

'New Look' Roches Stores geared to meet challenge of Shopping 90's style

ROCHES STORES, a name synonymous with quality and value, have passed a massive vote of confidence in Limerick and its future by investing heavily in a major modernisation and refurbishment programme at their O'Connell Street store, a landmark in the city's commercial and social life for almost half-a-century.

Roches Stores is new in outlook while at the same time retaining all its old characteristics — friendliness, service, choice, convenience and pure good value. In these times of rapid change, retailers must be flexible as well as observant. Customers, seen by Roches Stores at their guests, increasingly demand choice and specialisation where once a mass merchandising strategy was adequate. What's more, consumers require self-expression and self-fulfilment. There is an excitement about Roches Stores which can only be appreciated by a visit to this great complex housed under one roof. The redesigned layout gives it an entirely new dimension. The range of merchandise is not only as heretofore — it has been expanded to include two new boutiques for teens and twenties, 'Cherov' for girls and 'Zoon' for boys, as

well as a shoe department for ladies and children. In fact, Roches Stores has undergone a complete facelift. Their investment is geared not only to meet the challenge of the '90's, but the next century as well. Particular emphasis is placed on the younger set, but neither is the more traditional type customer forgotten. Roches Stores have set out to satisfy all segments of the market place. They still remain very much middle of the road and while the structure may have changed, not the value and prices.

With over 60,000 sq. ft. of shopping area on three floors, Roches continues to be the trendsetter in Limerick. Though we might be living in recessionary times they are confident for the future and are in no doubt that the services they have to offer will be given an equal vote of confidence by their customers.

Roches simply set out to modernise their image without going upmarket. Limerick, they felt, deserved the type of super-store they have to offer, where it is possible to purchase all our household items and gifts and personal requirements once you step inside the front door.

Despite the current economic climate Roches visualise a resurgence in trade in the not too distant future and have prepared themselves to meet it.

"Our business had been somewhat fragmented in the past but now we have all under the same roof", continued the spokesman.

The Sarsfield Street premises, which up to now housed the giftware, china, pictures and nursery goods, now houses 2,000 sq. ft. of toys and is to close after Christmas. These departments have transferred across the road except Toys.

The new store is most comfortable, well lighted and designed so as to make shopping convenient for the customer.

The store is a tribute to Limerick's leading architect Nevenham Mulligan who came up with a design to make it modern and attractive. The store includes new carpet throughout by Navan Carpets.



Supermarket gets nod of approval

LIMERICK housewives have always acknowledged the quality, value and variety at Roches Stores Supermarket. To meet growing demand for their products and to make the housewives task that much easier, Roches not only revamped their food area but moved to the enlarged ground floor.

The reaction from the public has exceeded all expectations and since it opened two months ago, it has become the favourite rendezvous of thousands of shoppers from the Mid-West. The supermarket, which comprises 12,000 sq. ft. is spacious and ultra-modern and the architect took great care to ensure that aisles were wide enough to facilitate customers. Easy access to shelves and refrigerated units and good area identification are the hallmarks of Roches Stores Supermarket, a chain known nationwide for its fresh foods and competitive prices. There are new additions, such as bakery, pizza kitchen and freshly cooked chickens which are available all day. The bakery has already won its own clientele — here it is possible to have fresh bread from opening to closing time.

Roches Stores butchery department is already well established. There is a team of butchers available to help you with your choice and at Roches you are guaranteed top quality. You can watch as the meat is prepared. Thinking of a weekend joint? — then head for Roches.

Whatever it is that you have on your shopping list, fishers, managers, chops, steaks, etc., you will find it at the corner of O'Connell Street.

Thinking ahead to Christmas? There are literally thousands of turkeys and hams to choose from — the advice is to buy early.

Again, Roches stock as much Irish made goods as possible in their supermarket. The variety on offer is the best in the region, and all brand leaders can be found on the well stocked shelves. To meet the increased volume of business since the advent of their modern supermarket, Roches have succeeded in spending up their entire operation.

For the family shopper there is easy access — express to



Salad and Delicatessen counter — Supermarket, Ground Floor. Everything for the busy housewife.

Roches Stores car park or the Corporation car park through a new side door which is only yards from either car park. Remember that the supermarket management and staff are both experienced and courteous and are willing to give assistance to customers at all times. Should you wish to leave your purchases at the collection point and will be collect at your own leisure.



