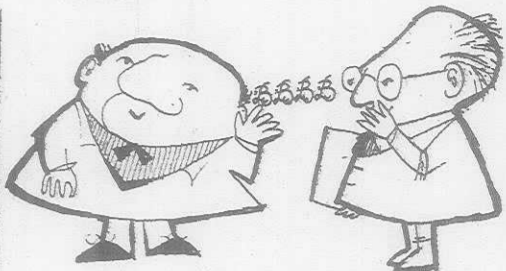


# LIMERICK MOTOR WORKS (1950) LTD.

## TALKING MONEY ?

If you're planning a development programme—either business or personal—that requires the financing of major items, then the people to talk to are Bowmaker. A new car, a yacht, additional plant to enable you to compete for export orders in all these fields Bowmaker, with their long experience of hire purchase in Ireland, can help and advise you. If finance is on your mind, why not talk to your local Bowmaker manager about it? You'll find his number in the 'phone book, and you'll find him very helpful.



BUY IT THROUGH  
**BOWMAKER**  
INDUSTRIAL BANKERS  
BANK OF IRELAND CHAMBERS, O'CONNELL ST., LIMERICK.  
Head Office: 115 St. Stephen's Green, Dublin.  
Also in Cork, Galway, Sligo, Belfast, Derry.

## CONGRATULATIONS TO

**The Limerick Motor Works (1950) Ltd.**

On the Opening of their NEW OFFICES and FILLING STATION.

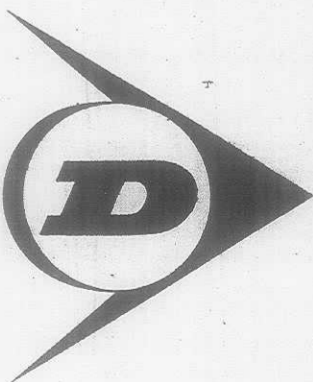
**JOSEPH BOGUE & SON**



MAIN CONTRACTORS

Building and Decorating Work

BEHIND  
THE  
**DUNLOP**  
SYMBOL



This is the new Dunlop symbol. It is designed to express the lively forward thinking of a company constantly pressing ahead on research into all the ways in which rubber can be used to make things better for everyone. Proud as it is of its past (so closely linked with this country) Dunlop lives in the future. It is today a youthful, vigorous, international concern with 100,000 employees, 100 factories and 20 research laboratories in all five continents. Watch for this symbol. It will appear more and more on the products you know so well... and on others still to come.

**DUNLOP**  
SYMBOL OF PROGRESS  
THE IRISH DUNLOP COMPANY LIMITED

Best Wishes to Limerick Motor Works  
from  
**STOKES & McKIERNAN LTD., LIMERICK**

