



The Five Star Supermarket—a picture which speaks for itself—taken at 11.30 this morning.

SUPERMARKET
SHOPPING COMES
TO LIMERICK!

Supermarket shopping came to Limerick this morning, with the opening of the Five Star Supermarket at 121 O'Connell Street by Messrs. D. E. Williams of Tullamore.

See the magnificent refrigerated display counters operated by **FRIGIDAIRE** at Limerick's splendid new FIVE STAR SUPERMARKET

***5-TIER DAIRY CASE**
Brilliant 12" multi-level display of dairy products, with all shelves cooled to the ideal temperature for sale.

***FRESH MEAT DISPLAY**
Controlled circulation of chilled air keeps meat in perfect condition up to moment of sale.

***BACON DISPLAY**
Low front and high deck enables shoppers to see appetizing foods from afar.

***FROZEN FOODS**
This island site case shows produce from every angle. Sub-zero temperature ensures foods and ice cream reaching home still frozen.

***300 CU. FT. COLDBOOM**
Built in our own factory, for holding stocks of fresh meats and provisions.

FOOD SELECTION IS MADE EXCITING AND SIMPLE AND RESULTS IN MORE WELL-PLEASSED CUSTOMERS SATISFYING THEIR NEEDS QUICKLY AND COMFORTABLY.

Full details of these and other outstanding models for the modern shop may be had from the suppliers:

CROSS'S GARAGE LTD.
SOUTH MALL CORK
FRIGIDAIRE DISTRIBUTORS FOR THE SOUTH

The Five Star Supermarket at 121 O'Connell Street, opened its bullet-proof doors this (Friday) morning at eleven o'clock and was kept busy with shoppers, who expressed their appreciation and delight in no uncertain terms.

The new Supermarket is said to be one of the most modern of its type in the South of Ireland and many visitors to Limerick were heard to remark that it was up to the standard of its outstanding counterparts in other parts of the world.

One English lady said that she had never seen such a compact and attractively laid out Supermarket in all her shopping tours of Europe, and paid high tributes to the staff, who, she said, "should make this new building a most attractive feature in the shopping life of Limerick."

Manager Tim Nolan of Dublin was all smiles this morning as he greeted many V.I.P.s to the building and he spared no effort to ensure that their stay in the Supermarket was a most happy and enjoyable one.

Supervisor Dan Fitzpatrick—who was so popular with the clientele of Moody's—settled in well in his new surroundings and told me that this was the happiest morning in his almost thirty years of service to the public on this

well-known site. On the outside one is immediately struck by the magnificent sign erected by Gasellit Ltd, who were last in Limerick during the erection of the "Talk of the Town" Restaurant.

The interior is stocked with all the goods which the housewife requires and these are too numerous to mention in this brief reference to the Supermarket, where the advertising slogan says "Shopping is a real pleasure."

A feature which took my eye was the pre-prepared beef, mutton, lamb, veal and pork, being introduced for the first time in Limerick, while ladies from surrounding offices, availing of a few minutes of their morning coffee time, quickly purchased nylons, introduced at the special low price.

Barbecued chickens were also snapped up by discerning housewives, who wished to treat the household to a surprise on Sunday, to a surprise on Sunday.

But a personal visit to the store is essential in order to see the magnificent lay-out of this 140,000 Supermarket. There are over 1,000 of the latest editions in paper-backed books, in-

cluding all the new seasons' titles. The window display offers a 15-note to the person who guesses the exact amount of packets of a well-known detergent. These are piled high in the right hand window.

Centre of interest was the Refrigerating system by Frigidaire, in which fresh meat, bacon and frozen foods are clearly seen, as they rest in sub-zero temperatures, ensuring perfect condition up to the moment of sale.

May we take this opportunity to join the advertisers in this page in welcoming Messrs. D. E. Williams of Tullamore to Limerick.

FIVE STAR SUPERMARKET
 LIMERICK
Electrical Installation
 BY
G. Clancy & Co. Ltd.
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 BUILDERS
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CONGRATULATIONS AND BEST WISHES
 TO THE
FIVE STAR SUPERMARKET

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The Most Exciting News of the Year!

GRAND OPENING TO-DAY

FIVE STAR

LIMERICK'S FIRST SUPER SUPER-MARKET

One of Ireland's most beautiful super markets "Five Star" opened to-day. Now you can shop under really ideal conditions in beautiful surroundings. Magnificent shelving and a suite of 5 most modern refrigerated units keep foodstuffs—morning fresh vegetables and frozen foods fresher than ever. Pre-packed meat and bacon untouched by hand & a wonderful variety of Delicatessen, Cooked Meats, Cheeses and Exotic Foods. Background music. A pleasant, well trained staff in attendance—Speedy Self Service, in fact

SHOPPING BECOMES A REAL PLEASURE
