

This month WRAPAROUND launches the Whole Earth Epilog, an unexpected sequel to Stewart Brand's famous Whole Earth Catalog. Like the Catalogs, the Epilog will offer ideas, information, and tools for anyone concerned with matters of sufficiency and self-sufficiency. Like WRAPAROUND itself, the Epilog will rely for its vitality on the willingness of its readers to share their experiences with one another. It is this sense of a family tie between the two enterprises that brought Stewart Brand and WRAPAROUND together, so it is a special pleasure to turn the section over to him as this month's guest editor.

Whole Earth Epilog

access to tools

Re-Introduction

The Whole Earth Catalog crew is six months into the preparation of a companion volume to The Last Catalog called the **WHOLE EARTH EPILOG** (to be published Fall 1974). This preliminary issue skims as much cream off our research as we can cram into the Harper's "Wraparound" format.

As before, the EPILOG is a compendium of "access to tools" which are available by mail, high-quality/low-cost, and fostering of independence. As before, our research relies considerably on an active readership which sends in suggestions, reviews, and sundry for publication and payment (\$10 per). Our editorial address:

Whole Earth Epilog
Box 428
Sausalito, California 94065

The back part of this "Wraparound" is a preliminary issue of the resurrected "Supplement to the Whole Earth Catalog" now called **The COEVOLUTION Quarterly** (\$6/yr. from Truck Store address, below).

You can mailorder items listed in the EPILOG either from the publisher/manufacturer or, when indicated, from the Whole Earth Truck Store or Harper's, whichever is closer to you. Those addresses:

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New York, N.Y. 10016

Editor Breaks Promise

Some explanation is owed. In May 1971 we ceased making Whole Earth Catalogs forever sincerely enough on the expectation that someone would quickly come along and fill the niche better than we did. Well,

- 1) They didn't.
- 2) The Last Whole Earth Catalog continued to sell 5,000 copies a week with increasingly outdated information.
- 3) The North American economy began to lose its mind, putting more people in need of tools for independence and the economy as a whole in need of greater local resilience; and
- 4) After burning our bridges we reported before the Throne to announce, "We're here for our next terrific idea." The Throne said, "That Was It."

—SB, 1 Feb. 74

Understanding Whole Systems

Small is Beautiful

"If the Renaissance is to have an economist to make its case before the world, E.F. Schumacher is the man." So says Theodore Roszak in his introduction to *Small is Beautiful*. I think the claim bears out.

Schumacher begins with an assault on industrial growth, liquefier of three forms of "capital" on which industrial development depends. He states the three as: fossil fuels (oil, coal, natural gas), biological capital, and the human substance. Fossil fuels are running down. An industrial system cannot create or recycle burnt fuels and no industrial system could persist without them. Even nuclear power must be run on fossil fuel supplements.

Human substance is harder to grasp, but even so vital. In its essence it is local and freedom, diversity of culture, and opportunity for error. Advanced and successful technology overseen by experts poses the threat and in no place is the threat more visible than atomic reactors. In no place is it better worded than in this paragraph from a technician of the technology: "We nuclear people have made a Faustian compact with society: we offer an almost unique possibility for a technologically abundant world for the oncoming billions, through our miraculous, inexhaustible energy source, but this energy source at the same time is tainted with potential side effects that, if uncontrolled, could spell disaster."

Social controls must be designed by these same technicians to assure that no radioactive quantities escape from reactors, transport, storage, or reprocessing. It is a technology that insists on a "world society in which wars or civil disturbances can never happen." Large mistakes oughtn't happen either. The book-bound postulates a highly ordered, infertile, and crystalline

social organization. Not worth living in. He sums with this: "the modern industrial system consumes the very basis on which it has been erected. To use the language of the economist, it lives on irreplaceable capital which it cheerfully treats as income."

[Reviewed by Jim Harding. Suggested by Sterling Bennett.]

Small is Beautiful

[Economics as if People Mattered]
E.F. Schumacher
1973, 290 pp.

\$3.75 postpaid from:
Harper & Row
Kensington Industrial Park
Sewton, Pa. 19312
or W.E.T.S. or T. for L.



It could well be that rich people treasure peace more highly than poor people, but only if they feel utterly secure — and this is a contradiction in terms. Their wealth depends on making (inordinately) large demands on limited world resources and thus puts them on an unworkable collision course — not primarily with the poor (who are weak and defenceless) but with other rich people.

The Ecologist

By far the most interesting ecological/political reporting and criticism available is this British publication. (One of their special issues, called *Blueprint for Survival* is now a book, \$5.95 from Houghton Mifflin.)

