

# McCARTHY'S 130th YEAR IN BUSINESS

Genuine  
**ODEAREST**  
Mattresses



WITH THE OLD LADY LABEL  
at  
**P. McCARTHY & SONS LTD.**  
19 WILLIAM STREET, LIMERICK

THE year 1830 was a memorable one for Limerick.

In that year, Messrs. P. McCarthy & Sons opened their huge furniture premises at 38 and 39 George Street (now O'Connell St.), in Limerick.

It is of interest to note that their first premises in Limerick can still be seen, as it occupies the portion overhead what is now known as Woolworths.

Going back over our files, in this instance, our associate paper, the "Limerick Chronicle," we found an advertisement on May 21st, 1887, which told us that "McCarthy's are Cabinet-makers, and Upholsterers, Carpet Warehousemen, Funeral Undertakers, Auctioneers and Valuers."

The main portion of their advertisement was devoted to the fact that "they have 1,000 brass and iron beds to choose from" and that "they are remarkable for their strength, cleanliness and comfort."

Further down the advertisement, they state that "special prices will be quoted for quantities, and that the designs can be had on application."

An advertisement on November 19th of the same year, informed us that "they are the only house in Limerick exclusively devoted to the house-furnishing trades."

This announcement went on to say that the firm has "the largest stock in the South of Ireland, of furniture, carpets and floorcloths, suitable for either the cottage or a mansion, and inspection of their goods is invited, when it will be found that they are of a remarkable quality and principally manufactured on the premises, and



An impressive view of McCARTHY'S New Frontage.

all marked at the lowest cash prices."

Bridging the years to 1908, we read that "McCarthy's have a splendid selection of pianos, and that they only sell instruments which they know to be of exceptional merit and will stand the test of time. The years roll on . . . the first world war passes

by and the clouds of the second are gathering and we find McCarthy's opening a great modernised furniture showrooms in October, 1937, at 19 William Street.

An advertisement around that time went on to deal with "huge selections, keenest prices and special opening offers," and invited

potential customers to come and see the largest selection of furniture in Munster."

December, 1960, now becomes another milestone in the great local history of this firm, as they celebrate their 130th year in business by opening their new, enlarged, and completely renovated premises on the spot where they moved to, just 23 years ago.

The policy down through the years has been one of "value for money" — a policy introduced by the founder, Peter McCarthy, and which is still the yardstick by which his grandson Joseph, and family, continues the business on the threshold of the bustling 60's of the great 20th century.

A visit to this wonderful new showrooms, occupying five floors, will give the potential customer an idea of the quality and modernistic design of all household furniture, which can be purchased here at prices to suit all pockets.

The new frontage, towering 85 feet above the city's streets, was one of the most ambitious reconstruction achievements to be attempted in William St. for many, many years, and is a glowing testimony to the progressive vision and outlook of the McCarthy family, and their faith in the prosperity of Limerick City, which they have served so faithfully for so long.

We take this opportunity to wish the present members of the family continued success on this happy occasion, and the reader will notice from the many advertisements on these two pages that their many associates in business have also joined with us to add to their joy.

## CHARTERHOUSE CREDIT

COMPANY (IRELAND) LIMITED

have pleasure in congratulating

**P. McCARTHY & SONS**

on the attainment of their

**130th BIRTHDAY**



OUR LIMERICK BRANCH  
Address Buildings  
122-3 O'Connell Street, Limerick.  
Telephone 46550 & 46552  
is under the management of  
Mr. J. F. MacLishan.

HIRE PURCHASE FACILITIES

arranged for

FURNITURE, RADIO, DOMESTIC EQUIPMENT

etc.

Charterhouse Credit  
Company (Ireland) Ltd.  
Head Office: 68 Fitzwilliam Square, Dublin.  
Other Branches at  
Cork and Waterford.

The windows of

**P. McCARTHY & SONS LTD.**

Furniture Store have been treated with SUN-X, the revolutionary liquid glass development by Du Pont of America. SUN-X controls sun glare, reducing slightly merchandise fade by over 90%, and can easily be applied to existing windows while in position.

**SUN - X**

IS SUPPLIED BY

**THE STATE GLASS CO.  
(F. & W. POTTS) LTD.**

24 LOWER CAMDEN STREET, DUBLIN  
Telephone: 02900

MAIN STOCKISTS

CONGRATULATIONS

and  
BEST WISHES

to  
**P. McCARTHY & SONS LTD.**

from

**ROWLAND CONNOLLY**  
Furniture Manufacturer

BALLINLOUGH ROAD CORK  
Telephone 24100

Join in congratulating on this great occasion . . . from  
**William Walsh & Co. Ltd.**  
BOYNE MILLS NAVAN CO. MEATH  
Telephone No.: Navan 21.

Manufacturers of  
Diningroom Suites  
Bedroom Suites  
Fireside Chairs  
Windsor Chairs  
Diningroom Chairs  
Occasional Furniture  
Also School and Church Furniture

**MORAN BROTHERS**

Watergate Mills, Navan, Co. Meath

MANUFACTURERS OF THE  
"NAROM" SPACE-SAVING BED SETTEE

Congratulate Messrs. P. McCarthy & Sons Ltd.  
on their 130th year in business

1830 — 130th Birthday — 1960



welcome you to our newly renovated premises which we justly feel we can describe as the

**FINEST FURNISHING STORES  
IN THE SOUTH**

WE ARE NOW IN A POSITION TO OFFER YOU A LARGER SELECTION THAN EVER BEFORE DISPLAYED IN OUR VAST WALK-AROUND SHOWROOMS, SPREAD OVER FIVE FLOORS



We would like to take this opportunity of thanking you, our customers, for your valued support, which we highly esteemed down through the years, and we look forward to your continued support in the future.

We would like to send a special message of thanks to all our supporting advertisers who have made this feature possible.



Where Quality Always Tells

Phone: 44078.  
"Grams": "Furniture, Limerick."  
Ext'd. 1530.

Entire building reconstructions for McCarthy's carried out by

**JOHN WHELAN**  
WOLFE TONE STREET  
LIMERICK

OUR BEST WISHES FOR YOUR CONTINUED SUCCESS

Congratulations to Messrs. P. McCARTHY & SONS WILLIAM STREET LIMERICK on 130th Anniversary from



Gentle  
**CLONMEL INDUSTRIES LTD.**

Manufacturers of  
Luxury Baby Carriages and  
Modern Tubular Steel Furniture  
Phones (3 Lines): CLONMEL 129 & 489



Reconstructed Stone Faced Plastering by

**M. CREEDON LTD.**

South Richmond Place, Dublin. Phone 33301-2

Congratulations and Every Success to McCARTHY'S, 19 WILLIAM STREET, LIMERICK, from  
**J. FOLEY & SON**  
95 Gerald Griffin Street, Cork