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Irish Tourist Association

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September, 1932.

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TRAVEL to IRELAND

by the New Ships
Ireland's Late Season

For those who have not yet had the experience of an Irish holiday in September or early October it may be well to mention that in recent years our Holiday Season has shown a decided tendency to extend into these months, to the detriment, indeed, of the earlier period—May and June. This tendency has been reflected in a continuation right through September, at almost every Resort and Resort Hotel, of those holiday entertainments, outdoor and indoor recreations, and amusements which previously closed down in August. The result is a brighter September and up to this year the weather has been induced to follow suit. Presuming on good weather, which experience entitles us to do, there is no reason to be pessimistic about "late holidays" in 1932. Indeed the big events of the early months caused a general set back in holidays and held over till now many thousands who would otherwise be "back at the grind" again. Late holidays mean a shorter winter; they have the law of averages in their favour as far as weather is concerned; they will imply no lack of holiday entertainments at hotels and resorts and this year they will certainly not raise the bogey so abhorred by many vacationists—the quarter-filled resort.

About Ourselves

The majority of our readers at home and abroad are interested rather in Ireland than in the Irish Tourist Association. They will, we hope, bear with us if, in one issue, we steal from our limited space, a substantial section to record some of the recent outstanding events in the progress of the Irish Tourist Association. In the first place a large number of our subscribers have a keen interest in the Association's doings and from time to time some amongst them have asked us if Irish Travel is really the official organ of the I.T.A.

Secondly, we believe that readers not directly interested in the Association may like to know something of its affairs, and perhaps, in the knowledge, may be influenced to offer co-operation or suggestions for our future work.

Finally there is the prospective visitor. May we hope that the report in this issue on Association affairs will be the most convincing evidence of our desire and capacity to serve him. If it proves that we are an active organisation anxious, not only to encourage Irish holidays, but to send away all our visitors satisfied with their stay here it will have achieved a purpose which in itself must justify the Chronicle.

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"Summer Holidays at Home"

NOTES AND NEWS FROM SOME OF IRELAND'S SEASIDE AND HOLIDAY RESORTS

In last month's issue of "Irish Travel" we published notes from some leading Irish Resorts. This month we continue the list, covering hereunder some of the chief holiday centres in Clare, Cork, Donegal, Galway, Kerry, Mayo, Sligo, Waterford and Wexford.

CO. CLARE

SPLENDIDLY situated on Liscannor Bay—the edge of the Atlantic—with its lovely more-than-a-mile-long strand, Lahinch has long been popular amongst Irish Holiday resorts. The hotel accommodation here is excellent, and many fine excursions can be made along the beautiful coast—along the wild and rugged Moher Cliffs, which rise sheer above the sea to a height of 650 feet and are inhabited by countless thousands of wild sea-birds.

But the chief attraction of Lahinch is its marvellous 18-hole Golf Course—the finest natural Links in Great Britain or in Ireland. With a total length of 6,000 yards, the holes are long and full of variety and sport, having excellent lies and ideal hazards. Visitors fees are 3/- (daily) or 15/- per week.

Lisdoonvarna, the Queen of Irish Spas, has, for more than half a century, been famous as a health resort, both because of its mineral springs and its bracing invigorating climate—the air of Lisdoonvarna being a blend of sea, mountain and moorland air, tempered by the thermal influence of the Gulf Stream. A recent analysis by an acknowledged authority—Dr. Monroe, D.Sc., F.I.C., of Bath (England)—has shown that all the waters of Lisdoonvarna contain the very valuable therapeutic element, Iodine, in addition to their own constituents. Unlike certain other Spas, the mineral waters here are not artificially medicated, but are taken and used just as they come naturally from the ground. The curative treatments now available, and yearly being improved and supplemented, comprise in addition to the hot and cold sulphur water baths, the needle bath, the general electric, the schnee bath (Galvanic, Faradic, or combined), Ionization and electro massage. Various medicated baths, as prescribed, are also given.

A twice daily bus service now operates between Lisdoonvarna and Doolin (4 miles), a pleasant seaside spot which contains a good 9-hole Golf Course.

From Lisdoonvarna one may make very many interesting excursions, while in the immediate neighbourhood are many places of interest to the historian and the archaeologist. All around the town is a wide expanse of moorland which provides excellent shooting, while Liskeen Lake, adjacent, has good fishing.

Lisdoonvarna is also well served in the matter of hotel accommodation.

CO. CORK

Youghal, on the extreme south-east of Cork, is both a very interesting old town and a very popular seaside resort. Four miles of firm silver sand stretch south of the town and offer safe and pleasant bathing. Other bathing places are at Green Park, the Lighthouse and at Monastrea (across the harbour). Golf, Tennis, Boating, Fishing and Dancing and Open-air Concerts also offer pastime to the visitor. Youghal is a good centre for walks and boating excursions, and the accommodation is excellent. South-west of Youghal, along the coast, is Ballycotton, which is becoming very popular as a holiday resort. It is a bracing spot, well hotelled, and widely renowned for the excellence of its sea-fishing. It holds the world's record for cod, skate and halibut. Here is a specimen catch for 1932—the result of six days' fishing by the Rawlence Brothers, members of the British Sea Anglers' Society, and visitors at the Bay View Hotel:—
A Catch at Ballycotton.

1 pollock (largest, 12 lbs.)
11 cod (16-25 lbs.)
30 bream
20 conger (20 lbs.)
1 tope (23 lbs. Caught on light rod.)

Total 501.

Some two miles east is Shanagarry, where may be seen the remains of the home of the Penn family, who founded Pennsylvania. Nearby is Garryvoe, a popular bathing strand.

Kinsale, also on the seaboard, is an historic old town and was for centuries a greater seaport than Cork. To-day it holds many interesting antiquarian remains, some of which date from as early as the fifth century. A few miles south, across the Bandon river, lies Garrettstown Strand, which is being “discovered” as a seaside resort. Further along the shore, on Courtmacsherry Bay, is Courtmacsherry, with its good bathing and fishing and its magnificent cliffs with strata of great geological interest.

Inland in County Cork, such spots as Gougane Barra—the wild romantic lake on a small island of which St. Finbar built his hermitage—and the lake district of Inchigeela, as well as the wild Pass of Keimaneigh, all of which lie on the route from Bantry to Macroom, should not be missed by the visitor.

