

**Go To The Pictures.**

**ERIC** GLENTWORTH ST. LIMERICK TELEPHONE 45436

**IN THE NICK**—in CinemaScope, with Anthony Newley, Anne Aubrey, Bernie Winters and James Booth.  
**TALE OUT AT 43,000.** Extra: **BOY GIRL**—The Mary Kaye Trio and a host of musical acts.

**ALL NEXT WEEK**—  
 in CinemaScope and De Luxe Colour.  
**ST JURGENS** and **MAY BRITT**

**THE BLUE ANGEL**  
**RIDERS OF THE PURPLE SAGE**  
 Patrons: 2.50, 2.20, 2.00. Support: 2.20, 2.15, 2.00.

**ROYAL** CECIL ST. LIMERICK TELEPHONE 44278

**LET'S MAKE LOVE**—in CinemaScope and De Luxe Colour, with Frankie Vaughan and Marilyn Monroe.  
**THE WIND CANNOT BLOW**—Dirk Bogarde, Yuki Tsuji

**ALL NEXT WEEK**—  
 Grand Two-Feature Programme.  
**GE SANDERS** \* **BARBARA SHELLEY**

**Age of The Damned**  
 The Screen's Greatest Comedians—

**x Bros. at The Circus**

**and Central** BEDFORD ROW LIMERICK TELEPHONE 40200

**NOW SHOWING**—

**FRED MacMURRAY**  
**FACE OF A FUGITIVE**

Extra: **JOHNNY HOLIDAY**  
 Extra: **THE GRAND NATIONAL** (Newsreel)  
 Patrons: 2.50, 2.40, 2.20. Programme: 2.20, 2.17, 2.00. Newsreel: 2.00, 1.50, 1.40.

**MAN ON FIRE**—Bing Crosby, Lucy Stevens. Extra: **TREASON**—Charles Bickford.  
 Extra: **THE GRAND NATIONAL** (Newsreel)

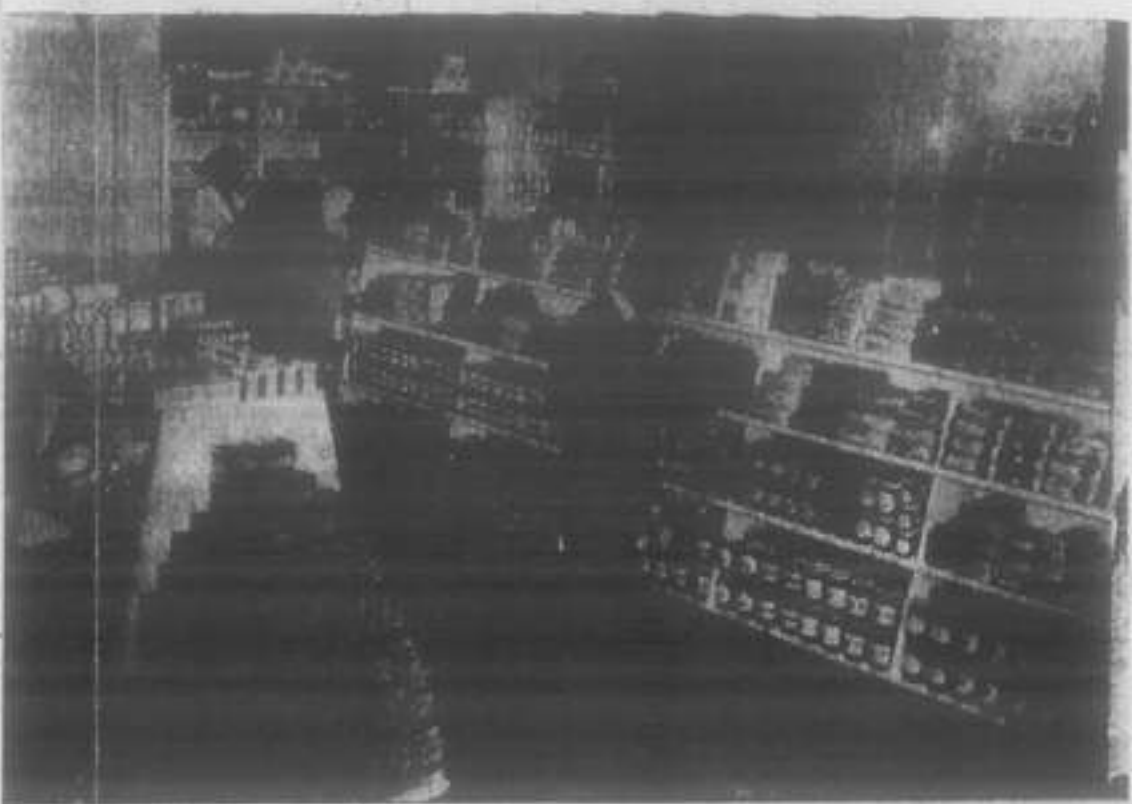
**ALL NEXT WEEK**—  
 Superb First Run Double Feature!  
**VE REEVES** \* **CHELO ALONSO**  
**BRUCE CABOT**

