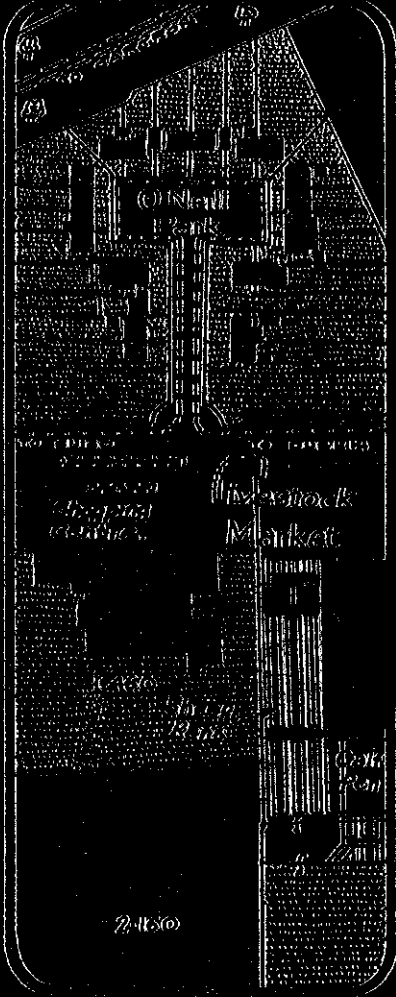





ANNALS OF THE GEOGRAPHICAL SOCIETY OF GREAT BRITAIN AND IRELAND



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FOREWORD

This indeed has been a very special year in the history of the College Geographical Society. For the third inaugural lecture, we were greatly honoured by the visit of Professor E. Estyn Evans one of the world's foremost cultural geographers and also one of the founding fathers of geography as a university discipline in this island. Estyn Evans belongs to that small peer-group of geographers who have shared in a fruitful free-ranging interdisciplinary tradition concerned with the complex interactions between man and his habitat. A measure of the range of Professor Evan's reputation is suggested by the fact that on his retirement he was honoured by special volumes from students of archaeology and folklife in addition to geographical feestschrifts containing essays by noted American and European scholars in Geography, Anthropology and Sociology. The Society was also host in recent months to Clark University's Professor Annette Buttner, author of Society and Milieu in the French Geographical Tradition and Memorial University's historical Geographer Professor John Mannion who has worked on Irish Settlements in Eastern Canada. Thus, the society's members have been exposed to ideas and perspectives from geographers with both wide interdisciplinary and international links.

At this stage in the College's history, it might be asked if this is not a good time to endeavour to strengthen further its long-established links with student populations and university institutions both in Europe and in America, Africa and indeed all of the English speaking world - which have benefited greatly from the spread of Irish emigrants and churchmen. Within the College there is also much goodwill for greater interdisciplinary contacts but each year existing timetabling, examination, departmental and faculty arrangements seem to inhibit any major breakthroughs in this area. Again the time seems ripe for preliminary experimentation in this sphere. Likewise, within the discipline, there may also be room for a greater variety of teaching/learning strategies which would provide more stimulus to students to get out into the field, to observe and to reflect, to formulate and solve problems.

This second edition of "Milieu" strongly suggests the potential of the student for such explorations. Its energetic imaginative editor and all those involved deserve much praise for compiling this excellent collection of essays.

W.J. Smyth

this college two years ago John Healy made the observation that, it was always encouraging to hear students on campus talking about the world out-side, but that he always wondered what happened to those voices when later they joined that world. We can avoid this type of criticism if we direct our awareness into action, to solve those problems that come within the scope of our studies. The Geographers' talents are needed now at every level of society from the national level to local community organization.

Other articles in this volume reflect the varied areas of study investigated by Geographers. One article in particular I suspect, reflects an area of great interest to many students. Tireolas an Oil is aim do. Steve Shaughnessy's article is the text of his lecture to the congress of the Irish Geographical Societies, held earlier this year in Galway.

We are also very pleased to include "A note on E.E. Evans" by Jimmy Murphy which includes the only published bibliography of this great scholar's writings since his retirement in 1970. Will Milieu '76 become a source book for students of cultural Geography all around the world? Time will tell, I suppose !!!

I hope that you find the selection of articles in this volume interesting and I would like to thank all those who submitted articles for their cooperation. On the subject of cooperation I would like to thank Dr. W.J. Smyth and the staff of the Geography Dept. for their help and encouragement and also the members of the committee whose hard work made this volume possible. We are also indebted to Miriam Flanagan for many of the drawings in the magazine.

We are increasing our circulation this year by 60% on last year and we hope to sell the magazine in U.C.D. and Trinity .
P.S. If you are interested in keeping in touch with the Geography Dept. and other Geography Students after you leave here, you might read the piece at the end of this magazine. (see page 82.)

Milieu '76 Committee.

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Sub-Editor.....Gerard Duffy.
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SOCIETY REPORT

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2nd Year Reps.....Noel Purcell.
1st Year Reps.....Eilis Casey
Mary Rose Bogan.

The current year began with an impressive display by the Geography society at the annual Societies Fair in the Aula Max. The success of the exhibit was mirrored by the substantial increase in memberships, and encouraging attendance figures at our various functions. New faces mingled with the old at the Social which was held in the Geography lab. in October. Eddie Harvey, George Lonergan, and Paddy Boyle led the gathered masses in a rousing round of song, and the presence of refreshments attracted numerous post-grads!!!

Our society joined with the Cumann Staire to sponsor a seminar in First term entitled: 'Interdisciplinary Approaches to the study of Settlements.' The speakers were Dr. A. Simms of U.C.D.; Mr. Kenneth Nicholls of U.C.C.; and Mr. W.MacCaffee of N.U.U. Each speaker provided us with an insight into his/her own research while at the same time explaining the numerous advantages of interdisciplinary approaches. In conjunction with U.C.D., T.C.D., and the Geography Society of Ireland, the society sponsored a lecture by Dr. Brian Clarke from Aberdeen on 'The Implications of North Sea Oil for Scotland.' A full bus load from Maynooth attended the fascinating function at U.C.D., and were key contributors to the rapid demise of the wine at the reception following the lecture. (There is no foundation to the rumour that a keg of Guinness from the U.C.D. Student lounge, was sighted in Cluainn Aoibhinn on the following day.) Next year, our society will be hosting this now annual event, in Maynooth.

Michael Gough, a geographer planner with the Waterford Corporation gave an encouraging talk on the role of the geographer in the planning process. The problems and prospects of planning as a profession were skillfully disseminated by Mr. Gough, and the plan-

ning departments of most British/Irish universities were bombarded with applications from our final year students for weeks after. The most enjoyable experience of first-term was the weekend field trip to Connemara, led by Dr. Smyth, Paddy Duffy and Denis Pringle. The entire region was covered in the course of the trip, and our nights were bolstered by fully-attended sessions.

The second term was highlighted by the Inaugural Lecture and Dinner-Dance. Prof. E. Estyn Evans enthralled all present with his vast knowledge of the Irish landscape. As our guest at the Hitching-Post for the Dinner-Dance, Prof. Evans relaxed and enjoyed what was for all, a most pleasurable night. John Daly (now at St. Pat's, Drumcondra) entertained everyone with his witty act.

Along with the Sociology Society, a second seminar was held in February. On this occasion we heard Dr. Tomás Rosengrave of Muintir na Tíre, Tom Meagher of the I.D.A. and Dr. Paddy Cummins of the Agricultural Institute, on the topic of Regional and Community Development. On another night, a fair-sized audience were given an introduction to Teaching Strategies for geography in post-primary schools by Mr. E. Armitage.

Fran Walsh and Dr. David Drew led an eager crowd to Clare in early March. Everyone was sharpened on the finer points of physical and biogeography (and on the more intricate steps of céilf dancing at night!) Students of all years were impressed by the films on Mining technology which were shown at our last function of the second term. Mr. Malcolm Farmer of U.C.D. gave detailed commentaries between films.

In the third term, we will convene for a lecture by Prof. John Mannion of Memorial University; and also for the Annual General Meeting. Next year promises to be a big year for the society as we are hosting both the joint-societies lecture, and the Geography Societies Congress.

Most exciting of all is the formation of the "Past-geography student union!" Seamus Ryan heads the organizing committee, which also includes Gerry Duffy and Jim Murphy. For more details, see the related article elsewhere in this magazine.

Finally, the society would like to thank the entire staff of the Geography department and Miriam Flanagan, the cartographer, for all their help, advice and encouragement in the past year. Once again, the laurels must go to all those who have participated in the society's functions. Enjoy the magazine!

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".....CHERISH ALL THE CHILDREN OF THE NATION
EQUALLY...."

Bertie Murphy.

How do you perceive of space? Something that you can control and manipulate or something by which you are restricted as a result of your socio-economic status? A spectrum or variety of degrees of control of space exists, according to which people are differentiated and often discriminated against. At the lower end of the spectrum are the poorer disadvantaged members of society, those with the least opportunities to utilize the inventions of the "communications revolution". Such people are in many ways trapped within their immediate spatial environment, unable, due to circumstances or lack of knowledge, to break out of the prison that encompasses them. Rowlands (1973) survey in a disadvantaged area of North London showed that only 14% of the lower income groups travelled more than 200 miles away from London in the previous year, as compared with 55% of upper-income groups and 35% of middle-income groups¹. Harvey (1973) propounds a similar theme under what he terms "sequential space packing."² Those with the wealth and power in any society can live where they choose - the further down the strata of society one passes, the more limited choice becomes, until eventually those in the lowest levels of society have no choice but to live in the most decayed and run-down parts of that society.

In an Irish context, a study carried out in the East Midlands³ tried to document some differences between the various classes in access to and in the use of information. The wealthier classes, in the mid-60's had access to a much greater amount of information as a result of greater opportunities to travel and to avail of the mass media, due to their socio-economic status. Even when the full effect of the "communications revolution" had filtered down to the lower strata of society, in the form of "popular" television, newspapers and cars, the wealthier and better educated classes still possessed a distinct advantage over the remainder of society in their ability to manipulate the spatial context in which they found themselves. One of the more tangible representations of this difference was in the field of education where the poorer classes were disadvantaged as a result of their limited resources with which to overcome the effects of distance, both social and physical⁴. The Free Education and school Transport schemes (1967) were an attempt by the centralized government to overcome this inequality which existed on a social and spatial foundation and indeed changes have occurred which are expressed today in the vast increase in the numbers availing of post-primary education.

Discrimination thus exists between people in their ability to manipulate their environment. One facet of this may be social, with complementary geographical inequalities. The other may be distinctly geographical, in that people are discriminated against in regard to the region in which they live. Smith (1973) referring to the American context, introduces the concept of "territorial social justice"⁵. Just as certain people are discriminated against on the basis of colour or religion, so too are others discriminated against on the basis of where they live. This concept can be elaborated on by saying that the wealthy can control space and overcome poor relative location in any environment - but the less advantageous the location, the greater the cost of overcoming the disadvantage, and thus there will be less wealth in such regions. Moreover, the poorer sections of the community are the victims of spatial inequalities, in their ability to manipulate space and improve their relative location within it, regardless of their absolute location.

The ethics of the extent of Governments' involvement in the rectifying of such spatial inequalities towards achieving a "just spatial distribution" need not be considered. Justice is always influenced by who wields the power in a society. The reality of the situation is that central Governments have become involved to some extent, greater or lesser, depending on the individual Government, in attempting to rectify socio-spatial inequalities within their territories. Their influence now makes itself felt, down the hierarchy of regional and local centres, into the most isolated parts of a country. Their decisions and assistance find their way to the corners of Governmental jurisdiction, with much less regard for the influences of distance-decay or the overt profit-motive that private commercial and informational influences possess. The result should be a greater cohesion for entire countries, the gradual elimination of rural/urban differences, and the enabling of all sections of the community to gain some control of the milieu in which they find themselves. The previously referred to Education Schemes could be thus interpreted.

However, such a force for change often has radically different long-term effects than the ones planned for by its instigators. We in this country have been experiencing centralized Government influence since the mid-nineteenth century. One can see a gradual reduction of the barriers between regions and between classes that existed in the past, slow at first but with an ever-increasing impetus, especially during the last two decades, until in theory all areas and peoples possess equal opportunities to wealth and mobility. The reality is somewhat different. Such changes as the ending of Inter-regional and rural/urban differences have not been achieved without a price having to be paid for the achievement of parity. The tumble-down houses which dot the Irish landscape and townscape bear witness to the social upheaval which

~~with~~ Government influence in the form of education, transport, that Post and Telegraphs and more recently, health and social welfare - an influence upon the landscape equalled only by commercial and mass media influences.

The net result has been to hasten the decline of certain already disadvantaged peripheral regions, to hasten the movement of their populations to the prosperous centres of economic activity. Equality for all the children of the nation has to be achieved at the price of resettlement of many of the population. Nor does their socio-spatial state improve this upheaval. They still remain as less advantaged members of society, spatially circumvented in their existence their choice of livelihood and where to live determined by forces beyond their control. These forces, in so far as they come from the centralised Government, can be controlled and guided so that the entire range of side-effects be predictable with some degree of certainty from past experiences.

In this field of governmental influence, often unforeseen, upon the creation of the landscape, both social and spatial, the geographer has a role in predicting what could be expected in the future, through a careful analysis of the past. This would involve comparison of governmental decisions in their effect as regards the confirmation or the alleviation of social differences as regards ability to communicate within and manipulate one's spatial environment to the utmost advantage. All indications would seem to point to the former.

References:-

- 1) "Community Decay" John Rowland. Penguin 1973. p.28.
- 2) "Social Justice and the city" D.Harvey. Arnold London 1973.
- 3) "Social Spatial Accessibility to Post-primary Education in the Edenderry hinterland" B. Murphy. (unpublished.)
- 4) Re-organization of medical Facilities in Chicago." P. de Vise University of Illinois (1973).
- 5) "The Geography of Social Well-Being in the U.S.A. - An introduction to territorial social indicators." D.M.Smith (1973).

IRELAND'S NATURAL RESOURCES - IN WHOSE CONTROL?

John Gallagher.

It was always presumed and argued that Ireland's only natural resources were its agriculture and its people. In the campaign for the last general election Liam Cosgrave made a statement to this effect at a public meeting, indicating just how slowly our politicians became aware of the true situation. During the last few years however, it has been amply demonstrated that Ireland is in fact quite rich in mineral resources, and the question of who should control this great actual and potential wealth has now become an issue of central importance in the country.

On one side are the multi-national oil and mining companies, their native 'agents' and naive politicians; on the other hand the trade union movement and allied groups and a small but slowly increasing (tangent-like) number of ordinary Irish people, who are at long last beginning to realise the enormity of the wealth involved, and questioning in whose interests these resources are being developed. This article shall confine itself to discussing resources as defined by oil, gas and metal ores, while accepting that other "resources" are also being squandered or exploited against the interests of the Irish people (e.g. lack of proper policy on fisheries, and export of live cattle instead of processed meat).

A geo-chemical survey carried out in 1968 by An Foras Taluntais indicated the presence of soil mineralisation in the eastern part of the country, the area around Navan being a specific area mentioned. Within two years Tara Mines Ltd., had applied for and received a prospective licence from the Irish Government (then Fianna Fail). The Navan mines have now been shown to contain approximately 77 million tons of very high quality mineral ore - mostly zinc - which at projected world prices has a metal value in excess of £2,000 million. By 1973 a majority of the shares in Tara mines had been bought by three companies, Cominco and Noranda of Canada, and Anglo-American of South Africa - the largest such company in the world. This represented a £75 million bid by these companies. Just how anxious they were to gain a foothold is illustrated by the fact that at this time Tara Mines Ltd. did not legally own the ore because of a clause in the Irish constitution which automatically gives ownership of minerals to the state. However the Irish government quickly succumbed to the approaches of these companies selling all rights and buying back 25% of what was orig-

inally discovered by a state agency. On the 75% to be retained by the multi-nationals a mere 4½% royalty was to be charged. (Fig 1).