CO. DONEGAL

Donegal, covering an area of hundreds of square miles, possesses a wonderful wealth of historic associations as well of natural loveliness, which provides endless delight for the holiday maker. Here, nature is seen in her wildest and most beautiful garb, affording a variety of scenery which no pen could adequately describe. The whole district is essentially a natural tourist zone, constituting one of the finest playgrounds in Europe. Such well-known centres as Bundoran, Buncrana, and Rosapenna need no mention. But there are many others which deserve to be known better than at present.

Dunfanaghy, a well equipped holiday resort on an inlet of Sheephaven Bay, presents a lovely three-mile-long strand, a splendid 18-hole Golf Course and excellent accommodation. Outside the village proper—at Portnablagh—there is a lovely sandy beach where the bathing is wonderful, and the atmosphere is particularly bracing.

On the west shore of Lough Swilly is Rathmullan, beautifully situated in a sheltered position facing the peninsula of Inch. Apart from the bracing quality of the air and its excellent bathing and holiday amenities, Rathmullan ranks high among tourist resorts, as being rich in material to interest the student of history or antiquity. It is also a centre for many excursions, both inland and by sea.

In the Hinterland of Donegal Bay, Narin, overlooking Gweebarra Bay and Portnoo, a mile further on are connected by two wonderful strands, the delight of bathing enthusiasts. Few places can rival this district in providing a peaceful and restful holiday. The hotel in Portnoo overlooks the bay and strands, and accommodation is also available at Narin. Adjacent is Rosbeg on the much indented shores of Dawros Bay, and one of the quietest and most beautiful haunts in Donegal. Whether in search of scenery, sport, or health-giving air, the visitor will find all in this resort, which in addition to its natural amenities is equipped with comfortable hotels. Golf, Bathing, Boating, Fishing and Shooting can be pursued.

In the Highlands of Donegal, Gweedore, on the Clady river, is one of our leading tourist resorts, adorned as it is with mountain, glen and lake scenery, and being a central headquarters for exploring the greater part of Donegal Highlands. It is especially a sporting centre and angling is excellent in the famous Clady and Crolly rivers and the numerous loughs and streams that surround Gweedore. Golf and Game Shooting are also available.

Some four miles to the west of Gweedore is that pretty resort Bunbeg, sheltered by cliffs, where the Clady river falls into the sea. Good bathing can be enjoyed here, and there is a fine sandy beach near the hotel. Several excursions can be made, both by sea and land, to the many islets in Gweedore Bay, to Bloody Foreland, to Errigal, Falcaragh, etc. Golf, Tennis and Fishing are to be had at Bunbeg.

(Continued overleaf.)
CO. GALWAY

Clifden. The Capital of Connemara is prettily situated overlooking the harbour of Ardhearn, one of those beautiful inlets of Connemara. For the coastal scenery alone, Clifden is a place to visit, but it will serve also as a headquarters for exploring the magnificent lake and mountain districts in the neighbourhood. Fishing, bathing and several pleasant excursions promise enjoyment to visitors who spend a holiday here, and there is no lack of good accommodation in the town. From Clifden, which is a railway terminus, the Railway Company operates daily a motor coach service through Letterfrack, Kylemore, Leenane and Westport to Mallaranny.

Letterfrack, but nine miles from Clifden, is a quiet but beautiful spot, with a mild soft climate and luxuriant vegetation. It is a fine angling centre for exploring the magnificent lake and mountain districts. On the summit of Diamond Hill (1,460 feet) there is a splendid view, over the Twelve Pins, the Pass of Kylemore, and the magnificent coast of Connemara, with its background of lake-locked land.

Renvyle, some few miles north-west from Letterfrack and on the extreme edge of Killary Harbour, is said to possess the finest scenery in Connemara. Lovely stretches of sandy beach, safe bathing, surf riding, pony racing, as well as fishing in lake and stream and shooting over moor and hill—are some of its attractions.

Leenane, but twelve miles from Letterfrack and situated near the head of Killary Harbour, which runs inland for about ten miles of the Atlantic, is one of the wonder spots of Connemara. In appearance it is similar to a fjord of Norway, the scenery here presenting on each side steep mountains rising to a precipitous height. Sightseer, scientist and sportsman alike will find Leenane a perfect holiday spot, in the varied nature of its vegetation and in its many opportunities of sport.

CO. KERRY

The attractions of Ballybunion, which is Kerry's most popular seaside resort, include good safe bathing, a Golf Course, which has won the praise of many experts, fine cliff scenery sheer on the Atlantic coast, lovely sea-caves along the strand, antiquities which are the pride of archaeologists—all set in splendid and majestic scenery.

As a centre of sport and amusement, Ballybunion deserves special mention. On the first-class 18-hole Golf Course—three minutes walk from the town, and bordering the seashore to the south—the Ladies' Open Irish Championship is held. This year it proved a huge success, attracting a large number of visitors, who were high in their praise of the admirably laid out and well tended course. In the new public Dance Hall, dances are held three time a week during the season.

Ballybunion is also a convenient headquarters from which to tour Kerry and Limerick. It is less than ten miles from Listowel, which is on the main railway route, and there is a constant service of char-a-banc and hired motor cars. For the motorist, pleasant excursions are available along the Shannon Estuary—via Tarbert, Glin and Foynes, with lovely scenery all round, and splendid views across the Shannon to the coast of Clare—and to Dingle and Killarney via Ballyheige and Ardfert and Tralee.

Glenbeigh, on the southern shore of lovely Dingle Bay, is deservedly renowned as a Holiday Resort. Bathing, Golfing, and River and Lake Fishing may be enjoyed here in the midst of delightful scenery. A number of mountain tarns, such as lovely Lake Coolnasalagh, with its terrible precipices, may be fished from Glenbeigh, and for the scenery alone they are worth a visit. Golf, Tennis, and Game Shooting are also excellent here. The accommodation is first-rate and moderate in charge.

Kenmare, which might well be called the South Gateway to the Kingdom of Kerry, is well situated at the very head of Kenmare Bay, where the Roughty River—spanned by the Suspension Bridge—joins the Kenmare River. As a holiday resort, Kenmare is well supplied with facilities for enjoyment and amusement—Bathing, Golf, Tennis and Fishing. As a centre for exploring the south-west of Ireland, and especially Kerry, it is unsurpassed. Good roads radiate south to Glangarrif and Bantry, west to Parknasilla and the glorious "Ring" of Kerry, east to Macroom and Cork, and northwards to Killarney, Tralee, Listowel and Limerick.

