



LOOK FOR THIS MARK ON THE GOODS YOU BUY

Are the goods you buy packed in Irish-made Boxes? They may be! But are the Boxes made from Irish Cardboard? That is the point. Insist that yours are.

Military Boxes
Dress Boxes
Boot and Shoe Boxes
Food Containers
Soap Boxes
Boxes for Polishes
Butter Cartons
Cigarette Boxes, etc., etc.

Boxboards for above are made by

We also make
News Print
Printing Papers
Cream Laid
Manilla (for Labels)
Railway Tickets
Tram Tickets
Cinema Tickets
Menu Cards, etc., etc.

IRISH PAPER MILLS CO. LTD.
TELEPHONE CLONDALKIN 27 CLONDALKIN CO. DUBLIN TELEGRAMS 'PAPER CLONDALKIN'

ONLY USERS OF THE IRISH TRADE MARK
can book advertisement space on these pages. Full particulars regarding rates, positions, etc., can be obtained from the Official Advertising Agents
McCONNELL'S ADVERTISING SERVICE
10, Great Brunswick Street, DUBLIN.

Pure! £500 Guarantee
We guarantee Gladiator Soap and you can rely on its quality. The proof of the Soap is in the washing, therefore why not try
CREAN'S GLADIATOR SOAP
Made by JAMES CREAN & Co. Ltd., PROVERBS, SOUTH DUBLIN.

Is the Contest Ended?

Six months ago, few, if any, Irish industries were experiencing a satisfactory demand for their manufactures; several had been obliged to shut down; others were working short time, whilst almost all of them were losing money. Then came a change. It was pointed out to our people that the cure for this evil lay in their own hands. They had heard this statement often before; the minority had realised its significance and had given their support to goods of Irish manufacture; the majority had remained apathetic. This time, however, the injunction was voiced by more than one Irish organisation; the minds of the masses were in a receptive mood, and the response on the part of the public had been splendid.

Amongst the methods adopted to arouse interest were the publication of full-page advertisements of Irish manufactures (which have appeared from week to week in the principal Irish newspapers), together with special advertisements of the Irish Trade Mark; the distribution of thousands of copies of the Irish Industrial Development Association's Directory of Users of the Irish Trade Mark (containing particulars of the goods made by these firms), as well as the novel film of the Mark, which is being shown in the leading Picture Houses throughout Ireland.

These and other factors, which have operated in the period referred to, have stimulated the demand for Irish manufactures in a manner wholly gratifying to all concerned. Many industries that were idle or slack have, respectively, reopened or increased their output; further, several new ones have sprung into being to augment the supplies of goods for which now there is a ready and increasing demand—Confidence has replaced Despair.

The results accomplished in the past six months have saved numerous Irish industries from extinction, and have laid the foundation of others. This is a record coming at a time when the dice were loaded against Irish industrial expansion of which every Irishman and woman may feel justly proud.

Is the contest ended? No! What is needed now is that our people shall not slacken in their efforts and rest content with having won the first stage of the battle. No country can progress industrially without systematic and strenuous effort. There is no reason why Ireland should not secure markets for her goods in almost every country throughout the world, but to reach this goal she must aim, in the first instance, at enlarging her home demand for her own manufactures. This is the first step towards success. It is in this direction that the intelligent and persistent co-operation of Irish manufacturers, their work people, traders, and the public is needed.

A DIRECTORY OF USERS OF THE IRISH TRADE MARK
together with particulars of the goods they manufacture can be had by applying to the
Irish Industrial Development Association Incorp.,
102-103, GRAFTON STREET, DUBLIN.

See Boots

For Ladies', Gentlemen's and Children's Wear.
PERFECT FITTING & DURABILITY.
Lee Boot Mfg. Co, Ltd, Cork.



LEE HOSEIERY
Ladies' Silk Cashmere and Worsted Hosiery—all qualities.
Men's Plain, Ribbed Half-Hose & Cycle Hose, Children's Hose & Boy's Cycle Hose.
DWYER & Co. Ltd, Cork.

