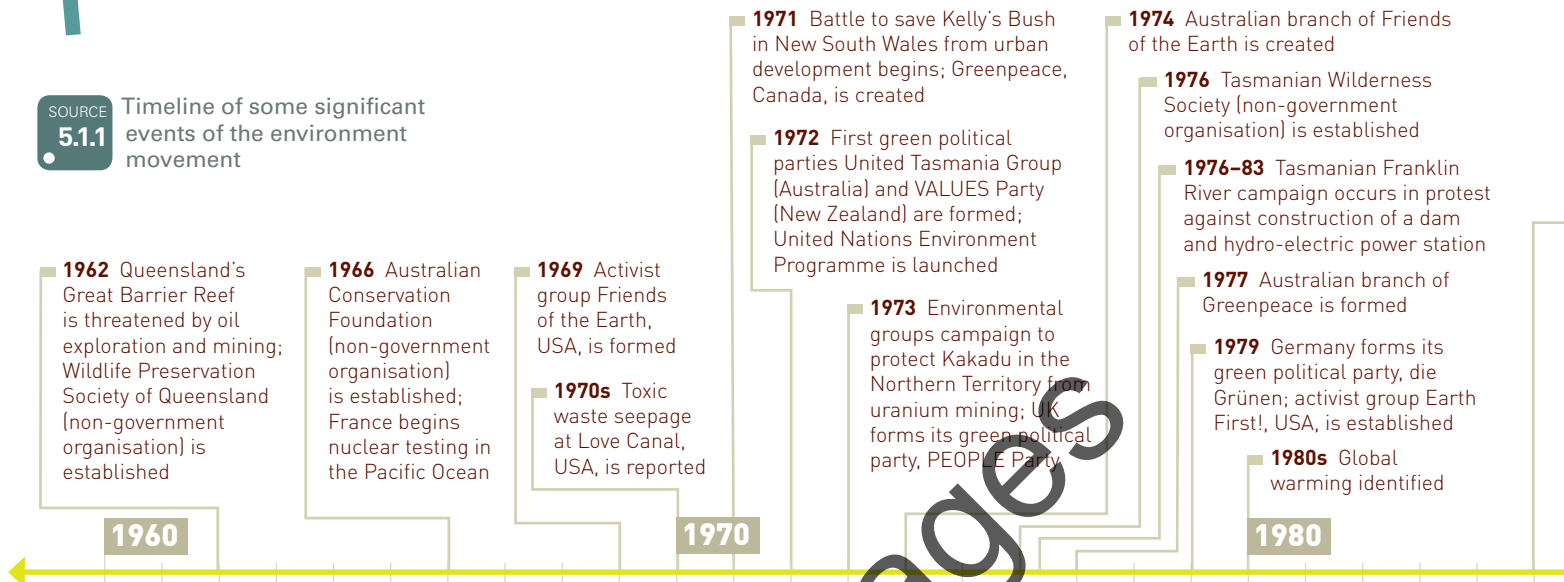


# SNAPSHOT

## 1960s–the present

**SOURCE**  
**5.1.1**  
Timeline of some significant events of the environment movement



## EMERGENCE AND GROWTH OF THE ENVIRONMENT MOVEMENT

What we call the 'environment movement' today is a loosely connected network of groups, organisations and individuals. They have a shared interest to protect and regulate human impact on the natural world so as to ensure a good quality of life for present and future generations.

The environment movement has its roots in Western countries in the nineteenth and early twentieth centuries, when there were changing ideas about how humankind should relate to the natural world. From the 1960s onwards, accepted opinions about what we now call the 'environment' were increasingly contested. This occurred in ways that gained growing attention and support that tended to cut across the social classes. In fact, the environment movement is seen as one of several social movements that evolved in the late twentieth century that has challenged a range of social norms.

The environment movement has been driven by the beliefs that the environment needs to be protected for its own sake, that business and government should not prioritise profits and economic development at the expense of the environment, and that people need to modify their way of life in order to take better care of the environment.

## FEATURES OF THE MOVEMENT

A multitude of groups, organisations and influential individuals are behind what we call the 'environment movement'. Some have a single-issue focus, while others deal with a range of issues. The scale at which they operate ranges from local, national and international, and often moves across more than one level.