Some 25 miles west of Kenmare, past Sneem and Parknasilla is Castlecove, a very pretty seaside resort on the north-western shore of Kenmare Bay. Fishing, Bathing and hotel accommodation are very good here, and it is a centre for visiting the historic pre-Christian Staigue Fort, the most remarkable and perfect example of this class of antiquarian remains in Ireland. Adjacent also are Derrynane and Caherdaniel—associated with memories of Daniel O'Connell, "The Liberator," and all around is scenery that for beauty and variety of feature cannot fail to delight and fill the heart of the traveller.
CO. MAYO

THE island of Achill is the largest off the Irish coast, and its western and north-western faces are one long range of precipitous cliffs, slipping gradually to sea-level in the east in broad undulating moors, and covered with one mass of dark heather. Of Achill, Alfred Austin wrote—"A more perfect place of holiday resort it would not be possible to imagine."

Travellers by rail will alight at Achill Sound Station, where cars may be hired to complete the journey if one is bound for Keel, Dugort or other holiday centres in the island. There is also a bus service from Westport to Keel.

Keel is a rapidly rising village, and possesses a magnificent strand, stretching for more than two miles to the magnificent Minaun Cliffs. Here, also, are many interesting antiquarian remains. The coast scenery, between Keel and Dooagh and on to Keem, is, perhaps, the most beautiful in Achill.

Dugort, in the north of the island, prettily situated at the foot of Slievemore Mountain, which shelters it from the violence of westerly gales, is a well developed tourist centre.

CO. SLIGO

THIS county, long celebrated for its scenic beauty and its antiquarian treasures, boasts, among others, of such beauty spots as Lough Gill, Glencar, Dooney Lake, Inisfree, Lissadell, Knocknarea, Rosse’s Point and Enniscrone.

Rosse’s Point, a fine seaside resort, is renowned for its Champion Golf Links. Tennis and Dance are also catered for. Less well-known, as resorts, are the pretty watering places of Strandhill, with its fine strand, hot and cold sea baths, and many holiday amusements, and Mullaghmore, a secluded seaside spot, where a restful holiday may be enjoyed in picturesque surroundings.

CO. WATERFORD

The district around Clew Bay is also ideal for holiday makers. On the southern edge the fishing village of Louisburg offers good accommodation and excellent Bathe, Fishing and Shooting. From Louisburg, via Croagh Patrick—Ireland’s Holy Mountain of Pilgrimage since the days of St. Patrick—and along Clew Bay to Westport, beautiful views can be obtained of the bay, of historic Clare Island and numerous other islets, and of the opposite shores of Achill. Westport is a pleasant holiday resort with up-to-date accommodation and a well-kept 9-hole Golf Links. On the north-west shore of this beautiful bay, and charmingly situated on a strip of land between it and Ballycragher Bay is Mallarany, a premier western seaside resort, beautifully wooded, and well protected from the Atlantic storms by the mountains that flank the Curraun Peninsula. The climate in Mallarany is soft and mild, and the vegetation is profuse. In addition to being a good bathing resort, Mallarany is also a fine Fishing and Golfing centre. The 9-hole Golf Course is splendidly situated, commanding fine views of Clew Bay, and is free to visitors staying at the Great Southern Hotel. With Mallarany as base, many interesting excursions can be made.

RAMORE, seven miles from Waterford City and situated on the sunny side of a hill overlooking the wide and turbulent Tramore Bay, occupies a leading position among the seaside resorts of Ireland. The strand is one of the finest in Ireland, and the bathing is excellent. Tramore is a well-developed resort, possessing in addition to its natural advantages many organised facilities for holiday enjoyment—a spacious Dance Hall, Amusements Park, Tennis Courts, and an 18-hole Golf Links.

In the neighbourhood there are many rare remains of antiquarian interest.

Tramore is easily reached by rail from all parts of Ireland. From South England and Wales visitors are well served by the G.W.R. express service to Fishguard, thence to Rosslare by steamer, and by rail to Waterford and Tramore.
An Irish Fairy Tale

The Sweepstakes are Linked with the "Wise People"

"A FAIRY tale come true" is one of the many complimentary descriptions applied to the Irish Hospitals' Sweepstakes; and therefore it is very appropriate that the theme selected for the first all-Irish setting of a Sweepstake Draw is an ingenious linking-up of the days of early Gaelic culture with the modern world, woven round a simple and attractive fairy story founded, like all fairy lore, on the beliefs of mythological days.

The subject which the successful artist, Mr. Maurice MacGonigal, was given to work out was that of the old Irish Sea God, Manannan, the King of the Land of Promise, a descendant of Danu, the Goddess of Wealth and Prosperity. He was one of the Kings of Fairyland and therefore a great Magician. Amongst his possessions was a Magic Boat called "Wave-Sweeper" which sailed, without oar or rudder, over the Seven Seas of the world, direct to any place its master desired.

In the setting this King of the Promised Land pays a visit to the modern world. The frescoes around the hall depict the great ports of the world, in each of which Manannan's Magic Boat is seen collecting the world's treasure. At the time of the mixing the treasure chest are unloaded, and then Manannan's fairies come out from their underground dwellings, mix and scatter the content of the treasure chest, refill the chests again, and finally reload the Magic Boat with the treasure for distribution to the favoured mortals of to-day.

In this scheme the great drum is converted by additions built around it into the appearance of the magic Treasure Boat. The drum will thus appear in the form of an old galley, painted gold, with the figurehead of a horse with flowing mane surmounting the prow, the portholes shown as oar holes. The background will be a brilliant red sun, an old Irish symbol, representing Life, Light and Health, lighting up the Land of Promise—the Kingdom of Manannan—shown near the horizon. A wave effect is designed for the nurses' platform, giving it the appearance of a sea in which the Treasure Ship floats. The pillars round the hall will be surmounted by medallions bearing ancient symbols, typifying the underlying idea of the Hospitals Sweep, such as Healing, Health-giving, Wealth, and so forth.

So, by the medium of one of the simple fairy stories for which Ireland is world famous, the twilight days of early Irish Romance have been cleverly continued into the wonderfully romantic story of to-day, when Ireland distributes such an unparalleled wealth of treasure to every part of the Globe.
**Prize-Winning**

The Prize-winning Photograph in our September Competition is reproduced on the opposite page. On this page (herewith) we reproduce from the many entries nine of the best submitted. The sender of each photograph reproduced receives a fee of 5/-.

