was packaging neglected. The cigarettes were supplied in well-designed boxes, made in Ireland, and embossed with a distinctive mark.

Some of the people connected with the industry at Adare were Mr. R. R. Ballingall, Lord Dunraven's agent, under whose supervision the work was being carried on; Mr. Bowles, inspector and grower; Mr. Stabbens, expert in leaf and Manager; Mr. T. V. Phaff, of Philadelphia; and Mr. Ryan, of the clerical department.

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YOUR PROGRAMME FOR THE WEEK

SATURDAY, FEBRUARY 20
5.30—Mark Time
6.00—The Angelus
6.01—The News
6.05—Saturday Sports Final: Introduced by Brendan O'Reilly
6.15—Cartoon Time.
6.30—Pickin' The Pops.
7.00—Kentucky Jones
7.30—Profiles In Courage
8.30—A Foreign Affair (part 1)
9.00—The News
9.15—A Foreign Affair (part 2)
10.45—Nuacht
10.55—The Late Late Show
12.00—Late News And Sports Headlines
Transmission ends at 12.00 approximately

SUNDAY, FEBRUARY 21
1.15—On The Land.
1.45—Music For The Millions.
2.00—Disneyland: More about "Silly Symphonies."
2.50—Melody Fair.
3.15—Here Come The Waves! Starring Bing Crosby and Betty Hutton.
5.00—Guth na Gaelige.
5.15—French At Home.
5.30—Seoirse agus Beartlai.
6.00—The Angelus.
6.01—Watch and Pray.
6.12—Sports Results. Introduced by Brendan O'Reilly.
6.15—Amuigh Faoin Speir: A programme on Irish wild life.
6.30—Horizon: The Vernacular in the Mass.
7.00—The School Around The Corner (from Portarlington).
7.30—Club Ceili.
8.00—Hollywood Palace.
9.00—The News.
9.15—Sunday Sports Final, introduced by Brendan O'Reilly.
9.30—An Triail.
10.40—Late News And Sports Headlines.
10.45—The Hurler On The Ditch.
11.05—Nuacht.
Transmission ends at 11.10 approx.

MONDAY, FEBRUARY 22
5.10—Theirs Is The Kingdom.
5.50—Ceapars.
6.00—The Angelus.
6.01—Labhair Gaeilge Linn.
6.15—Newsbeat.
6.45—Mr. Ed.
7.15—The Riordans.
7.45—Cover Story.
8.15—Naked City.
9.15—Career.
9.45—The News and Sports Final.
10.00—The Virginian.
11.20—Nuacht.
11.25—Recollection.
Transmission ends at 11.30 approx.

TUESDAY, FEBRUARY 23
2.00—Telefis Scoile: Junior Physics. No. 19, Latent Heat.
5.30—Rin-Tin-Tin.
5.55—Daithi Lacha.
6.00—The Angelus.
6.01—Tone Up
6.05—The Four Corners
6.15—Newsbeat.
6.45—Farmers' Daughter.
7.15—Look!
7.45—The Cara Williams Show.
8.15—The Showband Show.
9.15—On The Road.
9.45—The News and Sports Final.
10.00—The Changing Face of Ireland.
11.00—Nuacht.
11.05—Recollection.
Transmission ends at 11.10 approx.

WEDNESDAY, FEB. 24
2.00—Telefis Scoile: Mathematics — Different Dimensions.
5.30—Circus Boy.
5.55—Daithi Lacha.
6.00—The Angelus.
6.01—Labhair Gaeilge Linn.
6.15—Newsbeat.
6.45—Home For Tea.
7.30—Jackpot.
8.00—Crisis.
9.00—G.A.A. World of Sport.
9.15—Jamboree.
9.45—The News and Sports Final.
10.00—Survival: "Baldwin Hills."
10.30—Music Room.
11.00—Nuacht.
11.05—Recollection.
Transmission ends at 11.10 approx.

THURSDAY, FEBRUARY 25
2.00—Telefis Scoile: Senior Physics (No. 19)—Electrostatics.
5.30—Murphy Agus A Chairde.
5.45—Art Is What?
6.00—The Angelus.
6.01—Tone Up
6.05—Garda Patrol.
6.15—Newsbeat
6.45—Car 54, Where Are You?
7.15—As Zozimus Said
7.45—The Fugitive.
8.45—Sixty-Five.
9.15—The Jack Benny Show.
9.45—The News and Sports Final
10.00—The World of Film.
10.40—The City.
11.10—Nuacht.
11.15—Recollection.
Transmission ends at 11.20 approx.

FRIDAY, FEBRUARY 26
2.00—Telefis Scoile: Senior Chemistry (No. 20)—The Dinetic Theory.
5.30—Sport And You.
6.00—The Angelus.
6.01—Labhair Gaeilge Linn.
6.15—Newsbeat.
6.45—The Doonna Reed Show.
7.15—Teen Talk.
7.45—Tolka Row.
8.15—Melody Fair.
8.45—The Doctors And The Nurses
9.45—The News.
10.00—Sports Desk.
10.20—The Reporter.
11.15—Nuacht.
11.20—Recollection.
Transmission ends at 11.25 approx.

