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**MAGAZINE**

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# The Ladder

Vol. 2. No. 3 April, 1961.  
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1951

1961

## *"Anniversary Issue"*

*On the occasion of the tenth anniversary of Shannon Hotel school, the editors of the LADDER thought that it would be suitable to have a very special issue.*

*They hope that this Anniversary issue will please all tastes and wish to thank most warmly all the persons who have by means of interesting articles and photographs contributed to its success.*

*The Editors.*

*Shannon Airport School*

*April, 1961*



## FOREWORD



Mr. Brendan O'Regan.

It gives me great pleasure to extend congratulations to the director, staff and students of the Shannon Airport Hotel School, on the occasion of the tenth anniversary of its foundation. The success which the School has achieved in the intervening years has more than fulfilled the hopes of the founders, and is a tribute to the efforts of the late Dr. Felix De Parcher, Mr. Noel Duff, Mr. A. K. Stefer, Chef W. Ryan, Miss C. Kitson and Mr. B. O'Regan, founder of Shannon Hotel School, Patron of our Past Students Association who were responsible for drawing up the first curriculum and syllabuses for the course.

The need for more trained hotel managers and manageresses was never greater than at the present time when the tourist trade is such an important part of the Irish economy. The growth of the industry depends almost

entirely on the standard of hotel accommodation we have to offer visitors and in providing trained personnel the Hotel School is making a worthwhile contribution.

In reviewing the growth of the School (which is treated more extensively on page 32). I would like to say a special word of thanks to the many friends who by their help and encouragement have enabled the staff to overcome the inevitable problems which have to be faced at the outset of such a venture. Firstly, a tribute is due to the Department of Industry and Commerce without whom the school could not have been started; the Department of Education and the constant assistance received from Clare Vocational Education Committee, especially the late Very Rev. P. Canon Vaughan and Mr. Kevin P. Jennings, C.E.O.

I feel that the School has been fortunate in having the experience and guidance of Continental trained Directors since it was established. To the late Dr. De Parcher fell the difficult task of laying the foundations of a good tradition, and the high standing which the school enjoys today, both at home and abroad, is due to his efforts carried on and expanded by the present Director, Mr. Jorgen Blum.

The old adage that we are always learning can be particularly applied to hoteliers, and to students of Shannon Hotel School everywhere. I would say: "your training is but a beginning and always remember that it takes years of experience to become a good hotelier. The teachers in the school endeavour to give you the maximum theoretical and practical training possible within the two year period at Shannon. There remains, however, much to be learned by way of experience which can only be acquired from the highly

qualified practitioners in the industry. It is for this reason that students are always advised to get plenty of experience before taking over management posts."

A natural development of the Hotel School was the formation of an Irish Past Hotel School Students' Union, which includes members of the Shannon Hotel School and past students of Cathal Brugha Street Col-

lege, Dublin, and which is affiliated with the International Union of Hotel Schools Past Students. A tribute is due to members of the Union for securing for Shannon the Second Congress of the International Union to be held from May 8th to 12th. I take this opportunity of welcoming to the Congress all past students and the many visitors from the Continent who have been so kind to our students during their training in Europe.



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Mr. Blum.

It is my honour and great pleasure to send you greetings and good wishes on my own behalf and on behalf of the staff of the Hotel School, in this special issue of the **Ladder** commemorating the tenth anniversary of the founding of our school.

In looking back over the past ten years and reviewing the tremendous success of the school, I am, at once very proud and very humble. Were it not for the foresight and vision of the founders of the School, and the high standard it had attained prior to my arrival just four years ago, this year, I feel that we could not have made the strides we did. Thanks to the assistance of the Department of Industry and Commerce and the constant co-operation of the Clare Vocational Education Committee, the Shannon

Airport Hotel School today is one of the foremost hotel training centres in Ireland, playing a vital role in the country's expanding tourist industry.

In paying tribute to the founders, on your behalf, I would like to give special mention to my predecessor, the late Dr. Felix De Parcher, who had the hard burden of getting the school under way in its early days; to the constant assistance received from Mr. Brendan O'Regan and the Catering Division staff at Shannon, who have spared no pains in furthering the cause of the school, and lastly to our staff on whom falls the great responsibility of training the future hotel managers and manageresses of the hotel industry in Ireland.

The measure of their success can be gauged from the increasing number of applications for places in the school, which come in every year. While the course covers all the aspects of the hotel business, we always like to remind our students that it is only after long years of experience that good hoteliers are made, and in this respect the years which the Shannon Hotel School students spend on the Continent are invaluable to them.

I feel that the holding of the Second Congress of the International Union of Hotel School Past Students at Shannon next May, will afford us an opportunity of repaying some of the kindnesses paid to our students while training in Europe, and I look forward to seeing many of you back at Shannon, on this occasion.

J. E. BLUM, MHCI,  
Director,  
Hotel School.

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Mr. R. Candrian.

Through the many students who spent a trainee-time at the Bahnhof-Bufferet at Zurich for so many years I am closely connected with the Shannon Hotel School. First of all, I would like to congratulate the management of your school for having taken the initiative of organizing this one year trainee-time in Switzerland for all the students who are attending a 4 years' course in Shannon. I don't know who was the pioneer of this idea but this man can be sure to have all my appreciation, and I would like to express here all my thanks to him, not only for the chance which is given to the students to come to the Continent and to a new country, so that they can develop their knowledge in the profession, but also for the friendly relations which have grown out of this organisation. This friendship is not only for everyone of us personally of great importance, but means also a lot for both our countries. Therefore we all, hotel or catering managers, hotel school directors and teachers as well as students, have to be thankful for the possibility which is given to us to improve the level of standard of our very interesting profession.

This profession gives us so many possibilities, not only as to developing a business where money can be made, but also to have the chance to get in contact with all kinds of human beings and that is a very important part of it. Most of the people we have to do with are our guests. Some of them are visiting our hotels or restaurants for their vacation or on business, in a luxury or modest way. Others are depending on our efficiency, as they are bound to take their meals away from home and family owing to the distant work-centre and cannot afford to spend much money, but they expect the maximum for what they can spend. The other human beings we are in contact with are the members of the staff, the managers and the directors. It is certain that we all work to make our living and to learn as well so as to improve our knowledge in the profession. But there is a lot of idealism to find in our profession and it is not so seldom as we think. Apart from the artistic professions ours is the one which needs the most idealism, if one wants to be successful and at the same time to value human feelings. Therefore the more students we can train and the more interest we shall show them, the better it will be for the coming rising generation, so badly needed.

I have had many students, not only from Shannon Hotel School, but from all different parts of the world, white and coloured people, and apart from a very few exceptions I have never been disappointed and that is why I am confident that the standard of hotels and restaurants all over the world will improve, but not without work, diligence, endurance, steadiness and courteousness. Like in any profession I would also in ours ask everyone who takes a part in the development of the hotel and catering business to always keep in mind that "anything which is worth doing, is worth doing well."

**Rudolf Candrian, propr.,**  
Bahnhof-Bufferet

Main Station Zurich (Switzerland).  
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John Carney, Shannon Hotel School (1951)

## Shannon's Expanding Skyline...

To the world traveller, Shannon Airport denotes a welcome setting down point where he can have a meal at any hour of the day or night, with the added attraction of a bargain store where Europe's choicest luxury good can be bought tax free . . .

Patrons of leading hotels and restaurants in the U.S. would associate the name Shannon with a drink known as Irish Coffee, a composite of Irish Whiskey, Coffee and rich cream, which is sold to thousands of Americans every day . . .

Hoteliers in Paris or Lausanne would connect Shannon with a hotel school for turning out Managers served in the culinary arts and the refinements of cuisine . . .

And to the Irishman at home, Shannon has of late come to mean a new experiment in industrial development unparalleled in the nation's history. To him, in a sense, all these many facets of Shannon are summed up in one word — success — and his pride in that success is all the greater because it has been achieved in an area which was traditionally the heart of the emigration centre of Ireland.

When Capt Alcock and Lieut. Whitten Brown made their historic Atlantic air crossing landing at Clifden on the Irish West coast in June 1919, Shannon was a wide expanse of marshy ground, a sportsman's paradise, but little else. Nearly twenty years later when Lindberg chose it as the site for the first trans-Atlantic airport in Ireland, the new Irish State was getting into its stride, and had already set up the first hydro-electric power plant to light up homes, which became popularly known as "The Shannon Scheme."

Seen from our standpoint in the sixties that decision of the Irish Government to provide facilities for aircraft operating on the North Atlantic, was one of the major factors con-

tributing to the building up of the Irish economy. The first great flow of tourists, who last year brought in £41 million to the Irish Exchequer, came through Shannon Airport in the post war decades, and to-day a fleet of jet aircraft carrying the Irish flag leaves Shannon to compete successfully on the North Atlantic route with some of the biggest and longest established airlines in the world.

Granted, Shannon became a necessary re-fuelling stop for the majority of aircraft prior to the arrival of the long range jets, but that was not the only feature contributing to its growth. The airport authorities were not slow to recognise their geographical advantage, and by setting up round-the-clock catering facilities and shops for the sale of tax free goods, turned Shannon into one of Ireland's biggest dollar earners. Approximately half a million people transit the airport yearly availing of its duty free French perfumes, Scotch cashmere, British Wedgewood, German cameras, Swiss watches, liqueurs and spirits, as well as the choicest Irish luxury products such as Waterford Glass, Belleek China, linens and thick-knit sweaters and world famous Irish Tweeds.

The transit area at the airport is not only a shop window where Irish leading luxury products are displayed, but through the setting up of a special Tourist Information Bureau, literature on the holiday attractions of Ireland is distributed to thousands of passengers every year. The fame which Shannon and its duty free shops have won abroad is evident from the wealth of publicity they have received in top British and American magazines, such as Time, Life, Cosmopolitan, Esquire and others. To quote but one of the many letters received by the Mail Order Department: "I do not know the exact name

of the sweater I want, but I saw it in the Duty Free Shop while passing through Shannon last year."

To facilitate the long range jet aircraft, the Irish Government laid down a 10,000 ft. jet runway at a cost of £1 million, which commenced to pay off last year in the shape of a record terminal tourist traffic at Shannon. A new two-storey terminal building was also opened last year which broke the familiar skyline of single storey buildings at the airport.

Not far from the terminal building, the skyline has been broken further by a long line of factory buildings, which represent approximately one tenth of the total area set aside for factory construction. The Industrial Estate is in a way an extension of the same idea which prompted the setting up of the duty free shop. The airport authorities reckoned that the coming of the jets would open up untold possibilities for air-freight and coupled with Shannon's location on key world air routes and its customs free facility, it would have decided advantages for manufacturers aiming at world markets.

Concessions of ready-built factories and grants amounting to half the cost of installing plant and training workers, plus a 23 year tax "holiday" on export profits have contributed to an industrial expansion unprecedented in Ireland. Nine industries were established in as many months and although they are only in the initial stages of production, they are employing 300 Irish workers which, it is estimated, will increase to between 700 and 800 by the end of this year.

American, British, German, Japanese and South African firms are among the international firms set up at Shannon, making as wide a variety of products, including transistor radios, pianos, floor cleaners, fully fashioned garments, electronic components, missile parts and industrial diamonds. Runways connect with a loading ramp adjacent to the factories which means that merchandise can be transferred directly to the plane

cutting out surface transport costs. With eleven airlines operating on a schedule basis through the airport, goods are delivered in a matter of hours to any part of the world.

The Estate is set out in blocks of factories with a community centre nearby, planned according to the most attractive functional design. Special attention has been given to landscaping which will take full advantage of the natural beauty of the surroundings. Long range plans include the construction of schools, church, administrative buildings and recreational facilities. The community centre, which will develop at Shannon, is the first new town to be built in modern Ireland and the authorities are sparing no pains to ensure that it will be a model one.

Industrial development, however, has not spoilt the charm of the area which for so many tourists has been their introduction to beautiful Killarney, Blarney and the wild rugged stretches of Connemara.

A fifteen minutes car drive from the moment you step off the jet airliner at the airport and you can jump back into the 15th century. Eight years ago, while driving between Shannon and the nearby city of Limerick, Lord Gort noticed the ruins of Bunratty Castle, the ancient seat of the Kings of Munster. As a Medievalist whose dream had always been to restore such a place, he made enquiries and found that he could acquire it as it stood for £1,000. Work on the restoration of the building commenced in 1955 and after five years and much research, Bunratty Castle stands to-day as a unique edifice furnished with a collection of priceless art treasures.

In the Great Hall stands the only remaining Irish Elk—extinct for 12,000 years—outside the National Museum in Dublin. On the walls are hung priceless tapestries dating back to the 14th century and preserved from the leading houses in Ireland and Europe. Charlemagne looks down on the visitor to-day just as he did when the Great Earl of Thomond entertained Cromwell's General Ludlow, while in the Chapel of the Great

Hall stands the altar where Cardinal Rinuccini celebrated Mass, after the Castle had fallen to the Confederate forces in 1647. He has left this comment on the castle: "Bunratty is the most beautiful place I have ever seen. In Italy I have seen nothing to compare with the grounds and palace of Lord Thomond, nothing like its ponds and park with its 3,000 head of deer."

To-day the deer are no longer to be seen, but the visitor can look out from the battlements of the castle on to a modern American-styled motel patronised by the many visitors who come to Ireland every year. The tourist

authorities at Shannon, who are charged with running the castle, are planning a model folk village in the surrounding grounds, which will illustrate the many types of houses built in ancient Ireland.

To visit Bunratty is to recapture life in days when men were valued in terms of numbers and strength was measured by the thickness of the castle walls. Moving down its spiral stone staircase one might almost expect to meet the Great Earl, dressed in his traditional Irish cloak—if the whine of the jet-aircraft overhead did not remind you that this is Ireland in the twentieth century.

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# WILL YOU TRY AN IRISH DISH ?

(from executive Chef W. Ryan's personal menus file.)



Chef Ryan.

## WEXFORD HONEY PANCAKES.

### Batter :

- 1 lb. finely sived flour.
- 1½ ozs. fine Tuam sugar.
- 6 eggs.
- 1¼ pts. of milk.
- Pinch of salt.

### Batter and Preparation :

Add salt and sugar to the flour. Beat the eggs lightly with half the milk. Add to flour and other ingredients using the rest of the milk. Strain through a muslin to eliminate any lumps which may occur.

### Filling :

Cream equal quantities of fresh Creamery

Butter and Icing Sugar to every two ounces of this mixture. Add ½ oz. or dessertspoonful of honey. Leave to one side in a cool place if intending to keep for a time.

Make pancakes, place on spoonful of the filling mixture into each pancake. Roll up carefully: first folding in the sides about 1 inch, then roll completely covering the filling. Place pancakes on a pan, in which you have some sizzling butter, allow to heat quickly. Serve with honey and cream.