POWER'S "THREE SWALLOW" PURE POT STILL WHISKEY
Guaranteed made with Home Grown Malt and Barley, and the sole product of the Pot Still absolutely pure and unblended.
JOHN POWER & SON, Ltd, DUBLIN

IRISH MARBLE For Building Schemes.
We can supply all classes of Irish Marble, including the celebrated
Connemara Green Kilkenny Black Cork Red
In rough quarry blocks or finished, cut and polished to order. Prices and details on application.
IRISH MARBLE CO KILKENNY

Thousands of Jars like this are sold daily to satisfied customers. The popularity of Lamb's Jams is explained by the high quality of fruit used and the fact that the prices are within the reach of all.
Our new Season's Strawberry, Raspberry, Black Currant and Gooseberry now ready for the last word in delicacy and flavor.
LAMB'S JAMS
are made chiefly from fruit grown on our own farms at Rathfarham, or collected daily from the gardens of North Dublin and Meath.
LAMB BROS, INCHIGORE, DUBLIN.

The Mark that Means Quality Sausages
TO THE TRADE To avoid disappointment put on your standing order NOW.
Buy our goods that bear the mark of quality and excellence
DONNELLY'S Sausages & Puddings
DONNELLY LTD Bacon Curers, DUBLIN
Read I.T. Mark No. 0190.

LEANDER
The Margarine that really pleases.
Buy Ireland's Premier Brand of Margarine
LEANDER PER LB 1/4
SWEET LAVENDER, per lb. 1/2
SILVER LINING " " 1-
SNOW CAP " " 9d.
MADE BY Dowdall O'Mahony & Co., Ltd., CORK.
Ask for LEANDER

Write For Free Booklet.
REDUCINE
The Great Irish Remedy for Lameness in Horses.
Reducine will cure the worst cases of Curb, Splint, Thorough, Wind Gallop, Sprain, Tendons, Big Spavin or Sprung Hoof. It is unequalled for treatment of Strangles, Sore Throat, Calf Sore and Enlarged Glands. Causes no pain, leaves no blisters and the horse can be worked or exercised during treatment.
OF ALL SADDLERS, PERIN 15/ or post free on receipt of 1/6 from REDUCINE COMPANY, 25, Store Street, Dublin.
Every horse-owner should write for a copy of our new Booklet, 'LAMENESS IN HORSES' By the Inventor of Reducine. Price 4d Post Free.

HIGH-CLASS Confections
M.B.L. Co.
Desire and ask your shopkeeper for our well known Sugar Bittings. Following are our most popular lines:
Royal Toffee, Acid Drops, Brown Cushions, Honey Orange—No. 2, Mixture, Mixed Butter Gums, Salt & Eyes, Home Made Toffee, Small Butter Nuggets, Exhibition Mixtures.
MacGrath Bros Ltd.
TO THE TRADE Collectors are invited to write for quotations and particulars of our lines. Irish Trade Mark 0110.

Kiels, Kegs, Firkins
made from the Finest Irish grown beech in the Largest Coopage and Box Factory in Ireland.
You can obtain all classes of
Butter Boxes, Cheese Crates, Egg Cases, Fish Boxes, and Barrels.
at the lowest competitive prices.
These are made throughout in our own factory, and are guaranteed free from impurities.
Write for our Quotations.
JAS. M'MAHON LIMERICK Limited.

PROVISIONS REVOLVING SHUTTERS
Made of wood or steel furnish a safeguard to your business premises that is not to be compared for neatness and efficiency to any other method of protection.
We are Ireland's foremost specialists for such shutters, also
Window Blinds. Quotations sent for fitting measures, 2/6 of Shutter or Blind to your business premises or home. Write Now.
MacGrath Bros.

WHY NOT AN IRISH-MADE BUCKET?
and made from beginning to end in our own factory. A thoroughly high grade competitive product.
We also manufacture—
Watering Cans, Paint Cans, Coal Scuttles, Dustbins, Baths, Sifter Sifters, etc.
If your dealer cannot supply you with these Irish-made galvanised goods, send us his name. Thus you will do us a good turn, and help yourself and the country.
Wholesale Only Supplied
Send for our Price List.
The Dublin Metal and Galvanising Co., Ltd.
57-60, New St., DUBLIN.

Look for the Loving Cup on the Packet.
It is not merely an indication that the Margarine is ours, but is a standing guarantee to its excellence and quality.
CHEAPER MARGARINES
Shandon Castle & Dewtop
The product of Genuine Irish Capital, Labour and exclusively Irish MANAGEMENT.
Loving Cup Margarine
Made at SHANDON CASTLE Margarine Works CORK.

