

# ROYAL TYPEWRITERS



**PATRICK STREET**—one of Limerick's most historic thoroughfares—is less than 200 yards long, yet its contribution to the cultural and business life of the city has been much greater than one would imagine.

Keeping pace with its progressive outlook, it now adds to the amenities of the city with the opening of the Typewriter Co. (Ireland) Ltd., popularly known as Royal Typewriters.

Their modern and well-equipped showrooms reflect the upward surge which has made itself manifest in business life to-day.

The expansion by Royal Typewriters was made necessary by increasing business, and now provides the public with fine facilities in a showroom where there can be inspected at leisure a comprehensive display of the most modern office equipment and furnishings.

Within recent years the City of Limerick has developed considerably in industrial and commercial importance.

New industries have been firmly established, industries and business houses which have survived the vicissitudes of the passing years have geared their production and sales methods to meet the keen competition of this modern age.

Indeed, it may well be said that Limerick was never so progressive, for the executives moulding the destinies of the many important undertakings in the city are far from insular in their outlook, but in the gearing of their business and in the equipping of their premises are nothing if not progressive.

### ROYAL MEETS DEMAND

With their usual efficiency, Royal Typewriters have met the demand for the most modern office equipment which modern business methods demand.

To better display their large range of the latest in office appliances, they have now one of the finest showrooms in the county, and with it a streamlined servicing organisation which should prove of inestimable value to all businessmen.

Featured among the wide range on display is the Royal Standard Typewriter, which has earned



MR. RAYMOND KELLY  
itself a lot of publicity

recently. There is also, of course, a full range of Royal electric and portable typewriters.

### ELECTRONIC INDICATORS

The display includes Monroe calculators; a huge array of adding machines, including Adwel, Burroughs, Odhner, Evert, etc.; fire-proof safes; dictating machines; spirit duplicators and photo-copying machines; postage meters (franking machines) and mailing equipment; a large display of office furniture, including Ewertaut chairs, Roneo-Vickers steel desks and furniture; and supplies for



MISS DEIRDRE RUSSELL  
all makes of office machines.

There is also a fine display of cash registers and these are of special interest because most incorporate electronic indicators.

These include Regna, Hasler and Universal, and there is also the Adwel Cash Tills.

Very shortly, also, the branch will provide a duplicating service and a photo-copying service, as well as facilities for the hire of typewriters, adding machines and dictating machines.

Sited in what were previously the premises of an old firm at 35 Patrick St., the new showrooms will considerably enhance the area.

Royal Typewriters' are



MR. TIM HANNON  
not new to the Treaty City.

Indeed, the association goes back a long number of years.

### LIMERICK STAFF

The work of supplying the new showrooms with all modern appointments and of imparting the tasteful, eye-catching decor was all carried out by Limerick firms.

As well as this, the staff which will look after the needs of Limerick are all sons and daughters of our city.

Allied to the splendid display, sales and delivery service is the guaranteed immediate attention to repairs and maintenance, as well as instantly available supplies for all types of machines.

### REPRESENTATIVE TIM HANNON

The Sales Representative, Mr. Tim Hannon, already well-known in his native city, was trained in Cork.

He will be at all times at the disposal of customers, helping them to solve their problems regarding office equipment.

Ray Kelly, the Service Representative, has completed many cross-Channel courses and is fully qualified to give service to all makes of machines.

Finally, the last of this all-Limerick team is Showroom Demonstrator Deirdre Russell, a product of Limerick education who, I understand, takes a keen interest in dramatics.

The origin of the firm

goes back to 1912, with the foundation of the Munster Typewriter and Supplies Company Ltd. in Marlborough Street, Cork.

The founder of the present company, the late Mr. J. J. McCarthy, joined that company and in the late 1920s acquired a controlling interest in it.

Under the new name, a branch was founded in Dublin around 1930, and this later became a subsidiary company, Messrs. Royal Typewriters (Dublin) Ltd., at 37 South Frederick Street, Dublin.

The late Mr. McCarthy, who died only last November, was a very well-known figure in the South of Ireland, and was a past

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## ROYAL

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