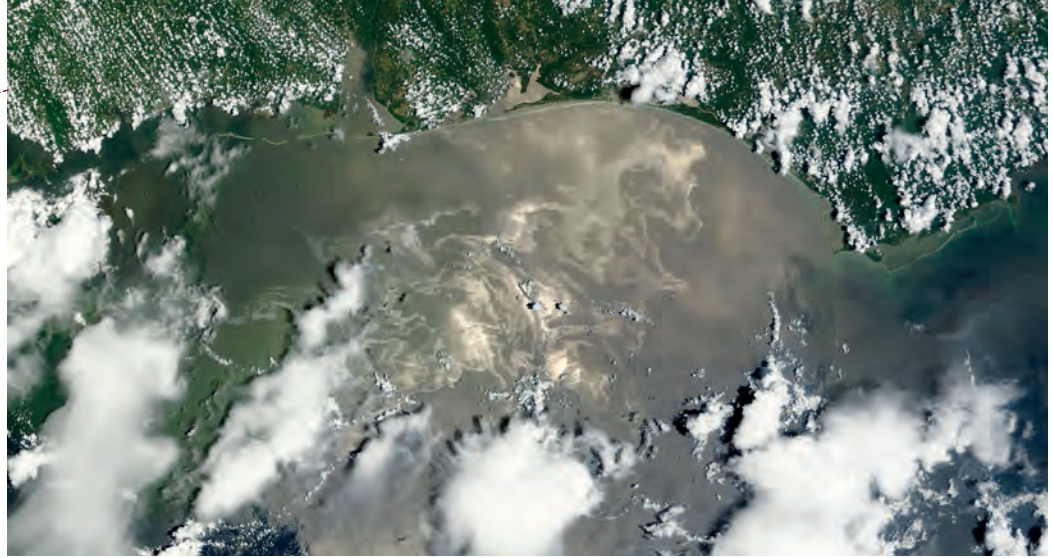
The environment movement is dynamic; that is, it has changed in various ways over time. Environmental incidents and threats lead to greater public visibility of the movement, as concerned groups and organisations heighten their activities. Some groups, organisations and influential individuals have tended to feed off each other, but they do not operate as a single entity and may disagree over goals and tactics. The movement has no overarching leadership or coordinating body.

## THE MOVEMENT IN AUSTRALIA

Developments in Australia have featured prominently in the environment movement from the 1960s onwards. A major focus has been preservation of wilderness areas, such as the Great Barrier Reef in Queensland, the Franklin River in Tasmania and Kakadu National Park in the Northern Territory. Another key focus has been improving urban areas, such as the Kelly's Bush (in New South Wales) demands for open green space. The movement has operated at local, national and international levels. One of the features of the movement in Australia has been the formation of green politics.

SOURCE  
5.1.2

Satellite image of the Gulf of Mexico oil slick just off the Louisiana coast, 18 June 2010. The oil slick appears as patterns of varying shades of off-white.



**1985** Ozone hole is discovered over Antarctica

**1986** Chernobyl nuclear accident spreads radioactive waste over western Soviet Union and Europe

**1988** Intergovernmental Panel on Climate Change is launched

**1989** Exxon Valdez oil spill contaminates the Alaskan coastline

**1992** Australia forms its national green political party, Australian Greens; activist group Earth Liberation Front, UK, is established

**1998** Jabiluka uranium mining blockade takes place in the Northern Territory

**2001** Global Green Network, International is formed

**2007** Australia ratifies the Kyoto Protocol, committing to 20 per cent target for renewable energy by 2020

**2010** Underwater blowout of deep-sea oil well contaminates the Gulf of Mexico, USA

**2011** Fukushima nuclear disaster occurs in Japan

1990

2000

2010

SOURCE  
5.1.3

Protesters speak out against nuclear power and weapons at a memorial service held on 6 August 2011, the anniversary of the 1945 atomic bombing of Hiroshima, Japan.





# BACKGROUND TO ENVIRONMENTAL AWARENESS

## THE DISTANT PAST

For almost 2 million years, *Homo sapiens* lived on this planet causing little disruption to the environment. They moved in small groups and within limited areas they hunted animals and gathered plants for food. As people started living in large groups, they also began to manipulate the environment. They raised crops, domesticated animals, used rivers for irrigation, cut timber and excavated rock for building, and mined minerals for manufacture and trade. However, the overall environmental impact was minimal. By and large, nature was able to replenish itself.

## ANCIENT CIVILISATIONS

As the populations of towns and cities grew more dense, problems due to **pollution, deforestation** and **soil degradation** were recognised. For instance, in Ancient Sumer some cities were abandoned as irrigated lands became saline and waterlogged; in parts of Ancient Greece, timber stripping caused **soil erosion**; and the ancient city of Rome experienced air and water pollution from wood burning, sewage and industries such as tanning and smelting. Some measures to deal with such problems were taken. For example, the Greeks began to use passive solar energy by orienting buildings towards the sun and in China, India and Peru farming practices to limit soil erosion were developed.