There are three stages involved in developing a mineral resource:-

1. Extraction of the ore.
2. Smelting of the ore into metal.
3. Utilization of the metal in industry.

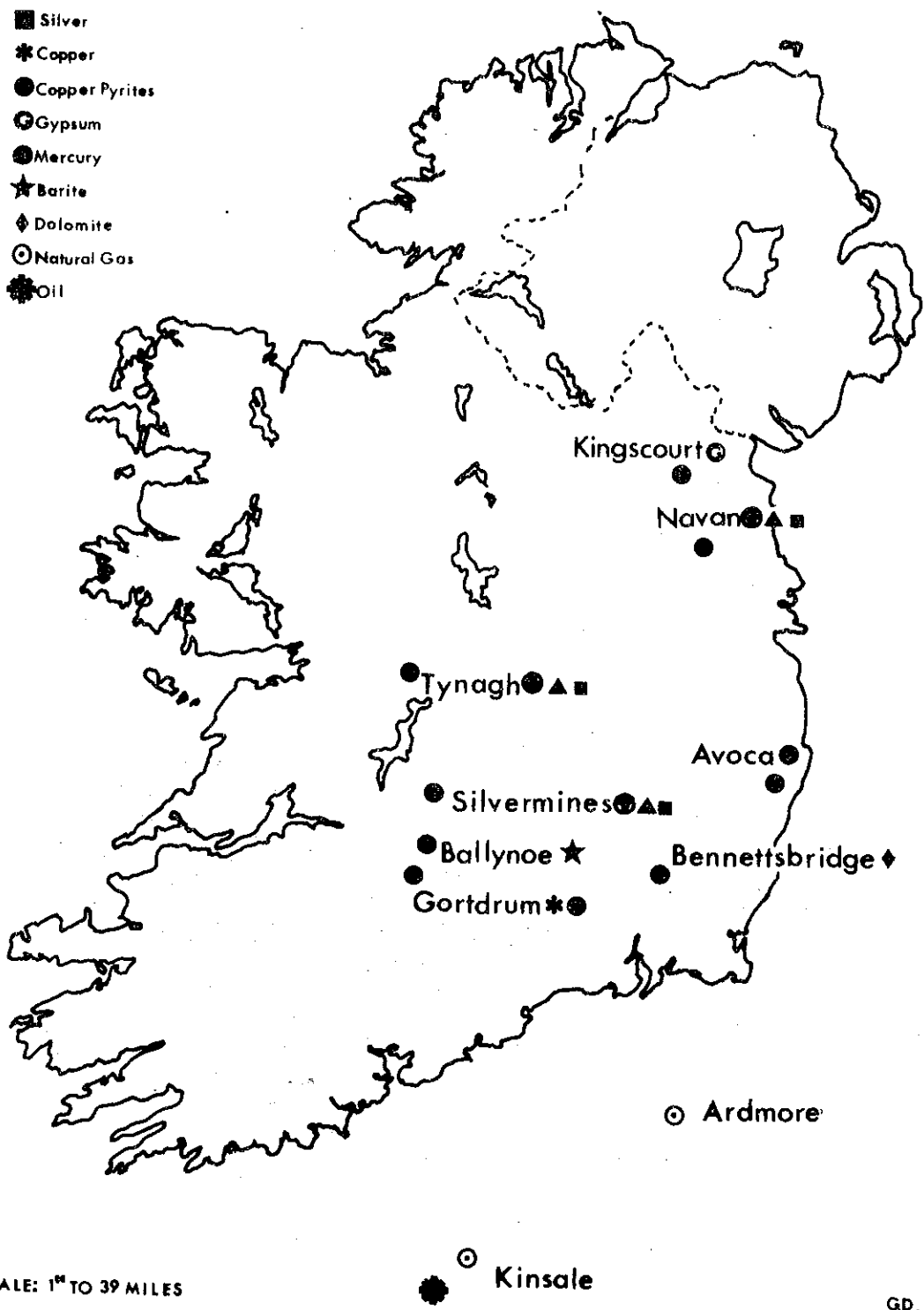
A smelter is capable of doubling the value of the raw ore. When the third stage is reached the value can be increased again by 700% - 1000%, meaning that £1 worth of metal ore can be transformed into a product worth £20. Even more important in the third stage is the creation of employment in labour intensive industries based on the development of the metal, and the further creation of subsidiary and service industries. Revenue from this stage (equivalent to approx. £670 for every person in the state) could be used to develop other sectors of the economy.

Until recently it was the policy of the Irish Government to only have the first stage carried out in Ireland - it being hardly possible to extract Irish ore abroad. On February 23rd 1976, however, the government, through the I.D.A., announced the building of a smelter in the Republic, costing about £50 million, in which the state is expected to take a 10%+ share. Such a move has long been campaigned for by various groups, including the Resources Protection Campaign, yet although this announcement seems to suggest the development of a more enlightened approach by the Government with regard to our resources, the proposals are not quite as progressive as they appear. Firstly, majority control of the smelter will probably rest with a multi-national company, neither will there be any compulsion on the conglomerates who involve themselves to establish third stage development of the metals in Ireland, although those who envisage so doing will be given "special attention". It is certainly questionable whether such companies will voluntarily surrender potential profits in this manner, especially at the moment when their investments are being nationalised in many parts of the world. Thirdly, all the ore will be sold from the mine to the smelter on "normal commercial terms." In this respect we might as well be importing it from Africa. It is expected that much of the ore will not go to the Irish smelter but will be exported to Belgium for smelting as previously planned. Profits from zinc metal which is exported (in theory all of it can still be exported) will be exempt of tax until 1990, by which time 60% of the ore will have been extracted. Finally, it is expected that the earliest time at

FIG. 1

Ireland's Mineral Resources

- Zinc
- ▲ Lead
- Silver
- * Copper
- Copper Pyrites
- Gypsum
- Mercury
- ★ Barite
- ◆ Dolomite
- Natural Gas
- Oil



SCALE: 1" TO 39 MILES

GD.

which the smelter can be opened is late 1980. It may take until 1982/'83. In the meantime all ore mined will be exported in its primary state. The decision, nevertheless, does represent a small step in the right direction, 'though both the Government and Oil companies will exaggerate its value.

Potentially much more valuable, however, are the oil and gas fields lying off our coasts, which are only now being definitely ascertained. Some experts using well established methods are conservatively estimating Ireland's oil reserves at a minimum of 2,000 million tons, and natural gas reserves at 25 million million cubic feet. Of the 15 holes so far drilled in Irish waters, 4 have shown oil or gas, a success ratio of better than 1:4. In the North Sea the ratio was 1:10, and the world average for successful drills is 1:18. Therefore the suggestions of the oil companies that there is no cause for excitement regarding Ireland's prospects in this sphere must be viewed very sceptically indeed. (Fig 2)

One well which has been discovered less than 30 miles off the South coast contains 1 million cubic feet of methane gas. At current rates Ireland's gas needs could be supplied for 250 years from this well. One of the oil wells is capable of producing 100,000 barrels per day, or all of Ireland's present energy needs.

This potential was realised by the oil companies many years ago. In 1969 Marathon Oil obtained an exclusive licence (to produce and sell) for an area of sea twice the size of Ireland itself (63,857 sq.mls.). Because it was so large Marathon was forced to "farm out" 60% of the area to Esso. A further 65 companies clamoured for and received non-exclusive licences (to explore only). 15 of these have established Irish front companies, in the hope of obtaining licences, headed by "local lubricants."

In April 1975 the Irish Government announced its plans for the country's oil and gas. The state will charge the usual taxes and royalties, and will be enabled to buy a 50% interest in any oil field(s). It has thus legislated that it must pay the market price for a share in oil/gas that it formerly owned exclusively.

The reasons why the Government has failed to develop an aggressive policy are manifold. Firstly, because of the generally held belief until about 5 years ago that Ireland had no natural resources, everyone was generally disinclined to believe our good luck when contradictory proof emerged. Secondly, many notable Irish people were and are involved in the companies involved with mining and oil/gas, including Tony O' Reilly, Senator Alexis Fitzgerald and both the son

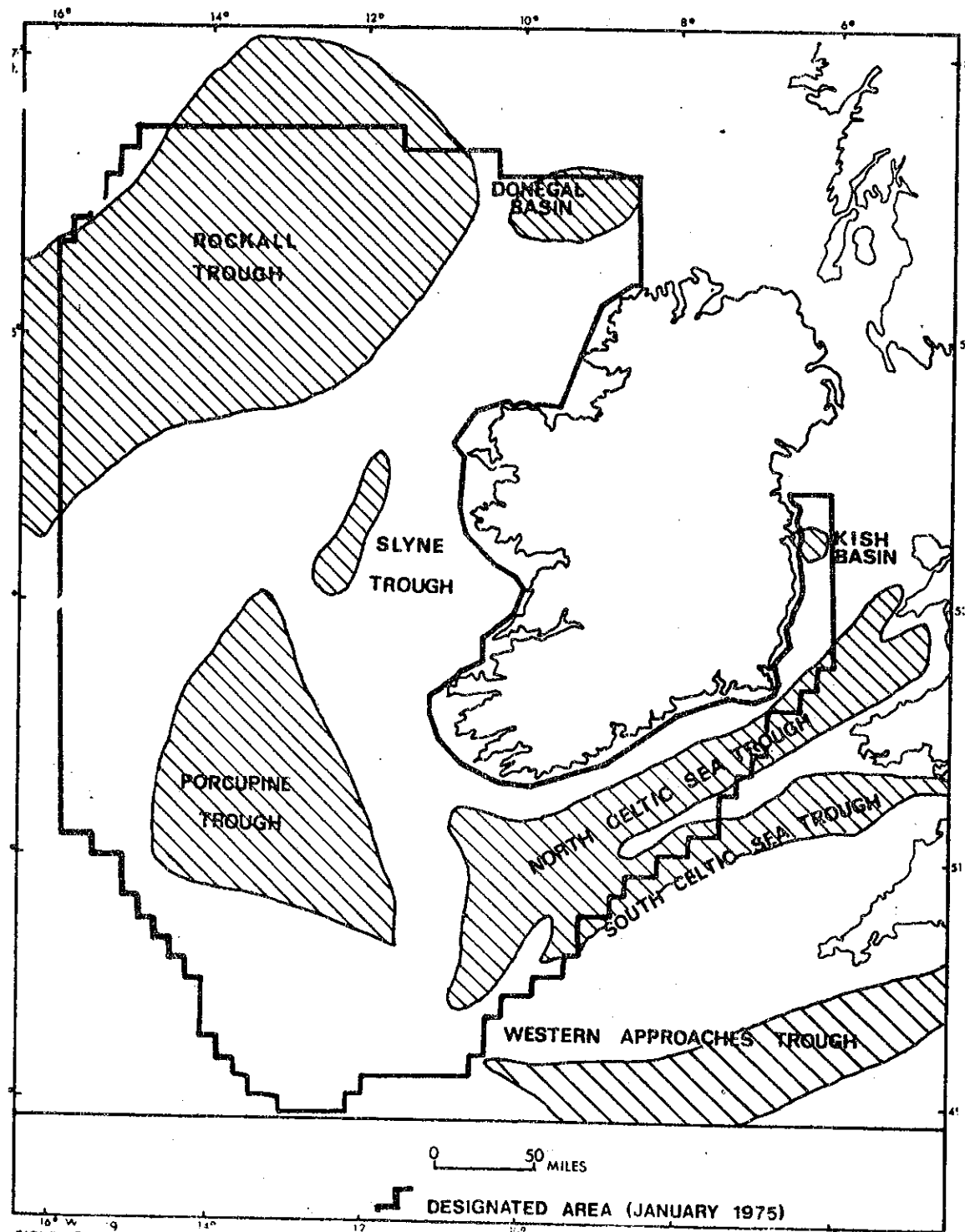


FIGURE 2 POTENTIAL HYDROCARBON BASINS OFF IRELAND

and son-in-law of Minister Tully. Thirdly, the multi-nationals were very quick to exploit the situation, always seeming to keep more than one step ahead of the Government and people. Fourthly, the fact that the demand for nationalisation emanated from left-wing parties and groups probably tempted the main parties to look for other alternatives out of spite, but also to avoid being seen to be giving in to these groups. Finally, the amount of initial expenditure involved in the task of developing a feasible state mining company is quite large, and unaccustomed as our government are to dealing with large figures, except when discussing the national debt, the temptation to take the easy, if disastrous way out, was in fact a temptation which has so far proved too strong. Presumably as the exact extent of our resources becomes clearer the government will develop more realistic strategies, but in the meantime expensive lessons will be learned.

The demands of such groups as the R.P.C. represent a much more advanced and intelligent approach to the problem. Certainly the demand for nationalisation of all concerns dealing directly in the exploitation of our natural resources does not seem unrealistic. The success of Bord na Mona in developing our peat industry with little outside help or interference illustrates this point clearly. Lack of technology is often advanced as a reason for the non-development or a state corporation in exploitation of our resources but this could be imported and developed in a relatively short period. It is perhaps the stigma of "communism" which is attached to any group which advocates a different economic approach to that envisaged by the Government which has been responsible for the slow acceptance of their ideas by the general population. Hopefully the trend away from this kind of thinking, now just beginning to emerge, will continue to develop in the coming years.

CORPORATE CONTROL OF THE RETAILING LANDSCAPE -

A CYBERNETIC APPROACH.

Steve Shaughnessy.

In our modern competitive economy, there exists a powerful trend toward the concentration and centralisation of capital. Baran and Swezy have shown that the typical economic unit in today's market economy is not the small firm but the large-scale enterprise, which has attributes once thought to be possessed only by monopolies. Through the manipulation of information, large corporations are able to control the operation of economic systems. This paper will examine how the element of corporate control has had a significant impact on the structure of the retailing landscape in the Boston metropolitan region.

The trend towards centralization in an economic system is promoted by the necessity of that system to grow and expand. Harvey has demonstrated that this need for growth and expansion is likewise dependent upon the constant accumulation of capital resources². By the very nature of their size, large corporations are more easily geared to the demands of profit maximization and capital accumulation than the small entrepreneur ever was. Information is required for the market system to function, and the corporation is the unit best able to co-ordinate and utilize all types of information, thus gaining the prime advantage in market domination.

The concepts of cybernetics can be useful in the observation of corporate absorption and manipulation of information. In a cybernetic system, there is a control mechanism which monitors, and responds to, information transfers between a man-made system and its operational environment. We shall analyze the role of the planned regional shopping center (hereafter referred to as PRSC) as a control mechanism in the retailing system. It can be shown that this corporate control mechanism adapts to changes in the human environment, and redirects consumer flows to suit its own accumulation requirements.

In cybernetic language, the changing environmental conditions which provide potential participants of consumers in the retailing system, are known as positive feedback. The aim of the corporate retailer is to control that positive feedback and utilize its energy or buying power in order to meet its own expansion requirements. The corporate retailing system depends upon such ordered growth, and strives to prevent the system from tending towards entropy or chaos.

Such chaos would occur when the cybernetic control mechanism is unable to alter existing retailing patterns. Nevertheless, through the regulation of information, the PRSC can prevent "chaos" and utilize environmental changes to its own advantage.

ENVIRONMENTAL CONDITIONS

Through a case study of the development of a PRSC in Braintree, Mass., I have determined that there are three basic environmental conditions which must be present in order for such a centre to be built:-

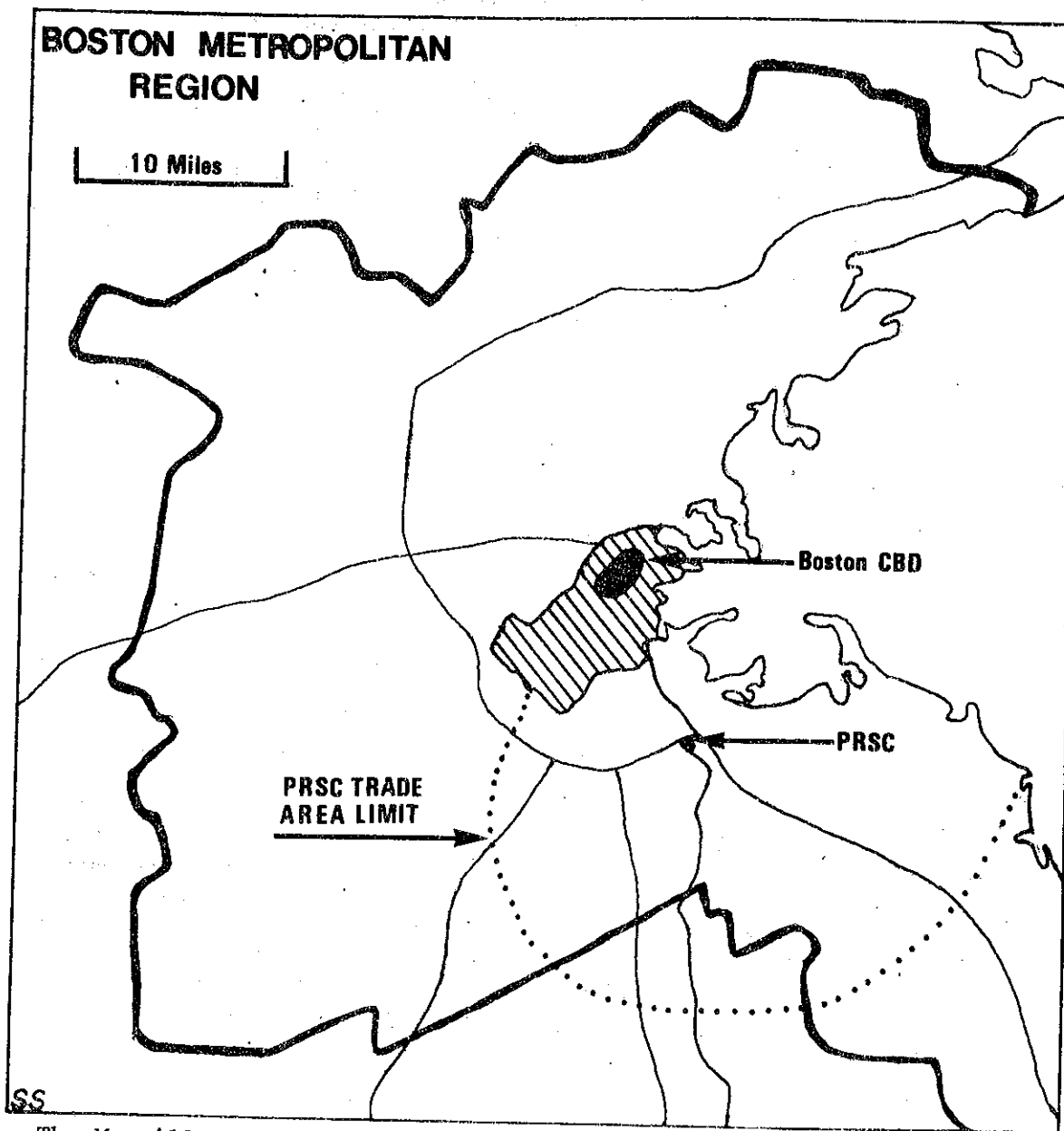
- 1) a growing, more affluent, more mobile population.
- 2) an efficient road network, extending into all sectors of the intended market area.
- 3) within that network - a central accessible location, with adequate space for a large development and parking areas.