## SCALLION CHAMP.

- 1 oz. Scallions (spring onions).
- 4 ozs. of Butter.
- ¼ pt. of Boiling Milk.
- 2 ozs. freshly cooked riced (pureed) potatoes.

### Method and Preparation :

Take the scallions, mince finely and fry gently in 2 ozs. of fresh butter. Add boiling milk. Cook for five minutes. Then add the 2 ozs. of riced potatoes. Season with salt and pepper, beat thoroughly. Place in an earthenware or silver serving dish. Shape flat with a knife and dot the top with a few knobs of butter, then sprinkle with fresh milk. Put into the oven until it browns slightly. Serve piping hot.

## CROMANE FISH SOUP.

- 1 lb. Whiting. (Clean head off and cut into sections with bone on).
- ½ lb. of any other white fish.
- 2 pts. of Cromane Mussels.
- 6 slices of bread cut into cubes and fried in butter.

- 3 ozs. Butter.
- 1 Minced Onion.
- 3 pts. light fish stock or water (hot).
- 1 small bunch of parsley.

**Method and Preparation :**

1. Melt 2 ozs. of butter in a saucepan, add onion and fry gently. Now add fish, fry for five minutes and add one pint of hot stock or water. When fish is cooked remove carefully and pick over bones. Replace these fish flakes into saucepan.

2. In another saucepan put in 1 oz. of butter, when sizzling add mussels and parsley. Fry for 5 minutes, then add the remainder of fish stock. Cook until mussels open. Remove parsley (discard) Remove mussels, discard shell and return mussels to the saucepan.
3. Combine ingredients together and add bread cubes.
4. Heat slowly and season with salt and pepper and serve.

May I take this opportunity of congratulating Shannon Airport Hotel School on the celebration of its 10th Birthday.

During my period with the Bord I have on numerous occasions visited the School since its inauguration and I have watched with interest how it has grown to become not only well-known throughout the country but also to be recognised as one of the leading International Hotel Schools.

Recently I was appointed on the Advisory Committee to this School and I am more than pleased to be associated with the great contribution that Shannon is making towards the needs of the Hotel Industry. As no doubt you are aware I am continually travelling

throughout the country and I am delighted to see the progress that the students are making and also how, through their sound hotel knowledge both practical and technical, are furthering developing in this sphere.

May I advise present students to study hard and avail themselves of the wonderful opportunity which is afforded to them so that they will continue to up-hold the proud tradition that Shannon Airport Hotel School has built throughout the past 10 years.

H. J. BENNETT

Hotel & Catering Officer

Bord Failte Eireann.

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# Hotels and Life in East Africa

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I have now been in Africa over one year, so I have some idea what conditons are like for hotels here. I work in the Norfolk Hotel, Nairobi, which, jointly with the Stanley, is the best hotel in East Africa, and both are owned by the same Company. The Stanley is a beautiful new hotel with its counterpart to be found in any big city. The Norfolk, however, is a cross between an American motel and an English country inn. It covers eleven acres and has 150 bedrooms, 140 of which have baths. There is also a swimming pool and spacious gardens and lawns. If you were writing a history of Kenya you would have to mention the Norfolk several times, as everybody makes it a centre from which to visit East Africa, and many famous people, including Roosevelt and the Aga Khan, made it their home when they visited the city. It is very difficult to write in terms of hotels in Kenya, so I will see if I can break the problem down, and it is more or less a human one.

Having worked in Switzerland, England, Ireland, and now Kenya, I find, taking it as a whole, hotels are run more or less in the same manner. The same systems are used and you get the same type of clientele, the only difference here is that for 200 guests we have 300 of a staff, mainly because one European can do the same amount of work as about three Africans. The reason for this is not because the European is faster, but that he can be relied upon to do generally what is needed and does not have to be told everything he must do all the time. The Africans have not yet got the same capacity and many cannot read or write, not through lack of brains, but because they never had a chance of education

The staff of the hotel are made up of four different races :

**European** who are the management, reception, and house keepers. Also the chef, who is Swiss ;

**Indians** who do all the clerical work attached to accountancy and Bill Office ;

**Gonns** who are barmen, and dining room stewards ;

**Africans** who are waiters, room boys, kitchen boys and gardeners.

All the staff, apart from the Europeans, are male, as the female African has not yet progressed enough to work in households or hotels, except as Ayas (nannies). Her job is to look after the Shamba, which is a small



Mr. H. Daly.

farm, while her husband goes to work in the city.

The type of clientele we get can also be more or less divided in three.

1. The up-country farmers who comes to Nairobi to shop.
2. In-transit passengers who, as Nairobi is a main airport in Africa, and a stopping place for travellers to South Africa and other places, often break their journey here.
3. The most important, and also, at the moment, the least in number, are the rich



Americans, and when I say rich I mean rich, who pay up to 300/- a night for accommodation. Many of them come to Africa on safari, to shoot elephant, rhino and lion, and they have a complete retinue with them, including a white hunter.

The Norfolk is renowned for its food, but its "piece de resistance" in this respect is its cold buffet, which is known throughout East Africa. This buffet is on three very large tables at the side of the main dining room, and the guests help themselves from every type of cold meat, poultry, and salads, and also, of course, every type of fruit is served. There is no limit to the amount of food taken at any meal, one can go right through the menu if one so wishes. An amusing point about this is that the other morning a man came in, paid the 5/- for breakfast, and proceeded to eat 12 boiled eggs, much to the amusement of my African waiters. While on the subject of breakfast, one of the quaint things about many hotels in Africa is that one is awakened with tea at 6.30 a.m., whether you like it or not; I personally do not.

Taking hotel business, and indeed business generally, as a whole, it was good, but at the moment, due to the political situation, it is slowly deteriorating, though many people are optimistic it will pick up again in the near future.

#### **People.**

Nairobi is a very cosmopolitan city with Europeans of all nationalities, Indians and Africans working side by side in nearly all businesses. The African population is roughly divided into many tribes, but the main ones in this area are Kikuyu, Masai and Luo.

The Kikuyu are the more educated of the tribes and they are centred in and around Nairobi. Jomo Kenyetta and many other political leaders are Kikuyu, and though they are supposed to be a very timid tribe, the Mau Mau were almost all Kikuyu.

The Luo are from Kiambu which is about

300 miles from Nairobi. They are more or less integrated with the Kikuyu, and Tom Mboya is their leader.

The Masai are cattle people and are in many ways the most primitive of the African people. They are nomads and roam for hundreds of miles with their cattle. Unlike the Kikuyu, they have no use for white man's customs, in fact they just wish to be left alone to live as they have always done. They keep to the feudal custom of the boy, the warrior, and the Elder. A boy becomes a Moran (warrior) when he kills a lion with nothing but his spear.

The Wakamba are a bit like the Masai in that they are a fighting race and only a few months ago the Masai and Wakamba had a battle just 40 miles from Nairobi in which an unknown number of both sides were speared to death. All this because one side said the other side stole some cattle. While both these tribes fight one another, they are together in their dislike of the Kikuyu and Luo who are their traditional enemies.

African politics in Kenya are divided into two main parties, KANU, which is mainly Kikuyu and Luo, and KADU, which is Masai and Wakamba, so, as you have probably seen in the papers, when speakers of these two parties meet there is often more than just a friendly argument, as happened recently outside Nairobi, when 40 Masai warriors scattered 4000 Kikuyu and in the process speared one to death. All because they objected to part of a KANU member's speech.

#### **Animals.**

If you leave the Norfolk Hotel and drive five miles outside the city you can see almost every type of game there is in Africa, in all their natural surroundings and completely free. I have seen six lions wander across the road, and once an ostrich started running beside my car, I was doing about 30 m.p.h. but she raced ahead of me in a matter of seconds and shot across the road in front of the car to join another which was at that side also running. She must have been doing 40

m.p.h. to pass me so quickly. However, one is reasonably safe so long as you do not leave your car, with the exception of elephant and rhino, who, if you approach too close or come upon them suddenly, are liable to charge you. There are also times when lions cause quite a stir: not more than two weeks ago 12 lions were found in a garden of a house in the suburbs of Nairobi, by the owner when he left the house to get his car in the early morning, and it took the game wardens half a day to get them back to the reserve.

### Scenery.

The scenery here is vast, and beautiful, but very dull. You can travel from Nairobi to Mombasa, over 300 miles, and see almost nothing but trees which the sun has burnt to a grey blackness; or you can go just 17 miles outside Nairobi to the great Rift Valley, which cuts right across Africa, and as you drive along the Escarpment you look down on the tops of forests and mountains and it is a really beautiful scene. If you continue on you presently come across a lake almost completely covered with flamingoes, and their pink colour together with their reflections in the water make a really lovely sight. Nairobi, and in fact a large part of Kenya is on a plateau which is up to 8000 ft. above sea level (excluding mountains) and as you travel from one height to another the vegetation changes. At heights of 6000 and upwards crops and trees are much the same as in our climate, except that there are two crops each year. As you go to lower altitudes the vegetation becomes more tropical and you have pineapple, bananas, oranges, coconuts etc. Everywhere in this country there are beautiful flowers and flowering trees, and the colours are always very vivid. In many parts the roads also add colour to the scene, for most of them are murrum (earth) and this is nearly always a brick red. At certain times of the year, during the rains, many roads are closed as they become rivers of deep soft mud, through

which, often, even a jeep cannot pass, and at no time is driving on these roads much pleasure as oneself and one's car gets covered in dust, and cars have a rather short life due to constant rattling from pot holes and corrution.

### Climate.

The climate in Nairobi (5500 ft.) is like a very good Irish summer all the year round except under the direct sun, which is very hot, being almost overhead. However, as one gets to lower altitudes the weather becomes more tropical, and at the coast it can be very hot and humid. The city of Nairobi is about the same size as Dublin, but being a much younger city has many skyscraper type buildings, but, unfortunately, it has also a very large slum area, mainly inhabited by Africans. There are also a great many 'dukas' which are dilapidated little shops run by Indians. All roads leading from the city are two-way highways, beautifully decorated with trees and shrubs, which always seem to be a blaze of colour. Everywhere in the city there are flowering shrubs and trees.

At the moment Kenya is very unsettled politically. Amongst the Europeans there is a great difference of views, one section sees in Kenya a land with great promise, after the initial transition period, while the other group are afraid that the Africans will take everything and perhaps even make another Congo of Kenya. We can only wait and see.

HENRI DALY (1954-1958)

(Henri Daly has been sent to Nairobi through Shannon Hotel School two years ago. He was the first student to take advantage of the new scheme set up by the School to give to its students full foreign practical training in Management. We wish to thank Henri very much for his very interesting article and we hope to get on another occasion more details about life in Kenya—Editors).

A NEW NAME IN IRELAND . . . . .

## "HOTEL EUROPE, KILLARNEY"

The name of a hotel should be significant. There is no necessity to explain names like Castle, Royal, Imperial; everybody will understand the meaning of Ormond, Great Southern, Atlantic. Some hotels are named to their respective proprietors: Cruise's, Jury's, Ritz or Waldorf. Of course, during the past centuries the names of hotels changed, new times brought new names, although the old ones did not disappear. A number of places of old reputation carry with pride their old names: Devonshire Arms, Golden Lion or just Old Inn. Now there is a newcomer amidst the names of hotels in Ireland: **Hotel Europe**. If a name is equal to an obligation, there could be no better one for this modern hotel on the shores of Lough Leane, facing Ireland's highest mountain range, the MacGillicuddy's Reeks. Gone are the times when Ireland was an Island, lost in the Atlantic, the western outpost of the Continent. In these days the distance between Rome, Boston, New York and Dublin is not greater than a few years ago between Cork and Londonderry. Ireland is equally within reach of America and Europe but it is part of the latter. It is the first European country for the tourist or businessman from the New World and the last western confines to the old Continent.

Europe has gained a new implication during the last years. A modern way of thinking is growing in this part of the world and necessity and good sense will contribute to the coming into existence of the mutual feeling for a just and advantageous partnership.

So I think this is really a good name for a hotel on Irish soil. But it deserves the name for other reasons, too. Labour and materials are coming from different European countries so representing the name at its best. Besides of course, mostly Irish, there are Germans and Englishmen working on the spot. Machi-

nery originates from Ireland, England, Germany and Switzerland. Some items come from Denmark, Holland, Spain and Belgium. Of Irish make are above all the handwoven tweeds for the curtains, the smooth carpets, most of the furniture covered with especially woven tweeds, the beds, and all the linen for beds and dining rooms. Wines are shipped from Germany, France, Austria and of course Spain and Portugal. So a large part of Europe will be represented by the outfitting and by the works of art, displayed in all the rooms of the hotel. Besides a great deal of drawings of Irish scenery and a huge enlarged photograph of a Killarney motive, there are reproduction of mediaeval ceramics (published by Unesco), which were accomplished by Greek, Italian and Spanish artists. The attentive visitor will also find works of French, German and English origin.

To underline the name **Hotel Europe** every room has been named after a European City. What a wide field for imagination! Europe extends West-East from Dingle Peninsula beyond Moscow and North-South from Håmmarfest to Algeciras. There are the capitals of the different countries for instance Dublin, Paris, Berlin, Stockholm; there are the important centres of industry as Milan, Lyon, Manchester, Cologne; there are the harbours: Rotterdam, Marseilles, Hamburg; there are the famous health and tourist resorts: Lausanne, Nice, Baden-Baden, Galway, and there are the world-famous places representing European cultural life: Stratford-Upon-Avon, Salzburg, Florence, Uppsala.

And what about hospitality? I believe it should be international, and international should be the clientele coming from all the corners of the earth to enjoy a holiday in Ireland described by the German writer Johann as: "The most beautiful country in Europe."

Gerhard Dietzel.

**There is a tide in the affairs of men,  
which taken at the flood can lead to  
fortune . . .**

**W. Shakespeare.**

There are few people in the Hotel Industry today, who could fail to acknowledge the foresight and enterprise of the Founder of the Shannon Hotel School, Brendan O'Regan. Now, a decade later, the success of this School, and the impact it has already made on the Industry is apparent to all. These ten years have proved, even further, how much the Industry needed Trained Management. Let us, therefore, at this stage, pay tribute to its Founder, and to his courage in overcoming the many obstacles then confronting him.

The trend, within the past decade, shows an increased demand for new needs, an expectation of higher, and better standards in Hotellerie. New thoughts and ideas, combined with skilled training are the only sure way to meet this need in Ireland today.

We do not offer the usual Tourist Attractions, such as an abundance of Sunshine or "Night-Life"; we do not have, at our disposal, great financial resources, we are not "at home" with the word Luxury, and surely have not an appreciation of the real meaning of this word. We must endeavour, to show the spotlight on our natural resources. I mean, by this, our natural friendliness ; Staff

can make or break a hotel ; it is the friendliness of the people with whom he had contact that the Visitor remembers most . "A meal served with a smile is better than a meal served with a sauce" (certainly a bad sauce).