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**Photographs**

All readers of "Irish Travel" are invited to compete for the remaining Zeiss Camera, which will be awarded in October. Entries should be sent in to the Editor on or before the 25th of September.
"IRELAND AFOOT"

The "hikes hereunder" are given in outline, to enable the "hiker" to fill in gaps, and to add details, as he himself wishes. They are also meant to suggest different districts, and different routes suitable for exploration. Overnight accommodation can always be obtained at the places printed in italics, as also in many other places passed by "en route" in these excursions.

The special Ramblers' Tickets issued to hikers by the Great Southern Railways are of particular interest in this connexion. Anyone who plans his Ramble between two points served by the Railways, may purchase a ticket available for starting from one point, and returning to his destination (having completed the Ramble) from the other.

A TEN-DAY HIKE IN CO. CORK AND KERRY.

1st Day.—Cork, via Carrigaline and Belgooly to Kinsale .... 25 miles
2nd Day.—Kinsale, via Timoleague to Clonakilty .... 28 miles
3rd Day.—Clonakilty, via Ross Carberry and Leap to Skibbereen .... 20 miles
4th Day.—Skibbereen, via Ballydehob, Schull and Toormore to Goleen ...
5th Day.—Goleen, via Crookhaven, Barley Cove, Lissagriffin, Knocknamaddree and Shore of Dunmanus Bay to Durrus .... 25 miles
6th Day.—Durrus via Bantry to Glengariff .... (approx.) 17 miles
7th Day.—Glengariff, via Bantry Bay, Adrigole and Corryglass to Berehaven ... 21 miles
8th Day.—Berehaven, via Eyeries, Ardgroom and Kenmare Bay to Lauragh (A very enjoyable day could be spent in the environs of Lauragh; excursions to the splendid new mountain Gap—(the Tim Healy Pass) to Glanmore Lake, and to Lord Lansdowne's demesne, all of which are in the vicinity, would be well worth while).
9th Day.—Lauragh, via Bunaw and Ardea Bridge to Kenmare (approx.) 17 miles
10th Day.—Kenmare to Killarney ...
N.B.: Those who think the 4th and 5th days of this tour too strenuous may vary it as follows:
4th Day.—Skibbereen to Schull .... 15 miles
5th Day.—Schull via Toormore and Durrus to Bantry ... (approx.) 21 miles
(The major portion of this tour is covered in the Ordnance Survey Map (½ inch to mile), Sheet 24).

A TEN-DAY HIKE IN CO. CLARE.

1st Day.—Galway, via Oranmore and Kilcolgan to Kinvara ... 17 miles
2nd Day.—Kinvarra, via coast road to Ballyvaughan ... 14 miles
3rd Day.—Ballyvaughan via Black Head and Craggagh along the coast to Lisdoonvarna (approx.) 19 miles
4th Day.—Lisdoonvarna via Spectacle Bridge, Ballyvaughan, the Cliffs of Moher to Liscannor and Lahinch (approx.) 15 miles
5th Day.—Lahinch to Spanish Point and Milltown Malbay ...
6th Day.—Milltown Malbay, via Quilty and Doonbeg to Kilkee ...
7th Day.—Spend the day in Kilkee.
8th Day.—Kilkee, via Doonlick Castle and Carrigaholt, Doonaha, thence Ferry to Kilrush (approx.) 18 miles
9th Day.—Kilrush via Lissycasey to Ennis 26 miles
10th Day.—Ennis via Newmarket-on-Fergus and Hurlers' Cross to Limerick 22 miles

N.B.: Sheets 14 and 17 of the Ordnance Survey Map (½ inch to mile) cover this tour.
**What is the I.T.A. Doing?**

*Senator James Moran, Dublin.*
*(President, 1926.)*

**We find from inquiries—and occasional criticism—that there is a very general misconception of the purpose of the I.T.A. and of the variety and worth of the methods by which that purpose is being achieved. As the space available here would not admit of a lengthy statement, we shall content ourselves with a short and partial survey recently prepared for the members of a contributing Council.

The I.T.A. is a voluntary organisation, limited by guarantee, whose objects can be reduced to a few words as “The attraction and satisfaction of visitors to Ireland's Resorts.”

The Association's objects, responsibilities and activities are essentially national in their nature. It was formed for the purpose of securing centralised expenditure of Tourist Funds with a view to advertising the country as a whole outside Ireland, and Irish Holidays as a comprehensive feature to people at home. Accordingly, its main justification must lie in the general development of Tourist Traffic in the country, irrespective of its incidence on different parts thereof. Judged on that basis, we have an unique case. This is the only country in Europe which has kept up a regular increase in Tourist Traffic for the past seven years, more particularly in 1931 when other Tourist countries in Europe reported decreases of 20 per cent, or more by comparison with the previous year.

In preparation for and during the earlier months of this year, our activities were mainly directed towards the traffic anticipated for the Eucharistic Congress. In publications of a comprehensive nature circulated largely to prospective visitors, we urged continuously that visitors should patronise other parts of the country as well as Dublin, and we distributed local Guides and Folders for various districts to help in that direction. As a consequence, we can point to several thousands of cases which actually came to our notice, in which visitors travelled in the Provinces, either before or after the Congress.

The following activities of the Association, rendered possible because of the centralisation of Tourist Publicity Funds, have been chiefly responsible for the maintenance and even increase of our Tourist Traffic, notwithstanding the adverse effects of economic depression so noticeable in other countries in the past few years—:

- Newspaper advertising of a general nature in Great Britain.
- Special newspaper advertising for sporting facilities in the British Press, in which Hunting and Fishing resources were emphasised.
- An advertising campaign in the Irish Press, in which important Resorts were featured in proportion to each County's contribution to our funds.
- Issues of national and local publications with an aggregate circulation of over one million copies, including special Guides covering principal Counties and special Folders for Counties and Resorts, which, in common with other publications, were largely utilised for foreign distribution.
- Eastern slide lectures, for which the Association has a very large stock of slides, the principal Resorts being featured.
- Film Publicity, through the subsidising of a special film made last year and others at present being made.
- Four Broadcast Talks delivered through over 200 stations in America. Two Broadcast Talks in Great Britain, and a series of Talks from the Dublin Station, in which, where local publicity was given to individual Resorts, contributing areas were given their due share of recognition.
- A highly developed system of distribution of literature in small quantities to all parts of the world, involving thousands of addresses, for which publicity covering all our contributing areas were utilised. For example, it may be mentioned that every liner leaving an Irish or British port for America has a parcel of Irish literature on board, to be opened for display on the return journey, and Irish literature is to be found in Clubs, Libraries, Chambers of Commerce, Hotels, etc., in all the principal cities of Great Britain, U.S.A., etc.
- Permanent display in our Dublin Office, and in the display windows fronting same is given to all contributing areas. In this Office, alone, thousands of Dubliners and visitors to Dublin receive information every week regarding Irish Holiday Resorts. Similar facilities are provided in our Office in London, and at the offices of the Irish Free State Consulate, New York.