## THE MEDIEVAL PERIOD

The medieval period saw the growth of **urbanisation** and manufacturing, particularly in Europe. This led to increased deforestation as well as pollution (due to a growing reliance on coal for fuel, and waste disposal in streams and open sewers). There were greater problems of public health, particularly due to overcrowding and poverty in urban centres. The devastating Black Death spread so rapidly because of unclean air and water. In Europe, which was largely Christian, people believed that God had given humans authority over animals and the natural world, which they could use for their own purposes. They also believed that human wellbeing depended on taming nature.

## CHANGING VIEWS OF NATURE

### THE SCIENTIFIC REVOLUTION

By the sixteenth century in Europe, some Renaissance scholars focused on the capacity of humans, through the use of reason and experiment, to better understand the natural world. This led to the beginnings of what we call 'modern science' and sparked the Scientific Revolution in Britain and Europe during the seventeenth and early eighteenth centuries. The Scientific Revolution saw remarkable developments in all fields of science, aided by the invention of scientific instruments such as the telescope and microscope. The natural world had become a vital subject for scholarly investigation and was now thought to be best approached and explained through use of the 'scientific method'.

### THE ENLIGHTENMENT

By the eighteenth century, largely due to the Scientific Revolution, an intellectual movement known as the Enlightenment blossomed in France, Britain, Germany and the Netherlands, as well as some North American colonies. At its core was a critical questioning of traditional institutions, customs and morals, and strong beliefs in the use of reason, science and human progress.

Enlightenment thinkers considered that nature was regulated by fixed laws and structures that could be scientifically discovered. Nature was then seen as something that could be controlled and exploited in the name of progress. At the same time, certain influential writers argued that nature was a resource to be made productive and that humans had a right to use this property for their own benefit. Such Enlightenment ideas about the conquest of nature came to dominate Western thinking, from the Industrial Revolution through to very recent times.

There is a book that catalogues the natural world. Written by Swedish scientist Carl von Linné in 1735, *Systema Naturae* catalogues the natural world into animal, plant and mineral kingdoms, and organises them into classes, orders and species.

**DID YOU KNOW?**

## IMPACT OF THE INDUSTRIAL REVOLUTION

The Industrial Revolution of the late eighteenth to the early twentieth century began in Britain and spread to Europe, North America and other parts of the world, including Australia. It ushered in great changes in manufacturing, agriculture, transportation, trade, economic organisation, social structure and living conditions.

### THIRST FOR RESOURCES

The factory system and new forms of transport, powered by the new steam engines, relied on readily abundant sources of coal. New industrial and agricultural machinery, as well as building and transport, increasingly relied on utilising iron ore. At the same time, mass production created greater demand for other raw materials, including those from across the world—Australia, for instance, supplied more than half of Britain’s wool imports by 1850. Thus, due to the new thirst for resources, the economy and way of life in Western countries became much more dependent on exploiting the natural world.

SOURCE  
5.2.1

Cotton mills in Miles Platting, an inner-city district of Manchester, England, late nineteenth century

**Q** What changes brought by the Industrial Revolution are shown in this nineteenth-century illustration?

### CHANGING LANDSCAPES

Factories and mines took over large tracts of countryside, expanding existing towns and cities and giving rise to new ones. In these overcrowded urban areas, water, air and noise pollution became commonplace, while poor or non-existent disposal of industrial and human waste resulted in fresh outbreaks of disease. In rural areas, deforestation, overgrazing and overcropping to meet demands for raw materials often led to more extensive soil degradation and soil erosion. In addition, the land was increasingly crisscrossed by railway lines, canals and improved roadways largely used to transport raw materials and manufactured goods.

### POPULATION GROWTH

The Industrial Revolution contributed to dramatic rises in population. In the West, expansion in food production and gradual improvements in living conditions, combined with advances in medicine, resulted in an overall increase in life expectancy. England’s population, for instance, more than tripled from 8.3 million in 1801 to 30.5 million in 1901. A comparable pattern occurred across Europe during the same period. Even when its high rates of immigration (mostly from Britain and Europe) are taken into account, the United States of America experienced incredible population growth, from 5.3 million in 1800 to 76.2 million in 1900. Such rates of population growth put a new strain on the environment.



## SOME NINETEENTH-CENTURY QUESTIONS

Despite the material achievements of the Industrial Revolution, some thinkers challenged how people understood the natural world and their relationship with it. In Britain, for example:

- The scholar Thomas Malthus (1766–1834) argued in his book *An Essay on the Principle of Population* that if population growth was not controlled there would be more famines, epidemics and wars. He believed that natural resources were limited and could not keep up with unchecked population growth.
- The naturalist Charles Darwin (1809–1882) revolutionised Western thinking through his book *On the Origin of Species*. He argued that humans had common ancestry with certain animal species, and that, like animal species, the survival of humans depended on them adapting to, rather than separating themselves from, nature.

