

THOUSANDS FOR ROCK CONCERT IN LIMERICK

THOUSANDS are expected to attend a musical extravaganza in Limerick city next month, the likes of which have never been seen in the Mid-West region before.

It is all part of Limerick's forthcoming summer festival.

The festival, which runs from June 19th to 21st, is organised by Junior Chamber in association with the City

Centre Traders, with sponsorship from Guinness.

'Krack'

This "Krack on the Quay" is to be staged on Saturday evening, June 20th, commencing at 7.30 p.m., and takes the form of a free open-air concert in the tranquil surroundings of Merchants Quay and the recently restored Potato Market.

A top line-up of local artists have been engaged to entertain a varied audience, with a mixture of jazz, pop, rock, folk, etc., in four hours of non-stop music.

With the wealth of musical talent residing in this region, the concert organisers had no shortage of groups to choose from. Appearing are Celtic Fusion, The Groove, Guinness Jazz Band, Private

World, Southjll Connection, Toucan Dance, The O'Malleys, and others.

Said a spokesman: "The festival organisers feel that it is most important to allow these talented artistes the exposure they deserve. Who knows, perhaps, one day they will do us proud on the world stage? In the meantime, they can be seen free in Limerick on June 20th".

Tourism passport for peace

INTERNATIONALISM is seen as a passport to peace, the growth of friendship acquired among friends and people they visit to countries, says V. S. Smirnov, a member of the Soviet delegation which met in Shan the Irish Peace I conference.

"Peace is the life of the world", he declared, "absence of peace, would be non-existent". He told the large audience:

"The Russian for 'mir' has several meanings. World, universe and its tiny planet Earth, 'mir' means peace and quiet. An 'mir' means freedom, war, and concord in between states and people is only in such conditions man can really make wonderful gift of travel through varieties of the world so sense of being a citizen only of his homeland of the whole world."

"It is not accident that the word 'mir' joins together great and fundamental things as the world's peace."

Peace

"Peace is the life of the world. In the absence of peace, tourism would not be existent."

"Nowadays, people all over the world air and sea liners, but motorcoach by car often, simply on foot setting out on a journey individual has a certain view. Some people enjoying the view impressions one travelling is the best take recreation, convinced that the earth can build up the way tourism develops others view tourism means to give the horizon in that it an opportunity to people in other countries and what dreams."

"It is only such people-to-people that give rise to a new horizon between individuals and whole nations, bringing peace on common home."

"Indeed, tourism contacts. It means of views and opinions means the development of the world."

We use our city library more than most — survey

A MAJOR survey of the market for books in Ireland has been published. The survey which incorporates Limerick reveals for the first time the pattern of book readership in this country.

A total of £56m was spent on books in 1985, the most recent year for which figures are available. This represents £14.60 per head of the population.

Expenditure on school books was £16.4m or £13.30 per pupil in primary school and £26.60 per student at secondary level. Expenditure on books in the UK is almost one-third higher at £21.68 per head of the population.

The Report shows that when inflation is taken into account the market for books has actually declined in volume terms by about 7% since 1983. Household expenditure on books other than school books is lower as a proportion of total expenditure than is the case in the USA, France or the UK.

Women

One in three Irish people claimed to be reading a book at the end of 1986, but women are greater readers than men; 37% of women surveyed were reading as against 30% of men.

books has dropped very sharply since 1983.

The Report shows that the average price paid for a book at the end of 1986 was £3.45 and almost 80% of books purchased were paperbacks.

The factor which most influences a decision to buy a book is the reputation of an author. Display in a bookshop or other outlet and recommendation of a colleague or friend are more important than press reviews or advertising.

The influence of radio and television on book purchases was found to be less influential than popularly imagined.

The finding that book sales are influenced more by coverage in the printed media than radio and television is consistent with earlier research in France and Holland.

Market

The educational market, at over £16m retail value, is an important sector of the book trade in Ireland. Irish publishers supply approximately 85% of this market. The Report projects that the falling birth rate will begin to reflect in market size for schoolbooks during the early 1990's.

The sale of school books represents 72% of the total turnover of all books published in Ireland. The survey reveals that Irish publishers of

levels of reading and book purchase in Ireland may be explained by lower levels of education and disposable income than those in countries with which comparison is usually made such as Great Britain and USA. However, as the effect of universal secondary education extends through the population and as incomes rise, then the demand for books may be expected to rise also.

The Report warns that experience in other countries shows book reading has decreased with the greater variety of television available. As multi-channel reception extends within Ireland over the next few years, this factor may retard any increase in book reading. Improved marketing of books will become critically important as competition for leisure time increases from television and other forms of recreation.

Statistician

The Report was compiled by Dr. Francis Fishwick, Reader in Managerial Economics at the Cranfield School of Management. He has an international reputation as a statistician for the book industry

and has already completed similar surveys for the European Commission and in the UK, the USA and Australia.

The Report is published by the Irish Books Marketing Group which was founded in 1982 immediately after the lifting of VAT from books. Representing both the publishing and book-selling industries it co-ordinates various marketing initiatives.

Publication of the Report has been funded entirely by financial contributions from the book trade in Ireland and the UK.

Fund Objects

FUND Objects is an exhibition of small paintings and drawings donated by members of the Limerick Artists' Group, All Plus 10 Sorts.

The exhibition will be held at the All Plus Ten Sorts Gallery, 20 Ellen Street, Limerick, from June 1 to 14.

The purpose of the exhibition is to raise much needed funding for the group.

The group, who have been in existence for a number of years, opened their large open-plan studio space and foyer gallery in September '86.

