



**THE SOFTALK APPLE PROJECT**  
a living history of early apple microcomputing

# Colophon

This “quick, dirty, and compact” (QDC) edition of the “**Tales from the Mac Underground**” (No.1) was created and is made freely available by **The Softtalk Apple Project** ([www.SofttalkApple.com](http://www.SofttalkApple.com)).

We thank fellow *Friend of Softtalk* **Trici Venola** for her cooperation and encouragement to make this truly rare document available.

“Tales...” (circa early 1986) is among the earliest examples of **desktop comic publishing** (as well as being about an early on-line service predating the Internet). “Tales...” was created with the brilliant Mac software **Comic Strip Factory** which itself was an entrepreneurial collaboration by ex-Softtalk staff members, including David Durkee and Kurt Wahlnar, after Softtalk ceased publication.

For more on the “preserve, explore, extend” mission of The Softtalk Apple Project, go to:

[www.SofttalkApple.com/about](http://www.SofttalkApple.com/about)

Thank you... Enjoy! ☺

--**Jim Salmons**--

*Founder and Research Director*

**The Softtalk Apple Project**

TALES FROM THE

# MAC UNDERGROUND



NUMBER ONE

\$1.50



# in this issue...

\*\*\*UNDERGROUND\*\*\*

# QUEST

BROUGHT TO THE BRINK of sanity by the mind-boggling data streaming thru his modem and into his Mac, an ordinary guy sets out to discover its source—MAC UNDERGROUND. Arriving in Fairfield (hub of the universe) Iowa, he grapples with sex, danger, excitement, sex, mushrooms, coke, sex & IBM MENTALITIES!!!  
*OK--so he doesn't grapple with sex.*

JERRY DANIELS—the Jack Kerouac of the twenty first century—takes us disappearing down the smoke rings of our minds IN SEARCH OF THE PERFECT METAPHOR for Mac software in...

COMPUTERS &  
CONSCIOUSNESS

AN OPEN LETTER TO...

# ROBERT CRUMB

\*\*\*\*\*

This four page example of...

*REPRODUCED*

(the Sunday Comic found in our UNDERGROUND ARCHIVES) chronicles a plea from Jerry Daniels to R. Crumb (the legendary comic book artist) to let us be the first to publish his stuff online.

This strip is, in fact, a BLATANT example of the incredible depths we'll sink to just to look hip.

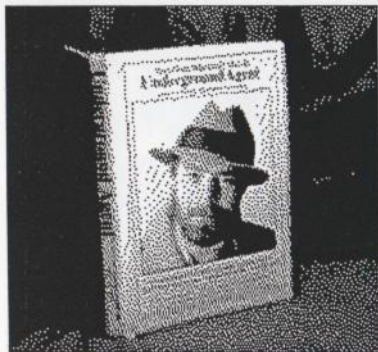
DETAILED DESCRIPTIONS of our software and our online service—with all the AD HYPE we had room to throw at you in a last-ditch effort to get you to cough up the membership fee—PLUS...a special offer to anyone who's smart enough to join on or before Sept. 1, 1986. It's all here in our...

UNDERGROUND  
○○DOSSIER○○

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VOICE HOURS are 10AM to 4PM, Central Time, Monday through Friday.

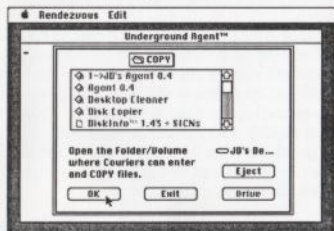
There's something ELSE you can do  
with Underground Courier:

## RENDEZVOUS WITH AN... UNDERGROUND AGENT™!!!

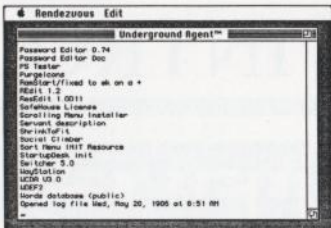


*DIGITIZED: Our Underground Agent package featuring Bill Bond—the brave man who cut the code. (What a genius!)*

Underground Agent™ lets you set up your Mac to transfer/receive information as you sleep (or whatever). First, put all the files you wish to make available to callers in a special folder. Then create another folder where you'd like Agent to put NEW stuff (sent to you by callers). Then double click on the Agent icon (our logo looking out a window) and it'll zoom you to two dialog boxes.



First Agent will prompt you for the name of the folder you'd like to publish (make available to callers). It'll prompt you again for the name of the folder where you'd like new stuff filed. If you make this the same as the published folder, Agent will then publish the files that are sent to you so the next caller can pick them up, too! (The next caller could be YOU, too.)



