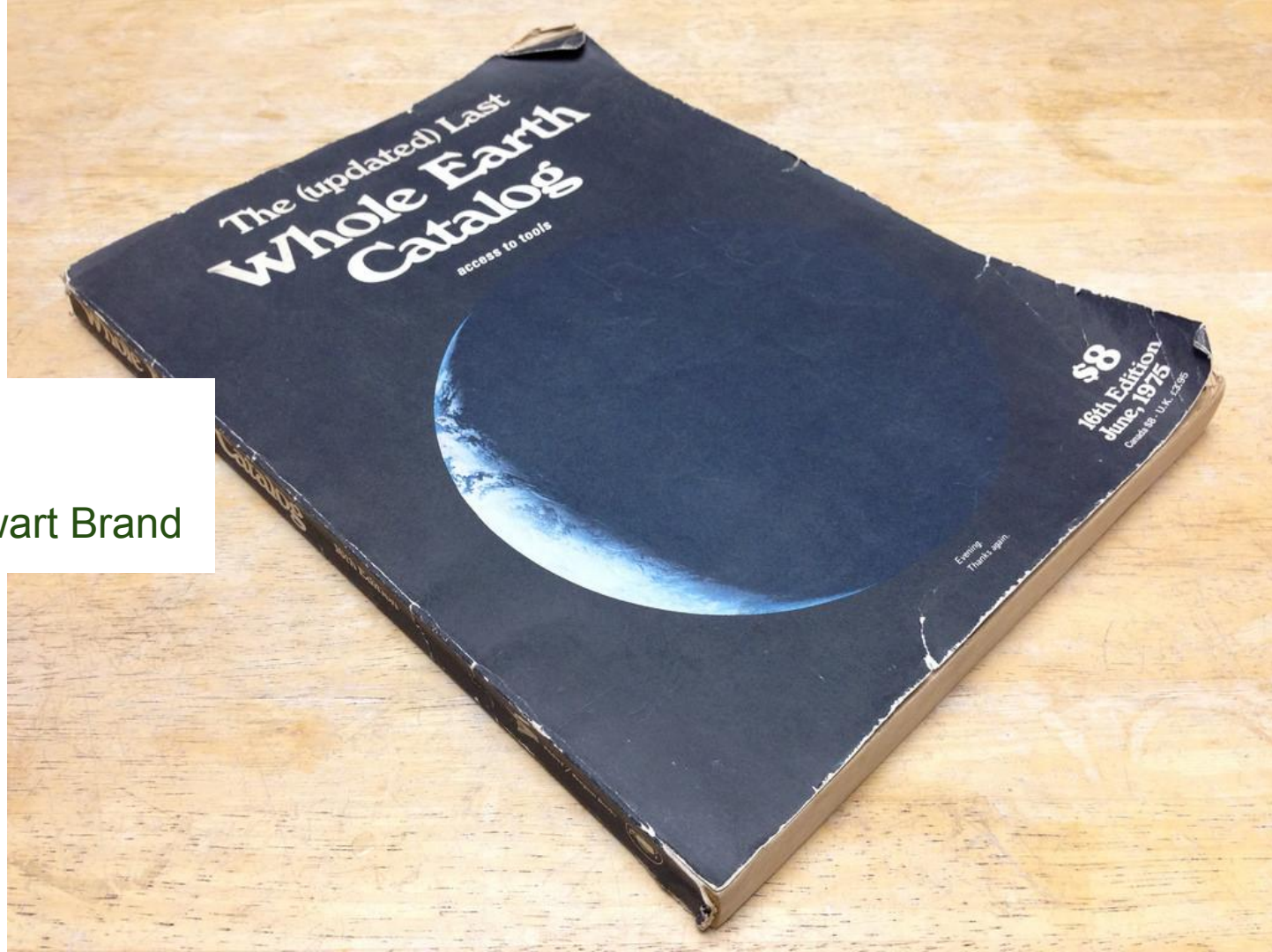


# WHOLE EARTH CATALOG

1968-1972

Published by Stewart Brand







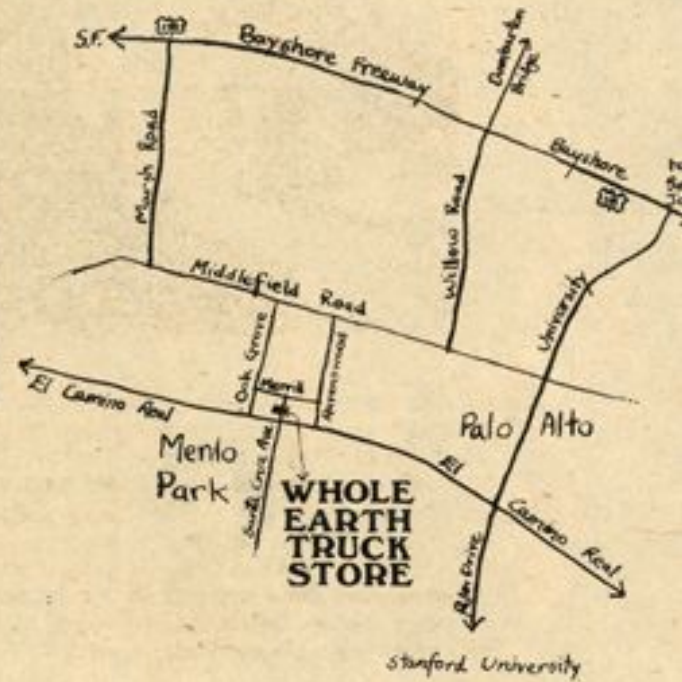
# Whole Earth Truck Store



Hours: Monday—Saturday, 9 am - 6 pm  
558 Santa Cruz Avenue, Menlo Park, CA 94025  
Phone: (415) 323-0313

Before the Whole Earth Catalog there was the Whole Earth Truck Store.

Brand settled with the Truck Store in Menlo Park, California and decided to produce the Catalog and sell it by mail.



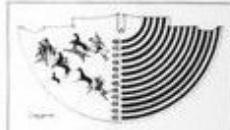
*A major research source of ours is the Menlo Park Whole Earth Truck Store, which stocks most of the items in the CATALOG. We see who's buying what. We hear complaints and suggestions. We try out items that might be in the next CATALOG. We have a place where friends can come and see what's happening.*

**The Indian Tipi**

Tipis are cheap and portable. To live in one requires neither familiarity with the earth, sky, and mountains. The canvas is a sheltering pig of branches to the ground. Depending on their location, they afford either weather a tip as a shelter or a night or a mosquito. Moreover, you can appreciate the elegant design of a tipi and the convenience of the culture that produced it.

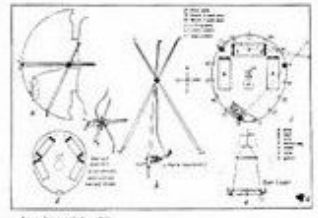
