

Gael Linn

It's a new word in America, but in Ireland the name Gael Linn is bringing new hope, new prosperity, to Ireland's far west where the old language lingers still between the mountains and the ocean and is pumping new life force into that language that will make its future as great as its past.

Five years ago, a little group of visionaries set out to conquer the decay which threatened Ireland's most precious heritage, her language, but these were visionaries with a difference, idealists with a head for business as well.

They had big ideas, ideas which needed money on a big scale. And the answer? A pool on Ireland's centuries old national games. From this flash of genius has grown an organization which now distributes more than \$750,000. a year and is expanding hourly to cope with administration. Gael Linn has taken over a new office block at the junction of Dublin's most fashionable shopping center and the capital's most Georgian Square.

And on the rocky sea lashed Atlantic coast, high profits projects are offering a great new future at home to young men and women who faced the heartbreak of seeking a livelihood as exiles in Great Britain. Gael Linn is hewing the road for the Government to follow in wealth from the countries poorest regions.

The most up to the minute quick freeze plant outside America will bring a steady income to hundreds of Farmers and fishermen of the West. In face of world wide competition new markets in France, Switzerland and Germany have been found by Gael Linn for the seamen who are fishing with better, newer boats and gear supplied by Gael Linn.

The barren stony fields of Conemare are burgeoning with new life since Gael Linn's soil experts found that they could bear vegetables of such quality and flavor that a big demand awaits them on the most discriminating tables of Europe.

A vast estate with unrivaled fishing--sea, rivers, streams and twelve magnificent lakes--has just been bought by Gael Linn from its Belfast landlord for the use of some of the poorest Irish speaking people of Donegal.

In the cities and towns, Ireland's 750,000 cinema-goers see Gael Linn films in Irish each week. Gael Linn is the only company making regular movies in the country. Shortly, Gael Linn will release the first-ever full length movie in Irish and it will explode like a meteorite on the conscience of the world. It will start a faster beat in the hearts of Irishmen the world over who still feel pride in the glorious years of Ireland's resurgence. This unique document on the most eventful years in the nation's history includes a personal appearance of Mr. de Valera, General Dick Murphy and General Sean MacEoin.

The ancient traditional music is just another of Gael Linn's concerns. It has brought into millions of homes each week on Gael Linn radio programs a rich variety of Irish music. Gael Linn's discs are sent all over the world. In the past six months more than 30,000 children have sung in Irish for Gael Linn music experts in every part of the country, North and South.

The only Irish speaking theater in Dublin is sponsored by Gael Linn and "house full" notices on its box office disproves nightly the theory that drama in Irish does not pay.

Children from every county in Ireland both North and South will soon be leaving