New Bakery — Supermarket, Ground Floor. Fresh bread baked hourly.

Roches expand to meet public demand

Over the past number of years Roches Stores in Limerick has built up a very loyal clientele not only from the city environs but also from County Limerick and as far afield as Co. Clare, Tipperary, Kerry and Cork. This fact became so obvious when Roches Stores had a

Sale in 1982 for the first time in 12 years and 9 privately owned shaver businesses arrived at the Store on the first morning of the Sale to join the throngs of pedestrian shoppers.

With such a loyal following it was apparent to the Directors of Roches Stores that more space was needed in the Supermarket and in the non-food areas for the convenience of their customers. In early

1985 plans were made to build a new Supermarket to the rear of the existing building and also to extend the main Store. At the same time it was felt that a "new look" was needed within the Store to up-date the image and bring the Store into the 1990's. Work commenced in early '85 and the totally new

Supermarket was opened to the public on 3rd September 1986 — Phase One completed. The extension to the main building and the refurbishment was in progress from March 1986 and was finally completed in November. The "New Look" Roches Store was complete.

Young Ladies Boutique sets trend

THERE WILL be an extra special welcome at 'CHEROV' for all you fashion conscious young ladies in the 16-25 age group.

Cherov Boutique have all to suit your requirements, with knitwear in plains and Jacquards ideal for wearing with ski-pants which are once again popular this season. There is a splendid selection of printed cottons, leggings and skirts from Caracas in winter colours, red stone and vanilla.

The Irish labels Braque and Letwear have an exciting range of casual wear with co-ordinating trousers, skirts

and sweatshirts. The Intro label, also Irish, features mix and match separates in striped cottons.

For that cosy winter look there is a selection of sporty jackets with the latest trend in cotton padded duffles.

Cherov has special emphasis on evening wear — black crepe box jacket with matching trousers, and skirt, from Ego of London, and for that special occasion, polka dot dresses.

There is a comprehensive range of accessories, with scarves, gloves, belts and jewellery by David Salmon, with a wide choice of pearls and diamonds.

Flower Department

Roches Stores have a beautiful new flower department situated in front of the food department. There you can get flowers or a plant for any occasion. They have a

wonderful selection of house plants and beautiful range of silk and polyesters for flower arranging. So, next time you are in Roches Stores, don't forget "Plants do please".

Christmas Ideas

HOME TO the leading cosmetic houses — that is Roches Stores Cosmetic Department, now enlarged to facilitate shoppers still further.

Roches Stores are associated with such famous names as Revlon, Helena Rubinstein, Max Factor, Yardley, Ellen Betrix, Miners, Outdoor Girl, Rimmel, Margaret Astor and Charlie, to name but a few.

You won't have to look any further than Roches for your Christmas gift sets, both for him and her. What's more, there is an extensive range geared towards younger folk.

Most exciting of all is the price structure — from £1.50 to the more elaborate gifts at £35.

Worth considering is the range of toilet bags and

cosmetic bags, always seen as accessories. They come in varied styles and patterns aimed at the Christmas market.

No need for the menfolk to despair. Roches have thought of you too.

The selection of toiletries is quite extensive with such brand leaders as Brut, Faberge, Old Spice, Yardley Gold, Yardley Classic, Insignia by Lenthic and many more adorning the shelves.

Now that party time is with us the ladies will want to be looking their best and the most favoured way to attract attention is a visit to Roches hair care selection, which is virtually unbeatable, what with all the latest colours from Mousse, Gels, Shampoos and conditioners, to hair sprays. Of course the basics are in

plentiful supply in the toiletries section — soaps, tooth-pastes, face cloths, bath brushes, as well as a comprehensive range of hand care and skin care products.

So, as you can see Roches won't let you down when it comes to selecting that present for the special person in your life. Better still, call in and treat yourself. If in doubt then the specially trained staff will be delighted to answer all queries and render advice.

CHINA DEPARTMENT

THE China Department for many years has been separated from the other hardware departments. But with the new extension, the china now comes back into the main Store alongside the giftware where it is a revelation with the merchandise shown to perfection, on some of the best fixtures in Europe.

Roches carry one of the biggest selections of chinaware in town. Aynsley is always in stock as are Royal Tara tea sets and Royal Albert gift items.

Also in the China Department you will find plentiful supply of Pyrex, Glasware and a fine display of mugs at reasonable prices.