Our London Office shows returns which would alone justify the Association's existence. Each week, contacts are made or renewed with Travel Agents, Press Correspondents, Business Executives and others whose influence is capable of directing thousands of travelmis. Already these connections are bringing results and the cumulative results will be even greater in future years.

We initiated this year, for the benefit of contributing areas, a scheme for special publicity campaigns on behalf of individual resorts, as we recognised that any help which we could give to individual resorts compatible with our national responsibility should be provided.

It is a matter of public knowledge that the resources of Hotel and Boarding-house accommodation available in the country for visitors have increased and improved to an enormous extent in the past six or seven years. This expansion has involved a considerable expenditure of money, and it is still proceeding notwithstanding difficult times. It is, in effect, the best local evidence of the results of the Association's work, particularly when we recognise the position in which the hotel and allied industries were placed less than ten years ago.

Finally, I would point to the fact that the Association was largely responsible for

*(Continued on page 17).*
A YEAR CLOSES

AND OPENS

The Annual General Meeting, 1932, bringing the usual invasion of the Capital by Hotel proprietors from all parts of the country, went over with the éclat which has become a matter of course in the Association's annual reunions. All outgoing officers were re-elected and the President's resumption of office for a further year was signalised by an ovation which showed the universal popularity of the choice.

The Annual Report for the past year and the President's address in proposing its adoption were published extensively in the Press and need no recapitulation here. Outstanding in the Report are the statistics for British traffic, showing a steady increase from 317,017 passengers in 1926 to 371,899 in 1931, and the increase of our good accommodation throughout the country during the same period by more than 5,000 rooms.

The President, in pointing the moral of these figures, emphasised not only the value of Tourism to the country generally, but also the duty and responsibility devolving on hotels and others connected with the industry.

"In the growth of Tourism and the extension of accommodation only the good class hotels, where courteous and cheerful service, cleanliness and fair prices obtained, would survive... It should never be forgotten that people come to Ireland to see Ireland as she is—never to see cheap imitations of the artificialities that are done much better for them at home. Therefore the appeal for the general use of simple and wholesome Irish food, rests not on patriotism alone, but on practical common-sense..."

"We must strive to build an edifice from which we shall never, by hand or act, by sin of omission or commission, send away a single discontented guest."

HONORARY OFFICERS, 1932-3.

President, Mr. T. J. W. Kenny (Galway); Vice-Presidents, Mr. Walter Baird (Dublin), Mr. Martin McDonagh (Galway), Dr. W. Lombard Murphy (Dublin).

A NATIONAL TOURIST BUREAU.

In opening the Association's new Bureau in O'Connell Street, Dublin, at the conclusion of the Annual Meeting, Mr. Sean Lemass, Minister for Industry and Commerce, epitomised the scope and ambitions of the I.T.A. He hoped that the premises, so magnificently equipped and laid out, would not only give adequate space for the many activities of the Association, but would also prove a storehouse of knowledge for visitors from near and distant parts regarding the scenic, historical and cultural glories of Ireland.

At the Luncheon, held subsequently in the Gresham Hotel, Mr. Lemass, proposing the toast of "Ireland of the Welcomes," paid a tribute to the work of the Association and offered an assurance of the Government's sympathy with its work and objects. Citizens engaged in the Hotel trade and various branches of travel, to the number of 47,000, would enjoy increased prosperity with the growth of the Tourist Industry, and furthermore, in propagating the appeal of "Ireland of the Welcomes," they were making a valuable contribution to national propaganda which was such a potent weapon in the creation of international goodwill..."

"In very few European countries are there more peaceful conditions today than in Ireland. Statistics show that we are the most crimeless nation in the
world. We have, and no doubt will continue to have as normal people, differences between us on political and social matters, but we are all agreed in assuring our visitors this year and every year of a genuine Irish welcome.

The President, in reply, welcomed the decision of the new Government to continue the policy of their predecessors in fostering the Tourist Industry. He expressed the gratification which they all felt at seeing with them again the visitors from the Northern Ireland Association.

Mr. Blythe, Minister for Finance in the late Government, proposed the toast of the Association, which was responded to by Mr. Walter Baird, Vice-President, and Dr. J. C. Foley, past President.

Mr. E. T. Keane, Kilkenny, proposed the toast of "Our Guests," to which Mr. W. H. Morton, General Manager, Great Southern Railways, and Mr. H. Tomkins, Ulster Tourist Development Association, responded.

The final toast ("The Press") was proposed by Right Rev. Monsignor Cummins, Roscommon, Mr. J. Simington, "Irish Times," responding.

