

Woodford's
TEAS DELICIOUS
 2/4, 2/6, 2/8, 2/10 & 2/- per lb
 4 oz. per letter post, to try, on receipt of six penny stamps.
 Orders for 5lb. post free on receipt of cash.
Woodford, Bourne, & Co
 LIMERICK.

Limerick Leader.

PUBLISHED AT 54, O'CONNELL-STREET AND CIRCULATING IN THE CITY AND COUNTIES OF LIMERICK, CLARE, TIPPERARY, CORK, KERRY AND GALWAY.

Brown Label
WHISKEY
 (J. J. & SONS)
EXTRA QUALITY.
 The Cream of Irish Whiskey, Fully Matured and Choice Quality.
 Price 4/6 Per Bottle.
Woodford, Bourne & Co.
 LIMERICK.

VOL. XXVIII.—NO. 5,209. (Transmissible through the Post in the United Kingdom at the newspaper rate of postage, and to Canada and Newfoundland at the magazine rate of postage.)

FRIDAY EVENING, MARCH 10, 1916.

PRICE ONE PENNY.

LOANS GRANTED FROM £5 AND UPWARDS
TO ALL CLASSES OF PEOPLE.
 LADIES and Gentlemen, Farmers, Shopkeepers, and all responsible persons in town or country, distance no objection, on their own approved personal security. Repayments by weekly or monthly instalments, or as may be arranged for suit the convenience of borrowers. Persons requiring loans would benefit to apply to this Office before going elsewhere. The proprietor desires particularly to draw the attention of borrowers to the fact that all communications are treated with the strictest privacy and confidence. First letter of application will receive prompt attention.
 N.B.—NO CONNECTION WITH ANY OTHER LOAN OFFICE.
 Call or write to
M. MAISSEL,
 15, LOWER SHANNON STREET, LIMERICK.

LENT! LENT! LENT!
RIPPERS, BLOATERS, FINNAN HADDOCKS, DRIED LING.
 ALL KINDS OF FRESH FISH AT LOWEST PRICES.
 POST ORDERS HAVE OUR SPECIAL ATTENTION.
YARMOUTH FISH STORES,
 2, WILLIAM-STREET, LIMERICK.
 Telegrams—Yarmouth Stores. Telephone, No. 177.

CASH ADVANCES FROM £5 AND UPWARDS.
TO ALL CLASSES OF THE COMMUNITY.
 LADIES and Gentlemen, Farmers, Shopkeepers, and all responsible persons in Town or Country, on their own approved Personal Security. Repayments by instalments, as may be arranged. Persons requiring loans would do well to apply to this Office before going elsewhere. The proprietor desires particularly to draw the attention of borrowers to the fact that all communications are treated with the strictest privacy and confidence.
 APPLY TO—
P. TOOHEY, 67, CATHERINE STREET,
 LIMERICK.

NOW OPEN.
32, Thomas Street
LOANS
 £5 UPWARDS ADVANCED
 BY Private Lender to FARMERS, MERCHANTS and all responsible persons on their own approved personal security, without Bail, and on Liberal Terms. REPAYMENTS EASY, either by instalments or in a Bulk Sum, to suit the convenience of Borrowers.
 APPLICATIONS PROMPTLY ATTENDED TO, and Money Advanced Without Delay.
 ABSOLUTE PRIVACY GUARANTEED.
 Loans arranged by post to any part of Ireland without interview.
 Call or write in confidence to
P. LAPPIN, 32, THOMAS STREET, LIMERICK.

The Munster Private Loan and Discount Office,
 20, UPPER CECIL STREET, LIMERICK.
 CASH ADVANCES FROM £10 UPWARDS TO ALL CLASSES OF PEOPLE.
 LADIES and Gentlemen, Noblemen, Clergymen, Medical Men, Government Officials, Schoolmasters, Dairymen, Farmers, Hotelkeepers, Shopkeepers, Private Homeholders, or to any Respectable Applicants, town or country—distance no object—In any part of Ireland.
 NO CONNECTION WITH ANY OTHER OFFICE OR SO-CALLED BANK IN THIS CITY.
 "Interest Moderate." Usually repaid to suit convenience, without bail or security on their own Promissory Note. All transactions are kept strictly private. Before going elsewhere please inspect our terms. All Applicants punctually attended to.
 All information can be had by calling or writing.
To The Manager.

NOTICE—CASH ACCOMMODATION.
CITY & COUNTRY LOAN CO., LTD.
 O'CONNELL STREET, CLOONMEL.

ARE prepared to make Cash Advances from £5 upwards to Ladies and Gentlemen, Farmers, Shopkeepers, Government Officials, and all responsible persons, in Town and Country, on their own approved Personal Security, without publicity.
 The amount borrowed can be repaid by instalments, or at a certain period, as may be arranged.
 Intending Borrowers desiring a Loan will find it to their advantage to apply to this Company, where every application is kept strictly private and confidential, and where, instead of applying far afield, they can negotiate their business in their own neighbourhood.
 Write or call for terms and particulars.

City & Country Loan Co. Ltd.
 O'CONNELL STREET, CLOONMEL.
 Side Entrance—Bishop's-street.

A Useful and Profitable Hint to Farmers.

WHEN requiring an advance for the purpose of stocking your farm and paying rent, etc., why go outside the country, where you are demanded, and where representatives are sent to visit your farm before terms are given? This is done for the sole object of obtaining loans. You have the
"City and Country Loan Company Ltd."
 NELSON-STREET, TRALEE.

Where every facility is given to customers, and where sums of £5 and upwards are advanced daily, to Farmers, Shopkeepers, Government Officials, and all responsible persons, on their own approved personal security, without publicity. Repayments can be made by instalments or as arranged. Cash sent by post to suit convenience of borrowers. If you once give the above from a list, you will be convinced that they are absolutely the best and most reliable. Write or call for terms.

J. P. Newsom & Co., Ltd.

"GOLDEN SPANGLED"
 10 FOR 4P
 QUALITY AS FEARLESS AS A DREADNOUGHT
 CALLAHER ST

Beecham's Pills
 may be relied upon, at all times, to exercise a tonic, cleansing, healing influence upon the digestive organs. A sensible use of this well-known specific is generally all that is needed to relieve and remove those disorders of the stomach liver and bowels, which are always associated with dyspepsia in any form. Beecham's Pills are unfailing as a corrective and invaluable as a safe stimulant of that important organ, the liver, upon the efficient action of which so much depends. As a cure for constipation and for removing its attendant discomforts and dangers there is no more reliable remedy. In fact, as an aid to health generally, the judicious use of Beecham's Pills is strongly recommended. They are
A Boon to All
 Sold everywhere in boxes, price 1/4 (36 pills) & 2/6 (66 pills).