The Picture Department carries a very wide range, but the choice is made easy, with the method of displaying them.

Gifts That Will Be Appreciated

Most of us often find it an awesome task to select the type of present that we think is most likely to win favour — well, you will not go wrong with a Continental Quilt.

There are so many makes on the market at the moment that it is advisable to buy from reputed stockists. Roches Stores are exactly that, and here you will find two of the

leading manufacturers, 'Pen-down' and 'Snugg'. All the various 'Tog' ratings are available at very keen prices. Naturally it follows that Roches supply quilt covers in many beautiful designs and patterns to match any bedroom colour scheme.

Still on colour, don't forget that Roches Stores have an exquisite range of plain and colour co-ordinated Graybill towels to complement any bathroom. What better to please than a gift boxed towel set from Roches. They are in various designs and colours, and are most competitively priced. Table cloths in both cotton and plastic are a must to brighten up the festive table and the best selection at Roches Stores.



Cosmetics — Ground Floor. All you need in cosmetics, toiletries, hair care and skin care.



China and Glassware — Second Floor. Extensive ranges in the popular brand names, i.e. Aynsley, Tara, etc.

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Roches Stores — how it all started

SUCCESS STORY EXTRAORDINAIRE

AT THE turn of the century a young man called William Roche started a modest furniture store in a side-street of Cork City. They were difficult days, but the business slowly prospered until he was able to move to newer and more spacious premises and develop into the drapery trade.

Little could William Roche have thought at the time that by the middle of the century his enterprise would have grown into one of the most successful in the land, the Roches Stores that we have come to respect and appreciate.

William Roche came from farming stock in County Cork. In his National School days he got a taste of Butler, and Shakespeare and Scott and Goldsmith and Macaulay, giving him a glimpse of the poets, and the magic of their mighty genius.

Weaponed only in this manner, he was put to serve his time to the drapery trade in Cork. The ancient city he then thought was a metropolis only a little less than London.

Then came the wide world of London. Tramping the streets from morning till night he found there were no jobs to be got — and money was running out.

There followed a job in the East-end at £40 per annum, 7.30 to 9.30 every day and 11 o'clock Saturday night. William Roche didn't stay long enough to draw any money — a more attractive proposition came his way and in the next three years he saved £165.

It was now time to return home and put his capital to use. Household Furniture was the first section he tackled on his return to Cork. Value was the key to his success.

Linking up with Mr. James Keating the two combined their resources to purchase a somewhat larger store. For twelve years they worked long hours without drawing money from their operation — that was just enough for the bare necessities of life. Business grew, and so did jobs. They were confident with the public and it was decided to add a new line, this time costumes, coats and millinery.

The Spring of 1919 saw Roches Stores in possession at Allman's, Wiltshere Street, next door to Camb and Co., where he started his apprenticeship.

The opening sale surpassed all expectations and prompted Mr. Roche to buy the London House Limited. Roches Stores was now in Patrick Street and a dream had been realised.

Shortly afterwards came the troubles. The constant worry of carrying on business in the midst of such conditions had to be taken as a matter of course.

On the 11th of December, 1920, the inevitable had happened — the centre of Cork was destroyed and with it went Roches Stores.

Thankfully, some of the old premises in Merchant's Street remained with Roches. Twenty-five of the staff moved there and a sale was started.

It took six years from the time of the burnings until their new home was completed, at a cost of £26,474. 16. 10.

Business boomed. The executive were now growing so efficient in service that Mr. Roche considered he might well be left to handle the affairs of the firm, setting himself free to develop new fields. Dublin was to be his next target and acquiring the controlling influence in a Henry Street warehouse, he eventually put it into shape.

