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Eric & Marshall McLuhan Papers, *Laws of Media*

Gift of Eric McLuhan, 2013.

Creators: McLuhan, Marshall (1911-1980)
McLuhan, Eric (1941-)

Dates: [196-] – 1990

Physical extent: 34 boxes (3.7 metres)

2.9 linear metres of documents

38 colour slides

63 reel-to-reel audio tapes

2 audio cassettes

4 audio cds

18 video cassettes

2 16mm film reels, approx. 1 metre, and 75 metres in length

Biographical Note: **Herbert Marshall McLuhan** was born in Edmonton, Alberta on 21 July 1911 to Herbert Ernest McLuhan, a salesman, and Elsie Naomi (Hall) McLuhan, an actress and monologist. The family moved to Winnipeg, where McLuhan attended the University of Manitoba from 1929 to 1934, receiving a Bachelor of Arts and a Master of Arts in English literature.

After teaching English at various American universities, McLuhan returned to Canada in 1944 to teach at Assumption College in Windsor. From 1946 until shortly before his death, he taught English at St. Michael's College, University of Toronto. In 1963, McLuhan became the director of the University of Toronto's newly-established Centre for Culture and Technology. The Centre conducted research on questions of sensory perception and other communications-related issues and offered academic courses.

McLuhan's books include the following: *The Mechanical Bride* (1951); *The Gutenberg Galaxy*: (1962), for which he was awarded the Governor General's prize for critical prose; *Understanding Media* (1964); *The Medium is the Massage* (1967, with Quentin Fiore); *War and Peace in the Global Village* (1968, with Quentin Fiore); *Through the Vanishing Point* (1968, with Harley Parker); *Counterblast* (1969, with Harley Parker); *Culture is Our Business* (1970); *From Cliché to Archetype* (1970 with Wilfred Watson); *Take Today* (1972, with Barrington Nevitt); and *The City as Classroom* (1977, with Eric McLuhan and Kathryn Hutchon.

- Adapted from Library and Archives Canada's biographical note for the Marshall McLuhan fonds.

Eric McLuhan was born in 1941 to Marshall and Corinne McLuhan. He received a B.Sc. in Communications from Wisconsin State University in 1972 and a Ph.D. in English Literature from at the University of Dallas in 1982.

For over 40 McLuhan has taught at many colleges and universities throughout the United States, Canada and abroad. In 1980, with Roger Davies, McLuhan developed the Thinking and Writing workshops, and together they founded McLuhan & Davies Communications, Inc., to help business professionals with their writing and editing skills.

He has authored many books, including *The City as Classroom* (1977, with Marshall McLuhan and Kathryn Hutcheon); *Laws of Media* (1988, with Marshall McLuhan); *The Role of Thunder in Finnegans Wake* (1997); *Electric Language* (1998); *Theories of Communication* (2011); and *Media and Formal Cause* (2011).

He has also edited several collections of Marshall McLuhan's work including *The Book of Probes* (2011), *Marshall McLuhan Unbound* (2005, with Terrence Gordon), *The Medium and the Light* (2010); and *Essential McLuhan* (1997, with Frank Zingrone).

His research and thinking has also been widely published in anthologies, magazines, and journals since 1964. He is currently researching the nature and structure of renaissances.

- Adapted from ericmcluhan.com.

Scope and Content: Collection consists predominantly of research and draft materials for *The Laws of Media* (University of Toronto Press, 1988) as well as related correspondence. Beginning in the early 1970's, at the instigation of McGraw-Hill (the original publisher of McLuhan's 1964 work, *Understanding Media*) Marshall and Eric McLuhan began generating materials towards what was first conceived of as a revised edition of *Understanding Media* and subsequently as *The Laws of Media*, a new work in its own right.

The collection has been divided into seven series:

1. Working Materials
2. Complete Drafts
3. Publicity
4. Correspondence
5. Post Publication Materials.
6. Miscellaneous
7. Audio Visual

Notes:

1. Source for titles, except where bracketed, are the original folders.
2. [MM] = Marshall McLuhan, [EM] = Eric McLuhan

3. Materials were stored for several years in a farm outbuilding and bear signs of weathering and pest damage brought on by those conditions.
4. The manuscript of *From Cliché to Archetype* survived a house fire in 2000 was badly burnt and remains in fragile condition.
5. If marked up, original folders have been kept with their material; however, folders were often reused during the process of creation and notes on folders, therefore, do not necessary pertain to contents.
6. Some folders contain draft materials and resources marked “LOS” or Laws of Situation. Laws of Situation is an early, abandoned, approach to Laws of Media.
7. Boxes 1, 2, 3, & 5 contain items that were previously unfolded and arranged in no certain order. Best efforts have been made to arrange them here.

Series: Working Materials

The Working Materials Series consists primarily of notes, essays, and resource material gathered and created by Marshall and Eric McLuhan in the process of their writing *The Laws of Media*. Series is arranged chronologically. Note that the division of tetrads into corporate body and private body in Box 4 was not maintained in the published version.

Box 1 32 folders	<i>Understanding Media</i> revision, draft materials	1970-1978
Folder 1 Hendiadys	Consists of notes and resource material on the subject of hendiadys. Original folder included.	[1970]
Folder 2 Understanding Media II	Two versions of Chapter 1: The Medium is the Message. Carbon, photoduplicate. Holograph notes. Original folder	[1970-1973?]
Folder 3 Resource Copies	Photoduplicates of resource material Typescript notes.	[1972]
Folder 4 [Understanding Media Revision, resource materials]	Magazines, clippings, photoduplicate book excerpts. Some annotation.	[1972-1974]
Folder 5 Agel[, Jerome]	Resource material. Notes.	1973

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Folder 6 U.M.R. [<i>Understanding Media Revision</i>]	Laws of the Media [essay]. Photoduplicate.	[197-]
Folder 7 U.M.R.	Original folder Understanding Media Revision, notes, chapter by chapter. Carbon, with some holograph revisions.	[1973]
Folder 8 U.M.R., Index and New Sheets, July, 1973 [part 1]	Original folder <i>Understanding Media Revision</i> : Table of Contents, Draft of chapter 1; Preliminary notes on Chapters 1-6. Carbon.	1973
Folder 9 U.M.R., Index and New Sheets, July, 1973 [part 2]	<i>Understanding Media Revision</i> : Draft of chapter 34	1973
Folder 10 U.M.R., Index and New Sheets, July, 1973 [part 3]	<i>Understanding Media Revision</i> : Draft of chapter 41	1973
Folder 11 U.M.R., Index and New Sheets, July, 1973 [part 4]	<i>Understanding Media Revision</i> : Draft of chapter 47	1973
Folder 12 U.M.R., Index and New Sheets, July, 1973 [part 5]	<i>Understanding Media Revision</i> : Draft of chapter 54	1973
Folder 13 UMR Revision, Marg [Margaret Stewart] Copies [part 1]	Original folder <i>Understanding Media Revision</i> : Table of Contents, Chapter 1. Photoduplicate, Carbon.	[1973]
Folder 14 UMR Revision, Marg [Margaret Stewart] Copies [part 2]	Draft chapter: "Effects." Typescript with holograph revisions [MM].	[1973]
Folder 15 UMR Revision, Marg [Margaret Stewart] Copies [part 3]	Draft chapter: "The Moral Approach to Media."	[1973]

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Folder 16 UMR Revision, Marg [Margaret Stewart] Copies [part 4]	Draft chapter 34. Photoduplicate.	[1973]
Folder 17 UMR Revision, Marg [Margaret Stewart] Copies [part 5]	Draft chapter 41. Photoduplicate. -	[1973]
Folder 18 UMR Revision, Marg [Margaret Stewart] Copies [part 6]	Draft chapter 47. Photoduplicate.	[1973]
Folder 19 UMR Revision, Marg [Margaret Stewart] Copies [part 6]	Draft chapter 54. Photoduplicate.	[1973]
Folder 20 UMR Revision, Marg [Margaret Stewart] Copies [part 7]	Resources and notes.	[1973]
Folder 21 [Media Laws, p. 7-20]	Folder contains typescript pages on media laws with holograph revisions. Likely corresponds to contents of folder 86.	[1973]
Folder 22 Media Law Pages #2: Marshall	Consists of typescript notes, ordered by page, on an assortment of tetrad and media laws. With holograph revisions.	[1973]
Folder 23 UMR Revision, July 1973: Marshall [part 1]	Original folder Understanding Media Revision: Notes on chapters. Typescript with holograph revisions	1973
Folder 24 UMR Revision, July 1973: Marshall [part 2]	Understanding Media Revision: Notes.	1973
Folder 25 UMR	Folder consists of: Typed chapter notes towards a revision of <i>Understanding Media</i> , holograph notes, Letter to MM from "Ted," [Edmund Snow Carpenter] June 21, 1973.	[1973]

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Folder 26 Media Laws: Top Copies	Original folder "Media Laws" pp. 1-30. Typescript. Media Laws ch. 13-33 Single page on Cassettes. Carbon. [This folder was found empty with these items floating loose in proximity.]	[1973?]
Folder 27 Media Laws: Early Chapter 1-33	Notes with holograph markup for Media Laws by chapter; original folder. Typescript with holograph revisions.[notes for chapters 25-33 wanting.]	[1973-1974]
Folder 28 [Notes on media laws]	Typescript notes on media laws, chapters 3-33. Loose arrangement.	[1973-1975?]
Folder 29 Media Play	Notes marked "MP" or "Media Play." Holograph draft, Typescript.	[1973-1975?]
Folder 30 Understanding Media Revision [Original folder marked: "Miss Hart."]	Chapter: "Effects." Carbon copy.	August, 1974
Folder 31 LOM Samples for Marshall	Collection of carbons of tetrad formulations, some with holograph revisions. Given to MM by EM.	May 27 th , 1975
Folder 32 [Media Laws: the Law of the Situation]	Folder consists of notes on media laws. Typescript with holograph revisions.	[1975-1978?]

Box 2 28 folders	Notes on chapters 1-33 for <i>Understanding Media</i> revision	[1973?]
Folder 1 Understanding Media [revision: part 1]	<i>Understanding Media</i> , revision. Chapter 1: The Medium is the Message. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 2 Understanding Media [revision: part 2]	<i>Understanding Media</i> , revision. Chapter 2: Medium Hot and Cold. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 3 Understanding Media [revision: part 3]	<i>Understanding Media</i> , revision. Chapter 3: Chiasmus. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 4	<i>Understanding Media</i> , revision. Chapter 4: Gadget Lover.	[1973?]

