

FIRST BIRTHDAY & 10% DISCOUNT WEEK

EUGENE MCGOVERN



Top coats

for top people
by **DUBTEX**

Be warm—be comfortable. In a Dubtex Top Coat. Expertly cut from a specially varied set of superb cloth ranging from sturdy tweeds to fine worsteds, Dubtex Top Coats come in a wide range of styles and colours. Whichever easy-to-wear style you choose, your Dubtex Coat will keep its fruitless shape for years to come.

Well-dressed men wear
DUBTEX

EUGENE MCGOVERN, of William Street, Limerick, will celebrate his first year of trading with a special discount week from December 1 to December 8.

The occasion will also serve to introduce his new basement overcoat department, where a very fine selection of the season's newest trends are on view in what has been termed "The Hideout."

With ten per cent. discount on all purchases, the early purchaser of Christmas goods will find that a visit to McGovern's is a "must" during the coming week.

Mr. McGovern, who is a native of Ballinacorney, Co. Leitrim, last year acquired the well-known drapery premises of Mr. R. Wallace of William Street, and had them re-planned and reconstructed.

A man with a keen sense of modern trends in the drapery line, Mr. McGovern opened his premises as an outfitter with a long and experienced background in this field of business.

He became a buyer in Limerick in 1938 and until late 1961 worked in that capacity with two leading stores in the city.

Before working as a buyer, Mr. McGovern had wide experience of the drapery business in Cavan, Drogheda, Castlebar and Navan.

Justified by his years of experience, his 4-storey premises have everything to offer in the outfitting line for young and old, but it also has something more—the advice and guidance of a man who has spent more than a quarter of a century in the business.

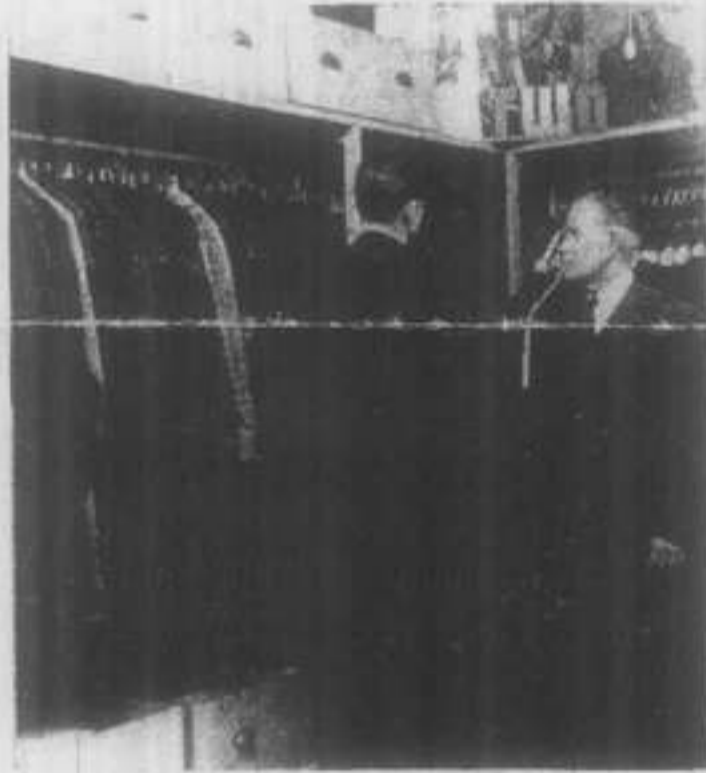
The assurance which this experience of the trade brought him and the first-hand knowledge he had acquired of trends in design and fashion, always through the years marked Mr. McGovern as one of the leading men in the drapery business in the South-West of Ireland.

FIRST-CLASS STAFF

In the re-planning and reconstruction of the whole building, which took place late last year, few worked so hard as Mr. McGovern himself to ensure that everything would be just right for the flow of customers to the new venture with the handsome "new" premises.

COMPETITIVE FIELD

While recognising that the field is a competitive one, he opened his new venture with the confidence



Eugene McGovern (on right) with his son Dermot in "The Hideout." Mr. McGovern, junior, takes a keen interest in the business.

The re-construction work was splendidly carried out, and Mr. McGovern gathered together a first-class staff for his drapery. In fact, he carefully selected staff of their own.

This ensured that customers would be assured of a most pleasant welcome and the highest degree of efficiency.

NEW SHOWROOM

For Mr. McGovern and his wife, Maureen, it is the beginning of a second memorable year in business.

Customers, too, will share the delight for new degrees of quality and a bigger and better choice will be

welcomed by them.

Finally, there's "The Hideout," a basement showroom where a large selection of overcoats awaits the potential customer.

Mail Mr. McGovern "We aim, above all, to please our customers and we will do this by having the latest in men's and boys' fashions in stock. In fact, everything to meet the requirements of all."

"Our customers can also be assured of the best there is in efficiency."

"And there's a 10 per cent. discount on all articles purchased during the coming week—and, Provisional Checks are also welcome. Lastly, we are a Prize Scheme Shop."



A **WEARTEX** overcoat

See the Full Range at
EUGENE MCGOVERN

SHANNOWEAR

See the full range at

EUGENE MCGOVERN



EUGENE MCGOVERN LTD.

22 WILLIAM STREET, LIMERICK

Complete Outfitters to Gentlemen and Their Sons

Dec. 1st 1961



Dec. 1st 1962

On the occasion of the FIRST BIRTHDAY of our opening, we wish to thank our customers and friends for their patronage during the past year. To mark this occasion we are offering for one week only 10 per cent. discount on all purchases made between Saturday, December 1, and Saturday, December 8.

Another First!

Our New Overcoat Department

THE HIDEOUT

This is an opportunity to select your **CHRISTMAS GIFTS** at attractive prices from our comprehensive range of Knitwear, Shirts, Ties Scarves, Gloves, Dressing Gowns, Pyjamas, etc.

Modern Styles

FOR GENTLEMEN AND THEIR SONS

"SHORTIE TOWNIE" OVERCOATS. Three-quarter length luxury coats in newest shades and designs, at the moderate price of—

£9-15-0 Less 10%

FOR THE YOUNG MAN. "Shortie Townie," with or without half-belt in Blue-Grey and Bronze Checks—

£7-7-0 Less 10%

SEVEN-EIGHTH and FULL-LENGTH OVERCOATS. Available in a wide range of patterns, dominantly muted checks, in Bronze, Charcoal, etc. From—

£8-8-0 Less 10%

JUVENILE and BOYS. Latest "Box Style" Overcoats. From—

99/6 Less 10%

We are stockists of the leading brands in shirts, Double-Two, Van Heusen, Clubman, Arrow and Raelbrook. In knitwear, Sunbeam, Glen Abbey, Kile pindie. Don't fail to call and see our large selection of Anoraks and Casual Jackets.

PROVIDENT CHECKS

PRIZE SHOP