PIQUE (Soft) COLLARS.
You want real smartness in a Collar, you want comfort, neatness and long service; you want neckwear that expresses the trend of fashion. You will find all the points in our famous Pique Soft Collars. The Collars, designed for those who want the best, are made by us in our own Factory in Cork.
Stocked in all sizes in the popular "POLO" and "Medium Height" Double Shape, or made to any Shape desired. **SAMPLE COLLAR, 1/6 each. ONE 1/12, 2/6. POST FREE!**
Fitzgerald The Famous Shirtmaker
44 PATRICK STREET, CORK.

WASH BOARDS
Ask your retailer for '**CHAMPION EASIERUB**'
Better quality and design than any imported board.
Rubbing surface in wood, zinc, galvanised iron and glass.
G. H. DAWSON & CO., East Rd Sawmills, Dublin.

Say **"HALL Health Salt"** NOT "health salts."
Then you will get the best obtainable, made in Dublin from the purest ingredients by
HUGH MOORE & ALEXANDER Ltd, The Linen Hall DUBLIN.
Registered Irish Trade Mark No. 0081.
HALL HEALTH SALT.

LEESIDE SOAP POWDER
Why Boil the Clothes?
There is no waste of coal, time and labour in the household where "Leaside" is used. This wonderful soap water washing powder is superior to any other you can obtain. **SAVES MONEY, TIME, AND LABOUR.** Buy a Packet to-day and test it. It will do your washing better and quicker than ordinary soap and boiling with **SOLD EVERYWHERE INSIST ON LEASIDE 2 LB. PROPERTIES WRITE FOR QUOTATIONS.**
LEESIDE SOAP POWDER
E. RYAN & CO LTD, CORK.

Our Circle of Friends
Is there any other Irish product that has built a bigger community of friends than the Friendly Match?
Is there any better testimony of its quality than its ever-increasing sales in Ireland?
Why, therefore, buy foreign matches when your own country produces a better and cheaper product?
INSIST ON ALLIANCE
PATERSON'S IRISH MATCHES.
THE FRIENDLY MATCH
Made by PATERSON & CO. Hammond Lane, Dublin.

Made from the finest materials obtainable and consequently most Efficient and Economical.
SCIENCE POLISHES
PUNCH & CO., CORK.
Science Boot Polish
BLACK, BROWN AND RUBY
Science Floor Polish
Science Furniture Polish

SCIENCE NOTES AND NEWS.

TELEPHONING IN CIPHERS. Everyone probably has felt an uncomfortable fear, at times, that a private conversation over the wire was being listened to by an eavesdropper and unwelcome third party.

When vibratory currents are interrupted and the effect is greatly intensified. In his experiments suggested by this fact, M. Poisson obtained surprising results. He found that if the current be interrupted with a frequency varying from 100 to 125 the voice is altered, becoming harsh and strident.

DESICCATED VEGETABLES. Dr. Hawk, of the Jefferson Medical College, points out that when desiccated vegetables are immersed in water for a few hours they assume a form very closely approaching that of the fresh vegetable.

ANCHORING A SLIDING MOUNTAIN. An unusual problem in railroad engineering has been solved in Oregon by directing water from under a mountain at any rate, since the expedient was adopted the mountain has stayed in the same place.

FIGHTING THE TEREDO. The teredo does not actually eat the wood, but cuts into it as a place of abode while deriving its sustenance from the sea water.

A WONDERFUL INSTRUMENT. An instrument that can detect the presence of a man 200 yards away merely by the heat his body radiates seems almost incredible, but that is only because most of our natural senses are so dull compared with the artificial senses devised by science.

COMMERCIAL SOOT. What we call soot when it is in the wrong place becomes a valuable commercial product when manufactured to order.

ORIGIN OF THE LOGANBERRY. It appears that the plant that is now well known as the loganberry is a red-fruited variety of a trailing blackberry that grows wild on the Pacific Coast.

GREAT PHOTOGRAPHIC SALES.

Cameras (now and second-hand), Mounts, Albums, and everything else you want at Great Reduced Prices to Clear to make room.

CROMER & EVANS, PHOTOGRAPHIC DEALERS, LIMERICK.

THE GOLDEN KEY

THAT WILL OPEN

EVERY DOOR TO SUCCESS In any Business

Is Persistent Advertising

You can easily

TREBLE YOUR PROFITS

By

Blowing Your Own Trumpet

In a Good Advertising Medium

The "Limerick Leader" circulates extensively all over the counties of Limerick, Clare, and Tipperary, as well as in several districts of Cork & Kerry.