Understanding Media [revision: part 4]	Typescript with holograph revisions. Notes and resource material.	
Folder 5 Understanding Media [revision: part 5]	<i>Understanding Media</i> , revision. Chapter 5: Hybrid Energy. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 6 Understanding Media [revision: part 6]	<i>Understanding Media</i> , revision. Chapter 6: Media and Obsolescence. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 7 Understanding Media [revision: part 7]	<i>Understanding Media</i> , revision. Chapter 7: Challenge and Collapse. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 8 Understanding Media [revision: part 8]	<i>Understanding Media</i> , revision. Chapter 8: Spoken Word- Flower of Evil. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 9 Understanding Media [revision: part 9]	<i>Understanding Media</i> , revision. Chapter 9: Written Word. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 10 Understanding Media [revision: part 10]	<i>Understanding Media</i> , revision. Chapter 10: Roads and Paper Routes. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 11 Understanding Media [revision: part 11]	<i>Understanding Media</i> , revision. Chapter 11: Profile of the Crowd. Typescript with holograph revisions. Notes.	[1973?]
Folder 12 Understanding Media [revision: part 12]	<i>Understanding Media</i> , revision. Chapter 12: Clothing. Typescript with holograph revisions. Notes.	[1973?]
Folder 13 Understanding Media [revision: part 13]	<i>Understanding Media</i> , revision. Chapter 13: Housing. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 14 Understanding Media [revision: part 14]	<i>Understanding Media</i> , revision. Chapter 14: Money. Typescript with holograph revisions. Notes.	[1973?]
Folder 15 Understanding Media [revision: part 15]	<i>Understanding Media</i> , revision. Chapter 15-17. Typescript with holograph revisions. Notes.	[1973?]
Folder 16 Understanding Media	<i>Understanding Media</i> , revision. Chapter 18: Printed Word. Typescript with holograph revisions.	[1973?]

[revision: part 16]	Notes and resource material.	
Folder 17 Understanding Media [revision: part 17]	<i>Understanding Media</i> , revision. Chapter 19: Wheel. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 18 Understanding Media [revision: part 18]	<i>Understanding Media</i> , revision. Chapter 20: Photo. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 19 Understanding Media [revision: part 19]	<i>Understanding Media</i> , revision. Chapter 21: Press. Typescript with holograph revisions. Resource material.	[1973?]
Folder 20 Understanding Media [revision: part 20]	<i>Understanding Media</i> , revision. Chapter 22: Motorcar. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 21 Understanding Media [revision: part 21]	<i>Understanding Media</i> , revision. Chapter 23: Ads. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 22 Understanding Media [revision: part 22]	<i>Understanding Media</i> , revision. Chapter 24: Games. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 23 Understanding Media [revision: part 23]	<i>Understanding Media</i> , revision. Chapters 25, 26. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 24 Understanding Media [revision: part 24]	<i>Understanding Media</i> , revision. Chapters 27-29. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 25 Understanding Media [revision: part 25]	<i>Understanding Media</i> , revision. Chapter 30: Radio. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 26 Understanding Media [revision: part 26]	<i>Understanding Media</i> , revision. Chapter 31: TV. Typescript with holograph revisions. Notes and resource material.	[1973?]
Folder 27 Understanding Media [revision: part 27]	<i>Understanding Media</i> , revision. Chapter 32: Weapons. Typescript with holograph revisions. Notes.	[1973?]
Folder 28 Understanding Media [revision: part 28]	<i>Understanding Media</i> , revision. Chapter 33: Automation. Typescript with holograph revisions. Notes.	[1973?]

Box 3 17 folders	Draft and resource materials	1971-1980
Folder 1 <i>Laws of the Media</i> Table of Contents	Consists of typescript and photoduplicates of the table of contents for <i>Laws of the Media</i> , in its early development. With holograph revisions.	[197-?]
Folder 2 [Laws of Media, early draft materials]	Unsorted tetrads. Photoduplicate of typescript.	[197-]
Folder 3 [Laws of Media, early draft materials]	Unsorted tetrads. Photoduplicate of typescript	[197-]
Folder 4 [Laws of Media, early draft materials]	Unsorted tetrads. Typescript with holograph revision.	[197-]
Folder 5 [Laws of Media, early draft materials]	"New LOM" table of contents, notes.	[197-]
Folder 6 New Laws of Media Book: Preliminary, Notes, etc. [part 1]	Folder consists of notes, resource material, tetrad formulations, sketches, and the original folder. Includes "Notes from a conversation between Marshall, Kathy and Harley." Typescript, holograph draft, photoduplicate.	1971-1975
Folder 7 New Laws of Media Book: Preliminary, Notes, etc. [part 2]	Folder consists of notes and tetrad formulations as originally clipped together. Holograph draft, photoduplicate.	[1975?]
Folder 8 New Laws of Media Book: Preliminary, Notes, etc. [part 3]	Folder consists of notes and tetrad formulations as originally clipped together. Holograph draft, photoduplicate.	[1975?]
Folder 9 New Laws of Media Book: Preliminary, Notes, etc. [part 4]	Folder consists of notes resource material. Holograph draft, photoduplicate.	[1975?]
Folder 10 <i>Laws of Media</i> : Found Art	Consists of clippings of magazine advertisements for men's clothing, labeled "formal causality."	[197-?]
Folder 11	Original folder	[1975]

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Media Laws #1-33. Original LOM's – adapted from UMR [part 1]	Draft materials, resources.	
Folder 12 Media Laws #1-33. Original LOM's – adapted from UMR [part 2]	Draft materials, resources.	[1975]
Folder 13 Media Laws #1-33. Original LOM's – adapted from UMR [part 3]	Draft materials, resources.	[1975]
Folder 14 Media Laws #1-33. Original LOM's – adapted from UMR [part 4]	Unsorted draft materials.	[1975]
Folder 15 Visual Space Essay & Laws of Media Chapter 1, early draft [part 1: Visual Acoustic Space Essay]	Folder consists of photoduplicate of the “Visual Space Essay” eventually divided up into separate sections for use as chapters in LOM. Photoduplicate with holograph revisions. Holograph draft of writing to include in part III.	August, 1979
Folder 16 Visual Space Essay & Laws of Media Chapter 1, early draft [part 2: Chapter 1, part 1]	<i>Laws of the Media</i> : chapter one, part one: Visual Space in Use. Typescript with holograph revisions.	[1979-1980?]
Folder 17 Visual Space Essay & Laws of Media Chapter 1, early draft [part 3: Chapter 1, part 2]	<i>Laws of the Media</i> : chapter one, part two: The Genesis of Visual Space. Typescript with holograph revisions.	[1979-1980?]

Box 4 21 folders	“Active Materials”	[1975-1976]
Folder 1	Original Folder.	[1975-1976]

<i>Laws of Media</i> , Active Materials [Part 1: Private Body]	Draft Indexes. Photoduplicate. Table of Contents Draft. Photoduplicate. “Old/Early Version” draft materials. Photoduplicate.	
Folder 2 <i>Laws of Media</i> , Active Materials [Part 2: Private Body]	Draft materials: Private body, assorted media topics. Typescript, holograph draft, photoduplicates.	[1975-1976]
Folder 3 <i>Laws of Media</i> , Active Materials [Part 3: Private Body]	Draft materials: Private Body: Mirror. Typescript with holograph revisions. Photoduplicates of “Mirror” entries from <i>The Encyclopedia Americana</i> , and <i>The Encyclopedia Britannica</i> Photoduplicate of a chapter by Margery Allingham. Photoduplicate of an article [author unknown] on Michael Ayrton. \	[1975-1976]
Folder 4 <i>Laws of Media</i> , Active Materials [Part 4: Private Body]	Draft materials: Private Body: Written Word, Printed Word, Window, Clock. Typescript, holograph draft, photoduplicate. Correspondence: Letter from H.C. King regarding McLuhan’s Clock tetrad, June 22 1976. TLS, photoduplicate.	[1975-1976]
Folder 5 <i>Laws of Media</i> , Active Materials [Part 5: Private Body]	Draft materials: Private Body: Written Word, Printed Word, Spoken Word, Slang, Talking drum, Zipper. Typescript, holograph draft, photoduplicate.	[1975-1976]
Folder 6 <i>Laws of Media</i> , Active Materials [Part 6: Private Body]	Draft materials: Private Body: Perfume, Screw, Rope , Elevator, Writing on Stone. Typescript, holograph draft, photoduplicate.	[1975-1976]
Folder 7 <i>Laws of Media</i> : Active Materials [Part 7: Private Body]	Draft materials: Private Body: Number/Zero. Typescript with holograph revisions. “The Mystery of the Discovery of Zero.” Photoduplicate of typescript essay, author unknown.	[1975-1976]
Folder 8 <i>Laws of Media</i> , Active Materials [Part 8: Private Body]	Draft materials: Private Body: Number, Clothing, Bed, Press. Typescript with holograph revisions, photoduplicate, photoduplicate clippings.	[1975-1976]
Folder 9 <i>Laws of Media</i> , Active Materials [Part 9: Private Body]	Draft materials: Private Body: Housing, Refrigerator, Hat, Purse, Stirrup, Stairs, Wheel Barrow. Typescript, holograph draft, photoduplicate.	[1975-1976]

Folder 10 <i>Laws of Media</i> , Active Material [Part 10: Private Body]	Draft materials: Wheel. Typescript, holograph draft. Photoduplicate, Clippings.	[1975-1976]
Folder 11 <i>Laws of Media</i> , Active Materials [Part 11: Private Body]	Draft materials: Oar, Coracle/Canoe/Kayak, Airplane, Motor Car, Wine, Booze, Drugs, Anesthesia. Typescript, holograph draft, Photoduplicate, Clippings.	[1975-1976]
Folder 12 <i>Laws of Media</i> , Active Materials [Part 12: Private Body]	Draft materials: Cigarette, Pipe, Kinetic Space, Tactile Space, Acoustic Space, Visual Space. Typescript, holograph draft.	[1975-1976]
Folder 13 <i>Laws of Media</i> , Active Materials [Part 13: Private Body]	Draft materials: Dream, Dream: Corporate, Audiotape. Typescript, holograph draft	[1975-1976]
Folder 14 <i>Laws of Media</i> , Active Material [Part 1: Corporate Body]	Introduction, Corporate Body. [Photoduplicate of a Levi-Strauss quotation.] Draft materials: Electric Media, Electric Light, Telegraph, Microphone, Telephone [clipping only]. Typescript, Holograph draft, clippings.	[1975-1976]
Folder 15 <i>Laws of Media</i> , Active Materials [Part 2: Corporate Body]	Draft materials: Radio, Television, Instant Replay, Mass Media, Computer. Typescript, Holograph draft, photoduplicate.	[1975-1976]
Folder 16 <i>Laws of Media</i> , Active Materials [Part 3: Corporate Body]	Draft materials: Credit Card, Inflation, Brothel, Hi-Rise, Crowd. Typescript, Holograph draft, photoduplicate.	[1975-1976]
Folder 17 <i>Laws of Media</i> , Active Material [Part 4: Corporate Body]	Draft materials: Court, Inflation, Brothel, Hi-Rise, Crowd, Pollsters, Cliché, Satellite. Typescript, holograph draft, photoduplicate.	[1975-1976]
Folder 18 <i>Laws of Media</i> , Active Materials	Draft materials: Law of the Jungle, Law of Implementation, Law of Obsolescence, Law of Etherialization, Law of Equilibrium. Typescript, holograph draft, photoduplicate, clippings.	[1975-1976]
Folder 19 <i>Laws of Media</i> , Active Materials	Draft materials: User as Content, Organized Ignorance, Monarchy, Republicanism, Electric Politics, Unisex, Cubism, The New Genetics. Typescript, holograph draft,	[1975-1976]

