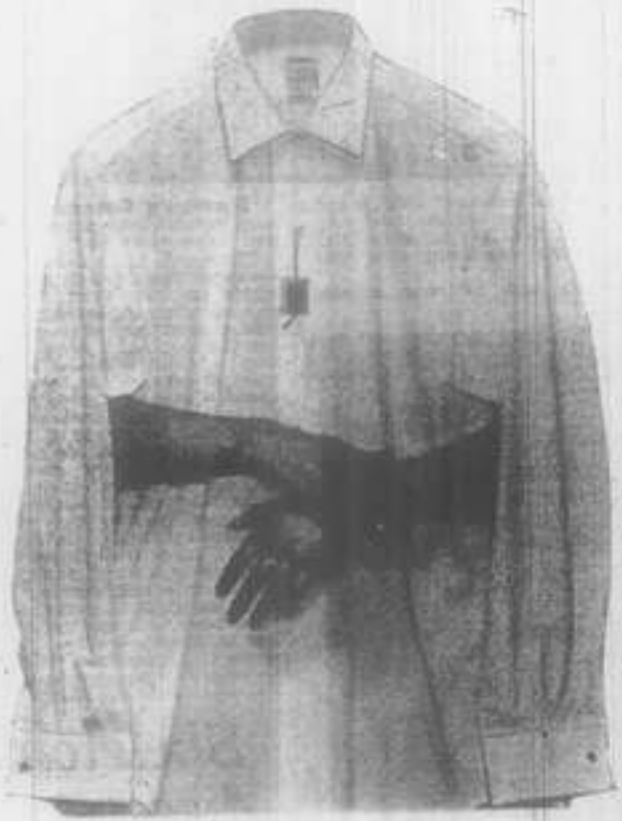


CONGRATULATIONS
TO GEORGE RUSSELL

BRI
MAGINYL IN NYLON

by
Rael-Brook



Grosvonor

George Russell of Bedford Row, Limerick

The well-known premises of Mc Cormac's of Bedford Row have been acquired by Mr. George Russell, a native of Limerick.

Mr. Russell started as an apprentice at Mc Cormac's about seven years ago, and is well-known and respected

by the trade and customers alike.

Twenty-two years old Mr. Russell worked under the late John Mc Cormac and intends to carry on the exclusive menswear policy which was pioneered so successfully by his late employer.

Gent's outfitting has become big business all over the world in recent years and can be said to be one of the most booming trades of the sixties.



GEORGE RUSSELL

AHEAD OF HIS TIME

In this regard it may be said with confidence that John Mc Cormac was ahead of his time.

With his almost unpany sense of business acumen, he went into the gent's outfitting business when it was in its infancy.

And he foresaw the day when it would be a thriving industry.

His distinct flair for dress was enthusiastically passed on to his many friends in Limerick, and later all Ireland, his name became synonymous with good taste in male attire.

But his untimely death in a car crash in 1938 — as he was recovering heroically from injuries sustained in a previous accident — tragically ended the brilliant career of one of Limerick's most dynamic young businessmen.

In fact, his name still crops up occasionally whenever business heads meet and discuss their early days.

And I think that it would not be out of place here to mention his great impact on the theatrical life of the city.

PLAYWRIGHT

He wrote several full-length plays and these, too, in content and development, were somehow ahead of their time.

He had a rugged flair for

saying things unusual — and what is more — had the courage to back them.

The best tribute that could be paid to his memory at this stage would be a revival of some of his plays — strangely absent from festivals and the local scene.

METEORIC CAREER
It is in the footsteps of this short but meteoric career that Mr. Russell now follows by taking over the shop and retaining the name —

John Mc Cormac.

On the threshold of what promises to be a most successful business career, may we join with the advertisers on this page in wishing every success to this talented son of ex-Garryowen and Bohemians sports star, Mick Russell, as he takes over this nationally known and well-appointed establishment in Bedford Row, Limerick.

—Earl Connolly.

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MR. GEORGE RUSSELL

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Style in Danus wear for men is represented by cut, cloth and craftsmanship — to which is added an unerring fashion sense. The result can be seen in the quiet distinction, the lasting quality of every Danus suit.

says Christy O'Connor

When I'm concentrating on my game I've no time to worry about clothes, yet style is important, particularly for those after-match photos. That's why I like Danus Magic Suits — they look right and they stay right, and 3-to-5-sec looks after the crash. They're comfortable too and I find they give me the complete freedom of movement I want.

Christy O'Connor

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and wish him every success

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GEORGE RUSSELL

(OF Mc CORMAC'S, BEDFORD ROW)

Wishes to announce that he has taken over the exclusive Gent's
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displaying for your approval only the very latest in

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