As you see above, once Agent knows where to get and where to put files, it'll list all the files in your published folder (up to 50) on your Agent desktop—at lightning speed. Then it'll take a few extra seconds to carefully set your modem (which must be highly Hayes-compatible). Voilà. Now your Mac is standing-by, ready to transfer files of any way, shape or Mac form.

**WORRIED ABOUT SECURITY?** Agent comes with an **Underground Security Kit™**. This is a combination file compressor and encryptor written by another brilliant Underground programmer, Pete LeMay. Double-click the kit icon and choose from the menu: **Encrypt, Decrypt, Compress** or **Decompress**. To shrink a file and shorten copy time, hit compress; to encrypt it so that only the proper password can open the file, select encrypt—which will actually compress AND lock the file. Agent also comes with Pete's neat password generator/editor.

**SUCH A DEAL!** And all so-o-o incredibly easy to use! You'll wonder what the heck the telecommunications *fixes* is all about.

**OK—there IS one slight catch.**

There IS a reason why our over-the-phone file transfer (aka telecommunications) software is so much faster, more versatile and simple-to-use than any other. **WE OWN BOTH ENDS OF THE PROCESS.**

That means we've created the software for both the caller and the "host" to use. Underground SafeHouse and Underground Agent are both OUR host programs. To contact either one, you *must* use the other side of the link: Underground Courier. While Courier is definitely NOT a public domain program, we DO allow members (who are bonafide owners of Courier) to give copies of Courier to friends (with "demo" as the password) so they can call a member's "Agent" Mac.

- **AGENT FOR NON-MEMBERS: \$119.90** (includes Agent, Password, Security Kit, Courier, one year Underground membership & optional listing in the Online Agent Directory)
- **AGENT FOR MEMBERS: \$59.95** (includes Password, Security Kit & optional listing in the Online Agent Directory)

# INTRODUCING...

## BUSINESS & PLEASURE

*Coming SOON  
to a SafeHouse  
near you!!!*



**PLEASURE BEFORE BUSINESS...** Mac Underground is opening up two new floors in its nationwide SafeHouses. The first floor will continue to contain all the Mac information tools you could ever want. The second floor will contain business information—and the third floor will be devoted to pure entertainment, excitement & fun.

**USERS MUST BE 18 OR OLDER...** to enter the pleasure level, since a small portion of the material is considered "R" rated (and will be noted as such). Included on a rotating basis will be:

- **DATABASES** with movie, restaurant, recipe, exercise, health, and leisure information;
- **COLUMNS** on consumer electronics, recreation, personal relationships & money management;
- **REVIEWS** of movies, videos, records, and books;
- **DIGITIZED ART & SOUND** photos, animation sequences, comics, jam sessions, and erotica;
- **ORIGINAL FICTION** in serial or short story form, including sci-fi, fantasy, humor, childrens, adventure, espionage, and mystery.

The business floor will be stocked with custom templates, business abstracts/columns and word-frequency analyses of the news. The cost of a year's subscription to **BUSINESS** or **PLEASURE** is \$99.95 each. **BUSINESS** won't be opening its doors until November... but **PLEASURE** OPENS ON SEP 1st.

**SPECIAL EARLY SUBSCRIBER OFFER...** if you send in your paid subscription by August 31, 1986, your first year of **Pleasure** will only cost you \$79.95. If you don't know if it'll be worth it—check out our current floor of Mac information. You'll see the kind of quality information & intelligent approach to (and use of) the Mac that we're committed to. We guarantee our new floors will take Mac'ing even further into the future.

**ONE MORE OFFER...** you can be one of 1,000 users to get a 19" x 25" full-color poster of the cover of this comic. We're selling a limited edition of 1,000 numbered prints (with Jerry Daniels' autograph and a copy of this comic) for \$19.95. To order, use the form on the back of this book.

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...AND IT'S **ANOTHER** ORDINARY STREET, IN **ANOTHER** ORDINARY TOWN.

NOW, YOU WANNA GO WHERE?

WELCOME TO FAIRFIELD, IOWA

ONE OF GIRLS' STATE BASKETBALL CHAMPS 1982

UM, 607 N. COURT STREET

GUESS I'M IN THE RIGHT TOWN, ANYWAY...

ONLY GO IN TOWN CAB CO.

WELL, MAYBE NOT QUITE...

A CITY OF MUSHROOMS?

THAT'S TH' UNIVERSITY...UH...THEY MEDITATE THERE...

OH.

YARRGH!! STOP THE CAR!!

THAT'S IT!!

THAT'S THE "ROAD" CAR!!

THEY REALLY EXIST!!

ONLY GO IN TOWN CAB CO.

SCREECH!!

THANKS A LOT, SPORT!!

ROAR!!

STILL, IT'S NOT QUITE WHAT I EXPECTED...