So some new questions were emerging. These were summed up by the English biologist Thomas H. Huxley who wrote in 1863:

*The question of questions for mankind—the problem which underlies all others, and is more deeply interesting than any other—is the ascertainment of the place which Man occupies in nature and of his relations to the universe of things. Whence our race has come; what are the limits of our power over nature, and of nature’s power over us; to what goal we are tending; are the problems which present themselves anew...*

SOURCE  
5.2.2

From *Evidence as to Man’s Place in Nature*, by Thomas H. Huxley, published in 1863

SOURCE  
5.2.3

*Branch Hill Pond, Hampstead Heath*, by John Constable, oil on canvas, around 1825. Held at the Tate, London. Hampstead Heath is now a local nature reserve managed by the City of London.



Sample pages

## GETTING BACK TO NATURE

When Western countries were experiencing the historic changes brought about by the Industrial Revolution, among some people there was a growing interest in the natural world for its own sake and a growing concern that it should be protected. By the late nineteenth century, the field of **natural history**, that is, the study of animal or plant life, had gained popularity, and natural history clubs and scientific societies enjoyed some political influence. In Australia, each colony had its own Natural History Association or Royal Society. These organisations got articles published in newspapers and had some success in pressuring colonial governments to legally protect **flora** and **fauna** through, for instance, the establishment of nature reserves.

This new appreciation of the natural world partly stemmed from the work of writers and artists. By the early nineteenth century in Britain and Europe, an intellectual movement known as Romanticism encouraged emotional attachment to nature as a symbol of goodness and beauty. English poets such as William Wordsworth and painters such as John Constable depicted landscapes untainted by industrialisation. This movement later influenced literary developments in the United States, which in turn sharpened public awareness of the modern destruction of the natural world. In his famous book *Walden*, US author Henry David Thoreau asked: 'What's the use of a fine house if you haven't got a tolerable planet to put it on?'

### THE IDEA OF 'WILDERNESS'

By the late nineteenth century, the idea of '**wilderness**', referring to areas still unaltered by human activity, caught people's attention. In long-settled countries such as England, there were limited areas of wilderness. Protectionist groups wanted to save them from destruction. In supposedly new countries such as the United States, Canada and Australia, vast regions were seen as remaining wilderness. But at that time at least, this view largely ignored the existing occupation and cultural attachment of indigenous peoples to such lands.

## PRESERVATION OR CONSERVATION?

By the late nineteenth century, two different points of view on how best to protect wilderness areas had emerged.

- Some individuals and groups favoured '**preservation**', a position advocated by the influential US writer John Muir. He argued that wilderness areas should be left more or less untouched, to be enjoyed and used only for recreational and educational purposes.
- Some individuals and groups preferred '**conservation**', a position advocated by Gifford Pinchot, an American who studied forestry in Europe. He argued for the sustainable exploitation of wilderness for the benefit of the public as a whole, not just those who could visit these areas. Sustainability meant that natural resources would be utilised only as far as they could eventually replenish themselves and that waste would be prevented.

These two points of view about protecting wilderness areas continued to be debated by people, and influenced government thinking through to the twentieth century and beyond.

## NATIONAL PARKS MOVEMENT

Towards the end of the nineteenth century, the idea of wilderness and calls for its protection were supported by a growing number of individuals and groups. They pressured governments to set aside areas of wilderness for preservation. The outcome was the establishment of national parks, which continued well into the twentieth century.

### UNITED STATES

In the United States, largely due to the efforts of the geologist Ferdinand Hayden, the federal government led by President Grant established the first wilderness preservation area. In 1872, 2 million acres [800 000 hectares] of wilderness area within the states of Wyoming, Montana and Idaho were designated as Yellowstone National Park, the first national park in the world. Sequoia and Yosemite National parks (both in California) followed in 1890. By 1920, there were many others, one of which was Grand Canyon National Park in Colorado. In 1917, the US federal government established the National Park Service to administer national parks across the country.

### DID YOU KNOW?

Yellowstone National Park had 300 visitors in 1872, the year it was established. The extension of railways into the area boosted visitors to 5000 in 1883. After 1915, as cars replaced coach travel, visitor numbers jumped by an extra 1000 people per year.

