

NATIONAL BAKERY CO.

As Suppliers of High Quality

Margarines

to the
National Bakery Co. Ltd.

we offer our

Warmest Congratulations and

Best Wishes for Continued Success

James Daly & Sons

(1948) LTD.

Shandon Castle Factory

Cork

Congratulations

and Best Wishes to

NATIONAL BAKERY CO. LTD

from

BRITISH MARGARINE CO. LTD.

CASTLEBROOK, CO. DUBLIN.

LIMERICK'S BOX FACTORY

Manufacturers of

All Types of Printed and Plain
Carton, Chipboard and Corrugated

ENQUIRIES SOLICITED.

Sincere Congratulations to the NATIONAL BAKERY CO
on their Centenary, and best wishes for continued success
in the future.

IRISH CO-OPERATIVE AGENCY SOCIETY, LTD.
Limerick. Telephone: 45553 & 45944.

Heartiest Congratulations

to the National Bakery on their Centenary

THE
BEDFORD MOTOR CO.

LTD.

HENRY STREET

LIMERICK

Dowdall, O'Mahoney and Co. Ltd.

Manufacturers of

QUALITY BAKERY FATS

and Suppliers to

NATIONAL BAKERY COMPANY LTD.

Congratulate them on the occasion of their Centenary
and wish them even greater success in the future.

CASTLECOMER COLLIERIES

Ltd.

Co. Kilkenny

Have supplied the National Bakery Company with
HIGH-GRADE ANTHRACITE OF
VERY LOW SULPHUR CONTENT

for over 50 years.

We send them our congratulations and best wishes on their
Centenary Celebrations

Congratulations and Continued Success

to
NATIONAL BAKERY CO. LTD.

from

J J O Toole Ltd

LIMERICK and DUBLIN

THE LEADING HOUSE FOR EVERYTHING IN PAPER

In the early years of the 19th century, George Russell and his wife, Anne, left his father's home near Banaha, Co. Tipperary, and came to live in Limerick City.

After taking up residence in Ellen Street, they gave serious thought to their future; whether he should seek employment or venture his slender resources in some kind of business.

Coming from the land, George Russell had no experience of business, but his wife had a sound head and, furthermore, was an excellent baker of cakes and bread.

They decided to open a small bakery in the then populous area of Watergate.

At the outset their trade was small, but it gradually grew and prospered over the years.

After a few years' partnership with his brother-in-law, the late William Russell, the historian (for the Custom House Ward), and Daniel Russell (for the Market Ward), George, opened his own bakery in 1850, in the first of the three houses which were later to comprise the National Bakery.

Although his business occupied a great deal of his time, George Russell was anxious to be of some service to his fellow citizens.

His opportunity came in 1875 when several vacancies occurred in the Limerick City Council. He was invited to stand for the Irish Town Ward, and on the very restricted franchise of that time, defeated his only opponent by 21 votes in 20.

It is interesting to note that amongst the candidates returned at the same election were Matthew

Lenthall, the historian (for the Custom House Ward), and Daniel Russell (for the Market Ward), George's second son, a so-called young man, Dan, was in later years to marry George Russell's daughter, Helena, now in her 95th year, and continuing to take an active interest in Limerick and its affairs.

Died At 38

Although a man of tall and powerful build, George Russell was taken ill a few years later and died at the early age of 38 years.

After his death, his widow, Bridget Russell, carried on the business until her son, Matthew, was old enough to take charge. Under Matthew Russell's drive and enterprise the business expanded greatly and new develop-



The National Bakery premises at The Crescent, Limerick.

ments were added to the manufacture of bread.

In 1934 the National Bakery began the manufacture of Buns and Tucks (the first firm to do so in this country).

Later, a Confectionery Department was added after No. 7 Broad Street had been acquired.

This section of the business was highly successful and a large trade

was built up in the city and adjoining areas.

Improvements Over The Years

In order to keep in step with the changes in the bakery business, many improvements were (Continued on opposite page)



Congratulations

to National Bakery Company

on achieving their

Centenary, and best wishes

for continued progress from

Hovis

THE BROWN BREAD WITH CHARACTER



Bakers of bread for over a century
Pioneers of sliced bread in Limerick
now give you for the

first time in Limerick

their new "CREAM OF WHEAT" Sliced Pan

AVAILABLE TO-DAY!

The Crustier — the Tastier Loaf.
You have never tasted bread like the
"Cream Of Wheat" Pan before.
Baked in the traditional style, giving it
that extra delicious flavour.
Stays fresh slice after slice in its hygienic wrapper.
You can also buy Un-Sliced "Cream Of Wheat."

ask our van man to call

The sign of good bread—NBC

Quality First — Quality Always — Large Variety — Finest Confectionery

RANKS (Ireland), LIMITED

SHANNON MILLS

offer

heartly congratulations

to

N. B. C.

and

many happy returns

We take this opportunity to
offer our congratulations to

The National Bakery Co. Ltd.

on the celebration of their Centenary Year
from

THE UNITED YEAST CO.

LTD.

Yeast Merchants

Bakers and Confectioners' Sundriesmen

LIMERICK

The Condensed Milk Co. of Ireland

(1928) Ltd.

LANSDOWNE

LIMERICK

suppliers of

SPRAY-DRIED MILK POWDER

to

National Bakery Company Limerick

to whom we offer our congratulations
and best wishes on their Centenary

WE ALSO SUPPLY THE TRADE WITH

- CONDENSED MILK in tins (sweetened and unsweetened)
- CONDENSED MILK in bulk (for manufacturing)
- PURE RICH THICK CREAM in tins
- "CLEEVES" Famous Creamery Butter, and
- Best-quality CHEDDAR cheese

TELEPHONE: Limerick 44277

Congratulations from the Steam Specialists

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You'll be surprised at all the nice things you can cook with these

THE FINEST FOOD IN THE WORLD
Golden Vale Cheese

For all grades of

Salt

John R. Tinsley Limited
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W. & C. McDONNELL LIMITED

Margarine and Starters

National Bakery Company

Our sincere congratulations and best wishes

E. M. HALPIN & CO.
Limerick

sincere congratulations to

from

M. GLYNN & SONS Ltd., Kilrush

REGULAR SUPPLIERS OF FLOUR TO THE NATIONAL BAKERY FOR SEVENTY YEARS

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DRIBISK SAUSAGE RUSK

The Perfect Sausage Rusk

For Better Sausages Use
NATIONAL DRIBISK RUSK AND SEASONING

M. FITZGIBBON & SONS

Wholesale Egg, Poultry and
Potato Merchants

9 CATHERINE STREET

- FRESH and PRESERVED EGGS
- FROZEN LIQUID EGG



The National Bakery Co. at Bandon, Co. Wick.



The National Bakery Co. at Cork, Co. Cork.



The National Bakery Co. at Ballinacorney, Co. Wick.



Mr. W. J. O'Connell, Director of the National Bakery Co.

Associate Enterprise

CONFIDENCE IN THE FUTURE



CONGRATULATIONS

to the National Bakery Company on their centenary...

HOWARD BROS.

Wholesale Grocers, Tea and Coffee Merchants, Sugar Millers

congratulations

THE NATIONAL BAKERY

G. & J. F. BOURKE

- Wholesale Grocers
- Tea Merchants
- Sugar Millers

Established 1849

DAN O'CONNOR Ltd

Wholesale Grocers

congratulate their associate

NATIONAL BAKERY CO. LTD.

on a century's successful trading

Upper William Street, Limerick

We've converted to



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2nd Fl. 100, Upper William Street, Dublin 1



Irish Shell Limited, 100, Upper William Street, Dublin 1