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Leader

SATURDAY, APRIL 7, 1984

Vol. 111, No. 15

FIRST SOUTHERN BANK LTD.
Pays up to
13% ON DEPOSIT ACCOUNTS

METRO
4-hour Cleaning
NOW AT
61 WILLIAM ST.



of Denis Sheridan.



Children carry floral tributes to the church.



ING ERY: AL RDAI

res: DERMOT LYNCH

ing of 31-year-old Rathkeale
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em at 069-64440.
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at "the stage has not yet been reached where



eder of Grand
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it Bulgaden Hall
om Ring.

Pupils told: Why only work for someone else

By LEADER REPORTER

TOO MANY youngsters nowadays accept that they are going to spend their lives working for some big private employer or in some area of the public service and in doing so underestimate their own capacity and talent, said Mr. Eddie Collins, T.D., Minister of State at the Department of Commerce and Tourism, at the presentation of awards for the Shannon Development Schools Business Ideas

Special initiatives have been undertaken to provide job opportunities, and work experience and training for young people.

Difficult

Continued Mr. Collins: "The fact has to be faced that the traditional employment sectors cannot, on their own, provide sufficient jobs for all our highly educated and talented young people in the present difficult international economic climate. "That is why this initiative by Shannon Development is timely and worthwhile".

Proving that the Limerick Leader leads

THE LIMERICK LEADER know it all along. For years the circulation statistics pointed to it. Now Irish Marketing Surveys have conclusively proved it:-

More people in Limerick city and county and Shannon read the Limerick Leader than any other newspaper, local or national.

An IMS readership survey reveals that the weekend issue of the Limerick Leader reaches 85 per cent of the adult population in its circulation area.

Compare this performance with that of the national press in the same area:

| | |
|---------------------------|-----|
| Limerick Leader (Weekend) | 85% |
| Sunday Press | 56% |
| Sunday Independent | 41% |
| Sunday World | 40% |
| Irish Independent | 36% |
| Irish Press | 27% |
| Sunday Tribune | 17% |
| Evening Press | 11% |
| Irish Farmers Journal | 10% |
| Evening Herald | 7% |
| Cork Examiner | 6% |
| Irish Times | 4% |
| Cork Evening Echo | 1% |

And the Limerick Leader's penetration of the local market is even more impressive when compared with that of other Mid-West newspapers:-

| | |
|-----------------------------|-----|
| Limerick Leader (Weekend) | 85% |
| Limerick Chronicle | 22% |
| Limerick Leader (Monday) | 19% |
| Limerick Echo | 13% |
| Limerick Leader (Wednesday) | 17% |
| Clare Champion | 6% |
| Kerryman | 2% |
| Tipperary Star | 1% |
| Nenagh Guardian | 1% |

Proof positive that the Limerick Leader leads.

Weather

The weather over the weekend will be mild and mainly dry, with occasional showers, according to the Met Office at Shannon this Thursday.

Promoted

Superintendent Thomas Culhane, a native of Askeaton, has been appointed to the rank of Chief Superintendent. He is stationed at Garda Headquarters, Phoenix Park.