A regular advertiser, forwarding a repeat order, says: "I must say that advertising in your valuable paper gives me every satisfaction, and has brought me excellent results in increased and increasing business."

The tribute is but one of several received from time to time, but it has a peculiarly compelling lesson and appeal for every wise business firm.

ADVERTISE AND SUCCEED

YOUR GROCER OR STORE WILL TELL YOU

That "MILLOCRAT" Flour is the dependable Flour. He will also tell you that the Quality is splendid and unvarying.

The Maker's aim to keep up the high quality you have been accustomed to getting when you buy

"MILLOCRAT" FLOUR

When ordering your next supply of Flour mention the name "Millocrat"—and insist on being supplied with it, and so avoid any disappointments on baking day.

SOLE MANUFACTURERS :-

JOSEPH RANK, LTD., LIVERPOOL

Limerick Agents :- G. & F. J. BOURKE, 11, Glentworth Street, Limerick.

EGG-LAYING RECORD

In the official report of an egg laying contest promoted by the New Zealand Poultry Society, a white Indian runner duck is stated to have laid 341 eggs in 240 days and 355 eggs in 255 days.

G. B. B. ON SMOKING

Mr G. Bernard Shaw says that a human being smoking is a stuporous object, and why the male monster should rove the female monster for their common procreancy was a question he could not answer.

CANNOCK'S

Special Display of Travelling Requisites,

MUCH UNDER REGULAR VALUE.

Attache Cases covered with leather cloth, nickel fittings, 3/11, 4/6 each. Lunch Cases, 2/6, 2/11, 3/6 each. Hide Attache Cases, 13/6, 16/6 to 35/-; Suit Cases, covered leather cloth with two brass locks, 11/6d, 13/6, 27/6.

A Large Variety of Fibre, Hide, Kit, Brief and Square Bags. Overland, Cabin and Saratoga Trunks. Rug Straps from 9d per pair. Travelling Rugs in great variety.

JOHN M'BIRNEY & CO., LTD., LIMERICK.

Sweeping Reductions in BOOT DEPARTMENT

RECORD BARGAINS ALL ROUND TO CLEAR.

SEE OUR WINDOWS.

Note our Prices, which Defy Competition.

The Optical Prescription House.

PRESCRIPTION WORK.

NOTE:—Our Lenses are Ground and Cut in Ireland.

HOURS—10 to 1 and 2 to 6. Thursdays—10 to 1, or by appointment.

Mr. R. EVANS, CONSULTING OPTICIAN.

C. CROMER, LIMERICK.

TODD'S FOR THE VI-SPRING MATTRESS!

The innumerable ingeniously arranged Springs give this Mattress its unique resiliency and comfort. It yields to the slightest movement of the body. A great Boon to Invalids.

GIBSON'S MILLINERY & COSTUMES!

Mrs. McClatchey has just returned from Paris.

WATCH YOUR FEET



AND USE TINORI (Corn Cure and Foot Powder) Commence treatment to-day and your suffering will end to-morrow. SOLD EVERYWHERE.

Tinori Corn Cure, Bottles 1/6. By Post 1/8. Tinori Foot Powder, Tins 1/6. By Post 1/10.

FROM THE DISCOVERER: E. MAC SWEENEY, M.P.S. Lond., M.P.S.I. MANUFACTURER & CHEMIST, COBK.

JOHN MACNAMARA & SON, PAINTERS AND DECORATORS,

58, CATHERINE STREET, LIMERICK.

WALL PAPERS FROM 1 1/2d PER PICE TO THE MOST EXCLUSIVE DESIGNS. DADO AND PICTURE MOULDINGS IN STOCK.