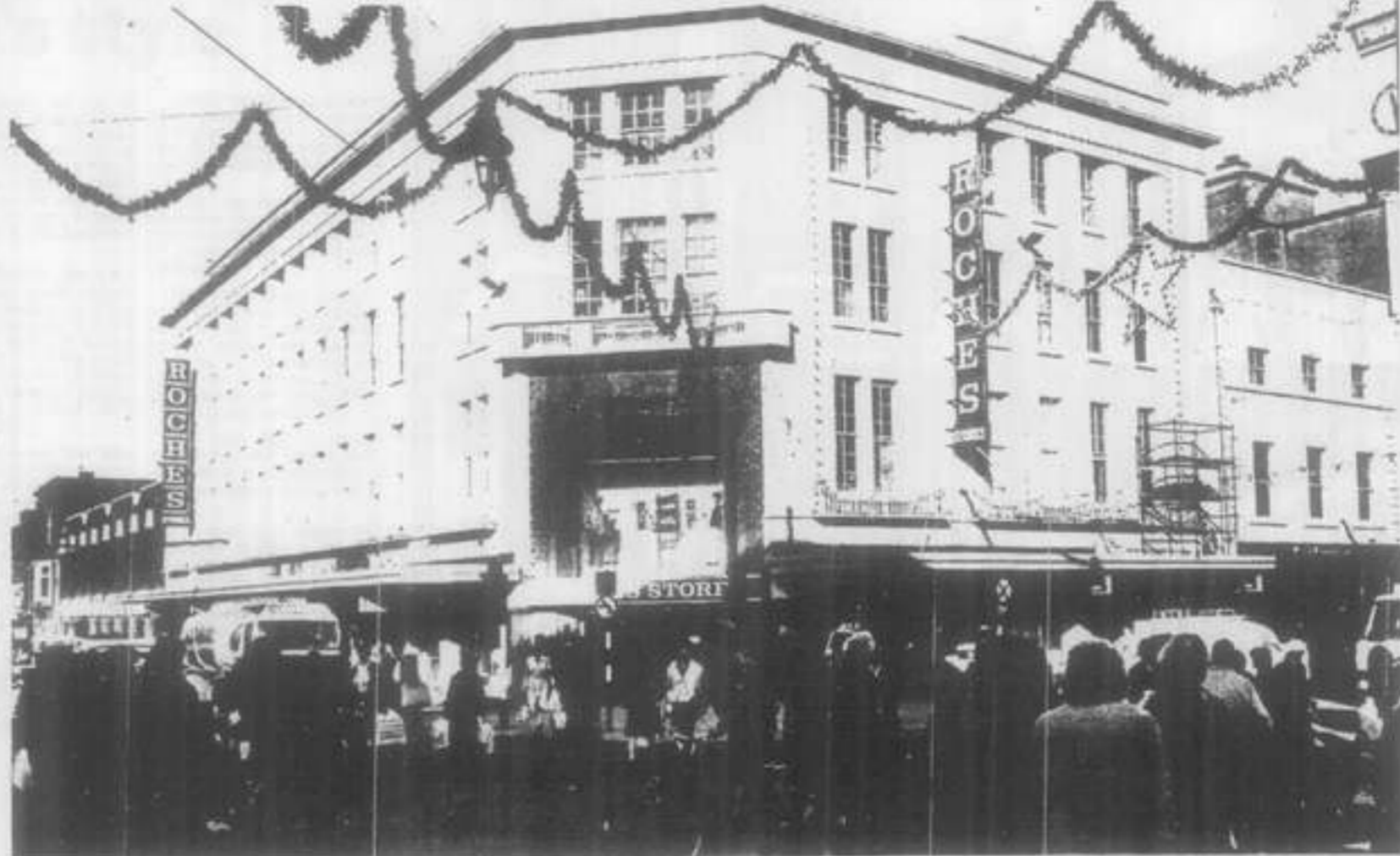
By the middle 'thirties further expansion seemed desirable. In 1937 the premises of an old Limerick firm, John McBirney and Company became available and it was taken over.

The advent of Roches Stores to Limerick brought a certain amount of consternation to the other houses trading in the city. The lower prices created something of a panic, and a meeting, inspired by the buyers of other firms, threatened a boycott.

In 1947 the premises was gutted by fire. Nobody was quite clear as to how it started except that it began in the basement.

Roches were now faced with the same problem in Limerick as they had faced in Cork a generation before. They solved the problem of keeping their staff in employment by transferring some of them to Dublin and Cork but, as had been done in Cork, they utilised available premises to keep the business going. Across the street from the main building was a yard and stables where the horses used for delivering had kept kept. Further down the street was Day's Butcher, and Tiger O'Brien's pub was the other chief ornament of the area.

Roches Stores started trading almost immediately in the available space across the road through the archway from where the delivery horses in their time had emerged. Rebuilding started early in the following year, and the new premises — now a commanding building on an excellent site — opened in 1951. Later Roches were to acquire Cam-



stocks, and Tiger O'Brien's. William Roche did not live to see the completion of the initial Limerick scheme, or the eventual fine development in Dublin. He died at the age of 65, on February 23rd, 1939.