Glin District School
YEARLY SUPPLIES WANTED.
 THE Board of Management of the above School will, at their meeting, to be held on MONDAY, 27th MARCH, 1916, receive and consider tenders for supplying the entire and complete needs for supplying the school (including fuel) at the School Store, from 31st March, 1916, to the 31st March, 1917, with best soft coal, per cwt; best soft sugar ("Double Two's"), per cwt; best Irish salt, per cwt; best Hennessy's three star brandy, per bottle; best tea, 2s 4d per lb, delivered in chests and when required by the Master (first pound samples to accompany each tender and from time to time shopkeepers and traders only); best apple peas, per cwt; best Irish oatmeal, per cwt; best rice, per cwt; best white pepper, per lb; best fresh cream, per dozen (this dozen

NOTICE OF REMOVAL.
ANTHONY DONOVAN,
 MERCHANT TAILOR,
55, Thomas Street
 BEGS to announce to his numerous Customers and the Public that he has transferred his Business to the
MORE CENTRAL PREMISES
 at above address, which will enable him to hold a Large Stock of Fashionable and Up-to-Date Materials. The best care and attention will be given to all Orders, which he will personally supervise, and being established since 1838, the Skill and practice of 18 years as a Practical Tailor and Cutter will be the Best Assurance of Satisfaction in Style, Cut and Quality of Workmanship. Please Note Address—
55, Thomas Street
 (Three doors from O'Connell Street.)

MONEY LENT!
 From £5 Upwards, to Farmers, Shopkeepers, Householders, and other responsible persons, on their own approved security, without publicity.
THE AMOUNT BORROWED CAN BE PAID BY INSTALLMENTS, OR AS OTHERWISE ARRANGED.
 Letters of Application will receive Every Attention. Distance no object.
NO FEES CHARGED. ALL TRANSACTIONS STRICTLY PRIVATE.
 Call or write to
J. MARTINSON, 33, WOLFE TONE STREET
 (Late Colbarye-street), LIMERICK.

THE SPORTSMAN'S WAREHOUSE.
Guns & Ammunition
 Hockey, Hurling and Golf Sticks, Footballs, Boxing Gloves, Punching Balls, Sandow Developers and Dumb Bells, Greyhound Slips, Collars, Gloves and Clothing, Billiard Requisites, Electric Flash Lamps, Air Guns, &c., &c.
 In Fact Everything in the Sporting Line.

EVERYTHING FOR ALL THE MOST
POPULAR PASTIMES AT POPULAR PRICES

CUTLERY AND CUTLERY REPAIRS.
NESTOR BROS.,
 28, O'CONNELL STREET, LIMERICK.
 Established over 100 Years.
JOHN MACNAMARA & SON.

Glin Rural District Council
 Carcass and Maintaining Glin Sewers and Waterworks.
 NOTICE is hereby given that the Glin Rural District Council will, at their meeting to be held in the Court-house, Glin, on TUESDAY, the 14th MARCH, 1916, receive and consider tenders from competent persons for carrying out and maintaining and keeping in thorough and efficient working order the sewers, ventilators, waterworks and fountains in the town of Glin, in accordance with specifications and to the satisfaction of the Engineer to the Council, for one year beginning on the 1st day of April, 1916, and ending on the 31st March, 1917. Sealed tenders, properly endorsed, and containing the names of two solvent sureties, will be received by me up to 12 o'clock noon on the above day. A deposit of 10s must be lodged with each tender, which will be returned on the Council being satisfied that the tender was not made for any unfair or fraudulent purpose. The Council are not bound to accept the lowest or any tender.

BURIAL OF CARCASSES, ETC.
 Notice is hereby given that the Glin Rural District Council will, at their meeting to be held in the Court-house, Glin, on TUESDAY, the 14th day of MARCH, 1916, consider tenders for the burial of all carcasses which may be deposited or found exposed on the premises abutting the Glin Rural District, and also for scavenging the open spaces, lanesways and bow-ways in the town of Glin for one year, beginning on the 1st day of April, 1916, and ending on the 31st March, 1917. The person tendering must be prepared to perform the work when required by the Sanitary Officers of the Rural District, falling within the Sanitary Officers' expenses. Sealed tenders, properly endorsed, and containing the names of two solvent persons who are willing to be bound as sureties, will be received by me up to 12 o'clock noon on the above day. A deposit of 5s must be lodged with me with each tender, which will be returned on the Council being satisfied that the tender was not made for any unfair or fraudulent purpose. The Council do not bind themselves to accept the lowest or any tender.—By order.

Glin District School.
 Notice to Discontinue.
 The Board of Management of the above School will, at their meeting to be held at Glin on MONDAY, 27th MARCH, 1916, receive and consider tenders from Blacksmiths for doing all the smith work in connection with the School from 31st March, 1916, to the 31st March, 1917, viz:—making horse collars, shafts, making harnesses, collars, making carting axles, carting, ironing and mounting horse wheels, repairing, ironing and mounting wheel axles, repairing harnesses, ironing and donkeys; ironing and mounting donkey wheels, per pair;

Clyde Shipping Co.,
 LIMERICK.
 REGULAR STEAM COMMUNICATION

Clyde Shipping Co., Ltd.

REGULAR STEAM COMMUNICATIONS... LIMERICK (via WATERFORD) AND LONDON...

Coals & Coke... Best Hamilton Hill Coal, for household purposes...

Clyde Shipping Co., Ltd. DOCK ROAD, LIMERICK.

COAL! COAL! COAL! Don't Wait

W. H. OWENS, DOCK ROAD, LIMERICK. EDWARD LUDLOW, FASHIONER AGENT...

J. T. RICHMOND & CO., Ltd.

IRON & HARDWARE MERCHANTS, HOUSE FURNISHING AND BUILDERS' IRONMONGERS. 20 & 21, WILLIAM-ST., LIMERICK

WHEN VISITING DUBLIN PUT UP AT The Four Courts Hotel, INNS QUAY (NEAR KINGSBRIDGE ST. TERMINUS)

Advertisement for the Limerick City Library, listing various books and items for sale or loan.

GLIN DISTRICT SCHOOL. Matter Wanted. The Board of Management of the above School will, at their meeting to be held at Glin on MONDAY, 27th MARCH, 1916...

JOHN MACNAMARA & SON, PAINTERS AND DECORATORS, 58, CATHERINE STREET, LIMERICK.

Important to Farmers and Others. THE CITY AND COUNTY LOAN CO., LIMITED. O'CONNELL STREET, WATERFORD.

COLEMAN'S R.T.B. Renowned Temperance Beverage. THE IDEAL HEALTH DRINK. The New Invigorator.

GLIN DISTRICT SCHOOL. Matter Wanted. The Board of Management of the above School will, at their meeting to be held at Glin on MONDAY, 27th MARCH, 1916...

Join us on a special journey back in time



Editor Alan English introduces the first of our four-part series looking back at the Limerick of 100 years ago

YOU are holding a piece of local history. Precisely 100 years ago this Thursday afternoon - on March 10, 1916 - the front page above was being read by thousands of people across Limerick.

ments - which I'd like to think will find their way into drawers around the city and county, for safe-keeping - will include exact replicas of the Leader from different weeks in 1916.

gracing the Leader as from the news items inside the paper. In this first issue, we take a look at some of the more intriguing adverts from 1916 (see pages 6-7).

DUBLIN SENSATION POSITION OF AFFAIRS TO-DAY IMPORTANT OFFICIAL STATEMENTS GUNBOAT IN THE LIFFEY TROOPS OCCUPY LIBERTY HALL

Sensation: the Leader of April 26, 1916, with the first news of the Easter Rising

the news was frequently dominated by the latest dispatches from the battlefields of World War One, where large numbers of Limerickmen were fighting.

only been four of them in each edition, but they were far wider than the newspaper pages of today. It's for that reason that they do not stretch to the full depth of the modern page.

