

# CAHILL'S 100th BIRTHDAY

## Limerick Business Celebrates A Century of Trading in Wickham Street

**M/S. CAHILL & CO.**

Tá an chéad chéad caite agat  
Go maire tú is go gcaithe tú!

CHOMHGHAIRDEAS Ó

**RISTÉARD Ó SAIDLEIR**

uimh 3 Sraid Uiceam

Best Wishes to Messrs. M. Cahill & Son  
from:

**P.K. STORES**

(prop. Patrick Kerley)  
46 Wickham Street

THE HOME OF FRESH FRUIT

MAXI VALUE :: MINI PRICES

Best Wishes and continued success to James  
Purcell from:

TOM QUAILD

**Treaty Car Rentals**

37 William Street

KEENEST RATES

Telephone 46512, after 6 p.m., 46591

Best Wishes and every success to  
**Mr. James Purcell**

FROM:

**Eugene McGovern**

OUTFITTERS TO GENTLEMEN  
AND THEIR SONS LTD.

Congratulations to CAHILLS on their centenary

**MARSHALL'S GARDENING CENTRE**

42 Upper William Street, Limerick. Phone 46192

Congratulations on such a happy occasion from

**DENIS RYAN**

THE HONEY POT  
William Street, Limerick

Best Wishes from:

**MARY STOKES**

THE SHOP, CAHERDAVIN

Select Family Grocer . . .

**NELLIE WOODS**

(Ellen M. Redican)

49 UPPER WILLIAM STREET, LIMERICK—Tel. 44894

Sends best wishes to M. Cahill & Son

**CENTRAL HAIR FASHIONS**

(Mary Wallace)

47A Wickham Street, Limerick. Phone 47383

Another  
**LIMERICK LEADER**  
Advertising  
Feature

IT IS NOT every year that the "Limerick Leader" Advertising Features Department have the opportunity of preparing a feature on a firm celebrating its 100th Birthday.

Actually, the last one we did was in 1960 for the National Bakery Company Ltd.

This year, the spotlight falls on the firm of M. Cahill and Son, at 47 Wickham Street, Limerick, where the present proprietor (Mr. James Purcell) carries on the very successful wholesale and retail business of cigarettes and tobaccos.

M. Cahill and Son manufactured tobacco and snuff up to 1929 and also carried on a very successful retail and wholesale business.

Mr. Purcell joined the firm in 1931 after serving his apprenticeship. He was manager for over 30 years before taking over the running of the business in 1965.

He remembers the days when ten Woodbines cost 3d. and were best sellers. A packet of ten Players was also very popular in those days.

Actually, this was the era of the picture cards and many an excellent set gave the microscopic histories of famous jockeys, trains, birds, animals, sportsmen, record-breakers, and many more.

May we join with the many advertisers on this page in wishing the firm many more years of successful trading.



Congratulations to Messrs. M. Cahill & Son and proprietor, Mr. James Purcell

MISS MARY MURPHY

**THE DOLPHIN BAR AND LOUNGE**

Colour TV, press button service, comfort and courtesy in most modern bar  
5 Wickham Street, Limerick. Phone 44916

CONGRATULATIONS TO  
**M. CAHILL & SONS**

On reaching their 100th Birthday

FROM:

**DAN O'CONNOR LTD.**

ESTABLISHED IN 1848

**LYNAM'S LTD.**

sole importers of RITMEESTER CIGARS

CONGRATULATE

**M. CAHILL & SON**

on 100 years successful trading

Best Wishes to M. CAHILL & SON

**DERMOT WALSH**

High-class Gents Hairdressing and Styling

"1st floor over Cahills," 47 Wickham Street

BEST WISHES FROM:

**KEVIN HARTIGAN**

FOR CYCLES AND SPORTS GOODS

36 William Street, Limerick. Phone 44976

Best Wishes to M. CAHILL & SON from

**John Grant & Co. Ltd.**

Tobacco and Snuff Manufacturers, Buncrana

BEST WISHES FROM:

**C. J. RYAN**

GROCERY AND FRUIT

William Street, Limerick

HAPPY BIRTHDAY

**KITTY HYNES**

GREENGROCER

15 Wickham Street, Limerick

BEST WISHES FROM:

**MICHAEL BARRY**

HARDWARE MERCHANT

28 High Street, Limerick

RENT OR BUY

TV VIEWING AT ITS BEST

Rent colour or black and white from

**DICK DUFFICY**

Telephone 48773 :: Wickham Street

★ First Class Service ★ Same Day ★

CONGRATULATIONS TO:

**JIM PURCELL**

from

**FLANNERY'S LOUNGE BARS**

William Street ★ Catherine Street  
Shannon Street ★ Wickham Street

**IRISH SWEEP HURDLE**

Tickets £1. Shares 5/- and 10/-

CAHILL'S SHARE SERVICE

Share in 6 Tickets, 6/- unit; Share in 12 Tickets, 12/- unit; Share in 18 Tickets, 18/- unit.

M. CAHILL & SON, 47 WICKHAM STREET

BEST WISHES FROM:

**THE SERVICE GARAGE**

(prop. Mrs. Mai Hayes)

Mulgrave Street, Limerick

Best Wishes to Cahill's of 47 Wickham Street from

**J. J. KENNEALLY**

JEWELLER

45 Wickham Street, Limerick

Congratulations to CAHILLS

FROM MOLONEYS

Where Drinks Are Best

**C. V. COWPAR & SON**

Watch and Clock Makers :: Jewellers and Silvermiths  
Specialists in Watch, Clock, Jewellery and Optical repairs  
51A Upper William Street, Limerick

**MOTOR INSURANCE**

WE ARE OFFERING REDUCED RATES FOR MOTOR INSURANCE

Special Rates:  
Persons with No Claim Bonus  
Young and Provisional Licence Holders  
Old Cars

**BERMINGHAM Security Insurances Ltd.**

85 O'CONNELL STREET, LIMERICK

Phone 49513

BEST WISHES

to

M. CAHILL & SON

from

**JERRY'S BAR & LOUNGE**

CONGRATULATIONS AND BEST WISHES

— from —

**O'Malley's Pharmacy**

38 William Street, Limerick

We are pleased to announce to our many customers and friends that we now stock all

HELENA RUBINSTEIN BEAUTY PREPARATIONS

CONGRATULATIONS

to M. CAHILL & SON from

**J. O'CONNOR**

7 WICKHAM STREET, LIMERICK

\* Happy 100th Birthday! \*

Congratulations to M. CAHILL & SON from

**J. C. DALY**

● WALLPAPERS  
● HARDWARE  
● PAINTS

51 William Street, Limerick — Phone 46181

BEST WISHES ON THIS HAPPY OCCASION

— from —

**C. J. RYAN & CO.**

30 WILLIAM STREET — LIMERICK

Best wishes from

**PADDY TUCKER**

House Painter :: Paper Hanger :: Decorator  
273 CAHERDAVIN PARK — LIMERICK

Best wishes from

**DANIEL BARRY**

\* Dental Laboratory \*

37b WILLIAM STREET, LIMERICK — Phone 44754

Best wishes from

**GEORGE TULLY**

Electrical Contractor

\* Specialist in Storage & Water Heating \*

21 HIGH STREET, LIMERICK — Phone 47044

Best wishes to CAHILL'S from

**SEAN O'NEILL**

M.P.S.I. CHEMIST

51 UPPER WILLIAM STREET — LIMERICK

1870

# M. CAHILL & SON

(JAMES PURCELL, Proprietor)

CIGARETTES AND TOBACCOS

47 WICKHAM STREET, LIMERICK

WHOLESALE AND RETAIL

1970