

# The Parkway Shopping Centre

## THE PARKWAY HERALDS A NEW ERA IN LIMERICK SHOPPING

OPENING AT THE PARKWAY SHOPPING CENTRE

ON NOV. 1st 1984

HEADWAVES HAIR STUDIO

THE SALON THAT TAKES CARE OF ALL THE FAMILY

WE GIVE EXPERT ATTENTION TO EACH NEW CLIENT WE WOULD LIKE TO GIVE THAT ATTENTION WITH 10% DISCOUNT

FOR THIS MONTH OF NOVEMBER

Top Stylist Marion O'Dwyer with a new young team.



LATE NIGHT OPENING THURSDAY /FRIDAY TO 9-10 pm.

An exciting new era for Limerick shoppers unfolded this week as the £5m Parkway Shopping Centre on the outskirts of the city welcomed its first customers.

A whole new world has opened for the estimated 42,000 people in the catchment area of this modern complex, and it is universally acknowledged that it is going to change the life style and shopping habits of the majority.

When news leaked through in the Limerick Leader some months ago that the Parkway Motel was to be transformed into a modern-day shopping complex, the ripples of excitement spread to such places as Castleknock, Monaleen, Biruill, Castleconnell, Garrovwen, Singland, Norwood Park, Tipperary Road, Caberconlish, Corbally, St. Mary's Park — and even further afield.

It was generally accepted that the Dublin Road was one area of the city which lacked the facilities enjoyed by those on the West and South sides. Now all that has changed, thanks to the initiative and foresight of Mall Holdings who have given Limerick a shopping centre of which it can feel proud.

The Parkway is an ideal location and is certain to become a regular haunt for a part of Limerick which had been denied the facilities which now thankfully are on offer.

The traders who now occupy the 25 units could be described as people of vision. They were quick to realise the importance of locating themselves in this new enterprise. It is correct to say that they are leaders in their chosen fields and will provide a facility which will hardly be equalled elsewhere.

This side of Limerick has seen many major changes in the past decade, what with the advent of the NHE and Thomond College, the industrial estate at Plassey and the housing estates which have mushroomed almost overnight.

Unfortunately, up to now there was little in the way of services to fulfil the requirements of an ever-growing community. The Parkway Shopping Centre is going to change all that and will undoubtedly bring a new lease of life to the area.

There was an air of expectancy and excitement over the last three months as development work was in progress. Now that the project has been completed an air of curiosity will take over, before the Centre settles down to enjoy the huge volume of business that is sure to come its way.

Mall Holdings have many years experience in such developments and the Parkway will benefit accordingly.

Shoppers have 70,000 sq. ft. in which to browse around, away from the elements on the outside.

The Parkway Shopping Centre is going to become a new way of life for thousands. It will not only be a shopping outlet — it will also be a meeting place and afford its patrons the opportunity of a social evening out.

The tenants are every bit as excited about the development as are those who will make the Dublin Road complex their rendezvous. When units became available for letting Mall

Holdings insisted that only those with track records in their specialised field would be acceptable. There was no shortage of applicants — endorsement enough that all concerned had supreme confidence in the centre's future.

No longer will it be necessary for residents in the catchment area to journey through the city to purchase their requirements.

Practically all services are now under one roof at the Parkway. Just as the Parkway Hotel catered for the needs of its customers in the 'sixties and 'seventies, its replacement is going to be equally as popular with shoppers for generations to come.

It will transform a part of Limerick which while it had experienced industrial and population growth, was equally noted for its lack of retail outlets.

Now everything has changed — almost overnight. The bright lights of the Parkway Shopping Centre will prove a magnet for a population which has increased ten fold in recent years.

Valuable employment is also going to be provided, with upwards of 200 jobs initially.

The developers have allowed for further expansion in time: it is their aim to make the Parkway one of the leading provincial centres, and in their favour it must be said that the design and layout of their latest investment is second to none.

Upwards of 42,000 people will say this week, Welcome Parkway Shopping Centre and may you have a long and prosperous life. They will also thank Mall Holdings for the confidence they have shown by injecting such a huge sum of money into this great city.



Mr. P. J. Power with Mr. Pat O'Leary, Car Accessories; and Mr. Joe Kennedy.



The Fresh Meat section of Dunnes of the Parkway.



Mr. John Harrison of Jon Louise Jewellers, and Mrs. Ann Flannery of Tony's Delicatessen.