HEY!!  
THERE'S A  
SUBSCRIBER  
OUT HERE!!

A WHAT?

WHAT CAN WE DO  
FOR YOU, SIR?

JUST  
NAME IT!!

YES!! HE  
ACTUALLY  
PAID FOR  
A SUB-  
SCRIPTION!

AND I THOUGHT  
YOU GUYS WERE  
A FIGMENT OF  
MY IMAGINATION.

WHAT DID YOU SAY  
YOUR NAME WAS?

I'M 94LTS!\*AND  
I'M HERE TO SEE  
WHO YOU ARE  
AND HOW YOU  
CAN STAND UP  
TO THE POWERS  
THAT BE!

AH, BUT WE'VE  
GOT SOMETHING  
STRONGER  
THAN THEM.


YOU MEAN...

WELL WELL WELL!  
A SUBSCRIBER!  
I'M JERRY DANIELS  
AND THIS IS MARY  
JANE MARA!  
WANT SOME  
COKE?

RIGHT! FREE  
SPEECH AND  
JERRY DANIELS!  
THEY'RE RIGHT  
UP THERE IN THE  
TREEHOUSE!

<sup>>gloke</sup>  
I WAS AFRAID  
OF SOMETHING  
LIKE THIS.






WE SNORT A **LOTTA** COKE AROUND HERE, GUY... **HELP YOURSELF!**

(WHEW!)  
**THANKS!**

NOW, WHAT CAN WE DO FOR YOU?



WELL...OH...YOUR MAGAZINE'S GREAT...

**YEAH?**

BUT... I GET THE FEELING THERE'S MORE GOING ON HERE THAN I UNDERSTAND.

**OH-HUH!!**

I MEAN-ARE YOU PEOPLE FOR REAL? WHAT ARE YOU TRYING TO DO WITH ALL THIS? WHERE ARE YOU COMING FROM? **WHAT'S THE POINT?!!**

(I THINK WE'VE GOT A LIVE ONE HERE.)  
THE POINT IS TO MAKE INFORMATION **EASILY AVAILABLE TO EVERYONE**. IF IT'S EASY TO GET, YOU CAN **SAVE YOUR BRAIN** FOR SOMETHING IMPORTANT-LIKE APPLYING THAT INFORMATION!  
THE POINT IS TO HAVE INFORMATION THAT'S WORTH APPLYING.  
THE POINT IS--

IS IT TRUE THAT YOU HAVE YOUR **FOUR-YEAR-OLD BETA-TEST "COURIER"?**

YEP, ONE REASON IT WORKS SO WELL IS BECAUSE WE OWN **BOTH ENDS..**

**OF THE FOUR-YEAR-OLD??**

**NO, NO! THE MODEM HOOK UP: "AGENT," "COURIER" --ALL OF IT! WE MADE 'EM REALLY FAST-- THAT WAY WE COULD.**

BUT **SOME** PEOPLE DON'T LIKE THAT...

SO YOU'RE COMING FROM...

AS TO WHERE WE'RE  
COMING FROM... WE  
COMBINE THE  
OVERALL AMBIENCE  
OF *FIVE DECADES*...



THE **ADVANCED TELE-**  
**COMMUNICATIONS**  
OF THE "INFORMATION  
AGE" '80'S



PLUS THE  
**COMPUTER**  
REVOLUTION  
OF THE 70'S

Tune On  
Drop In  
Turn Out



WE HAVEN'T  
FORGOTTEN THE  
**SOCIAL CONSCIENCE**  
OF THE 60'S,

**POWER TO  
THE PEOPLE!!**



**PEACE  
LOVE  
HOPE**

BUT WE'RE **ALSO**  
UTILIZING THE  
**INDUSTRIAL MIGHT**  
OF THE 50'S.



AND IN OUR BATTLES  
AGAINST THE DEHU-  
MANIZATION OF THE  
COMPUTER INDUSTRY,

WE EMBODY  
THE 40'S  
**IDEALS OF THE  
FRENCH  
RESISTANCE!!...**



**WE WILL  
NEVAIRE  
SUBMIT!**

...TO MAKE  
INFORMATION  
ACCESSIBLE TO  
THOSE WHO **NEED**  
IT, NOT JUST A  
PRIVILEGED FEW...

PROVIDING  
PEOPLE WITH  
INFORMATION  
THEY'RE NOT  
SUPPOSED  
TO **HAVE**...

AT PRICES  
THEY'RE NOT  
SUPPOSED  
TO **GET**!!

BUT...  
WHO IS  
THIS ALL  
FOR?

HERE'S LOOKING  
AT YOU, **KID**!!

WHO **ARE** YOU,  
AND WHO WERE  
YOU **BEFORE**?