—SB [Suggested by Paul Ehrlich]



San Francisco and environs, 4 April 1973

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The Ecologist

Peter Barryard, Edward Goldsmith, eds.

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PL21 7JG
ENGLAND

Whole Earth Epilog

JA Banks



Whole Earth Epilog:

Last Whole Earth Catalog, 1974 *Whole earth epilog*, 1974 **Whole Earth Epilog** Stewart Brand, 1974 **Whole Earth Epilog** Stewart Brand, 1974 **Counterculture Green** Andrew G. Kirk, 2007

For many it was more than a publication it was a way of life The Whole Earth Catalog billed itself as Access to Tools and it grew from a Bay Area blip to a national phenomenon catering to hippies do it yourselfers and anyone interested in self sufficiency independent of mainstream America now known as living off the grid In recovering the history of the Catalog s unique brand of environmentalism historian Kirk recounts how Stewart Brand and the Point Foundation promoted a philosophy of pragmatic environmentalism that celebrated technological achievement human ingenuity and sustainable living Kirk shows us that Whole Earth was more than a mere counterculture fad At a time when many of these ideas were seen as heretical to a predominantly wilderness based movement it became a critical forum for environmental alternatives and a model for how complicated ecological ideas could be presented in a hopeful and even humorous way From publisher description

Power to the People Geoff Kaplan, 2013-05-15

Though we think of the 1960s and the early 70s as a time of radical social cultural and political upheaval we tend to picture the action as happening on campuses and in the streets Yet the rise of the underground newspaper was equally daring and original Thanks to advances in cheap offset printing groups involved in antiwar civil rights and other social liberation issues began to spread their messages through provocatively designed newspapers and broadsheets This vibrant new media was essential to the counterculture revolution as a whole helping to motivate the masses and proliferate ideas Power to the People presents more than 700 full color images and excerpts from these astonishing publications many of which have not been seen since they were first published almost fifty years ago From the psychedelic pages of the Oracle Haight Ashbury s paper of choice to the fiery editorials of the Black Panther Party Paper these papers were remarkable for their editors fervent belief in freedom of expression and their DIY philosophy They were also extraordinary for their graphic innovations Experimental typography and wildly inventive layouts reflect an alternative media culture as much informed by the space age television and socialism as it was by the great trinity of sex drugs and rock n roll Assembled by renowned graphic designer Geoff Kaplan Power to the People pays homage in its layout to the radical press Beyond its unparalleled images Power to the People includes essays by Gwen Allen Bob Ostertag and Fred Turner as well as a series of recollections edited by Pamela M Lee all of which comment on the critical impact of the alternative press in the social and popular movements of those turbulent years Power to the People treats the design practices of that moment as activism in its own right that offers a vehement challenge to the dominance of official media and a critical form of self representation No other book surveys in such variety the highly innovative graphic design of the underground press and certainly no other book captures the era with such an unmatched eye toward its aesthetic and look Power to the People is not just a major compendium of art from the 60s and 70s it showcases how the radical media graphically fashioned the image of

a countercultural revolution that still resounds to this day *Developing to Scale* Heidi Morefield, 2023-10-24 *Developing to Scale* examines the techno-centric structure of global health practice through the history of the concept of appropriate technology. By looking at how certain technologies have been defined as more or less appropriate for the global south based on assumptions about gender, race, culture, and environment, Heidi Morefield reveals the ways in which questions of technological scale have fundamentally shaped global health practice today. The idea that there was an appropriate level of technology between the traditional and the modern that would lead to sustainable social and economic development originated in the mid-1960s and gained considerable prominence in the 1970s. US foreign assistance oriented away from large-scale modernization projects like water treatment facilities toward small-scale point-of-use technologies like village water pumps, individual water filters, and oral rehydration salts. Practical shifts in assistance like this were a result of the enthusiastic adoption of the idea but also cuts in foreign aid budgets and other economic interests, principally those of newer donors from the high-tech sector, political interests, and the efforts of various activists, most notably post-colonial and anti-apartheid groups. Dreams of technological salvation have gained a new significance and foothold in the contemporary imagination, and Morefield's book provides the backstory, uncovering precisely how global health came to be understood largely as a problem to be solved with the right technology. Information Ann Blair, Paul Duguid, Anja-Silvia

