

This Time the Medium Is the Mini



These girls help to publicize the new record issued by Columbia Records, "The Medium Is The Massage," by Marshall McLuhan. Medium employed is the non-tribal placard.

To Marshall McLuhan, the medium is both a message and a massage.

So when the time came (as it did yesterday) to promote his new record, "The Medium is the Massage," based on his new book and a play on the words of his old book, "The Medium is the Message," Columbia Records decided to use the age-old medium of pretty girls.

Mini-skirted misses paraded around the advertising districts in New York, Los Angeles, San Francisco, Chicago and Boston carrying placards promoting the al-

bum. Some complimentary copies of what Columbia calls an "informative and funny" record were also handed out.

The recording, like the book, was written by Mr. McLuhan and Quentin Fiore, an artist. Both were coordinated by Jerome Agel, who heads his own agency and is the editor-publisher of Books, a monthly newspaper.

Consumer advertising for both the recording and the book has thus far been restricted to Books, incidentally, which proves that Mr. Agel really knows how to coordinate.