

MARSHALL McLUHAN SAYS THAT TV KILLED BOB KENNEDY!

He also says that:

The TV Generation of students will continue to battle colleges (and the rest of the Establishment) until they rule them! (A McLuhan warning: The *real* activists are only fourteen years old, and have not yet reached the scene of action!)

Mini-skirts are only the first step towards "Instant-Sex"!

Experience is now of no use in business. Therefore, look for a twenty-year-old president of IBM!

If you'd like to know why—absolutely free—send in the coupon below. Treat yourself to a new view of the world—entirely at our risk!

ARE YOUR TESTIMONIALS SHOWING?

Everybody becomes a nobody when they are processed by a computer data bank.

Therefore (a McLuhan prediction) the really great privilege of the elites of the future will be to erase the computer information about them, and assume their private identities again!

Everyone else's (to repeat again) testimonials will be showing.

How about yours?

If you are surprised by events, then you do not understand them!

If your advisors cannot predict them, then these advisors are useless to you.

If the newspapers or magazines or other media cannot tell you what really causes them, then you simply must look somewhere else.

Otherwise, the future will either trample or abandon you!



United Press International Photo

HERE'S HOW THE DEW-LINE WORKS

To give you a new pair of eyes to see the world the way it really is—

A SAMPLE EVENT: The assassination of Robert Kennedy.

THE CONVENTIONAL EXPLANATION: America is disintegrating as a society... violence is becoming rampant... no one, even the great, is safe.

RESULTS OF THE CONVENTIONAL EXPLANATION: Despair, impotence, blindness to real causes.

THE McLUHAN EXPLANATION: Kennedy misused television. Although he was supremely aware of its strengths, he was fatally unaware of its dangers. Thus—by heating up this

essentially cool medium at a critical moment—he practically begged for a try on his life.

RESULTS OF McLUHAN EXPLANATION: The realization that TV causes violence—and only TV can correct it! A new role for the politician, where he greatly outweighs his entire party. In fact, the end of the political party as such, and perhaps the American electoral system as it has existed for the last two hundred years. ALL DETAILED FOR YOU IN FUTURE ISSUES OF THE McLUHAN EXPLANATION.

Early this year, a leading ad agency offered Dr. McLuhan \$5,000 an hour for consultations with their top executives.

He gives you four times as much in each issue of this Newsletter—for one-one-hundredth of that price!

You decide whether it's worth it—after you read the first three issues at our risk.

What wonders could you have performed, if Freud had offered to share his first theories with you?

Or if Edison had offered to share his first patents with you?

The analogy is perfectly valid. What Marshall McLuhan has created, in the past few years, is an entirely new technology for seeing the true reality of our times.

This technology, of course, is a new way of recognizing, and dealing with, causes rather than effects. Diseases rather than symptoms. Opportunities rather

than hindsights.

It gave birth, as always, in the mind of a single man. It is derided, as always, by those who do not understand it. It is explosively powerful, as always, by those who grab hold of it at the very beginning—and use it as a tool to shape their own futures!

Will you be one of them?

J ♠ One medium can't do the McLuhan Dew-Line justice!

Therefore look for the following multi-media issues (as just two random examples):

THE MARSHALL McLUHAN POKER DECK—Where you deal yourself a handful of understanding, and watch random selection reveal undreamed similarities between previously—"unconnected" events.

WHAT TV COMMERCIALS REALLY SAY—A mind-expanding film strip composed of top TV commercials all over the world (prepared with the cooperation of more than a dozen leading agencies), that shows you the hidden message in those "golden 60 seconds", and what they really say to youngsters and teen-agers (as just two examples).

NOW! The Marshall McLuhan DEW-LINE FOR HALF THE PRICE!

Yes, the Marshall McLuhan DEW-LINE NEWSLETTER—the "hot-line to McLuhan's thought" as it evolves month by month—is now yours for half the previous price.

Think about it for a moment: In its first year alone, the DEW-LINE attracted over 4,000 top government, business and intellectual leaders—all at \$50 each. It is now a flourishing gadfly in England, France, Italy and (soon to be) Japan. Universities all over America have written for permission to reprint entire issues, to let their students (and faculty) know where

it's at today.

It's at Toronto, in the Center for Culture and Technology, in the mind of one of the most brilliant and perceptive men who's ever lived. And now his \$50 a year DEW-LINE Newsletter switches to an every-other-month format—for only \$25 a year—with the same multi-media innovations every issue—and the same maddening content.

For a sample of that content, read this page. For a larger sample—why not read the first issue of the DEW-LINE—entirely at our risk!

THE FUTURE STARTS HERE!

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