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	photoduplicate, clippings.	
Folder 20 <i>Laws of Media</i> , Active Materials	Draft materials: Thermodynamics, Copernican Revolution, Aristotle: Laws of Motion, Impetus, Inertia, Newtonian Motion. Typescript, holograph draft, photoduplicate, clippings.	[1975-1976]
Folder 21 <i>Laws of Media</i> , Active Materials	Draft materials: Einsteinian Space-Time Relativity, Tetrad, Verbum, Metaphor, Aristotelian Causality, Law of Effect Typescript, holograph draft, photoduplicate, clippings. Correspondence: Letter to Richard Henshel from Marshall McLuhan regarding effect vs. causality, April 20 1976. Photoduplicate of TL.	[1975-1976]

Box 5 17 folders	Draft and resource materials	1971-1990
Folder 1 Tetrads/proofing	Original Folder Photo mock-ups, tetrads/ ch. 1, LOM Tetrad draft material, with holograph notes, MM and EM. Resource material, including <i>Roles, Masks and Performance</i> , by MM (<i>New Literary History</i> , Vol. II, No. 3 Spring 1971.) Preface drafts. Holograph drafts Notes, EM. Holograph draft	[1971, 1988]
Folder 2 LOM, [chapter] 1	Original folder Single page, notes; resources.	[198-]
Folder 3 LOM, [chapter] 2	Single page, notes.	[198-]
Folder 4 LOM, [chapter] 3	Single page, notes.	[198-]
Folder 5 LOM [chapter] 4	Notes. [on tetrads]	[198-]
Folder 6 LOM [chapter] 5: Media Poetics	Consists of notes and drafts for material to be included in chapter five of <i>Laws of Media</i> .	[198-]
Folder 7 [Tetrads]	Folder consists of photoduplicate tetrad formulations on 8.5 x 5.5 sheets of paper. Original envelope was marked "Fred."	[1975-80?]
Folders 8-11 Tetrads, Old Format	Folders consist of edited [EM] tetrad formulations, notes towards new ones, and some research materials.	[198-?]

Folder 12 LOS [Laws of Situation] Notes [part 1]	Folder consists of early work on <i>Laws of Media</i> , prior to tetrad formulations as they appear in the published version, but considering the same or some of the same technologies and mediums. Typescript and holograph draft.	[1978]
Folder 13 LOS Notes [part 2]	Notes [EM & MM] and resource material Includes photoduplicates of artwork by Dean Motter, commissioned by EM for LOM.	[1972-198-?]
Folder 14 [Tetrad notes]	List of tetrads with page numbers, notes. Typescript.	[1975-1985]
Folder 15 [Laws of Media, preface drafts.]	<i>Laws of the Media</i> : drafts of preface, notes towards the writing of the preface. WP, holograph draft.	1988
Folder 16 [Laws of Media: unsorted notes and fragments]	Folder consists of items found floating loose and unfolded in their original box. These include, revisions, notes, resource materials, and chapter drafts.	[1972-1988]
Folder 17 [Empty folders]	Folder consists of folders whose contents were spilled at some point in their custodial history [see note above] but with substantial notes written on them.	[1970-1990]

Box 6 12 folders	Draft and resource materials	1969-1980
Folder 1 Telephone Tetrad	Notes and resource material towards the development of a formulation for a telephone tetrad. Photoduplicate and holograph draft.	[1975]
Folder 2 [<i>Laws of Media</i> , design notes]	Original Folder Notes with holograph revisions on design elements for <i>Laws of Media</i> . Particular emphasis on tetrads. Typescript, holograph draft.	[1978]
Folder 3 Tetrad Conference, March 10, 1978 – [held at Fairleigh Dickenson University] [Part 1]	Original Folder Series of typescript notes on different media—Xerox, Cable TV, the Railway, etc.—and their tetrads. Typescript, WP, holograph draft, photoduplicate.	[1978]
Folder 4 Tetrad Conference, March 10, 1978 – [held at Fairleigh Dickenson University]	Continuation of Tetrad Conference materials.	[1978]

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[Part 2]		
Folder 5 <i>Laws of Media</i> working documents, folder one [Part 1]	Includes draft materials; notes; Figures and their explanations, correspondence; issue 16, February 1980 of <i>Science, Technology & Society</i> ; photoduplicate of a Canada Council grant request; photoduplicates of works by Wolfgang Iser, Roger Housden, R.G. Collingwood, P.W. Bridgman, Albert Korzybski, Ernst Gombrich, and a Yiddish translation of the Book of Isaiah and the Book of Kings. Typescript, WP, holograph draft, photoduplicate.	[1970-1980]
Folder 6 <i>Laws of Media</i> working documents, folder one [Part 2]	Continuation of <i>Laws of Media</i> working documents materials from Box 1, Folder 4.	[1970-1980]
Folder 7 <i>Laws of Media</i> working documents, folder two[Part 1]	Includes draft materials and illustrations with an emphasis on the tetrad, its definition, and its application to various media. Typescript, WP, holograph draft, photoduplicate illustrations.	[1970-1980]
Folder 8 <i>Laws of Media</i> working documents, folder two [Part 2]	Includes draft materials with an emphasis on a McLuhan's original list [included: item 1] of miscellaneous laws of media; transcription of a passage from Levi-Strauss; and selection of "spare images," largely consisting of photoduplicates of clippings of published cartoons and [possibly] commissioned illustrations.	[1970-1980]
Folder 9 <i>Laws of Media</i> Old resource stuff to be checked	Original Folder Draft materials. Typescript, holograph draft, photoduplicates.	[1970-1980]
Folder 10 [<i>Laws of Media</i> , loose notes and draft material]	Consists of notes on content and design for the <i>Laws of Media</i> .	[1978]
Folder 11 <i>Right Brain People in a Left Brain World</i>	<i>Right Brain People in a Left Brain World</i> , by Evelyn Virshup. (Los Angeles: Guild of Tutors Press, 1978)	1978
Folder 12 <i>Film as Encounter</i>	<i>Film as Encounter</i> , by Ryder Hector Currie & Donald E. Staples. [Unpublished monograph, photoduplicate, 1969?]	[1969]

Box 7 26 folders	Draft and resource materials	1973-1978
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Folder 1 <i>Laws of the Media:</i> Introduction, Forward, Preface [notes]	Folder consists of unsorted notes, by both EM and MM, on the subject of the introduction for <i>Laws of the Media</i> . Holograph draft.	[1976-1978]
Folder 2 <i>Laws of the Media:</i> Research sources for introduction	Photoduplicates of research material for the introduction and preface to LOM, including: Walker Percy's <i>The Moviegoer</i> M.S. Gram & E.D. Klemke's <i>The Ontological Turn</i> Holograph [MM] notes sources for consideration. Clipped articles and advertisements.	[1976-1978]
Folder 3 <i>Laws of the Media:</i> Tetrad drafts	Assortment of tetrad formulations. Photoduplicate, holograph draft, typescript.	[1976-1978]
Folder 4 <i>Laws of the Media:</i> Old Preliminary [Preface draft 1]	<i>Laws of the Media:</i> Preface. Photoduplicate. ["delivered to Betty Corson"]	Dec. 6, 1974
Folder 5 <i>Laws of the Media:</i> Old Preliminary [Preface draft 2]	<i>Laws of the Media:</i> Preface. Photoduplicate. [3 copies]	Dec. 10, 1974
Folder 6 <i>Laws of the Media:</i> Old Preliminary [Preface draft 3]	<i>Laws of the Media:</i> Preface. Photoduplicate.	Apr. 19, 1976
Folder 7 <i>Laws of the Media:</i> Old Preliminary [<i>Structural Approach</i> , version 1]	<i>Laws of the Media: Structural Approach</i> , version 1. Typescript, photoduplicate. [2 copies, with variance]	[1974-1976]
Folder 8 <i>Laws of the Media:</i> Old Preliminary [<i>Structural Approach</i> , version 2]	<i>Laws of the Media: Structural Approach</i> , version 2. Typescript, photoduplicate. [3 copies, with variance]	[1974-1976]
Folder 9 <i>Laws of the Media:</i> Old Preliminary [<i>Introduction</i>]	<i>Laws of the Media: Introduction</i> . Typescript with holograph revisions. [marked: "original"]	[1974-1976]
Folder 10 <i>Laws of the Media:</i>	Folder consists of tetrad drafts, introductory or promotional drafts, graphic work, and clippings. Typescript, holograph	[1974-1976]

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Old Preliminary [draft materials]	draft, photoduplicate.	
Folder 11 Media Laws, Tetrads [<i>Understanding Media</i> , part 1]	<i>Understanding Media</i> : Table of Contents, tetrads for chapters 1-33. Typescript, carbon copy, holograph revisions.	[1973]
Folder 12 Media Laws, Tetrads [<i>Understanding Media</i> , part 2]	<i>Understanding Media</i> : Added chapters 2-30. Carbon copy.	[1973]
Folder 13 Media Laws, Tetrads [assorted tetrads]	Assorted tetrad formulations. Carbon, photoduplicate, typescript.	[1973-1975]
Folder 14 Media Laws, Tetrads [list of people sent excerpt for review]	List of people "copies sent to." Holograph draft. Chapter excerpt, pp 16-19. Carbon copy.	[1973]
Folder 15 <i>Laws of Media</i> , resources [Clippings: part 1]	Folder consists of magazine and newspaper clippings and photoduplicate book excerpts. [part one]	1946, 1972-1976
Folder 16 <i>Laws of Media</i> , resources [Clippings: part 2]	Folder consists of magazine and newspaper clippings and photoduplicate book excerpts. [part two]	1975-1976
Folder 17 <i>Laws of Media</i> , resources [Clippings: part 3]	Folder consists of magazine and newspaper clippings and photoduplicate book excerpts. [part three]	1957-1976
Folder 18 <i>Laws of Media</i> , resources [<i>Faceless Time</i>]	"Faceless Time," by David Weinberger. Photoduplicate. [Graduate essay written for MM's class at the University of Toronto: Myth and Media]	January 9, 1976
Folder 19 [<i>Laws of Media</i> , Notes]	Folder consists primarily of notes and draft material towards the formulation of tetrads	[1975-1976]
Folder 20 [<i>Laws of Media</i> : Draft materials: tetrads, part	Original containing folder for contents of Box X, Folder 20-26 Drafts of tetrad formulations with some resource material	[1974-1976]