DISC DATE

JOE DOLAN AND THE DRIFTERS

Joe Dolan and the Drifters second record, "I Love You More and More Every Day," entered the Top Ten charts last week at No. 4.

This is quite a feat when you consider that their debut disc, "The Answer To Everything," never went higher than fourth position, in spite of an eight weeks' stay in the best sellers. At its present rate of progress, "I Love You More and More Every Day" seems likely to reach the top in spite of the extra strong competition all around them. If they succeed, they will become the first country band to do so.

THE VICTORS

The Victors first disc, "My Heart Sings," which was voted a hit on "Pickin' The Pops" on Saturday, is one of the very few Irish showband records with international potential yet released. It is getting big treatment on radio, such as Luxembourg and Caroline, and, of course, on R.E.'s sponsored programmes.

The Victors appear on I.T.V.'s high-rating "Thank Your Lucky Stars" on Saturday, March 6, and they've been provisionally booked for an appearance on "Sunday Night At the London Palladium" on the last Sunday in April.

THE SHEFFIELDS
"Bags Groove (Skat Walk)"/ "Plenty Of Love"
(Pye 7N 15767)

It is obvious from recent records on the market, that the trend is definitely pointing to modern jazz and big bands. A new record on the Pye label by The Sheffields, is right up to date, for it has both. The title is "Bags Groove (Skat Walk)"—a way out title with a way-out sound. It is an excellent record with a good beat and a wonderful piano backing. On the flipside the group completely change their mood, style and sound with a wild rhythm and blues number, which has harmonica and piano backing, called "Plenty of Love". This could be a hit too.

The Sheffields, who hail from the city whose name they have adopted, have a new member. His name is Roy Ledger, and he joins Dave Fawcett, Rich Smith and John Alexander, as lead guitarist and harmonica player.

Their arrival on the record scene started when a rhythm and blues concert was held at Sheffield City Hall, in order to "spotlight" ten groups who were playing in and around the city. Pye recording manager Tony Hatch was invited to attend and he was most impressed with a group called the Vampires. As they seemed to tyypify the sound that was coming out of Sheffield, he re-christened the group The Sheffields.

Now meet the new member:

Roy Ledger was born in Sheffield on October 16, 1946. He is 5 ft. 11 ins. in height, has brown hair and green eyes He entered show business at the age of 14 but has known the rest of the group all his life. He dislikes bad manners, and his ambitions are to be happy, have money, and go to America.

NANCY SINATRA
"True Love"
"The Answer To Everything"
(Reprise R 20335)

That wonderful song, "True Love," written by the late Cole Porter and made famous by the film, "High Society," has been chosen as the next single on the Reprise label by Nancy Sinatra, daughter of the famous Frank. It is obvious when you hear her sing that she is definitely "a chip off the old block," for she has a strong and sincere voice. This number has a big band intro and is slow and extremely dreary. On the flipside, Nancy chooses a number written by th famous Burt Bacharach called "The Answer To Everything," which has vocal backing and a slow, catchy beat.

Nancy Sinatra caused quite a stir when her first record, "Cuff links And A Tie Clip," came out. Without any formal voice training, she managed to score high on America's rating charts. It was not surprising, however, that Nancy turned out to be a top star, too, for she followed on the heels of her famous father and her equally famous husband, talentend actor-singer, Tommy Sands.

Born in Jersey City, New Jersey, to Frank and Nancy Sinatra, young Nancy shortly moved to Los Angeles, California, where she remained since her days in high school. She studied economics for one and a half years at the University of Southern California, before marrying Tommy Sands on September 11, 1960. Now they share a fashionable Beverley Hills apartment.

Sometimes it is extremely difficult to follow in the footsteps of someone like Frank Sinatra, but Nancy has a strong personality which will keep her at the top in her own right.

THE McGUIRE SISTERS
I'll Walk Alone/
A Ticket To Anywhere
(Reprise R20338)

After listening to wild Rhythm and Blues or big beat music, it is quite refreshing to listen to a record by a good female trio who are tops when it comes to harmonising. One such group is The McGuire Sisters, who now release another single on the Reprise label entitled "I'll Walk Alone." It has a vocal introduction, is medium - paced with a good backing. On the flipside is a number entitled "A Ticket To Anywhere", which is similarly paced.

The McGuire Sisters—Phyllis, Christine and Dorothy — are recognised as America's foremost sisterly musical trio. They first became a unit when they began to sing hymns in a Middletown, Ohio, Church where their mother, an ordained minister, was Pastor, and later in Miamisburg, Ohio, where their mother now serves as Assistant Pastor. They sang for church socials, Sunday school picnics, weddings, revival meetings and similar gatherings and in 1950 toured for nine months in army camps and hospitals all over the country. A singing spot with Karl Taylor's band in Dayton, turned out to be a long engagement.