### WALSH FLORISTS

Mr. Brendan Walsh, Landscape Contractor, is opening a florist shop with a difference at the Parkway Shopping Centre. The shop will offer an advisory and garden design service. It will also cater for internal landscaping i.e. indoor permanent displays, rental purchase schemes & maintenance of existing layouts. This is a natural extension to Brendan's landscape maintenance division which enjoys such prestigious con-

tracts as Wang, De Beers, Burlington, Wang and other large grassed areas. All Brendan's existing customers can avail of a telephone ordering service — you can send flowers without leaving your home or office. We cater for all occasions such as weddings etc. A permanent display of Landscape Work at the shop is well worth viewing and includes some shots of the recent Liverpool Garden Festival.

### THE COFFEE GARDEN

NOT so long ago, shoppers had to eat with no thoughts given to their surroundings. Shopping Centre restaurants were planned, more as an after thought. It seemed as if the planners thought "provide the public with park benches and indestructible tables then after shopping for a number of hours, they will be glad to somewhere to sit and some

food to eat." Revolution has taken place! Parkes Catering have provided us with "The Coffee Garden" a total new concept. Here you can enjoy a coffee, light snack, or meal in a refreshing and smart environment. Situated in the central concourse, surrounded by a garden of plants, and topped off with gaily coloured pergolas, stunning effect. The restaurant is set below floor level with rich Parkay style flooring. French café furniture in primary colours present a modern trendy atmosphere. Attention to detail is carried right to the entrance, with two striking canopies in green and white herring-bone.

It's appearance, to say the least is certainly inviting. The Coffee Garden has an ambitious menu with variety and appeal to all. The friendly staff will welcome the shopper, whether for coffee, Omelette, Gâteau or lunch.

A more substantial meal or drinks will be served at Robbies Bar situated at the front of the concourse. This 1930's style pub welcomes shoppers with another Parkes Catering Choice.

Visit the Centre and meet friends at the Coffee Garden and Robbies Bar.



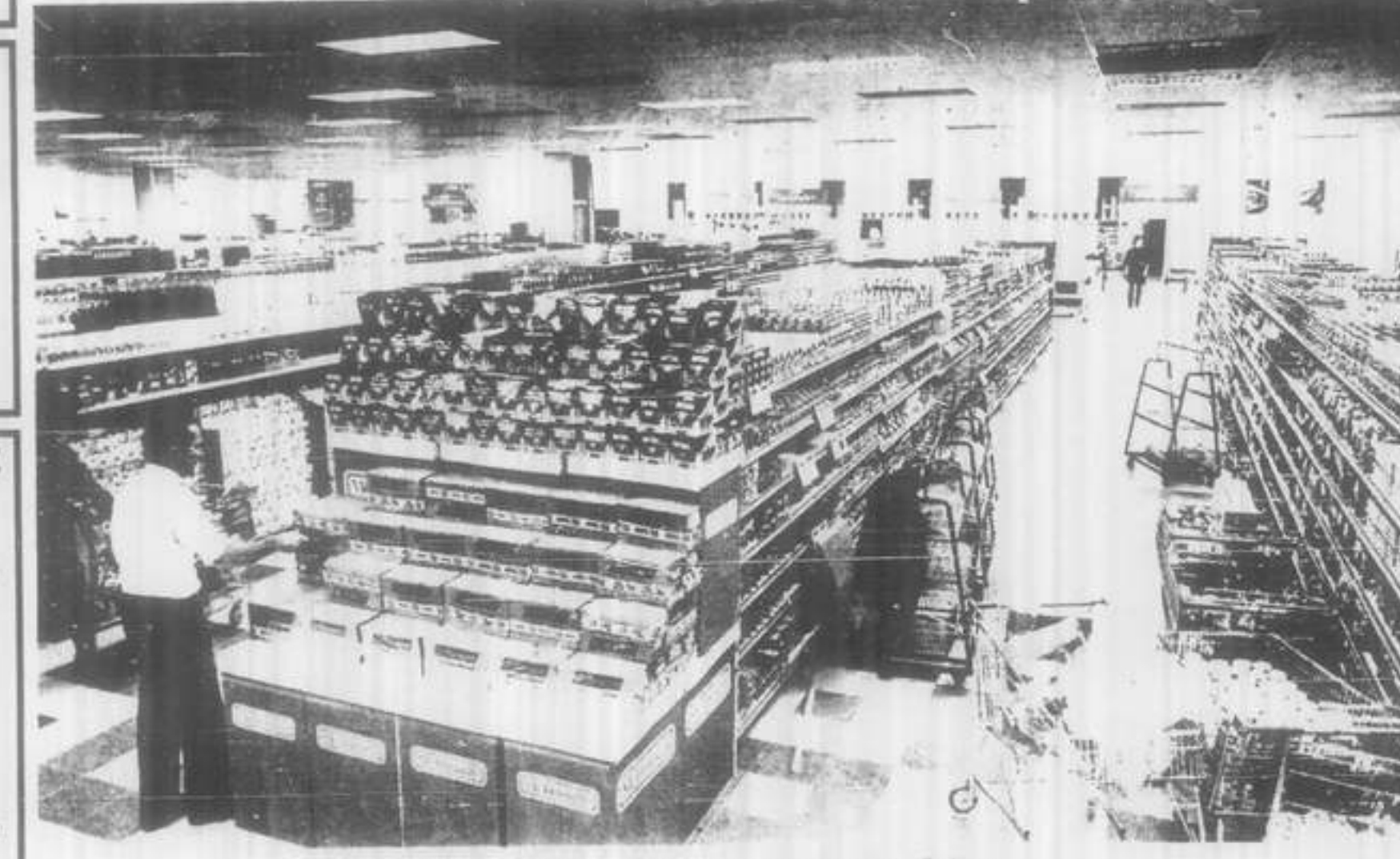
Mrs. Sandra Garland of Minx Jewellery.