1]	appended, as per the original. Photoduplicate, typescript, holograph draft. [part 1]	
Folder 21 [<i>Laws of Media</i> : Draft materials: tetrads, part 2]	Drafts of tetrad formulations with some resource material appended, as per the original. Photoduplicate, typescript, holograph draft. [part 2]	[1974-1976]
Folder 22 [<i>Laws of Media</i> : Draft materials: tetrads, part 3]	Drafts of tetrad formulations with some resource material appended, as per the original. Photoduplicate, typescript, holograph draft. [part 3]	[1974-1976]
Folder 23 [<i>Laws of Media</i> : Draft materials: tetrads, part 4]	Drafts of tetrad formulations with some resource material appended, as per the original. Photoduplicate, typescript, holograph draft. [part 4]	[1974-1976]
Folder 24 [<i>Laws of Media</i> : Draft materials: tetrads, part 5]	Drafts of tetrad formulations with some resource material appended, as per the original. Photoduplicate, typescript, holograph draft. [part 5]	[1974-1976]
Folder 25 [<i>Laws of Media</i> : Draft materials: tetrads, part 6]	Drafts of tetrad formulations with some resource material appended, as per the original. Photoduplicate, typescript, holograph draft. [part 6]	[1974-1976]
Folder 26 <i>Laws of Media</i> : Duplicate, Revised, Retyped Material	Drafts materials marked "Duplicate, Revised, Re-typed material. For basic filing only!"	[1974-1976]

Box 8 13 folders	Drafts and resource material	[1970] - 1988
Folder 1 Tetrads Omitted [part 1]	Draft materials for tetrads, later omitted from the final version of <i>Laws of Media</i> . Includes tetrad formulations for: Zeitgeist, Play of Metaphors, Rope, Spoken Word, General Systems, Organized ignorance. Holograph draft, photoduplicate.	[1970-1980]
Folder 2 Tetrads Omitted [part 2]	Draft materials for tetrads, later omitted from the final version of <i>Laws of Media</i> . Includes tetrad formulations for: User as Content, Rear View Mirror, Pen, Perfume, Window, Walled City, Newtonian Motion.	[1970-1980]
Folder 3 [Working materials: Research sources]	Contains photoduplicate book chapters and conference proceedings. Some items bear minimal amounts of annotation of uncertain authorship.	

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Folder 4 [Working materials: Research sources: <i>Literacy in Traditional Societies</i>]	Photoduplicate chapters from Jack Goody's [ed.] <i>Literacy in Traditional Society</i> . Note of correspondence from Derrick de Kerckhove to MM, June 20, 1978, appended.	
Folder 5 [Working materials: Research sources: <i>Notes sur la Logique de Mo-Tseu et de Son Ecole</i>]	Photoduplicate chapters from Henri Maspero's <i>Notes sur la Logique de Mo-Tseu et de Son Ecole</i> .	
Folder 6 [Working materials: Research sources: <i>Speech and Phenomena</i>]	Photoduplicate of the entire 1973 (Northwestern University Press) edition of Jacques Derrida's <i>Speech and Phenomena</i> . [including EM's handwritten notes]	[198-?]
Folder 7 <i>Laws of Media</i> : Notes on sources and ideas.	Notes, memos, and clippings.	[1974-80]
Folder 8 <i>Laws of Media</i> : Old version drafts and notes. [tetrad drafts part 1]	Folders contains draft materials of tetrad formulations. Holograph draft. [part 1]	[1982-1988]
Folder 9 <i>Laws of Media</i> : Old version drafts and notes. [tetrad drafts part 2]	Folders contains draft materials of tetrad formulations. Holograph draft. [part 2]	[1982-1988]
Folder 10 <i>Laws of Media</i> : Old version drafts and notes. [non-tetrad related notes and source material]	Folder contains non-tetrad related notes and source materials. Holograph draft, clippings, photoduplicate.	[1982-1988]
Folder 11 [<i>Laws of Media</i> design notes]	Original folder Notes pertaining primarily to page layout for <i>Laws of Media</i> .	[1982-1988]
Folder 12 <i>Laws of Media</i> , layout	Sample page layout plus checklists for <i>Laws of Media</i> artwork and tetrad design for <i>Laws of Media</i> . Holograph	[1985-1988]

and checklists	draft, photoduplicate.	
Folder 13 Tetrad artwork	Consists of original and photoduplicate sketches by Dean Motter, a former student of Eric McLuhan's, intended as tetrad illustrations.	[198-]

Series: Complete Drafts & Page Proofs

The Complete Drafts & Page Proofs Series consists of complete, chronologically successive, manuscript drafts of *Laws of Media* as well as its Spanish translation, *Leyes de los medios*. Series also contains correspondence pertaining to manuscript drafts.

Box 9 9 folders	<i>Laws of the Media</i>, draft. January 8, 1979-January 7, 1980	1979-1980
Folder 1 <i>Laws of the Media</i> : Table of contents, Chapter 1, Proteus Bound, Part 1.	<i>Laws of the Media</i> : Table of contents; Chapter 1: Proteus Bound: Visual Space in Use. Photoduplicate.	1979-1980
Folder 2 <i>Laws of the Media</i> : Chapter 1, Proteus Bound, Part 2.	<i>Laws of the Media</i> : Chapter 1: Proteus Bound: The Genesis of Visual Space. Photoduplicate.	1979-1980
Folder 3 <i>Laws of the Media</i> : Chapter 1, Proteus Unbound, Part 1.	<i>Laws of the Media</i> : Chapter 1: Proteus Unbound: Pre-Euclidean Acoustic Space. Photoduplicate.	1979-1980
Folder 4 <i>Laws of the Media</i> : Chapter 1, Proteus Unbound, Part 2.	<i>Laws of the Media</i> : Chapter 1: Proteus Unbound: The Return to Acoustic Space. Photoduplicate.	1979-1980
Folder 5 <i>Laws of the Media</i> : Chapter 1, Footnotes	<i>Laws of the Media</i> : Chapter 1: Footnotes. Photoduplicate.	1979-1980
Folder 6 <i>Laws of the Media</i> : Chapter 2; Footnotes	<i>Laws of the Media</i> : Chapter 2: Culture and Communication: The Two Hemispheres; Chapter 3 Footnotes. Photoduplicate.	1979-1980
Folder 7 <i>Laws of the Media</i> : Chapter 3; Footnotes	<i>Laws of the Media</i> : Chapter 3: Laws of the Media; Chapter 3 Footnotes. Photoduplicate.	1979-1980

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Folder 8 <i>Laws of the Media:</i> Tetrads [Part 1]	<i>Laws of the Media:</i> Tetrads. Photoduplicate. [part 1]	1979-1980
Folder 9 <i>Laws of the Media:</i> Tetrads [Part 2]	<i>Laws of the Media:</i> Tetrads. Photoduplicate. [part 2]	1979-1980

Box 10 15 folders	<i>Laws of the Media</i>, “early draft.” [Chapter one not present.]	[1980]
Folder 1 Original folder for Introduction.	Manilla folder titled: “LOM Introduction.” Additional holograph notes regarding possible people for “Eval/Review.”	[1980]
Folder 2 <i>Laws of the Media:</i> Title page, Table of Contents	<i>Laws of the Media:</i> Title page, Table of Contents. Holograph draft, WP.	[1980]
Folder 3 <i>Laws of the Media:</i> Introduction [Draft 1]	<i>Laws of the Media:</i> Introduction. Holograph draft. [draft 1]	[1980]
Folder 4 <i>Laws of the Media:</i> Introduction [Draft 2]	<i>Laws of the Media:</i> Introduction. WP. [draft 2]	[1980]
Folder 5 <i>Laws of the Media:</i> Introduction [Draft 3]	<i>Laws of the Media:</i> Introduction. Photoduplicate with holograph revisions. [draft 3]	[1980]
Folder 6 <i>Laws of the Media:</i> Chapter Two [Active draft]	<i>Laws of the Media:</i> Chapter Two: Culture and Communication: The Two Hemispheres. WP with holograph revisions. [Active draft]	1980
Folder 7 <i>Laws of the Media:</i> Chapter Two [Draft copy]	<i>Laws of the Media:</i> Chapter Two: Culture and Communication: The Two Hemispheres. Photoduplicate. [Copy of the active draft before fully marked up.]	1980
Folder 8 <i>Laws of the Media:</i> Chapter Two, notes and single pages.	<i>Laws of the Media:</i> Chapter Two: Notes, photoduplicates of source material, and isolated WP sheets of Chapter Two. Holograph draft, WP, photoduplicate.	[1980]

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Folder 9 <i>Laws of the Media:</i> Chapter Three [draft one]	<i>Laws of the Media:</i> Chapter Three: Laws of the Media. WP with holograph revisions. [draft one]	1979-1980
Folder 10 <i>Laws of the Media:</i> Chapter Three [draft two]	<i>Laws of the Media:</i> Chapter Three: Laws of the Media. WP with holograph revisions. [draft two]	July, 1980
Folder 11 <i>Laws of the Media:</i> Chapter Three, notes and inserts	<i>Laws of the Media:</i> Chapter Three: Notes and pages to be inserted. Holograph draft, WP.	[1980]
Folder 12 <i>Laws of the Media:</i> Chapter Four, draft materials	<i>Laws of the Media:</i> Chapter Four: Tetrads. Holograph draft, photoduplicate. [Draft materials only.] Tetrads for <i>Verbum, Metaphor, The Law of Equilibrium, Subliminal, Monarchy, Republicanism, Electric Politics.</i> Photoduplicate with holograph revisions.	[1979-1980]
Folder 13 <i>Laws of the Media:</i> Chapter Five [draft one, epilogue?]	<i>Laws of the Media:</i> Chapter Five: Metaphysics of Media. Photoduplicate. [2 copies, one marked "Bill Marghner"]	July 29-30, 1979
Folder 14 <i>Laws of the Media:</i> Chapter Five [draft two, epilogue?]	<i>Laws of the Media:</i> Chapter Five: Epilogue. Holograph draft.	June 27, 1980
Folder 15 <i>Laws of the Media:</i> Chapter Five, notes	<i>Laws of the Media:</i> Chapter Five, notes. Holograph draft.	[1980]

Box 11 14 Folders	<i>Laws of the Media</i> draft, January 7 1980	1980
Folder 1 Index Materials and table of contents	<i>Laws of the Media</i> index . Typescript with holograph revisions. <i>Laws of the Media</i> index. Photoduplicate. <i>Laws of the Media</i> table of contents. Photoduplicate.	1980
Folder 2 <i>Laws of the Media,</i> Chapter 1, Proteus Bound, Part 1	<i>Laws of the Media,</i> Chapter One: Proteus Bound, part I: Visual Space in Use.	1980