The Industry has awakened to this fact, and we must concern ourselves with recruiting properly trained and qualified young people to run our hotels, or hold leading positions in them. Personally I feel great opportunities await them.

Hoteliers in the past received little encouragement from the Public Administrative Powers; today this outlook is vastly changed, the erection of a new hotel symbolises progress. Financial Assistance is more easily procured. So now, Young Students, the challenge is there, the tide is in your favour ; the results we shall review in 1970. To quote Sir A. Helps :

"Impossibilities recede as experience advances."

I feel this letter would be incomplete without mention of Dr. Felix von Parcher, whose motto of "technique, hard work, and attention to detail" laid a solid foundation.

Remember always : "A man will never achieve anything if he waits for all the chances to be in his favour."

W. NOEL DUFF.

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### THEY FOUGHT TO BRING THE SECOND CONGRESS OF THE I.U.P.H.S. TO SHANNON .....

... yes, late in the Autumn of 1959, our then very young committee of the Irish National Union was invited to send two delegates to the first Congress in Rome. It was decided that Gerry McGeough, the President and Carmel Donnellan the Secretary, would travel to Italy and represent Ireland. With them went Mr. J. E. Blum, our School Director who was determined to bring back to Ireland the Second Congress for 1961. The battle was fierce as two other nations were very keen to attract the delegates' eyes on their own countries, but in the end and after having described the beauty, the friendliness and the lovely sceneries almost all voiced their vote for . . . Ireland.

We thank warmly Mr. Blum, Carmel and Gerry for their wonderful work and let's hope that this forthcoming Congress will not only be a great success for the Irish National Union but at the same time a marvellous means of publicity for Ireland.

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## Welcome to Shannon, Mrs. Schmid !

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It is with great pleasure we received the news that you are coming to present our Diplomas, and we look forward to meeting you.

For all of us, I think it will be the first time meeting you personally but we do appreciate the interest you have taken in us as a body, and in corresponding with us individually. We are proud to have come in contact with you through the privilege of having your husband as Patron of our Course.

Although it is unlikely that we will all make internationally famous hoteliers we have a lot in common with Mr. Herman Schmid. He began his life on a farm, as do many Irish hoteliers. Then his father acquired a property which included a small inn, in order to extend his farming business. It was the inn which claimed his attention and interest so that he decided to start from the bottom, and again like us, left his homeland and started with the most menial tasks, in order to gain valuable experience about the running of hotels and of foreign languages, which are enormous assets in the hotel industry. He worked right up the scale and at the age of thirty-three became General Manager of the Baur-au-Lac Hotel in Zurich. Later he took over the Bellevue Palace and became Vice President of the Swiss Hotel Association,

a Director of the Swiss National Tourist Office Board and both a Founder and Director of the International Tourist Association, in addition to becoming a Director of several hotel enterprises.

We are very fortunate in having as our Patron a person with such a wonderful hotel career as Herman Schmid. When we feel a bit dubious as to the necessity for the less interesting work, it is a source of encouragement to look to our Patron and to remember that he too has done it. He also has set us an example, which we must live up to. If we each aim at the top, as he did, the Irish hotel industry cannot but benefit. It is up to us to do it. It is especially important that we now follow his example and remember to work onwards and upwards, but not to jump for the highest position immediately.

We are so pleased to be meeting you, his wife and a hotelier in your own right, at this very crucial stage of our career. Your interest has helped, and will continue to help us. We do appreciate it, thank you.

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## WHO'S IDEA WAS THIS ?

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Well, it had to happen eventually I suppose. After much talk and buffoonry the Shannon Airport Hotel School Rugby Union Football Club finally took the field and found themselves involved directly in the exhausting process of running after a very elusive rucker ball on a very hot spring Sunday morning.

Really I am more suited to the indoor life but when I was asked to play for the team I was, how shall I say? caught slightly off guard and in a great rush of loyal enthusiasm which nearly knocked me off the bar stool, I returned a positive answer. That was Thursday evening. Friday came in with a bang and our work being over, we were given special permission by the authorities to have a rucker practice. This was for most of us a mystifying event as our knowledge of the game was, to put it mildly, slightly scanty. However, after we had been persuaded to remove our collars, ties and blazers, a measure which to us promised no good for the future, we were put through the hoops by the more energetic among the Students and soon scrums, line-outs and twenty-five yard kicks became second nature to us. After half an hour we were exhausted and hobbled back to the hostels to nurse our wounds.

However, the next day being a Saturday, we were off down to work again and a strenuous evening having been put down in the various parts of the Airport, we returned once again to Hostel 9. At this juncture, with less than twelve hours to go before the start of the match, consternation and anxiety could be read all over the faces of Tom O'Hea, Liam Silke, Rory Murphy, Vincent Harte and a few others who reckoned to have some knowledge of the game. From where were we to get kit? After all, one needs

boots, socks, short and shirts, hip flasks of whiskey and a variety of other odds and ends before one dared to take on the athletic might of Munster. However, the team gathered in the lounge and things were sorted out. Ken O'Sullivan appeared and started to take pictures of all present, who were, at that time, endeavouring to perform intricate rucker manoeuvres on the floor of the lounge. Who knows but perhaps this could be an historic night? For some of us might be doomed never to return from this fateful struggle.

This rucker practice in the early hours of Sunday morning was the dress rehearsal for the big event. Later that Sunday morning the team rose from their beds with a little more verve and enthusiasm than is usually associated with the Hotel School and were soon on their way to the base and breakfast. Of course there is one important fact that I nearly forgot to mention: a conveniently timed bus strike threatened to ground the team in Shannon indefinitely. This barrier seemed to me to be insurmountable, but it was merely a matter of elementary mathematics to the inimitable Sandy Bird, who rushed to the rescue with a veritable fleet of cars, driven by friends and relations, of whom he seems to have many. (Sandy is of course one of the Rugby veterans among us). We set off in a spirit of great exhilaration but the sudden close proximity of Limerick City itself caused a slight feeling of panic to spread through the ranks of our otherwise courageous students and our arrival at Thomond Park coincided with a terrible sickly feeling in the pit of the author's stomach.

The team, having sorted itself out in the changing room, appeared rather dramatically



on the field in the most astonishing variety of shirts, shorts, socks and boots. The colours of the shirts alone were enough to strike terror into the hearts of the most formidable of opponents and the multi-coloured socks worn by some of the less professional among the students were matched in variety only by the neon lights of Piccadilly.

However, the referee blew a whistle, the joke was declared officially over, and the game was on. As stated before the author was an actual participant in the action and thus his memory is a little vague as from the front row of the scrum one's view is, even at the best of times, limited to one's opponents feet and the discouraging sight of the ball flying back in the wrong direction.

However, just as our bodies were beginning to flag, Liam Silke, in a frantic burst, broke right through the enemy line and scored a try. This miraculous event brought a rousing cheer from our girls, who had sportingly braved the bus strike and who now stood, slack-clad, like the "ladies of Calcutta," on the touch line with Denis Hurley and Mr. Slefer, who had joined us in the capacities of trainer and manager respectively. Liam's attempt to convert was an unfortunate failure but with this unexpected upset in the balance of power, the students forged ahead with the confidence they display normally in rather different circumstances. At this stage, the scrum became the centre of violent activity. The gallant members of this body displayed courage and endurance that brought them several times literally to their knees. This frequently occurred as the scrum was in the habit of collapsing completely in a surging, swaying, heaving mass on the ground to the consternation of all but mainly of those involved. As the scrums became more and more frequent, faces got redder and redder and limbs got more and more painful. Eventually the whistle blew and there we were at half-time and in the lead. We were in a state of ecstasy and sucked our oranges with contented weary sighs. Incidentally, Mr.

Slefer had thoughtfully provided the all-important half-time oranges.

The next half I shall deal with very shortly as the hilarious moments contained therein were sufficient to fill a very large book. However, Bohemians scored a try, which caused considerable consternation but we rallied and off we went again. Vincent Harte provided one of the most exciting moments of the match, when in his position as full back, he suddenly found himself in the unfortunate position of being surrounded by an on-rushing enemy while the ball was hurtling in mid-air towards our goal at a fantastic speed. Vincent rose to the occasion, seized the ball and promptly sat down on the green turf five yards from our touch line. There was a gasp from the audience but Vincent, looking only mildly put-off, scrambled to his feet and booted the ball, with a certain amount of conviction, over the touch-line well on into the other half.

Shortly after this the ball found its way into the hands of Peter Burton, the ace guitar player, who was on the wing. Peter surprised everyone by making a 25 yard dash, completed without the assistance of either his glasses or his guitar. This was only terminated when someone, rather unspontingly, shoved him into touch.

Just after the second enemy goal the odds against us were swayed even more by the arrival of an international player on the opposing team. Nevertheless the next exciting incident was provided by Liam Silke, who stout-heartedly undertook to kick a penalty. The captain of the opposing team was leaning against the goal-post staring idly into the azure sky waiting for the ball to go sailing over the bar, when suddenly, that same ball struck him in the chest after Liam had unfortunately failed once again to send the ball in the right direction at the right time. The opposing captain gasped unbelievably and took several minutes to recover.



Sandy Bird left the field eventually after much stirring work and his place was taken by the aforementioned International. The forwards collapsed completely at this stage and even several attempts by Michael Gaynor the scrum-half, to put the ball into the second row failed to provide our backs with adequate coverage. So they had to fare as best they could. In the last few minutes of the game the backs came into their own and T. Shanahan could be seen displaying obviously professional talent while Rory Murphy "skinned them" continually.

Paddy O'Shea came into the limelight when someone inadvertently passed him the ball a few yards from the line. The look of astonishment on Paddy's face would have to be seen to be believed. But unfortunately the shock proved to be too great, and Paddy discovered too late that forward passing was

completely against the rules he had scanned so assiduously for the first time in the changing room a few minutes before the match.

So once again the scrum leapt into action and once again succeeded in causing pandemonium while it performed its collapsing stunt in the middle of the field. However, Liam Silke had the ball a few minutes later and crossed the line for the second time. By well-established tradition this was not converted and with the score at 8 - 6 to Bohemians the game staggered to a finish and soon we were back in the changing room, most of us astonished to be still alive.

And thus ended our first game. Did I hear someone whisper "Let's hope it's our last" ?

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## LISTENING INN . . . .

We would like to express our deepest sympathy to Eithne O'Boyle whose father died after a serious illness.

Congrats. to John H. Daly on his recent wedding which took place before the Christmas in Nairobi. We received a very colourful brochure of his hotel last week and are delighted to hear that he is doing very well.

Congrats also to Brigin Mellett on the announcement of her engagement to a Mr Walsh from Galway.

Kevin Quinn who has been working in the Savoy Hotel, London is returning shortly to take up a position as Assistant Manager in the Shannon Shamrock. We all know that Kevin will be a great loss to the London Branch of the Assoc. where he has worked wholeheartedly in this very go-ahead venture.

Our northern correspondent informs us that Cormac Hamill has bought the Adelphi Hotel, Belfast, and is going to redecorate and modernise it . . . We take this opportunity to wish Cormac every success and prosperity . .

Home from England is Audrey Cullen where she is recuperating from an operation . . . . Wishing you a speedy recovery, Audrey.

Fergus Smith has left us and has now taken up a position in Claridges Hotel, London . . . .

Hugh Jones, back from Hanover for a short holiday, has now gone to London where he is working in reception at Berkeley's Hotel . . . .

Mary Murphy is now with Mrs. Lawlor's of Naas . . . .

Bernadette Lynch who was in the Downhill Hotel has now moved to the Hayes Hotel, Tullamore . . . .

Brian Cronin, one of the 1st Year students had an accident while practising his scrum-aging for Sunday's Rugby match and has

now gone home for a short while

This Rugby match between the Hotel School and Bohemians III is destined to be a hectic affair as it is the team's first outing. You may be wondering about our fitness . . . but so are we . . . and we have taken full precautions in notifying the St. John's Ambulance as to our whereabouts that morning.

We have been asked to convey to all those coming to the Dress Dance that should they wish to book a room overnight they must do so immediately as there will be two Congresses taking place at that period.

We were very sorry to hear that Mrs. Liposcy's father suffered from a heart attack recently. Her mother also had an accident some time ago. We hope that they will be both well again soon.

Bernard Hanly underwent an operation recently in a Dublin hospital. We would like to wish him a speedy recovery.

The Cahernane Hotel, under the management of Michael Tatten, will be opened at Easter. It's good to see the Past Students gain a footing in the tourist paradise of Killarney.

We wish to convey our regret to the Doyle family of Galway on their recent disaster. We feel sure that the Odeon will be back on its feet in the near future.

We extend our deepest sympathy to Niall Dorris on the death of his father.

Congratulations to J. Chapman on his recent appointment, as Manager of the Great Southern Hotel, Bundoran.

And remember, all of you, that any suggestion or news that you have would be most welcome here at Shannon. It would give more flavour to our Listening Inn, and the **Ladder** as a whole.

# A word about YOUR CELLARS

The name and fame of a hotel more often than not rests upon the excellence of its cellars. To be in a position to cater for the liquid tastes—however fastidious or bizarre—of all his guests, is indeed a proud achievement and one that will win for the hotelier the valuable praise and recommendation of his visitors. The House of Morgan takes a justifiable pride in having been entrusted to supply the leading hotels of the country with wines and spirits of rare excellence from their famous cellars.

Hotel cellars need periodic replenishing and the wise hotelier will lay in his stocks as early as possible to avoid last-minute disappointments. The cellars of The House of Morgan and the fruits of over a century's experience in the care and handling of fine wines are at his service.

Write to-day for our list—listing a complete range of wines from the most famous vineyards of the world.

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## TAKE A GLANCE IN OUR MIRROR

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While I was taking my first look at an American Hotel periodical recently, I observed in the centre of the front page a photograph of some guests of an American pleasure resort Hotel having Lunch. They were in their bathing suits, waist deep in a magnificent swimming pool. My first thoughts were, if the average Irish Hotel could offer this, how wonderful it would be!

When one looks at such an illustration of other places, it does not require very much imagination. At once, you can see radiant azure blue swimming pool, surrounded with colourful easy-chairs and even more colourful occupants, lazing in the sun. Quite near, you can imagine a golden beach with the magnitude of the high-crested Pacific rollers rifting in on the golden sands in a luxurious and leisurely manner. You can imagine the modern Hotel structure—the choice of Menu—the variety of colour and tailoring of the Staff uniform—the Executive sitting behind his desk, just about using sufficient energy on his many subordinates to keep them as subordinates. The wonderful pleasures of such a palatial establishment leaps into your mind and then, for one reason or another, you are forced back to reality.