When the PRSC in Braintree was planned in the mid-1950's, all of these conditions were present. (See Map).

In the period 1950-55, the population of the city of Boston declined by 8.6% (from 801,000 to 724,000)³. At the same time the town of Braintree, and five contiguous communities benefitted from an increase of 17.6%. The post-war economic boom does much to explain this flight to suburbia. More indicative of these migratory trends and rising affluence is the increase of personal vehicular mobility as seen through changes in motor vehicle registration.

During the years 1950-55, the city of Boston experienced motor vehicle registration increases of just under 21%, while the south suburban area (Norfolk & Plymouth counties) witnessed an increase of over 26% in total registration⁴. The actual difference between city and suburbs as regards privately-owned vehicles is wider than at first glance, when one considers the great number of vehicles used for commercial transport in the city of Boston, a major centre of industry and communications. Thus, the more affluent mobile suburban area was ripe for the introduction of corporate retailing.

A modern metropolitan motorway system was planned and designed to accommodate the great volumes of traffic generated by the changing character of "the journey to work." It was within this framework that Federated Dept. Stores sought fulfillment of the third environmental condition - the need for a large, central, and accessible location. They purchased a land parcel of 140 acres, adjacent to what was to become the third busiest motorway junction



SS
The Map illustrates the entire Boston metropolitan region. The city of Boston extends to the boundaries of the shaded area. Within that area, the central business district is displayed in Black.

Approximately 10 miles to the south of the CBD is the Planned Region Shopping Centre in Braintree. The extent of the centre's trade area is denoted by a dotted circle.

It is within this circle that the corporate control mechanism of the Braintree centre functions.

in the entire state. With this purchase, Federated had taken the first step toward the ultimate corporate control of the "positive feedback" generated by the above environmental conditions.

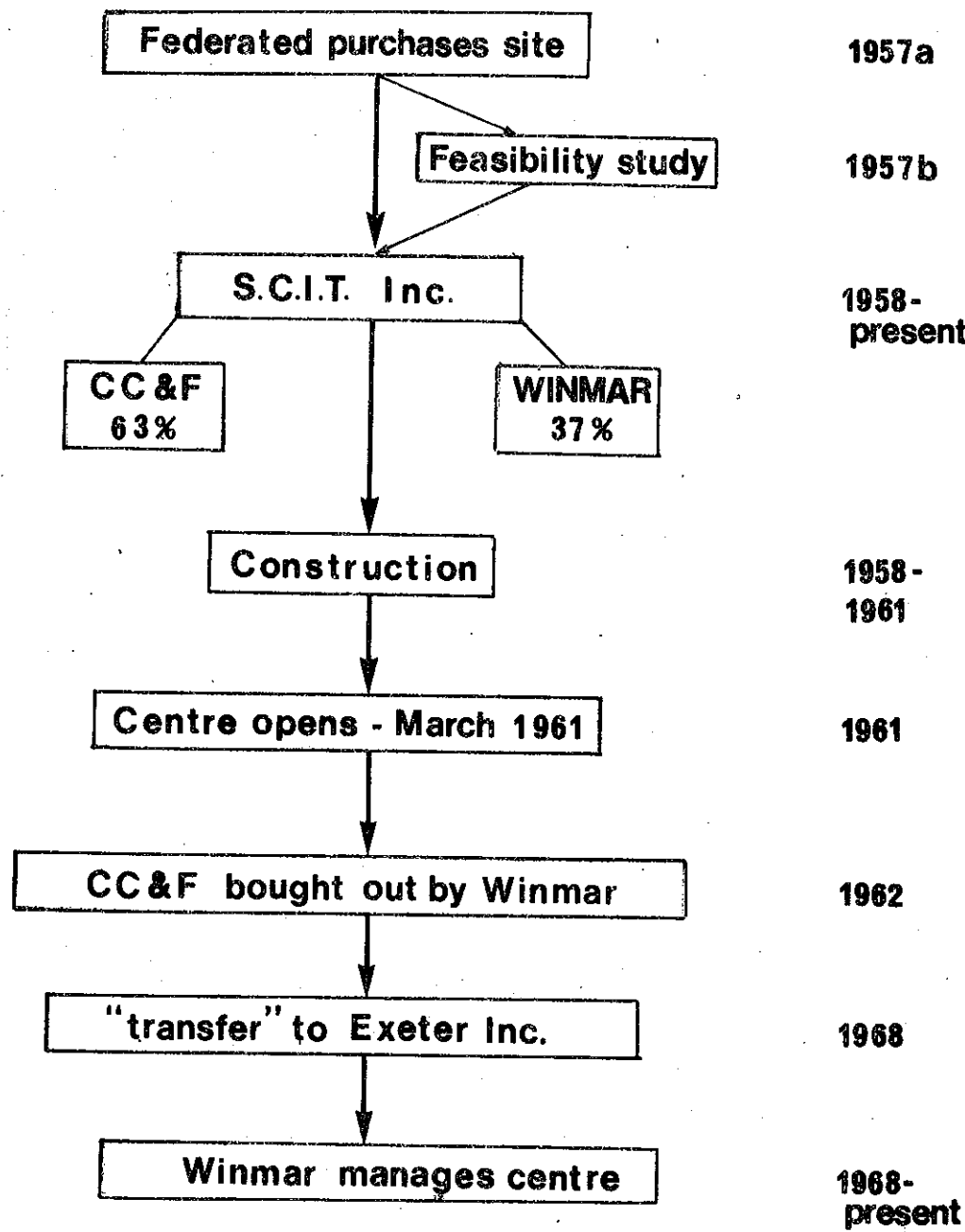
DEVELOPMENT OF A PRSC

Federated Dept. Stores is a nationwide corporation, the third largest retailing company in the United States (1974) in terms of net income. However, Federated was and is a retailing corporation, so the greater portion of the site was sold to a development-management consortium. (see development chart - page 23) Because a firm of Federated's size and prestige was involved in such a project, other large retailing companies were attracted and the value of the land alone was to rise to 9 m. by 1974 (of which Federated retained a 20% share). This transformation of wasteland into a valuable holding surely surpassed anything that the alchemists of the middle ages might have achieved. More importantly Federated had now created the opportunity for her products to be consumed by a large, affluent and previously inaccessible market.

Careful selection of shops and shop-types was of prime importance to the corporate management team. Such selection can be viewed as an adaptation of the concept of "product variation" as a distinct component of the sales effort. The PRSC Management designed centres structure so that the individual components combine to present an important part of the control mechanism for consumer attraction. The major drawing cards to any PRSC are the "anchor stores". The two anchor stores in the Braintree centre possess 42% of the total area at the centre. Both stores are controlled by corporations which operate on a national scale. Both of the stores are general merchandise department stores and between them they account for nearly half the total sales of the centre. All the other shops and services are designed to complement these two giants. (Fig. 1)

It can be calculated that the centre provides in a compact area, nearly every type of retail service that one would expect to find in the CBD of a major urban centre. This alone will not keep the corporate retailing system from tending towards entropy. In order that the PRSC might become a viable level for capital accumulation, the corporate control mechanism must redirect a substantial proportion of existing consumer flows in the region to its own shops. The positive feedback of purchasing power induced by these flows must be harnessed by the PRSC to fulfill the energy requisites of its growth tendencies. Thus, the "sales effort" becomes an important function of cybernetic control?

PRSC DEVELOPMENT STAGES



SEE EXPLANATION ON PAGE 34

THE SALES EFFORT

Studies of "individual action spaces" by Horton and Reynolds, and models based on "learning theory" by Colledge, Brown et al, have shown that consumers behave differently according to their information levels.⁶ These theories are merely a geographical regurgitation of what corporations have been aware of for years. Through the sales effort, or more specifically through advertising, corporate retailers have created new demands and wants which affect the life-styles of all who are exposed to these information flows. Without the creation of High demands by the sales effort, the vital accumulation process would be severely handicapped.

While the electronic media play a substantial role in the sales effort the preferred method of advertising is by way of direct advertisement in the printed news media. In the "Boston Globe"- the largest metropolitan daily, advertising revenue accounts for 68% of all income. Within this sector, retail advertising is the largest single income sector with 44% (\$ 30.2 million) of sales, annually. In 1974, this amount purchased an astounding 22.5 million lines or 9,375 pages.⁷

Within the context of advertising, the anchor stores become very important to the functioning of the PRSC . Because of their enormous turnover, these firms are able to spend much more on advertising than their smaller competitors. Allied Dept. Stores (which controls the No.1 anchor store in the Braintree PRSC) was the Globes' single largest advertiser in 1974, accounting for 13.3% of all retail advertising (worth \$4.002 m.) Federated Dept. Stores (which controls the other anchor store at the centre) accounted for 5.8% of total retail advertising (worth \$1.7 m.) The influence of these two anchor stores on the operations of the PRSC is immense, for once the consumer is attracted to one of the "anchors", all the other shops in the complex benefit.

These two anchor stores advertise in similar proportions in the other leading metropolitan daily, in addition to significant expenditures in the regional paper which serves the PRSC trade area. Nearly all the other shops make use of newspaper advertisements, to a lesser degree, in both metropolitan and regional papers.

In response to a survey conducted in the summer of 1975, it was found that 22.5% of all shoppers at the centre were shopping specifically as a result of a newspaper advertisement. This only reveals the number who were directly aware that they were responding to an advertisement. Vance Packard has shown that hidden, subconscious "persuaders" are of greatest value to the corporate sales effort.⁸

More convincingly, 45.2% of the shoppers who visited either of the anchor stores, did so because of the specific influence of media advertising.

The power of corporate feedback extends well beyond the realm of media advertising. The credit card is another of the corporate retailers favourite control mechanisms. All credit card users are sent monthly statements accompanied by detailed advertisements. 68% of all shoppers at the Braintree PRSC have credit cards to at least one shop in the centre; 65.5% of all shoppers have credit cards to at least one or both of the anchor stores; and 40% have credit cards at other stores in the complex. The results of a chi-square test indicate that there is a significant connection between credit card holders and purchases.

The promotions policy of the PRSC's "Merchant's Association" is an additional mechanism for information control. With the combined resources of all the shops in the centre, this body organizes a centre-wide sales campaign 8 times a year to coincide with various holidays. Christmas and Easter are the better known and most successful campaigns, followed by the corporate innovations of Mother's Day, Father's Day, "anniversary sales", etc. Special advertising inserts of upto 16 pages are placed in the regional newspaper to herald such events, and offers of food, prizes, and entertainment are used to lure consumers. All of these schemes combine into making the PRSC the de facto controller of the retailing landscape.

ECONOMIES OF SCALE

Ultimately, dominance on the retailing landscape is assured because of the PRSC's size, and the capital resources of its constituent parts. The following tables indicate the resources and geographic scale of operations of the parent corporations of the shops in the Braintree PRSC (Fig.2 - Resources; Fig.3 - Geog. extent.)

Through economies of scale retailing costs are reduced and profits are maximized. Because of the enormous size of the parent corporations, the wholesale costs of products to the corporate retailer are much lower than to his smaller competitor. The corporate retailer is able to charge a lower retail price and yet maintain a wider margin of profit. The competitive superiority of the PRSC as a retailing unit enables it to introduce a state of morphogenesis or change to the actual structure and composition of the retailing landscape. (see fig. 2- retailing in 3 communities.)

This table indicates the growing strength of Braintree as a retailing centre, at the expense of Brockton and Quincy- the former retail magnets of the south suburban area. The importance of the PRSC to Braintree is realized when one considers that in 1967 it accounted for 62% of all retail sales in the town - and only one of its anchor stores was open at the time. While sales increased in all 3 communities in the 8 year period, Braintree was the only one which benefitted from any outstanding growth. Growth in all of the communities came at the expense of the smaller owner-operated outlets which suffered a great decline.

CONCLUSION

The concepts of cybernetics are useful aids to the geographer interested in the functioning of economic systems and their effects on the human environment. We have observed how corporations act as the central control mechanism for change in the retailing landscape. The information battery and the resource capacity of Braintree PRSC demonstrate the ability of corporations to dominate ordered negen-tropic retailing systems. The unfortunate reality of this situation is that corporate control in market economies extends much further the needs of their own expansion requirements - to the detriment of human society. If Geography is to be a truly man-centred discipline then a cybernetic approach can be the first step towards a geographic understanding of the serious consequences of private control of our environment.

Footnotes:

1. Baran & Sweeney "Monopoly Capital" p19.
2. D. Harvey. "The Geography of Capitalist Accumulation" in "Antipode" Vol7 *2, 1975.
3. Source: Massachusetts Dept. of Commerce and Econ. Development.
4. Source: R.L. Polk Co., Inc.
5. Baran & Sweeney. op.cit. See Chap 5.
6. R.L.Davies. "Studies of Consumer Behaviour" Univ. of Newcastle-upon-Tyne, Dept. of Geog. research; paper *10.
7. Source : Boston Globe - Retail Advertising Department.
8. See Vance Packard "The Hidden Persuaders"

N.B. Where not specifically noted, information was gathered by means of survey questionnaire.

INTERNAL STRUCTURE. (Explanation for Fig.1)

This table indicates the various categories of shop types, with the total number in each; and the percentage of total sales area of each category.

1. A general merchandise store carries a full range of goods.
2. Pleasure services include facilities for quick snacks, dining and entertainment.
3. Business services include banks, insurance agencies, medical and legal services, etc.
4. Speciality shops include bookshops, music and electronic and camera shops, liquor stores etc.
5. A discount goods shop provides a wide range of lower-priced goods.
6. The other categories are self-explanatory.

RESOURCES OF PARENT CORPORATIONS (Explanation Fig.2.)

This table indicates the tremendous capital resources of the parent corporations of the shops in the PRSC.

The first section shows the net assets and sales volume, of the parent corporations of the two-anchor stores in the Braintree centre.

M stands for millions, while B stands for billions, the U.S. equivalent of one thousand million.

The second section shows the same figures for selected samples - not the median, in each of the major shop-type categories.

SCALE OF OPERATIONS (Explanation Fig.3)

The purpose of this table is to show the geographic scale of operations of the parent corporations.

The most important inference which can be made from this table is that nearly 90% of all the retailing outlets in the Braintree PRSC are part of multi-outlet chains. The advantages of the resulting agglomeration economies will be discussed presently.

Figure 1

INTERNAL STRUCTURE OF BRAINTREE PRSC		
		% of floor space
GENERAL MERCHANDISE	3	45.5
LADIES' APPAREL	11	10.0
PLEASURE SERVICES	7	8.3
BUSINESS SERVICES	17	8.3
SPECIALTY	17	7.6
MEN'S APPAREL	8	7.5
FURNITURE, FURNISHINGS	9	6.0
DISCOUNT GOODS	2	3.1
FOOTWEAR	6	2.8
JEWELRY	3	1.0

Figure 2

RESOURCES OF PARENT CORPORATIONS - 1974.		
	Assets \$	Sales \$
Anchor Stores		
Federated	1.6B	3.2B
Allied	88m	270m
Selected Types		
Ladies' Apparel	3.6m	12m
Men's Apparel	133.3m	316m
Discount Goods	1.4B	5.6B
Specialty	794m	3.4B
Jewelry	1.0m	3.6m
Furniture	0.5m	2.8m

Source: Dun & Broadsheet Inc.

