

# Ireland's Drug Store

*Intelligence Remember  
Ward,*

*Jan. 30, 1995*

## Bill Ireland's Own Elephant Stew

Serves  
**4,000 People**

**Bill's Own Elephant Stew Recipe**  
Ingredients: One Elephant, Salt & Pepper and 2 Rabbits (optional)

"Cut elephant into small, bite-size pieces. This should take about two months. Add enough brown gravy to cover. Cook over kerosene fire for about four weeks at 465 degrees. This will serve 3,800 people. If more are expected, two rabbits may be added, but do this only if necessary, as most people do not like to find hare in their stew."



*If you are already one of our regular customers, we want to take this opportunity to say thank you for your patronage.*

*If we haven't as yet had the pleasure of serving you we would like to invite you to enjoy shopping at Ireland's.*

*Our staff of registered pharmacists work hard to merit a reputation for dependable and accurate service.*

# Ireland's

104 DUNDAS ST.  
WEST



392-4552 or 392-2751

*Serving Trenton & Area Since 1954*

**Bill Ireland's Elephant Stew ad never met the public eye  
— until now**

and most of the brothers' children worked at the store at one time or another.

When they opened their store, some products were sold differently than today.

Feminine napkins were pre-wrapped in brown paper so customers would not be embarrassed to purchase the necessary items.

"It's funny how things have changed," Bruce says.

The Ireland's sold their business to a Sault Ste. Marie retailer in 1992. It has since been sold again and is now a Big V drug store. The lunch counter remains open to customers who enjoy — or want to discover — the friendly tradition.