The Ladder Tipi is the only one in this book that is very good. All the information you need, including or optional, is here, and the ladder and interesting people.

Labor has measured that the idea of a tenting area developed by the Indians in the west was the first. It is the only one that is still used today. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi.



Indians had various uses of what they call the tipi. It is the only one that is still used today. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi.

**Weather & Land**



**The Indian Tipi**  
 (Includes a Ladder Tipi)  
 \$4.95  
 Includes a Ladder Tipi  
 \$4.95  
 Includes a Ladder Tipi  
 \$4.95

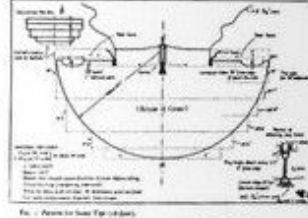


Fig. 1. Dome Tipi (Ladder Tipi)

**Tipis**  
 We have several different styles available in the U.S. of cheap-made tipis, and for the Cowboy-City in all the best - bear construction, lowest cost. They all have the same, which you will find if weather is not on.

See the following, showing weights and unadorned shapes. To see the best of showing use U.S.C.

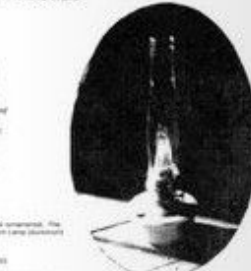
1st size	\$55	\$63
2nd size	\$66	\$98
3rd size	\$108	\$154

**Aladdin Kerosene Lamps**

Common lamps and models - they rise and stand you, just like a candle.