Figure 3

SCALE OF OPERATIONS - PARENT CORPORATIONS		
MULTINATIONAL	2	3.0%
NATIONAL	19	28.4%
N.E. UNITED STATES	9	13.4%
E. MASSACHUSETTS	30	44.8%
OWNER-OCCUPIED	7	10.4%

Figure 4

RETAILING IN 3 SELECTED COMMUNITIES: 1958-'67			
	Owner operated outlets	Total no. of outlets	Sales volume
BRAINTREE	-6.3%	+37.3%	+402%
BROCKTON	-28.4%	-2.3%	+72%
QUINCY	-17.2%	-9.3%	+44%

N.B. - Braintree PRSC opened in 1961

Source: U.S. Census of Retail Sales (1958, 1963, 1967)

PRSC DEVELOPMENT STAGES.

This chart follows the development stages of the planned regional shopping centre in Braintree. The original purchase was closely followed by a planning survey, which examined the economic feasibility of such a centre. After the completion of the study, the greater portion of the property was sold to Scit Inc.; a newly formed consortium. Each of the partners had separate responsibilities - CCF was in charge of construction, while Winmar formed the management team. After the period of construction, CCF sold its share to Winmar, who still manage the centre. It is thought that the "transfer" to Exeter was a "paper transfer" for tax purposes. At any rate, Winmar remains the subsidiary of a nationwide insurance company with numerous interests in shopping centres.

THE MAYNOOTH COLLEGE GEOGRAPHICAL SOCIETY CENTRAL AND DISTRICT COMMITTEE

would like to congratulate :

- The American People on the occasion of the 200th anniversary of their Independence.
- The Cuban Republic on the 15th Anniversary of their resistance to the Bay of Pigs invasion.
- Staff members on their recent contributions to the population problem.
- Paddy Duffy on his new found talent for nappy changing.
- God; for his foresight in creating Ireland.
- Dr. W. J. Smyth and associate Liam Cosgrave on their efforts to sell Ireland to the Americans.

would like to extend sympathy to :

- K.J. Nair on the loss of his umbrella.
- The forces of the British Empire on their failure to sell tea in Boston in 1775.
- The Flat Earth Society who have recently been proved wrong.
- D.G.P. on his recent (over) turn of luck.
- Fran Walsh on his failure to make the hurling All-Stars to this year. (Big hopes next year.)
- The K.G.B. on their failure to infiltrate the I.C.A.

CENTRIPETAL AND CENTRIFUGAL FORCES IN THE EVOLUTION OF THE FRENCH LANGUAGE

Robert Lennon.

P.L.Wagner, in "Environments and Peoples" writes: "The geography of a language is the geography of its users. Like most of geography, it resists comprehension unless presented in a temporal dimension, its spatial patterns express a momentary state in moving processes. Its figures are directional. The grand principle of this geography of language consists of a subsisting opposition between centripetal and centrifugal forces. In linguistic terms, it is a perpetual war between standard and non-standard usages. But the usages or forms concerned, pervading the speech of given members of a population, possess a concrete spatial distribution." It is in the context of this definition of linguistic geography that I shall endeavour to show the forces which transformed the Gaulish idiom into modern French.

The Romanisation of Gaul: The Romans had completed their conquest of Gaul by 27 B.C., and by the end of the 4th century, vulgar Latin had replaced the language of the Gauls for the most part. There were a number of deciding factors which led to this tremendous spatial diffusion and acceptance of Latin.

Peaceful penetration had preceded military occupation. The Romans paved the way for Latinisation very carefully, before they employed an organized effort to diffuse their language. The townspeople were the first to abandon their native tongue, and Latin gained its first strong foothold in the town, which the Romans used as a mode for linguistic diffusion often establishing schools. This system of schools coupled with the powerful Roman administrative structure, meant that while the colonisers not necessarily having any direct contact with the rural areas, Latin nevertheless pulsated through these institutions. The spread of Christianity favoured the diffusion of Latin, as did the numerous advantages of Roman citizenship which were contingent upon the adoption of the official language.

The most crucial factor however, seems to have been the superiority of Roman civilisation, and the Gauls soon adopted the material culture of the Romans. If we accept along with this idea of inferiority, the claim that the language of the Gauls presented affinities with Latin, this would account in a large part for the readiness with which they seem to have abandoned their native idiom.

Before these combined forces the native idiom, inadequate for the new conditions of life and identified henceforth with an inferior culture, yielded ground rapidly, although it lingered on in the country districts as late as the third and fourth centuries.

Because of variations in the extent and intensity of Latin culture the south of France was more strongly Romanised and more resistant to change than was the north. This meant that while civilisation crumbled in the north with the eruption of the Germanic tribes in the fifth century, the south remained relatively stable under the mild sway of the Goths. The impact of a wide Germanic vocabulary and German habits of speech was more widely felt in the north as a result of this. The combination of these factors meant a wide dialectical variation between the north and the area south of the Loire, even at this early stage.

Slowly, Feudalism emerged from the fusion of the Gallo - Roman and Germanic traditions. Feudalism prevented political and economic unity. Society completely fragmented and fossilised around the self-contained and largely independent feudal domains. The communication network which is vital for diffusion and the maintenance of centripetal forces had reached its greatest degree of fragmentation when Feudal lords, great and small, were levying tolls on traffic and blocking routes. Feudalism fostered the development of local peculiarities of speech, and the changed social and political conditions which it brought made the maintenance of a standard language unnecessary and impossible.

All the while, the vernacular was diverging from Low Latin. The Carolingian Reform of the written language served only to widen the gap, allowing popular speech to freely evolve without any restraints.

Diversification had reached its zenith owing to these combined centrifugal forces which culminated in Feudalism. A spatial mosaic of dialects had emerged, with two major dialect groups, Langue d'Oïl and Langue d'Oc, generally clinging together in the north and south respectively. The vernacular had been gradually eroded and polluted to the extent that we see it in the "Strasburg Oaths". It would be naive to say that centrifugal forces didn't exist in the period of Romanisation, but the permeation of the vulgar tongue with dialectical features had to reach saturation point, and political and social distur-

bances provide the shock which crystallized the language in a series of dialects, before these forces came to the fore.

A number of factors favoured the development of a literary language in the twelfth century. Priority was given to the Francien dialect largely because it was the language of the capital and of the most influential of the various courts. Over the following centuries it drove the dialects out of literature and reduced them to the status of mere patois. From the twelfth century onwards the forces making for political, economic and linguistic unification gradually come to the fore, and we witness the ever-widening territorial expansion of Francien, firstly in the written and then in the spoken language. This seemingly impossible cohesion of the French language from the most diverse regional variations came about gradually.

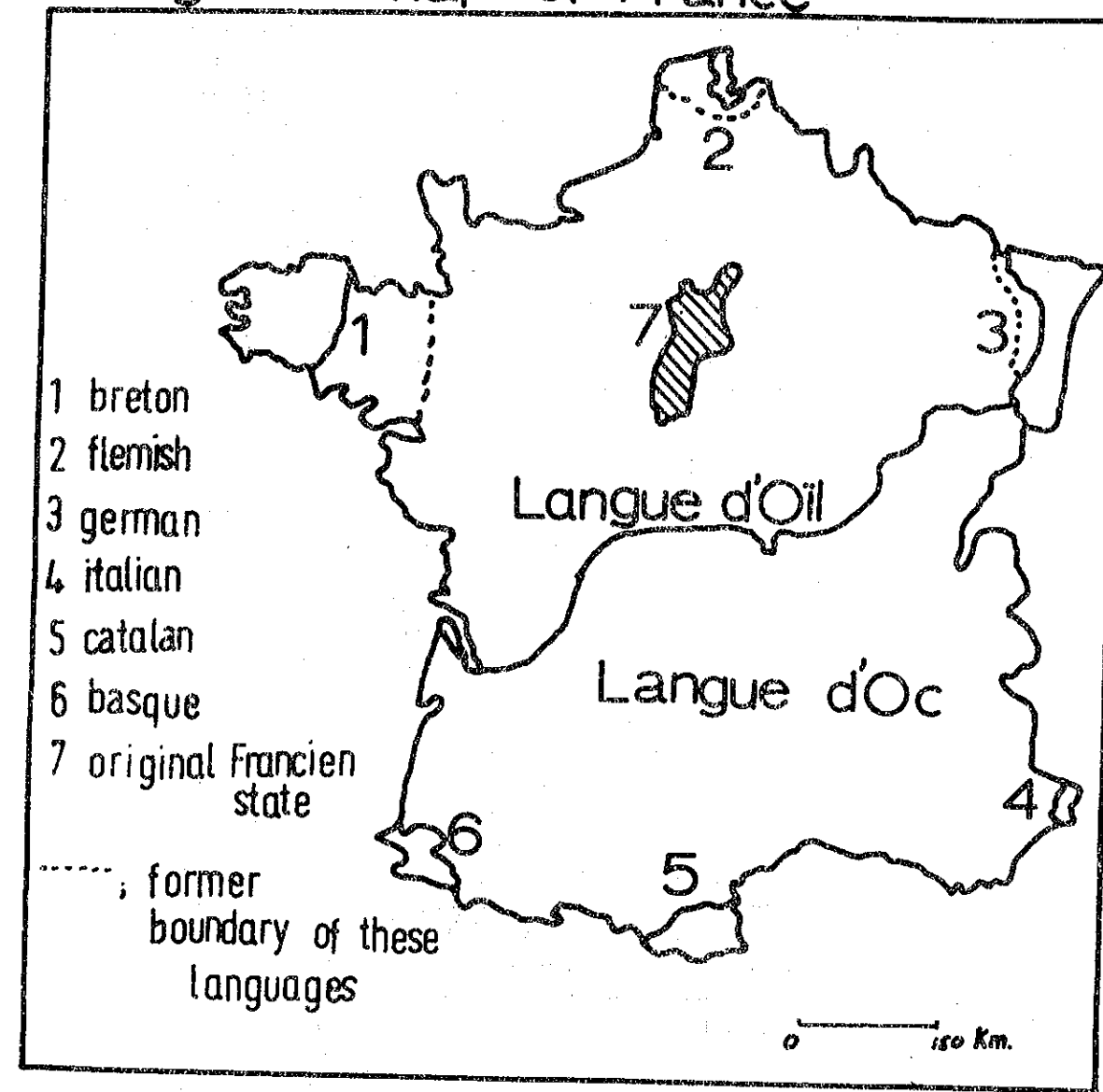
Successive monarchs encouraged the Literati to employ the vernacular in the dissemination of the new learning, this process being greatly aided by the printing press.

The Pleiade set out to "cultivate, improve, and make the French language illustrious", inspired by the example of the Italian writers. In the seventeenth century the idea of 'bel usage' was elaborated and became a powerful sanction supported by the Academy.

The Revolution played the most crucial role however, with the elimination of the nobility and the salon, the language of the educated middle class as a whole came to be recognized as standard usage. Wartburg claims that the evangelical call of the revolution for nationalism was so strong that people equated speaking the official language or at least understanding it as an outward manifestation of their patriotism. The rise of middle class Parisian French led to the declassing of the local patois, this degradation being a very powerful instrument in their erosion.

The diffusion of the national school was a powerful force as well in establishing and maintaining standard usage. Military service meant that thousands of soldiers from the most diverse backgrounds learned the national tongue through army life, and diffused it later on in their local regions. Even today, compulsory education, military service, and the press, are the major agencies which propagate the language.

Linguistic map of France



Centripetal forces making for the uniformity and standardization of the French language have superceded the centrifugal tendencies for the most part. Yet even today linguistic pollution along the peripheral areas, or historical legacies such as the Breton language and the German of Alsace - Lorraine tend towards spatial fragmentation of the language. Breton has experienced a spatial retreat before French since the Ninth Century, and seemingly still continues. This is evidenced by the weakness of Breton in the larger towns like Brest, and the fact that most native speakers are bi-lingual. Breton is excluded from the primary schools because of the totalitarian policy of the French government. This is a weakening force, yet it gives rise to the feeling of separate identity which is the major conserving force of the language, aided by the Church which still gives the sermon in Breton.

German holds a more lively existence in Alsace - Lorraine on the other hand. The vast majority of the rural population speak German although French gained popularity in the towns between 1870 and 1918 among the bourgeoisie. Despite a previous retreat German remains reasonably stable today, holding a vital position in the primary schools, and backed by the publication of major provincial papers in German.

Language evolution in France, over space and through time, has followed Wagner's classic model. "The initial spread of a relatively uniform linguistic usage, followed by immediate onset of processes of local diversification, partially offset by explicit efforts at standardization. Eventually the former standard becomes a 'dead' language having no true native speakers but perhaps still ritually employed (as in the church and the universities until lately). New standards emerge out of the living vernaculars, which expand territorially leading in time, probably, to a repetition of the same history". This has been the case in France, and we can see the problems of keeping the standard territorially embracing and temporally enduring, in the centrifugal forces which still persist. Since language is such a fluid and flexible phenomenon one can not say for definite what future forces will come to the fore in the French language.

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MAYNOOTH, CO. DUBLIN!

Frank Furtagh.

A letter of Dublin origin recently found its way to the Geography Department in Maynooth - its intended destination. There is nothing world shattering about this - similar events have been known to occur before (many within living memory) - but this particular letter was noticeable because it had been addressed to 'Maynooth, Co. Dublin'. Having first confirmed with the Posts and Telegraphs that Conor Cruise had not issued a dictatorial decree changing the map of Ireland, one might reasonably assume that the letter had been addressed by some ignorant half-besotted Dublin imbecile. On reflection, however, the error is seen to contain more than a grain of truth.

Maynooth, of course, is in County Kildare - there can be no doubt about that. After all, it is quite clearly coloured pink for Kildare in all the best atlases, and the Fitzgeralds, who have close connections with Maynooth (first with the castle and later with Carton), are sometimes known, amongst other things, as the Earls of Kildare not the Earls of Dublin IS. Even Kildare County Council acknowledges the fact that Maynooth is in Kildare for certain purposes (e.g. rate collection), although the evidence regarding other purposes (e.g. road repairs etc.) is more ambiguous. The responsibility for Leixlip is a different question altogether, but Maynooth is generally regarded as part of Kildare. How come, therefore, that the County Dublin label can be considered as a partial truth?

Although Maynooth is administratively part of Kildare, it is functionally part of the Dublin Urban Area. This is reflected by the road network. The Maynooth to Dublin (or, if you prefer, the Dublin to Maynooth) road is nothing to write home about, but, despite resembling a minefield after the mines have been detonated, it is infinitely better than the roads linking Maynooth to the rest of Kildare. The Dublin road is at least relatively direct (except for minor diversions around the piles of earth which are periodically placed on the road to keep drivers on their toes), whereas the routes south are more or less tangential to the required direction of travel.

Most of the recent growth of Maynooth (which is quite considerable) is a direct consequence of it being part of the Dublin Urban Area. Surveys show that approximately two thirds of the people living in Maynooth work in Dublin, whereas only about 15% work in the town itself. The attraction of Maynooth for commuters is fairly obvious, although there is a danger of overgeneralising. Most choose Maynooth for its relative proximity to Dublin (measured by travel time, Maynooth is

closer to Dublin city centre than some Dublin suburbs), coupled with qualities inherent to Maynooth (e.g. relatively cheap housing, lower rates, quietness, university atmosphere etc.) The distance factor, however, is probably the most important, for example, if Maynooth was five miles further from Dublin its rate of growth would have been slower, whereas if it was five miles closer its growth would be more rapid. To verify this one need only compare the recent growth of Maynooth with that of both Leixlip and Kilcock.

Even if one considers local employment much of the growth in this sector is also related to the fact that Maynooth is functionally part of the Dublin area. Employment in the construction and service industries (e.g. House-building and shops) are both a direct result of Maynooth's attractiveness as a commuter dormitory town. As the number of new commuters increases, so does the demand for new buildings (not only houses, but schools, sports facilities etc.) and services (i.e. shops, pubs, garages, chip-shops etc.) Much of the new local employment (which is limited to begin with) would not be created at all if Maynooth lost its attractiveness for commuters.

Maynooth, of course, is not solely a dormitory town. It has one of the important cattle marts in the country, a corn-mill and an embryonic University. However, it would be a mistake to overestimate the importance of these for the economy of the town as a whole. The University for example, has provided new employment over the last five or six years as it has expanded, but a large proportion (e.g. secretarial staff, security guards, and cleaners) were already resident in the town and consequently the University has probably only actually contributed a couple of dozen people to the growth of the permanent population. The increase in student numbers is probably much more important because, although students form a transitory population, they encourage expansion in the service and construction industries. The pubs, for example, would find life tougher if it was not for the student custom, while the possibility of student lodgers to offset mortgage repayments may be a consideration for new housebuyers.