SOURCE 5.2.4 Photograph of a stagecoach inside Yellowstone National Park, around 1922



## AUSTRALIA

Partly inspired by the Yellowstone achievement, influential individuals, as well as natural history and scientific societies and the growing number of bushwalking clubs, lobbied their colonial (later state) Australian governments. Their aim was to protect certain wilderness areas from encroaching settlement. The second national park in the world was Royal National Park, established in 1879 on the outskirts of Sydney. Other national parks and nature reserves followed, for example Belair National Park in 1891 near Adelaide and Wilsons Promontory National Park in 1905 some distance from Melbourne.

By the late nineteenth century, many bushwalking clubs began to form in Australia. The bush was seen as a sanctuary where urban populations could escape the poor health conditions in deteriorating urban environments caused by over-development.

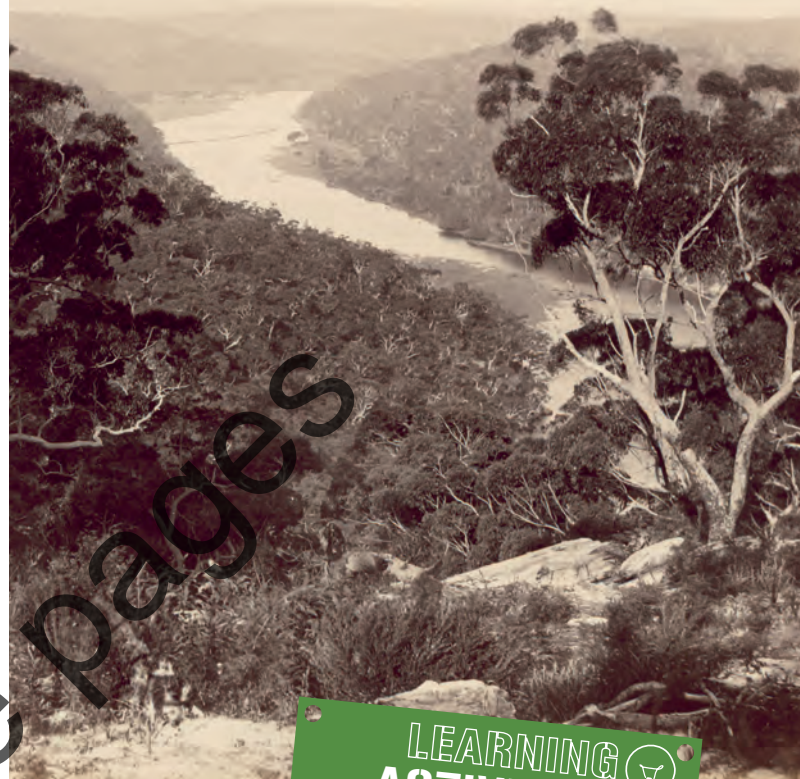
### DID YOU KNOW?

## OTHER COUNTRIES

The national parks movement spread internationally. In Canada, Banff National Park was established in Alberta in 1885. New Zealand's first, Tongariro National Park, was founded on the North Island in 1887. The vast Kruger National Park, which spread across different regions in Africa, was established in 1898.

SOURCE  
5.2.5

Port Hacking near Swallow Rock, Royal National Park, New South Wales, 1888. Held at the National Library of Australia



### LEARNING ACTIVITIES

#### Remembering and understanding

1 Define the terms below.

- conservation
- deforestation
- fauna
- flora
- natural history
- pollution
- preservation
- soil degradation
- soil erosion
- urbanisation
- wilderness

2 List the main destructive effects on the natural environment due to human activity from the distant past right through to 1900.

3 Construct a mind map that documents the changing attitudes towards nature and the environment in Western societies from the medieval period to the late nineteenth century.

#### Analysing and applying

4 Re-read Source 5.2.2. Discuss the following with a classmate:

- a What conditions in nineteenth-century England would have prompted Huxley to pose these questions?

- b What people or groups in Australia today are asking the same questions as Huxley did in the nineteenth century?
- c What conditions are prompting them to ask such questions today?

Briefly report your thoughts to rest of the class.

#### Analysing and creating

5 Through your own research, investigate the establishment of one of the early national parks in the United States. Present your findings as a booklet, poster or multimedia presentation. Include a map of the national park's location as well as information about:

- a the main individuals or groups who influenced the decision to establish the park
- b the actions these people took
- c the Native American tribes in the area and what happened to them
- d the main flora and fauna to be protected in the national park
- e any changes the national park may have experienced in the fifty years that followed its establishment.

