

Changing ads for changing times

The Leader and Chronicle have been Limerick's most effective advertising platform for centuries. Chronicle Historian Sharon Slater looks at how those adverts have evolved over time

March 1, 1929: Montague Burton in Chesterfield founded the menswear store in 1903. In December 1925, they opened their first store in Limerick at 131 O'Connell Street. The Leader on December 16, 1925 states that the "building, as a whole embodies the latest principals of construction and fireproof throughout. The shop front is a splendid example of modern shop fitting art; the base is in emerald pearl granite; all the framework of the windows is bronze." Burton's sold this building in 1963 to Cavendish Furniture it now houses Permanent TSB. They later opened another store at the corner of William Street and 11 O'Connell Street next to Brown Thomas. On August 25, 1959, Burton Menswear was completely gutted during the fire that consumed Todd's Department Store, now Brown Thomas. The relocated to 27 O'Connell Street on October 30, 1959 while the damaged shop was being rebuilt. In 1963 Burtons reopened its store at 11 O'Connell Street. Carl Scarpa opened in this building in the 1980s and it is now a Eir mobile phone store. Burton Menswear continues to be sold in Limerick at Shaws in the Crescent and in Limerick One Shopping Park, Childers Road.

The Limerick Chronicle.

ESTABLISHED 1786.

103rd YEAR OF PUBLICATION

SATURDAY, MARCH 1, 1929.

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Celebrating 30 Years of Tailoring Triumphs!

5 Colleen Irish Tweed SUIT 55
Exclusive cloth. Best in the world. Hand-tailored. Guaranteed to give you a perfect fit.

3 Deal Harris Tweed SUIT 85
Have looked at the famous Deal Harris Tweed? You will find it is the best in the world. Guaranteed to give you a perfect fit.

5 PLUS FOUR SUIT 55
The most popular of all suits. Guaranteed to give you a perfect fit.

5 SPRING OVERCOAT 55
The most popular of all overcoats. Guaranteed to give you a perfect fit.

Let **BURTON** Dress You

*A Business Birthday Greeting—
"He has achieved success who has thought, not primarily of profit, but of service to the community, and has gained the respect of intelligent men."*

THE MONTAGUE BURTON SPRING OPENING DISPLAY synchronises with the Firm's Thirtieth Business Birthday. Thirty years ago Montague Burton Tailoring was introduced to bring the making and buying of Men's Clothing into line with modern requirements: to organise its methods to the urge of modern life; above all, to give men that supreme sense of satisfaction which refined tailoring alone can provide—without its old irritating technique—its exasperating delays, its undue risk, its absurdly high cost.

On this historic occasion it is worthy of note that the Montague Burton Tailoring methods have increased by 50 per cent the inherent value of the spending capacity of money necessarily allotted to Men's Clothing. In addition to this they have made possible QUALITY of outstanding merit—the frank admiration of thousands of patrons—and the "ideal" of the Tailoring Trade has been established.

Just as the pathway of prosperity cannot be progressed in the apparel of adversity, so also no tailor can win public confidence by mere "window dressing." The acid test is in the actual garments—their cut, quality, efficiency, economy, and endurance.

MONTAGUE BURTON OCCUPY AN ABSOLUTELY UNIQUE POSITION IN THE TAILORING WORLD. THEY FILL THE GAP BETWEEN:

(1) FIRMS WHO SELL ON PRICE
AND
(2) FIRMS WHO SELL ON QUALITY

MONTAGUE BURTON CATER FOR THAT DISCRIMINATING PUBLIC TO WHOM BOTH PRICE AND QUALITY ARE OF EQUAL IMPORTANCE WHICH EXPLAINS WHY THE BEST DRESSED PEOPLE IN THE LAND, INCLUDING EMINENT STATESMEN, CITY MEN, STAGE STARS AND PROFESSIONAL MEN, TAKE THE CARE OF THEIR APPEARANCE TO MONTAGUE BURTON.

Please do NOT think that, because prices are so economical, that Montague Burton cannot supply the highest requirements of the Professional and Business man. There are available in this collection the very highest grade Coats, the aristocracy of British wear—**from the hand-made Harris Tweed to the finest West of England herring. Every pattern is exclusive and undeniably elsewhere.**

The Montague Burton 5 guinea Suit-to-Measure for 5/- is the acknowledged King in the Tailoring World, and that supreme service is indicative of the inherent value of every garment offered, whatever the price, marked in plain figures.

These are the reasons why the Montague Burton Tailoring Organisation is the largest in the world. It pays the highest wages in the trade—employing 10,000 directly, and 100,000 indirectly. It studies employees' interest by notable Welfare Amenities often quoted as an example of goodwill by Labour Leaders and Social Reformers. It has, in a short space of thirty years, made history by cutting the tailor's bill to less than half.

LET MONTAGUE BURTON DRESS YOU.

Lowest District, Montague, Dublin.
Mr. MONTAGUE BURTON.
Dear Sir,
I beg to inform you I have received your letter and in great haste for my convenience, and wish to thank you for your friendly interest in my firm.
The fact is that we are planning to every way to have been the other side a particular time you would like to see and give you are very much interested, long to every way to give as these ideas, however at least not to plan all further orders with you. A great thank you.
I am,
Yours truly,
VINCENT EDWARDS.
P.S.—You are at liberty to see my name if you so desire.

Special Note.
The D.R. style is most effective when made in the famous "Nelson Blue" ALL WOOL BOTANY SERGE (Hosiery No. 40054) or the new shade of "Herring" "OCEANIC" ALL WOOL BOTANY SERGE (Hosiery No. 41011) of exceptional quality, unique texture, and colouring—these Serges made to Measure for 35 are an exception.

5 DB SUIT 55
A distinguished suit, exactly styled down to the smallest detail, in solid fashion's latest trend, and made from "Oceanic" Serge. Tailoring the most accurate fabric found in the World of Woollens.

5 DB FLANNEL SUIT 55
The newest style in Flannels and Hosiery. A suit of quality that is superior and never deteriorated. A value made possible by the best of raw materials, expertly handled. A garment of comfort and utility, factory made, as a matter of fact your money. For attention, measure, and your price to be as low as possible.

5 BREAKWATER RAINCOAT 55
The increasing popularity of this exclusive Montague Burton model proves its efficiency. Its cut is distinctive in its perfect quality—the appearance, smartness, wear-resistance, and the price. It is a suit that you would expect to pay 10/- to 15/-, and is made to measure. If you are not a Montague Burton, money returned in full of material within seven days.

MONTAGUE BURTON RECORD.

1. 10,000 employees on Pay Roll.
2. 100,000 indirect workers.
3. Highest Wages in the Trade.
4. 10,000 unskilled workmen.
5. 100 acre Workings Estate.
6. Leaders in Woollen Work.
7. Capital Year Million Pounds.
8. Larger than all combined High-class Tailoring Businesses in Great Britain combined.
9. Every yard of cloth and every stitch of thread is washed and finished in Great Britain and Ireland.

BURTON
The Largest Merchant Tailoring Organisation in the World

POST ORDERS.
If unable to call please post this form filled out in Irish Currency.
These mail orders of "Thirty Years of Tailoring Triumphs" Post-Department Form, etc.

Name: _____
Address: _____

11 MONTAGUE BURTON, LTD.
27 O'CONNELL STREET, LIMERICK, IRELAND.
LIMERICK, IRELAND.