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1960S: IN TO TOWN FOR THE MESSAGES



In the November 23, 1963, issue of the Chronicle the anonymous columnist who went by the name "the Observer" wrote about Brigid's hairdressers, 58/59 Thomas Street. The Observer noted that "correct hair style is essential for every woman who is beauty and fashion-conscious." They explained that one of the hairdressers was trained at the Morris School of Hair Artistry, London. The owner was Mrs Brigid Foley, daughter of Thomas and Joan Foley, Thurles. She was married to Edward Foley a fruit wholesaler. Among the services her hairdressers provided included cutting, cold waving and tinting



The original Savoia Café was opened by the Marsella family on Roches Street in the early 1930s. In 1941, the Savoia pictured in 1961 was opened at 3 O'Connell Street. The Leader reported on May 17, 1941 on the opening "from hot Bovril to ice cream and the renowned fish and chips, order will be executed with prompt attention and with neatness and cleanliness characteristic of the business". The Roche's Street café was closed by 1969 when the building was put up for auction



In 1956, top of Patrick Street was still a thriving businesses street with a variety of stores, from J. Hartman's and J. H. Irwin's jewellers to Leavy's shoe shop. Williams's Store sold an assortment of household goods and stationary. Ambrose at number three was a clothes store. In December 1956, Thomas Madigan the founder of Ambrose passed away. He was a native of Dromeilly, Co. Clare and arrived in Limerick about a half century earlier and quickly set up his business on Patrick Street