

**McLuhan-Bissell Collection**  
**Finding Aid Updated July 18, 2013**  
**Donations from Christine Bissell, c/o Deirdre MacDonald**

In 2011, the Information Services team at the Inforum received a donation-in-kind from the wife of Claude T. Bissell. While president of U of T, Bissell became friends with Marshall McLuhan and as friends, McLuhan often made gifts of his work to Bissell and, in turn, Bissell made sure to watch for material written about or in response to McLuhan. When Bissell passed away in 2000, he had a significant collection of material by and about McLuhan in his personal library which his wife and daughter saw fit to donate to the Inforum. The donation was a modest yet valuable collection of works by and about Marshall McLuhan. The McLuhan-Bissell collection chronicles McLuhan's life-work and includes major works, personal letters, extensive annotations, and much more. The donated material comes in monographic, serial, ephemeral, and archival format and totals 92 items overall.

The collection has been sorted into two boxes that are packaged by weight. Box one contains serials, monographs, and other materials, while box two only holds monographs. Page 12 contains a listing of the contents of each box.

**Serials**

SERIALS	SIGNATURE/SPECIAL NOTE
<b>1.The Activist</b> Vol.8, no.1 (Fall 1967)	
<b>2.Antioch Review</b> Vol.27, no.1 (Spring 1967)	Hand-written notes in pencil on the title page.
<b>3.Antigonish review</b> a. No.50 (Summer 1982) 2 copies b. No.74/75 (Summer/Autumn 1988) 2 copies	2 postcards between p. 32-33. Note to Bissell on the postcard. 2 <sup>nd</sup> copy – signed by Claude Bissell, also hand written address on the title page.
<b>4.The Basilian Teacher</b> Vol.4, no.6 (March 1960)	Fragile material. Water damaged. Note on the cover "on McLuhan".
<b>5.The Canadian forum</b> Vol.61, no.709 (May 1981)	
<b>6.Canadian Journal of Communication</b> Vol.7, no.3 (Nov./Feb. 1980/81)	

SERIALS	SIGNATURE/SPECIAL NOTE
<b>7.Commentary</b> Vol.31, no.1 (Jan. 1965)	Bookmark in between p. 78-79, also talks about McLuhan in the article.
<b>8.Et Cetera</b> Vol.34, no.2 (June 1977)	Bookmark in between p. 174-175 and p. 230-231. Some paragraphs underlined in pencil.
<b>9.Explorations: Studies in Culture and Communication</b> No.1 (Dec. 1953) No.3 (Aug. 1954) No.4 (Feb. 1955) No.5 (June 1955) No.6 (July 1956) No.7 (Mar. 1957) No.8 (Oct. 1957)	No.1 – signed by Marshall McLuhan with the note: “with heartiest thanks to president Smith”. No.3 – bookmark between p. 96-97
<b>10.Harper’s Bazaar</b> April 1968	Oversized
<b>11.Harper’s magazine</b> Vol.231, no.1386 (Nov. 1965)	Hand-written date “PP. 62-68 Nov. 65” on the front cover of the magazine.
<b>12.Journal of Canadian studies</b> Vol.1, no.2 (Aug. 1966)	Note tipped between pages 36-37. Signed “Marshall McLuhan”. Note written in pencil and on the line paper. One sided only. On page 37. 1911 underlined in pencil.
<b>13.Liberte</b> Vol.9, no.5 (Sept./Oct. 1967)	
<b>14.Maclean’s</b> Vol.90, no.5 (Mar. 7, 1977)	Photocopy of an article. Some paragraphs underlined in pens. On p. 4: “Interview with Professor Marshall McLuhan”.
<b>15.The McLuhan DEW-LINE</b> a. v.1, no. 4 (Oct. 1968) b. v.1, no.5 (Nov. 1968) c. v.1, no. 6 (Dec. 1968) d. v.1, no.9 (Mar. 1969, section 1) e. v.1, no.10 (April 1969)	
<b>16.McLuhan studies: explorations in culture and communication</b> Vol.1 (1991)	

SERIALS	SIGNATURE/SPECIAL NOTE
<b>17. Newsweek</b> Vol. 69, no. 10 (March 6, 1967)	Note tipped in by Bissell: "McLuhan is the message!" Dated: Mar. 1/67
<b>18. Saturday night</b> Vol. 109, no. 7 (Sept. 1994)	
<b>78. The New York Times Magazine</b> (Jan. 29, 1967) Section 6	Handwritten "McLuhan-p18" on cover. "Understanding McLuhan (In Part)" by Richard Kostelanetz. Oversized.
<b>79. Esquire: The Magazine for Men</b> (August 1966)	Handwritten "McLuhan 71— on cover." "Against McLuhan: He's swinging, switched on, with it and Now! And Wrong" by Benjamin DeMott. Oversized.