1916 Remembering 1916. Limerick life 100 years ago 2016

Limerick a bustling city where women in

There was no gas or running water in most houses, writes **Sharon Slater**, but the Limerick of 1916 had plenty of thriving businesses producing goods for soldiers at war



LIMERICK in 1916 was a bustling city with over 38,000 residents in the urban area and over 140,000 in the county. Although many men of working age were fighting in the First World War, the city was still heaving with people. As in other cities across Europe, women during this time took a more vital role in the workplace.

This can be attributed to the majority of businesses booming, such as the bacon factories and flour mills, who supplied food for the troops. Tins of Shaw's, O'Mara's and Matterson's hams made it all the way to the front line, shipped both by the government and by families to their sons and brothers. Cleeve's toffees and Geary's biscuits were also sent to those serving in the armed forces. Margarine was also being manufactured locally by W & C McDonnell, Thomas Street.

In addition to food, the Limerick Clothing Factory was working at full capacity, with uniforms being prepared for both the military personnel involved in the First World War and the Volunteers. These mostly female workers received war bonuses as production was increased to a degree that over time became the norm.

This boom was interrupted by U-boats interfering with the flow of traffic to and from the



A rare picture of Poor Man's Kilkee on the River Shannon, a popular site for bathing in the city back in 1916 - both for recreation and cleanliness

Docks, causing employment in this area to slacken for the casual labourers. In both the shops and factories employees were expected to work sixty hour weeks with only Sunday off. It was still the custom for apprentices to live above the shops of the major retailers such as Cannock's and Todd's. Many young women were working as maids both in houses and on farms. Additionally, the large Georgian houses required a staff to maintain them.

There were enough men of marriageable age at home as can be seen by the 412 marriages that took place in the city and

779 in the county. Simultaneously, 1,319 were born in the city and 1,133 died. Among the deceased 695 were buried in Mount Saint Lawrence Cemetery. In comparison, the county had 3,284 births to 2,506 deaths.

The city and county at the time was relatively peaceful. The Limerick Assize for the entire county reported that there were 684 cases of drunkenness, which was down from 705 in 1915. Common assaults also went down from 81 to 72. While other crimes were down from 920 to 780. In the city there were 23 cases brought against parents

for not sending their children to school, mainly because the secondary school was the preserve of those who could afford them. The average child was expected to be in the workplace after finishing school at fourteen.

The mayor was Sir Stephen Quinn. A former mayor, John Daly, the uncle of Ned Daly, passed away in July. His coffin, draped in the Irish flag, was carried from Barrington Street, through O'Connell Street and up William Street to Mount Saint Lawrence Cemetery. The streets were lined with thousands of spectators.

Although motor cars were not

common, they were becoming more popular, with 49 cars registered in the city that year. Still, with horse-drawn transport dominating, there were seven coach and carriage builders in the city. The roads had not been tarred, so they became a slick mud when wet and a powdery dust when dry.

Manure was a common sight on the roads as horses and pigs were a part of the living city. The main sewerage system was not connected to the majority of houses.

The lanes around Carey's Road and Watergate were particularly bad and all forms of

5 REASONS Why Irishmen SHOULD JOIN THE ARMY

1. The Country is engaged in a Just War.
2. We were pledged to defend the sacred rights and liberties of Belgium.
3. Had we not struck a blow for Belgium our name would have been disgraced among the Nations of the World.
4. If the Germans came to Ireland they would be our masters and we should be at their mercy—what that mercy is likely to be can be judged by Germany's treatment of Belgium.
5. During this War thousands of Irish soldiers have upheld the reputation of Ireland as one of the great fighting races of the World. Never have Irish soldiers shown greater devotion, more splendid heroism, or more cheerful courage than they have displayed on the battlefields of Belgium.

IRISHMEN!

MORE MEN ARE WANTED NOW

ENLIST TODAY

SO AS TO BECOME FIT TO JOIN YOUR GALLANT COUNTRYMEN IN BELGIUM

GOD SAVE THE KING

When the Limerick Leader pages reproduced in this pullout first appeared, 100 years ago this Thursday, large numbers of Limerick soldiers were at war overseas. Nobody knew then that the events of Easter 1916, just weeks later, were going to change the country

household waste was dumped into the gutters on the road outside.

Running water did not yet reach all households and a tap was accessed in the neighbourhood with water being brought back in buckets. For a large section of the population a wash came from a basin of hot water and a sponge, or in the summer time with a dip into the Shannon at Poor Man's Kilkee, Corbally and Plassey. There was a public bath house in the city known as the Turkish Baths, operated from 8am until 8pm daily in Sarfield Street.

The streets were lit by gas

lights, but gas was only available in the homes that could afford it. Turf, which would arrive at Arthur's Quay in large ships before being carried off in wicker baskets, was the main form of fuel for the working classes. Homes without gas were lit by both candle light and oil lights, primarily supplied by the four candle makers in the city.

When employees had finished their long shifts or children had finished their school work there was plenty of entertainment to be had. There was a roller rink on Clontarf Place and a library at Pery Square. Furthermore, there were four cinemas showing silent

1916 Remembering 1916. Limerick life 100 years ago 2016

workplace feed the war effort



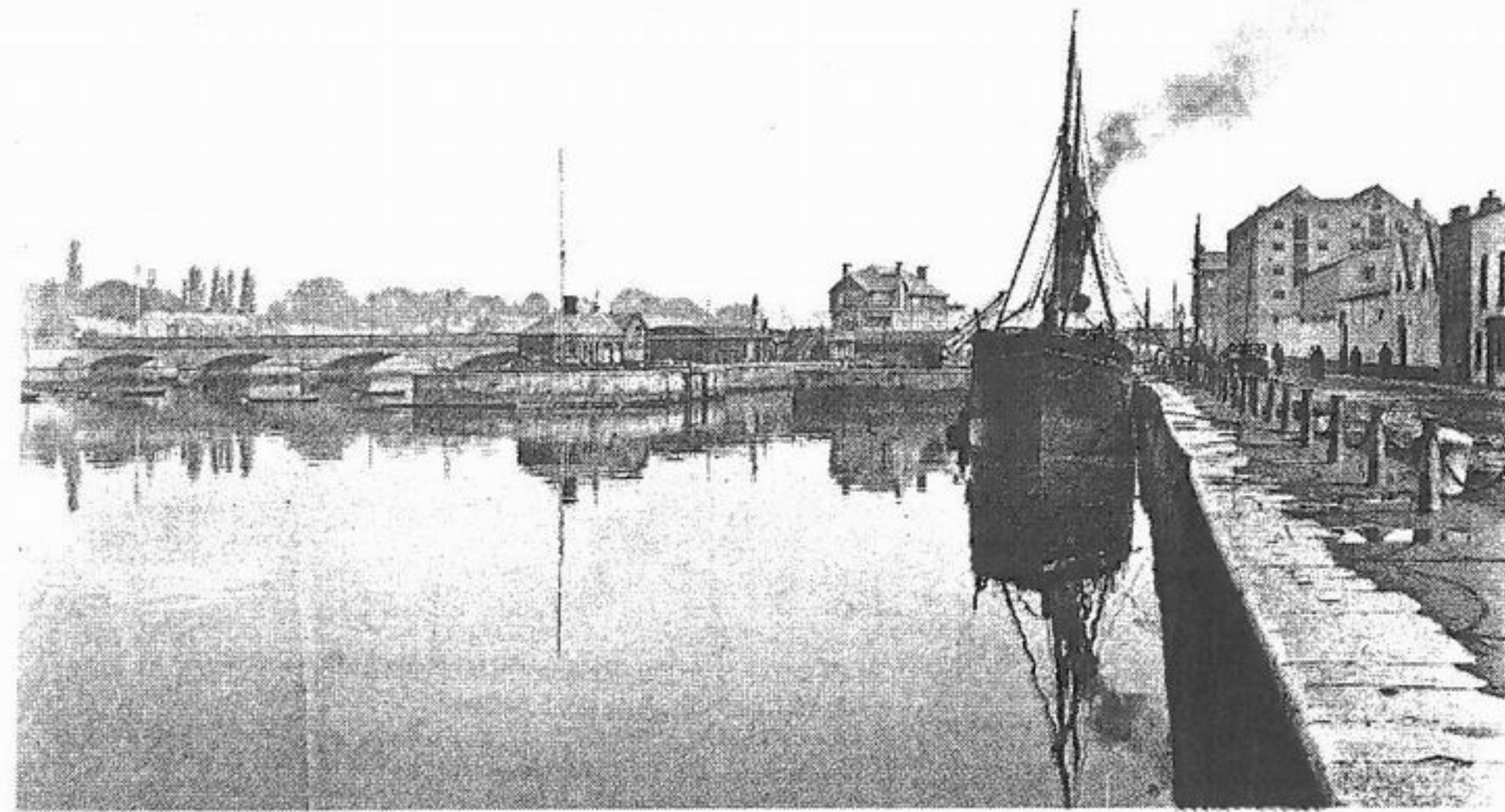
In 1916, the famous Matterson's bacon factory had already been part of Limerick life for 100 years, having been founded in 1816 on Roches Street

