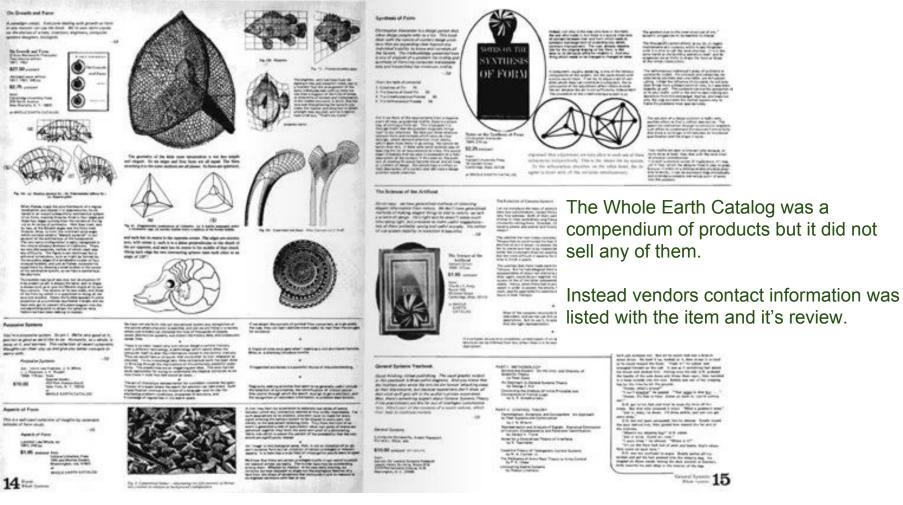
WHOLE EARTH CATALOG

1968-1972

Published by Stewart Brand

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*Steve Jobs compared the Good Earth Catalog to the Google Search Engine in June 2005 in a Stanford Commencement Speech.



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.

Menlo Park WHOLE EARTH TRUCK STORE

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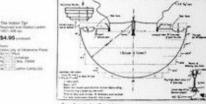
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* The catalog measured 11x14" and later editions were over an inch thick.

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Items were included in the catalog if they were deemed:

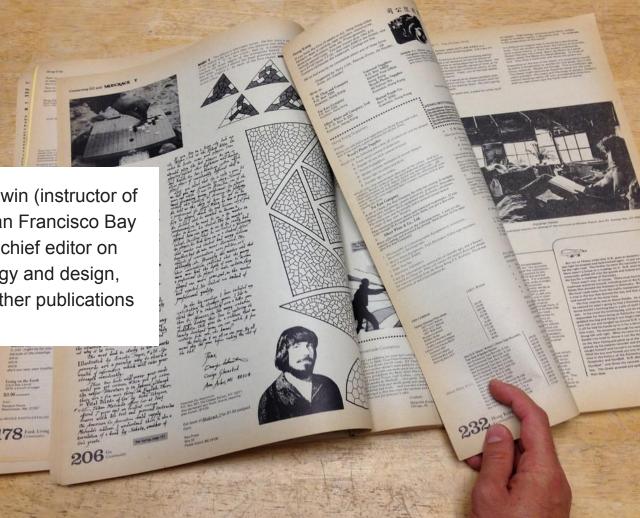
- Useful as a tool, 1.
- 2. Relevant to independent education,
- 3. High quality or low cost,
- Not already common knowledge, 4.
- 5. Easily available by mail.

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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

The Last Whole Earth Catalog

access to tools



"STAY HUNGRY, STAY FOOLISH."

Fall 1969 \$4 \$5