**GOLIATH**  
 EXTRA  
**URGE TO KILL**

**PAVILION CINEMA, Charleville**  
 April 8, at 8.15 and 9.30, S.T.—Glynis Johns, Cameron Mitchell—**THE DAY THEY GAVE BABIES AWAY**. This is the story of the misadventure of a couple of pioneers and the way they save a child. Also **HUNNING WILD**, and 1961 **THE GRAND NATIONAL**.  
 April 10, and Tuesday, April 11, at 8.30, S.T. Excellent spheres. Outstanding photography. **Freddie Howard, Wendy Hill—SONS AND LOVERS**. The study of life in a miner's world at the turn of the century. A powerful human drama, gripping and dramatic. Full Supporting Programme and Pathe News.  
 April 12, at 8.30, S.T.—It is presented with frightening

# SELF SERVICE COMES TO PATRICK STREET

Mr. Jack Ormston, only son of Mr. and Mrs. Frederick William Ormston, of Belfield Park, Limerick, is opening his new spacious premises—Limerick's largest self-service store—to-day (Friday).



For many years Mr. Ormston has toyed with the idea of a self-service store in Limerick and to-day's opening is a dream come true for this young man of 21 years, who now embarks on a most ambitious business career.

Over 700 lines are displayed in this large and well-appointed premises at 10 Patrick Street.

The self-service style of shopping, so familiar to visitors to the Continent and England, means that the customer takes a specially provided basket, walks around the store, views the various displays and puts the intended purchases in the basket. She returns to the check-out counter, where she pays cash.

With no credit and no delivery service, the customer gets more value than ever before, as all the goods are sold at considerably reduced prices.

The lay-out is attractive and artistic in the extreme, and by the

subtle use of colours and lighting a very happy buying trend is introduced.

The shelves are of a special design (by Mr. Ormston himself) and help to display the goods to the best possible advantage.

In fact, when one becomes accustomed to the self-service shopping, the buyer becomes con-

vinced that there is no better way of getting the weekly necessities and at the same time save considerably on all his purchases.

Mr. Ormston is to be congratulated on his enterprise in opening Limerick's largest self-service store and we join with the many advertisers in this page in wishing him every success.

Jack Ormston's Self-Service Store at 10 Patrick Street—before the opening this morning.

## Congratulations

to **MR. J. ORMSTON**

stockists of

**FRIENDSHIP FLOUR**

from

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(IRELAND) LIMITED

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**14-Day T.T. In calf Heifers and Dairy Cows**  
 TUESDAYS at 12 o'clock (S.T.)  
**Fat Stock, Store Cattle, Sheep & Dairy Stock**  
 WEDNESDAYS at 10.30 o'clock (S.T.)

Stock sent for sale taken off rail and attended to. Stock held over for purchasers and loaded. Commissions executed.

Land, Live Stock, House Property, Furniture and Agricultural Auctions undertaken. Valuations made for Probate, Transfer, Insurance, etc. Inventories made and checked.

**97th GRAND ANNUAL BULL SHOW & SALE**  
 FRIDAY, MAY 19th

14-day T.T. Short horns, Friesians, Herefords, Aberdeen-Angus. Special Challenge Cups and Cash Prizes. Entry form on application.

**WM. B. FITT & CO. LTD.**  
 M.L.A.A.

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**ORMSTON'S SELF-SERVICE, PATRICK ST.**

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**Roaster-Fresh Coffee**  
 in the new air-sealed pack  
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**All Electrical Installations**  
 carried out by  
**DANIEL O'SULLIVAN**  
 Congratulations and Best Wishes to LIMERICK'S BIGGEST SELF-SERVICE STORE from Daniel O'Sullivan (Electrical Contractor), who is proud to be associated with this venture.

PEAS 1lb. Our Price, 9/4.	IRISH COFFEE 1/8. Our Price, 1/4.	<h1>SELF SERVICE AND REDUCED PRICES</h1>
PEAS 1/8. Our Price, 1/8.	IRISH COFFEE 2/8. Our Price, 2/2.	
BEANS 1/1. Our Price, 1/1.	IRISH COFFEE 6/8. Our Price, 6/2.	
BEANS 2/1. Our Price, 1/11.	TOMATO KETCHUP 1/1. Our Price, 1/2.	
SPAGHETTI 1/4. Our Price, 1/21.	BLAZEN 1/6. Our Price, 1/4.	
NESCAFE COFFEE 2/2. Our Price, 2/6.	CHEF SALAD CREAM 1/3. Our Price, 1/3.	
NESCAFE COFFEE 1/11. Our Price, 1/4.	CIGARETTES 1/2. Our Price, 2/6.	
MAXWELL HOUSE COFFEE 2/2. Our Price, 2/6.	CIGARETTES 2/8. Our Price, 2/4.	
MAXWELL HOUSE COFFEE 1/11. Our Price, 1/4.	TEAS REDUCED 4d. PER LB.	

**Choose from over 700 lines in up-to-date, luxurious surroundings**

# JACK ORMSTON'S Cash and Carry Stores

10 PATRICK STREET, LIMERICK

Walk in — take one of our specially provided shopping baskets — walk around the large store where over 700 lines are presented on specially designed shelves. The price of each article is clearly marked. Bring your purchases to the most modern check-out counter in the world — and pay cash, as we cannot give credit or delivery service. And there is something for everyone in our spacious frozen food section.

No waiting—no delay—shop the money-saving Jack Ormston way!