Roches Stores continued to expand and in addition to Dublin, Cork and Limerick, they are also to be found in Galway, Wiltsoa (Cork) and

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FOR BOYS . . .

For decades now Roches Stores has been famous for its boyswear. The modernisation programme just completed took into account the boyswear department, which is now bigger and better than ever.

What has made Roches a household name? Well, first consideration must be the quality of merchandise, with price not far behind. It is also policy to carry the most modern in style, very much a plus factor for those in the 6-14 age group and who can be as fashion conscious as their dads.

Colour co-ordination is best at Roches Stores, with knitwear toning well with shirts, jackets, jeans and slacks. You can keep out the cold with the extensive range of snorkel jackets and warm lined jackets, as well as duffel coats, etc.

Roches are specialists when it comes to jeans and such leading manufacturers as Dingo and Levi represented on the shelves in denims, canvas and prints. These can be matched with colourful printed shirts and the latest in knitwear. The trendy collection of leisure suits and track suits in greys, blacks and blues can only please. If you are into casuals then it is worth taking a peep at the rugged snorkel, very keenly priced at £16.95. Not that the smaller boy is forgotten — Roches also have you very much in mind and a major seller at present is Clara range of casuals.

Good value and style are obvious features of the Boyswear Department.

. . . AND GIRLS

Likewise, the Girls Department adequately caters for to-day's modern Miss. Colour and co-ordination are once again seen as of primary importance. There is a magnificent selection of fashionable coats by leading Irish and English suppliers. For the more casual girls, Roches have trendy sweaters and casuals in high fashion colours made by two Cork based manufacturers, i.e. 'Peppermint Rock' and 'Clara' and these can be mixed and matched with jeans and trousers and colourful knitted tops. There is an exciting selection of leisure suits, to suit most pockets.

For more formal wear those in the 4-14 age group will find a nice range of dresses, with ever fashionable draped waist available for the older girls. Don't forget, Roches have all the accessories to match the above, including hats, scarves and ear muffs. Always in stock are underwear, socks, stylish nightwear, nightdresses, dressing gowns, etc., etc.

The top names in the fashion business are to be found at Roches — Giggles, Daydream, P'tit Chic, L.C. Tailorwear, Paris, Simplicity, Scope and many more. One thing you are guaranteed at Roches is a total girlswear look.

ELECTRICAL DEPARTMENT

THE Electrical Department at Roches Stores on the Second Floor is always worth a browse through and invariably you will leave the Store much the better for the experience. Ideas come fast here.

Roches have a comprehensive selection of small appliances and carry all the leading brands such as Krups, Kenwood, Philips, Russell Hobbs, Sunbeam, Morphy Richards, Dimplex and many more.

It's a pleasure to visit the lighting section where you can select from the large range of ceiling fittings which are all well displayed and lighted while below them the wall lights are shown to perfection also lighting which makes it very easy to make ones mind up. Likewise, many of the table lamps are displayed lighted and this makes life easy. When choosing a shade you can select from a huge variety of shades ranging from wicker, fabric, glass in many shapes, sizes and colours, all at very good prices. (Roches carry their own exclusive range of Italian Light Fixings at excellent prices).

Alongside the lighting are all the Electrical Accessories such as Light Bulbs, Adaptors, Plug-tops, Batteries — always in plentiful supply and well priced.

The D.I.Y. area has always been renowned for the great selection of keenly priced articles available there but in the new, more spacious surroundings it makes it a pleasure for the handyman or woman to browse through and select from such items as hammers, tool boxes, drills and all the day to day accessories like screws, nails and a thousand of other incidentals.

You will be sure to be pleased after visiting the very bright new look Electrical Department.

THE STORE DIRECTORY IS:

— GROUND FLOOR —

- FOOD WINES COSMETICS FLOWERS HOISERY
- HABERDASHERY WOOL FANCY GOODS
- MENS AND BOYS WEAR ZOOM — CHEROS BOUTIQUES

— FIRST FLOOR —

- LADIES FASHIONS UNDERWEAR LADIES/CHILDRENS SHOES
- GIRLS WEAR BABYWEAR AND NURSERY

— SECOND FLOOR —

- HARDWARE CHINA GIFTWARE
- LIGHTING KITCHENWARE PICTURES
- LINENS CURTAINS
- CHRISTMAS DECORATIONS
- ELECTRICAL, INCLUDING WATCHES AND CLOCKS

THE BEST IN FASHION FOOTWEAR



Ladies and Childrens Shoes — First Floor. Clarks Fitting Specialist plus, minutes in Fashion Footwear.