I would say you return to your own world just in time, because if there is such a Hotel, and we know there are many, my guess is that none of us in the Hotel profession would like to have a look at the fantastic overheads of such an establishment. Can we in Ireland imagine the tremendous rates and taxes that have to be faced in any year?—the expenses of purifying the water in the pool—the fantastic refrigeration plant that is required to keep the food in condition because of the climate. The Staff problem of the present day, with the cost of living, in such places must be for ever a great headache to the

operator. Consequently, and as a result of all this on one side, it is just as well you did not wait to see the expression on his face when the guest received his bill for his floating Luncheon.

So let us glance for a moment in the reflection of the Irish mirror. True, we can not offer sumptuous Luncheons on floating tables



in azure blue pools. Even if we were to have the floating table and a modest swimming pool of Irish standards, would we have the temperature or the sun for long enough for us to commercialise the project? But let us make it quite clear; we have a lot of other things that people will travel to enjoy. The Irish people are naturally friendly. It will not cost anything for the visitor to enjoy himself with the Irish. Our Irish Hotels are for the most part comfortable, friendly and serve very good food. This constitutes, or should at

any rate, a "home from home." Irish Management is learning and I only hope that they do not learn too much. Our Staff are willing and they do smile even when they are not tipped, because it has become a natural instinct for an Irish girl or boy to smile. The Irish have learnt that smiling makes them feel happy.

We do need improvements in Ireland — in our Hotels and in other services offered to the visitor but when we make these improvements, do not let us forget that even at present in our small limited way, we are offering something to our visitor which is something very rare in this modern age. We can show him how to live, relaxing in a country with a people who have discovered, if not the best, certainly one of the best ways of living.

If this article should be of interest to you, read on for just a little while, as I want to ask you to remember that our climate is not

as bad as we Irish seem to think. We have a very wonderful Spring, with gentle winds, strong sun. We sometimes do get disappointing days in mid-Summer but just because we have five or six wet days in July, let us not tell everybody we had a deplorable Summer. Cast your memory back to the Autumns of the past with their mild and for the most part dry days. We will admit that we get rain in the Winter but show me any country that does not? What about the snow? — the blinding sleet and the sub-zero temperatures of other countries? The only snow we get in Ireland is seen on the peaks of our beautiful Irish mountains. No, let us not be so anxious to look at the front page of a magazine before at least deciding to "take a glance in our Mirror."

(Written by P. J. Fitzpatrick, Talbot Hotel, Wexford and Vice-President I.H.R.M.A.).

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## TWO YEARS OLD . . . .

Late in 1958 Shannon Hotel School received an invitation to attend a meeting in Paris with a view to laying the foundations for an International Union of Past Hotel School Students. We agreed to go as observers to see if Ireland would have any advantage to gain in joining with the other nations concerned who then numbered seven. It became clear to us at once that this Union could be a tremendous advantage to Ireland and could help in many ways, such as the easing of exchange schemes, the placing of better facilities at the disposal of Irish hotel staff abroad as well as helping to keep closer contacts with past students from other countries.

It was, therefore, decided to found an Irish National Union of Past Hotel School Students. This was to be merely a trial as the Shannon Hotel School was the only one interested. A keen committee was formed under the leadership of Jimmy Flannery and the total membership was in the region of fifty. Then came the first Congress of the International Union in Rome in 1959 to which we sent four delegates to represent the Irish National Union which consisted solely of students from Shannon School Hotel. Our aim was to try and attract other Hotel Schools in Ireland and so increase our membership.

During 1960 many successes were registered — principally the addition of our National Union of Past Students of the Management Course of St. Mary's College in Dublin. This brought our membership up to two hundred and we are at present negotiating with the Hotel Management Course in Portrush whose committee is keen to join forces with us.

In two short years we feel we have been successful in many other ways. The rate of exchanges has risen, enabling many Irish hotel staff and past hotel school students to go to many foreign countries. Most of them have gone to Germany, France and Switzerland. Furthermore, the Irish National Union has been given the task of organising the second Congress of the International Union which will bring to Ireland many delegates from over fourteen nations and some observers from other nations. Our Union is at present studying new schemes and we feel confident that it is now well established and getting stronger each year.

We are proud of the fact that in spite of our limited assets we can, at this stage, already compete with any other National Union in Europe.

**IRISH MEMBER FOUNDERS OF  
THE INTERNATIONAL UNION**  
Jimmy Flannery ; Jorgen E. Blum.

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DID YOU KNOW IT ?

## NOW . . . . AIR HOTELS

FOR THE MAN WITH A PLANE

(by kind permission of the Daily Telegraph)

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While our hoteliers are gravely pondering, as they have been for years, whether or not motels would fill British needs, modern, gay and useful motels, large and small, are mushrooming all over the Continent. And while we have hesitated to discover our dozen and a half tiny motels, most of which are getting out of date (but at least we are leading the field with one for boats, as reported on this page last month), an entirely new type has just been created in Switzerland. It is not any more for man and his car, but for man and his plane.

Recently I stood on the terrace of **La Porta Motel**, Agno, near Lugano, watching private planes land on the nearly-a-mile-long runway of the motel's private airfield, and their owners walk a hundred yards to the dining-room.

Industrialists, actors, hoteliers, publishers, from Italy, Germany and France (and the obligatory Greek shipping tycoon) often fly in by private plane for a Sunday meal or for the week-end.

The Swiss cannot get over the fact that it was a German textile magnate—an enthusiastic pilot—who created it all at the cost of £1m., though a Swiss woman is running it for him.

The next leg of his chain of "airotels" (a word I suggested) will open on the Mediterranean Island of Elba, and he is now seeking a direct air link-up with London.

### Pans with the Key

For those still earth-bound, there are American-style bungalows with miniature back gardens and "carports," at about £2 a head, including breakfast.

Another unusual type of motel I have stayed at is on the Italian Riviera. I was handed cooking utensils together with my key on my arrival at the **Motel Panorama** in Diano Marina, 20 miles from San Remo.

Simply furnished rooms (three to each of the many blocks scattered on a very steep hill) are built over garages and have well-equipped kitchenettes, showers, radio, telephone, television and a roof terrace.

Needs are simple here. Guests are holidaying families who spend the day on the private beach and the hot Italian evening on the roof. Or they can sit until midnight on the crowded communal terrace and watch the lively goings-on in the cosmopolitan "lounge."

This is a fantastic combination of reception desk, miniature supermarket and cafe with a juke box. The tone of informality is set by the owner-manager, who keeps circulating, even in the restaurant, in absolutely nothing but shorts.

A room and garage for a family of four costs just under £3 a day without food.

The same kind of "housekeeping" holiday can be had in a more modest establishment, the **Motel Lido au Lac**, in Melano, near Lugano, on the lake. The charge is 33s. each a day without food.

Though many of the 70,000 motels in America tend to adopt new names, like "Grand Motel," "Travelodge," or—believe it or not—"Du Kum Inn," even "Lolita," the novel, has not diminished the respectability of Europe's 200 or so motels.

Nothing could be better proof than my encounter at the luxurious **Euromotel** in

Müllheim, Black Forest, with the Crown Prince of Saudi Arabia, who spent a fortnight there with his entourage of 22.

It is strategically situated for a good night's rest (and, incidentally, for an excellent dinner and superb local wines) on the way to or from Switzerland. Rooms with shower cost about 30s per person daily, without breakfast.

It is not surprising that one of Europe's largest tourist organisations and an international oil company own it. Big business is entering this field (vast American hotel groups are planning motels in France) with no obvious ill effect to individual flavour.

This can be seen at the very efficiently run **Motel Amsterdam**, near Schipol Airport, which, with a "holiday" motel, the **Côte d'Azur** between Antibes and Nice, belongs to the same European group.

The things I love about motels are the absolute privacy; freedom from ransom to innumerable staff; advance knowledge of exact expense; easy access to bits and pieces dumped in the car; and, after a day's drive, comfort and informality in dressing for dinner.

It is with motorists of modest means in mind that the largest Italian petrol company

has built its 20 motels in Northern and Central Italy. Utility is its policy at the typical **Metanopoli Motel**, outside Milan, with its three storeys, and spacious open-air eating court.

There is no profit in the amazingly modest charge of about 12s a night, an obvious attraction to motorists. But in some such Italian motels the cost increases daily if you spend more than one night there; thus is traffic kept moving and more fuel sold.

Yet another need is covered by so-called "town motels," a good, though not new, example of which is the small **Motel Hochgarage Lichtplatz**, Grafenberger Allee, Düsseldorf—easier to find than to pronounce.

Attached to a mammoth garage is every conceivable car service and the motel makes a good stop-over for the last sorrowful leap to reach the home-bound boat at Ostend the next noon.

It is also well situated for a last shopping spree in Düsseldorf's fabulous Königs Allee, and those few with still a leaf left in their travellers' cheque book can bid farewell to the Continent in one of the Altstadt's charming old restaurants.

EGON RONAY.

## ANNUAL DRESS DANCE

Your committee wishes to remind you that our Annual Dress Dance will take place this year at the **LAKESIDE HOTEL, KILLALOE**, on May the 2nd.

As this will be our first dance outside Shannon **LET'S MAKE IT A REAL GREAT SUCCESS** and we are hoping that **ALL** of you will join.

The tickets are available directly from the Hon. Secretary, Shannon Hotel School, at 30/- per head (mention size of the table for parties).

So **COME ON. DON'T WAIT UNTIL THE LAST MINUTE**, write to us as soon as possible.

**DANCE COMMITTEE SHSA.**



Looking back ten years when planning first began of the courses and curriculum for the Hotel School, it gives me great satisfaction that those entrusted with the task were all former pupils of my alma mater, the Ecole Professionnelle des Hoteliers, Lausanne. The problems with which we were faced in those early days were many, first as to what should be included in the curriculum and what should be omitted, we had to be cautious and not over ambitious, as we lacked teaching personnel, our second problem was who should teach the subjects, and finally how should we approach the problems of lecturing as all of us had left school many years previous, the techniques to be used were not too clear in our minds, thus we had to acquire the knowledge of teaching through our mistakes and to use the atmosphere of the classrooms to gauge the measure of our success, still wondering if our "ship" was on the right course or not, we had to wait until we reached our first port of call, which was the end of the term examinations ; these gave us a guide as to whether our programme and teaching methods were correct, such were the vicissitudes of the "crew" in those early days. At the end of the first year we were satisfied with the results and decided that the course should be expanded, but we found

that we would have to extend it to two years instead of one ; it was only then that our present prospectus was finalised. The expansion programme has been carried a step forward every year since then.

When our first list of students left for their continental training in 1952 there was still an air of expectancy and anxiety in the minds of the teachers ; we had prepared them for their future careers, but how well they would respond to our tuition, and acquit themselves to the rigours of continental hotel life, which we knew would be far harder than that which they had experienced at home. But we still had to wait another three or four years before we could definitely know whether our labour had borne fruit or was in vain.

Here I should like to pay tribute to those students, as they knew they had an unenviable task, first to prove themselves as students from the hotel school, and secondly to set a high standard for those who were to follow, they were our standard-bearers. This they did in no uncertain or unselfish manner, and we all owe them a debt of gratitude for implanting the name of Shannon Airport Hotel School in Europe.

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## THE FIRST TEN YEARS

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The hotel industry in Ireland has expanded at an unprecedented rate over the past decade, largely to meet the demands of a growing tourist business. It was in an effort to provide managers at home for that expanding industry that the Hotel School at Shannon Airport was established ten years ago.

First proposed by Mr. Brendan O'Regan, Catering Comptroller at the airport, the idea was welcomed by the Irish Hotels' Federation and with the assistance provided by the Department of Industry and Commerce, the Department of Education and Clare Vocational Education Committee, the school was opened in July 1951.

In selecting staff, Mr. O'Regan was assisted by Dr. Wickenhagen, Senior Professor of the Hotel School in Lausanne. Three former students of this illustrious school, Mr. Noel Duff, Dr. Felix de Parcher and Mr. Alec Slefer, aided by Miss Claire Kitson, D.Sc.I., and the airport chief chef, Mr. William Ryan, drew up a curriculum suitable to the requirements of Irish Hotel management students.

Dr. De Parcher was appointed Director and for the first year 18 students were enrolled out of forty applicants. Originally the course extended over one year, was later extended to two years, and finally to its present extent of four years; two of which are spent in theoretical and practical training at Shannon, and two in practical work in European hotels.

The course covers all aspects of cooking, serving, culinary, selection of wines as well as book-keeping, accounting and hotel management. Special lectures are given in floral decoration, social science and psychology.

From the beginning exchange arrangements were in force with European hotels and at present students from the school are working in seven Continental countries. Following the death of Dr. de Parcher in 1956, Swiss born Jorgen Blum was appointed Director and he has carried on and expanded the foundations laid down by his predecessor. In addition to their studies second-year students are brought on tour of the wine-growing regions of Europe every year. Tours are also made of the leading food and beverage centres of Ireland, to make students familiar with all aspects of the catering business.

As a natural development of the rapid growth of the school — on an average 18 Diploma students are turned out every year — a students Association was formed in 1958, which was later joined by the past students of St. Mary's College, Cathal Brugha Street, Dublin, to form the first Irish Union of Hotel Schools' Past Students. This Union is affiliated to the international Union with headquarters in Paris.

An indication of the high standing in which the Shannon Hotel School is held at home and abroad is the growing number of applications from prospective students every year in France, Spain, Switzerland and countries as far off as India and Pakistan. Because of space limitations however, many of these have to be refused as Irish students are given first preference.

Ten years is a short period in the life of a school. Yet, they are in many ways the most important ones, when standards are set and traditions established. In that respect the Hotel School at Shannon would certainly appear to have got off to an excellent start.



Mr. Bailiff.

As you are celebrating this year the tenth anniversary of Shannon Hotel School, I can underline with great satisfaction the results enregistered by students of your School during their practical training in Switzerland.

During my first trip to Ireland in May, 1960, on the invitation of Shannon Hotel School, I have been in a position to see for myself the efforts done in your country to train young men and girls for the Hotel and Catering Industry.

Actually we have in the French part of Switzerland fifteen students from your School

all training in first class hotels. The aim of these youngsters is to perfect their knowledges and it is a great contrast with other students coming from Italy and Spain to Switzerland with the only intention to gain as much as possible financially to help their families in their own countries.

This new exchange scheme which is due to the dynamic and active Director of your School, Mr. J. E. Blum, has for direct consequences to make known to us all the Irish Republic which is usually confused with the United Kingdom.

Leaving aside the language and the configuration of the country, I was pleased to find out that both Ireland and Switzerland are aiming to the same and common points and above everything we love our liberty.

I wish to your school, your Director and all the students full success in the future and I sincerely do hope that our bonds of friendship will go on growing with the years to come.

JEAN JACQUES BAILIFF

Director Hotel Industry  
Swiss Labour Exchange  
Lausanne.

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On the occasion of the 10th Anniversary of the Hotel School, we are proud to present these few photos of the earlier Classes which passed through Shannon Hotel School. Many of these students are now managing some of the finest Hotels in Ireland, others are abroad in many Continents furthering their knowledge in the Hotel Industry. We take this opportunity to wish them every happiness and success.