movies from England and Hollywood, with the Gaiety showing movies twice nightly. Moreover, the Theatre Royal was still running on Henry Street, drawing in large crowds to their shows, including a play by W.B. Yeats performed by the Abbey Theatre of Dublin. Races were ongoing at the Greenpark track.

There were four local newspapers: the Leader, Chronicle, Echo and Munster News. These brought news of local, national and global events, as well as noting the war deaths. In 1916 over 200 Limerick men died while in service with Allied troops.

One of the most notable events was the introduction of the new Greenwich Mean Time. Before 1916 all the clocks in Ireland were 25 minutes slower than in England, but with the advent of telecommunication devices it was important that countries began aligning their clocks. To confuse matters even more, day light savings time was also added, so there was a difference of one hour 25 minutes between those who complied with the changes immediately and those who resisted the change.

Sharon Slater is a historian and owner of the Limerick's Life website



The Shannon Rowing Club, completed in 1905 at a cost of £2,000 is standing tall in the background here



A splendid picture, from the National Library's Lawrence Collection, showing the magnificent Georgian buildings at The Crescent, with young lads to the right of the O'Connell Monument, looking on curiously

Leader news items in 1916

Soldier to pay £1 fine or be sentenced

MARCH 13, 1916: For travelling from Limerick to Dublin on the night mail without a ticket, Thomas Martin, a private in the Royal Army Medical Corp (RAMC), was fined £1 and £1 costs at the Southern Police Court, Dublin, on Saturday, and he to be imprisoned for fourteen days in default of paying the same.

Limerick surges in high death rate

MARCH 13, 1916: With the exception of Dublin city, Limerick had a larger death rate last week than any of the other cities and large towns in Ireland. Dublin's rate corresponded to 26.2 per 1,000 of the population per annum, and that for Limerick was 25.7. Taking the past four weeks together, Limerick heads the list with a annual rate of 22.3.

'Zealous' Presentation Sister dies

MARCH 13, 1916: The death has taken place at the Presentation Convent, Rayapunam, Madras, of Sister Mary Aloysius, daughter of the late Mr M Woulfe, who was former City Treasurer of Limerick. The deceased was a most zealous member of the community to which she belonged, and her loss has been keenly felt.

Youths 'shouldn't be left in court'

MARCH 20, 1916: At Kilfinane Petty Sessions, Mr WR Gubbins, chairman of Limerick County Council, directed attention to the presence in the court a number of young fellows, who should not be left there. He suggested that a constable be at the door to keep such boys from getting in.

Man leaves Americas to fight at front

MARCH 20, 1916: Mr Cecil Leahy, Newcastle West, who has left a lucrative position in South America, has come home to join the army. After a brief stay at home, he proceeded on Wednesday to Exeter to go into the Officers' Training Camp, and was accorded to a hearty send off.

Not a single court case in Limerick

MARCH 20, 1916: Mr P J Kelly, RM, attended at the City Police Court today, but there was no case for hearing. On yesterday, also, there was no case to be disposed of, which speaks well for the sobriety of the city, which was complimented on the decrease in cases of drunkenness, by Lord Justice Ronan at the recent Assizes.

Adare sheep gives birth to five lambs

MARCH 20, 1916: A sheep, the property of Mr John O'Reilly, Ballinagool, Croagh, a workman in the employment of Mr Henry G Hewson, Hollywood, Adare, gave birth to five lambs a few days ago. Two, probably born alive, were found to be dead, but the other three are doing well.

BY
JOHN BROWNE

AT DOONASS, CLOONLARA, for E. Dwyer, D.C. 30 acres of prime limestone grazing, sheltered and watered, on Monday, 20th March, at 12 o'clock.
Same Day, at DOONASS, CLOONLARA, 5 acres of prime limestone grazing, well fenced, with good water, for Mr. Patrick Tracy, at 12.30 o'clock.
Same Day, at KILBOGNAS, Cloonlara, for Mr. Patrick Tracy, about 6 acres, with the option of grazing or mowing, at 1.30 o'clock.

AT CLONKERRY, BARKENFORD'S BRIDGE, for Mrs. E. Ryan, 22 acres of good, sound meadow, abundant water and shelter, in me or more lots. Sale on Tuesday, 21st March, at 12 o'clock noon.
AT CORKENY, BIRKIBILL, on Wednesday, 22nd March, at 11.30 o'clock, 6 acres of prime limestone grazing land, for eleven months, for Miss E. Ryan, Coolen.

On a day to be named.
DOONASS, for Miss May Whelan, 20 acres of prime grazing.
Usual commission and terms at sale.
JOHN BROWNE, Auctioneer, BIRKIBILL, LIMERICK.

CAPPAMORE
NINTH GREAT ANNUAL
Bull Sale
WILL BE HELD
On MONDAY, 22nd MAY.
Early Entries Invited.
T. F. MARNANE, Auctioneer, CAPPAMORE. (10-17-21)

HOUSE TO LET,
IN BALLYBROOD, COUNTY LIMERICK
TWO STOREY.
Garden and Outoffice Attached.
Or Set in Parts to Suit Workmen
OR OTHERS.
City dwellers have advantage in this offer. Nice country residence; surroundings healthy and picturesque; 9 miles from city. Just a mile and an acre or more. Two miles from mill-pond.
Will be improved on modern lines for suitable tenant. Apply.
J. KEOGH,
Mount St. Mary's, Cahway.
(10-12)

THOMAS LUNDON, Auctioneer,
BEING favoured with instructions from Mr. Patrick Roche, Knockree, Kiltceely, will Sell by Public Auction,
On Thursday, 23rd March, '16,
ON THE LANDS.
At 12 o'clock sharp.
All his estate, right, title and interest in his farm at Knockree, containing nineteen and a half acre, statute, or thereabouts, at the annual rent of £9 14s 6d. P L V, 212.
The above rent is subject to an annual reduction of 17s per cent until such time as a sale, under the Land Purchase Acts, of the estate in which the lands are situated is carried out.
The lands are of the best quality, well fenced, with an adequate supply of water, and situated within less than half a mile of Kiltceely.
The dwellings, which is a substantial slated one, is in excellent repair, as are the outbuildings.
The rent and taxes are paid to last year day. A deposit of one-fourth of the purchase money, together with 5 per cent commission, to be paid on purchase being declared. Further particulars and conditions of sale from J. J. POWER, Esq., B.A., Solicitor, Hoopla, having carriage of sale.
THOMAS LUNDON, Auctioneer, KILTCEELY.

