

## 6 ADVERTS FROM THE PAST

# Changing ads for changing times

Between them, the Limerick Chronicle and Limerick Leader have offered advertisers the best local platform for 250 years. This week saw the arrival of The Leader, a vibrant new free paper from the Limerick Leader team. Here we bring you some interesting ads from our back pages

L. F. Gibson operated a drapery out of 37 O'Connell Street, where in 1923 they were selling furs of all descriptions. Their store was based at 66 O'Connell Street from about 1905 to 1912. In 1915 they described themselves as "Court Costumiere & Milliner". In 1936, a fire broke out upstairs in 37 O'Connell street, luckily this caused only a small bit of damage. At this time the business was known simply as Gibson's and the owners was a Mrs O'Mahoney. In 1949, the company donated £10 to the St Vincent De Paul Society annual fund. Finally, in 1961, Gibson's closed its doors for the last time as the owner Mrs McMahon was retiring from business.

## GIBSON'S



### Furs & Fur Coats

Including Jacquard Velour Cloths,  
Trimmed Fur.

## 28 UPPER CLARE ST., LIMERICK.

HIGHLY IMPORTANT SALE BY PUBLIC  
AUCTION OF A  
Valuable Residential 7-Day Licensed  
Premises

The "Cloughaun Bar"

(With Furniture, Fittings, etc),

As a going concern,

Also LARGE YARD, SHEDS, and GARDEN  
attached thereto,

Held under lease for a term of 31 years from  
August 15th, 1916, at the yearly rent of £3;  
P. & V, £5

To be held at THE SALESROOMS, 7 Davis St,  
Limerick,

On Saturday, 3rd February, '28

At 12 o'clock, noon,

By instructions of Peter J. Monahan, E.q.

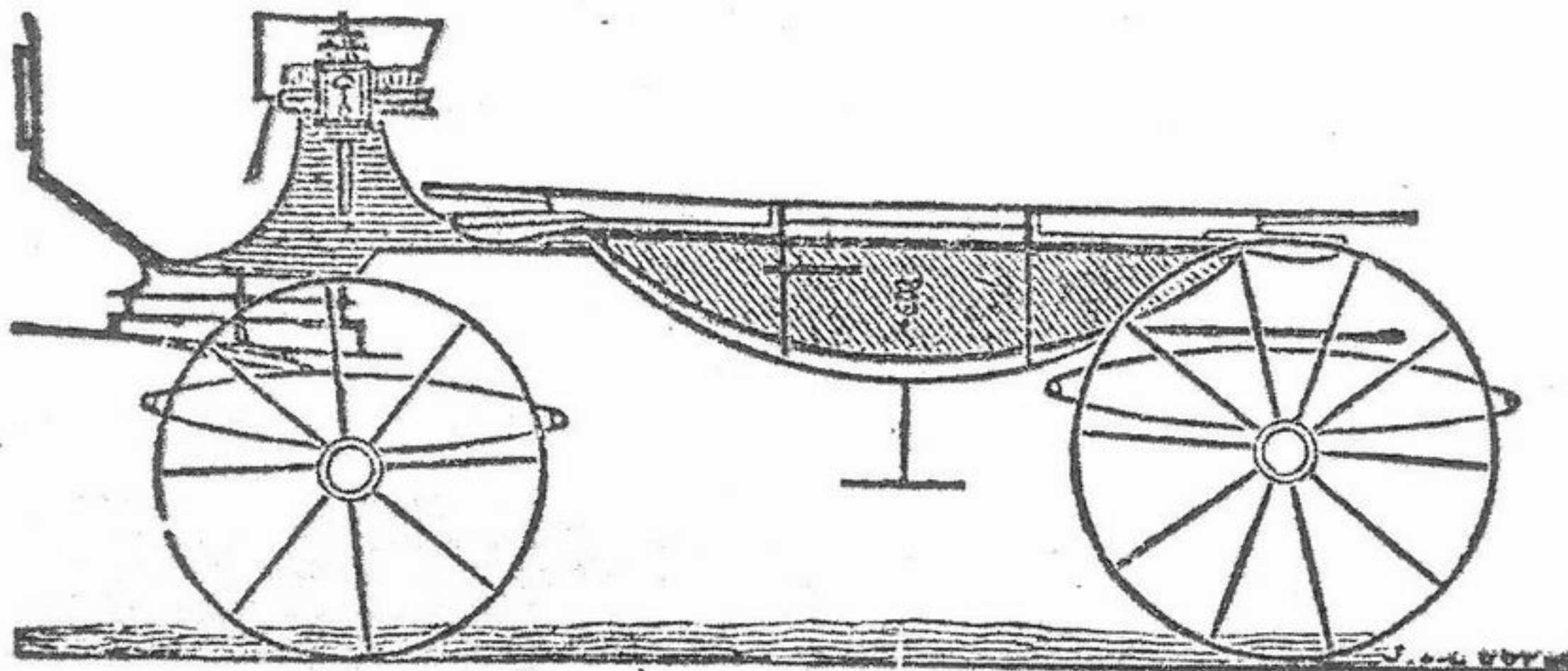
THE premises comprise shop fitted with  
counters, shelving, etc, 2 large taprooms,  
well equipped for the carrying on of a good  
grocery and spirit business.