# ENVIRONMENTAL AWARENESS GROWS



## PROGRESSIVISM IN THE UNITED STATES

**Progressivism** was a reform movement that influenced US society and politics in the early twentieth century. At the political level, President Theodore Roosevelt (1901–09) focused on three reform ideas: control of large business, protection of consumers and conservation of natural resources. His policies included the preservationist ideas of safeguarding wilderness for its own sake, as advocated by John Muir. However, he leaned more towards Gifford Pinchot's notion of conservation and using scarce resources rationally and efficiently.

Among Roosevelt's achievements was the National Conservation Commission Report of 1909. It was a complete list of the nation's natural resources and a detailed resource management policy. Roosevelt set aside more federal land for national parks and nature reserves than past US presidents. In total, he established fifty-three reserves and five new national parks, as well as the first wildlife reserve at Pelican Island in Florida in 1903. During Roosevelt's presidency, the US Forest Service was founded and the protection of forest reserves increased by 20 per cent.

## IMPACT OF WORLD WAR I

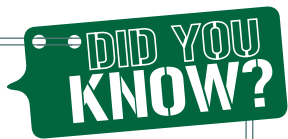
As well as the unprecedented death toll, World War I (1914–18) resulted in the environmental destruction of both urban and rural areas on a scale never before seen in war. New and improved military technology allowed widespread use of weapons such as machine guns, grenades and tanks. Tanks caused extensive damage by trampling plants, churning soils and destroying animal **habitats**. The poison gas used as a chemical weapon spread through trenches, killing soldiers and polluting the air. Trench warfare transformed the landscape into a treeless wasteland of ditches and mounds of dugouts and bombed soil. For the first time, fighter and bomber planes carried out large-scale aerial bombing. Both rural and urban environments deteriorated as a result.

Environmental damage was not confined to countries on whose soil the war was fought. For instance, the United States increased industrial production and supplied Europe with goods such as munitions (war materials). Australian steel and pharmaceuticals were exported to Britain, as were wheat, wool and meat. The increased wartime production of these countries placed pressure on their natural resources that was detrimental to their environments.



**SOURCE** 5.3.1 A raiding party of French and US soldiers moving through the woods in France. This photograph was taken in 1918 near Badonviller, France.

**Q** What impact did the war have on the environment around Badonviller?



In Australia, in the 1920s, state governments established 20 000 soldier settlement farms for returning World War I soldiers. The inexperience of the soldier farmers and the difficulty of farming marginal semi-arid land resulted in serious soil erosion problems.

## PROSPEROUS TIMES

In many Western countries, the 1920s was a time of economic recovery and growing prosperity. Industrial manufacturing boomed. The United States led the way and pioneered assembly-line mass production. The prosperous times boosted consumers' spending power. Consumer demand for goods was created and heightened by greater advertising in magazines and on the radio. Resources seemed limitless. Receding wilderness, pollution, resource depletion and environmental deterioration were seen as a small price to pay for manufacturers' profits and consumers' access to products. The US Government actively encouraged economic expansion with a 'hands-off' approach to business interests. Conservation and business regulations brought in during the progressive era were ignored or allowed to lapse.



## IMPACT OF THE GREAT DEPRESSION

Prosperous times came to an abrupt end on 29 October 1929 when the US stock market crashed. The economic depression that resulted eventually spread to most countries and recovery only came with the beginning of World War II (1939–45). Unemployment soared as many businesses and industries closed down. Consumer demand plummeted, causing prices to fall that in turn triggered further closures of industries. In the United States, industrial production fell by almost 50 per cent and unemployment rose to 25 per cent. In Australia, unemployment peaked at 30 per cent in 1932.

Governments preoccupied with the economic catastrophe paid little attention to the environment. The US Government, however, did inadvertently direct attention to the environment. In an effort to create employment and stimulate the economy, President Franklin Roosevelt introduced the 'New Deal' reform between 1933 and 1936. It included some conservation projects like the Civilian Conservation Corps that employed 3 million young men to restore national parks and forests. The Tennessee Valley Authority project focused on revitalisation of a poor agricultural area by controlling flooding, dam construction, **hydro-electric** power generation and tree planting.

## LESSONS FROM THE 'DUST BOWL'

The 1930s saw the unfolding of a human-made environmental disaster on the Great Plains of the United States. Decades of over-farming and over-grazing on the fragile grasslands created a 'dust bowl' on the severely eroded land. Between 1936 and 1937 there were 200 dust storms. Half of the Great Plains lost its topsoil. Four hundred thousand people deserted their farms and migrated to the West Coast seeking work. The disaster was felt across the United States and caused international alarm.

Environment management suddenly became a priority, after years of little government attention. The government passed the Taylor Grazing Act (USA) in 1934, which allowed it to take over land and carefully control grazing. The Soil Conservation Act (USA) was passed in 1935, and the Soil Conservation Service came under the Department of Agriculture. In 1937, under the US Government's Shelterbelt Project, thousands of trees were planted across the Great Plains to protect the soil from erosion. This stopped further environment deterioration but did not reverse the damage.