Folder 3 <i>Laws of the Media</i> , Chapter 1, Proteus Bound, Part 2	<i>Laws of the Media</i> , Chapter One: Proteus Bound, part II: The Genesis of Visual Space.	1980
Folder 4 <i>Laws of the Media</i> , Chapter 1, Proteus Unbound, Part 1	<i>Laws of the Media</i> , Chapter 1: Proteus Unbound, Part I: Pre- Euclidian Acoustic Space.	1980
Folder 5 <i>Laws of the Media</i> , Chapter 1, Proteus Unbound, Part 2	<i>Laws of the Media</i> , Chapter 1: Proteus Unbound, Part II: The Return to Acoustic Space	1980
Folder 6 <i>Laws of the Media</i> , Chapter 1, Footnotes	<i>Laws of the Media</i> , Chapter 1: Footnotes	1980
Folder 7 <i>Laws of the Media</i> , Chapter 2 [part one]	<i>Laws of the Media</i> , Chapter 2: Culture and Communications: the Two Hemispheres [pp. 2:1-2:15]	1980
Folder 8 <i>Laws of the Media</i> , Chapter 2 [part two]	<i>Laws of the Media</i> , Chapter 2: Culture and Communications: the Two Hemispheres [pp. 2:16-2:32]	1980
Folder 9 <i>Laws of the Media</i> , Chapter 3 [part one]	<i>Laws of the Media</i> , Chapter 3: Laws of the Media [pp. 3:1- 3:20]	1980
Folder 10 <i>Laws of the Media</i> , Chapter 3[part two]	<i>Laws of the Media</i> , Chapter 3: Laws of the Media [pp. 3:21- 3:39]	1980
Folder 11 Cartoons	Photoduplicate cartoons sent back to McLuhan by Betty Jane Corson (Doubleday Canada).	[1974-1976]
Folder 12 <i>Laws of the Media</i> Introduction	<i>Laws of the Media</i> , Introduction. Photoduplicate.	1974-1980
Folder 13 <i>Laws of the Media</i> Prefaces	<i>Laws of the Media</i> , Preface. Photoduplicate. October 12, 1974. <i>Laws of the Media</i> , Preface. Photoduplicate. n.d.	1974-1980
Folder 14 [<i>Laws of the Media</i> ,	Letter from Betty Jane Corson regarding the return of an original manuscript for <i>Laws of Media</i> , and McLuhan's	1976-1980

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draft-related correspondence]	proposal for a "Student Media Guide." Photoduplicate of TLS. January 27, 1976 Draft letter from McLuhan to Betty Jane Carson to accompany the submission of a "not-quite-final version" of the <i>Laws of the Media</i> . Holograph draft, unsigned. January 21, 1980 [possibly dictated]	
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Box 12 9 folders	<i>Laws of Media</i> draft submitted to Doubleday	1980
Folder 1 <i>Laws of Media</i> as submitted to Doubleday [part 1]	<i>Laws of Media</i> , title page, TOC, introduction. Photoduplicate of typescript with holograph revisions	[1980]
Folder 2 <i>Laws of Media</i> as submitted to Doubleday [part 2]	<i>Laws of Media</i> , dedication, Visual Space essay. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 3 <i>Laws of Media</i> as submitted to Doubleday [part 3]	<i>Laws of Media</i> , Chapter one, part one. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 4 <i>Laws of Media</i> as submitted to Doubleday [part 4]	<i>Laws of Media</i> , Chapter one, part two. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 5 <i>Laws of Media</i> as submitted to Doubleday [part 5]	<i>Laws of Media</i> , Chapter two. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 6 <i>Laws of Media</i> as submitted to Doubleday [part 6]	<i>Laws of Media</i> , Chapter three. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 7 <i>Laws of Media</i> as submitted to Doubleday [part 7]	<i>Laws of Media</i> , Tetrads: Private Body. Photoduplicate of typescript with holograph revisions.	[1980]
Folder 8 <i>Laws of Media</i> as submitted to	<i>Laws of Media</i> , Tetrads: Corporate Body. Photoduplicate of typescript with holograph revisions.	[1980]

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Doubleday [part 8]		
Folder 9 <i>Laws of Media</i> as submitted to Doubleday [part 9]	<i>Laws of Media</i> , Epilogue. Photoduplicate of typescript with holograph revisions.	[1980]

Box 13 21 folders	<i>Laws of the Media</i> draft, 1983	1983
Folder 1 [Original envelope for <i>Laws of the Media</i> , draft]	Manilla envelope with notes	1983
Folder 2 <i>Laws of the Media</i> , title page and opening material	Title page, dedication, epigrams, and table of contents.	1983
Folder 3 <i>Laws of the Media</i> , Introduction [draft one]	<i>Laws of the Media</i> , Introduction. Holograph draft, photoduplicate, typescript.	1983
Folder 4 <i>Laws of the Media</i> , Introduction [draft two]	<i>Laws of the Media</i> , Introduction. Typescript with holograph revisions.	1983
Folder 5 <i>Laws of the Media</i> , Introduction [draft three]	<i>Laws of the Media</i> , Introduction. Photoduplicate with holograph revisions.	1983
Folder 6 <i>Laws of the Media</i> , Preface [draft one]	<i>Laws of the Media</i> , Preface. Photoduplicate.	1983
Folder 7 <i>Laws of the Media</i> , Preface [draft two]	<i>Laws of the Media</i> , Preface. Photoduplicate with holograph revisions.	1983
Folder 8 <i>Laws of the Media</i> , Chapter One: Proteus Bound, part ii: The Genesis of Visual Space	<i>Laws of the Media</i> , Chapter One, part I, section ii. [pp. I-II-I – I-II-13]. Photoduplicate.	1983

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Folder 9 <i>Laws of the Media</i> , Chapter One	<i>Laws of the Media</i> , Chapter One. [single page: I-II-3]. Photoduplicate.	1983
Folder 10 <i>Laws of the Media</i> , Chapter One	<i>Laws of the Media</i> , Chapter One. [pp. I-IV-5, I-IV-12, I-IV-23, I-IV-24-25, I-IV-28]. Photoduplicate.	1983
Folder 11 <i>Laws of the Media</i> , Chapter Two	<i>Laws of the Media</i> , Chapter Two. [pp. 2-1 – 2-33]. Photoduplicate.	1983
Folder 12 <i>Laws of the Media</i> , Chapter Three	<i>Laws of the Media</i> , Chapter Three. [pp. III-1 – III-39]. Photoduplicate.	1983
Folder 13 <i>Laws of the Media</i> , Chapter 4 [part I]	<i>Laws of the Media</i> , Chapter Four: Tetrads. Photoduplicate. [Ordering as per original.]	1983
Folder 14 <i>Laws of the Media</i> , Chapter 4 [part 2]	<i>Laws of the Media</i> , Chapter Four: Tetrads. Photoduplicate. [Ordering as per original.]	1983
Folder 15 <i>Laws of the Media</i> , Chapter 5 [Version 1]	<i>Laws of the Media</i> , Chapter Five: The New Science: Media Poetics. Holograph draft and photoduplicates.[198-]	1983
Folder 16 <i>Laws of the Media</i> , Chapter 5 [Version 2, copy 1]	<i>Laws of the Media</i> , Chapter Five: The New Science: Media Poetics. Photoduplicate. [Version 1, copy #1] [pp. V1-V31]	1983
Folder 17 <i>Laws of the Media</i> , Chapter 5[Version 2,copy 2]	<i>Laws of the Media</i> , Chapter Five: The New Science: Media Poetics. Photoduplicate. [Version 1, copy #2] [pp. V1-V31]	1983
Folder 18 <i>Laws of the Media</i> , Chapter 5[Version 3]	<i>Laws of the Media</i> , Chapter Five: The New Science: Media Poetics. Photoduplicate with holograph revisions. [pp. V1- V37]	1983
Folder 19 <i>Laws of the Media</i> , Epilogue [Version 1]	<i>Laws of the Media</i> , Epilogue and Prospect. Holograph draft and photoduplicates.	1983
Folder 18 <i>Laws of the Media</i> ,	<i>Laws of the Media</i> , Epilogue. Photoduplicate with holograph revisions. [pp. V1-V8]	1983

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Epilogue [Version 2]		
Folder 19 <i>Laws of the Media</i> [notes and insertions]	<i>Laws of the Media</i> . Notes and insertions. Holograph draft and photoduplicate.	1983

Box 14 7 folders	<i>Laws of Media</i>: “Final T.S.S. Marked Up.”	[1988-1989]
Folder 1 <i>Laws of Media</i> , Final TSS marked-up. [part 1]	Letter from Anne Forte to EM, September 26, 1989. TLS <i>Laws of the Media</i> , Illustrations. <i>Laws of the Media</i> , front matter and introduction. Typescript with holograph revisions.	[1988-1989]
Folder 2 <i>Laws of Media</i> , Final TSS marked-up. [part 2]	<i>Laws of the Media</i> , chapter one. Typescript with holograph revisions.	[1988]
Folder 3 <i>Laws of Media</i> , Final TSS marked-up. [part 3]	<i>Laws of the Media</i> , chapter two. Typescript with holograph revisions.	[1988]
Folder 4 <i>Laws of Media</i> , Final TSS marked-up. [part 4]	<i>Laws of the Media</i> , chapter three. Typescript with holograph revisions.	[1988]
Folder 5 <i>Laws of Media</i> , Final TSS marked-up. [part 5]	<i>Laws of the Media</i> , Chapter four. Typescript with holograph revisions. [Tetrad graphics not present]	[1988]
Folder 6 <i>Laws of Media</i> , Final TSS marked-up. [part 6]	<i>Laws of the Media</i> , Chapter five. Typescript with holograph revisions.	[1988]
Folder 7 <i>Laws of Media</i> , Final TSS marked-up. [part 7]	<i>Laws of Media</i> , Bibliography and footnotes. Typescript with holograph revisions.	[1988]

Box 15	<i>Laws of the Media</i>, oversize page proofs.	1988
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Item 1 Complete copy, page proofs.	Page Proofs for <i>Laws of the Media</i> . (University of Toronto Press, 1988.)	1988
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Box 16	<i>Laws of Media, page proofs.</i>	1988
Folder 1 <i>Laws of Media: Page Proofs</i>	<i>Laws of Media</i> , oversize page proofs with mark-up.	July, 1988
Folder 2 <i>Laws of Media, Page Proofs</i>	<i>Laws of Media</i> , faxed page proofs with mark-up.	August, 1988
Folder 3 <i>Laws of Media, Page Proofs</i>	<i>Law of Media</i> , page proofs, chapter two. Marked up.	1988

Box 17	<i>Laws of Media, unbound galleys</i>	1988
Folder 1 <i>Laws of Media, unbound galley #1</i>	<i>Laws of Media: The New Science</i> (University of Toronto Press). [unbound proof]	1988
Folder 2 <i>Laws of Media, unbound galley #2</i>	<i>Laws of Media: The New Science</i> (University of Toronto Press). [unbound proof]	1988

Box 18	<i>Leyes de los medios. 1990 Spanish translation of Laws of Media. Published by Editorial Patria, Mexico.</i>	
Folder 1 <i>Leyes de los medios: Epigraph and Preface</i>	<i>Leyes de los medios</i> . Epigraph and Preface. WP with EM's holograph revisions.	1990
Folder 2 <i>Leyes de los medios: Introduction</i>	<i>Leyes de los medios</i> . Introduction. WP with EM's holograph revisions.	1990
Folder 3 <i>Leyes de los medios: Chapter 1</i>	<i>Leyes de los medios</i> . Chapter one: <i>Proteo</i> . WP with EM's holograph revisions.	1990
Folder 4 <i>Leyes de los medios: Chapter 2</i>	<i>Leyes de los medios</i> . Chapter two: <i>Cultura y Comunicación</i> . WP with EM's holograph revisions.	1990

Folder 5 <i>Leyes de los medios:</i> Chapter 3	<i>Leyes de los medios</i> . Chapter three: <i>Las Cuatro Leyes</i> . WP with EM's holograph revisions.	1990
Folder 6 <i>Leyes de los medios:</i> Chapter 4	<i>Leyes de los medios</i> . Chapter four: <i>Tétradas</i> . WP with EM's holograph revisions.	1990
Folder 7 <i>Leyes de los medios:</i> Chapter 5	<i>Leyes de los medios</i> . Chapter five: <i>La Poética de los Medios</i> . WP with EM's holograph revisions.	1990
Folder 8 <i>Leyes de los medios:</i> Bibliography	<i>Leyes de los medios: Bibliografía</i> . WP with EM's holograph revisions.	1990
Folder 9 <i>Leyes de los medios:</i> Correspondence and corrections	Folder contains correspondence, and draft correspondence, between EM and Arlette de Alba G., managing editor at Mexico's Editorial Patria, regarding corrections and deadlines for <i>Leyes de los medios</i> .	1990

Series: Correspondence

Series consists of correspondence pertaining to permissions to print, and other correspondence related to the production of *Laws of Media*. Note that, where appropriate certain items of correspondence may also be found in other series alongside documents to which they pertain.