PARENTS SHOULD SELECT THE VERY BEST COLLEGE AND THE VERY BEST IS
IRELAND'S PREMIER COLLEGE,
The Irish School of Telegraphy,
DYKE PARADE, CORK.

There your son will get the best Tuition money can secure in this or in any other country, and there he can secure his Certificate of Proficiency at one of the many Government Examinations held in the College.
Cut this out, and when your son is ready, communicate with us.
Don't Ruin Your Sons' Career in the Wireless and Cable world by sending them to inexperienced Tutors. 30 Years' Solid Experience behind us, and our System of Teaching is known all over the world as being the only system to enable young Telegraphists to get to the top rung of the ladder in the profession. Your son can join any day. No farcical sessions and no amiable Tutors employed.

Special Classes for Ladies (Post Office Telegraphy).
APPLY TO (OR CALL ON)
THE PRINCIPAL.

FOR
STYLE! QUALITY!! PRICE!!!
THE
Crescent Emporium,
70, O'CONNELL STREET.
THE HOUSE FOR
MILLINERY, LADIES' and CHILD.
MEN'S OUTFITTING, SPORTS
COATS, GLOVES, &c.
OUR STOCKS TALK!!!
all and Inspect. No Obligation to Purchase
Phone 275 Feb 16

Waterproof Covers Sacks
FOR SALE OR HIRE
ON BEST TERMS
COLEMAN'S
25, 26, 27, CHANCERY ST.,
DUBLIN.
Telegrams—"Beas." Telephone 910.

Tailoring That Gives Satisfaction
Whatever Style of Suit
You Order from us, you can depend upon it being a Stylish Production and Well Tailored.
OUR LADIES' AND GENTS
Rainproof Overcoats
ARE THE SMARTEST IN THE TRADE.
CALL AND SEE FOR YOURSELF.
WE ACCEPT WEEKLY OR MONTHLY PAYMENTS.
THE
Munster Clothing Co.,
23, GLENTWORTH STREET.
ROYAL NAVY
WANTED: Engine Fitters, Engine Smiths, Boiler Makers, Fitters and Turners (Metal), Copper Smiths, Electricians, Blacksmiths, Coopers, Seamen, Stokers; also Boys 15 to 17, and Royal Marines 17 to 38. Apply Recruiter, 1, Morrison's Quay, Cork. m317

1. Right-running crop
Admission 1s, which will be refunded to purchasers only. On View on Tuesday next. Usual commission of 5 per cent.
A. J. SEXTON, Auctioneer,
5, CECIL STREET, LIMERICK.

Title and conditions of sale from :-
JAMES A. DOYLE, Solicitor, 56, O'Connell Street, Limerick; or
ALFRED J. SEXTON, Auctioneer,
5, CECIL STREET, LIMERICK.

LIMERICK UNION
Flour Wanted.
THE Guardians of this Union will, at their meeting to be held on WEDNESDAY, 15th MARCH, 1916, receive tenders for supplying the Workhouse, from 1st April, 1916, to 30th June, 1916, with Special Flour; unbleached (Irish manufacture), 4s-per sack; Best Ghriska, at-per sack (28lb net); Oatmeal, at-per sack; Rice Flour, at-per sack. Parties tendering must make an allowance of so much per sack for each empty sack returned to contractor. Price to be shown on face of tender. A deposit of £3 must be lodged in Clerk's Office with tender, which shall be forfeited to the Guardians unless bond for due fulfilment of the contract be signed within five days from the acceptance thereof. Tenders, with names of two solvent sureties, to be sent by post to the Presiding Chairman, before 12 o'clock noon on Wednesday, 15th March, 1916, marked on outside "Flour, &c." as the case may be. The lowest or any tender need not be accepted. By order, H. J. GUINANE, Clerk of Union.

LIMERICK UNION
Indian Meal Wanted.
The Board of Guardians will, at their meeting on WEDNESDAY, 15th MARCH, 1916, receive tenders for supplying the Workhouse from 1st April, 1916, to 30th June, 1916, with Indian Meal (one cut) at per sack; No oil to be extracted from the article to be supplied. Parties tendering must make an allowance of so much per sack for each empty sack returned to contractor. Price to be shown on face of tender. A deposit of £3 must be lodged in the Clerk's Office with tender, which shall be forfeited to the Guardians unless bond for the due fulfilment of contract be signed within five days from acceptance thereof. Tenders, with names of two solvent sureties, to be sent through the post, addressed to the Presiding Chairman, so as to reach the Workhouse before 12 o'clock noon on the above-named day, marked on the outside, "Indian Meal." The lowest or any tender need not be accepted. By order, H. J. GUINANE, Clerk of Union.

LIMERICK UNION
Sugar Wanted.
The Guardians of this Union will, at their meeting on WEDNESDAY, 15th MARCH, 1916, receive tenders for supplying the Workhouse with Sugar, in accordance with the standard sample, "Tate's Two," which can be seen on application to the Master, from 1st April, 1916, to 30th June, 1916, at such times and in such quantities as may be required. Parties tendering must lodge in the Clerk's Office a sum of £3, which shall be forfeited to the Guardians unless bond for due fulfilment of contract be signed within five days from acceptance thereof. Tenders, with names of two solvent sureties, to be sent by post, addressed to the Presiding Chairman, on or before 12 o'clock

noon on Wednesday, 15th March, 1916, marked on outside, "Sugar." The lowest or any tender need not be accepted. By order, H. J. GUINANE, Clerk of Union.

LIMERICK UNION
Stocktaker Wanted.
The Guardians of this Union will, at their meeting to be held on WEDNESDAY, 15th MARCH, 1916, receive and consider proposals from competent persons for taking Stock of all Provisions, Necessaries, Clothing, Bedding, Furnishings, Utensils, Farm Implements, Farm Produce, etc., of the Workhouse, for the half-year ending the March, 1916, in accordance with Article 48 of the Union Accounts Order, 1905, or any other Order which the Local Government Board may issue. The stock shall be completed by the last day of the half-year, falling which the stocktaker may forfeit the remuneration allowed by the Board of Guardians. The stock sheets, giving valuation, etc., shall be submitted to the Guardians at their next meeting after the close of the half-year. Proposals to be sent by post and addressed Presiding Chairman, marked on outside "Stocktaking," so as to reach the Workhouse before 12 o'clock on the above-named day. The lowest or any proposal not necessarily accepted. By order, H. J. GUINANE, Clerk of Union.