Established 1886 Telephone—152 (190)

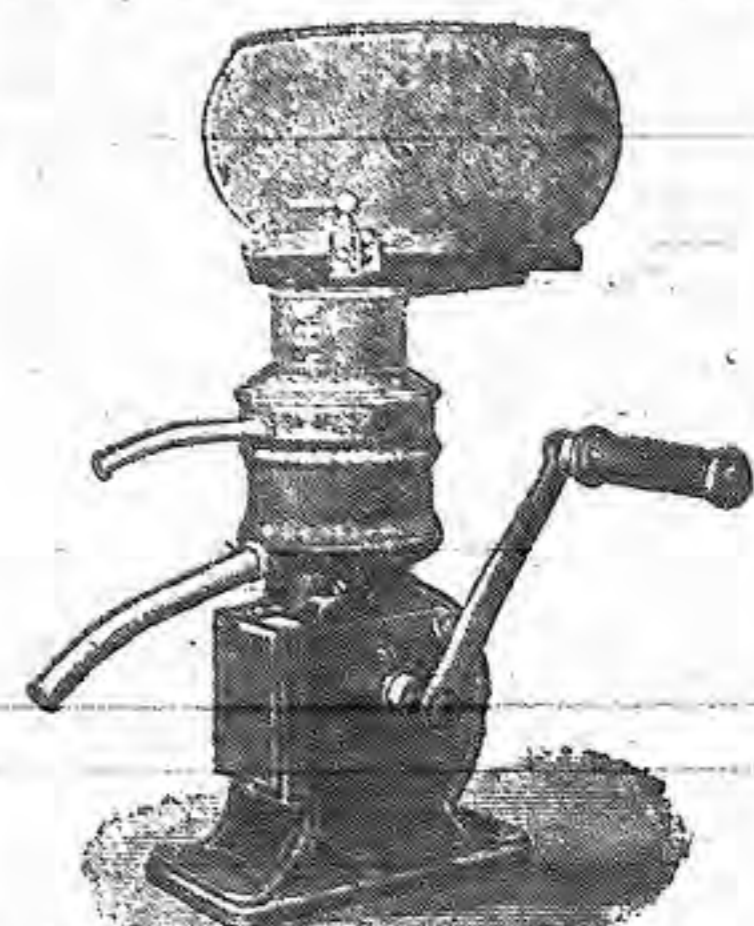
IMPORTANT BUSINESS

People are apt to forget that health management is the most important business in which they can be engaged. It requires only a few moments' reflection, however, to realise that, if through neglect or ignorance one's health is injured all one's efficiency and enjoyment of life is impaired.

BEECHAM'S PILLS.

Sold everywhere in boxes, price 1/11 (56 pills) & 2/9 (168 pills).

IMPORTANT TO FARMERS.



The Celebrated Diana, Alma and Apollo Cream Separators, also Diana Baster Churns, can now be had at reduced prices from the Agents.

O'DONNELL & KEOGH, Riulla Ironworks, ROBERT STREET, LIMERICK.

WALPAMUR. THE PERFECTION OF WATER PAINT. Bactericidal, Hygienic.



Walpamur is the most artistic and economical wall covering. It saves much in the cost of labour. It is totally unlike distemper, not only in manufacture, but in finished appearance.

HASSETT IRONMONGER, 9, O'Connell St.

Notice to Farmers AND OTHERS.

Upwards advanced daily to Farmers, and all responsible Persons on Approved Personal Security.

City & Country Loan Coy., LTD., NELSON-STREET, TRALEE.

Where can I get a Good Pipe? — AT — THE WAVERLEY And a Good Box of Cigarettes — ALSO AT — THE WAVERLEY In fact everything the smoker requires can be secured at THE WAVERLEY Where is it??? 3, William Street, LIMERICK. NEVITT F. FOGHETY, Proprietor.

Co. Limerick Farmers' Association.

A General Meeting of all Un-purchased Tananig in County Limerick will be held on SATURDAY, 24th INST, at Geary's Hotel, Limerick, at 1.30 o'clock (Irish time).

LIMERICK LEADER

Table with 4 columns: Rates of Subscriptions, STAMPED, UNSTAMPED, Yearly, Half-yearly, Quarterly.

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DISTRICT AGENTS: The Limerick Leader can now be had on the MORNINGS of TUESDAYS, THURSDAYS and SATURDAYS, at the following News Agents:— Mr. Alfred Scallan, Castleconnell; Mr. J. D. Hartnett, Abbeyfeale; Mr. James O'Toole, Ballynashy; Mrs. Andrew O'Shea, Castleconnell; Mr. James O'Shea, Castleconnell; Castleconnell; Mr. J. F. Guinness, Castleconnell; Mr. J. F. Guinness, Castleconnell; Mr. J. F. Guinness, Castleconnell.

DUBLIN AGENTS: Mr. J. and D. Bridgeman, Farnell St. Price Two Pence

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