The 1956/60 Course.



The 1954/58 Course.



The 1957/61 Course.

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OUR INTERNATIONAL REVIEW

## Zurich -- the Biggest Swiss Resort

Which are the most "popular" cities in Western Europe, touristwise? The statistics for 1959 provide a fascinating insight into the trend of present-day travel on the Continent.

Obviously, the more populous a city is, the greater will be its basic non-tourist traffic, and it would be impracticable—even if it were possible—to make a clear distinction between, say, the travelling businessman and the sightseer or holiday-maker. The big city, therefore, has a long start over the smaller ones when it comes to actual 'tourist' figures.

Nor do the statisticians merely count the number of visitors. Instead, they add up the total of nights spent in hotel beds by all comers, thus giving a clearer overall picture.

Here are the figures, expressed in "night units," for five of the most populous Continental cities (for Paris, unfortunately, statistics are not available):—

|           | Night units | Population |
|-----------|-------------|------------|
| 1. Rome   | 6,500,000   | 1,800,000  |
| 2. Madrid | 4,692,240   | 1,600,000  |
| 3. Milan  | 3,216,387   | 1,350,000  |
| 4. Munich | 3,073,326   | 950,000    |
| 5. Vienna | 2,227,844   | 1,650,000  |

These are the giants. Now we come to the "smaller fry," and find to our surprise that Zurich, the smallest of them all in population, is the biggest tourist attraction. Here are the figures for the next category:—

|               | Night units | Population |
|---------------|-------------|------------|
| 1. Zurich     | 1,897,830   | 425,000    |
| 2. Frankfurt  | 1,783,648   | 650,000    |
| 3. Venice     | 1,680,836   | 750,000    |
| 5. Brussels   | 1,122,820   | 1,150,000  |
| 4. Düsseldorf | 1,235,772   | 600,000    |

Now, Zurich is first and foremost a commercial and industrial city, and the total of its hotel beds comes to about 7200. Moreover, it has never publicised itself as a holiday resort proper in competition with the classic Swiss lakeside tourist centres, such as Lugano, Lucerne, Interlaken, etc.

But for all that it is a beautiful city, a fact which was quickly registered by many air passengers arriving at the intercontinental airport and stopping overnight before proceeding to the Alpine or lakeside resort of their choice. In this connection the following figures speak for themselves:— During the washed-out summer of 1960, the number of visitors arriving in Zurich by plane increased from 19 to 20 per cent. of the whole; in September 1960 the relative figure rose to 22, and in October—when the hotels are normally "quieter"—even to 24 per cent. The number of "arrivals" by rail dropped accordingly.

In recent years one of Zurich's main tourist problems has been, understandably, that of accommodation. The supply of hotel beds has kept pace with the demand. A few more figures will illustrate this:— Between 1955 (when Zurich was not yet "discovered" as a tourist centre) and 1959 the number of available hotel beds increased hesitantly from 6914 to 7184. But the "occupation" of these beds, i.e., the number of nights they were slept in over the full year, grew from 67.8 per cent. in 1955 to 73.9 per cent. in 1959. And despite the anti-tourist weather conditions practically right through 1960, when hoteliers everywhere else were wringing their hands, Zurich's "occupation figure" rose by over 4 units more to 78 per cent. up to and including October.



In other words, every Zurich hotel had been slept in 278 nights of the year. This is the highest "occupation figure" ever reached in Zurich—or in any other Swiss resort for that matter. Any hotel man, in whatever part of the world he is operating, will agree that these figures are almost incredible. Yet they are true—and give a vivid reflection of Zurich's new status as a tourist centre in her own right.

But what kind of people come to Zurich? — Here again the hotel statistics have an interesting story to tell. The 78 per cent. "bed occupation" figure for 1960 breaks down as follows — first-class hotels 82 per cent., second class hotels around 76 per cent. and the lower grade establishments about 74 per cent. The leading Zurich hotel in the luxury class recorded just over 95 per cent., probably an all-time record for any hotel anywhere. Incidentally, the statistics of this particular hotel shows that from June through October 1959 they had to turn away an average of 1829 would-be guests a month, or 60 a day. (In September 1959 the total was 2462, or 82 disappointed guests a day!)

Now that Zurich is firmly established as a tourist centre, big plans are afoot for increasing the accommodation available. But

this will take time, particularly as all large-scale building has to be co-ordinated with the new arterial road plans and the solving of traffic problems generally. Meanwhile, intending visitors to the city will be wise to make their accommodation arrangements well in advance, particularly in view of the fact that Zurich is also becoming ever more "popular" as a venue for congresses and conventions, both Swiss and international. From March through October 1960, for instance, no fewer than 45 assemblies with a total of 14,330 participants were held in the city. (Average, 310 participants per event.) Scores of applications had to be refused owing to the shortage of bed accommodation.

In winter and early spring,<sup>f</sup> when the Alpine snowfields and ice-rinks are Switzerland's main attraction, you will always find a bed and a warm welcome in Zurich. But if you are planning a stay at lilac-time or in summer, now is the time to start making your arrangements.—Zurich is justly proud that she is at last coming into her own as a real resort, but she hates having to tell a guest to "take it or leave it."

**R. A. Langford.**

(By kind permission of Swissair).

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## AN HOTELIER

Stood at the Golden Gate,  
His head was bent and low,  
He meekly asked the Man of Fate  
Which way he had to go.  
"What have you done," Saint Peter said,  
"To seek admission here?"

"I kept a hotel on earth," said he,  
"For many and many a year."  
Saint Peter opened wide the gate,  
And beamed on him as well:  
"Come in and choose your harp," said he,  
"You've had your share of hell."



## ASSOCIATION NOTES

Feb. 15th, 1961.

Since the last issue of the **Ladder** the Association has led a comparative uneventful life. However, with the approach of the Congress, Annual General Meeting, and Dress Dance, the coming months promise to be both busy and rewarding. A lot of work has been put into this special "10th Anniversary Edition" and we hope you will like it and find it interesting reading.

I have no doubt that most of you have received circulars concerning both Dress Dance and Annual General Meeting on May 2nd, 1961. In correction of a statement made in last issue, the Dance will take place in The Lakeside Hotel, Killaloe. Tickets, incidentally, are available from the Secretary at Shannon, and those of you who do require them, are requested to write as soon as possible, as they are in short supply. We are looking forward to seeing as many of you there as possible, as we are sure this will be a night to remember.

Two Association Dances have been held since last issue, in Limerick, but unfortunately neither of them were a financial success. In view of this, I would be most grateful if you would forward your remittance for 1961 subscription (12/6). The first social gathering of the London Branch took place at Christmas. This proved highly successful. We are gratified to see that a report of the occasion appeared in one of our National

papers. We should like to offer our sincere congratulations to the London Branch on their wonderful work during the past year.

This will be the last issue of the **Ladder** under the present Association Committee, as most of them are going to the Continent in May. We should like to thank you for your co-operation during the past year, and we send you every good wish.

**Maigread O'Callaghan,**  
Secretary.

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### Programme for A.G.M. and Annual Dress Dance for May 2nd, 1961.

- 2.30 p.m. Annual General Meeting of the Shannon Hotel School Association at Shannon.
- 4.00 p.m. Refreshments.
- 4.30 p.m. Annual General Meeting of the Irish National Union at Shannon.
- 7.00 p.m. Annual Association Dinner Dress Dance at the Lakeside Hotel, Killaloe.

#### Subscriptions for the Dance :

30/- per head, including afternoon refreshments. The date-limit for remittance has been fixed at April 15th.

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## ECHO FROM RUDESHEIM

We are under the impression that our Lord has a special predilection for us winegrowers. After the superb vintage 1959, another good vintage was registered this year which is going to improve on the 1958 vintage. The grapes picked in our vineyards situated on the steep slopes, show an increase of 10 Oechsle against 1958, thus improving by 20% on the good wine produce in 1958.

The quantity is also most satisfactory and will help to fill the gap which was caused by the lack of common consumption wine of vintage 1959.

The situation on the German wine market is determined by the consumption of wine and it will interest you to know that a remarkable increase is being noted since a few years. Whereas 5 litres per head of population was consumed in 1938, this figure is raised to 12 litres in 1959 and will probably reach 13 or 14 litres in 1960. This shows that consumption is raising in the same extent as the increasing production, and it is expected that the new vintage will be easily absorbed by the German market. Everybody knows that around 140 litres of wine are annually consumed in France per head of population, and around 100 litres in Italy. There is no reason why consumption in Germany should not increase further on, and we expect that even in other countries more wine will be drunk in the course of time. To this effect, a world wide promotion for European wines is likely to be launched by the wine committee of the European Economic Community.

Once again, we wish to stress the outstanding quality of vintage 1959 wine: Great wines were produced in the years 1911, 1921, 1934, 1937, 1943, 1945, 1947, 1949, 1953 and 1959. Among these, the top quality vintages

are 1911, 1921 and 1959. The great representatives of vintage 1959 are still stored in our cellars. In case you should be interested in these "Spätlese" (late gathering) and Cabinet wines, we would advise you to take an early decision. There is a steadily increasing demand for these outstanding wines and we are pretty sure that they will be sold out by the middle of 1961.

In the course of the last few years, we considerably modernised our installations and we are presently able to bottle 15,000 bottles wine per day in our cellars on both rivers Rhine and Moselle. For the first time, the increased number of vineyards produced a full harvest which is the largest we ever had.

Our standard wine ADLERTURM RUDESHEIMER is growing more and more popular and many hundred thousands bottles are shipped every year to all parts of the world.

With best wishes and good health, we remain,

Very truly yours,

SCHOLL & HILLEBRAND.

(The above firm is one of the German firms the Dr. Lotz Course visited while in Germany in September, 1960.)

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## THE YOUNG HOTEL-KEEPER

By BOBBY KERR, 1951/52

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The saying, if true, that "the successful business man is born and not made" applies to all positions but is probably more true of the Hotel-Keeper than any other profession.

Some years ago it was not an uncommon practice for the parents of students who had failed all previous vocations, to turn their eyes to hotel management as a career for their loving offspring, believing it was an easy thing to be a hotel manager. Hotel Schools, such as Shannon, have gone a long way to stifling this fallacy. We know now that this is not the case because the meaning of Hotel Manager is at last beginning to dawn on the public as something which car-



Mr. Bobby Kerr.

ries its own very special qualifications and consequently is no longer looked upon as a last resort. The starry eyed young girl or boy, now leaving school and wishing to follow our profession, must return to school again to continue his or her education for a further period of four years and many obstacles must be overcome in the process. An initial interview must be passed and how important this is. It is safe to assume that more than 80% fail their first hurdle, not because the interview itself is hazardous, but

because a good interviewer will quickly realise whether or not this particular applicant was "born" to our vocation. The necessary characteristics required shall be dealt with in more detail later, but for the moment let us consider the second aspect, namely, why the Hoteliers of today have acquired a higher status than heretofore. The reason is without doubt due to the hotel men and women of recent times who have been constantly striving for a greater standing in their status and at last the goal is in sight. A good example would be the family doctor, respected by all, a doer of good, a person of learning with an understanding and knowledge of human failings, a leader of men, with diplomacy of manner. He is looked up to by all and his counsel on matters far relating from his professional knowledge is constantly sought. The doctors profession, with many others, holds a very high professional status in our mind. Some solution lies perhaps in two little words: "good psychology." It may be at that, but there are many other aspects to be considered, tradition not being least of them, dating back to the time of B.C.

The Inn Keeper has enjoyed a tradition almost as long but unfortunately it is not being used to the benefit of our particular calling until recent years. We must not blame our ancestors for this but rather look to the future with a determination and energy resolving to make our lives a success and thereby helping those who follow us by example in our achievements as our immediate predecessors have been doing now for many years.

What are the qualifications of a good Hotel Manager? A good question and one which we might be able to answer fully if we knew

the qualifications of a Saint in Heaven! We have previously referred to the fact that a Hotelier is "born," meaning of course that a candidate must have a special aptitude for the work. This covers a very wide field of thought and perhaps could be best summarised under the headings of Alertness and Leadership.

A sound educational background is a good beginning because the day to day problems facing the average person calls for lightning fast appraisal of situations as well as equally fast solutions. Not alone has each one of us to deal with an assortment of staff (each and everyone of them foremost an individual and may react completely different to any common problem) but us well as that we have the public who are our very life blood and must be handled as they show themselves to us. This does not necessarily mean that they are showing themselves in their true colours but the public as such are a very fickle assortment of humanity and call for every ounce of diplomacy. A friend of mine complained to a waiter that his steak was tough in a well known Irish hotel. The Chef was summoned in the absence of the Manager, for the express purpose of appeasing the somewhat irritable guests. He duly examined the steak and to the guest's concern and amazement, he picked up a piece of the steak from the plate and sampled it in front of him. Having munched the morsel with relish for some time, he ponderously submitted his considered opinion namely, that the steak was perfect and he qualified this by saying that he was Chef in that particular establishment for twenty years and never did he have a similar complaint. Fortunately the guest, endowed with a good sense of humour, was equal to the occasion and quickly replied that he had his teeth for thirty years and the steak was still tough. There is a moral there somewhere.

A thorough working knowledge of all departments is one of the basic requirements of the successful caterer. Undoubtedly the

Shannon School attends to this need but practical experience is essential. Some of us may be naive enough to think, after receiving our diploma, we are now qualified. Technically yes, but practically speaking, no. The first day after leaving school, one would hardly consider oneself an authority on let us say, space heating in respect of solid fuel, oil or electricity. Yet practical experience will give you this providing you are a good listener and know when to listen. Remember also that what you learn in a hotel school today may not be utilised by you in practice for twenty years—so learn well, dear friends; it's got to last a long time.

Charm of manner is now accepted as being inherent in our business. A hotelier to be good would never be considered as such without it. For some extraordinary reason, it is an accepted fallacy that a hotel manager has very little to do. Some people think our hardest job is looking pleasant (and this is not necessarily an easy task always). Allow them to go on thinking this—it is one of the greatest compliments you could be paid, providing of course your own conscience is not troubling you. Something closely allied with charm is a good appearance and this term should be applied in the broadest sense. We can't all be film stars but those of us who can't, should try all the harder to always appear well groomed.

Leadership is the second greatest attribute and to be leaders of men we must first gain their respect and loyalty. To gain one's respect, be it guest or staff, one must always show respect. We may sometimes think otherwise at times but we are one and all equal down to the person who does the most menial work. If the successful young Hotelier has the understanding and common sense of thinking and believing this, he will thereby raise staffs' morale and status and respect and loyalty from them will follow. However, he will only be successful if he himself believes this to be true. It is a sobering thought that all ones staff are collectively wiser than

any one Hotel Manager. Leadership of men equally applies to the community in which one works. This will naturally follow if you are enterprising and successful and should it not be so, you would be well advised to analyse the facts as to why it is not the case. It may be that you have not yet proved your worth to either yourself or your hotel but when you do, your services will be sought

after and your advice heeded.