RATHKEALE RURAL DISTRICT COUNCIL
Valuation (Ireland) Acts, 1852-1874, and Order in Council, made under Sec 105 Local Government (Ireland) Act, 1898.
Annual Revision of Valuation.
NOTICE is hereby given, that in accordance with the provisions of the above Acts as modified by the aforesaid Order in Council, the Secretary of the County Council of Limerick has transmitted to me a statement issued by the Commissioners of Valuation, showing all changes affecting value made in the Valuation Lists during the past year in so far as they relate to this district. This statement received by me on the 2nd day of March, 1916, is now open for inspection at my office, and can be seen on any day between the hours of 10 a.m. and 4 p.m. on the next 21 days.
Dated this 2nd day of March, 1916.
THOMAS O'SHAUGHNESSY,
Clerk of Rural District Council.

Kilrush Rural District Council
THE members of the above Council will, at their meeting to be held on SATURDAY, 18th MARCH, 1916, receive and consider tenders for repairing the wall of the Shanahy Cemetery in accordance with specification which can be seen at the Council's Offices. Tenders (envelopes duly endorsed) will be received by me up to 11 a.m. on the above date. Contractors must use official tender forms which can be had on application to the undersigned. By order,
T. KELLY, Clerk of Council.

THE PAUDOORS,
LIMERICK.
Weekly Cattle Market,
Wednesday Next, March 15th,
12 o'clock.
ENTRY :-
IN-CALF HEIFERS.

80
30
40
8
40

Consignments have been advised from Messrs N. Healey, D. R. O'Brien, J. F. Green, J. N. Russell, W. Walker, A. Parker, Hutchinson, Colonel Falke, P. Fitzgerald, S. Shire, D. O'Brien, etc.

Also :-
THREE YEAR OLD BULLDOGS in forward condition, with size and quality.
FORWARD HOGGETS.
Bealies Store Cattle.

WM. B. FITZ, Auctioneer.

Limerick County Council.
Appointment of Poor Rate Collector.
NOTICE is hereby given that the Council for the Administrative County of Limerick will, at their meeting to be held in the Council Chamber, Limerick, on SATURDAY, the 25th day of MARCH, 1916, at the hour of 11 o'clock a.m., proceed to elect a Poor Rate Collector for the Croom No 3 Collection District, comprising the Electoral Divisions of Ballinacorney, Ballygran, Ballygannan, Ballynoe, Castlestown, and Kiltany. The person appointed will receive as remuneration for his services - provided the duties are satisfactorily discharged - poundage fees at the rate of 6d in the £ on the amount of the warrant, which must be lodged by him in full within the financial half-year ending 30th September, and 3d in March. The person appointed will also receive the customary fees under the Fines and Juries Acts, but same shall be subject to such variation as legislation necessitated by the war shall entail, and in addition a sum of £10 per annum to cover cost of stationery, postage, etc. The person appointed will be required to discharge, to the satisfaction of the County Council, the duties of the office of Collector of Poor's Rate as defined by the Public Bodies Order, 1904 (Articles 82 to 102), and must be prepared to perform all the duties the Council have determined, as necessary under existing Acts and Orders, and such other duties as the Council may from time to time direct with increased remuneration, unless the Council otherwise determine. The person appointed will further be required to give a bond to the County Council, with two solvent sureties, or with an approved Guarantee Society, conditioned in a penalty of £500 for the due performance of the duties of the office, and the bond so entered into shall be in accordance with the form prescribed by the Public Bodies Order, 1904, Article 87 (Form 55 or 56 as the case may be).
Applications for the appointment will be received by me up to 4 o'clock p.m. on Friday the 24th day of March, 1916, and must state the name of the sureties proposed to be given, and must be accompanied by a certificate of birth. Candidates must be over 21 years of age.
JOHN J. QUINN, County Secretary.

Limerick County Council
Valuation (Ireland) Act, 1852-1874, and Order in Council made under Sec 105 Local Government (Ireland) Act, 1898.
ANNUAL REVISION OF VALUATION.
NOTICE is hereby given that in accordance with the provisions of the above Acts and Order in Council, the Commissioner of Valuation has, on the 1st day of March, 1916, transmitted to me lists of the several tenements and hereditaments contained in each townland in the County of Limerick, with their respective valuations, and has shown in these lists the revisions of the valuations which have been made by him during the past year. These lists are now open for inspection at my office, and can be seen any day between the hours of 10 a.m. and 4 p.m. on the next 21 days.
Dated the 1st day of March, 1916.
JOHN QUINN, County Secretary.

Form 10. Public Bodies Order, 1904. Article 10.
Notice Publishing Time of Place and Audit.
RURAL DISTRICT COUNCIL OF LIMERICK
NO 1
NOTICE is hereby given that the audit of the accounts of the above-named Council for the financial period ended the 30th day of September, 1915, will be opened in the Workhouse, Limerick, by Cyril E. Brown, Esq., Local Government Auditor, on the 13th day of March, 1916, at the hour of 10.30 a.m. o'clock, when and where objections to any matter contained in the said several accounts will be heard. The accounts will be open during office hours to the inspection of all persons interested for seven days before the audit. Dated the 6th day of March, 1916.
H. J. GUINANE, Clerk of the Council.

THE LIMERICK FURNITURE STORES!
LOWER CECIL STREET, OPPOSITE THE G. P. O.
FURNITURE!
CASH OR EASY PAYMENTS.

Limerick life of 1916 captured in four busy pages

GRAINNE KEAYS
E: grainnekeaysfreelance@gmail.com

THE pages reproduced above and right, from March 10, 1916, are exactly a century old and were published several weeks before the Easter Rising. As such, they give a flavour of what was uppermost on local people's minds in the pre-Rising period.

Readers may not be aware that in 1916 the Limerick Leader comprised just four pages in total with no news stories at all on the front page; it was totally devoted to advertisements for goods and services and to public notices, as was page two.

Many of the advertisers of 1916 continued in business well into living

memory, including Cannocks, Clunes, Todd's and McBirney's. Ireland's economy at the time was very much founded on agricultural production and this is reflected on page two with the number of ads directed at the farming community and agricultural trade. Wm. B. Fitt, Ebrill Brothers and A.J. Sextons seem to have been the most prominent auctioneers in Limerick at the time, busy selling land, stock, timber and grazing.

In terms of news coverage, a broad range of the international, national and local topics was published, varying from the desperately grave to the utterly whimsical, all of it usually on page three, although if there was an over-flow of news, it appeared on page four,

if there was room. However, advertising trumped news on every occasion and the Leader was forced to explain under the heading "Pressure on Space" that it was holding over "news" until subsequent issues. The newness would surely have worn off but these were the days before internet and instant access to information.

1916, of course, was right in the middle of World War One and every edition of the paper featured a section on developments in the war, usually comprising snippets of news from various flash points in the conflict from around the world. Sometimes, there was longer editorial comment but not in these pages. This particular issue seems preoccupied with losses

on both sides: from German reports of losing 1.4 million men to the sinking of a British torpedo boat destroyer, with the breathtakingly inappropriate name, Coquette.

The paper could be partisan on occasion too. Under the heading The Irish at Home and Abroad, the Irish Race Convention - held in the Astor Hotel, New York six weeks before the Easter Rising - is denounced as a fiasco by the Limerick Leader. There is no evidence that it was so but it certainly did not serve the establishment interests in Ireland, supporting American neutrality during WWI, among other issues.