### PROGRESS CLEANERS LTD.

Progress Cleaners Ltd. are dry cleaning and re-texturing specialists in silk, wedding and evening dresses, household



The Wetherall Collection available only at Amees, Cecil Street and Parkway Shopping Centre. Coat and Scarf £149.50. Hat £29.00.



Putting the final touches to Dunnes food department at the Parkway.

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- ★ Expert attention guaranteed at all times.

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NOW OPEN IN PARKWAY SHOPPING CENTRE

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Parkway Shopping Centre, Limerick.

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### 'ROBINSON TRAVEL ARE NOW IN LIMERICK!'

Come and see us at the new PARKWAY SHOPPING CENTRE for better value holidays and personal attention.

- Prices from:
- 1) Gran Canaria £369 + Extras (1 week)
  - 2) London £69.00 return
  - 3) Costa del Sol £219 + Extras (1 week)
  - 4) New York £299 return
  - 5) Tenerife £269 + Extras (1 week)
  - 6) Ring of Kerry £21.00 inclusive

Why not find out more about our incredible offers by calling to see us at Unit 6. Our friendly staff will only be too pleased to help you.

### AMEES

4 Lower Cecil St., Limerick

AND NOW! PARKWAY SHOPPING CENTRE

Special Opening Offer!

Thursday, Friday, Saturday

£20.00 OFF

ALL THIS SEASON'S COATS, SUITS, JACKETS

Brian Tucker, Michael Gall, Private Collection, Michael Jacobs, Wetherall, Moneque.

Come and see our complete collection of Autumn/Winter '84 Styles for every occasion... Now!

### WALSH'S FLORISTS

Parkway Shopping Centre, Dublin Road, Limerick

Services include: GARDEN PLANNING AND ADVISORY SERVICE

Suppliers of Indoor House Plants

Specialists in Factory and Offices Internal Plant Displays.

Contact...

Brendan Walsh

at (061) 72283

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### MR. MACS PARKWAY SHOPPING CENTRE

Full range of: BREADS □ CONFECTIONERY □ CELEBRATION CAKES.

- ★ Also see our new range of High Fibre and Whole Grain Brown Breads.
- ★ £1 Off all Black Forest Gateaux for 1 Week.
- ★ Free Box of Birthday Candles with every Birthday Cake ordered.
- ★ Ring Do-Nuts and Jam Do-Nuts — £1 for 6.
- ★ 10% Off Christmas Cakes ordered before December 1st.

Seamus and Maureen McNamara (of John St. Bakery) will be pleased to offer you their expert attention.

### MR. MACS (Opposite Dunnes Stores)

### MINX

PARKWAY SHOPPING CENTRE

Offer a large selection of Fashion Jewellery

SPECIAL OPENING OFFER

HALLMARK STERLING SILVER

LESS THAN HALF-PRICE

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The Symbol of Beautiful Jewellery

Opening at the Parkway Shopping Centre on November 8th

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