After winning several talent shows and having resident spots on national television shows, The McGuire Sisters signed with Reprise Records in 1963. They have had many hits, such as "He," "Something's Gotta Give," "Sincerely," "Sugartime," "May You Always" and "Cordially Invited."

"I'll walk alone" could bring them more into the British limelight and be yet another hit for these three charming girls.

DOWNTOWN
Petula Clark
L.P. Release.

Side 1—1, True Love Never Runs Smooth; 2, Baby It's Me; 3, Now That You've Gone; 4, Tell Me (That It's Love); 5, Crying Through a Sleepless Night; 6, In Love.

Side 2—1, Music; 2, Be Good to Me; 3, This is Goodbye; 4, Let Me Tell You; 5, You Belong to Me; 6, Downtown.

Pye NPL 18114.

Petula Clark has been one of Britain's top female artistes for many years, and still she comes up with hit records like the wonderful "Downtown" which reached number two in the British Hot charts and sailed to the top of the American charts, making her the first Britoish girl to do just that since Vera Lynn.

On this new album, Pet sings her way through twelve numbers, including "Downtown," "Baby It's Me," "Crying Thro' a Sleepless Night" and "You Belong to Me."

Some of the numbers have been written by her musical director, Tony Hatch, and Pet is co-writer on many of the numbers.

Although we have to share Pet with France, she is still just as popular in this country. In fact, her recordings in French have large sales in Britain, proving that everyone likes to hear her sing no matter what the language.

TONY JACKSON AND THE VIBRATIONS
Love Potion No. 9.
Fortune Teller
Pye 7N 15766

Since leaving The Searchers in August, Tony Jackson and his backing group, The Vibrations, are still hoping for a hit record. His first solo disc, "Bye Bye Baby," did quite well in the charts, but as yet, Tony has not reached the top ten.

"Love Potion No. 9" is the title of his next single on the the Pye label, and this could be the record to win him that top place. It is a first-class number, professionally performed, which moves with a good beat and has a good backing. Tony once again sings the lyrics. On the flipside is a number entitled "Fortune Teller" which has an instrumental intro, is sung in a higher key and retains a good beat.

Bad luck has followed Tony and his group around during the last few months. Twice they have had all their equipment stolen and the last occasion was quite recently. Thieves broke into their parked van, taking guitars, drums and the organ leaving only the heavy amplifier. Now the boys have managed to replace the lost equipment and are trying to make certain that it does not happen again.

Tony and his group—Martin Raymond on organ, Ian Bulsel on lead guitar and Paul Francis on drums—are extremely busy and just as much in demand by their numerous fans as they ever were. On February 6, they played at Brentwood and the following day were guests on The Eamonn Andrews Show. "Scene at 6.30" followed on February 8 and they appeared on "Ready Steady Go" on February 12. An appearance on "Thank Your Lucky Stars" will be made later this month.

Levy hits exports but trade gap eases

The effects of the British import levy and of the Buy Irish campaign are indicated in the provisional trade figures issued for the month of January.

Exports are down by more than £1 million compared with this month last year, but imports have dropped by almost £3 million, and the import excess is reduced by £1.5 million.

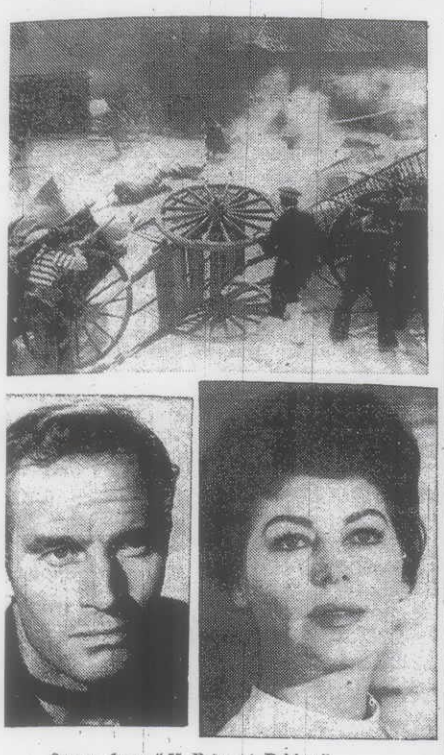
While these figures suggest that the levy and the campaign are having their effects —it will not be possible to draw definite conclusions until the detailed figures are available next month.

Imports for the month amounted to £26,747,000, compared with £29,741,000 in January, 1964.

Domestic exports amounted to £17,050,000, compared with £18,408,000. The import excess was £9,371,000 compared with £10,938,000.

Susannah York and Capucine in "The 7th Dawn"—Savoy.

MOVIE GUIDE



Scenes from "55 Days at Peking"

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