The residential portion of the premises contains  
spacious diningroom, kitchen (with range and gas  
cooker), 3 bedrooms, bathroom, and good sanitary  
arrangements.

A large yard (with back entrance) adjoins the  
house on which stands a splendid range of sheds,  
stabling, coal house, etc; also a good sized fruit

The January 27, 1923 issue of the Chronicle published a for sale advert for the "Cloughaun Bar". As was common at the time the bar operated both as a pub and a grocery store, for the people in the Pennywell, Clare Street area. The McGrath family bought the pub as a result of this advert. The Irish name Cloughaun comes from the Irish for "the place of the stepping stones". This referred to a small stream that flowed along what is now the Dublin Road adjoining Clare Street at Pennywell. The Cloughaun Gaelic Athletic Club takes its name from the same area where it was founded in 1902.

## W. CHRISTY,



### Carriage Builder,

GEORGE STREET & SHANNON STREET.

If you had the money in 1887, William Christy could build you a carriage. His business was based at 58 George Street, now O'Connell Street. Christy's carriage building business continued into the twentieth century where the family moved with the times and became motor body builders in the 1910s. In 1901, the Christy family were living in Lourigan's Lane. The head of the household William Stanley, aged 76, was described as a master coachbuilder as was his son William Carter. Ten years later the family lived on O'Connell Street. William Stanley those in his eighties had still not retired being referred to as a merchant at a carriage factory. While William Carter was now the owner of a motor garage. William Stanley passed away in 1914, his age was recorded on his death certificate as 93 years old.

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# COALS!

**BRIGHTEST AND BEST.**

**ORREL, WIGAN, ANTHRACITE,  
AND STEAM COALS.**

**Limerick Steamship Co., Ltd.  
GREAT COAL DEPOT,**

In the 1920s Limerick was still primarily heated by coal. As a result advertisements for coal were often placed in both the Chronicle and the Leader. This advert from 1923 comes from Riordan's shipping agency. This shipping agency was owned by Maurice P. Riordan also operated as an emigration agent in the early part of the twentieth century.

Recently the Commercial reopened as a pub under new owners on Catherine Street. This advertisement appeared in the Chronicle in 1887. The hotel was owned by Robert Farlow from the 1870s until the 1890s. He also worked as an accountant during those years. By the 1910s it was owned by the McNamara family. In September 1916, Lieutenant J McNamara who gave his address as the Commercial Hotel was injured in the Somme. He had been working as a dentist until a few months prior when he enlisted with the Inniskilling Fusiliers. The hotel was known to many around the city and county as Daffy's who operated it as a pub for many years.

## FARLOW'S

**FAMILY & COMMERCIAL HOTEL,**  
46 and 47, CATHERINE-STREET,  
Five minutes walk from Railway Station and  
Steamboat Office.

**VILLIERS' SCHOOL, HENRY ST.**

**P**UPILS prepared for the Universities, Preliminary Law and Medical, and other Examinations.

J. ROCHFORD (R.U.I).

April 9

In 1887, it was as important as it is today for schools to entice students to their institution. On April 20 that year adverts appeared for both Villiers School on Henry Street and Leamy's School on Hartstonge Street. While the former was guiding their students to careers in law and medicine, the latter was promoting clerical work as a skill gained while attending their school. Both schools were founded by philanthropists for the education of the youth of Limerick. Villiers was founded from the estate of Mrs Hannah Villiers in 1821. The school relocated from Henry Street to its current location on the Tivoli campus on the North Circular Road in 1953. It has among its alumni Max Dennison, an Oscar-nominated special-effects artist who has worked on such films as Lord of the Rings and Shakespeare in Love. Leamy's was founded from the estate of William Leamy. Leamy who made his fortune at sea left £13,000 for the education of the children of the poor in Limerick. The school on Hartstonge Street cost £3,940 to build while the balance was to maintain the facility.