The total impact of the University upon the economy of Maynooth would require a much more detailed survey than is possible for present purposes, but I would suggest that it is less important than the factor of proximity to Dublin. Again comparison with Leixlip is useful. Although Maynooth's growth in the last few years is impressive, it is minor compared with that of Leixlip which has no University (or any other local employment attraction). Leixlip, in fact is thought to have grown from a small village to now become the largest town in the whole of Kildare, in less than ten years. The cancellation of the census unfortunately makes this contention

FAMILY FARMING, CONTINUITY AND CHANGE AROUND
THE VILLAGE OF SUMMERHILL, CO. MEATH.

Ethel Fagan.

Studies of social geography in Ireland are not very plentiful but from two of them, Hugh Brody in "Inskillane" and Arensberg and Kimball in "Family and Community in Ireland," an interesting conflict appears. The latter sees Ireland's rural life as an integrated whole, perhaps changing, but with a strong capacity for endurance and solidarity. Hugh Brody, however, found among the people of Ireland a crisis of consciousness, penetration of urban values into the society and a growing disbelief in their own culture. This resulted in the destruction of many rural traditions and the consequent denudation of Irish rural life. He gives a picture of rapid change where money is a new religion and a passport from the old way of life. Brody saw rural Ireland as a maze of confusion, its people demoralized and lacking faith in the continuity which had formerly been its most upstanding feature.

The area studied here consists of a number of townlands surrounding the village of Summerhill, Co. Meath. Summerhill itself is a small, though expanding, rural village with approximately three hundred and fifty inhabitants. It is situated twenty five miles from Dublin and about eight miles from Maynooth. It contains a post office, a chemist, a garage, three grocery shops, a public house, a butcher shop and a Garda barracks. Its importance is social as well as functional. Most of the social interaction of the area takes place here or on occasional meetings at the nearby salesyards of Trim and Maynooth. The extent of the local community spirit is highlighted every Sunday afternoon in the amount of support given to local football teams who are, incidentally, Meath Champions!

Summerhill is not a closed localized community. It has faith in its own "capacity for endurance". Its "social field" is wide, unlike the models demonstrated by Hugh Brody or Arensberg and Kimball. It is influenced from Dublin and from the surrounding counties and indeed European influences are beginning to trickle in. Select urban values, for example, monetary values and marketing economy have been moulded and re-cycled back into the society to suit the needs of the entire community. The farmer is proud of his way of life, his role in society, and is treated with respect from the entire community. Perhaps this is because farming is recognized as Ireland's most important industry and because the farmer is the chief property owner in the community.

Like most European countries, farming and the farm family are becoming more economy-oriented, the farm family being an economic unit. The farmer's primary goal is profit making. Nevertheless, in this area old traditions have not died out entirely. There is still a strong emotional attachment to the family farm, and anyone who sells it is regarded as either a fool or a mandarin. This is so partly because of the emotional tie to the land and also because of the belief in the land as the main source of wealth of the country as a whole and of the individual farmer. Gone however, is the tradition of the eldest son only remaining on the farm. Nowadays when a farmer has a few sons who wish to remain on the farm, he either buys a lot of land in his early years of farming and divides it among those remaining or, more likely, begins a new scheme, for example, building a large dairy or starting some labour-intensive scheme, or investing in machinery so that some of his sons can become agricultural contractors, whereby he divides his farm into economically viable units, thus ensuring increased profit making and contentment among the farm family. Those who do not like farming may choose to leave but none are forced to do so.

The female section of the family either migrate or commute daily into the city, the alternative being to marry one of your own social position and settle down in the locality. To marry in the locality, is looked on as almost the inevitable, and desired position in the end, although the numbers who travel into the city each day are great. The effect of these new developments on the landscape are obvious. It is common to see in close proximity to old farmhouses one or two new bungalows, belonging to the sons and daughters of the farmer.

Mechanisms for furthering traditional community relationships have decreased in importance. Mass is no longer the social event of the week. The time of Mass is the all important factor determining in which parish the family (the farm family) will attend Mass. Afterwards they rush off in their cars. Other mechanisms have taken over in their place, including Macra na Tuaithe, Macra na Feirme and Muintir na Tire. While the older methods are losing effectiveness, these new methods are taking their place in fulfilling the basic need in every-one to belong to a group.

In this study of the patterns of farming in Summerhill, continuity and progress were the keywords. Of the thirty farms chosen and studied, fifty-seven per cent were found to have been in the same family for two or more generations. Of the thirteen farms which changed hands, only three farmers sold out while still capable of running it themselves. The remaining farms were sold because of old age or death without heirs. Of the farms sold over half were

bought by Land Commission and redistributed among local farmers and migrants. The Land Commission plays an important part in the development of farm ownership and farm lives in the area, their aim being to ensure greater efficiency, bigger profits and investment by breaking up large estates and increasing the size of small farms in the area.

Thirty per cent of the farms which changed hands in the last fifty years or so now belong to migrants brought up by the Land Commission from the West. This scheme originally caused a lot of tension among the locals who often resented the clannishness of the newcomers and their strange habits. The Land League has always been very strong in this area, keeping a watchful eye on the activities of the Land Commission. Nowadays it concentrates strongly on preventing foreigners from buying land in the area. Burning of Haybarns etc. is still quite common. A study of Summerhill must also take into consideration the very profound effect of the old landlord of Summerhill, Lord Langford and his estate engulfing most of the farmland surrounding Summerhill. The last part of the estate was divided up as recently as the nineteen forties. A few protestants, owning small farms are found in the area and are believed to be descendants of people brought over from England to be servants in the "Big House." Most of the old houses in Summerhill village were built for people working on the estate.

The soil in this area is very rich because of interglacial lacustrine deposits. Add to this the proximity to Dublin and it places this land among the highest valued agricultural land in this country. There is a strong link between the family and the farm it owns which cannot be explained in terms of economic value. In many cases farmers cling to farms too small in size to be economically viable. Forty per cent of the farms here are of less than twenty acres, in many cases a secondary occupation being necessary to enable the farmer to hold onto his piece of land.

It seems that the view of the rural way of life of the people of the West of Ireland as studied by Arensberg and Kimball and also by Hugh Brody, is not applicable in Summerhill because this area is of a culture quite distinct and different from the west of Ireland. It would seem that this area and other areas on the eastern side of the country have evaded study, because of a lack of poverty and excessive emigration and because change has been gradual and has not attracted particular notice. This particular type of culture has for the most part been ignored in Ireland because of the belief that the culture of the west and of the poorer areas as demonstrated by literary writers was that of all Irish people. This assumption is

grossly untrue.

Within the area surrounding Summerhill, change co-exists with continuity. Although becoming increasingly an economic entity, the family farm has traditional and emotional significance which is not likely to disappear. At the same time the family farm has to keep on its toes to keep pace with European farming techniques. The day to day way of life may be changing gradually but the initial values remain the same, as the land still holds the central position in the community.

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TÍREOLAÍOCHT AN ÓIL

LE TUAIRISCEOIR SPEISIALTA Ó NEASDEN

Bhíos ag caint le fear adúirt liom go raibh sé ag freastal ar pháirtí le déanaí a raibh sort bhuidéil Guinness ann le muineál fada air. Bhí orm miongháire a tharraingt, mar tá áiteanna éagsúla fós in Éirinn, cosúil le Cathair Phortláirge, agus dá dtabharfadh freastalaí i dtigh tábhairne aon sórt eile bhuidéil amach, bheadh a shaol i bhfíor-baol. Thosnaigh sin mé ag machnamh ar thréithe tíreolaíochta an óil, agus an Ghuinness go speisialta.

Is cuimhin liom uair amháin in iarthar an Chláir, in óstán áirithe, d'iarras "buidéal mór" Guinness ar bhean an tí, agus thosnaigh sí láithreach ag tarraingt pionnta dhom. Tharla nach n-óltar an bhuideal mór san limistéir sin in aon chor agus cheap sí gurbh í pionnta a bhí uaim. Thíos i mBaile an Fhirtéaraigh i gCorcha Duibhne féachann nach bhfuil aon eolas ar an mbuidéal mór, ná an pionnta ach oiread. Gloiní agus buidéil bheaga go léir a óltar ansin, dar liom (cé go raibh argóint agam ar an bpointe sin le cara le déanaí). Ar an lámh eile tá fíor-eolas acu ar an mbuidéal mór sna hAllachaí, in iarthar Chorcaí. Sráidbhaile beag atá anseo, agus trí thigh tábhairne in aice a chéile ann. D'ólas i ngach ceann acu indiaidh a chéile, agus fuairas sort bhuidéil mhóir fé leith in ngach ceann acu. Sa chéad ceann, buidéal den sort "non-returnable" atugadh dom; san dara ceann, buidéal cosúil leis an gceann ina chuirtear Harp a bhí ann; Fé dheire, fuairas an fíor-cheann leis an muineál fada, agus bhíos lán-tsásta fanacht ansin! Bhí orm smaoineamh go dian ar an gcóras a úsáideann an comhlucht Guinness chun an stuif a chur ar fáil san áit iargúlta sin.

Rud atá chomh tábhachtach leis an mbuideal ina bhfaightear an leann dubh ísea an tslí ina thugtar an buidéal mór don chustaiméar. Sna háiteanna tradisiúnta tugtar gloine beag, tar éis í do leath-líonadh, leis an mbuidéal féin. Ach in áiteanna eile, tugtar gloine mhór amach, agus is uafásach é an nós sin. Níl radharc ar bith ann atá níos measa ná braoinín Guinness ag bun gloine móire, agus staid fíor-uaigneach air. Ar an lámh eile, ta daoine ann a iarrfaidh an ghloine a líonadh fad ón mbuidéal, agus an custaiméar bocht ag faire ar feadh leathuair orthu. Thosnaigh freastalaí óg é sin do dhéanamh i dtábhairne i gCúl an Chill, Condae Laoise, lá amháin, agus is dóca nár tháinig sé chuige féin fós tar éis na léachta a thugas dó!

Ar fhéach tú riamh ar an lipéad (label) atá ar an mbuidéal Guinness? Deir sé cár cuireadh an leann sa bhuidéal. Is aisteach ar fad an

córas a úsáideann an comhlucht i gcómhair na hoibre sin. I gcathair Bhaile Átha Cliath, is annamh a fhaightear buidéal a líonadh sa chathair sin. Líontar iad beagnach i ngach áit sa tír - Tiobrad Árann, Ceatharlach, srl. - ach amháin sa mhórchathair féin, agus iompraítear iad ansin go dtí an chathair. Is dócha go bhfuil ciall éigin ag baint leis an gcleachtadh seo ach ní féidir liom teacht air. Fuairas buidéal in Áth Cliath uair amháin agus bhí an lipéad scríofa i nGaeilge - rud nach bhfaca me riamh sa Ghaeltacht féin. Ar ndóigh, líonnadh an buidéal sin i nGeata Shéamuis Naofa féin, agus tá an lipéad coimeáda agam - seans go mbeidh se an-luachmhar lá éigin.

Léas le déanaí go bhfuil an comhlucht Guinness chun gualann (brewery) d'oscailt i gCameroun na hAfraice. Meastar de gnáth gur deoch fíor-Éireannach é an Guinness, ach is fíor go bhfuil sé ar fáil in an-chuid de thíortha. Nó an bhfuil? In áiteanna, tugtar stuif amach leis an teideal guinness uirthi, agus dath dubh uirthi chomh maith, ach i ngach slí eile, níl cosúlacht ar bith leis an deoch beannaithe atá againn anseo. Bhíos i Vancouver, Canada uair amháin agus cara in éineacht liom a cheap gur "connoisseur" ar Guinness a bhí ann. Nuair a chuala sé go raibh gruadhlan Guinness san áit, tháinig an misneach cailte aige ó beith ag ól beorach Meiriceánaí. Bhí sé ar chipíní le sceitimíní mar a deirtear, agus an chéad buidéal dá cheannach aige sa tábhairne. Tharraing se go trom ar an mbuidéal agus... bheul, is féidir a rá gurbh é an chéad buidéal an buidéal deireannach a bhain sé triail as. Ar ndóigh, bhí searbh a lorg aige chun a bhéal a ghlanadh amach agus dlíodóir chomh maith, chun an "Trade Descriptions Act" a chur ar an gcomhlucht.

Ach déarfaidh an fear céanna go bhfuair se an pionnta is fearr riamh a d'ól sé i mBradford, Yorkshire. Níl Leeds i bhfad ón áit sin, agus bhíos i dtábhairne na hollscoile ann oíche amháin, agus thugas fé deara go raibh Guinness laistigh den bheáir. Chuas suas chun pionnta d'fháil (ní raibh aon bhuidéal le feiscint) ach bhí an t-ádh liom, mar d'iarr an duine a bhí i dtosach orm pionnta Guinness on bhfreastalaí. Ba bheo na gur iompaigh mo bholg bun os cionn nuair a shocraigh an "Guinness" chomh tapaigh le Coca Cola sa ghloine a bhí á fháil ag an mbochtanach úd. Cheannaigh mé uisce beath Éireannach ar an láthair in ionad an Guinness - cheapas nach bhféadfaidís a leithéid de díobháil a dhéanamh don "stuif cruaidh."

An rud is fearr leis an mbuideal Guinness ná go bhfanann an cháiliócht mar an gceanna - de ghnáth - ó áit go háit. Ní mar sin leis an bpionnta Ar an gcéad dul síos, brathann an cháiliócht ar a mhinici agus a díolta Guinness, agus brathann seon ar an tigh atá i gceist. Bíonn droch-bhaill ar an Guinness, aa bhíonn "ina luf" ar feadh tamaill. Chomh maith le sin, tá modh ceart agus modhanna mí-cheart i bhformhór na dtábhairní. Ach bíonn a fhios ag an "coinnoisseur" cá bhfuil na tithe is fearr,

agus faightear tigh maith nó dhó i ngach baile. Riail amháin ná nach ceart an pionnta d'fháil laistigh de chúig nóiméad ón bpointe a órdaítear é. Dá bhrí sin, ba cheart an chéad ceann eile d'ordú agus túbheith leath-slí trén ceann atá agat cheana féin. Tá freastalaithe ann agus grá fé leith acu don phionnta - tá tú ar muin na muice más féidir leat duine den tsaghas sin d'aimsíú.

Feicim nár chuaigh Cumann Tíreolaíochta an Choláiste seo ar thuras páirce go dtí gruadlann Guinness i nGeata Shéamuis Naofa riamh. Ócáid bhliantúil isea é seo 'sna coláisti in 'Áth Cliath. Faigheann gach duine ar an turas leathphionnta saor in aisce, agus más féidir leat greamú le duine nó beirt nach dtógann deoch, beidh tú maith go leor, mar a deirtear. Is cuimhin liom go breá na laethanta úd nuair a théadh scata de mhná rialta ar gach turas páirce - laethanta nuair a bhíodh na mna rialta so-inaitheanta agus nach dtogadh siad deoch ar chor ar bith. Thagadh daoine abhaile ó thurasanna mar sin agus iad ar meisce amach is amach, B'shin iad na hamanta!

Focal scoir: tar éis na cáinfhaisnéise deiridh de chuid an t-Ísail. Uí Riain, samhlaítear nach mbeidh aon tíreolaíocht ag baint leis an ól as seo amach - toisc nach mbeidh aon ól in aon chor ar suil in aon áit ar bith.

THE GEOGRAPHY OF SCHOOL LOCATION IN PENINSULAR MALAYSIA

K.J. Nair.