The final and most important point relating to all our lives are the results. Remember this, we are all finally judged in the eyes of those around us by the results we achieve. This fact can hardly be denied and if you are honest with yourself, you will agree. But results without professional status is absolutely nothing.



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## INEXPENSIVE WINES

(By kind permission of Home and Garden)

Wine tastings are very formal occasions. Vaults, candles, musty smells and proudly shown signs of decay and mould on the walls clearly indicate that one is, and is meant to be, in a different world. Words from the slightly artificial-sounding wine language, like "playful," "robust," "fading," "nose," hang in the air, and vintage years are thrown about with such nonchalance that you would think it is just a matter of popping round the corner to buy a bottle of 1937 Haut Brion.

One is apt to swim with the tide, and it does not come unnaturally to me to join in this type of conversation, use the nomenclature, smell, swirl and spit, and go through all the ceremony.

And then one day, someone next to me asked an old gentleman how he liked the '27 port. To which he, in all seriousness, replied "What century?"

That did it. I suddenly realised how utterly detached all of us in that underground ivory tower were from nearly all wine-drinkers. What, I thought, had an ordinary 8s. 6d. table wine to do with wines of decades ago? Even if one had some knowledge of old wines, and could appreciate the rare pleasure they give, discussing them intently for hours didn't seem like living in 1961.

You are not to blame for any complex you may have acquired from reading highflown words and being talked down to by people who have lived their whole life in the wine business. But remember, discussing the everyday wines, on which no view can have been recorded, is more difficult; you cannot rely on records and your palate has to make up your mind for you.

As to those rituals, we had better forget about most of them when considering Beaujolais or Bordeaux Rouge bought for an in-

formal dinner party, or the hock we bring home occasionally to have with Sunday's bird.

Take an ordinary red wine. There is no need whatever to handle it carefully, let alone rest it for a few days, or stand it up the day before it is served, or, indeed, lay it in a ritual cradle. The truth is that the red wine we are talking about is too young to have "thrown" sediment and need not have the things done that are advisable for a red wine of, say, ten or more years of age.

It is not a bad idea to pour the wine into a carafe or jug (one of those earthenware ones which look so tempting on the table). It will enhance the qualities even of young wine if it is allowed contact with air; not for any mysterious reason, but to release the smells and flavours which, depending on its quality, may be hidden in it.

The question of temperature is often given too much importance. I have enjoyed many a pleasant glass of cool, red wine in Spain and Italy and feel that the answer turns entirely upon taste, the mood and the weather. It would be foolish to waste a fine old bottle of wine by omitting to give it a chance of yielding its treasures in warm comfort; but this is not the sort of wine we are talking about.

The question of whether or not to chill a white wine just does not arise. White wine is always improved by chilling; nor is it just a matter of opinion that the sweeter the wine the more chilled it should be. Thus a Sauterne should be very cold, a Chablis just cool.

The refrigerator can be too cold for chilling wine; it is best to keep the bottle as far away from the freezer as possible. Don't leave it in the refrigerator too long, about one



and a half hours will bring the best results.

The alternative to using a refrigerator is to keep the bottle under cold running water for thirty minutes or so. Even the forgetful husband need not despair when he gets home just before the guests arrive; wonders can be worked by placing the bottle in a bucket, surrounding it with ice cubes and water and spinning it round, as quickly as possible, for five to six minutes.

London has become not only an easy place in which to buy inexpensive wines but has developed into a popular world centre. Gone are the days when you had to keep to French or German wines. Now you can experiment with the produce of almost every wine-producing country, from Chile to Cyprus, and from Spain to Switzerland. The advantage is that, not being well enough known in the world market, these wines are reasonably priced.

**Austrian** wines are rather like the people of Austria, lighthearted, gay and perhaps not, generally speaking, of very great depth. This is the sort of drink that lets itself be consumed, glass after glass, when friends stay together to spin a yarn. The cost is under 10s. a bottle.

**Chile** sends us some wines which are particularly dry and clean tasting. Their rieslings go well with simple fish dishes, they have a peculiar but pleasant tang, and cost under 10s.

**Cyprus** exports a great variety to this country. Their best value, at under 10s. a bottle, is Commandaria St. John, a sweet dessert wine, very suitable to accompany the pudding.

**Hungary's** most famous product is Tokay, at about 15s. a bottle. The only wine that

can be compared with it is dry sherry (it can be drunk at the same occasions), but Tokay is a natural wine, and, unlike sherry, is not fortified with brandy.

**Israel's** products will please mainly those partial to very sweet drinks, and they cost about 10s. a bottle.

**Italian** wines in this country are countless now. The most useful and best value is still their red Chianti, the ideal table wine. The price range is 7s. to 10s.

**Jugoslavian** rieslings or traminers are the nearest thing to hock and, at 8s. 6d., substantially less expensive than hock.

**Portuguese** wines, especially the light, dry, fresh, white ones are worth more than their price, which is about 7s. 6d., and dry Madeira is a good appetiser coming into fashion again as a rival to sherry.

**Spain** is known by the wine-drinking community more for dry white wines than others, but try, for a change, their full, red wines, for instance, Castle Pomal, at about 8s. 6d.

**Switzerland**, you must remember, joins on to a famous French wine district; she charges about 10s. for dry white wines, which have a slight, built-in sparkle.

**Turkey** is said to be the oldest biblical wine-growing land. It is not easy to obtain Tekirdag, but if you can, you will find it a good, general-purpose, white wine. The price is under 10s.

**The latest:** a Yugoslavian red wine has just appeared on the market, and I have yet to find anything approaching it at 9s. 6d. It is called Castle d'Almain, a name which has no special meaning but is just a reminder that it is from the Dalmatian coast.

EGON RONAY.

In May of this year, the Shannon Airport Hotel School will be celebrating its tenth birthday, at the same time Shannon will be acting as host to the delegates of the Second International Congress of Past Hotel School Students. Two very important dates come to my mind as I write this article, May for Shannon and last September for the Hotel School at Maastricht, the latter date when our hotel school celebrated its 10th anniversary; therefore both schools are practically the same age, and both were started at a time when tourism was assuming enormous national and international importance. In Ireland and the Netherlands tourism is no longer a secondary industry, but one of great national importance to both countries.

Ireland and the Netherlands together with many other European countries have realised that it is necessary to educate persons for hotellerie to keep abreast with its development. **An important part of this education is international experience.** Therefore both schools regard it as their duty to inaugurate an exchange programme with other European countries. As a result of this endeavour, I went to Paris in December, 1958, as a representative of the Hotel School in Maastricht, when the International Union of Past

Hotel Schools Students was founded.

On this occasion I met Mr. Jorgen E. Blum director of the Shannon Airport Hotel School. Soon after my acquaintance with Mr. Blum, we were discussing the above problems, and he immediately offered me his co-operation, with the result that several of our past students have worked or are still working in Ireland; up to the present these exchanges are only working on a small scale, but it is evident that if it is possible to create a system of co-operation between the countries of Western Europe, Great Britain and Ireland, this great problem should be easily solved.

I know that this problem is being studied closely by the International Union, and I hope that they will succeed in bringing it to fruition.

Meanwhile, I am very grateful for the Irish co-operation which has been a great help in my school for the benefit of past students.

I wish to convey my congratulations to the Hotel School at Shannon and my best wishes for its future success.

MAASTRICHT, January 1961

C. G. M. VLEK

Director.

## FAREWELL LETTER

Dear Students,

It gives me great pleasure to have the opportunity of saying a few words of farewell to all my friends and acquaintances in the Hotel School. Now that I have finally made the break I naturally have some regret at leaving Shannon with its many pleasant memories (the unpleasant ones having been long ago erased by the infallible Doctor Time).

The surest compliment I can pay to the School is to say that even though I am leaving the hotel business, I do not feel that my time there, or on the Continent, has been wasted. On the contrary, the general education received, I feel better equipped to face

life and its problems.

My thanks are due to all members of the staff for their great efforts on my behalf. I sincerely hope that their labour will continue to bear fruit, and that the School will produce many men and women who are not only prepared to die for, but to live and to work for their country.

In conclusion, I would bid a fond farewell to all those students with whom it has been my privilege to associate, in particular the courses of Herman Schmidt, O. H. Geyer and Dr. Loez. May you all enjoy every blessing and happiness.

COLMAN TURLEY

(O. H. Geyer Promotion)

Zeurich, 15th April, 1961.

To the members of the  
Shannon Hotel School Association,  
SHANNON.

Dear Students,

Not many people heard of the name "Shannon" before the second world war. But since the Airline Companies introduced transatlantic flights, it has become world famous.

My first crossing to New York in 1949, when I had the misfortune to be travelling in a plane which developed engine trouble after 2hrs. flight over the ocean. We returned to Shannon for a delay of 24hrs. While most of the passengers were annoyed about this unforeseen mishap, I took the opportunity to obtain an insight behind the scenes of the Airport Restaurant.

After finishing my meal with a good "Irish Coffee" I spoke with the catering manager who arranged a meeting with Mr. Brendan O'Regan, whom at this time was the catering Comptroller. Our conversation was varied, and differed among many problems of international hotelier. We spoke of new methods of training the future generation for the Hotel and Catering Industry.

The following year Mr. O'Regan visited Switzerland, and I had the privilege of showing him our Hotel School, and help him as an adviser. Since then, many letters have been exchanged between Shannon and Belvoir.

In spite of many difficulties, Mr. O'Regan in 1951 succeeded in founding Shannon Hotel School, which is attached to the Airport

Restaurant. The School developed quickly and is now a world wide enterprise. A sad blow for the School was the death of the Director, Mr. Felix de Parcher in 1956. I received a letter from Shannon, asking for help in placing a new Director, and I am proud to say that the man elected by Mr. O'Regan was a former student of Belvoir Park Hotel School, you all know him, namely, Mr. Jörgen E. Blum. Since then the relations between the two Schools have become even closer.

Since 1957 we have had the pleasure of taking two-three Shannon Students for a year's training in the Belvoir Restaurant. Likewise Mr. Blum has placed several students of our School at the Airport Restaurant or in the Hotels in your beautiful green isle.

The co-operation between Shannon and Zeurich is an important achievement for all students who wish to gain experience and vocational perfection, but don't forget the trainee-time always means hard work especially in a foreign speaking country. As far as I consider, all Irish trainees have liked their stay in our place and they understand that their efforts were not in vain. I wish to thank them all.

I assure you, that, also in the future I will do everything to make the Irish students feel at home.

With my heartiest congratulations for your jubilee, I remain, yours very truly,

WALTER HAMMER

Director, Hotel School,  
Belvoir Park,  
ZEURICH, Switzerland.

# A "CAESAR" WHO CREATED HIS OWN EMPIRE

Some facts behind the remarkable success of a great Swiss hotelier.

Caesar Ritz started his childhood years as a herder in his home county of Wallis (Switzerland). Later he procured a position as an apprentice-waiter, which position he held for a very short time because according to his employer, "he didn't have the talent or energy demanded for such a difficult position." Thirty years later he was to become the greatest Hotelier in the world, the owner and director of the most elegant and expensive houses in Europe. He created a mecca for the international business elite—The Ritz Hotels.

His boyhood years were spent in Sion in the Canton of Wallis where he attended school and studied languages after which he went to Paris to fill his unsuccessful position as a waiter. The war of 1870—1871 brought famine to Paris and drove the jobless waiter to Vienna and later to the French Riviera or indeed wherever the international "set" convened. Soon he became a very popular and charming Swiss waiter and eventually entered management.

His purchase of an insignificant Hotel at Monte Carlo set off a long series of developments that were to have a remarkable effect on his success which followed. The long-established and elegant "Hotel de Paris," realising that this new competition created a serious threat on its standing, bought out his entire staff in retaliation. Ritz then procured the services of the Chef de Cuisine of "Le Petit Moulin Rouge" in Paris—Auguste Escoffier.

This very dexterous and artistic chef proved an excellent associate in the business. Prominent gourmets and celebrities of the time were soon flocking to the Grand Hotel to sample his creations. For Nellie Melba he prepared "Peach Melba" for the first time and for the actress Rejane "Salad Rejane." Other great personalities too lent their names

to his creations—Strawberries "Sarah Bernhardt"; Coupe "Yvette Culbert"; Pears "Mary Garden" and Spaghetti "Caruso" are just a few of the many. He served the unsuspecting Prince of Wales with baked frogs legs for the first time in history. The Prince, on hearing what he had eaten, appropriately termed the delicacy "Nymphes a l'Aurora" in appreciation.

Soon after his marriage in 1880, Ritz rented an Hotel in Baden-Baden, a second in Biarritz and bought a third in Cannes. His restaurant "de la Conversation" in Baden-Baden was an overwhelming success. He purchased still further wherever financiers and oil and diamond merchants convened, and appeared to be endowed with a magical formula for success. However he was quick to see the other side of his success. "We have the most difficult profession of all," he was heard to say, "and are not armed to protect ourselves from the onslaught of a maddened guest except with the art of diplomacy."

The Ritz in Paris and the Carlton in London were the Hotels of his dreams. A broad sweeping staircase led to the underground Dining Room at the Carlton and cost alone £10,000—a staggering sum for such a small fitting. He believed, however, that for the ladies who came to Dinner in magnificent gowns and priceless jewelery the stairs would be the most important part of the meal.

The Coronation of Edward after the death of Queen Victoria was expected to bring a record holiday season to London. Ritz invested hundreds of thousands of pounds in Caviar, Oysters, Liqueures and other expensive foods and beverages. He personally read aloud for the guests the contents of the dispatch announcing the cancellation of the coronation. Who would wonder that he was beside himself with shock. Shortly after the

proclamation the guests began to leave. A fortune had been lost. In an effort to cope with the mountains of post, telegrams and inquiries he suffered a nervous break-down from which he never recovered. His devoted wife tried with everything at her disposal to reawaken his interest in the business but without success.

He was removed to Lausanne and died shortly afterwards, just a few days before the outbreak of World War I.

Recently the world was to hear his name again. His wife, Marie Louise, died in Paris, aged 93. How often she must have wondered what would have become of him if fate had not sent him out into the world. Perhaps he would have been happier in that little village in Switzerland but modern Hotelierie would have lost a great pioneer.

DAN R. DORRIAN,  
Wiesbaden.  
C. Ritz Promotion.



