

ARE YOU GETTING IT EVERY SUNDAY?

YOU SHOULD be, because almost everybody else in the country appears to be.

And they're not keeping quiet about it. They're telling anybody who asks them. And they're even boasting that it's just getting better every time.

When researchers acting for the newspaper business fanned out, pub-spy like, across the country asking people what's their favourite newspaper every week, the answer was so easy that it was like the opening question in Who Wants to Be a



Millionaire. More than ONE MILLION people up and down the country had no hesitation in telling the people with the clip-boards.

"I'm getting it every Sunday and I love it."

And when the people with the clip-boards went back to their bosses to add up the numbers they discovered that the Sunday World now has more than ONE MILLION readers every week beating its nearest opposition into a crumpled ball of

newsprint.

● A total of 35 per cent of the adult population reads Ireland's favourite newspaper every week. That's more than

one in every three adults in the country.

● More than half a million men, half a million women and more housewives with children than any other newspaper pick up and enjoy Ireland's brightest publishing package every week.

● The Sunday World is the newspaper for the young with 40 per cent of under 35s in the country picking it up every week.

● And a staggering total of 663,000 Sunday World readers believe that we're so good that they don't bother even looking at another newspaper on a Sun-

day. They're the bald statistics that make the Sunday World the success story that it is today.

But it's the teamwork behind the scenes that the success is built on.

The news and sports package that cannot be matched and an investigative team that never fails to bring you the biggest story every week.

So if somebody with a clip-board stops you over the next few months and asks you personal questions - don't be

afraid to tell him that you're getting it every Sunday. Everybody else is.

● (Source: The Joint National Reader Research carried out by Irish Marketing Surveys)

TRUCKERS MAY BLOCK ROADS IN FUEL PROTEST

TONY QUINN'S NEW 6 WEEK MIND TECHNOLOGY COURSES.

The studies have been done. The facts are clear. Our way of using our brain and mind is completely outdated. Do you know that the average person uses a very small percentage of their mind?

Estimates by psychologists used to be 10% - recently this has dropped to 1%. Much of the research also seems to show that the average person is mainly using only one side of their brain.

Have you any idea of what you or your life would be like if you were able to use much more of your mind? Then to be able to apply that increased mind power to any area of your life?

You may have great dormant potential in many areas such as business, health, success, relationships, happiness, sport, leadership, finance etc. The aim of our new 6 week course is to draw out more of that potential.



Contents of New Mind Technology course

- Learn to unleash the power within.
- Focus, super-concentration, relaxation.
- Displace your weaknesses and overcome limitations.
- How to lead, influence, take action.
- Achieve peak performance in any area.
- Visualisation, personal power, confidence.

Venue:

Shelburne Hotel, Dublin 2.
Date: Tuesday 12th September '00
Time: 8pm - 9.45pm
Cost: £100
For credit card bookings
Ph: 01-4786404 or 086-8717533

Venue:

The Tony Quinn Centre 66 Eccles St. Dublin 7.
Date: Tuesday 12th September '00
Time: 12noon - 1.45pm
Date: Thursday 14th September '00
Time: 7.30pm - 9.15pm.
Cost: £100.
For credit card bookings
Ph: 01-8304211

Venue:

Red Cow Inn, Naas Rd.
Date: Tuesday 12th September '00
Time: 8pm - 9.45pm.
Cost: £100
For credit card bookings.
Ph: 01-878838 or 067-2244794

Hauliers demand urgent meeting with Taoiseach

TRANSPORT chaos looms following an ultimatum to the Government over fuel prices as angry Irish truckers prepare to follow the example of their colleagues in France.

Traffic may be brought to a standstill around the country, with a blockade of roads and ports by truckers if their demands are not met by the Government.

Yesterday the Irish Road Hauliers Association (IRHA) said its members would begin protests from Friday next unless the Taoiseach agrees to meet them.

Reduction

The truckers are demanding an immediate reduction of 20 per cent in taxes on diesel.

The ultimatum followed a tense meeting yesterday by 50 IRHA leaders, who decided to take this hardline approach.

The scene is now set for a bitter standoff between the truckers and the Government, which is still maintaining that the truckers' demand cannot be met.

And while IRHA leaders refused to speculate on what type of protests their members would begin, it is widely expected that the truckers will blockade key roads and ports.

Last night the truckers also hit out at Finance Minister Charlie McCreevy for adopting what they called a

By LIAM REID

"Thatcherite stance" to their demands.

IRHA president, Gerry McMahon, said that the truckers were "deeply insulted" by McCreevy's response.

"He has made mistakes in the past and I think this is another mistake," he said.

However a spokesman for McCreevy, who is meeting with other European finance ministers in France



ULTIMATUM: Gerry Mc Mahon, president of the IRHA, yesterday

this weekend, said that the Minister's hands "are tied" in relation to a reduction in excise duties before the Budget in December.

The IRHA, which represents over 1,200 haulage firms in the country, claims that because of rising diesel prices, many haulage companies will go to the wall in the coming months unless fuel prices are reduced.

Rising world oil prices have seen the cost of diesel increase by 45 per cent in the last 18 months.

TWO KILLED IN CRASHES

By JOANNE McELGUINN

THE roads claimed another two young lives this weekend, bringing the death toll so far this year to 273.

A 29-year-old man died in a two vehicle accident, while a 24-year-old man was killed after he lost control of his car and ploughed into a steel fence in Co Meath.

Gardai have yet to release the names of the deceased and investigations are ongoing.

The first fatal accident happened at 11.40pm on Friday night at Ballymacmurragh in Co Cork on the Kanturk to Mallow Road.

The 29-year-old man was dead on arrival

at hospital, while two women in a second car were treated for minor injuries.

The second accident happened five minutes later at Proudstown in Co Meath. A 24-year-old was pronounced dead at the scene.

Last night gardai pledged to step-up their campaign against road accidents and welcomed the fact that figures are down on last year.

"However the death toll needs to keep reducing. We are getting there slowly, but surely," said one officer.

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