Aladdin is the answer if you need good light and 1770, and answer. It is bright, clear, and requires no pumping. It also requires no fuel to keep the flame from smoking up. It is the best of both worlds.

Light-made and effectively designed. For lamps are available in this country.



Some of the Aladdin are really remarkable. The Aladdin is the answer if you need good light and 1770, and answer. It is bright, clear, and requires no pumping. It also requires no fuel to keep the flame from smoking up. It is the best of both worlds.



\* The catalog measured 11x14" and later editions were over an inch thick.

**Man's Role in Changing the Face of the Earth**

The face of almost 1200 years is the result of a major conflict since 1900, sponsored by the United States. More than 200 million people, covering almost every major part of the world, have been affected. The face of the earth and the shape of our lives are being changed. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi.

The three sections of the book are: 1. 'Introduction', an historical background of the 'Physical' and 'Cultural' aspects of man's history on the face of the earth. 2. 'The Physical' and 'Cultural' aspects of man's history on the face of the earth. 3. 'The Physical' and 'Cultural' aspects of man's history on the face of the earth.

The great force employed by man, through the use of modern tools and machinery, is the force of man's hand. The force of man's hand is the force of man's hand. The force of man's hand is the force of man's hand.



The book reveals a reader the one thousand of it of man's hand, and the one thousand of it of man's hand, and the one thousand of it of man's hand.

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**Two Madras Books**

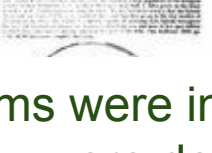
Finding a change, using Indian-made goods, and the one thousand of it of man's hand, and the one thousand of it of man's hand, and the one thousand of it of man's hand. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi. It is a fact that is not often known, but it is true that the Indians were the first to use the tipi.



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Items were included in the catalog if they were deemed:

1. Useful as a tool,
2. Relevant to independent education,
3. High quality or low cost,
4. Not already common knowledge,
5. Easily available by mail.

**KEYS TO PARAGRAPHS**

1. Cells naming Mark and 'nothing' at maturity
2. Cells are the same
3. Cells are the same
4. Cells are the same
5. Cells are the same
6. Cells are the same
7. Cells are the same
8. Cells are the same
9. Cells are the same
10. Cells are the same

WE **ARE** AS GODS AND MIGHT AS WELL GET GOOD AT IT. SO FAR, REMOTELY DONE POWER AND GLORY—AS VIA GOVERNMENT, BIG BUSINESS, FORMAL EDUCATION, CHURCH—HAS SUCCEEDED TO THE POINT WHERE GROSS DEFECTS OBSCURE ACTUAL GAINS. IN RESPONSE TO THIS DILEMMA AND TO THESE GAINS A REALM OF INTIMATE, PERSONAL POWER IS DEVELOPING—POWER OF THE INDIVIDUAL TO CONDUCT HIS OWN EDUCATION, FIND HIS OWN INSPIRATION, SHAPE HIS OWN ENVIRONMENT, AND SHARE HIS ADVENTURE WITH WHOEVER IS INTERESTED. TOOLS THAT AID THIS PROCESS ARE SOUGHT AND PROMOTED BY THE WHOLE EARTH CATALOG.





A young designer named J. Baldwin (instructor of design at colleges around the San Francisco Bay was asked by Brand to serve as chief editor on subjects in the areas of technology and design, both in the catalog itself and in other publications which arose out of it.



# WHOLE EARTH CATALOG

*access to tools*

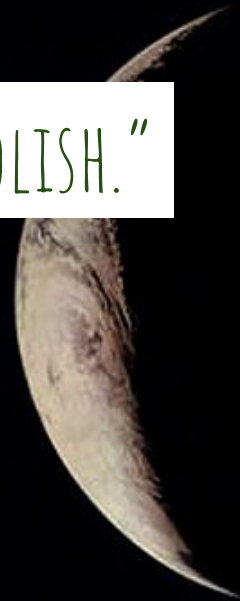


Fall 1969  
\$4

"STAY HUNGRY, STAY FOOLISH."

# The Last Whole Earth Catalog

*access to tools*



\$5