

Remembering John Baker, founder of the Critical Thinking Company

Seaside, California (February 14, 2008) – John Baker, age 81, founder of the Critical Thinking Company, died January 22nd as a result of serious injuries caused by a tree falling on his car as he was traveling to a Rotary Club Christmas Dinner in Pacific Grove, CA. Born in Detroit, he grew up in Port Huron, Michigan, graduated from Port Huron High School and served proudly in the U.S. Navy during World War II. He received a degree in History from the University of Michigan and was a member of Beta Theta Pi Fraternity.

In 1957, while living in the suburbs of Detroit, John founded his educational publishing company called, “Midwest Publications.” The company later evolved into Critical Thinking Books & Software and then The Critical Thinking Company. John retired a few years ago, and the helm of the company was passed to his son, Michael Baker. After 50 years, the company still publishes high-quality, educational materials that are sold all over the United States and many parts of the world.

John was a man of diverse interests with a great love of music and history. His outdoor pursuits involved growing roses, sailing on the Great Lakes and in the Virgin Islands, bass fishing, bird watching, exploring other countries, and playing tennis.

He took enormous delight in living in the Monterey Bay area of California, which he considered the most beautiful place in the world. He also cherished the spectacular view from his home in Corral de Tierra, CA that he shared with his wife, Bonnie, for twenty-eight years.

John was very concerned about the many deserving students striving for an education and for whom there was not enough money or opportunities. In honor of his love for education and concern for these students, a memorial scholarship has been established. Scholarship donations may be sent to:

Pacific Grove Rotary
John David Baker Memorial Scholarship Fund
P.O. Box 51
Pacific Grove, CA 93950

At John’s request, no funeral services will be held and his ashes will be dispersed at sea. A celebration of his life will take place in the spring, when his roses are in full bloom.