Australia, like the United States, experienced soil erosion problems following decades of unchecked agricultural expansion. Although evident in the 1920s, the first response was not until the 1930s when the federal government required state governments to establish soil conservation committees. New South Wales and Victoria introduced *Soil Conservation Acts* in 1938 and 1940 respectively. In Victoria, a part-time Soil Conservation Board was established in 1930.

## SIGNIFICANCE OF WORLD WAR II

Production and fuelling of the more sophisticated tanks, aircraft, ships and vehicles used in World War II resulted in greater exploitation of coal, iron and crude oil resources by both the Allies and the Axis powers. The reliance on oil in particular increased during World War II and was a key factor in the war itself. The use of strategic and area bombing by both the Allies and Germany devastated cities and surrounding areas, causing long-term environmental damage. A major target of these bombing raids was oil refineries.

SOURCE  
5.3.2  
A dust storm in Stratford, Texas, 1935

- Q**
- 1 Estimate the height of the dust storm using the buildings as reference points.
  - 2 Explain why such dust storms were detrimental to the environment.

## INTO THE NUCLEAR AGE

The United States' atomic bombings of Japan in 1945 added new dimensions of environmental destruction, as is evident from Nagasaki and Hiroshima, where single bombs flattened 40 per cent and 90 per cent of these cities respectively. The super-hot fireballs of 3000 degrees Celsius produced by the bombs burnt everything in their paths. The **radiation** released caused immediate and long-term health problems. Radiation lingered for years in the atmosphere and soil, rendering the environments hazardous.

In the decades that followed World War II, many countries embarked on research, development and testing of atomic weapons in an effort to match and surpass the nuclear capability of the United States. This nuclear arms race escalated during the Cold War (1945–91) between the Union of Soviet Socialist Republics (USSR) and the United States. France and Britain were also among the countries in the nuclear race. The French carried out nuclear tests in the Pacific Ocean from 1966 to 1996, and the British conducted nuclear tests at Maralinga, South Australia between 1955 and 1963. Despite clean-ups of radioactive materials in 1967 and 2000, there is still debate about the safety of Maralinga and the long-term health risks for traditional Aboriginal owners.

## MOVES TO INTERNATIONAL COOPERATION

In addition to maintaining international peace, the newly formed United Nations (founded in 1945) concerned itself with the impact of the war on natural resources and the need to conserve resources for post-war recovery. By 1948, the United Nations formed the International Union for the Protection of Nature, an international body of both governments and independent groups promoting wildlife and environment preservation. The first attempt at an international discussion about resource management and economic development occurred in 1949 at the United Nations Scientific Conference on the Conservation and Utilisation of Resources.

SOURCE  
5.3.3

A refrigerator advertisement, published in a US magazine, 3 June 1950. Elaborate and coloured advertisements like this were designed to stimulate consumerism.

## POST-WAR TRENDS

### POPULATION

Most Western societies experienced increased birth rates in the immediate period after World War II. In Australia, the birth rate that had fallen to 2.1 during the Great Depression, surged to 3.1 in 1947 and peaked at 3.5 in 1961 when over 4 million babies were born. This became known as the post-war baby boom. Growing populations were regarded as essential to economic development and prosperity; they provided the workforces and were the consumers that generated demand for products.

### URBANISATION

Urban centres attracted people in a trend of increasing urbanisation. Cities became focal points of secondary and tertiary industries. Factories turned their attention from war production to civilian products, such as cars and household appliances. Transport systems were expanded as urbanisation continued.

**This summer *have plenty of space* ... Kelvinator Dependability, too!**

**11 to 12 cu. ft. of cold space in the floor space of pre-war "6's"!**

For finest fulfillment of your stepped-up summer needs for plenty of cold space and food-keeping dependability, look to Kelvinator, first with "Cold Clear to the Floor!"

Plenty of space? Why these handsome new Kelvinator Masterpiece refrigerators give you 11 to 12 cu. ft. of cold in the floor space of pre-war "6's"!

Freezing capacity? Definitely! Kelvinator Frozen Food Chests hold up to 80 lbs., give you fast, sure freezing temperatures to keep you amply supplied with ice cubes, favorite frozen foods and desserts!

As for dependability, that's been Kelvinator's long suit through the years! Oldest maker of electric refrigeration for the home, Kelvinator has meant foodkeeping dependability in America's kitchens for 36 years.