### Monographs

Monographs/Serials	Signature/Special notes
<b>19. City as classroom: understanding language and media /</b> Marshall McLuhan, Kathryn Hutchon and Eric McLuhan. Ontario: The book society of Canada Ltd., 1977.	Business card paper clipped on the first page. Stamped "presented with the compliments of the book society of Canada".
<b>20. Communication in Africa: a search for boundaries /</b> Leonard W. Doob. London: Yale University Press, 1961.	Signed by "H. McLuhan" on the 1 <sup>st</sup> page of the book. This is a review copy from "McGill University Press". Originally had notes inside (91).
<b>21. Counter blast /</b> Marshall McLuhan. Toronto: McClelland and Stewart Ltd., 1969.	Marshall McLuhan signature on pg. 5
<b>22. Culture is our business /</b> Marshall McLuhan. New York: McGraw-Hill	

Monographs/Serials	Signature/Special notes
book company, 1970.	
<b>23. Essential McLuhan</b> / edited by Eric McLuhan and Frank Zingrone. Concord: Anansi, 1995.	Signed by Corinne on Feb. 27, 1996 Hand written in black pen "For our very dear friend Claude on his birthday – Love, Corinne".
<b>24. From cliché to archetype</b> / Marshall McLuhan with Wilfred Watson. New York: The Viking press, 1970.	
<b>25. The Gutenberg galaxy: the making of typographic man</b> / by Marshall McLuhan. University of Toronto press  <b>Note: Unrevised uncorrected proofs of a book not yet published.</b>	
<b>26. The Gutenberg galaxy: the making of typographic man</b> / by Marshall McLuhan. University of Toronto press	Copy 2: Marshall McLuhan note on the reverse side of the book cover with his name. 2 sides hand written pencil notes starting on the right side of the book cover page with numbers. Post card left at the end of the book.
<b>27. The interior landscape: the literary criticism of Marshall McLuhan 1943-1962</b> / selected, compiled, and edited by Eugene McNamara. New York: McGraw-Hill book company, 1969.	Signed by Marshall McLuhan Hand written in blue pen "Grateful greetings to Claude Bissell from his protégé, Marshall McLuhan".
<b>28. Laws of media: the new science</b> / Marshall and Eric McLuhan. Toronto: University of Toronto Press, 1988.	

Monographs/Serials	Signature/Special notes
<p><b>29. Letters of Marshall McLuhan</b> / selected and edited by Matie Molinaro, Corinne McLuhan and William Toye. Toronto: Oxford University Press, 1987.</p>	
<p><b>30. Marshall McLuhan</b> / Dennis Duffy. Toronto: McClelland and Stewart Ltd., 1969. (2 copies)</p>	
<p><b>31. Marshall McLuhan: escape into understanding</b> / W. Terrence Gordon. Toronto: Stoddart, 1997.</p>	
<p><b>32. Marshall McLuhan: the book of probes</b> / David Carsons. Gingko press, Inc., 2003.</p>	
<p><b>33. Marshall McLuhan: the man and his message</b> / introduction by John Cage and edited by George Sanderson and Frank Macdonald. Falcrum Inc., 1989.</p>	Signed by Claude Bissell
<p><b>34. Marshall McLuhan: the medium and the messenger</b> / Philip Marchand. Toronto: Random House, 1989.</p>	Signed by Claude Bissell plus hand written pencil notes on the same page with numbers. Note tagged in between pages 202-203.
<p><b>35. McLuhan</b> / Jonathan Miller. Fontana, 1971.</p>	Signed by Claude Bissell plus two lines of hand written pencil notes on the same page. Bookmark in between pages 18-19.
<p><b>36. McLuhan e la metamorfosi dell'uomo (atti del convegno venezia, 11-13</b></p>	

