The Lighter Side of Macintosh®
Macintosh Cartoons
by Ted Goff

as published in Mac/CHICAGO®
The Lighter Side of Macintosh®

Macintosh Cartoons by Ted Goff

as published in Mac/CHICAGO®

We’re delighted to bring you this collection from one of our favorite contributors to Mac/CHICAGO magazine.

Ted Goff created these cartoons especially for Mac users. His insight into the world of Macintosh computing is extraordinary. “To be a good cartoonist,” he says, “you just have to know people.”

And he knows a lot about Mac users. His imaginative illustrations show the humor in people and the computing tools we use daily. Ted Goff’s original cartoons reveal an enlightened look at Macintosh computing.
"I KNEW IT! HE USES A MAC FOR THE CREATIVE WORK!"
"AND THAT'S HOW WE USED TO DO THINGS BEFORE WE HAD MACS."
“WHAT? ARE YOU STILL USING MS-DOS?”
"I JUST CAN'T STAY AWAY FROM MY MAC, DOCTOR. DO YOU THINK THAT'S UNHEALTHY? DOCTOR?"
"Some users are here to discuss your decision not to upgrade our product."
"INSTANT GRATIFICATION? SORRY—YOU'LL NEED A MAC FOR THAT."
"CAVENAUGH! YOU COME OUT OF THAT SCREEN SAVER THIS MINUTE!"
"THE PROGRAM MANUAL SAYS FOR HELP CALL 911."
THE BARE NECESSITIES

YOU ARE HERE

A REALLY GREAT SYSTEM
"EXCUSE ME, LADY. I WAS WHISTLING AT YOUR POWERBOOK."
"AND SO THAT'S THE SHORTEST PATH BETWEEN POINTS A AND B USING MS-DOS."
"READY?  OKAY—SAY CHEESE!"
"I THINK IT LIKES ME."
THE MACINTOSH FACTORY

Goff

NEW TOOLS
SHORT CUTS
FUN
COLORS
SIZZLE
ICONS
"DIDN'T ANYONE TELL YOU? WHILE YOU WERE ON VACATION ALL THE TECHNOLOGY CHANGED."
"DEAR SANTA, PLEASE BRING MY SISTER SYSTEM 7, A COLOR PRINTER, A MODEM AND A SCANNER, AND A PAIR OF SOCKS AND UNDERWEAR FOR ME. YOURS TRULY, JIMMY."
“AND NOW FOR THE MULTI-MEDIA NEWS.”
DO NOT DISTURB
NESTING WITH MACINTOSH

Goff
"THIS NEW SCREEN SAVER IS VERY RESPONSIVE. EVERY TIME MY MIND GOES BLANK, SO DOES THE SCREEN."
Boolean Logic Search
Next right and left exits

Goff
"FROM NOW ON YOU'LL HAVE TO SORT YOUR TRASH FOR RECYCLING."
YOUR REPORT WILL BE READY IN 40 MILLION YEARS.

"I TOLD YOU NOT TO GET THE PC!"
"IT ALL STARTED WITH A MAC CLASSIC AND A SUBSCRIPTION TO MAC/CHICAGO."
Get new Ted Goff cartoons and more in every bi-monthly issue!

Get Mac/CHICAGO, “The Resource for Chicago-land Macintosh Users,” by subscribing for just $12.00 for six big issues. You’ll save 20% off the cover price, and six trips to the store!

✔ Yes, I want Mac/CHICAGO!

Name__________________________________________

Company________________________________________

Address________________________________________No. ______

City__________________________________________

ST ______ Zip _________ Phone____________________

How did you hear about Mac/CHICAGO?______________

□ Enclosed is my check for $12.00.
□ Send me a 2-year subscription and save me even more. Enclosed is my check for $22.00.
□ Bill me. PO# ____________________________
  for □ 1 yr. □ 2 yrs.
□ Renew my subscription for □ 1 yr. □ 2 yrs.
Your subscription to Mac/CHICAGO will keep you in touch with the Chicagoland Mac user community. You’ll find savvy local columnists, great tips and techniques, user group listings, bulletin board services, and information about seminars, shows, and events.

Plus, the unique Mac/CHICAGO Trade Directory—updated in each issue—has resources for all the local Mac-related products and services you need. You can get it all delivered to your mailbox, in six big issues a year, for only $12!
Mac/CHICAGO is sold at some newsstands and bookstores for $2.50 per single copy. A one-year subscription (six issues) is $12.00. If you would like to subscribe to Mac/CHICAGO, see the clip-out form preceding the page at left.

For more information about this book or Mac/CHICAGO, write or call us at 515 E. Golf Road, Suite 201, Arlington Heights, IL 60005; (708) 439-6575. You can also reach us by electronic mail on America Online: JDees; on AppleLink: MAC.CHICAGO; or on CompuServe: 70550,11.
About Mac/CHICAGO...

"The Resource for Chicagoland Macintosh Users."

Mac/CHICAGO, a bi-monthly magazine, is packed with resources for Chicago-area Macintosh computer users. Our columnists, including the well-known Don Crabb, are experts in their fields and good writers, to boot. The Mac/CHICAGO Trade Directory provides a comprehensive listing of local services available—everything from consultants to service bureaus to laser cartridge rechargers and used equipment.

We put a lot more emphasis on people than most Mac magazines. We profile local users and local companies which provide services to Mac users, and show how people use the Mac to do real projects.

Mac/CHICAGO is the only all-Macintosh publication for Chicagoland readers. The articles on Mac software, hardware, and techniques are written for end users rather than technoids, with plain language and often a humorous tone. Of course, Ted Goff's cartoons always give us something to smile about!