

SMITHS OF LIMERICK

GALA OPENING OF NEW BRANCH

Limerick forecourt landmark by day —and by night

DEPUTISING for the Mayor of Limerick, Mrs. Frances Connell, Alderman J. Carew, on Monday last, officially opened the Smith Group's New Garage at Dooradoyle, Limerick.

ing director, and Mr. Tony Hill, marketing manager, divisional manager, Mr. Charles Reade, and Mr. Paddy Browne, local representative. Also present

MANAGER



Mr. C. A. Doyle, Chairman of the Group, said: "This is our first major development in the South and it was no coincidence that Limerick was chosen as the location of the first Smith's branch in the area. We have been very appreciative of the rapid growth of this prosperous city of yours and are, indeed, very proud that one of our modern garages is now situated there."

Over 1,000 guests

Over 1,000 guests attended the opening and viewed the exhibition of Renault products in the workshop, where practical demonstrations of wheel alignment and other testing machines were given. Present were members of Smith's distributor staff to demonstrate the full range of Tractool agricultural machinery and implements on display. Visitors also showed a keen interest in the very modern washing and greasing bays.

Ald. Carew, Deputy Mayor, said that motoring now called for better service and he believed that Smith's would provide that. He welcomed them to Limerick, more especially in view of the splendid service they were about to provide for the farming community.

Mr. Dan Langan, managing director of Caltex, replying on behalf of the guests, at the luncheon, said that he had been associated with Limerick for 20 years and had seen it grow to one of the most modern cities in Ireland. This, he said, was a credit to the municipal authorities and people, even if some of it may be due to the misfortune of fire. He said that the development of the Smith Group was due to hard work on the part of the directors.

of the forecourt, with the consequent easy access for motorists.

Caltex petrol service is provided from 8 a.m. to midnight, and a feature of the forecourt is the late night lobby with telephone, toilet facilities, cigarettes and other amenities available to the public.

Ideal location

Apart from the flow of traffic between Limerick and Cork and the heavy tourist traffic between Limerick and Killybegs in the summer months, the garage is situated in a rapidly expanding residential area and should prove a boon to the residents. Nearby is the Limerick Regional Hospital, the famous Garryowen Rugby Grounds, the Cement Factory and Limerick Racecourse.

The garage presents not alone an attractive appearance by day, but also at night, with the floodlighting of the forecourt and concealed lighting stretching the length of the

UNCLE JIM OF BUTLIN'S

Uncle Jim of Butlin's entertained the children (and the adults) in a marquee tent which was erected in the Machinery Paddock. His feats of magic, ventriloquism and the making of animals from balloons, were much appreciated. Jackie Farn, playing the Cordion, led the children in community singing. At the same time, over 1,000 cups of tea, with sandwiches and cakes, were served in the show-room which had been converted into a restaurant for the day. The servers included Smiths staff and directors.

canopy, and it will be an outstanding landmark.

To cater for the agricultural areas of East and West Limerick, an attractive machinery paddock has been constructed, which stretches the full length of the city side of the premises. Here the full range of Tractool agricultural machinery is on display, with the famous Smith rebuilt tractors, famous not alone in Ireland, but also in Holland, Germany and Denmark, where they have found

SERVICE MANAGER



In charge of the workshop at Smiths (Limerick) Ltd. is Co. Meath-born Frank Daly. Starting in the workshop of Nava Engineering Works, Frank added to his experience when he went to the Irish distributors for International Harvesters. Still widening his experience, he acted as technical representative for Leylands' Irish distributor. Later, in London he was foreman in charge of the workshop of the Garfield Weston Group, with a fleet of 130 lorries under his supervision. After some years with a firm of Renault dealers in London, he returned to Ireland and joined the Smith Motor Group. Married (Cork wife) with one child, he likes good music.

a ready market. Smiths are also agents for Kola combines and balers.

Modern workshop

The workshop has been completely modernised and is now one of the most up-to-date and best equipped in this part of the country. It is specially geared to deal with heavy trucks and coaches, and Workshop Manager Mr. Frank Daly has a wide experience of this type of work, having worked with the Irish distributors for both Leyland and International Harvester, and in big workshops in Britain. From his office in the workshop, he can keep the work in progress in the adjoining bays under supervision by means of the observation windows. The bays open on to the forecourt for greater accessibility. With tiled walls for maximum cleanliness, the bays are equipped with the most modern plant.