Monographs/Serials	Signature/Special notes
<p><b>novembre 1982)/</b> a cura di Derrick de Kerckhove e Amilcare A. Iannucci. Roma: Bulzoni editore, 1984. 2 copies</p>	
<p><b>37. McLuhan hot &amp; cool</b> / New York: The Dial Press Inc., 1967.</p>	Signed by Claude Bissell hand written pencil notes on the same page.
<p><b>38. McLuhan: pro&amp;con</b> / edited and with an introduction by Raymond Rosenthal. New York: Funk &amp; Wagnalls, 1968.</p>	
<p><b>39. The mechanical bride: folklore of industrial man</b> / Marshall McLuhan. Boston: Beacon Press, 1967.</p>	Hand written pencil and pens notes on the title page. Signed "Hi Claude Bissell, old horse – Marshall McLuhan". Underlined in pencil in some article.
<p><b>40. The medium is the message</b> / Marshall McLuhan Quentin Fiore co-ordinated by Jerome Agel. (2 Copies) New York: Bantam Books, 1967.</p>	Hand written in pen on the reverse side of the cover. Name and date "Apr. 5, 1967" written. Copy 2: Note written on the title page "Claude!", "note the mass-age and the mess-age regards Marshall McLuhan".
<p><b>41. The medium is the message Marshall McLuhan Quentin Fiore</b> / co-ordinated by Jerome Agel. New York: Random house, 1967.</p>	Note by McLuhan on first page. Originally had a letter in it (92).
<p><b>42. The medium is the rear view mirror: understanding McLuhan</b> / Donald F. Theall. Montreal: McGill-Queen's university press, 1971. (2 copies)</p>	Signed by Claude Bissell hand written pencil notes on the same page. 2 <sup>nd</sup> copy – Signed by Claude Bissell. Hand written pencil and pens notes on the reverse side of the cover page.

Monographs/Serials	Signature/Special notes
<p><b>43. Sense &amp; nonsense of McLuhan</b> / Sidney Finkelstein. New York: International publishers, 1968.</p>	<p>Bookmark in between pages 108-109.</p>
<p><b>44. Take today: the executive as dropout</b> / Marshall McLuhan and Barrington Nevitt. Don mills: Longman Canada Ltd., 1972.</p>	<p>Hand written note "For Claude and Christine affectionately Marshall McLuhan". Written in pencil on the same page. Empty envelop in between pages 124-125.</p>
<p><b>45. Through the vanishing point: space in poetry and painting</b> / Marshall McLuhan and Harley Parker. New York: Harper Colophon books, 1969. (2 copies)</p>	<p>Hand written note "Marshall McLuhan Sez greetings to Claude and Christine on the occasion of their party for the return of the McLuhan's Sept 28/68".</p>
<p><b>46. Understanding media: the extensions of man</b> / by Marshall McLuhan. New York: McGraw-Hill book company, 1964.</p>	<p>Hand written note "For Claude, than whom... from Marshall, than much...". Also written in pencil on the same page. Sentences underline in some paragraph.</p>
<p><b>47. War and peace in the global village</b> / Marshall McLuhan and Quentin Fiore co-ordinated by Jerome Agel. New York: Bantam books, 1968.</p>	<p>Hand written note "Claude makes my head spin with his McLuhan colleges Marshall McLuhan" on the reverse side of the book cover.</p>
<p><b>48. Who was Marshall McLuhan?: exploring a mosaic of impressions</b> / via Barrington Nevitt with Maurice McLuhan. Toronto: Comprehensivist publications, 1994.</p>	<p>Bookmark in between pages 60 – 61.</p>

### Other Formats

SOURCE/(FORMAT)	DESCRIPTION/(ADDITIONAL NOTES)
49.(Letter)	2 pages of typed letter to Madam Chancellor by James M. Ham on March 1977. ("Letter is dealing with the University Academic Affair", also talks about Marshall McLuhan.)
50.The New York times book review September 8, 1968 Pages from 3-68 Title "Are the Days of McLuhanacy Numbered?" on pg. 3 (Book review magazine)	Date also written in pencil. "Sept 8/68" (Fragile material) Oversized.
51.Proceedings of the Royal Society of Canada Series IV, vol. XIX 1981. (Article "Herbert Marshall McLuhan 1911-1980" by Claude T. Bissell)	Marshall McLuhan photo on the front pg. by University of Toronto Information Services. (Talks about the biography of Marshall McLuhan Pages from 136-139 from the proceedings "The Royal Society of Canada".)
52.The McLuhan DEW-LINE Vol.2, no.3 November 1969, Poster 3 (Poster)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the poster "This is a printing office". Following names appears in between the article about printing: "Ben Franklin, Emma Lazarus and Gutenberg")
53.The McLuhan DEW-LINE Vol.2, no.3 November 1969, Poster 1 (Poster)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the poster "OIKOS". Two words underlined: "Economy and Ecology". Following names appears in between the article "Gutenberg, Marlowe's Tamburlaine and Machiavelli".)
54.The McLuhan DEW-LINE Vol.2, no.3 November 1969, Poster 4 (Poster)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the poster "Beyond the C". This poster talks about "work".)
55.The McLuhan DEW-LINE Vol.1, no.11 May 1969, (Reprinted article in a grey folder)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the article: "Strike the set". Pages 1-16.)
56.Reprinted article from the March 1969 issue of "PLAYBOY" magazine. (Reprinted article + photocopied of the same article)	Copyright 1969 by HMH publishing Co. Inc. (Title on the article: "Playboy interview: Marshall McLuhan". Year written pencil "69". Some sentence underlined by pencil and pen also margin area.



