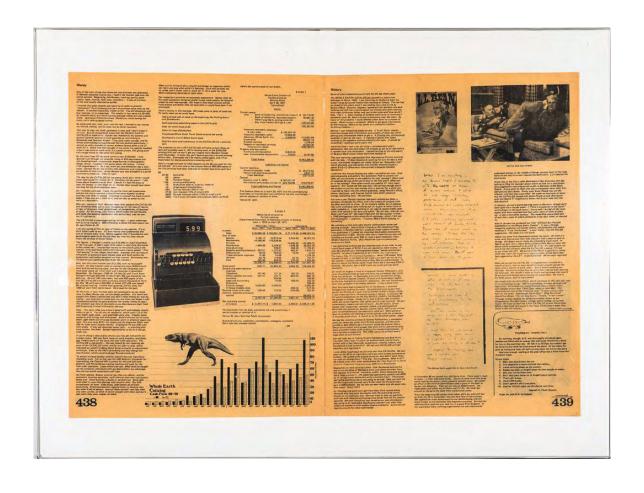
13-MONEY/HISTORY SPREAD FROM THE LAST WHOLE EARTH CATALOG



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It's our custom to print—and try to explain—our finances in each of our publications ... Business, we found, does best when performed as service. Service does best as service when it's approached as business.

- "Global Branding: A Condensed Biographyof Stewart Brand as a Model Global Citizen Including the Whole Earth Catalog, Computer Games and Extended Scenarios," David Reinfurt, Dot Dot #8, 2004

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