

Kingstons of Patrick Street

celebrate first year in boys department

THE WELL-KNOWN FIRM OF KINGSTONS OF TIPPERARY CAME TO LIMERICK ABOUT FOUR YEARS AGO AND OPENED IN PATRICK ST.

They introduced a policy of "better value in men's wear" and the ensuing years proved that their basic policy was a sound one.

They quickly enhanced their reputation and attracted many new and satisfied patrons.

Kingstons of Tipperary (trading as Kinnaman's, which was established in 1890) still flourishes under the skilful guidance of TOM KINGSTON. His large and extensive boot and shoe trade is famous in Tipperary and the largely populated surrounding districts.

It is his son, SAM, who personally manages the Kingston affairs in Limerick.

Incidentally, it is not generally realised that Kingstons have been in business for over a century, through three generations.

Now comes the announcement that from this evening onwards they will introduce special discounts to celebrate the first birthday of their Boys' and Youths' Department which is devoted exclusively to the catering for the boys and youths of today.

First Communion and Confirmation suits will be available in the year-old youths' department, where buyer JOSEPH WALSH continues in attendance to give his valuable counsel at all times.

MRS. CONSIDINE (nee Bridget Hogan) who has been with King-

stons in Limerick since their opening, will also give of her expert advice and assistance.

Kingstons wear compares with the best in the city in cloths and styles and is of first-class materials and workmanship, and prices to suit all pockets.

Parents should make a note of the fact that Kingstons will purchase many with the extensive range of suitings available to the potential customer.

Despite the hustle and bustle of leisure - that is the Kingston policy observed faithfully down through the years.

Kingstons men's wear department, with assistant PAUL RYAN, will still continue to offer the delectable male as before, so it becomes, in effect, a father-and-son house.

This department is also under JOSEPH WALSH, whose wealth of experience has made his advice and assistance invaluable to each and every customer.

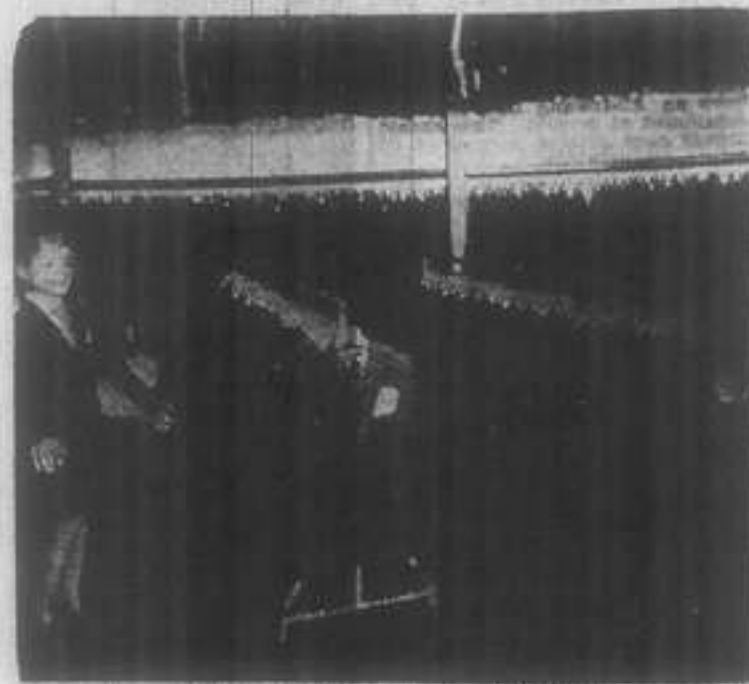
Window - dresser TONY EDWYLL and apprentice EDDIE FRANKLIN are other members of the excellent staff of Kingstons.

In fact, there have been no staff changes at Kingstons, a fact which speaks for itself.

May we join with the advertiser in this page in congratulating Kingstons on their latest enterprise and wish them every success in their many spheres of activity.



KINGSTONS BOYS' SHIRTS DEPARTMENT.



KINGSTONS BOYSWEAR DEPARTMENT.



MAN-TAILORED FOR YOUNG MEN

When you're shopping for the young men in your family ask for Danus Junior, the suits for youths and boys that are fashioned by Danus in the same materials, tailored with the same precision as Danus suits for adults - and wear just as well! Danus Junior Suits are in the shops now - and you'll be surprised how reasonably they're priced. Make sure you ask for Danus Junior by name.

1. The youth's suit with the adult's finish - quilted satin lining, zip on hip pocket and adjustable waistband, two button jacket with two side vents, long pants with SI-RO-SET durable crease. In worsted or thornproof flannel in a large range of colours and all sizes.