The attendance at the Lannehome included the following:—

Mr. Sean Lemass, T.D., Minister for Industry and Commerce; The Lord Mayor of Dublin; Mr. Frank Fahy, T.D., Ceann Comhairle, Dail Eireann; Senator T. Westropp Bennett, Chairman of the Senate; Monsieur W. T. Dobrzyński, Polish Consul General; Mr. T. J. W. Kenny, Galway, President, Irish Tourist Association; Mr. Walter Baird, Vice-President, I.T.A.; Mr. and Mrs. Ernest Blythe, Dublin; Dr. J. C. Foley, Managing Director, Messrs. John Daly and Co., Cork; Mr. T. J. Byrne, Architect, Board of Works, Dublin; Mr. W. H. Morton, General Manager, Great Southern Railways, Dublin; Mr. P. J. Floyd, Traffic Manager, Great Southern Railways, Dublin; Mr. David Barry, General Manager, British and Irish S.P. Co., Dublin; Mr. J. B. Stephens, General Manager, Great Northern Railway, Dublin; Mr. John P. Keane, City Hall, Dublin; Mr. G. J. Sherlock, City Manager, Dublin; Mr. P. J. Heenen, Borough Manager, Dun Laoghaire; Mr. J. M. Devitt, Chairman, Don Laoghaire Borough Corporation; Mr. P. J. Murphy, Secretary, County Dublin Council; Mr. C. E. Trench, Secretary, Youth Hostel Movement, Dublin; Mr. J. Leydon, Secretary, Department of Industry and Commerce; Mr. Arthur Gen. Solicitor, Stephen's Green, Dublin; Mr. J. J. Simington, Irish Times; Mr. H. S. Meylan, Department of Local Government, Dublin; Mr. F. J. Riordan, Department of Industry and Commerce; Mr. T. F. Honneyc, Secretary, Banks Standing Committee; Dublin; Mrs. C. C. Wilson, Secretary, Tailors' Congress, Dublin; Mr. P. O'Reilly, Director of Organization, Republican Congress, Dublin; Mr. B. O'Sullivan, Department of Industry and Commerce; Mr. J. Williams, Department of Industry and Commerce; Mr. J. McKeen, County Council; Mr. E. Walsh, Waterford Corporation; Mrs. Doyle, Dublin; Mr. P. F. Trench, Great Western Railway, Dublin; Captain H. A. Maione, Mid-West County Council; Mr. M. Walsh, Waterford County Council; Mr. Wm. Giles, Messrs. Thomas Cook and Son, Dublin; Mr. F. Fahy, Sligo County Council; Mr. J. F. O'Gorman (O'Gorman Bros., Ltd.), Limerick; Mr. F. A. Moran, Dublin (Moran's Hotel); Mr. J. Devaney, Enniscorthy Hotel, Co. Sligo; Mr. C. O'Connor, Monaghan County Council; Mr. Simon Walton, Kilkenny County Council; Mr. A. Sweeney, O'Gallagher's Hotel, Galway; Mrs. O'Dwyer (Golf Links Hotel, Lahinch); Mr. W. J. Shalloe, Atlantic Hotel, Tramore; Mr. P. H. Crowley, T.D., Kerry County Council; Miss Kate Briscoe, Killarney; Mr. W. Russell, Dunleer; Mr. M. J. Irwin, M. & S. Railway, Dublin; Mr. J. Costello, Royal Hotel, Galway; Miss Hickey, Galway; Mrs. McCarron, Carndonagh's Hotel, Enniscorthy; Mr. E. Corbet, Galway County Council; Mr. P. J. Finlay, Royal Hotel, Clifden; Mrs. E. Daly, Tourist Hotel, Bundoran; Mrs. J. Kennedy, Bundoran; Mrs. J. Conlan, Palace Hotel, Bundoran; Mr. Marry, Savoy Restaurant, Dublin; Rt. Rev. Monsignor Cummins, Roscommon; Miss O'Daw, Dublin; Mr. P. F. Egan (Egans, Wm. Egan and Sons Ltd.), Cork; Mr. P. J. Lennon and Miss Lennon, Dublin; and Mr. and Mrs. Reville, Clarenford Hotel, Howth; Mr. and Mrs. Gilfeather, Royal Hotel, Howth; Mr. J. M. O'Brien, Commissioner, Bray; Mr. S. McCauley, Town Clerk, Bray; Mrs. Emerson, Enda Hotel, Galway; Mrs. F. J. Hayes; Mrs. H. C. Drey, Tipperary (Doby's Hotel); Mrs. H. M. Egan, Dublin; Mrs. T. Dooley, Powerscourt Arms Hotel, Enniscorthy; Mr. A. J. Kelly, Balbriggan, Dublin; Mrs. W. P. Ryan, Central Hotel, Cashel; Miss Mary Ryan, Central Hotel, Cashel; Mr. C. J. Sheehan, Royal Hotel, Cashel; Mrs. J. C. Sheehan, Royal Hotel, Clifden; Mrs. E. Daly, Tourist Hotel, Bundoran; Mrs. F. J. O'Gorman (O'Gorman Bros., Ltd.), Limerick; Mr. T. P. Ryan, Powerscourt Hotel, Enniscorthy; Mr. Henry O'Sullivan, Missionary, Bray; Mr. and Mrs. E. P. O'Sullivan, Missionary, Bray; Mr. and Mrs. E. P. O'Sullivan, Missionary, Bray; Mr. and Mrs. E. P. O'Sullivan, Missionary, Bray; Mr. and Mrs. E. P. O'Sullivan, Missionary, Bray; Mr. and Mrs. T. J. Delaney, Mulroy's Hotel, Dunfanaghy; Mrs. M. O'Sullivan, Miss Margaret Jackson, Sligo; Mr. Harvey, Mrs. D. A. Macken, Conyngham Arms Hotel, Slane; Mr. and Mrs. T. J. Gilfeather, Bolger's Hotel, Dunfanaghy; Miss Glynis Howth; Mr. M. Kennedy; Mr. M. Daly; Mr. and Mrs. Johnstone, Grand Hotel, Skerries; Mr. W. P. Mosegraff, Metropolis Hotel, Cork; Mr. Dockery; Miss T. H. Moore; and Mr. W. H. H. Cooke, R.I.A.R.A., R.I.A.R.A., Architect, Board of Works, had detailed charge of arrangements for I.T.A. Offices.

The Minister for Industry and Commerce with President Kenny at the opening of the National Tourist Bureau.
New London Headquarters for I.T.A.

Within two months of the formal opening of its National Tourist Bureau at Dublin, the I.T.A. took over new offices at London, in the building occupied by the Irish Free State Government representatives there. The event was signalised by a reception to which the Saorstat High Commissioner, Mr. J. W. Dulany, invited a distinguished gathering to meet the I.T.A. President, Mr. T. J. W. Kenny. The guests had an interesting interchange of views with the representatives of the Government and of the Association and at the conclusion took away copies of souvenir publications specially provided for the occasion.

Mr. Dulany, having welcomed his visitors, reminded them that England was full of people with tired eyes. Let them go to the green earth of Ireland for their holidays and thus recover their youth. Ireland was not one of the modern sophisticated playgrounds from which one returned fatigued. There was rest in Ireland—a spiritual atmosphere that wrapped those who sojourned there like the silken shawl of sleep. Ireland had great natural beauty too, and delighted sportsmen whether they went to hunt the fox or the stag, to fish in the rivers, or to shoot on the hills or moorlands.

Finally, he would remind them all that Ireland was still in very truth "Ireland of the Welcomes."