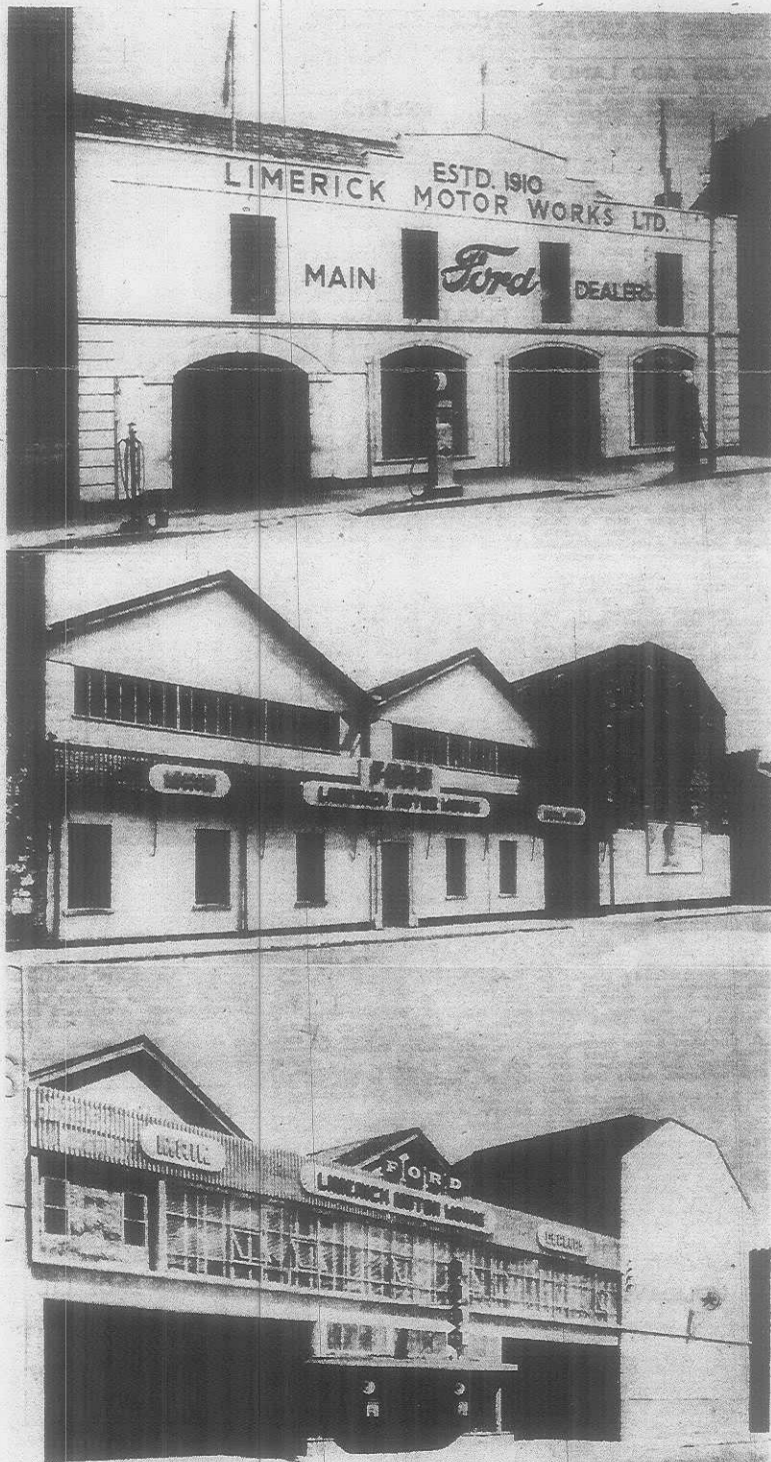
proudly announce

## THE OPENING OF of their NEW OFFICES and FILLING STATION

AT MULGRAVE STREET

Specially designed to guarantee you that

Better **FORD** Service



Top picture shows the Limerick Motor Works premises in Upper William St. Second picture shows the Limerick Motor Works Offices and Garage at Mulgrave St. Lower picture shows the magnificent new offices and filling station which were opened on Wednesday of this week.



Specialist Contractors  
for all types of

**FLOOR COVERINGS**

and suppliers to the

**LIMERICK MOTOR WORKS**

## Flashback

(Extracts from "Limerick Chronicle" files of February, 1911)  
The interest in the Motor Works, Upper William Street, formerly known as Burke's Garage Motor Works, has been purchased by a number of enterprising Limerick motorists, and in future will be known as the Limerick Motor Works Ltd.

The new firm has secured agencies for a number of the best motor cars at present in the market. They also hold many motor cars which they intend to loan out under the control of competent drivers. The repairing and outfitting of cars will be an important branch of the new firm's business. The firm will be under the management of an experienced motor expert, assisted only by skilled motor mechanics. All enquiries will receive immediate attention.

An advertisement at that time read:

THE LIMERICK MOTOR WORKS LTD.

Begin to inform the motoring public that they have taken over the fully-equipped premises known as Burke's Garage, Upper William Street, Limerick, where first-class repairs will be executed and all requisites stocked. Cars for sale and hire and careful drivers supplied.

Model T. Touring Car, £190. Model T. Roadster, £170.  
4 cyl. 20 hp. 5 passengers.  
Cape-carhood. Automatic windshield.  
Speedometer. 26-inch gas lamps and generator.  
Sole Agents, Limerick, Clare and Tipperary.  
Most modern machine equipment in stock.

heartly good wishes  
to Limerick Motor Works (1950) Ltd.

**GRAYSON & CO.**

13/14 UPPER CECIL STREET,  
LIMERICK



Lucas Batteries  
Spares and Accessories  
CAV  
Fuel Injection Equipment



PHONE 44100

Congratulations to LIMERICK MOTOR WORKS  
on a job well done.  
We are proud to be associated  
with you.

**Fred Cullen & Co. Ltd.**

Incorporated Insurance Brokers

51 O'CONNELL STREET, LIMERICK

Phone: 45623 and 46433.



congratulate

THE  
**LIMERICK MOTOR WORKS  
(1950) LTD.**

on the opening of their new office and  
filling Station at Mulgrave Street.

Caltex are proud to be the suppliers of petroleum  
products to this great Limerick industry and  
wish them every success.

championships and one Irish team championship; Vinnie Quinn, President of the Irish Rowing Union; A. E. Goodwin, President of the Limerick Boat Club; A. F. Goodwin, Captain of the Limerick Boat Club; Justin Ryan, prominent in the rugby world, and such stalwarts as Pascal Storan of Shannon Rowing Club fame, and Ramonn Keane of Shannon Rugby Football Club. The "Limerick Leader" is happy to be associated with the many advertisers in this page in extending congratulations and best wishes to the Limerick Motor Works (1950) Ltd., in its latest achievement, and looks forward confidently to the onward march of this progressive company hand in hand with the onward march of our beloved city.

**ROECRETE LIMITED**

Who erected the Prestressed

concrete **BISON** floors

Wish to congratulate the  
proprietors of Limerick  
Motor Works Ltd.

'It's better built with BISON'