And there's good reason for that record of faithful, unflinching refrigeration. You find it in every detail of construction . . . in the time-proved top quality of every material that goes into a Kelvinator. And you find it in the famous Polarsphere cold-making mechanism . . . a marvel of precision and efficiency, with ample reserve power to fill stepped-up summer demands unflinching!

This year, let summer's heat catch you prepared . . . with a Kelvinator! See the full line at your Kelvinator dealer's. Look him up in your classified telephone directory.

Imagine! An "11" that is only 37 1/4" wide, 28 3/4" deep, 5' 1/4" high! It fits in your kitchen right in place of your old refrigerator!

**ROOMY FREEZER CHEST!** Stores 50 lbs. of packaged frozen foods, ice cream, ice cubes in safe polar-cold! Four-Speed Cube ice trays . . . special release feature gives you cubes in a jiffy!

**EXTRA-ROOMY BOTTLE SPACE!** Room enough for 16 square, quart milk bottles. Takes tall beverage bottles, too! Interior finished with new, tougher, white Titanium porcelain!

**AMAZING MOIST COLD!** Put garden greens and uncovered leftovers in this "Cold-Mix" Freezer to keep them fresh for days and days! Doors of clear Polystyrene . . . clean like a china dish.

**BUSHEL-PLUS, SUPER-CRISPER!** Original with Kelvinator Super-Crisper Drawer refrigerator over a bushel of fruits, vegetables, beverages! Same temperature as the storage space above!

FREE! Beautiful folder showing complete Kelvinator line. Write: Dept. JP, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Get the SPACE . . .  
Get the BEAUTY . . .  
Get the BUY!

**Get Kelvinator**

June is Dairy Month—Buy Dairy Products & Ice Cream

THE OLDEST MAKER OF ELECTRIC REFRIGERATION FOR THE HOME

LOOK FOR THIS EMBLEM. Awarded to "5-star" salesmen of Kelvinator dealers, it assures you the highest standard of courteous, helpful service.

## CONSUMERISM

Governments, businesses and marketing firms promoted consumer activity. Consumerism was accelerated by the introduction of television and consumer advertising. Advertisements tantalised consumers who were keen to forget the deprivation of the war years. The development of attractive, new packaging also lured consumers. The energy demands of the 1950s placed increased pressure on petrol, electricity and gas resources. The priority was economic growth, not environment management.

## ENVIRONMENTAL CONSEQUENCES

Both rural and urban areas experienced greater environmental problems. In rural areas, soil erosion increased as forests were harvested and land was cleared to expand agricultural terrain. In cities, the concentrations of populated areas and manufacturing resulted in increased air, noise and water pollution. Heavy reliance on and the increasing demand for **fossil fuels** by industry and households greatly contributed to pollution. Industrial chemicals, product packages and the growing array of household appliances brought about waste disposal practices that polluted the environment.

### LEARNING ACTIVITIES

#### Remembering and understanding

- 1 Define the terms below.
  - fossil fuels
  - New Deal
  - habitats
  - progressivism
  - hydro-electric
  - radiation
- 2 a State President Theodore Roosevelt's stance on environmental issues.  
b Provide two examples that demonstrate Roosevelt's environmental policies.
- 3 Refer to 'Impact of World War I' and, using a few words for each, name three ways the war impacted on the environment.
- 4 Give two reasons why environment management was not a priority in the 1920s.
- 5 Explain how the Great Depression impacted the environment.
- 6 a Explain what lesson was learnt about environment management from the Dust Bowl experience.  
b Provide two examples of environment legislation introduced to address problems brought about by the Dust Bowl.
- 7 Explain how World War II caused damage to the environment.
- 8 Give two reasons why environmental damage became a bigger problem with nuclear activity.
- 9 a Who organised international environmental action and why?  
b How was international environment preservation to occur into the future?

- 10 a What was the impact of growing populations on the environment?  
b Who would have seen growing populations as beneficial and why?  
c What impact did consumerism have on the environment?

#### Analysing and applying

- 11 a Using your student book and additional research, prepare a flow chart for the first half of the twentieth century that shows the changing attitudes towards environment management.  
b Write approximately 100 words explaining when and why opinions on environment management differed during this period.

#### Analysing and evaluating

- 12 Examine Source 5.3.3.
  - a When was this advertisement produced and what is it marketing?
  - b Who was the target audience for the advertisement?
  - c What techniques does the advertisement use to market the product?
  - d Provide evidence from the advertisement that demonstrates it was produced in a time of consumerism.
  - e Explain why it would be unlikely for such an advertisement to be produced in the early half of the twentieth century.
  - f How do you think the three people in the advertisement would have felt about their possible impact on the environment?