

# Outdoor Recreation Catalogs | Libraries

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## Outdoor Recreation Catalogs and Magazines

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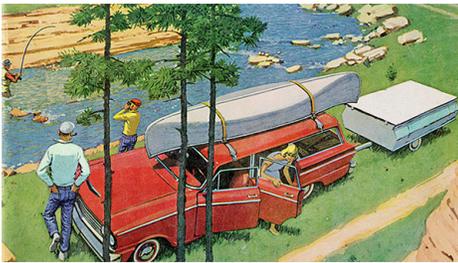


Illustration of family recreating, adapted from an L.L. Bean catalog in the collection.

With its explosive growth over the last few decades, the outdoor industry has firmly positioned itself as a significant part of the commercial, environmental, and social fabric of the country. One way to examine this impact is through gear catalogs, which represent the culmination of a company's work, from the design and development of the products to marketing and promotion of the brand, and how this process changed over time. They also tell us a great deal about consumers, including their style preferences and how they experienced the outdoors.

Utah State University (USU) Libraries' [Outdoor Recreation Catalogs & Magazines collection](#) represents an ongoing effort to collect these catalogs and other outdoor recreation publications.

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