Some articles draw highlight the many changes in Limerick City since

1916. For instance, younger readers may be baffled by the heading Ball at the Rink. The Palace Rink was located at Wellesley Place (now Clontarf Place), off Military Road (now O'Connell Avenue) and was Limerick's answer to the Victorian craze for roller skating. The rink also served as a function room and was used as the setting for the O'Mara's Bacon Factory annual ball.

Other serious matters featured were the deadly scourge of tuberculosis while tenants in labourer's cottages were denounced for not tilling their cottage plots as they were obliged to do under their tenancy agreements.

Such serious matters were printed side by side with gossipy news re-

garding a London valet trying to bribe his way out of recruitment to the army, which would seem to have little relevance a Limerick readership. These days, the paper covers only local news.

Then as now, the public took the opportunity to write to the papers. Here we find an entertaining set-to on the subject of roadside hedging between two correspondents under the pen names Shelter and Road Hog. One wonders who they really were?

All in all, these two pages act as a snapshot of what was going on in Limerick and what concerned Limerick, from the momentous to the amusing, leading up to the 1916 Rising. Next week, we'll look at how the Leader reported those dramatic events.

1916 Remembering 1916. Limerick life 100 years ago 2016

From lost heifers to miracle cures for every kind of ailment, the Leader's adverts had it all in 1916

The ads are as fascinating today as the news items published in the Limerick Leader of 100 years ago, writes **Grainne Keays**



LOOKING through the Limerick Leader's advertisements from 1916 is a fascinating journey back in time. Perhaps even more than the articles in the paper of that time, the adverts reflect the needs, aspirations, worries and amusements of Limerick people in their daily lives, as well as the attitude of the people who catered for them.

There were innumerable ads for city centre businesses – drapers, milliners, grocers and purveyors of all manner of household goods. Food is invariably the major concern of people in every era and the ads in the Leader show that flour was the number one food commodity at that time. This is unsurprising as demand for basic food items goes up in times of war or recession and demand for luxuries goes down.

Summit flour, a Ranks product, was by far the most prominent food advertiser. At that time, the flour was imported from Rank's Birkenhead mills, before they famously opened their Limerick operation in 1930. In general, ads were straightforward notices with perhaps one catchy slogan but the flour ads tended to be larger and more eye-catching, featuring beautiful and interesting artwork.

After food, as always, health was the next biggest concern in people's daily lives. There was an abundance of advertisements for remedies for various minor ailments. Tinori was the favoured brand for dealing with corns, the scourge of the foot soldier, if the adverts are to be believed. Tinori was developed by Cork manufacturing chemist, Eugene MacSweeney. He was something of an advertising innovator and realised that customers responded to themes with which they are already familiar. What could have



"SUMMIT" FLOUR
BRINGS THE USER

"Health, Wealth and Prosperity."

Supplied by all Grocers and Flour Dealers. Manufactured by—

JOSEPH RANK, Ltd.,
11, BRUNSWICK STREET : : LIVERPOOL.

Limerick Agents—Messrs. G. & J. F. BOURKE,
Glentworth Street, Limerick.

Ads for flour appeared frequently in the Leader 100 years ago and the Ranks 'Summit' brand was popular. British-owned Ranks bought Limerick Mills in 1930

been more familiar in 1916 than images of war? MacSweeney stuck with this theme throughout the war years. One slogan ran: "Enlist in your service the corn-killing power of Tanori."

By far the most optimistic health-related ad was for Widow Welch's Female Pills which grandiosely claimed

to cure "all female complaints". This was one of a number of such products directed at the female market. Widow Welch's Female Pills were described in one Victorian medical journal as "a safe and reliable medicine in effectually removing obstructions and relieving all other inconveniences to

DO YOU WANT TO ENJOY HEALTH?

IF SO, TAKE

TURKISH BATHS.

RHEUMATISM SCIATICA, &c.,

All Disappear and the Full Glow of Health Returns.

TRY A SERIES.

OPEN DAILY, 8 a.m. to 8.30 p.m.

SARFIELD-ST., LIMERICK.

Above: Turkish Baths in Limerick ... who would have thought it? In fact, there were several such establishments locally a century ago, built in response to a need for a 'public wash house' in the absence of proper bathing facilities in most homes. The curative properties of the baths were extolled in this advert from our edition of April 7, 1916

Below: If you needed a certain 'Bullet' hat in 1916, Clancy's was the place to go. Based at 48 William Street, they were regular advertisers

CLANCY & Co.

HAVE JUST BROUGHT SOME FINE SPRING RANGES OF

MEN'S and BOYS' SUITS

Also Showing the Newest in Hats, Caps, Scarves, Ties, &c.

Sole Agents for the **NAU-JUBILINE "BULLET" HATS.**

RELIABLE GOODS. STERLING VALUE.

which the female frame is liable". Given the marital status of Widow Welch, one wonders if the product was designed to eliminate inconvenient or, indeed, obstructive husbands?

Limerick's Turkish Baths were promoted for their ostensible health benefits. Tom Donovan is his interesting article, Limerick Turkish Baths, in the Old Limerick Journal (1999) gives a detailed history of the Sarsfield Street baths and others like it. This particular establishment was located roughly where the derelict Dunne's building stands today near Sarsfield Bridge. Its tenure was short-lived and

the premises was subsequently taken over by Spillane's Tobacco Factory. The building was demolished sometime after Spillane's closed in 1958.

A sizable number of Leader ads in 1916 concerned themselves with transport issues. The average person travelled by bicycle or be horse-drawn conveyance. Dilworth's rightly heralded "The Return of the Bicycle" as there was something of a resurgence in the use of bicycles during WWI and Raleigh was the most sought after make. In order to cope with increased production, the number of Rayleigh models was reduced and only two col-

C. & G. KEARSLEY'S
Widow Welch's Female Pills.

Prompt and Reliable for Ladies.

The Only Genuine.

Awarded Certificate of Merit at the Tasmanian Exhibition, 1891. 100 Years' Reputation. Ordered by Specialists for the Cure of all Female Complaints. Sold in boxes, 1s, 3d, and 3s. of all Chemists, or post free from C. G. KEARSLEY (Dept. L. L.), 42, Waterloo Road, London, S.E. m

Above: Widow Welch's was a brand dating back to the Victorian era and was endorsed by the medical profession at the time. One wonders why they ever went off the market! This is taken from the Leader of July 10, 1916. Readers had to get the pills by post

STRAYED

STRAYED from Kilmallock Fair, a Red Heifer, with white spots on forehead. Aged 1 1/2 year.

Information thankfully received by David Devane, Post Office, Kilmallock.

Above: What to do if your heifer had strayed? The only thing for it was to place an ad in the Leader. We can't confirm if the heifer was recovered!

ours were available, black and khaki.

Meanwhile, we are reminded of the long history of Hartigan's Horse Repository in an ad for Wm. B. Fitt, auctioneers. The Repository was a place where horses were "stabled during the day while their owners went about their business" or a livery service for city-dwelling horse owners.

Clothing and fashion were also well represented in the ads, with Clancy & Co., men's outfitters, and the Crescent Emporium being two examples.

The increased participation of women in the industrial workforce brought about something of a revolution in how women dressed. It was impossible to work in factories, restricted by whalebone stays and tight lacing. "Princess Olga Corset" so avidly advertised by the Crescent Emporium were about to become almost obsolete. Corsets were undone, so to speak, and never regained their pre-war popularity.