Goeing, Anthony Grafton, 2021-01-26 A landmark history that traces the creation, management, and sharing of information through six centuries. Thanks to modern technological advances, we now enjoy seemingly unlimited access to information. Yet how did information become so central to our everyday lives, and how did its processing and storage make our data-driven era possible? This volume is the first to consider these questions in comprehensive detail, tracing the global emergence of information practices, technologies, and more from the premodern era to the present. With entries spanning archivists to algorithms and scribes to surveilling, this is the ultimate reference on how information has shaped and been shaped by societies. Written by an international team of experts, the book's inspired and original long and short-form contributions reconstruct the rise of human approaches to creating, managing, and sharing facts and knowledge. Thirteen full-length chapters discuss the role of information in pivotal epochs and regions, with chief emphasis on Europe and North America but also substantive treatment of other parts of the world, as well as current global interconnections. More than 100 alphabetical entries follow, focusing on specific tools, methods, and concepts from ancient coins to the office memo and censorship to plagiarism. The result is a wide-ranging, deeply immersive collection that will appeal to anyone drawn to the story behind our modern mania for an informed existence. Tells the story of information's rise from 1450 through to today. Covers a range of eras and regions, including the medieval, Islamic world, late imperial East Asia, early modern, and modern Europe and modern North America. Includes 100 concise articles on wide-ranging topics: Concepts, data, intellectual property, privacy, Formats and genres, books, databases, maps, newspapers, scrolls and rolls, social media, People, archivists, diplomats, and spies, readers.

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The Great Learning Book for Ages Eight to Eighteen Ann Rahnasto Bogojavlensky, Donna R. Grossman, 1977

Techno-Fixers Sean F. Johnston, 2020-03-26 This is the story of a seductive idea Over the past century the potential of new technology to solve social dilemmas has captivated modern culture From apps that encourage physical activity to airport scanners meant to prevent terrorism the concept that clever innovation can improve society is irresistible but faith in such technological fixes is seldom questioned Where did this idea come from what makes it so appealing and how does it endanger our future *Techno Fixers* traces the source of modern confidence in technology to engineering hubris radical utopian movements science fiction fanzines policy makers soundbites corporate marketing and optimistic consumer culture from the turn of the twentieth century until today Sean Johnston demonstrates that through the promotion of prominent government scientists technocrats entrepreneurs and popular media modern invention became the favourite tool for addressing human problems and society's ills Nonetheless when it comes to assessing the success of cigarette filters as the solution to safe smoking or DDT as the answer for agricultural productivity the evidence is sobering Cautioning that the rhetoric of technological fixes seldom matches reality Johnston examines how employing innovation to bypass traditional methods can foster as many problems as it solves A critical examination of modern faith in technology *Techno Fixers* evaluates past mistakes present implications and future opportunities for innovating societies

Harper's Magazine Henry Mills Alden, Thomas Bucklin Wells, Lee Foster Hartman, Frederick Lewis Allen, 1974 *San Francisco*, 1975

The Publishers Weekly, 1975

A Green and Permanent Land Randal S. Beeman, James A. Pritchard, 2001 Once patronized primarily by the counterculture and the health food establishment the organic food industry today is a multi billion dollar business driven by ever growing consumer demand for safe food and greater public awareness of ecological issues Assumed by many to be a recent phenomenon that industry owes much to agricultural innovations that go back to the Dust Bowl era This book explores the roots and branches of alternative agricultural ideas in twentieth century America showing how ecological thought has challenged and changed agricultural theory practice and policy from the 1930s to the present It introduces us to the people and institutions who forged alternatives to industrialized agriculture through a deep concern for the enduring fertility of the soil a passionate commitment to human health and a strong advocacy of economic justice for farmers Randal Beeman and

James Pritchard show that agricultural issues were central to the rise of the environmental movement in the United States As family farms failed during the Depression a new kind of agriculture was championed based on the holistic approach taught by the emerging science of ecology Ecology influenced the permanent agriculture movement that advocated such radical concepts as long term land use planning comprehensive soil conservation and organic farming Then in the 1970s sustainable agriculture combined many of these ideas with new concerns about misguided technology and an over consumptive culture to preach a more sensible approach to farming In chronicling the overlooked history of alternative agriculture A Green and Permanent Land records the significant contributions of individuals like Rex Tugwell Hugh Bennett Louis Bromfield Edward Faulkner Russell and Kate Lord Scott and Helen Nearing Robert Rodale Wes Jackson and groups like Friends of the Land and the Practical Farmers of Iowa And by demonstrating how agriculture also remains central to the public interest especially in the face of climatic crises genetically altered crops and questionable uses of pesticides this book puts these issues in historical perspective and offers readers considerable food for thought *Human Behavior* ,1975 **LJ, Library Journal** ,1975 Library Journal ,1979 Commonweal ,1976 *Appropriate Technology Sourcebook* Ken Darrow,Kent Keller,Rick Pam,1981 *Macintosh Hypermedia* Michael Fraase,1990

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