Renaults products

Between the bays and administrative block of offices is a very spacious showroom where the full range of Renault products is on display. Ladies will admire the contemporary note struck here in the colour scheme with delicate pastel colours of the back wall contrasting with that of the natural brick walls.

The storeroom, too, reflects the busy nature of this main

OFFICE MANAGER



Office Manager at Smiths (Limerick) Ltd. is Francis O'Reilly, who has over six years' service with the Group. As well known on the amateur drama stage as on the football field, Francis was a member of last year's Cavan county under-21 team. Since he comes to Limerick from the Group's Parkgate branch.

thoroughfare and is so designed that the public has easy access to it. Well stocked with a wide variety of motor and tractor parts, a Kardex system keeps the stocks of spare parts ready for all eventualities.

The construction has been carried out by the well-known firm of building contractors, Messrs. Fahy and Callaghan of Cashel, and the architects were Thomas S. McMahon and Co. of Limerick, under the personal charge of Mr. Terence McMahon, brother of the television personality, Claran Mac Mathuna.

With the opening of the Limerick branch the Smith Motor Group now have in service seven branches in Dublin City and 12 throughout the provinces.

Smiths Car Club

The Dublin City branches are at Harcourt Street, Chapel Road, Dolphin's Barn, Merriem Road, Newlands Cross, Parkgate and Phibsboro. In the country, branches are situated at Athy, Ballina, Carrick-on-Shannon, Castlebar, Castleblaney, Cavan, Dundalk, Limerick, Loughrea, Naas, Navan, Tullamore. Later this year another branch at Mallow will be opened. Giving such a nationwide coverage, Smiths decided last autumn to launch a "Smiths Car Club" so that members could get "red carpet treatment" at each and every Smiths garage throughout Ireland. Limerick motorists are now invited to call and learn details of this unique club and of the other amenities offered at this Smiths branch.

SALES MANAGER



In charge of sales at Smiths (Limerick) Limited is Jim McNamee, who has over six years' experience with the Smith Motor Group. Before coming to Limerick, he saw service at Cavan and Carrick-on-Shannon. A bachelor, Jim's interests are varied, and include good music (light opera and traditional jazz), shooting and travelling abroad. An experienced farmer himself, he should prove a great help to the farming community in the area in advising them on the purchase of farm machinery.

The Governors

and Directors

of the

BANK OF IRELAND

congratulate

THE

SMITH

MOTOR GROUP

On the official opening of their new Branch at Limerick.



Congratulate

SMITHS LIMERICK

on the official opening of their latest

Garage and Service Station

at

DOORADOYLE Limerick

A SHOULDER TO LEAN ON ::

"GOLD FORMULA

60"

This safety remould tread, incorporating the new modern safety shoulder, means safer motoring all round. Drastic reductions in skidding and "speed wobble" risks, unshakable grip on road surfaces in all weather conditions, plus greater economy through less wear and tear, make the "GOLD FORMULA 60" safety tread truly revolutionary.

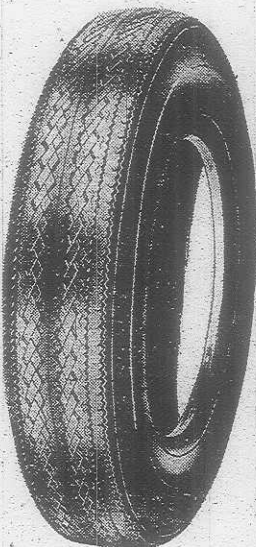
Congratulations and best wishes to the Smith Motor Group On the opening of their Limerick Premises

Fit KILKENNY Remoulds

GARDEN ROW WILLIAM ST. KILKENNY PHONE 383

Limerick Depot: LELIA STREET. Tel. 47985

Dublin depot: Mary's Abbey, off Capel Street. Tel. 48295
Cork depot: Ballinlough Road. Tel. 32479
Galway depot: West End Square, William St. West. Tel. 2217
Donegal depot: Market Square, Letterkenny. Tel. 364.



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