Box 19 14 Folders	Law of Media permission requests	1973-1996
Folder 1 <i>Laws of Media:</i> Permissions [Part 1]	Correspondence template for permissions requests, draft. Correspondence template for permissions requests. TLS Correspondence templates for permissions requests. [1980] Photoduplicates.	[1980]
Folder 2 <i>Laws of Media:</i> Permissions [Part 2]	List of sources cited or referred to. Holograph draft. [EM] List of Permissions sent out. Holograph draft. [EM]	[1980]
Folder 3 <i>Laws of Media:</i> Permissions [Part 3]	Letter of Permission from Allen & Unwin, November 23 1980. TLS. Letter of Permission from Allen & Unwin, December 23 1980. TLS. Letter of Permission from Allen & Unwin, November 5 1981. TL. Letter of Permission from Allen & Unwin, November 1	1980-1982

	<p>1982. TL.</p> <p>Letter from Amleto Lorenzini regarding Italian publication by SugarCo Edizioni S.R.L. , November 26 1981. TLS</p> <p>Letter of Permission from Colin Turbayne (c/o University of South Carolina Press), December 24 1980.</p> <p>Letter of Permission from Columbia University Press, December 23, 1980. Form letter signed.</p> <p>Letter of Permission from Langdon Winner (c/o MIT Press). Form letter signed. January 1, 1981</p> <p>Letter of Permission from St. Martin's Press, December 18 1980. TL.</p> <p>Letter of Permission from Susan Defosset (c/o University of California Press), December 31, 1980. TLS.</p> <p>Letter of Permission from Wildwood House Limited. Form letter signed. January 1, 1981</p>	
<p>Folder 4 <i>Laws of Media:</i> Permissions [Part 4]</p>	<p>Permission requests for Morris Swadesh, [1980] [unsent]</p> <p>Permission request for Joseph Bochenski, [1980] [unsent]</p>	[1980]
<p>Folder 5 [LOM related correspondence, prepublication, Part 1]</p>	<p>Letter from Gunther [?] (Deutsches Institut für Fernstudien an der Universität Tübingen) to EM. March 12, 1973. TLS</p> <p>Letter from Frank Walman (Laventhol, Krekstein, Horwath & Horwath, Management Consultants) to MM. May 15, 1974. TLS [article appended]</p> <p>Letter from Henry Overduin (Montreal Gazette) to MM. September 17, 1975. TLS</p> <p>Letter from J.G. [Joe] Keogh (Consultant in Media and Education) [to MM?]. October 31, 1975. TLS with holograph notes by author.</p> <p>Letter from EM to MM. February 22, 1976. ALS. [Notes from March 13, 1976 appended as per original]</p> <p>Letter from EM to MM. August 6, [1977?]. ALS</p> <p>Letter from E.A. McCulloch (Ontario Cancer Institute) to MM. May 10, 1978. TLS and photoduplicate of TLS. ["Cancer" tetrad notes appended.]</p>	1973-1978
<p>Folder 6 [LOM related correspondence, prepublication, Part 2]</p>	<p>Note from David Fauntleroy [to EM?], n.d. [Photoduplicate of a cartoon appended.] [1980]</p> <p>Letter from Hilda Nantais (Social Sciences and Humanities Research Council of Canada) to EM. March 31, 1980. TL</p> <p>Letter from Mario [M.J] Valdes (UofT Centre for Comparative Literature) to EM. July 10, 1980. TLS and photoduplicates.</p> <p>Letter from EM to Mattie Molinaro with draft of a letter from EM to Loretta Barrett (Doubleday Publishing). March 11, 1981. ALS.</p>	1980-1985

	<p>Letter from Matie Molinaro (Agent for the Estate of Marshall McLuhan) to Samuel Vaughan (Doubleday Publishing). March 20th, 1981. TL. [Copy] Letter from Barry Robinson (American Association of Retired Persons) to EM. July 29, 1982. TLS [article appended] Letter from George [Sanderson] (Antigonish Review) to EM February 5, 1985. TLS.</p>	
<p>Folder 7 [LOM related correspondence, post publication, Part 1]</p>	<p>Note from "M" to EM, [1988?]. AN. Note from EM to "Don," [1988]. TN. Letter from [Betty Trott (nee Cera)] to [?], 1988. Photoduplicate of TLS. Letter from Joe Keogh to EM, November 28, 1988. TLS. Letter from Joe Keogh to EM, December 3, 1988. TLS. Letter from [Bruce Powe] to EM, December 3, 1988. TLS. Letter from Robert Hittel (General Contractor) to EM, November 10, 1988. TLS Note from EM to [?], [1988]. Holograph draft. [Possibly a draft of a letter to the editor regarding Mavor Moore's review of LOM] Letter from Charles Hayes (Plasma Computer Products), December 16, 1988. TLS. Greeting card from "Mary Jane" to EM. December, 1988. ANS. Letter from J. Richmelow Compost (The Bicameral Review) to EM, February 23, 1989. TLS Letter from Howard Wetzler to EM, June 1, 1989. ALS. Letter from Yves Dore to EM, August 21, 1989. Photoduplicate of ALS. Letter from Yves Dore to EM, October 10, 1989. ALS. Letter from Yves Dore to EM, January 16, 1990. ALS [with collage]Letter from Gerald Lynch (University of Ottawa) to EM, July 4, 1990. Photoduplicate of TLS.</p>	<p>1988-1990</p>
<p>Folder 8 [LOM related correspondence, post publication, Part 2]</p>	<p>Letter from Barrington Nevitt to EM, August 12, 1990. ALS. Letter from J.I. Esteban (Concordia University) to EM, September 19, 1990. Photoduplicate of TL. Letter from Miguel Roiz-célix (Universidad Complutense de Madrid) to EM, October 23, 1990. TLS. Letter from Sean Egan to EM., January 11, 1991. ALS. Letter from Greg Evason to EM, July 23, 1991. TLS. Letter from William TCG Powers to EM. September 1, 1992. TL. Letter from Tanya Gitto (Havergal College) to EM, November 29, 1993. [Related material appended] Letter from Yves Dore to EM, April 20, 1994. ALS. Letter from Marie-Laure Raynaud (Tekhnê Librarie de la</p>	<p>1990-1994</p>

	Communication) to EM, June 23, 1994. TLS. “Commentary on Marshall McLuhan” [1994] [Barry Zwicker’s draft of script for production, shared with EM.]	
Folder 9 [Letter to “Teri”]	Letter from EM to Teri McLuhan [sister],” [March, 198-]. Photoduplicate of TL.	[198-]
Folder 10 [School papers sent to EM from The American School Foundation, Mexico.]	Consists of essays written by grade 8 students, using the tetrad in their assignments, sent to EM by their teacher. Genesis of the project is in the correspondence. Letter from Stephen Richardson (The American School Foundation) to EM, August 27, 1992. AL. Letter from Stephen Richardson to EM, June 6, 1994. TLS Letter from Stephen Richardson to EM, December 5, 1994. Facsimile. Letter from EM to Stephen Richardson. January 17, 1995 Three group essay assignments. May, 1994. WP Original envelope.	1992-1995
Folder 11 [<i>Laws of Media</i> , Bulgarian translation, part 1]	Folder consists of correspondence and notes, primarily between EM and Kostadina Iaordanova, pertaining to the publication of a Bulgarian translation of <i>Laws of Media</i> . [Part 1]	1991-1992
Folder 12 [<i>Laws of Media</i> , Bulgarian translation, part 2]	Folder consists of original folder, correspondence and notes, primarily between EM and Kostadina Iaordanova, pertaining to the publication of a Bulgarian translation of <i>Laws of Media</i> . [Part 2]	1992-1996
Folder 13 [<i>Laws of Media</i> , translation related correspondence]	Letter from Corinne McLuhan to Mario Bertin (Edizioni Lavoro), October 28, 1987. Photoduplicate of TL. Letter from Mario Bertin to Corinne McLuhan, November 10, 1987. Photoduplicate of TLS. Letter from Martin Heller, Leonhard Funfschilling, Hans Ulrich Reck, and Janis Osolin (Schweizerischer Werkbund), November 4, 1988. TLS. Letter from Janis Osolin (Stroemfeld, RoterStern) to Corinne McLuhan, November 17, 1988. TLS. Letter from Audrey M. Livernois (University of Toronto Press) to Corinne McLuhan, January 27, 1989. Photoduplicate of TLS. Letter from Masako Kuriyama to Audrey M. Livernois, April 20, 1989. TLS. Letter from Charley LaRose (University of Toronto Press) to EM and Corinne McLuhan, June 22, 1989. TLS Letter from EM to Charley LaRose, July 9, 1989. Photoduplicate of ALS. Letter from Rene Solis (Editorial Patria) to Charley LaRose, September 22, 1989. Photoduplicate of TLS.	1987-1994

	Letter from Charley LaRose to EM, November 3, 1989. TLS. Letter from Charley LaRose to EM and Corinne McLuhan. December 11, 1994.	
Folder 14 [<i>Laws of Media</i> , translation permission fees.]	Folder contains documentation and deposit stubs for payments made to EM by the University of Toronto press as his portion for sale of translation rights to various foreign publishers.	1989

Series: Publicity

The Publicity Series consists of clippings from a variety of newspapers and magazines pertaining to *The Laws of Media* and/or Marshall and Eric McLuhan. Content is predominantly reviews, but also includes retrospectives, interviews with Eric McLuhan, and correspondence regarding reviews. Clippings were gathered by Eric McLuhan from a variety of sources including the University of Toronto Publicity department, associates of Eric McLuhan, and as a consequence of his own efforts.