Mr. Dulany was followed by Mr. T. J. W. Kenny, President, I.T.A., who expressed his appreciation of the opportunity provided by Mr. Dulany for meeting so many of their friends and colleagues in London. He told the guests that Ireland had only really been discovered as a tourist country during the past four or five years. Ireland was the only country which in recent years had increased the number of its visitors from this country. In 1926 the number of tourists from Great Britain was 317,917, and in 1931 the number was 371,899, an increase of 51,982. He had been asked by a German doctor if he could recommend a fashionable seaside resort in Ireland. He replied that he could not do that, but he could confidently recommend many places where the people would be found as their natural selves, and amidst the charm of the scenic setting the visitors could enjoy themselves in peace and quietude without risk of being overcharged.

Mr. Kenny depicted, in glowing colours, the joys of Irish touring, and recommended people from England to go hiking in Connemara, Kerry or Donegal, or amongst the Wicklow Hills.

Ireland's gift to modern civilisation, said Mr. Kenny, was what he could only call "the hospitality contact." That was independent of politics and remained the supreme characteristic of the country. The Irish were bridge builders, and however politics ebbed or flowed, they carried on the hospitality contact.

A vote of thanks was passed to Mr. Dulany, on the motion of Commander Kenworthy, while Mr. Huskisson, a director of Messrs. Thomas Cook and Son, expressed the appreciation of the Tourist agencies of all they had heard, and of the pleasure they had in meeting and hearing the President of the I.T.A. He promised they would do all they could to promote tourist traffic in Ireland.

The attendance included the following:—

K. W. C. Grant, Publicity Agent, G.W.R.; A. S. Clerk, L.M.S.; E. Huskisson, Director, Thos. Cook and Son; C. Daudridge, Advertisement Manager, L.N.E.R.; Lottis Allen, Publicity Officer, L.M.S.; E. R. Reader, Publicity Department, B. and I.; John Frame, Jun., Frames' Tours; H. G. Lee, General Manager, George Lam's Tours; C. K. Kaufmann, Commercial Manager, Royal Dutch Air Lines; A. E. Williams, Manager, American Express Co.; V. D. Fay, Assistant Manager, Dean and Dawson; S. Janke, Workers' Travel Association; D. Gourlay, Wayfaring's Travel Agency; D. O. Fulkes, Manager Nelson's Tours; J. R. Purdy, Caldwell Travel Service; Neville Whall, Assistant Secretary, Cyclists Touring Club; C. H. Philip, General Manager, British Movietone News; H. H. Gordon, Manager, M. K. Kendall and Co.; C. H. Challis, Director, Lashmns' Travel Agency; P. F. McRoberts, Manager, Cox and King; Arthur Gough, Manager, Travel Service, Selfridges and

Irish Free State Stand at the Aldershot Exhibition—20th June, 1932, to 2nd July, 1932.

Irish scenery is given special prominence in the Industrial Exhibitions arranged by the Irish Free State Trade Commissioner in Great Britain.
WHAT IS THE I.T.A. DOING?  (Continued from page 15).

regard to Tourist Roads at present requiring attention.

In all the circumstances we are justified in suggesting that the Association is doing its duty nationally and at the same time losing no opportunity of furthering the interests of individual areas contributing to its funds.

From the I.T.A. of 1925 with a revenue of a few hundreds sterling and the use of part of an office to the Body of to-day, with a National Bureau in O'Connell Street and world-wide ramifications and activities, has been a long and arduous road. Moreover, to-day is not the end but merely a short distance on the road of national achievement which the Association has set itself.

All honour to the men who have given loyal service during these years and particularly to those who have carried Presidential responsibility. Their record of voluntary work is an eloquent testimony to the public spirit which has characterised the activities of the Honorary Officers and Directorate. Their work is to-day bearing fruit a hundred-fold.

Hotel Proprietors' Conference

The visit to Dublin of some hundreds of hotel proprietors for the I.T.A. Annual Meeting, was made the occasion for a conference on matters pertaining to the Hotel Trade.

A Sub-Committee, appointed at the previous Conference, reported on the proposal for the formation of a National Hotel Proprietors' Association, recommending the union of provincial hotels with the Hotel, Restaurant and Catering Association of Ireland. Special reduced rates for membership had been agreed on by the latter Association, and provisions would be made for the representation of the provinces on the Central Executive. Mr. Moran (Dublin), as Chairman of the Committee, proposed the ratification of the arrangement.

A discussion followed, in which Mr. R. J. Kidney (Dublin), J. T. Costelloe (Galway), Miss Owens (Belfast), Mr. J. W. Mongan, T.D. (Carna), and Mr. Reville (Howth) participated. It was finally decided on the proposal of Mr. Devaney (Sligo), seconded by Mr. Sweeney (Galway) that the scheme be adopted.

Twelve provincial representatives will be co-opted on the Central Executive.

Irish Produce in Hotels.

The Conference urged the use of Irish products wherever possible in hotels throughout the country.

A general discussion regarding the direction of traffic, Agency Discounts, Eucharistic Congress arrangements, etc., brought to a conclusion one of the most successful events organised under I.T.A. auspices.

(It will be recalled that a special Conference in December, 1931, agreed to fixed prices for the 1932 season, and discussed the question of a National Hotels Association—Editor, I.T.).

New London Headquarters for I.T.A.—

(Continued from page 16).


I.T.A. Affairs.—

(Continued from page 15).

Morrissey, Abbeyfeale (De Vere Arms); Mr. T. Fesler-Gerald Munster and Leinster Assurance Society, Dublin; Miss Lavery, Secretary, Associated Irish Newspapers, Dublin; Mr. E. T. Keane, Editor, "Kilkenny People"; Mr. J. P. O'Brien, General Manager, I.T.A., and Mrs. O'Brien; Mr. David Barry, Assistant Secretary, I.T.A.

T. J. W. Kenny, Galway.  (President, 1930-31-32).
International Ireland.

The triumph of the arrangements for the International Eucharistic Congress in June, 1932, has set the seal on Ireland’s claims as a centre for International events and in the light of the experience we need not hesitate to tackle any gathering that comes our way.

It is but a few years since a proposal to hold an International Rotary Conference in Dublin was mooted. The problem then was that of accommodation. That problem can be no longer regarded as insoluble. May we hope that the idea will be revived.