SOURCE/(FORMAT)	DESCRIPTION/(ADDITIONAL NOTES)
57. Letter to Claude from Mary on December 20, 1987. 1 page (Letter)	Written in pen "Merry Christmas & Happy New Year to you, Christine & the family". Signed by Mary. (On the letterhead "Marshall McLuhan center on global communications", also Advisory board names listed.)
58. Title: "Yes, McLuhan IS hard...and well worth the effort", by Dr. D. Carlton Williams. (Newspaper clipping)	Dr. Williams talks about McLuhan and his critics. Written in pen at the bottom of the page. (Fragile material)
59. Newspaper undetermined. (Comics clipped from a newspaper)	In the comic area written "Books McLuhan Spoken", also signed. (Fragile material)
60. Magazine title: SR Date: June 4, 1996. Section: TV and Radio Page 54 (Magazine clipping)	Title of the clipping: "The McLuhan effect". Written in pen on the top page also no 66 is written in middle of the page. (Fragile material)
61. Title: "Main Probe Here", also on the right column titled "Side Probes Here". Copyright July 1968, Marshall McLuhan. (*Article from "The McLuhan DEW-LINE". Titled: "A startling, shocking early warning system for our era of instant change!".)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003 (4 pages)
62. Titled: "When you call me that, smile!". The McLuhan DEW-LINE Pages from 1-34 single side (Loose leaf in black portfolio folder)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003 Oversized.
63. Date: Saturday, September 28 Pages 1-6 single sided Stapled (Address list for "welcome home" reception for Marshall and Corinne McLuhan)	Names and address listed. Written in pencil and pens on margin areas, check marked, address crossed off and written again. ("30" written on the top right hand corner. Hand written notes in it.)
64. "Sunday Times Weekly review" Date: August 13, 1967	Title: "Joker or Genius...or Both: Professor Marshall McLuhan, of Toronto, dislikes the new teenage culture but has become its international prophet". (Fragile material (handle with care))

SOURCE/(FORMAT)	DESCRIPTION/(ADDITIONAL NOTES)
Date also written in pen on the top. Pages 17-28 (Section from the newspaper)	Photo image of Marshall McLuhan with his wife and four of his six children.)Oversized.
<b>65.</b> “The McLuhan DEW-LINE” vol.1, no.9 March 1969 Section 3 Title: “The Sight of Sound The Sound of Sight”, by Tony Schwartz. (Leaflet)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003
<b>66.</b> “The McLuhan DEW-LINE” vol.2, no.4 Jan. – Feb. 1970. Title: “Agnew agonists”. Pages 1-16 double sided (Magazine)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003
<b>67.</b> The McLuhan DEW-LINE Vol.2, no.3 November 1969, Poster 2 (Poster)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the poster “The end of steel and/or steal: corporate criminality vs. collective responsibility”. Following names appears in between the article “Donald Cressey, Jos. C. Goulden and D. H. Lawrence.)
<b>68.</b> The McLuhan DEW-LINE Vol.2, no.3 November 1969, Poster 6 (Poster)	By Human Development Corporation, 200 Madison Avenue, N.Y. Copyright Marshall McLuhan, 1969. (Title on the poster “Profile of the 70’s”. Subtitle: “The 70’s will see”.)
<b>69.</b> The McLuhan DEW-LINE Vol.1, no.5 November 1968 Title: “EYE vs. EAR” (*Chart)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003 (From “Eye vs. Ear” chart linked to “through the vanishing point, the family and individual vs. tribal”. Note: please see the other row with the * Both have a title of: “A startling, shocking early warning system for our era of instant change!”)
<b>70.</b> The DEW-LINE by Marshall McLuhan Vol.1, no.7 January 1969. (Newsletter)	Human Development Corporation, 119 Fifth Ave., New York, N.Y. 10003 (Fragile material. Different titles with the section page numbered.)
<b>71.</b> Type written single sided commentary. 3 pages Hand written date. (Commentary)	Few sentences underlined in pencil. Paper clipped (Page 1: From Compton, Neil, “The Cool Revolution”, Commentary (January, 1965) 79-81 Page 2: From Rosenberg, Harold, “Books, philosophy in a Pop Key”, The New Yorker (Feb. 27, 1965) pp. 129-36. Page 3:

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	From "Born Under Telstar" Marshall McLuhan: Understanding Media. The Extensions of Man. The Times Literary Supplement (August 6, 1964) 693.)
<p><b>72.</b>Magazine title: SR Date: March 18, 1967 Pages: 51-53 Title: "A schoolman's guide to Marshall McLuhan", by John M. Culkin. Title: "There'll be fewer little noses", by Paul Woodring. Pages: 68-72 (Magazine clipping)</p>	Hand written date (Fragile material Water damage, mould)
<p><b>73.</b>Title: "Counterblast" 1954 (Counterblast blue notepad)</p>	Double sided (3 single sided sheet include at the beginning "c/o Marshall McLuhan" titled: Network #1 Network #2 (2 copies) Fragile Hand written in pen and pencil)
<p><b>74.</b>"The financial post" April 18, 1970. Pages: 1-18 Title: A worshipful visit to the shrine of McLuhan by Alexander Ross on page 7 (Newspaper)</p>	Hand written date on the top right corner. Image of Marshall McLuhan on page 7 (Fragile material (handle with care)) Oversized.
<p><b>75.</b>From "The times literary supplement" Thursday, September 28, 1967. Section: Communications Title of the article: "Operation McLuhan" Pages: 887-890. (Newspaper clipping)</p>	Hand written date on the top right corner. (Fragile material (Handle with care)) Oversized.
<p><b>76.</b>Title: "Director's report for the five year review of the McLuhan program in culture and technology", by David R. Olson. Sept. 1, 1987.( Typed review)</p>	15 pages Some words are underlined with pencil.

SOURCE/(FORMAT)	DESCRIPTION/(ADDITIONAL NOTES)
77.The Globe and Mail (Sept 10, 1973)	Newspaper Article "Understanding McLuhan-and fie on any who don't" by Marshall McLuhan
80.The New Yorker	Books: Philosophy in a Pop Key. Handwritten "New Yorker Feb. 27/65." P.129-135.
81.Unidentified Stack of Notes	Handwritten: Notes on the Mechanical Bride, The Gutenberg Galaxy, and untitled/illegible. 2 typed pages, Thomas Eric Marshall McLuhan, publications, other research, and other.
82.Handwritten Notes	On Seven Springs Farm, Mount Kisco, and New York Stationary. 2 pages "McLuhan" written on the top of the first page. (Written by Bissell?)
83.Letter	To Chris and Claude from Colin B. Mackay on University of New Brunswick stationary. Hand dated Jan. 11, 1996.
84.Christmas Card	From Colin and Mary Mackay
85. Certificate	Tree Dedication Program U of T. Certification of Presentation in honour of Claude T. Bissell on the occasion of his 80 <sup>th</sup> Birthday a Sugar Maple has been planted on the North Side of the Bissell Building at the University of Toronto
86. Draft Copy of McLuhan and his Critics	Typed document with handwritten notes. 5 pages. Last page is signed CTB (Claude T. Bissell).
87. Draft of paper	Handwritten. Abstract of Paper crossed out at the top. 2 pages. (Written by Bissell?)
88.Abstract of Paper	2 pages typed. (Written by Bissell?)
89.Letter	On Office of the President University of Toronto letterhead. Letter to Claude T. Bissell from John H. Sword. November 4, 1976.
90.Letter	Letter to Beverly Matthews from Claude Bissell. February 25 <sup>th</sup> , 1969.
91.Notes	Notes originally found inside <u>Communication in Africa</u> (20). 13 pages.
92.Letter	Letter originally found in <u>The Medium is the Massage</u> (41). From Elizabeth Darhansoff (Random House) to Claude Bissell.

**Box 1:** contains serials 1-18, 78-79, monographs 19, 23, 25-26, 30, 35, 40, 43, 45-47 and other formats 49-77, 80-92.

**Box 2:** contains monographs 20-22, 24, 27-29, 31-34, 36-39, 41-42, 44, 48.