Box 20	Publicity	1988-2000
Folder 1 [UofT Press catalogues]	University of Toronto Press catalogue, Fall and Winter 1988/89. [x2] [<i>Laws of Media</i> announcement appears on page 2.] Photoduplicate of page 2. [x2] <i>Books in Philosophy</i> . University of Toronto Press special topics catalogue, 1989. [<i>Laws of Media</i> , page 14]	1988-1989
Folder 2 [<i>Laws of Media</i> , reviewer wish list and related correspondence]	Letter from Nicole Ferland (Secretary to Pierre Trudeau), July 7, 1989. TLS. Letter from M.E. Bradford (University of Dallas), October 27, 1988. TLS. Lists of potential reviewers and targets for complimentary copies. Holograph draft. [1988] List of markets that LOM review copies have been mailed to, March 10, 1989. Photoduplicate. [Note from Joan Yolleck (UTP publicist) appended.]	1988-1989
Folder 3 [<i>Laws of Media</i> : Press Notices]	Clippings and photoduplicate clippings of non-review materials related to the <i>Laws of Media</i> . From various publications sources including: <i>The Globe & Mail</i> <i>The Vancouver Sun</i> <i>Thomson News Service</i> (syndicated entertainment column)\ <i>Halifax Chronicle-Herald</i> <i>The Toronto Star</i>	1988-1994
Folder 4	Clipping and photoduplicates of reviews, some annotated,	1988-1989

<p><i>Laws of Media:</i> Reviews [Part 1]</p>	<p>from: <i>Quill & Quire</i> <i>The Globe & Mail</i> <i>The New York Times Book Review</i> <i>The Toronto Star</i> <i>The Vancouver Sun</i></p>	
<p>Folder 5 <i>Laws of Media:</i> Reviews [Part 2]</p>	<p>Clipping and photoduplicates of reviews, some annotated, from: <i>The Calgary Herald</i> <i>The Montreal Gazette</i> <i>Insight Magazine (Washington Times)</i></p>	<p>1989</p>
<p>Folder 6 <i>Laws of Media:</i> Reviews [Part 3]</p>	<p>Clipping and photoduplicates of reviews, some annotated, from: <i>Canadian Materials</i> <i>The Washington Times</i> <i>Times Literary Supplement</i> <i>The Daily Telegraph</i> <i>The Canadian Journal of Communication (Review 1, Dryer Berg)</i> <i>The Canadian Journal of Communication (Review 2, Bill Kuhns)</i></p>	<p>1989-1990</p>
<p>Folder 7 <i>Laws of Media:</i> Reviews [Part 4]</p>	<p>Clipping and photoduplicates of reviews, some annotated, from: <i>Letters in Canada</i> <i>Yorkview Village Voice</i> <i>New Vico Studies</i> <i>Books in Canada</i></p>	<p>1988-1990</p>
<p>Folder 8 <i>Laws of Media:</i> Reviews [Part 5]</p>	<p>Clipping and photoduplicates of reviews, some annotated, from: <i>The Ottawa Citizen</i> <i>British Journal of Canadian Studies</i> <i>The Philadelphia Inquirer</i> <i>Content Magazine</i> <i>American Library Association</i> <i>Dalhousie Review</i> <i>The Journal of Communication</i> <i>Commonweal</i> <i>Media Focus (Centre for Literacy)</i></p>	<p>1989-1993</p>
<p>Folder 9 <i>Laws of Media:</i> Ads</p>	<p>University of Toronto Press catalogue clippings, order forms, and newspaper advertisements.</p>	<p>1989</p>
<p>Folder 10 <i>Laws of Media:</i> Reviews with correspondence</p>	<p>Folder consists of correspondence received by EM regarding reviews and promotion of <i>Laws of Media</i>, and/or Marshall McLuhan. Includes correspondence, with relevant items attached, from:</p>	<p>[1988-1989]</p>

	<p>Corrine McLuhan Eric McCluhan [to Corrine McLuhan – includes draft original and photoduplicate of EM’s letter to the NYT Book Review editor, and clipping of published letter in the 23rd April, 1989 edition.] [Eric Pictor?] Paul Roberts Frank Zingrone Lisa [?] Marian Christy Joan Yolleck Vernon McCreary Tracy [?] Gail Kotchie</p>	
<p>Folder 11 Laws of Media: [Phase II] – public media interviews, contacts</p>	<p>Original folder Published interviews with Eric McLuhan, coverage of Eric McLuhan appearances appearing in: <i>The Calgary Herald</i> <i>The Associated Press</i> <i>The Toronto Sun</i> <i>The Boston Globe</i> <i>The Sun Times</i> (Owen Sound) <i>Markham Economist & Sun</i> EM’s speaking notes</p>	[1989]
<p>Folder 12 [Published articles on or referencing MM]</p>	<p>Articles on or referencing Marshall McLuhan not explicitly linked to <i>Laws of Media</i>. Appearing in: <i>The Toronto Star</i> <i>The Ottawa Citizen</i> <i>The University of Toronto Bulletin</i> <i>The New York Times</i></p>	1988-1989
<p>Folder 13 [Foreign language newspaper articles on MM]</p>	<p>Articles on Marshall McLuhan appearing in: <i>Corriere Della Sera</i> [Italy] <i>Excelsior</i> [Mexico] [Also see Box 4, Folder 13, first item from Corrine McLuhan]</p>	1989
<p>Folder 14 [McLuhan Night, December 19, 2000]</p>	<p>Folder consists of promotional materials, tickets, and EM’s speaking notes for McLuhan Night, an event held by the World Millennium Network, Monday December 19th, 2000 at the University of Toronto’s Hart House Great Hall.</p>	2000

Series: *Laws of Media* Post-Publication Materials.

The *Laws of Media* Post Publication Materials Series consists of research documents, correspondence, revisions, and new essays, gathered and created by Eric McLuhan following the 1988 publication of *Laws of Media*. Also includes materials pertaining to the publication of Bruce R. Powers's *The Global Village*, which EM considered to be an infringement of his and his father's own work.

Box 21 10 folders	<i>Laws of Media</i>, post publication materials	1987-1989
Folder 1 LOM Piece : <i>Canadian Journal of Communication</i> [Correspondence]	Letter from Donald F. Thrall (Canadian Journal of Communication) to EM, December 1 1988. TLS. Letter from EM to Donald F. Thrall, January 6 [1989]. Photoduplicate of ALS. Letter from Donald F. Thrall to EM, July 18 1989. TLS	1988-1989
Folder 2 LOM Piece : <i>Canadian Journal of Communication</i> [Draft notes]	Folder consists of loose notes towards EM's drafting of "The New Science and the Old." Holograph draft. [1989]	[1989]
Folder 3 LOM Piece : <i>Canadian Journal of Communication</i> [Draft one]	Draft essay with photoduplicate inserts. Holograph draft, photoduplicate. [Draft one] [1989]	[1989]
Folder 4 LOM Piece : <i>Canadian Journal of Communication</i> [Draft two]	Draft essay. Typescript with holograph revisions. [Draft two] [1989] [Note from EM to Donald Thrall appended]	[1989]
Folder 5 LOM Piece : <i>Canadian Journal of Communication</i> [Draft three]	Draft essay. Photoduplicate of typescript with holograph revisions. 1989 [Draft three] [Note from EM to Donald Thrall appended and fax report appended]	1989
Folder 6 LOM Piece : <i>Canadian Journal of Communication</i> [Draft four]	Draft essay. Photoduplicate of typescript with holograph revisions. [1989] [Draft four] [Notes appended]	[1989]
Folder 7 "A Tetrad Is..."	Excerpt from "chapter 12" [publication unclear] regarding tetrad definition. Photoduplicate. [multiple copies] Tetrad worksheets. Photoduplicate. [multiple copies, blank]	[1988-1990]

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Eric & Marshall McLuhan Papers, *Laws of Media*

<p>Folder 8 [Correspondence pertaining to Bruce R. Powers's <i>The Global Village</i>, part 1]</p>	<p>Contains correspondence pertaining to possible litigation surrounding the publication of Bruce R. Powers's <i>The Global Village</i> [working title: <i>The Resonating Interval</i>.] Letter from Bruce R. Powers to Corinne McLuhan, July 30, 1987. Photoduplicate of TLS. Letter from Ian R. Mang (Lawyer for Corinne McLuhan) to Bruce Powers, September 15, 1987. Photoduplicate of TLS. Letter from Harald Bohne (University of Toronto Press) to Sheldon Meyer (Oxford University Press), January 18, 1988. Photoduplicate of TLS. Letter from Sheldon Meyer to Harald Bohn, January 29, 1988. Photoduplicate of TLS. Letter from EM to Bruce Powers, March 18, 1988. ALS, holograph draft of letter, and photoduplicate. Envelope and notes.</p>	<p>1987-1988</p>
<p>Folder 9 [Correspondence pertaining to Bruce R. Powers's <i>The Global Village</i>, part 2]</p>	<p>Letter from Bruce Powers to EM, April 20, 1988. TLS and photoduplicate. Letter from George Sanderson to Bill Kuhns, June 26, 1989. Photoduplicate of TLS Letter from Virgil Duff (University of Toronto Press) to EM, July 18, 1989. TLS and photoduplicate. Letter from [Bruce Powe?] to EM, [1989]. ALS Letter from [Bruce Powe?] to EM, July 20, 1989. TLS. Letter from [Bruce Powe?] to EM, July 24, 1989. TLS. Letter from Rachel Toor (Oxford University Press) to Howard Wetzel, August 30, 1989. Photoduplicate of TLS. Letter from Howard Wetzel to Rachel Toor, September 14, 1989. Photoduplicate of TLS. Letter from Howard Wetzel to "McLuhans," [September, 1989], ALS [several photoduplicates appended Letter from EM to Julian Porter (Lawyer), September 30, 1989. Photoduplicate of ALS and draft materials. Letter from Julian Porter to EM, October 27, 1989</p>	<p>1988-1989</p>
<p>Folder 10 [Photoduplicate of <i>The Global Village</i>]</p>	<p><i>The Global Village</i>, by Marshall McLuhan and Bruce Powers. (Oxford University Press, 1989). [Photoduplicate with holograph notes in chapter one. Chapter one duplicated twice.]</p>	<p>1989</p>