1916 Remembering 1916. Limerick life 100 years ago 2016

Tinori

PAINLESS CORN CURE

BOTTLES, 1/-

FROM THE FOLLOWING:—

BUTTEVANT...J Flanagan, M P S I.
 CAHIR.....T J Lynch, M P S I.
 CHARLEVILLE...F Garty, M P S I.
 ENNIS.....H Knight, M P S I.
 ENNISTYMON...J McGrotty, M P S I.
 FERMOY.....J Broderick, M P S I.
 LIMERICK.....J Laird & Co, Ph. Ch
 LISDOONVARNA.....J McGrotty, M P S I.
 LISTOWEL...J F Maguire, M P S I.
 MALLOW.....F Garty, M P S I.
 NEWCASTLE WEST...W F Knight, M P S I.
 NENAGH.....J Holton, Druggist.
 NEWMARKET.....David Allen.
 RATHKEALE...E A Whelan, L P S I.
 SCARIFF.....Thomas M'Mahon.
 TIPPERARY.....J Kissane, Ph C,
 22, Main-st.
 TRALEE.....J Mangan, M P S I.



SHOULD HAVE USED TINORI CORN CURE

The Rear Guard

**BY POST 1/2 FROM THE DISCOVERER,
 E. MAC SWEENEY, Ph. Chemist, 91, Patrick-street, Cork.**

Sore corns were the scourge of the foot soldier, if this ad is to be believed. Luckily, Tinori Corn Cure had agents all over Munster

HARTIGAN'S HORSE REPOSITORY,

CECIL-STREET, LIMERICK.

THE SALES IN CONNECTION WITH THE APRIL MUNSTER FAIR

Will be held as follows:—
Bloodstock Sale,
 WEDNESDAY APRIL 26TH.
Hunters and Harness Horses,
 THURSDAY, APRIL 27TH.
Carriages, Traps and Harness,
 FRIDAY, APRIL 28TH.
 Entry Forms on application.
WM. B. FITT, Auctioneer.

Hartigan's Horse Repository was used by Wm. B. Fitt as a sales yard but it was also a forerunner to today's car park, a place where folk could 'park' their horse and carriage while in town. The entrance to the yard remains unchanged on Cecil Street but the horse power within is very different

THE RETURN OF THE BICYCLE

In these days of
GENERAL TAXATION
 It is a relief to find a useful machine like our old friend the "PUSH" BICYCLE.
FREE OF WAR CHARGES
 The Bicycle has come back to its OLD POPULARITY, and the most popular of all Bikes is the
ALL STEEL RALEIGH
 Other reliable machines from £4 15 0.
 Prices to suit all.
 We give our sole attention to the requirements of Cyclists.
 Repairs executed by expert workmen.

DILWORTH'S

128, O'CONNELL-STREET, LIMERICK.

The Scout, Military and Constable were the most popular models of Raleigh bicycle during the war years. A Raleigh bicycle would have set you back somewhere between £6 19/6 and £8 10/- in 1916. Dilworth's was registered as "cycle manufacturers" in the city's trade directories

CRESCENT EMPORIUM

Costumes, Sports Coats, Ribbons, Neckwear, Underclothing in great variety.	ATTRACTIVE Easter Display	Ladies and Children's Millinery, Blouses, Flowers, Veilings, Hosiery, in Cotton, Lisle and Silk.
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SOLE AGENTS:—

"PRINCESS OLGA" CORSETS.

NOTE ADDRESS:—

70, O'CONNELL-ST.

Owned by James J. O'Dea, the Crescent Emporium was a leading suppliers of women's and children's fashions in O'Connell Street. The reign of the corset, so boldly advertised here, was about to end. This ad appeared on April 10, 1916

SUBURBS OF LIMERICK.

Lifford, Ballinacurra.

TO CAPITALISTS, INVESTORS AND BUILDERS.

This Exceptionally Circumstanced and Well-Secured

PROPERTY

Will be Sold by Auction
On Friday, April 14th,
 At 12 o'clock,
 At the Salesrooms, 46, O'Connell-street,
 Limerick.

For H W D'Esterre, Esq.

The Limerick Leader was the place to advertise property for sale in 1916 and 100 years on nothing has changed!

WANTED a respectable boy to serve his apprenticeship to gentlemen's outfitting and drapery; must be smart and educated. Apply M G Dowling and Sons, 25, Patrick-st, Limerick.

WANTED foreman baker for city; sober, competent man. Apply by letter to "Baker," this office.

WANTED trained business girl to take charge of bread shop. Apply in writing, giving full particulars, to "M," this office.

WANTED labouring men for Annacotty new road, near city, at £1 per week, commencing Monday, 7th February, each man to have spade and shovel. Apply to Flannery, Mountshannon, Lisnagry, Limerick.

Left: some of the classified in the Leader early in 1916. Note the one at the bottom: a case of 'don't forget your shovel'

Leader news items in 1916

Man gets four months for larceny

MARCH 24, 1916: Thomas Griffin, of Mary Street, pleaded guilty to the larceny of £25 from James Maloney, King's Island, and he was sentenced to four months' imprisonment. On Sunday evening, Moloney left his home to meet Griffin at Sarsfield Bar. When Moloney returned home, his money was gone. Sergeant Kennedy questioned Griffin about taking the money. Griffin at first denied stealing the money, but then told the Sergeant that it was in his vest pocket. Solicitor Daly asked the Sergeant if the accused was a man of bright intellect, he replied: "He is one of the brightest boys I met for a long time (Laughter)."

Limerick man awarded Military Cross

MARCH 20, 1916: At the annual dinner of the Irish Medical Schools and Graduates' Association, held on St Patrick's Day, in London, the Arnott Memorial Gold medal was presented to Captain WFM Loughan, RAMC, for the bravest deed performed by an Irish doctor during the war. Captain Loughan, who is the son of the late Mr JM Loughan, inspector of National Schools, Shannon View, Askeaton, was awarded the Military Cross for conspicuous bravery in Flanders.

Ardagh Dairy Society take in £34,552

MARCH 20, 1916: The annual balance-sheet of the Ardagh Dairy Society shows that the total sales for 1915 amounted to £34,552. The average price for milk was 6.06d per gallon. The average price for butter reached 15.52d per lb. The Manager, Mr J Mayne, was highly complimented for the success of the concern at the shareholders AGM.

Renowned local painter dies, aged 70

MARCH 24, 1916: The death occurred on Friday at his home, Vize's Field, of Daniel Hourigan, who had a natural genius for pictures and painted many sacred pictures, including the altar piece at the Franciscan Church. According to Rev Raphael Hickey, if he had proper training, he would have been one of the most successful painters of the age.

Monteagle aims to improve Foynes

MARCH 27, 1916: Lord Monteagle, who takes an interest in the improvement of Foynes, has offered to build a County Limerick Co-Operative Store if sufficient capital is forthcoming. A subscription list has been opened for the purpose, and promoters have already received a sum of close to £200.

Rathkeale soldier gets Cert of Honour

MARCH 27, 1916: Mr DJ Maden, Rathkeale, has received a letter from Major Laurence Roche, 8th Royal Munster Fusiliers, now at the front, enclosing a certificate of honour received by Corporal P Hogan, of Blossom Hill, Rathkeale, for distinguished conduct in the field. It was the first distinction conferred on a soldier of the Irish Brigade.