

RELIVING THE NEWS with Sean Curtin

## New chapter in the retail life on William St

From the Limerick Leader: Saturday, February 10, 1962

Staff members at Fennessys when the shop opened in 1962 were Stephanie Bourke, Rosaleen Woodhouse and Carmel Brinn



TODAY, Friday, the ninth of February, 1962, is another milestone in the life of Mr. John Joe Fennessy, former charge-hand of Bolger's Stores, to which he was attached for almost twenty-five years. He has taken over Macksees of 31 William Street, and from to-day the well-known premises will trade under his own name, and his personal supervision.

He has now taken over the well-known drapery business of Mack-

sees, and it will be under his personal management and supervision. He intends to bring his remarkable flair for astute business management fully into play with this enterprise, and already many thrifty housewives have learned for themselves that the Fennessy policy of value for money is well-founded. The exterior of the spacious premises will remain the same for the moment, but the window will contain a larger variety of goods at prices

which have to be seen to be believed.

The interior of the building is still in the hands of the decorators, and Mr. Fennessy has already drawn up plans to extend the shop at the back to no less than twice its present size.

Furthermore, a bargain basement is being planned and this will be almost the same size as the shop.

In other words, Macksees' former premises will, in the near future, occupy four times its present size within a very few weeks.

However, his vision and foresight does not end there. He will have many drapery lines new to Limerick, and goods at less than half the prices elsewhere.

Further, he has what he considers to be one of the few remaining rolls of Congo wall in the city. So, it's first come, first served for this rather scarce commodity.

Mr. Fennessy has enjoyed the confidence and goodwill of the public down through the years and he is keenly looking forward to meeting all his friends (old and new) to give them better value every day. May we join with the many advertisers in this page in wishing him every success in his ambitious venture. These columns will carry, from time to time, details of the many bargains to be had at his premises. But, as stated at the outset many have already found out this fact for themselves.

A visit to 31 William Street is certainly worthwhile.



JJ Fennessy's Shop, William Street in the 1960s, the shop is still there and mainly sells school uniforms these days

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