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meet twice this weekend in important fixtures. They meet at 12 noon on Sunday in a senior friendly, Young Munster's last outing before their Munster senior cup tie with sunday's Well on March 2. In the afternoon at Thomond Park, they clash in the Munster Junior Cup.

## **50 YEARS AGO**

## BIG CAMPAIGN TO DEVELOP AMENI-TIES OF SHANNON AIRPORT

A campaign to focus attention on the advantages of Shannon as a location for factories and as an international distribution centre for merchandise is being launched in the USA and several European countries by the Shannon Free Airport Development Authority recently set up by the Minister for Industry and Commerce.

This was announced at a Press Conference in Dublin yesterday by Mr Brendan O'Regan, Chief Executive of the authority. He said that plans were taking shape for the formation of a new group of Ireland's top businessmen and public figures to foster the expansion of trade at Shannon Free Airport. The attention of enterprising Irishmen would be drawn to the opportunities which would arise there for profitable participation in international trade.

"Shannon," Mr O'Regan said, "has not yet matured as a free port playing an active part in world trade, as do the free ports at Puerto Rica, Panama and elsewhere. The development authority was set up by the Government to exploit this aspect of Shannon.

"There are 200 acres at the free port there suitable for development as factory sites, and the Government grants, tax reliefs and other incentives can now be availed of by Irish and/or foreign industrialists wishing to set up plants or warehouses in the customs-free zone."

Lecturer Sees Little Future for the Smaller Villages

Rural depopulation is due, not so much to lack of a livelihood as to a social imbalance caused by lack of sufficient density of population to make possible an adequate social and cultural life, declared Rev Jeremiah Newman, DD, Professor of Catholic Sociology, St Patrick's College, Maynooth, in a Canon Hayes Memorial Lecture in Limerick on Sunday night. Rev Fr Newman in his address,

Rev Fr Newman in his address, said that it would be a big mistake to regard the report on emigration as having said the last word on the rural areas. Indeed that report was a merely a general statistical demographic analysis and a study of the economic background to population than an adequate social survey of population problems, particularly rural. Recent studies in rural sociolo-

Recent studies in rural sociology made in England and Holland had shown that rural depopulation was by no means confined to Ireland, Fr Newman continued.

While the general population of these countries had been increasing, the proportion of people in the rural areas had become smaller. More important still, the evidence was that unless radical steps were tak-

en to stem it.