

**6 ADVERTS FROM THE PAST**

# Changing ads for changing times

*The Leader and Chronicle have been Limerick's most effective advertising platform for centuries. Archivist Grainne Keays looks at how those adverts have evolved over time*

**P. O'LOUGHLIN'S  
MILLINERY AND UNDERCLOTHING  
WAREHOUSE.**

**HATS & BONNETS  
OF LATEST SHAPES AND SHADES  
A SPECIALITY**

**PRICES HALF THAT PAID ELSEWHERE.**

Please Note Address :  
**40, WICKHAM-STREET,  
LIMERICK.**

**March 30, 1899:** Although Easter bonnets are not that common today, they were still very popular in 1899. P O'Loughlin on Wickham Street was the place to go if you were looking for a bonnet on a budget

**March 30, 1899:** The Harrison Lee foundry was founded in the 1830s in High Street. This foundry was to become the largest and most enduring iron manufacturer in Limerick during the nineteenth century. Harrison Lee died in 1866 and was buried in St John's Churchyard. His sons continued the business until the late 1920s. The marks of this firm can still be seen all over the country today. Griffin a native of Kilkenny owned this nursery

ESTABLISHED 1828

## HARRISON LEE & SONS

(Members of the Institute of Mechanical Engineers).

MANUFACTURERS OF

STEAM ENGINES	SAW BENCHES
WATER WHEELS, CRANES	WINCHES, PUMPS, CISTERNS
HYDRAULIC PRESSES	COLUMNS, GIRDERS, &c. &c
AGRICULTURAL IMPLEMENTS	
BOILER MAKERS. SHIP REPAIRS Executed with all Despatch.	

**City Foundry and Engineering Works**  
LIMERICK  
Telegrams—"LEE, FOUNDRY, LIMERICK"

## BOTTLES.

### CAUTIONARY NOTICE.

ALL WHOM IT MAY CONCERN are hereby cautioned against the illegal practice of using or retaining Bottles bearing the name of the trade mark branded thereon of the undersigned Bottlers and Mineral Water Manufacturers. Any person or persons found offending will be prosecuted under the Trades Marks and Emblems Act.  
G SPILLANE, Limerick.  
SAMUEL ALLSOPP & SONS, Burton-on-Trent.

**March 30, 1930:** Counterfeit goods are not new, although today there is not a huge market for counterfeit soft drinks. In 1918, this must have been a major issue to cause the bottlers to make this announcement

## ATHENÆUM

TO-NIGHT :-

Episode 13-- GREY GHOST.  
THE MILLIONAIRE ENGINEER.  
Featuring King Baggott.

**CHARLIE CHAPLIN**  
In NOTHING BUT TROUBLE.

EASTER MONDAY AND TUESDAY--  
**FILIBUS**  
Great 5. part, Exclusive, with the Famous Detective Kutt Hardy.

WEDNESDAY AND THURSDAY--  
"NINETY DAYS"  
most Fascinating Drama, Exclusive in 5 Reels

FRIDAY AND SATURDAY--  
**Don't Miss Mary Pickford**  
IN

**The Eternal Grind**  
Exclusive in 5 reels. Produced by the Famous Players.

SPECIAL MATINEE EASTER MONDAY 3.15  
NIGHTLY.....7 and 9

**March 30, 1918:** In 1918, you could go to the cinema during the Easter break and see Charlie Chaplin in one of his lesser-known movies.

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## THE LATEST ADVERTISEMENT.

**JOHN H. PARKER**

(REGISTERED DRUGGIST),

WILL OPEN

NEXT WEEK.

IN THE

DRUG, OIL, COLOUR, NEW SEED, AND GROCERY TRADE.

NOTE ADDRESS:—

54, WILLIAM-STREET, LIMERICK.

**March 31, 1899:** It is interesting to note that a pharmacy in 1899 was known as a druggist. John Henry Parker was married to Eleanor Lee, the granddaughter of the Iron foundry founder Harrison Lee. He was working in Boyds before going out on his own. He left Limerick in the early 1900s for South Africa where he remained until his death in 1914

**THOMAS AUCHMUTY,**

China, Glass, Earthenware and Hardware Showrooms,

6, WILLIAM-STREET, LIMERICK.

TEA SETS, BREAKFAST SETS, DINNER SETS, TOILET SETS,

AT EXCEPTIONALLY LOW PRICES.

HOUSEHOLD HARDWARE, TABLE CUTLERY, AND BRUSHES, &c,

At Prices to Suit All.

**LAMP STOCK**

AT REDUCED PRICES TO CLEAR THIS MONTH!

WHOLESALE DEPARTMENT—A Large Selection of Earthenware, China, Glass, Vases, &c., AT VERY LOW PRICES.

**March 31, 1899:** Thomas Auchmuty was based at the bow connecting William Street and Cruise's Street. He would later sell photographic equipment from this store. He was also an avid photographer and many of his photographs of William Street in 1922 have become famous

## Winter and Spring Requirements.

LOUGHS BY ALL THE LEADING MAKERS  
 Corn Mills, Improved Harrows,  
 Thrashing Machines, Artificial Manures,  
 Foot Pulpers, Cattle Feeding Stuffs,  
 Chaff Cutters, Oils, Colors, Drugs.

WE RESPECTFULLY SOLICIT INQUIRIES.

**J. P. EVANS & CO**

GENERAL MERCHANTS, LIMERICK.

Telegrams:—"Evans, Limerick." Telephone No 14.

**1918:** W.J. P. Evans at 131 O'Connell Street had everything that you could need to get your farm or garden ready for the spring. The James P Evans after whom the company was named died in 1848. Mr. Journeaux, the uncle of Thomas Cleeve's would take over the business but retained the name. Thomas Cleeve worked in J. P. Evans when he arrived in Limerick from Canada. He would later become the owner of the Cleeve's Condensed Milk Factory.

**LENT! LENT!**

GREAT SUPPLY OF

**NEW SEASON'S JAM**

WE HAVE

GREATEST VALUE EVER OFFERED.

CHEAPEST AND BEST.

2lb Jars J. Gray's Marmalade	...	5½d.
2lb Jars Mixed Fruit Jam	...	5½d.
3lb Jars Mixed Fruit Jam	...	7½d.

SEND FOR LIST OF PRICES.

Give us a Trial for our

**SPLENDID 2s. TEA.**

A Present or Discount equal to 6d off every lb of Tea.

**LONDON & NEWCASTLE TEA CO.,**

56, WILLIAM-STREET, LIMERICK.

**March 31, 1899:** Lent is almost over and it is time for many to break their sugar fast. In 1899, you could stock up on jams and marmalades at the London & Newcastle Tea company at 56 William Street