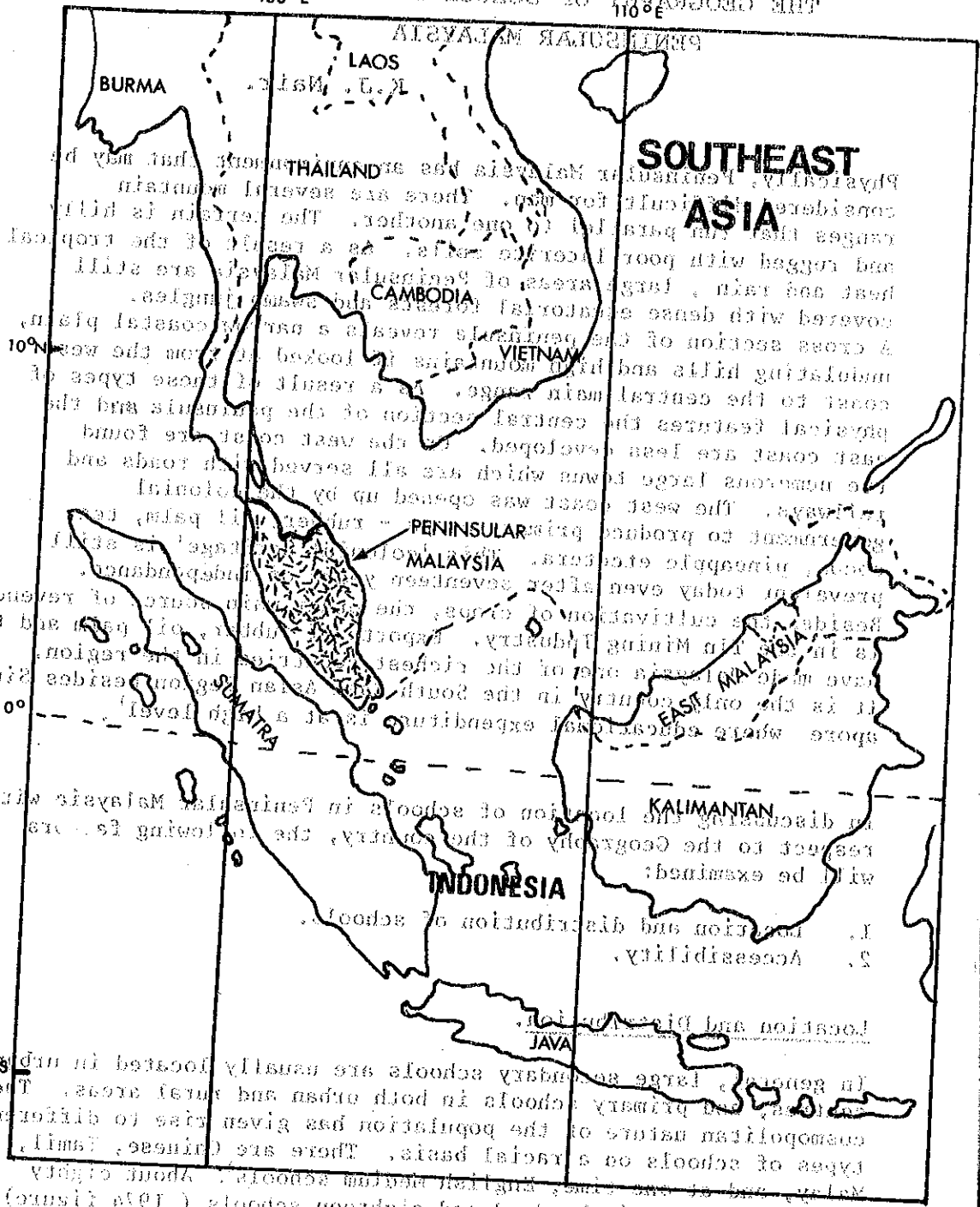
Physically, Peninsular Malaysia has an environment that may be considered difficult for man. There are several mountain ranges that run parallel to one another. The terrain is hilly and rugged with poor laterite soils. As a result of the tropical heat and rain, large areas of Peninsular Malaysia are still covered with dense equatorial forests and swamp jungles. A cross section of the peninsula reveals a narrow coastal plain, undulating hills and high mountains if looked at from the west coast to the central main range. As a result of these types of physical features the central section of the peninsula and the east coast are less developed. On the west coast are found the numerous large towns which are all served with roads and railways. The west coast was opened up by the colonial government to produce primary crops - rubber, oil palm, tea, cocoa, pineapple etcetera. This 'colonial heritage' is still prevalent today even after seventeen years of independence. Besides the cultivation of crops, the other main source of revenue is in the Tin Mining Industry. Exports of rubber, oil palm and tin have made Malaysia one of the richest countries in the region. It is the only country in the South East Asian Region besides Singapore where educational expenditure is at a high level¹.

In discussing the location of schools in Peninsular Malaysia with respect to the Geography of the country, the following factors will be examined:

1. Location and distribution of schools.
2. Accessibility.

Location and Distribution.

In general, large secondary schools are usually located in urban centres, and primary schools in both urban and rural areas. The cosmopolitan nature of the population has given rise to different types of schools on a racial basis. There are Chinese, Tamil, Malay, and at one time, English Medium schools². About eighty per cent of the six hundred and eighteen schools (1974 figure)



are located in rubber estates. These estates are mostly owned and managed by large European Companies (mostly British). These sprang up following the construction of roads and railways especially on the west coast. The railway line connection to the east coast state was opened up at a much later date. As a result, most of the estates are to be found on the west coast close to the railway and road network. Easy transportation of the bulky bales of rubber, sole crepe, liquid latex, oil palm for export is vital in the rubber industry. The original people engaged in the Rubber Industry are mostly Indians (South Indian origin).

"Between 1911 and 1920, Tamils were brought in at a rate of ninety thousand a year. Although the indenture system was ended in 1910, kangani or gang system of recruitment from India continued until the Indian Government terminated it in 1938."³ As most of the South Indians were Tamil-speaking, the colonial rulers ostensibly sought to recreate for the immigrants here conditions similar to their homelands and thus facilitated speedy economic adaptation of the immigrants. In 1905, the Government declared that Tamil education was being promoted "as a means of keeping the Tamil labourer happy and contented."⁴ The factors of geographical proximity to India and the erstwhile village-based system of recruiting both men and women to work on Malayan Estates led to a clustering of Indians, all over the peninsula, in rubber estates. They identified with Indian patterns of cultural heritage, values and customs.

On the low coastal plains live the Malays, the natives of the country. They are usually engaged in padi growing and, for some reason of another, were not tempted to work in the rubber plantations. To cater for this racial group Malay schools sprang up in all low-lying plains in the country. The educational policy sought more to preserve the different cultures. The Government did not want to interfere with the Malay society for fear of criticism and the safest alternative was the creation of a vigorous and self-respecting peasantry.⁵

Tin Mining areas on the other hand, are mostly found in the hinterland of most towns such as Kuala Lumpur, Ipoh, Taiping and Seremban. The workers engaged in the tin mining industry are predominantly Chinese. To preserve the culture of this category of people, Chinese schools sprang up. Most of these schools were run and financed by the Chinese themselves. Because of their

affluence, most of these schools were well built and better equipped than the Malay schools or the Tamil estate schools. These Chinese Primary and Secondary schools are mostly found in urban areas.

The last type of Primary school is the English school which is also located in the urban centre. Here we have a cosmopolitan group attending the school:- Malays, Chinese, Indians and Eurasians. These children's parents are engaged in varying occupations. The Chinese are usually businessmen, tin miners, or are employed in government administration. The Malays and Indians, on the other hand, are usually government employees. Only a small proportion of the Indians are engaged in the business section and the number is insignificant when compared to the Chinese in business.

This set up was largely due to the colonial administration which resulted in a marked pattern of the location and distribution of population in Peninsular Malaysia. This evidence is obvious for Tamus in Estates because a geographic isolation of the plantation unit reduces the extent to which those who live and work in it can have social intercourse with other people outside its boundaries. The Malays, mainly padi growers, are all found on large plains and are not so isolated as the Indians on Estates. In this way communal generalisations are fostered and supported by communications - inhibiting separations in the Malaysian society as Table I indicates.

Accessibility.

The question of accessibility only arises when the rural children have completed their six years of Primary Education. As most estates have their own Primary school, the Tamil children have no problem as far as Primary education is concerned since most of the schools are within walking distance from the labour-lines. The Malay children, on the other hand, have problems even at primary level. Most of the Malay villages are all scattered on the higher grounds of the coastal plains. Only one or two Primary schools may be located to cover a large padi-growing belt. The dispersed nature of the villages cause the Malay children difficulties in transport. The route out to the school may be the bunds or ridges separating the padi fields. Accessibility to secondary schools is a major problem for both the rural Malay and Tamil

TABLE I

(1972)	Commerce	Agriculture	Mining 7 Geog.	Manufacture	Contractors.
Malays	24	67	25	29	22
Chinese	65	33	66	65	72
Indians	11	10	8	(combined 6%)	

children. First class roads are only found in urban areas and children in these places have no difficulty in cycling to school. In fact regular bus services provide easy transport to school children, or so me can even walk to school depending on distance. For a rural child many problems are encountered. One, there may be no bus services at all. Two, even if it is available he may not be able to afford it. Three, in times of bad weather (monsoons) his village may be cut off for days. Fourthly, rural roads have usually a gravel surface and during the rainy season can be dangerous for cyclists. Thus communications and cost of transport are the major factors inhibiting attendance of rural children at urban schools. Today this situation has been somewhat solved because of pressure on Estate owners by the N.U.P.W. to provide transport for the children of plantation workers but many privately owned estates do not comply with this demand.

Thus 'accessibility' becomes a problem when a rural child finishes his primary education and wishes to enter an urban school. Since estates are nucleated settlements primary education is not a problem but secondary education is, because most secondary schools are located in urban areas. "A young rural child does not continue his primary education because the facility is not available nearby" U.N.E.S.C.O. findings state⁶.

The geography of Peninsular Malalyasia has influenced the way of life and the economic activities of the people which, in turn, has affected the school system in the country as a whole. The relief of land and the distribution of population have exerted their influence over the location and the distribution of schools.

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3. George L. Beckford: Persistent Poverty. page 57.
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REGIONAL PLANNING WITHOUT A CENSUS.

Peter Connell.

The basic arguement of this essay is that the census is a really fundamental source of information for analysis in social and economic geography, and the cancellation of the 1976 census will seriously hinder research in these areas. Contrary to common opinion, the function of a census is not solely to ascertain the size of a country's population. It involves much more than that. "The modern census of population, housing, agriculture, religion, manufacturing and so forth, bears very little resemblance to the embryonic enumerations from which it evolved." Societies are dynamic by nature and the census provides an accurate measure of the rate of change. European societies have undergone fundamental changes in the past two hundred years, but it is only in the last three decades that these changes have truly manifested themselves in Irish society. As a nation we are in a state of transition, a sort of arbitrary equilibrium which is highly sensitive to external stimuli. This is particularly true of our economy whose prosperity depends largely on foreign conditions. At such a time it is vital that we be able to measure the direction and rate of this change.

The government of the day has rejected this notion on the grounds that "...in the present economic climate..." (read: ' in the present mess we are in, ') it is impossible to predict what will happen next. The 1976 census has been another victim of this policy, so that not only have we no plan for the future, but no quantification of present trends. The processes of industrialisation, commercialization of agriculture, increased urbanization, over-all population growth linked with a recent decrease in emigration, rural depopulation and the increase of affluence are phenomena which have definite spatial implications. Our last fully published census was in 1966 - only over half the 1971 census has been published. To say that we must wait another five years for a census (and perhaps six of seven years for its publication) is both unenlightened and careless. We have had no national population census since we entered the E.E.C. Our society is functioning in a different economic context which is inevitably leading to spatial reorganisation. Control of this reorganisation is impossible without the relevent statistical information.

A major problem facing any future regional planners will be to help rectify the great regional imbalance between the north-west and the rest of the country. Lyons in a study of the distribution of personal wealth in Ireland in 1966 ranked the north-west counties as follows:-

Sligo (12), Donegal (16), Longford (21),

Cavan (22), Monaghan (24), Mayo (26),

Roscommon (27), Leitrim (28).

These figures give on a superficial level, the state of this region relative to the rest of the country. Emigration to Great Britain and the U.S.A. was characteristic until the late-sixties when limited prosperity at home and more stringent control of migration into the U.S. meant that the national population increased by almost 100,000 in the 1966-'71 period. However, rural depopulation has continued especially in this north-western region. So far, this decline has not been marked by any substantial increase in average farm size. Since the 1971 census some analysis of the farming population in the North-Western region has been done and it has emerged that there is a slight trend towards younger farm-owners. But the fact remains that two-thirds of all farms in this region are not economically viable according to E.E.C. criteria and are becoming less viable, as farming becomes more commercialized.

Where is the surplus population locating and what effect is this out-migration having ?

" With the decline of the rural population there disappears the demand for goods and services normally provided by local towns. Urban workers become redundant and many local towns and villages decay with time."

Sligo, with a population in 1971 of 14,000 is by far the largest town in the north-west. There is a big drop in size to the next largest - Ballina, Castlebar, Monaghan, Cavan and Letterkenny, whose populations range between 7,000 and 4,500. As a result the north-west must be regarded as more deficient in urban opportunities than the other sectors of the country. This poor urban structure is both a cause and an effect of the poor state of agriculture in the region. In Denmark, part-time farming has become viable where industry has been located in small urban centres, but in the north-west the deficient urban structure places any opportunity for off-farm employment out of reach of the majority of low-income farmers. But some changes are taking place. E.E.C. farm politics, government policy etc. are supposed to create more rational spatial patterns of land-holding. We cannot

judge the success of these policies nor can we know if unfavourable spatial patterns in other spheres are being rationalized.

Location is a basic concept in both geography and economics; similarly it plays a central role in spatial planning. Optimum location can be found only by having full-knowledge of prevailing conditions. Generally it is found absolutely necessary to plan the resurgence of a depressed area. Without a census we will have no nation-wide information on the growth or decline of urban centres some of which could be used as possible growth points in future regional planning. The proper location of social services such as schools and hospitals is essential but impossible without accurate information on local population trends. If an industry is established at a particular location, from how wide a hinterland will it draw its workers? Analysis of the 1971 census gave clear journey-to-work patterns, but surely these patterns have changed since the huge increase in petrol costs. The cost of driving 15 miles to and from work each day for a week in 1971 was approximately £2.00. Now it costs at least £8.00. What are the spatial implications, and what are the implications for industrial location in sparsely populated areas? We don't know or won't know, until 1981. Planners must plan, and industries must locate, but for the next five years it will be in something of a statistical void.

If we do not know how and where changes are taking place, it is very difficult to govern efficiently in the present, let alone plan for the future. Considering the fact that a census would cost £1.75 million and the salary of our 144 (soon to be 148) T.D.'s for the next five years will amount to close on £5 million, one wonders (strictly on economic grounds) if a suspension of the Dail would be more advisable than a suspension of a census!!!

WE WANT A CENSUS !!!

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A NOTE ON E. ESTYN EVANS.

Jimmy Murphy.

E.E. Evans honoured our Society this year by attending its Annual Inaugural meeting, giving us a lecture and joining us in a seminar on his life's work the following day. This is an essay to commemorate that event by briefly commenting on his work and publishing a bibliography of his post-retirement writings (while referring readers to a published bibliography of his writings before his retirement).

Evans was Ireland's first professional geographer, retiring after forty years service in the Queen's University of Belfast in 1970, he has played a key role in the establishment and development of the Ulster Folk Museum, as well as directing the Institute of Irish Studies at the Queen's University.

Perhaps one of the more significant things about Evans was his varying interests, from archaeology to folklore, from pre-history to the modern period. "Geography," he says, "is interest." (Seminar Maynooth, Feb. 4th 1976.) Before his acceptance of the Belfast post he had worked in an archaeological capacity in France. Since his retirement he has been involved deeply in the Ulster Folk Museum.

As a human Geographer, Evans was a disciple of Fleure (see, for example, SOME PROBLEMS OF SOCIETY AND ENVIRONMENT, London, Philip '47). Fleure was essentially in the mainstream of French geographical thought which was influenced greatly by de la Blache (see e.g. PRINCIPLES OF HUMAN GEOGRAPHY, London, Constable, 1936.) Buttner gives an interesting summary of the Vidalian approach under "Social Geography" in the INTERNATIONAL ENCYCLOPAEDIA OF THE SOCIAL SCIENCES Vol. 6, 1968, p. 142, as follows:-

"Vidal demonstrated the complex yet harmoniously balanced interplay between human institutions and particular natural settings. Genre de vie were the concrete expressions of a society's ongoing contact with nature: sets of technique cemented through tradition whereby human groups secured the material necessities of life within a functional social order. Repeated experiences in meeting life's common problems within a particular geographical milieu, occasioned the development of community consciousness which made genre de vie truly an ecological system."

Much of Evans' work on the expressions of peasant life in the Irish landscape can be seen in the same tradition.

Although Evans treated all of Ireland, and even Scotland and Wales, in many of his works he always had one sample area which he regarded as representative of the areas which he studied generally, viz. the Mourne Country. Again, this can be attributed to the French school where an emphasis is placed on the study of particular or sample areas (see W.J. Smyth, "The Development and scope of Social Geography; A Review," Geographical Viewpoint, 1971, p. 72.)

Speaking generally, Evans has given us an array of fascinating areal studies of elements of the Irish peasant landscape, many of which are dying fast. Perhaps the most outstanding element of this from the point of view of Geography as a discipline is the fusion of historical and geographical research and the demonstration that the landscape is an often-neglected asset in source material for the social historian. We pay a tribute to him.

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*Now I lay me back to sleep,
The lecture's dull, the subject deep,
If he should stop before I wake
Give me a nudge for goodness sake.*

ANON.

● O'NEILL ●

VICTUALLER

MAIN ST., MAYNOOTH

**THE LETTERKENNY CATCHMENT AREA - A STUDY OF THE
SETTLEMENT STRUCTURE AND CHARACTERISTICS**

Edward Harvey.