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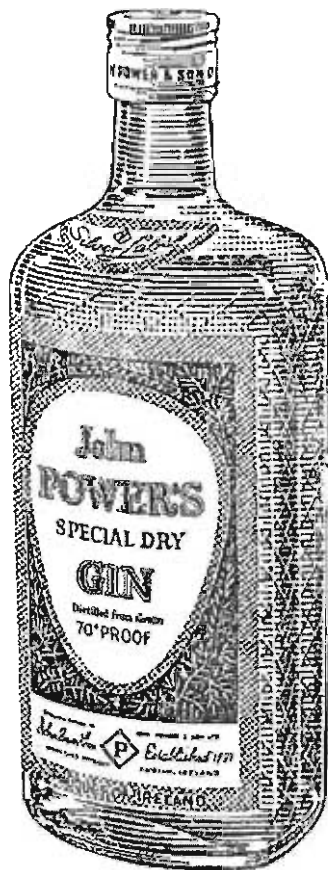
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## "THE COMPLAINT"

The complaint is something we shall always have with us, due to the fact that on one hand we have a staff who have their own idea of what a guest should look like and behave and we also have the guest who has his own ideas of personal comfort and service.

When one or the other does not agree then the Manager comes into focus to act his role as Judge, Peacemaker and Executioner all rolled into one. In most cases, however, the complaint is justified and is welcomed if given with the correct amount of restraint and constructive criticism. We all recognise the fact that no one is perfect and that no Manager can be everywhere at once and everything to everyone.

This article, however, does not wish to advise anyone on how a complaint should be lodged or handled, but sometimes whether right or wrong, restraint could easily be called a virtue.

It was my Uncle's first visit to this country, America was a long way off then, and although we had heard a lot about him it was the first time in my generation that anyone had seen him. Knowing that I was in the hotel business, nothing would satisfy him until he gave me a night out in the best restaurant in town.

We entered the — Restaurant which was very crowded and service was slow. After waiting ten minutes, during which Uncle's hands and feet were playing tattoos, a waiter came to us with an air of wanting to get away at once. Uncle ordered cocktails and lunch. Ten minutes later some *hors d'oeuvres* were slid on to the table. Uncle looked at them, and looked at me, and looked about the room. Then with a thrust of the arm, he grabbed a waiter who was passing to another

table. "Come here! Listen, I ordered cocktails. You've served the *hors d'oeuvres*, but where's the cocktails? What's the big idea?" Under Uncle's eye the waiter scurried out. The cocktails came. Uncle called the waiter back. "Come here! Listen, I want some wine. Bring the wine-list. And bring it now. And I want the wine before the coffee." He gave the order. Between the *hors d'oeuvres* and the next dish, there was a long, long pause. No food, no wine, Uncle had an air of praying either to God or Satan. At last there came the *sole Colbert* but no wine. We were half-way through this before it did come. Uncle looked at the wine waiter — just looked; with the result that the waiter, in serving the wine, spilled half a glass on the table cloth. Uncle, in anything but a stage-whisper, said to me "So this is what you folk call a good Restaurant, is it? This is one of your famous restaurants, eh? Well, I've been about a bit, but this is the most bum place I've been stuck so far."

Between the fish and the *filet mignon* there was the longest pause of all. Three times Uncle stopped our waiter, and twice he stopped other waiters, with cold and bitter words, but all he got was: "Yes, Sir. Right, Sir," and finally a testy "All right, Sir — it's just coming!" On receipt of that Uncle looked at me, and looked at the ceiling, and grabbed the edges of the table with both hands. I watched him with some apprehension. I felt that he was working up to a Big Scene, and I don't fit into Big Scenes. I murmured something about "an extra rush today," but he wasn't listening, and I was powerless to stop the explosion.

After three murderous glances about the room Uncle lifted his arm, and brought it down to the table with an almighty crash.



The table rocked ; a glass fell off. Instantly there was silence. Guests stopped eating ; waiters stopped serving ; all heads were turned to our table. When Uncle was certain that he had secured attention—he said firmly and clearly : “ I want a waiter.” Three waiters swam to us from different points. He waited until the last had arrived, then said : “ Which of you is the waiter of this table ? ” One of them moved forward “. . . Sir ? ” “ Oh, you’re the waiter supposed to be waiting at this table, are you ? Wull, get the Manager and bring him here ! ” “ Pardon sir, but . . . ” Uncle leaned forward. “ Go—fetch—the—Manager. Is that clear ? ” The arm was uplifted for another almighty crash, but by instant obedience the waiter stopped its fall. Uncle was now looking as serene as though he had eaten the perfect lunch in perfect surroundings. The rest of the room continued to stare, and began to murmur, some in disapproval, others in obvious admiration. When the Manager came Uncle gave him an extra-special look. Then “ My nephew and I have been sitting in this bum hole for an hour and a half. We came to lunch, and so far we’ve had nothing but a few mouthfuls, bad service, and impudence. Let me give you a bit of advice. Before you open a restaurant, take a few lessons. First some insolent hog at the door tried to dictate to me where I’d sit. Then I ordered cock-tails, and they came after the *hors d’oeuvres*. Your *hors d’oeuvres* were about good enough for an East Side hashery. I ordered wine.

The god-damn knockneed fool you call a wine waiter served it half an hour after I ordered it. An then spilt it. I’m now waiting for sweets, and possibly a little cheese ; and then, if it won’t put your pack of dormicee too much on the stretch, I shall want coffee. Do I, between ourselves, do I get any service or not ? ”

The Manager, whose face at first was Managerial and was now that of a defaulting private receiving advice from the sergeant, bowed, expressed sorrow, summoned the head waiter and fled. The head waiter hovered. Uncle smiled pleasantly and said : “ Still waiting for the sweets, boy. But I’ve got no appointment till six-thirty.” The head waiter turned to chase sweets, but Uncle stopped him with a bark : “ Cummere ! Listen . . . it won’t be no use of your going through no motions of making out a bill. I’m gonna pay for this lunch just what I think it was worth. And ~~that~~ won’t be anything to upset your ledgers. And you can please yourself what you do about it. Now send my waiter, and if I have any more of his damned all-rights, I’ll smash him to the *flure* ! ”

For the remaining fifteen minutes of the lunch we had three waiters in constant attendance. When we left, Uncle waved the bill aside, three three half-crowns on the table and walked out. The staff stood aside, and let him go.