THE Ladies and Childrens Shoe Dept. is situated on the first floor beside the ladies fashions.

This dept. is a new section to Roches Stores in Limerick and boasts such brands as: Clarks, Dubarry, 'Soe L', 'Que', Woodingtons, plus many more for the fashion conscious lady. For the children Roches have a Clarks Fitting Service and a good range of styles for both boys and girls.

Best Wishes to Roches Stores from . . .

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Christmas Decorations

No home is complete over the holiday period without the traditional Christmas decorations.

You will travel quite a distance around Limerick to find a selection to compare with that at Roches Stores



Trim-a-Tree for Christmas Decorations Dept., on the second floor.

But the word is out — get down to O'Connell Street fast for the best in decorations.

A glittering array of Christmas tree lights, ceiling decorations, tree decs, balloons and every conceivable decoration available is in stock at the moment and will leave you with a sense of achievement at having found such a hideout.

The time is ideal for selecting greeting cards for your friends and relatives at home and abroad, and the board Christmas cards at Roches will make your task that much easier. They are available in all the classic colours at very keen prices. They also come in different sizes. Don't forget your Christmas candle — and of course, wrapping paper is most essential. Again these are to be found at Roches Stores.

GIFTWARE LEADERS

Roches Stores has always been renowned for its giftware department now located on the second floor. The fabulous selection is both inexpensive and presentable and there are gifts to suit all age groups and occasions.

The small child can select one of the many cute novelty items when thinking of that favourite person in his or her life, and then there is the upmarket range of gifts such as Queen Anne silverware and EPNS cutlery, ideal for wedding presents.

Roches have a varied selection in their brassware section — items to match the fireplace accessories such as log boxes, coal buckets, companion sets, to list but a few.

If you want to make an impression this Christmas then have a look at the table mats in the giftware department.

The young housewife can only be impressed at the many acceptable gifts available for kitchen use, all designed to make work that bit easier and more enjoyable.

Basketware is always in plentiful supply, as are wine racks, plant stands, corner units, suitcases and bamboo articles.

School bags always make for useful presents. At the other end of the scale there are dozens of ideas for retirement presentations. Anniversary and wedding gifts are easier to select at Roches Stores where prices are unbeatable and quality unsurpassed.

There is something to suit every occasion at Roches Giftware Dept. Thousands of individual items are on offer all year round and there isn't a

room in your home that will not benefit after a visit to Roches Stores.

The picture section, previously at the other side of the road, is now on the second floor of the main building. These always make for acceptable gifts, as do carriage clocks, barometers, calculators, watches, electrical goods, hairdryers, percolators and lamps and shades.

Roches Stores carry one of the biggest selections of china ware in town. Aynsley is always in stock, as are Royal Tara tea sets and Royal Albert, not to mention the plentiful supply of pyrex, mirrors, frames, glassware etc.

Don't choose that present until you first visit Roches Stores.

Best Wishes to Roches Stores from . . .

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KITCHENWARE DEPARTMENT — HOUSEWIVES DELIGHT

AVAILABLE in Roches Stores new extended kitchenware department is a very wide range of products to suit the housewife.

For the Christmas preparation there is an extensive variety of pudding bowls and mixing bowls, as well as satin and non-stick bakeware and all the icing accessories to go with them.

Roches stocks an exciting selection of kitchen utensils, including the leading brands, Prestige, Skyline and many others at very keen prices. In their cookware section they have a full range of Castle Brand products, manufactured in Nenagh, also very attractive non-stick saucepans and frying pans. The Shopper will also find a fine array of up-to-date colours in plastics to suit all kitchens from sink tidy's to linen baskets.

Their range of fire guards include coal hoods, spark guards, and nursery guards, all at keener prices.

The Bathroom section will give one many useful ideas on how to beautify the bathroom in your home. There are co-ordinated colour ranges by Allibest and Croydex to suit the modern Bathroom.



Giftware — Second Floor. With a selection of gifts from all over the world.