Since the middle of the 20th century many new lines of investigation have been opened up to the social Geographer but none as important as the examination of urban influences on rural nucleations. Letterkenny is the central town in this region and its urban influences will become apparent in the study of Creeslough and Kilmainerran. (See Map I). To establish settlement structure and characteristics of a town, a thorough investigation is necessary to discover basic functions, morphology and its links with other settlements in the surrounding region. In accounting for the relative size of the towns, whether in stagnation, vitality or decline, numerous factors may be considered such as the proximity to a Higher Order Centre, (Derry), population decline in rural areas, the degree of off-farm employment, the varying social structure of the area, local communications, the number of other settlements of equal size in the area and the degree of deliberate planning associated with the settlement.

Letterkenny, as the highest order centre of the region, was one of the main factors in accounting for relative size of the other towns and the main distribution of urban ideas into the rural settings. One of the main themes running through this survey will be the dynamic growth of Letterkenny as a higher order centre and its influence on the towns of North Donegal.

The service area of Letterkenny has a population of 30,000 and these people look to the higher order centre for professional services, hospital requirements, Post-Primary education, agricultural facilities, fuel supplies as well as the provision of many other commercial goods.

In accounting for the relative size of Letterkenny as a major growth area and more important a town of noteworthy vitality, a number of factors were seen to be of prime importance. It may be described as the gateway to Northern Ireland, being situated only 22 miles from Londonderry, thus it is a well located town having excellent communications with its hinterland.

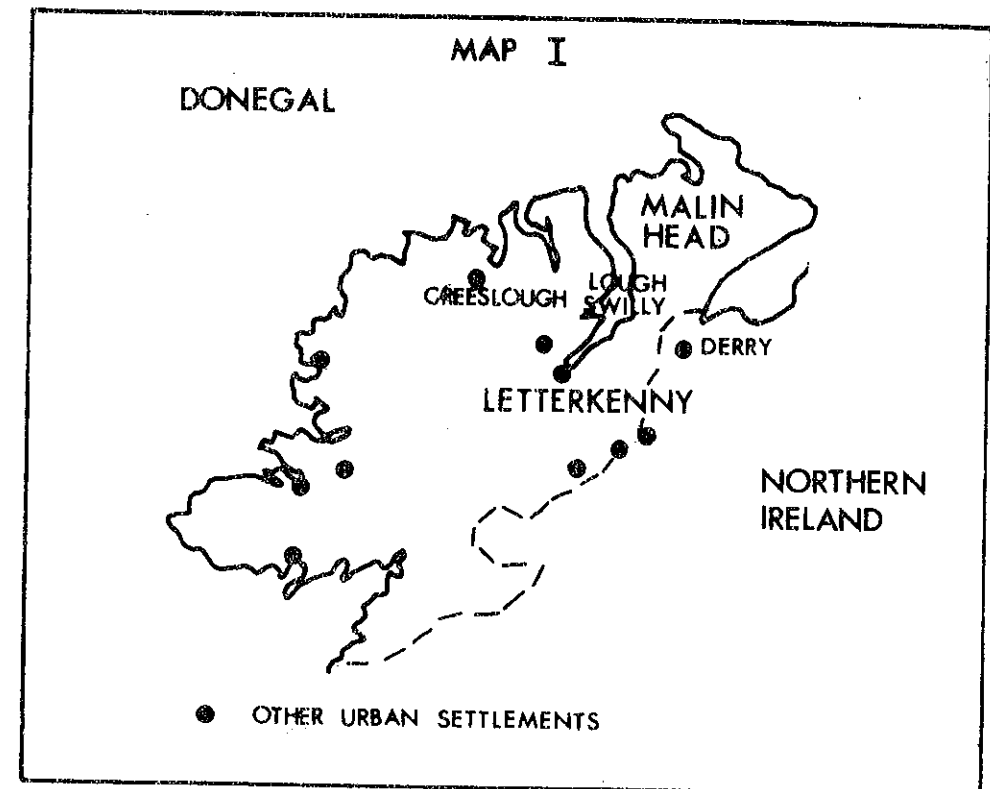
Letterkenny has experienced a rapid growth in population - from 2,194 in 1911 to an estimated 5,000+ at present; and it is expected to continue growing and increasing. (Fig.1) The growth of Letterkenny shows the close dependence of growing Industrial towns on the National Economy; the strong growth in this town reflects the success of the policies initiated under the Programmes of Economic expansion. Letterkenny's expansion may also be clearly seen in the rapid growth in the provision of services.

The principle type of employment in Letterkenny at present is that which is described as "Offices, Commerce and Public Administration" this accounts for 65% of the labour force resident in the urban area. Manufacturing Industry and Building construction account for approximately 20% of the labour force. The new Courtauld's plant which is expected to come into production later this year will provide something in the region of 750 extra jobs.

Letterkenny and its catchment area are immense. The influx of labour into the area is likely to mean that the town will increase in population by almost 50%. Letterkenny has just begun to swap the peace and quiet of a rural existence for something more like the bustle of an Industrial centre.

One limiting factor to the growth of Letterkenny is the present instability of Derry as the region's major centre. But despite this, the town does fulfill the basic functions which determine a growth centre, therefore we may justly conclude that Letterkenny is the leading developing growth centre of the North-West Ulster Region.

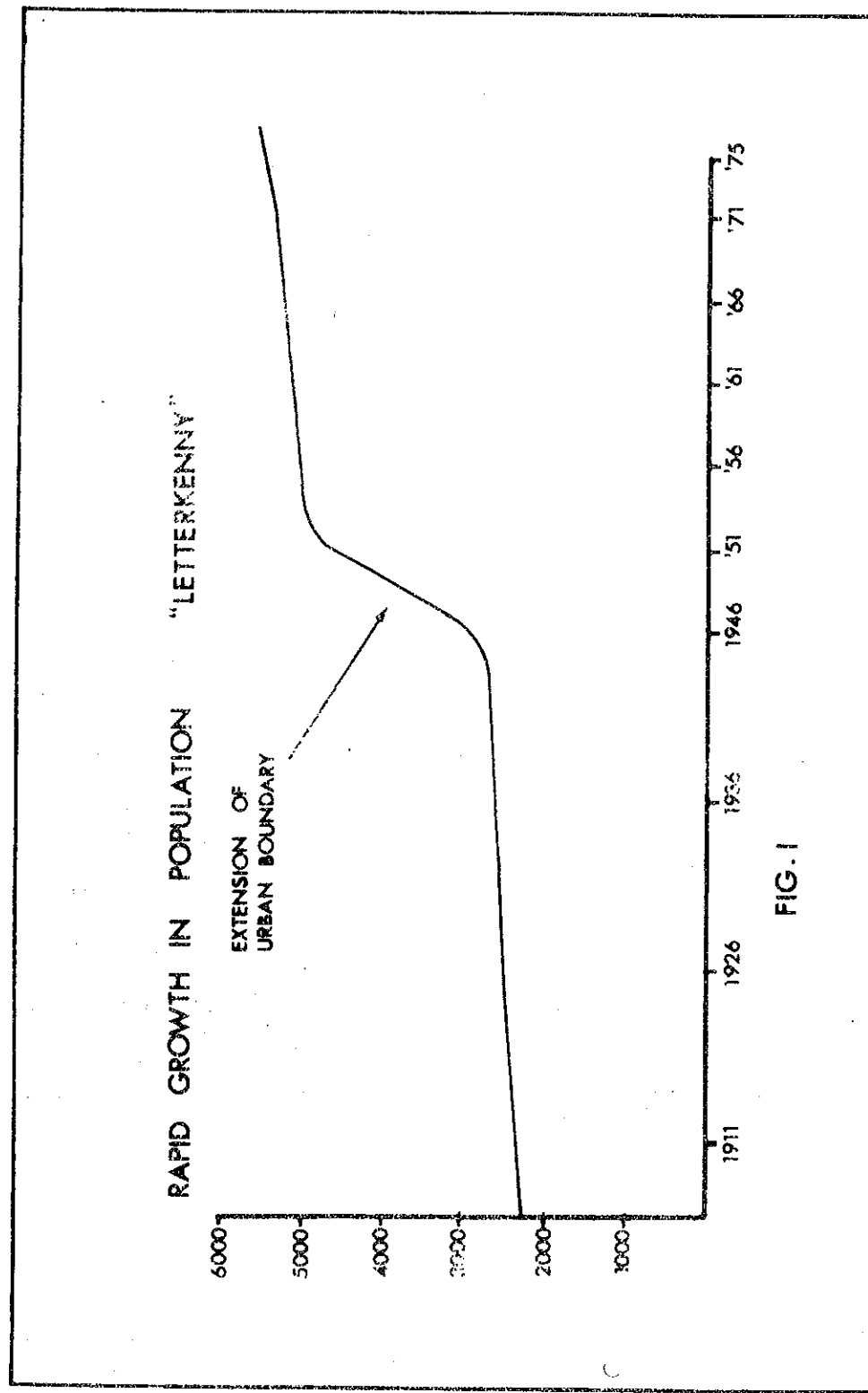
What effect does such a growth centre have upon its surrounding region? Having examined the Settlement Structure and characteristics of a number of the surrounding towns, Letterkenny's influence becomes self-evident especially in the study of Creeslough and Kilmainerran (Map). Letterkenny's influence on what Damien Hannon would call "development of those individualistic achievement motives acquisitive consumption values (or that individualistic) competitiveness" has diffused throughout the countryside as more and more rural areas have come into contact with urban ideas through Letterkenny's continuous growth.



"The charm of Ireland, north as well as south, lies as much in the colourful speech and old-fashioned ways of her people as in the beauty of her green fields and blue hills, the silver glint of lake waters and the gold of the scented whins. The observant visitor cannot fail to be attracted by customs and turns of speech, by traditions and tools which are obsolescent if not archaic in England." E. Estyn Evans.

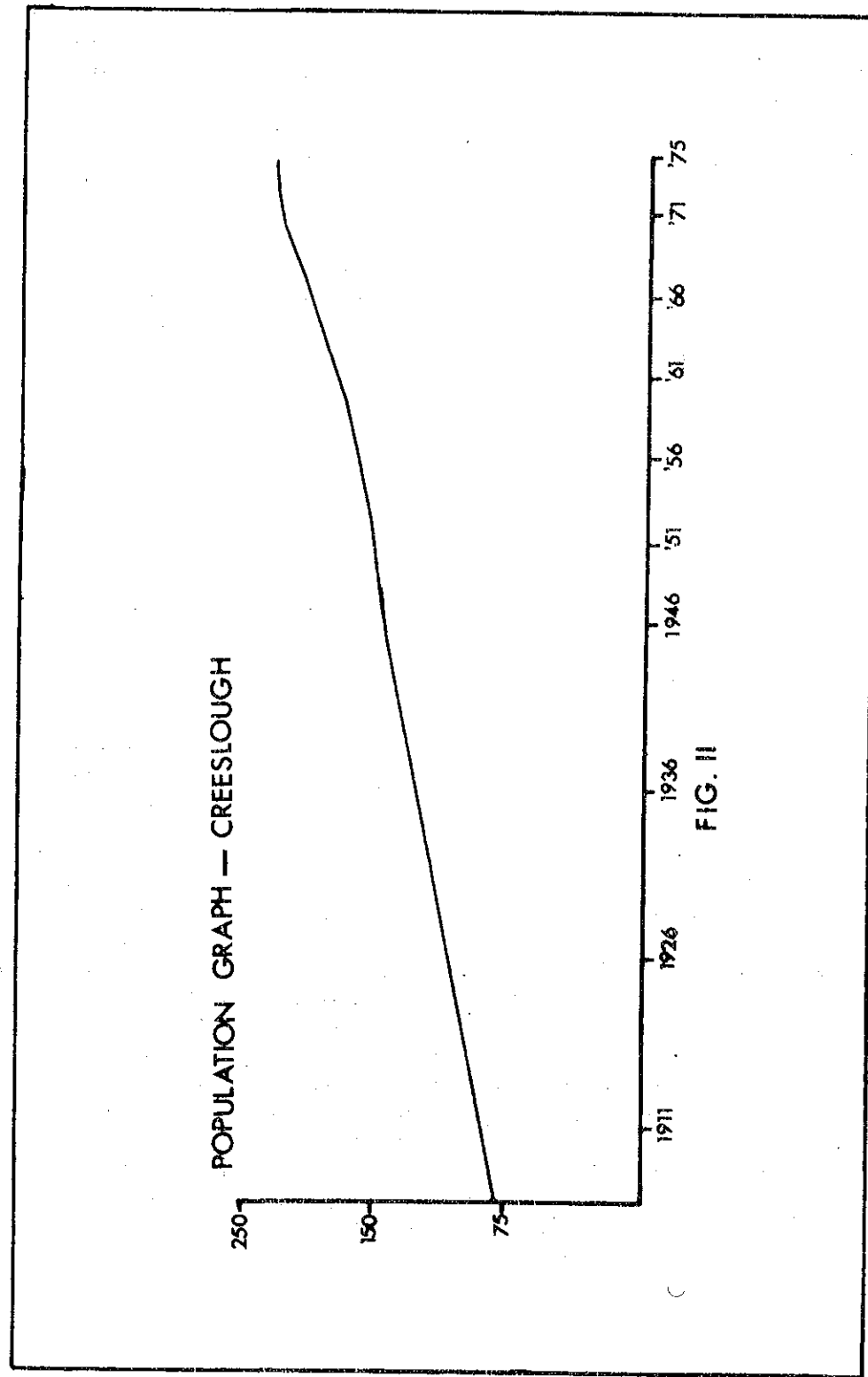
This statement characterizes the way Creeslough and Kilmacrennan would have attracted the visitor in the past but today these two towns are changing. In the days when communications were poor and contacts with the outside world few, these towns formed a nodal point for the countryman very often from birth to death, for within its confines he had most of his basic social, cultural and economic demands satisfied.

Creeslough, a town with a population of 280, is located 16 miles north of Letterkenny. (Fig.2). The town at present is in a state of stagnation with very little expansion as the population growth is hampered by the lack of employment in the area; also due to this, there is a large amount of emigration and commuting to



Letterkenny in pursuit of work. Because of its remote location and its distance from the Higher Order Centre, the town is unable to attract any industry to provide employment. It is also on the verge of the Gaeltacht areas and thus it suffers from the bugbears and inadequacies that dispel employment growth through grants etc. Creeslough is really a rural town which satisfies the needs of its surrounding rural district which is chiefly made up of small farmers. The area has lost its distinct attractiveness and as the younger people become more aware of idealistic urban values - when the time comes to leave school most of the youth, regardless of ability seek work away from their natural surroundings because of the lack of employment, and social and cultural amenities. This has left a major deficit in the 20-39 age groups which is a major supporting section within a society, for these are persons in the prime of life, at the peak of their mental and physical capabilities. Also this is the period when reproductive capacity is at its height; hence, when numbers of the age group move away from the area the effects are cumulative; that is, children not yet born are lost to the locality. There is therefore evidence that if this trend continues in Creeslough, there will be an overall decline in the replacement element, making the long-term depopulation severe. So a major question for the future of this town "Will Letterkenny's dynamic growth continue to change the settlement-structure characteristics of this town?"

Kilmacrennan is surrounded by a mainly Agricultural community who have a tradition of farming small holdings. For these people Kilmacrennan in the past formed a nodal point but today the town is only used for social purposes otherwise Letterkenny is the central focal point. Proximity to the Higher Order Centre is the most obvious factor in the growth of Kilmacrennan, and this can be clearly seen because in the past, Kilmacrennan survived solely on its agricultural rural setting but this factor was to decrease in importance with the growth of Letterkenny which contributed to better communications and more off-farm employment. As communications improved with the introduction of the car and bus, the people of this rural district now look to Letterkenny as the main centre. Most of the people living in Kilmacrennan were directly or indirectly involved in farming so that this town and its rural surrounding have developed from being a community dependent on agricultural to an important residential area dependent mainly on Letterkenny for their livelihood. Here we have a mixed rural and urban community and this position satisfies T.E. Smith's statement "Rural and urban do not exist



in a vacuum, as it were, but the principal characteristics of each may be found shading into, blending or mixing with the essential characteristics of the other.....rather than consisting of mutually exclusive categories, rural and urban."

So presently in Kilmacrennan a type of worker/peasant is found to be an advantage, as around this town the land is not very fertile, and thus the people look to Letterkenny for employment as a considerable amount of capital is needed to support the small holdings. This type of farmer is more evident in the age category between 30 - 50 years as the younger people are less willing to become farmers, and are faced with the option of working in Letterkenny or emigrating. The town of Kilmacrennan, located at the junction of four roads, was at one time an important centre for its neighbourhood. Craftsmen such as the blacksmith, carpenter, stone mason and tailor resided there, each in his own way satisfying the needs of a rural economy. Today they have all disappeared, having failed to adjust to changing demands and the competition of factory produced goods.