M. J. DENNEHY (1951-1952)

~~~~~  
IF YOU HAVE ANY SUGGESTIONS FOR THE  
“LADDER,” WE WOULD BE DELIGHTED  
TO HEAR FROM YOU.  
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## LET US IMPROVE OUR STAFF RELATIONS

By MICHAEL P. LEE (1951/1952)

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How is business? How often have we heard a hotelier reply, "Oh, it's fine, but I am having a spot of staff trouble." I wonder does he realise that this trouble is a direct result of his negligence to a particular department? Let us face it; without our staff we could not run our hotels, consequently, our staff are the most important factor in our business, and we should respect them as such. In this short article, I will try to give you some suggestions which may be of help to you.

First of all, let us ask ourselves, why have we staff trouble? Why is there always somebody coming or going? Why did the Head Waiter walk out on August week-end? Why was Mary insolent to one of the customers? If any one, or all of these instances occur in our hotels, there is something wrong in our establishments, and it is up to us to right it.

If the members of our staff are the most important factors in our hotels, then, we should devote sufficient time to the interviewing of staff. The worst day's work a manager ever did was to interview and appoint staff in a hurry—be they Kitchen Porters or Assistant Managers. The kernel of all staff trouble commences with bad selection, the square peg in the round hole.

There is no rule of thumb for selection, but there are definite principles we could adopt with advantage. Having advertised the position, and received a number of replies, acknowledge these and enclose a questionnaire in the form of an application form. This form will naturally be peculiar to the particular hotel, but it will contain certain questions relative to his employability and also with a view to eliciting information significant for the particular position.

Having received this completed form, you

will have some idea of whether the applicant should be called for interview or not. Presuming you call him for interview, decide beforehand, what facts you wish to know, and have as much information as possible about the applicant from other sources. The following information is essential, and if the questions are answered honestly, will give the employer a pretty good idea of the candidate's suitability.

- 1) Home and family background, educational achievements.
- 2) Work history, jobs held, their nature and responsibility, reason for leaving.
- 3) Why he particularly wants this job, what he likes about it.
- 4) Relations with last employer and staff.
- 5) His views on a particular topical subject—this will give some idea of standard of intelligence. Incidentally, being good at figures, is not a sign of intelligence.
- 5) Health, physique.
- 6) Always give the candidate an opportunity of asking questions.

Presuming staff selection is correct, the next factor to consider is Working Conditions. Despite popular opinion, non-monetary factors are very important in ensuring job satisfaction. To list these factors in order of importance is very difficult, but, in my opinion I would put them in the following sequence:—

- 1) Hours. Do not work your staff more than 9½ hours per day. Give every staff member one full day off each week, remembering that one complete day is better than two half-days.
- 2) Sleeping accommodation. Properly ventilated room with hot and cold water, and reasonably adjacent to a bathroom.

Do not ask four staff members to sleep in a room that normally accommodates only two. Frequent change of bed linen.

- 3) Three substantial meals a day, served in a clean comfortable staff room.
- 4) Remuneration.
- 5) Opportunities for advancement, or in the event of promotion being slow, intermittent increases of pay.
- 6) A rota for each department so that staff can make arrangements in advance for their time off.

If staff selection is right, and working conditions are good, it is more than half the battle in eliminating staff discontentment. The next important factor is delegation of authority. Who is responsible to whom, and for what? How often do we hear at an interview "the reason I left my last position was, because there were too many bosses."

In the large hotel where each section has a departmental head, there is very little difficulty—the manager issues his instructions to the head of the department, and the latter is responsible from then on. In the smaller

hotel where you might have a housekeeper or a head chef during the season only, it is more difficult. In the season, use your department heads, but, in the off-season, I suggest you choose a temporary head in each department, every two weeks. This is excellent for morale, and it is amazing how their sense of responsibility develops. Draw a name from a hat, instead of making a direct choice—we are all human. One last word on this point, the manager should deal with the head of each department only.

Finally, I would recommend a staff management meeting at least once every three weeks. At this meeting, a member of each department would represent the staff. The more informal the meeting the better, and it should take the form of a discussion rather than a meeting. However, it would be advisable to keep a minute book. It is a good idea to advise staff at these meetings how our business is progressing, and to invite their suggestions for improving it.

May I add, that a "fair day's work for a fair pay" is not just enough. We need sincerity, decency, respect for people, and willingness to consult with our staff.



We regret to announce the death of a faithful and trusted friend of the Hotel School,

## REV. CANON P. J. VAUGHAN

P.P., KILRUSH

whose death occurred on Thursday, March the Second.

The late Canon Vaughan, R.I.P., has been attached to the Hotel School since its inception in 1951 and later became Chairman of its Board of Governors. He always took a very keen interest in the progress and activities of the School.

He was a great friend of ours and his wise counsel will be sadly missed. We feel sure he has reaped a fitting reward in Heaven for his priestly labours on earth.

Beanaocht Dia le h-anam.

within the meal,  
after the meal,  
*but never without*

No matter how you use cheese either as part of the main course or with biscuits you can be sure of praise from your diners when be tasted in Golden Vale, try a piece yourself and prove it. And you have such a wonderful range from which to choose, Natural cheeses, Processed cheeses and Cheese Spreads all delicious, all goodness, all so right with every meal. Yes! for smiles at the tables be sure to serve . . .

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## Our Branches Abroad

Two years ago it was decided to set up branches of our Association on the Continent. These were founded so that students, when abroad, would have the opportunity of meeting some of their classmates and at the same time to help them keep alive the real "esprit de corps" which can so easily dis-



Mr. K. Quinn.

appear when students take up positions on the Continent. It also gives them the opportunity of contacting Past Students Associations in the countries where they work and so mix with people speaking a different language, while at the same time taking part in organised meetings, outings, etc.



J. G. McGeough.

For many reasons our branch in London is the most important of all. As soon as students have completed their full year abroad and come back to England for their fourth year, they can contact this branch for any help they may need, such as the securing of accommodation, details about positions, etc. The London Branch is the most active of all three and has proved a wonderful success to date.

The three branches are :

- 1) Frankfurt am Main, Germany
- 2) Zurich and Lausanne, Switzerland
- 3) London, England.

Each year a student is responsible for a branch and each branch has its own committee which is responsible to the headquarters at Shannon. At present the students concerned are :

Jimmy Flannery in Germany  
Gerry McGeough in Switzerland  
Kevin Quinn in London.

The setting up of another branch in Paris is now being considered.



J. Flannery.

We at Shannon wish to thank the above students most warmly for their good work in helping to keep high the pennant of our dear Past Students Association in these countries.

**Shannon Hotel School Association**  
**Shannon Airport**

**Jbl.**



M. D. O'Carroll.

In the first instance, I would like to extend my congratulations to all concerned on the attainment of the School's Tenth Anniversary. I would like also to congratulate the students on their achievement in having the Second International Congress of Students held at Shannon.

I have, for some years, followed with interest the progress of the School and the success of its students. I have had the satisfying opportunity of inspecting the curriculum, being present during lectures and observing the students at their practical work. All these aspects left nothing to be desired.

Shannon is a school of high reputation, maintained on the best standards. Students have the advantage of instruction by the highest qualified teachers under the able guidance of M. J. E. Blum, their School Director.

I send warmest good wishes to the students and staff for the success of the Second International Congress and trust this opportunity will provide a forum for a helpful exchange of views, valuable decisions and the promotion of better relations between young nationals of other countries.

M. D. O'CARROLL

President, Irish Hotels Federation.

# Central Hotel

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*Brochure on application to  
Resident Manager.*

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## THIS IS IRELAND AS YOU WILL SEE IT

By PADDY O'SHEA (Rudolf Candrian promotion)

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Since I hope that many of the readers of this wonderful magazine will come to Ireland for the second congress of the International Union of Past-Students of Hotel Schools, from the 8th to the 12th of May, 1961, I as an Irishman will try to give you an interest in the country before you arrive. Since Ireland holds Holland in high esteem, a Dutchman will be always more than welcome there.

Ireland's chief method for having won such an overwhelming tourist industry in the short time that it has been an Independent Republic, is **friendship**. This friendship is not exaggerated, nor forced, nor insincere, but something which is a more characteristic of the people. Friendship is handed out unconsciously and is the chief weapon with which the country brings its tourists back time and time again.

Beautiful scenery is to be found almost everywhere in Ireland but especially in Killybegs in the South-west, Connemara in the West and famous Glendalough in the East. In any of these three places one may find a thousand objects per minute for fantastic photography. I sincerely advise anybody who intends visiting the country to bring along a camera.

Cash currency is in the same form as the sterling of England. Coins and notes have different designs and are imprinted in the Irish language. However all sterling cash is good currency and it is unnecessary to change your money if you intend passing through England. American dollars are always welcome and are exchanged with freedom, considering they are in paper.

Shopping is as great an excitement in Ireland as it is in Holland and you will be surprised at the amount you can buy for a pound. Though the country produces most of its own needs, many imports are allowed, all which adds to some of the greatest excitement in shopping. However, like the saying "when in Rome, do as the Romans do," we respectfully suggest to buy Irish things during your stay. This may prove a difficulty in the case of souvenirs. Many foreign countries produce souvenirs and print at the bottom in what country they are made in the Celtic language, which is often misleading. So be careful to ask the shop assistant whether it is made in Ireland or not. Most Irish souvenirs are handmade and quite inexpensive. Prominent amongst the vast jewelry, unequalled anywhere else in the world, is crystal glass and universally famed China under the name of "Beleek China."

Hotels and restaurants are now competing to suit every sized pocket and are clean, neat, with only the best in Europe. Hotels too are well staffed and luxurious. Restaurants are exciting in the fact that one may get a fresh Salmon-steak for as little as 5/- (fl. 2½). Lobster, oysters and trout are considered no luxury, while beef, mutton and poultry remain ridiculously cheap compared with European prices.

Traffic is absolutely no problem in this country. While the Republic is over three times the size of Holland, there is not quite 3 million of a population which gives almost empty roadways. There is a network of first class modern roads throughout the country. The peace and quietness to be found, even on



principal thoroughfares is astonishing.

Entertainment will cost you very little and what a variety! You will find that there is grand opera to the juke-box and from deep-sea fishing to a simple game of chess. Sport is the bread and butter of every Irish person and no words will describe the passion which is aroused every Sunday at the main stadium for Irish football and hurling in Croke Park in Dublin. Only the best play here and only the very best can win! Rugby is one of the most popular games and soccer will live forever in this sportsman's country. But whatever your entertainment may be, you'll enjoy it to the full in pleasure-loving Ireland.

Records of Irish folklore and dance-music may be bought at any record dealer, as played and sung by the world's leading stars. So when you are there, don't forget to buy a selection of Irish Ballads sung by Bing Crosby or perhaps Paul Robeson or played by leading orchestras. Perhaps if you think the Irish voice makes it sweeter, then take it sung by an Irish singer. You'll be surprised how many famous singers and musicians come from music-loving Ireland.

There is no such thing as language difficulties in Ireland. Some of the natives speak their own language continually, but also speak fluent English. In addition, since many have been in foreign countries, almost every known language may be spoken in the country, but if you speak English to a bare minimum you'll never be in trouble. As well it is one of the best English-speaking countries of the world since there is very little slang, bad grammar or mispronunciation used. This occurs since English is a forced language upon us and it had to be learned through schools. You will find that the ordinary man in the street speaks a high society language compared with his equal in other English-speaking countries. Though the natives may use an odd word of their own language never hesitate to ask for a translation, you'll be always amused at the meaning.

Though many parts of Ireland are already becoming very modern and industrial, most beautiful parts are still wild and free as they were centuries ago. The only sign of human inhabitation here may be seen in little white cottages roofed with golden coloured straw, built among woods, mountains, lakes, valleys and rivers. So when you are in Ireland, don't stay all the time in the cities—which are all modern—but take a tour into the peace-loving country side. A week or two extra, added to the four days of the congress, will be to your advantage and you'll be amazed at how inexpensive it will be. Reservations are not necessary for hotel rooms unless you wish to stay in groups, as May is not a very busy month.

Now that I have tried to give you an impression of my country, I would like to say that it is impossible to write about the thousands of interesting things which may be found there. Words will never describe its beauty and charm. There is only one way to do that, go and see for yourself and never forget that the people are waiting to give you a thousand welcomes in the little Irish phrase *céad míle fáilte*.

PADDY O'SHEA.

Before joining Shannon Hotel School, Paddy O'Shea has been working for 18 months in well known hotels and restaurants in Holland. We are certain that many of his Dutch friends will come and visit him here at Shannon during the forthcoming Congress. As Paddy says, they will all be more than welcome.—Editors.

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## Lettre Ouverte a Notre President International

Cher Monsieur Martin,

Dans quelques semaines seulement nous aurons le plaisir de vous recevoir en Irlande. Pour nous, Cher Monsieur Martin, ce jour est attendu depuis de longs mois et nous pouvons vous assurer que ce jour sera un date que nous tous garderons tous dans nos coeurs dans les annees a venir.

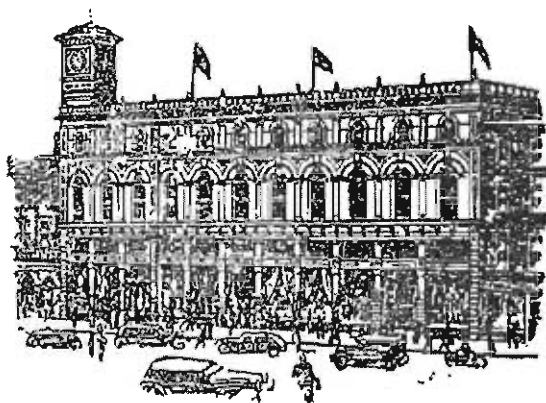
Nous savons ce que vous avez fait pour mener a bien la formation de notre Union Internationale malgres de nombreux problemes et de nombreuses impasses, nous savons que vous avez mit tout votre coeur dans la reussite de votre projet, nous savons aussi combien vous travaillez sans cesse pour que votre reve se realise. Grace a vous dans

un avenir prochain nous l'esperons de nombreuses autres nations vont se joindrent a nous et nous savons que malgres les differences linguistiques aucune barriere ne pourra nous diviser. La grand famille internationale des anciens pourra alors se tourner fierement et vous remercier Monsieur Martin, car personne ne pourra le nier, vos efforts auront alors ete pleinement realises.

Quoique tres jeune, notre Union Nationale est decidee a travailler avec vous et nous pouvons vous assurer Cher President, qu'a la veille de notre second Congres, vos amis d'Irlande sont avec vous et vous pouvez compter sur eux . . . . toujours.

Vos amis d'Irlande.

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## LATE FLASH NEWS FROM THE CONGRESS

Well, the weeks are now flying and each one brings us nearer to the Congress. It seems really impossible that eighteen months have elapsed since we were given the task of organising that Second International Congress.

Each month during the Winter meetings of the Central Committee have taken place in Dublin and good progress has been registered from all sub-committees. All the brochures have been mailed early in December and we expected to get replies from the various nations as from January. These, however seem to be long to come and it is not before the end of February that some concrete news could be received from abroad.

At this stage it is too early to say how many delegates and participants will be coming to Ireland but we sincerely hope to receive three hundred or so. Almost all the nations concerned have up to date sent a list of their official delegates and now we hope that many participants will accompany them.

The definite programme has now been arranged and no further changes should take place. The Congress Magazine is almost ready to be printed and the publicity committee is now starting to send reports to the National press.

While in Paris early in January the undersigned has been able to put the final touches

to the working sessions which will take place in Shannon and in Dublin. The Congress will be opened by a Minister and closed by a Minister.

Let's hope now that the weather will be kind to us and that a lovely sun will be shining during these few days and so show to our guests how beautiful Ireland can be in May.

Some delegates announced up to date :

From Italy Senator A. Rapelli and Dr. L. Filippi, both heads of the well known Italian organisation ENALC. Also from Italy the President and Secretary of the National Union, Mr. Roncetti and Mr. Sinigaglia.

From France, Mr. A. Monnot, Director of the Chamber of Commerce in Nice and Madame Monnot ; from Paris Mr. and Mrs. Kaufman and their two daughters ; Mr. and Mrs. Pinatton, well known hotelier ; Mr. and Mrs. Martin, who are comptrolling the Casino and Grand Hotel in Enghien and the Casino in Nice ; Mr. and Mrs. Sicart, responsible for the Catering on Air France.

From Switzerland, Mr. J. J. Bailiff, Director of the Exchange of trainees scheme ; Mr. A. Baumgartner, representing the Swiss Hotel Association.

Many other well known hoteliers from Holland, Belgium and Luxembourg have also announced their participation to the Congress.



Mr. G. Van der Meer (Holland)



Mr. J. Sinigaglia (Rome)



Mr. A. Deaux (Toulouse)

**U.I.A.E.E.H, Congress,  
1961**

**PROGRAMME AS AT APRIL, 1961.**

This Programme cancels all previous ones.

**1961 :**

**Sunday, May 7**

Arrive at hotels, Shannon area.  
Dinner at own hotels.

**Monday, May 8**

- 10.00 a.m. Registration and Official Opening—Shannon Airport.
- 1.00 p.m. Official Luncheon — Shannon Airport.
- 3.00 p.m. Afternoon Meeting of Delegates, with discussion groups.
- 3.00 p.m. Conducted tour of Airport, with afternoon tea.
- 7.30 p.m. Dinner / Dance.

**Tuesday, May 9**

- 10.00 a.m. Coach journey to Killarney.
- 1.00 p.m. Luncheon at Great Southern Hotel, Killarney.
- 3.00 p.m. Afternoon Meeting of Delegates.  
Afternoon tea.
- 5.00 p.m. Tour of Lakes of Killarney.
- 7.30 p.m. Dinner and Irish Night.

**Wednesday, May 10**

- 9.00 a.m. Morning Meeting.
- 11.00 a.m. Tour of Ring of Kerry.
- 1.00 p.m. Luncheon at Parknasilla.
- 4.00 p.m. Afternoon tea en route.
- 8.00 p.m. Dinner on return at Killarney.

**Thursday, May 11**

- 10.00 a.m. Return to Shannon Airport.
- 1.00 p.m. Luncheon.
- 3.00 p.m. Closing Session of Congress.
- 4.00 p.m. Afternoon tea.
- 7.30 p.m. Dinner at own hotels.

**End of Congress.**

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## WHERE ARE THEY NOW ?

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(this is an extract from our list of change of address. Members who have changed their addresses should contact us immediately).

These are the new addresses for the Dr. G. Lotz Promotion on their first year on the Continent :

Courtney, Kay—Hotel Terminus, Montreux /Swtz.  
Toomey, Carmel — Hotel Elizabeth, Montreux/Swtz.  
Doyle, Mary—Hotel des Salines, Bex/Swtz.  
McIntyre, Mary — Hotel des Salines, Bex/Swtz.  
O'Driscoll, Niamh—Hotel du Parc, Vevey/Swtz.  
Carpenter, Yvonne — Autorasthof Motel, Bruchsal/Germ.  
O'Callaghan, Maigread — Grand Hotel, Nuremberg/Germ.  
Gaynor, Michael—Grand Hotel, Nuremberg/Germ.  
Hughes, Gerard — Bahnhofbuffet, Zurich/Swtz.  
Silke, Gabriel — Belvoir Park Restaurant, Zurich/Swtz.  
May, Peter—Belvoir Park Restaurant, Zurich/Swtz.

### OTHER PROMOTIONS :

Tattan, Michael — Cahernane Hotel, Killarney.  
Quinn, Kevin—Commodore Hotel, Cobh.  
Lynch, Bernadette—Hayes Hotel, Tullamore.  
Kennedy, Nancy on vacation home, Nenagh.  
Hamill, Cormac—Adelphi Hotel, Belfast.  
Williams, Antoinette—Great Southern Hotel, Killarney.

Dennehy, Margaret — International Hotel, Killarney.  
Kelly, Ann—67 Grange Av. Levenshulme, Manchester 19.  
Vaughan, Eymon — Aberdeen Arms Hotel, Lahinch.  
Flannery, James—Royal Hotel, New Ross.  
Lynch, William—Foster Place, Tuam.

### PLACED ON THE CONTINENT THROUGH THE SCHOOL

Gleeson, John (Athenry)—The Palace Hotel, Lausanne.  
Moran, Bob (Jury's)—Bahnhofbuffet SBB, Zurich.  
O'Connor, John (Shelbourne)—Hotel de la Paix, Lausanne.  
Geraghty, Bernard (Banba, Galway)—Hotel Suisse, Montreux.  
Cahili, Liam (Athenry) — Hotel Belvedere, Leysin (Ch).  
Sleane, John (Athenry) — Hotel Bellevue, Chardonne (Ch).  
Gantly, Fergus (Cathal Brugha) — Hotel Montillier, Lausanne.  
Fitzpatrick, John (Cathal Brugha) — Hotel Domino, Rolle (Ch).  
O'Hoey, John — Picnic Restaurant, Frankfurt/Main.  
O'Hanlon, Gay Bahnhofbuffet, Basle.  
Murphy, John—Hotel Rive Reine, Vevey.  
Connolly, Brian—Hotel Eden, Montreux.  
Shanahan, Anthony — Grand Hotel, Paris/France.  
O'Carroll, Simon — Hotel Meurice, Paris/France.  
Harte, Vincent — Hotel Rive Reine, Vevey/Swtz.

**O. H. GEYER PROMOTION :**

McGaough, Gerard—Hotel Meurice, Lausanne/Swtz.

Murphy, Denis — Restaurant Nyffenegger, Lausanne/Swtz.

Walsh, Nichola—Hotel Belvedere, Leysin/Swtz.

Morgan, Frank — Imperial Hotel, Torquay/GB.

O'Donoghue, Eileen — Hotel Bon Accueil, Montreux/Swtz.

Hegarty, Joe—Enda Hotel (home), Galway.  
Kelly - Mor, Albin — Suvretta House, St. Moritz/Swtz.

Donnellan, Carmel — Fairlight Cove Hotel, Hastings.

Sweeney, Margaret—Shelbourne Hotel, Dublin.

Hayes, Eileen—British Railway, Edinburgh.



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## DIPLOMA DAY

"Sorry to part, happy to meet again." This may well have been to-day's slogan amongst the Past and Present students of the Hotel School. Diploma is the biggest event in the calendar of Hotel School, and it is only fitting that this occasion brings to Shannon some of the top officials in the Hotel and Catering Industry. This year it was the Herman Schmidt Course who were to receive their Diplomas, and it was indeed a great pleasure to welcome Mrs. Schmid to Shannon on this auspicious occasion.

The day began with the celebration of Mass by the Rev. P. Barry, P.P. At noon the courtyard dining-room was filled with executives of Bord Failte, the Catering Industry, teachers, parents and students alike. Mr. Hillary, Minister for Education, opened the meeting and spoke of the important part the Hotel School played in the advancement of Tourism in Ireland. He stressed the importance of training and said "that it will be noticeable in all our hotels in the very near future." Speaking on the progress that had been made over the past ten years, he remarked that for such a young school it had made great strides, and that now it was comparable to some of the finest Hotel Schools in Europe. He then presented each student with their Diplomas and wished them every success in their future careers. Mr. B. O'Regan, Chairman of Bord Failte, said that the students who had received their Diplomas should not rush immediately into a managerial position, but that they should try and gain as much experience as possible before taking up such a position. Mr. Jennings reminded us of our main tourist attraction which he quite rightly stated was the people themselves, and that we should put every effort into retaining this symbol of friendship.

Mr. O'Carroll of IRMA after saying a few words presented Miss N. O'Driscoll with a prize for first place in the Dr. G. Lotz Promotion. Mr. J. McElgun then thanked all the guests who had come along and then closed the meeting. The day was brought to a close by a magnificent luncheon which was given to the students by the Sales and Catering organisation.

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