<p>Box 22 8 folders</p>	<p><i>Laws of Media</i>, post publication materials</p>	<p>1988-1995</p>
<p>Folder 1 <i>Laws of Media</i>, Post</p>	<p>Transcription and collation of MM quotations on Obsolescence. Photoduplicate.</p>	<p>[1988-1990]</p>

publication research materials [part one]	Transcription and collation of MM quotations on Retrieved and Retrieving. Photoduplicate. Transcription of a Chaucer quotation. Holograph draft.	
Folder 2 <i>Laws of Media</i> , Post publication research materials [part two]	Photoduplicates of source materials, including: Norman O. Brown's <i>Closing Time</i> (Vintage Books, 1973). Graphic excerpts from <i>Rube Goldberg: His Life and Work</i> (Harper & Row, 1973) [received as correspondence, signature illegible.]	
Folder 3 <i>Laws of Media</i> , Post publication research materials [part three]	Notes on tetrads, ideas, and contents for "Son of LOM."	
Folder 4 <i>Laws of Media</i> , Post publication research materials [part four]: Tetrads 1	Tetrad formulations, unsorted. Holograph draft. [part one]	[1990-1995]
Folder 5 <i>Laws of Media</i> , Post publication research materials [part five]: Tetrads 2	Tetrad formulations, unsorted. Holograph draft. [part two]	[1990-1995]
Folder 6 <i>Laws of Media</i> , Post publication research materials [part six]: clippings 1	Folder consists of news clippings, business reply cards, and advertisements taken from a variety of publications including: <i>The Harvard Business Review</i> <i>Newsweek</i> <i>American Way</i> <i>Fortune</i> <i>The Sybervision Catalog</i> [entire issue, nd] <i>Time</i> <i>MacLean's</i> <i>Inside Guide</i> <i>Pergola</i>	1988-1989
Folder 7 <i>Laws of Media</i> , Post publication research materials [part seven]: clippings 2	Folder consists of news clippings and advertisements taken from a variety of publications including: <i>Newsweek</i> <i>Time</i> <i>The Ottawa Citizen</i> <i>The Globe & Mail</i> <i>American Way</i> <i>Visions</i> [entire issue, Spring 1989]	1988-1989

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Folder 8 Laws of Media, Post publication research materials[part eight]: clippings 3	Folder consists of news clippings, advertisements and photoduplicate cartoons taken from a variety of publications including: <i>Penthouse</i> <i>Training Magazine</i> <i>The Toronto Star</i> <i>Presstime</i> <i>OA</i> <i>Now Magazine</i>	1988-1989
Folder 9 Laws of Media, Post publication research materials[part nine]: clippings 4	Folder consists of news clippings and advertisements taken from a variety of publications including: <i>The Globe & Mail</i> <i>Le Monde</i> <i>The Toronto Star</i> <i>Newsweek</i>	1990-1996
Folder 7 Laws of the Media: New Science [essay]	Essay draft of "Laws of the Media: New Science, by Eric McLuhan." Photoduplicate. Essay draft of "Laws of the Media: New Science, by Eric McLuhan." Photoduplicate pages intercut with pasted excerpts from <i>Laws of Media</i> , 1988. [marked: "1 st generation uncorrected"]	[199-]
Folder 8 Tetrad Addenda [essay]	Essay draft of "Tetrad Addenda" written for <i>McLuhan Studies</i> , Volume 1, 1991. WP with holograph revisions.	1991

Series: Miscellaneous.

The Miscellaneous Series consists of assorted items which were too few to warrant a new series. In some cases their connection, if any, to *Laws of Media* is unclear. Series also includes an undated manuscript of *From Cliché to Archetype*. This is the copy from which type was set by the publisher. Note that this item survived a fire, is badly burned and remains fragile.

Box 23 13 folders	Miscellaneous material	1947, [196-] - 1980
Folder 1 [Canadian Management Centre, biography pages.]	Folder consists of biographical information for several people, including MM. Likely part of an information package for an event or conference.	[196-?]
Folder 2 ["Breakdown as Breakthrough."]	Folder consists of one copy of "Breakdown as Breakthrough." Photoduplicate of typescript.	[197-]

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Folder 3 [Resource material]	“The Year it All Came Apart.” By Arthur Miller, <i>New York Magazine</i> 1974.	1974
Folder 4 Research Grant Application [part 1]	Drafts materials towards application for Social Science and Humanities Research Council (SSHRC) funding. Original folder	[1977-1978]
Folder 5 Research Grant Application [part 2]	Photoduplicate of complete application for SSHRC funding.	1978
Folder 6 Research Grant Application [part 3]	Contains four Canada Council guides to grants, blank application form, and correspondence with Canada Council regarding application.	1977-1978
Folder 7 Research Grant Application [part 4]	Contains documents pertaining to The Connaught Fund and information for potential applicants.	1978
Folder 8 Slides for Italy	38 colour slides, tetrad formulations. Used by EM as part of presentation in Italy.	[1978]
Folder 9 [Barrington Nevitt items]	“The Multiverse Unbound,” by Barrington Nevitt. <i>ETC.</i> v47 no2. 1980. Photoduplicate Photoduplicate of the complete text of <i>ABC of Prophecy</i> , by Barrington Nevitt (Toronto. Canadian Futures, 1980)	1980
Folder 10 <i>Laws of Media</i> launch party, [List of invitees]	Original folder. List of invitees for the <i>Laws of Media</i> launch party, November 29, 1988. Holograph draft, photoduplicate. Notes. Invitations. [x2]	1988
Folder 11 <i>Laws of Media</i> launch party, [Guest lists]	Guest lists, with accepts and regrets, for both EM and University of Toronto Press for <i>Laws of Media</i> launch party. WP. [1988]	1988
Folder 12 <i>Laws of Media</i> launch party sign-in book]	Lined guest book with signatures.	November 29, 1988
Folder 13 [Miscellaneous notes]	Folder contains loose notes and resource material related to <i>Laws of Media</i> but not connected to other folders in the original ordering of folders.	1947-1989

Box 24	<i>From Cliché to Archetype.</i> New York: Viking Press, 1970	
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Item 1	<i>From Cliché to Archetype</i> [Ms] Typescript with holograph revisions. [196-]	[196-]
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Series: Audio Visual

Series consists of 73 reel-to-reel audio tapes, audio cassettes, audio cd, and video cassettes. Content is predominantly music and documentary. Photocopy of original index in box 25.

- Tapes wanting: 3, 14, 18, 19, 36, 71.
- Tapes converted to CD: 58, 58A, 58B, 58C.
- Lettered tapes do not appear on original index.

Boxes	Audio tapes	
Box 25	Tapes 1-10, ¼ inch reel to reel . Tape 4 is container only.	n.d.
Box 26	Tapes 11-13, 15-17, 2, 23, 25. ¼ inch reel-to-reel.	n.d.
Box 27	Tapes 21-24, 27-29, 30-33, 35, 38. ¼ inch reel-to-reel.	n.d.
Box 28	Tapes 24, 27, 39-29. ¼ inch reel-to-reel.	n.d.
Box 29	Tapes 50-55, 58. ¼ inch reel-to-reel.	n.d.
Box 30	Tapes 56-57, 59-62, 65. ¼ inch reel-to-reel.	n.d.
Box 31	Tapes 64, 66-70, A-D. ¼ inch reel-to-reel, cassette.	n.d.
Box 32	Tapes E-H, ¼ inch reel-to-reel.	n.d.
Box 33	Tapes I-M, ¼ inch reel-to-reel.	n.d.
Box 34	Tape M, four parts, 1/4 reel-to-reel & compact disc [duplicates].	1967
	VHS Video Cassettes	
Box 35	Cassettes A-L	n.d.
Box 36	Cassettes M-Untitled	n.d.
	Film reels	
Box 37	“Having a Cup of Tea, No. 2” [Film splicer included]	n.d.

Index to audio:

1. Marie Lloyd, 1971

2. James Joyce, "Plurabelle"
3. Wanting
4. Poetry? Case only.
5. W.H. Auden.
6. Modern Poets.
7. Poetry.
8. Burns, poetry.
9. Student's reading poetry – Harley Parker's tape done at 96 St. Joseph.
10. Tchaikovsky
11. Shakespeare, performed by grade 6 children.
12. E.Gilson: "St. Thomas and Theological Peace"
13. Poetry.
14. Wanting
15. Harley Parker: "Insight into Mass Media Communications."
16. John Crowe Ransom lecture: Indiana, 1957.
17. Audio essay: "The Public Interest" [no McLuhan]
18. Wanting
19. Wanting
20. Gibson on Foolery.
21. Gerd Stern
22. Possible blank.
23. German political commentary, 10/26/1967.
24. Poetry related.
25. Liz-Mike-Tep [Children fooling around after JFK assassination. No McLuhan.]
26. Sealed blank.
27. From Mr. Knots, Pleasant Valley H.S.. Chico, California, 1966.
28. Mike Strong – Sinatra.
29. Fr. Sydney MacEwan – "Scotch and Irish Folk Songs"
30. Stravinsky.
31. Lauder and Scot.
32. "Mikado"
33. Gondoliers
34. "Pinafore" Acts 1 and 2.
35. Chopin.
36. Wanting
37. Tom Easthood.
38. Congo Choir.
39. Cultural Heritage – Brave New World War Symphony
40. Kathleen Ferrier
41. Buxtehude.

42. Bach
 43. Father Stan Murphy, Claude Bissell
 44. Scottish Folk Music
 45. Bridey Murphy
 46. Henry Morgan
 47. **Unknown.**
 48. Tape sent to MM from Steve Robinson, Newton, Mass. 9/21/70.
 49. **Unknown.**
 50. Rabbi Feinberg
 51. Leonard Bernstein
 52. What is Jazz?
 53. Experiment in Criticism, D. Doeden, A. Padderud, S. Stanczyk. 1971.
 54. "Sweeney Agonistes"
 55. Harley Parker [no McLuhan]
 56. W.B. Yeats.
 57. McLuhan – Parker on Space, Poetry, Painting.
 58. MM on CBC, 1973
 59. [Claire Young audio tape to McLuhan – No McLuhan]
 60. T.S. Eliot.
 61. T.S. Eliot.
 62. Wychwood Park, 1969. Poetry. [No McLuhan]
 63. "Gas!", J. Beckwith.
 64. Alec Guinness reading. Music by Aaron Copeland and Stravinski.
 65. "African Drum Language."
 66. Tresso O'Driscoll on Yeats an Joyce.
 67. Comedy.
 68. John Wain.
 69. Harley Parker "The Medium is the Message."
 70. English Folk Music.
 71. "Hemisphere's of the Brain" – wanting.
- A: 2 cassettes from Institut D'Etudes Politique.
B-D: "The Impact of Broadcasting", 1972.
E: Organ
F: [music?]
G: Stair Goblin Boy Cloud Family
H: CBC programming, 1963.
I: CBC: Glenn Gould #1
J: CBC: Glenn Gould #2
K: [CBC: Glenn Gould #3?]
L: CBC: Western Meadowlark [?]

MS
Coll
00657

Eric & Marshall McLuhan Papers, *Laws of Media*

M: Tape from Sensorium, Honolulu, Hawaii – On W. Lewis?

N: CBC: McLuhan's Marfleet Lecture I and II, March 16-17, 1967

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Best Seller

Contract Killer

Eraserhead

The Falls

In the Reign of Twilight

Isaac Asimov's Nightfall

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The Jackal

The Killing Fields

The Land Before Time

McLuhan's Wake

Nova: Adventures in Science?: UFO's: Are We Alone?

The Omega Code

Outer Limits: Don't Open Till Doomsday

Six Degrees of Separation

Twenty Bucks

X-Men

Untitled 1: "Lee and Andrew" July 19 2003

Untitled 2

Item: film strip sent to Marshall McLuahn, March 8, 1976 from Abram Maguire.