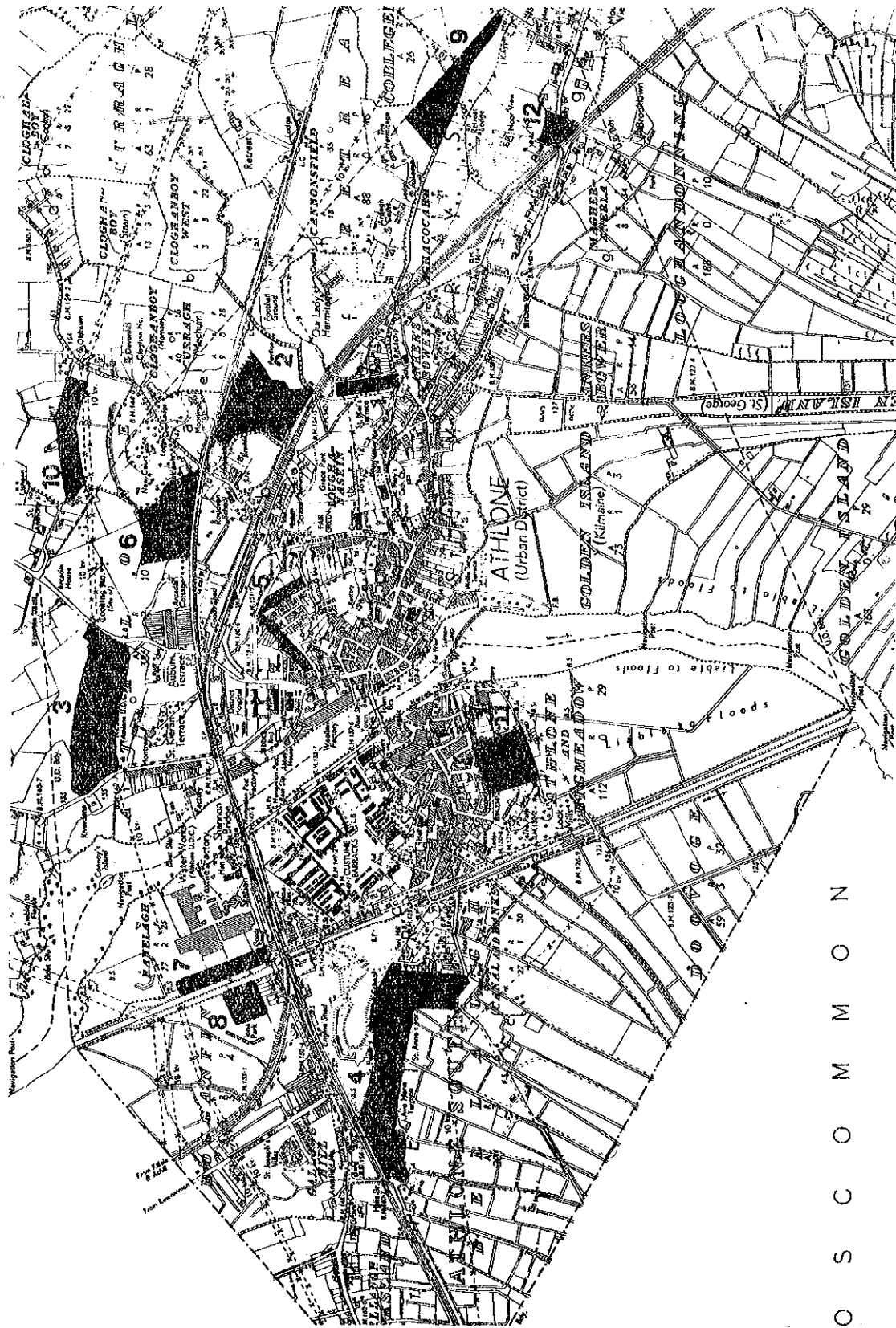
In contrast to Creeslough, Kilmacrecan's hopes for the future are brighter mainly because of its proximity to the Higher Order Centre as people are prepared to commuteto their work rather than leave the town.

"Villages are thus being transformed by the presence of commuters and development has tended to destroy the character of such settlements." H. Clout.

In this survey the great impact of Letterkenny's influence is made clear in the study of Creeslough and Kilmacrennan. But this is not the only force changing the character of these towns; there are also external influences such as those who emigrate and who communicate periodically thus weakening the traditional ways of life that were evident here in the past. Letterkenny is an important growth centre in this region and, although, in the national context it is only a mere local growth centre (Buchanan) its potential in the future as as yet is now being realized!

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SOCIAL MALAISE IN ATHLONE - Amelia Keena
AN ABSTRACT.

Social malaise, which is expressed by social disruptions and criminal offences, is common to all urban areas in Western society, and Athlone is no exception. This paper examines the types of social malaise which correlate strongly with poverty-stricken areas. Although the term "malaise" is very wide - an attempt to study territorial injustice in Athlone has been based on the examination of twelve specific types of social problems - crime, separations, illegitimacy, poor housing, suicide, drugs, alcoholism, lack of initiative, poverty, unemployment, poor health and delinquency. The incidence of these problems was computed in each of twelve sample areas which lie in both the Leinster and Connaught parts of town.

Working Class	Middle Class	Upper-middle Class
1. St. Mels Tce.	5. St. Francis Tce.	9. Retreat
2. Sarsfield Sq.	6. Beechpark	10. Sli-an-Aifreann
3. Assumption Rd.	7. Talbot Ave.	11. Deer Pk.
4. The Batteries	8. Iona Pk.	12. Bonavalley.

From the gathered data it was possible to make certain inferences regarding the nature of social malaise in Athlone. These conclusions and a suggested role for geography in the abolition of spatial inequalities follow:

- (1) Inadequate housing (as is witnessed in St. Mel's, Sarsfield, The Batteries, Assumption Rd.) which is a result of deprivation has widespread social consequences. Nearly all the social problems studied occur in the aforementioned areas and serve to generate a cycle of deprivation which is nearly impossible for the poor to break from.
- (2) Upper-class areas are not without deviancy, yet the added burden of deprivation is missing. The advantage of money and power is utilized to hide the true extent of criminal and deviant behaviour in these neighborhoods.
- (3) Perception of the physical environment (i.e. housing, lack of amenities etc.) compounds the hardships of life in the slum areas of the town. The reality of spatial/social inequalities is manifested in the conditions and character of "living space", resulting in psychological stress and alienation among the poor. The apparent futility is a factor which leads to the high incidence of social malaise in deprived areas.
- (4) Allocation of resources and access to services reflects the priority of economic maximization, rather than the real needs of society. Thus, the poorest areas of Athlone have the most narrow access to services, and this is seen to have a major bearing on spatial variations in individual well-being.

The Role of geography/geographers in coping with social malaise.

- (1) Geographers should explore the interrelationships between social and spatial injustice as the first step towards the abolition of social malaise.
- (2) Concern with the location of economic institutions must be abandoned in favour of an approach which plans for the provision of goods and services, as well as employment.

Emphasis must be placed on the structuring of the social environment.

- (3) Geographers must examine which elements and institutions are responsible for the continuation of territorial injustice and the continuation of territorial cycle of deprivation. Only when the root cause of this vicious circle is unearthed, can towns such as Athlone be relieved of the burden of social malaise.

MINERAL RESOURCES - AN ESSENTIAL PREREQUISITE
FOR ECONOMIC DEVELOPMENT.

Liam Dixon.

And so it came to pass that God created the earth with all its creatures and plants; the sun, the moon, the stars and all the heavenly bodies. He created man in his own image to work the fields with the sweat of his brow, needless to say some were to sweat more than others.

So, man set forth on his endeavour eagerly like a child on its first river bank walk; examining this flower, watching the flow of the river, discovering rock of different colour and texture. Man worked with tools of stone but discovered there existed bodies more powerful than stone. He needed these tools to work more land, to repel his unfriendly neighbour and to adorn himself with beautiful surroundings. He fashioned weapons and tools of tin and copper with heat of flame and found to his estasy that with greater heat, obtained from black rock, he could mix these metals to form bronze. All the time he was tilling his land and finding easier ways to do it.

Instead of trading horse for cow and tools for corn he bartered in precious metals of silver and gold. He needed more and more of this gold so he set out and conquered, as Caesar did, his savage enemies. He gave these beings roads and bridges and letters fine while relieving them of gold; for such metals in hands of savages makes Mars don a greivous frown. God looked down and saw the Roman Empire fall, saying: "...too many civil servants now or 'tis the metals are all gone." The hordes of savages came for land they needed more; they too settled. Peace in general reigned on the lands of civilized Europe: men set forth on distant journeys in the name of glory, god and gold. Vast new lands were discovered on the massive globe; fertile in land and metals. The British formed a commonwealth of wide and distant lands with eager Spain and Portugal great rivals in her hand. The natives in these lands were hostile, unwilling to take bible and bead for useless precious gold. They were killed and the economic thrust of the motherland, battered on. Great discoveries were made in steam and mecanization. Farmer ploughed with iron horse and labourer and craftsman went to town to work in a factory. Miserable was life in these squalid towns with smoke and soot and iron pound. Worker saw advertisement on wall to go to sunny healthy America. Thousands went, motherland being non too grieved because they were becoming a burden anyway. They carried their industries with them improving and bettering them. They cleared land of tree and savage and great amounts of gold and other metals were found. Higher ideals were sought and

democracy was formed. America became nearly self-sufficient in everything while she exported vast quantities of food and manufactured goods to static Europe. America once the servant became the master. She did not do so consciously, the mercantile system, world trade and barter and poorer under-privileged countries needed her. Other nations mistrusted her and a big enemy arose in the U.S.S.R.

No longer could metals be extracted free, the native countries shouted "mine, so keep your hands off me!" Multi-national went forth with many dollars in her hand for robber economy. Ireland, for centuries untouched by the hand of the invader now deals with a new foe, the multi-national. In taking Ireland, in particualr, I hope to highlight what has happened in other underdeveloped countries; for Ireland although an 'old' country has only found its mineral wealth in the last decade.

Multi-nationals armed not with bible and beads but with capital, a few thousand jobs and expertise. These conquerers needed the minerals to exploit. Tankers, not galleons bring the wealth of the country to smelters of Europe. The natives here are friendly: they will dig the metals and load the ships for a nominal fee. Tynagh, Silvermines and Navan seem to be heading for great holes in the earth with little benefit to the country. We are in debt to the tune of £1,000 million and yet Tara alone is egtimated to yield £2,000 million: our students live on meagre grants and we cannot afford to send a full team to the Olympics. Ireland has 1,300 miles of coastline with the third largest area of the continental shelf in North West Europe. This gives rise to great potentials of not only minerals, oil and gas but great supplies of fish. 1966 saw France take 200,000 metric tons of fish from Irish waters. In 1963 Ireland contributed 10% of total foreign catch. We intend to spend £200 million on a nuclear reactor. The Irish seas could be fished for that. A state oil company could be set-up for less than half the amount. In other countries such as Libya the big companies are glad of the privilege of buying its worth. Where would modern economies be without oil. As was seen with the oil embargo economic growth would take a great set back. Middle Eastern countries become strong by fighting the strong economies. they took a dynamic approach to the set-up so as to benefit fully from what is only a temporary asset. From the time a Roman soldier was paid money to buy his all important salt, minerals have been vital for economic development. Who was it that expanded the Roman Empire? The multi-nationals keep the coffers of the rich well stacked with policy - 'extract, extract extract' whatever the cost, be it pollution (the waters and air of most industrial regions are polluted), assassination, (the multi-national company

International Telephone and Telegraph Corporation masterminded and financed the overthrow and murder of President Allende in Chile in 1973) of daylight robbery, which is going on at present in Ireland. Countries such as Ireland will have to demand the utmost for their minerals if they are to even stay in the race. Economic growth has helped the globe become what is known as the shrinking globe. Minerals helped this growth immensely and one can see the globe not as shrinking but deflated and punctured with bulges in some parts and holes in others.

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MULTI-NATIONAL CORPORATIONS

"The need of a constantly expanding market for its products chases the multinational corporation over the whole surface of the globe. It must nestle everywhere, settle everywhere, establish connections everywhere. The bourgeoisie has through its exploitation of the world-market given a cosmopolitan character to production and consumption in every country. To the great chagrin of Reactionists, it has drawn from under the feet of industry, the national ground on which it stood. All old established national industries have been destroyed. They are dislodged by new industries, whose introduction becomes a life and death question for all civilized nations, by industries that no longer work up indigenous raw material, but raw material drawn from the remotest zones; industries whose products are consumed, not only at home, but in every quarter of the globe. In place of old wants, satisfied by the production of the country we find new wants, requiring for their satisfaction the products of distant lands and climes. In place of the old local and national seclusion and self-sufficiency, we have intercourse in every direction, universal interdependence of nations. And as in material, so also in intellectual production. The intellectual creations of individual nations become common property. National one-sidedness and narrow-mindedness become more and more impossible, and from the numerous national and local literatures there arises a world literature.

"The multi-national corporation, by the rapid improvement of all instruments of production, by the immensely facilitated means of

communication, draws all, even the most barbarian, nations into civilization. The cheap prices of all its commodities are the heavy artillery with which it batters down all Chinese walls, with which it forces the barbarians' intensely obstinate hatred of foreigners to capitulate. It compels all nations, on pain of extinction, to adopt the bourgeois mode of production, it compels them to introduce what it calls civilization into their midst, i.e. to become bourgeois themselves. In a word, it creates a world after its own image.

"The multinational corporation has subjected the country to the rule of towns. It has created enormous cities, has greatly increased the urban population as compared with the rural, and has thus rescued a considerable part of the population from the idiocy of rural life. Just as it has made the country dependent on the towns so it has barbarian and semi-barbarian countries dependent on the civilised ones, nations of peasants on nations of bourgeois, the East on the West.

"The multinational corporation keeps more and more doing away with the scattered state of the population, of the means of production, and has concentrated property in a few hands. The necessary consequence of this was political centralization. Independent, or loosely connected provinces, with separate interests, laws, systems of taxation, and governments, became lumped together in one nation, with one government, one code of laws, one national class-interest, one frontier, and one customs tariff."

(after Stephen Hymer)

The above piece was compiled by replacing the word bourgeois for multinational corporation in this excerpt from the "Communist Manifesto". We can see how that treatise provides us with a geographical insight into the functioning of the multinational corporation.

J.Grenell.

B.A. DISSERTATION TITLES 1976.

- | | |
|--------------------|--|
| Peadar Austin | "Industrial Location in Mullingar and Athlone." |
| Jim Cassidy | "The Social Effects of Spatial Planning in Scottish New Towns." |
| Fintan Diggin | "In and out migration in small towns, A case study from Ballyunion." |
| Glynda Dunne | "Leixlip - an examination of the retailing patterns." |
| Dan Gahan | "Protestant population decline in North Wexford" |
| Pat Gallagher | "Residential Patterns in Maynooth." |
| Margaret McCormick | "Industrialization in Athlone." |
| K.J. Nair | "Malaysian Hindu Pilgrim Circualtion." |
| Syl Roche | "The Geography of Religions - a case study of Quakerism in S.E. Ireland." |
| Steve Shaughnessy | "Corporate control of the retailing landscape - A Cybernetic Approach." |
| Paschal Spellman | "Competition and conflict and the changing urban land market - a study of post-war Mullingar." |

B.A. Dissertation Titles (contd.)

- Jimmy Walsh "The relationships between the parish of Bally-desmond and the market towns of Castleisland and Kanturk."
- Mick Ward "The socio-economic impact of the Lough Egish Co-op on its rural hinterland."
- Paschal Ward "Changing Education patterns and geographic mobility in the Newport post-primary school area."
- P. Ó Tuathail "Phallogocentrism - An examination of the Irish landscape."
- *****

PAST GEOGRAPHY STUDENTS UNION.

In view of the fact that most of us finish our studies here in Maynooth, and lose contact with those with whom we studied and whom we are directly involved in academic work, also lose contact with developments in Geography, it is proposed to form a union of Past-Geography students. This union would have the following aims:-

- (1) To run refresher courses or seminars at regular intervals, in co-operation with the Geography Department.
- (2) To provide assistance to undergraduates in their choice of careers.
- (3) To make available publications of the Society and of the staff, to graduates.
- (4) To plan for social functions of interest to all Geography graduates.

The underlying aim would be to keep graduates in contact with one another and abreast of recent developments in the discipline. In this venture, we have the full support of the Department, so if you are interested come along to the Geography Society's A.G.M. where we hope the Union will be formally set up.

Seamus Ryan, Gerry Duffy,
Jimmy Murphy, Johnny Kennedy.

Kevy+Peggy McNamara

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