

# Helene Modes of Roche's St.

## Fun Talk

See our range at

**HELENE MODES  
FASHION SALON**

Suits - Coats  
Dresses - Millinery

FRIDAY last saw a tremendous change in the general appearance of Roche's Street. For weeks past the former Tipperary House had been undergoing massive structural alterations for Helene Modes, but none expected the dazzling and up-to-the-minute facade which was revealed when the hoarding was removed and the splendidly appointed premises opened for business.

The opening on Friday last of the spacious premises of Helene Modes, of Roche's Street of Limerick, introduces yet another new firm to the business life of this well-known and historic street. Roche's Street has been a hive of industry and commerce for many, many years, and this latest addition to an already thriving and bustling area is a further indication of its importance and significance in the commercial life of the city.

Helene Modes is situated within feet of O'Connell Street, and the imposing new structure is yet another distinguished addition to a street singularly attractive from the point of view of its well-appointed and ultra-modern shops. Helene Modes is an expansion of the already well-established "back business" in Parnell Street and Broad Street, of which the Byrdie enterprise is probably the most famous.

The unique and progressive policy which established so firmly in the fashion life of Limerick has certainly not none of its impetus down through the

years... in fact, many feel that it has not yet reached its zenith... such is the esteem and confidence in which they are held by their business associates and the general public.

### Brief survey

A brief glance at their comparatively short, almost astrological survey, reveals a unique record of undaunted expansion to meet all the increasing volume of business and almost continuous

This has been maintained steadily... year by year.

The Second World War had ended almost two years—October, 1947, to be precise—Birdie Sheehan opened a small, almost insignificant shop at 19 Edward St. This was in the year when clothing coupons were withdrawn from the drapery trade (are you remember that far back?)

This was the beginning of the Byrdie policy which was to blossom fully in the years that followed.

Eleven years later Birdie Sheehan, Tom and Nonie Cusack acquired the radio shop of Mr. Quin at 22 Parnell Street.

This purchase—which they considered to be a very lucky one—gave them the opportunity to move into much larger and more spacious premises—and to specialise in something which they had long wished to do in a really big way—FASHION.

And two years later, they made another auspicious move when they purchased 30 Parnell Street from Mr. Quinlan. A breakthrough initiative gave them the much needed extra and complete space.

The entire second floor converted into what is now known far and wide as Byrdie's Fashion Showrooms.

1962

In 1962, they formed a limited company with Tom Cusack, Nonie Cusack and Birdie Sheehan as directors.

Then in June, 1962, came the sensational announcement which was front-paged in the Limerick Leader within minutes of the purchase.

Byrdie Limited had purchased the Tipperary House in Roche's Street for the record sum of £12,000.

The entire removal of walls and partitions transformed the

shop into a modern open Fashion Shop, designed to facilitate easy selection.

And the name Helene Modes—is named after the Cusack's nine-year-old daughter.

### The policy

On Friday last their new policy was introduced with the sensational talk-of-the-town opening of Helene Modes at Roche's St. They will carry a large and comprehensive selection of the latest fashions in coats and dresses, covering standard sizes, maternity, outside and junior miss.

All these will be clearly arranged in order of sizes and classification and will facilitate easy and satisfactory selection.

The policy of buying only reliably branded goods will be continued and will be more in evidence when one views at leisure and in complete comfort the extensive cross-section of

fashion which will be on view at all times.

### Personal advice

Of course, Helene Modes will give personal service and every satisfaction, taking even more than normal interest in the needs of each and every customer who crosses the threshold.

Miss Sheehan says that "a well dressed customer is an advertisement... she will always come back—and what is more—bring her friends."

Small wonder therefore that Byrdie's team has now become synonymous with good taste and value in practically priced clothes for women and girls who know that clothes of striking appearance and value can be purchased without undue extravagance.

May we join with their many friends in the trade and in Roche's Street itself, in wishing Helene Modes and the Byrdie policy continued success in their many flourishing enterprises.

—E.C.

## BEST WISHES

AND

## CONGRATULATIONS

TO

## "HELENE MODES"

ON THEIR NEW

## FASHION SALON

FROM

## LOVELYWEAR

LTD.

## DUBLIN

FROM THE SUCCESS OF

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EMERGES  
"HELENE"

with which we are proud to be associated.

Congratulations from MARK STAFFORD LTD.,  
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YOU CAN GET THE EXCLUSIVE  
"LILLE-TOT"

CHILDREN'S MODEL DRESSES  
From Helene Modes of Limerick and all leading  
stores in Ireland  
Manufactured by BECK'S JUNIOR WEAR LTD. OF DUBLIN



Nine year old Helene Cusack—the inspiration for Helene Modes.



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Cater Platt.

Fancy Bourle Red Suit with  
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Price £12-12-0



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New House of Fashion

Helene Modes



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