

IRENE FOUNDATIONS

wish to convey their sincere good wishes to

JOHN J. FENNESSY

on the opening of his new premises

AT 31, WILLIAM ST., LIMERICK

REMEMBER.....

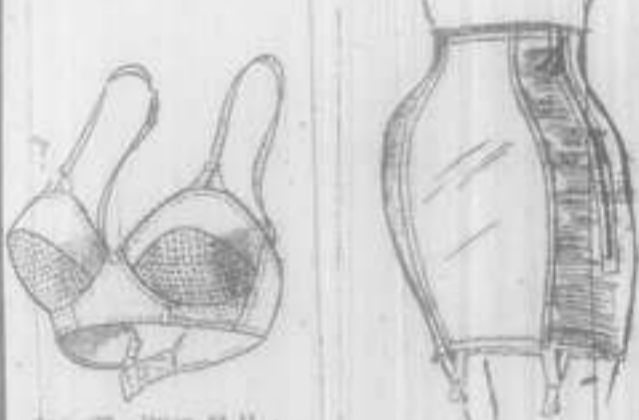
Irene Foundation garments are the finest you can buy. They are made especially for the modern woman, and are obtainable from the new William Street Store.

REVELLON LTD.

Congratulate

MR. J. J. FENNESSY

AND ARE PLEASED TO BE ASSOCIATED WITH THIS ENTERPRISE.



Size 32. Price 22/11. With padded foam cups. Wonderfully comfortable. White and Black. 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

REVELLON, FOR SO LONG RENOWNED FOR FINEST FOUNDATION GARMENTS, INTRODUCES AN ENCHANTING RANGE OF TOP QUALITY LINGERIE — MARCH 1st

NEW GENERAL DRAPERY OPENED BY

John Joe Fennessy

TO-DAY, Friday, the ninth of February, 1962, is another milestone in the life of Mr. John Joe Fennessy, former charge-hand of Bolger's Stores, to which he was attached for almost twenty-five years. He has taken over Macksees, of 31 William Street, and from to-day the well-known premises will trade under his own name, and his personal supervision.



JOHN JOE FENNESSY.

The ninth of February, 1962, marks a turning point in the career of a well-known

Limerick man, Mr. John Joe Fennessy, who, for the past twenty-five years, was assistant at Bolger's Stores of Limerick.

He has now taken over the well-known drapery business of Macksees, and it will be under his personal management and supervision.

He intends to bring his remarkable flair for astute business management fully into play with this enterprise, and already many thrifty housewives have learned for themselves that the Fennessy policy of value for money is well-founded.

The exterior of the spacious premises will remain the same for the moment, but the window will contain a larger variety of goods at prices which have to be seen to be believed.



Passersby watching the bargains being placed in the windows.

The interior of the building is still in the hands of the decorators, and Mr. Fennessy has already drawn up plans to extend the shop at the back to no less than twice its present size.

Furthermore, a bargain basement is being planned and this will be almost the same size as the shop.

In other words, Macksees' former premises will, in the near future, occupy four times its present size within a very few weeks.

However, his vision and foresight does not end there. He will have many drapery lines new to Limerick, and goods at less than half the prices elsewhere.

Further, he has what he considers to be one of the few remaining rolls of Congo-

wall in the city. So, it's first come, first served, for this rather scarce commodity.

Mr. Fennessy has enjoyed the confidence and goodwill of the public down through the years and he is keenly looking forward to meeting all his friends (old and new) to give them better value every day.

May we join with the many advertisers in this page in wishing him every success in his ambitious venture. These columns will carry, from time to time, details of the many bargains to be had at his premises.

But, as stated at the outset, many have already found out this fact for themselves. A visit to 31 William Street is certainly worth while.



Staff members Stephanie Bourke, Rosalyn Woodhouse and Carmel Deane.

NICHOLSON OF DUBLIN

assure J. J. FENNESSY of the fullest support with

CHIPMUNK, FOREMOST and CAROLA

OPEN TO-DAY!

JOHN JOE FENNESSY

(Formerly of BOLGERS STORES, Limerick)

TAKES PLEASURE IN ANNOUNCING THAT HE HAS OPENED A

GENERAL DRAPERY AT 31, WILLIAM STREET

(Formerly MACKSEES) where

BETTER VALUE---EVERY DAY

WILL BE HIS POLICY—UNDER HIS PERSONAL SUPERVISION AND MANAGEMENT.

BEST WISHES AND EVERY SUCCESS

TO

J. J. FENNESSY

FROM

CROWE, WILSON & CO. LTD.

23/28, LOWER BRIDGE STREET, DUBLIN, 8

CONGRATULATIONS FROM



Suppliers to MR. J. J. FENNESSY, WILLIAM ST., LIMERICK

GAIETY SKIRTS

WISH

MR. J. J. FENNESSY

EVERY SUCCESS ON THE OPENING OF HIS NEW PREMISES

CONGRATULATIONS AND BEST WISHES

FOR EVERY SUCCESS TO

J. J. FENNESSY

(ONE OF OUR FOUNDER MEMBERS)

FROM THE

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J. J. O'Boole Ltd.

LIMERICK & DUBLIN



LIKE ALL DISCERNING HOUSEWIVES, KATIE AND NONIE ARE GOING TO FENNESSY'S FOR BARGAINS

(With Apologies to Tom O'Donnell and Paschal O'Grady)

A VISIT TO BOLGERS

WALK AROUND AT YOUR EASE. SELECT AS YOU PLEASE.

Many Tempting Items in Our Basement. China and Glassware, Blankets, Sheets and Spreads. A Wonderful Selection of Wedding Gifts.

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NEW SPRING FASHIONS IN COATS, SUITS, FROCKS, SHOES and KNITWEAR.

Confirmation Outfits for Boys and Girls

See Our Selection in Men's Shirts, Sox, Ties, Pyjamas, Suits, Overcoats, Shoes, etc.

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HEARTIEST CONGRATULATIONS AND EVERY SUCCESS

TO

MR. J. J. FENNESSY

FROM

DENIS MORAN & CO. LTD.

48, 58, 63, WILLIAM STREET, LIMERICK
17, BRIDGE STREET, TRALEE

Louis de Courcy Ltd.

Have pleasure in Congratulating Mr. J. J. FENNESSY on the Re-Opening of "MACKSEES," and take this opportunity of thanking Mr. Fennessy in associating himself with our firm.

LOUIS de COURCY LTD., M.I.A.A.

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Take this opportunity to extend Sincere Good Wishes to

J. J. FENNESSY

AND WISH HIM EVERY SUCCESS IN HIS ENTERPRISE