2. Boy's suit with buttoned adjustable waistband, quilted jacket lining. Short pants with durable SI-RO-SET crease. Both suits at all leading stores.

Danus Better Tailored



ANTHONY O'DONOVAN LIMITED, DOMINICK STREET, LIMERICK.

A SPECIAL "KNOW-ALL" BOOKLET FOR BOYS FREE WITH EVERY SUIT

Your Tal-kraft suit tailored by DUBTEX



Here's something every boy will want - the special Know-All booklet for boys which is in the pocket of every Tal-kraft suit. Packed with interesting information that every schoolboy should know - the Mores Code, Football and Hunting Champions, historical and other useful information - this booklet is just what boys really enjoy reading. Just as boys really enjoy wearing Tal-kraft Suits, Tal-kraft Suits stay new and smart all day long - even after the most rough and tumble games. They are so many thanks to them from - Teachers, parents, aunts, grandparents and best friends. Hand-wearing cuffs which last and last. And there's an extra piece of matching material with every Tal-kraft Suit.

MAN TAILORED BY DUBTEX

KINGSTONS

of Patrick Street, Limerick

To celebrate the FIRST BIRTHDAY of our BOYS' AND YOUTHS' DEPARTMENT

We offer special discount from to-day onwards and for a limited period.

Better Tailored



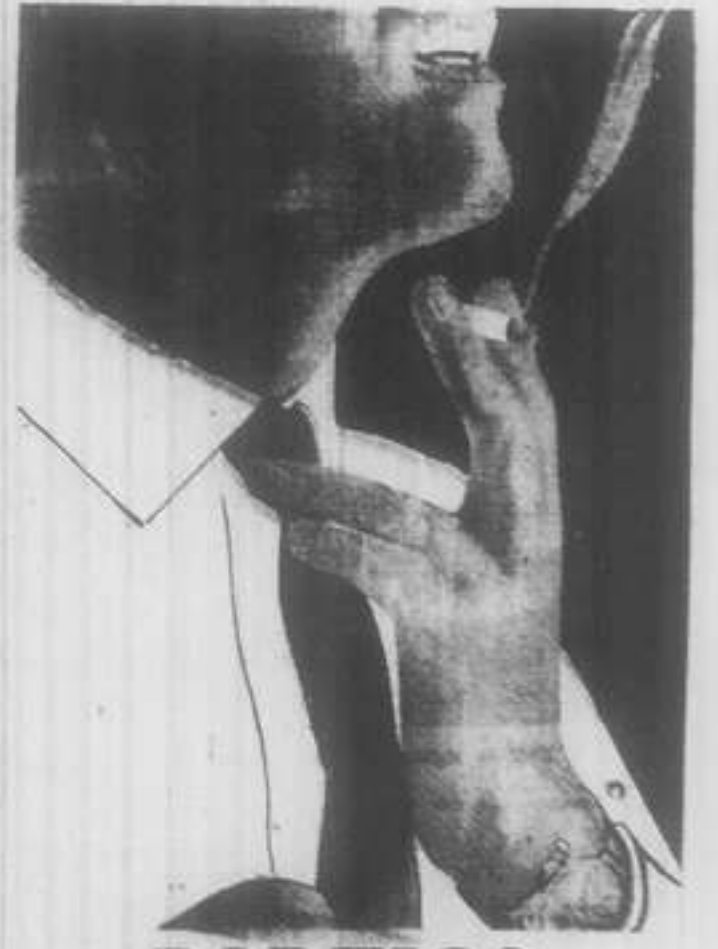
Congratulations to KINGSTONS on the First Birthday of their BOYS' & YOUTHS' DEPARTMENT. On your next visit ask to see their JUNIOR WEAR RANGE. Crescent Clothes Limerick

Sweaters for men. New Range of Boys' Knitwear in Lambswool and Shetland.

Congratulations to Messrs. KINGSTONS 25 Patrick Street Limerick on First Anniversary. Now Showing "Varsity" Boys' and Youths' Suits "Varsity" Boys' and Men's Slacks NEWEST DESIGNS

Varsity

For First Communion or Confirmation - he deserves the best... BUY HIM A SHANNOWEAR BOY'S SUIT



PORTICO SHIRTS for the well-dressed man

PLUS-ONE SHIRT with the TRICON collar. An extra button on the collar, with the TRICON complete collar and button differences. In plain white, checks and fancy stripes.

PREMIER NON-IRON SHIRT with the TRICON collar. An extra button on the collar, with the TRICON complete collar and button differences. In plain white, checks and fancy stripes.

THE SIX-BUTTON SHIRT. A smart, long-wearing shirt of heavy wool-twill texture. In plain colours and checks.