For next year we are already guaranteed two important International gatherings—the British Medical Association and an International Teachers’ Congress in July. The former has been under consideration for some years and we congratulate the Irish sections in bringing the proposal to success. In the case of the Teachers’ Congress, the moving spirit was Mr. T. J. O’Connell, the genial giant of Irish Education. In the capable hands of Mr. O’Connell and his colleagues, the organisation is assured of success.

We have correspondence which may result in an American Rowing Team competing at one or more of our Regattas next year. The I.A.R.U. will help, we know, and the innovation would be bound to develop a greater fraternity of sport with U.S.A. in future years.

The Railway Clerks’ Association had a most successful Conference in Dublin this year and it is rumoured that other important Labour organisations in Great Britain are considering similar proposals. We hope their Irish representatives will get busy.

As we go to Press there are rumours of an Olympiad for Dublin—a holding of the next Olympic Games (in 1940) in our National City. We hope to hear more of this!

Why not make Ireland the centre for an International Hikers’ Convention? Where could they find such a variety of suitable venues or a more ideal country from which to bring inspiration to the youth of the world? There is a giant venture for the energetic Youth Hostel Association!

How Other Countries Fare.

Serious attention is being paid to the problem of restoring the prosperity of France’s tourist industry, which, in the past year or two, has declined alarmingly.

It has been estimated that by the end of 1932 not more than 250,000 Americans will have spent their holidays in France. The total for last year was about 400,000, and even this figure was comparatively low. Moreover, from countries such as Germany, Czechoslovakia, Austria, and Hungary, where the export of funds is restricted, very few visitors are coming to France.

Although Englishmen continue to cross the Channel in large numbers, the recent campaign in favour of holidays in Britain has struck yet another blow at French hotel-keepers and travel organisations. The casinos have suffered greatly, for in the old days 5 per cent. of the gamblers who patronised them came from abroad.


“Irish Travel” Hits the Mark

Irish Tourist Association, Inc.,
Lower O’Connell Street,
Dublin.

Gentlemen,

I want to congratulate you on the attractive June issue of Irish Travel which I received and have read with great deal of enjoyment. From the front cover right through the book, I think it is very well set up and the reading matter extremely interesting. I have watched with interest the gradual improvement of your magazine during the last few years and find it one of the most attractive of Travel publications that reaches my office. This same opinion is likewise shared by any of my clients who have occasion to look through its pages.

One article is of great interest to me, viz., “The Glamour of Rowing,” and being a member of the Union Boat Club in Boston, which has sent several crews over to Henley in England, it occurred to me that an effort should be made to encourage our crew to visit Ireland for one of the big Regattas, especially where countries are so well disposed towards one another.

Once again thanks for your kindness in favouring me with this monthly treat and with every wish for success in your enterprise, I remain,

Cordially,
(Signed) JOHN A. BARRY.

NOW OPEN

ISLAND HOTEL
Bed and Breakfast, 5/-.
Permanently Basleders especially catered for.
Clean, homely, and comfortable.

SOUTH QUAYS
(2 MINS WALK)
COUNTY LEIX.

PROPRIETRESS: MARY LYONS.

Why buy foreign artificial flowers, when you can support an Irish Industry?

THE MAC FLOWER INDUSTRY
(Recently started by “Mac,” caricaturist.)

Incomparable for Hotels, Cine­
mores, Afters, Ballrooms, etc.
2 Gold Medals last year.

COUNTY LEIX.

For Sale by Private Treaty on main Dublin and Cork road, fully Licensed Hotel with Grocery and Hardware business attached.

The Hotel and premises are up-to-date in every way and don’t require a penny outlay. Particulars to genuine buyers only.

Apply—Box No. 5, “Irish Travel.”

THE GRAND HOTEL

Proprietor: J. O’Riordan.
TERMS MODERATE

13 Westland Row,
DUBLIN.
September, 1932.

"SUMMER HOLIDAYS AT HOME."

Continued from page 9.

Dunmore East, picturesquely situated at the mouth of Waterford Harbour, eleven miles from Waterford City, is a popular summer retreat. The bay, on which the village is placed, is divided by various projecting headlands, which in turn are broken into numerous recesses, cliffs, caves and caverns, by the ceaseless action of the heaving seas.

Dungarvan—the second town in Waterford—is placed on Dungarvan Harbour at the mouth of the River Colligan. There is excellent bathing here in the open sea and in the well-kept bath-house. Three miles east of the town is the popular little holiday spot—Clonea—which has a fine strand and good Golf and Tennis. Dungarvan is an excellent centre for excursions in all directions.

CO. WEXFORD

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The Eucharistic Congress

I.T.A. PARTICIPATION

The arrangements for the Eucharistic Congress made an unprecedented demand on the Association's resources. In anticipation, special provisions made for visitors included additional staff for the National Bureau and interpreters capable of conveying information in six languages. From the beginning inquiries literally streamed in, and it was found necessary to open at 8 a.m. and remain open with relays of staff till midnight. Some 50,000 visitors from outside countries must have availed of our free offer of literature and information, while thousands of copies of I.T.A. photos of the Congress and of Ireland generally were disposed of at the nominal charge found necessary for such material.

Our President interviewed some hundreds of prominent visitors during the big week and, with the General Manager, established numerous valuable contacts for future development.

The Congress brought to the port of Dublin representatives of shipping companies from many countries who had hitherto never been to Ireland, and a number of them accepted the President's invitation to a luncheon at the Gresham Hotel. All were unanimous in their praise of the arrangements for the Congress generally and particularly for the accommodation of transport in which they were particularly interested. There is no doubt that Ireland will in years to come reap a rich harvest from the wonderful impression created in the minds of our visitors by this great achievement in organisation.
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M. E. McDermott, Proprietress

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Tariff Guide from Resident Manager

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GARAGE : PRIVATE LOCK-UPS : BATHS : BALLROOM

Tariff Guide from Resident Manageress
### Directory of Hotels in the Irish Free State

**NOTE:** In practically all cases, the prices quoted in the list are either "all the year round" or "season" rates. In many cases Hotels quote "off season" charges lower than those published, for example, Hotels in Summer Resorts.

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*Abbreviations: B = number of bedrooms.*
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LACONIA - - Sept. 18 LACONIA - - Oct. 16

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*CARINTHIA Sept. 11 LACONIA - - Oct. 16
LACONIA - - Sept. 18 SCYTHIA - - Oct. 30

*B Not calling Boston.

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General Manager

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