EXCUSE ME, J-- OH,  
**MR. RICK**-- BUT THERE  
ARE SOME GUYS HERE  
TO SEE YOU AND THEY  
DON'T LOOK **HAPPY**.

WHERE ARE  
THEY **FROM**?

**GUESS.**

OH-OH.

OH, IT'S YOU, LOUIS. WHAT IS IT **THIS** TIME?

AH! JERRY! GOOD TO SEE YOU. YOU REMEMBER HOEY **SHORT**, DEWEY **SHORT**, AND LOUIE **SNOTT**...

... AND THIS IS JIM **STRASSER**. HE'S DOING SOME **CONSULTING** FOR US..



OH, YEAH? WHAT DO YOU **CONSULT** ABOUT?

(AHEM!) **CORPORATE SYSTEMS TECHNIQUES & PROCEDURES.**

(OF ALL THE BULLETIN BOARDS IN ALL THE TOWNS IN EVERY COUNTRY IN THE WORLD HE HADDA WALK INTO **MINE**.)

NOW, JERRY, WE HAVE A **PROBLEM** WITH THIS **ARTICLE** ABOUT YOU.. IT SAYS THAT YOU'RE **STILL** SELLING OUR PRODUCTS FOR **RIDICULOUS** PRICES!

*OH, DON'T SIT UNDER THE APPLE TREE WITH ANYONE ELSE BUT ME, ANYONE ELSE BUT ME, ANYONE ELSE.....*



HEY! I DIDN'T WRITE THE **ARTICLE**! CALL THEM! WHAT ARE YOUR GUYS DOING OUT THERE?

UH— JERRY—

LET'S DROWN 'EM OUT!!

ANYONE ELSE BUT ME  
ANYONE ELSE BUT ME  
ANYONE ELSE BUT ME

OH, BETCHA WONDER  
HOW I KNEW  
ABOUT YOUR PLANS  
TO MAKE ME BLUE...

...HEARD IT THROUGH  
THE GRAPEVINE  
DON'T YOU KNOW THAT I  
HEARD IT THROUGH  
THE GRAPEVINE  
HONEY HONEY  
OH YEAH!!

WHY, LOUIS!  
YOU'RE SINGING  
OUR SONG!

WELL, I DIDN'T COME HERE TO SING!  
DO YOU REALIZE WHAT WILL  
HAPPEN TO YOUR STATUS AS A  
DEVELOPER-AND AN ELECTRONIC  
INFORMATION DISTRIBUTOR--  
IF YOU CONTINUE TO SELL OUR  
PRODUCTS THROUGH THE MAIL?!!

WE'RE NOT  
SELLING 'EM  
ANYMORE.

YOU'RE NOT?

THAT'S RIGHT!  
WE COULDN'T MAKE  
ANY MONEY AT IT.  
AND AS YOU KNOW,  
WE'RE ONLY IN IT  
FOR THE MONEY.

WE HAVE REPORTS TO THE CONTRARY. IT'S ALL HERE IN YOUR DOSSIER.

OH, SIT ON IT, JIM!

MY CLIENT WILL HAVE A FULL REPORT ON THIS!

WHY DON'T YOU GET TO IT, THEN? AND TAKE HOEY, DEWEY AND LOUIE WITH YOU.

GASP!

THERE'S NOTHING YOU CAN DO TO THE MAN NOW. AND YOU'RE ONLY AN OUTSIDE CONSULTANT! I REPRESENT THE COMPANY!



LET ME SEE THAT! GEE, ARE MY EYES REALLY BROWN?

GENTLEMEN, YOUR BUSINESS IS POLITICS. MINE IS RUNNING A MAGAZINE. NOW IF YOU'LL EXCUSE ME...



SLAM!!

FASCISTIC CORPORATE BLATHERSKITE!! I'M SURPRISED HE DIDN'T CLICK HIS HEELS ON THE WAY OUT.

SAY, LOUIS--WHY DON'T YOU STICK AROUND AWHILE AND DRIVE OL' 94LTS!# HERE TO THE AIRPORT WITH US?

THANKS



**AND SO:** IT'S NOT YOUR COMPANY I OBJECT TO. IT'S THE ATTITUDES OF MEGACORPORATE ICEMEN LIKE THAT STRASSER.

AN INDUSTRY  
FOUNDED BY  
VISIONARIES  
AND MADMEN!

IT'S ALL **SYSTEMS** AND **PROCEDURES** WITH THOSE GUYS. THEY'RE **SUCKING** THE **LIFE** OUT OF THE MICROCOMPUTER INDUSTRY...

...AND EXPECTING TO  
REPLACE IT WITH  
**MONEY. HAH!**

**MONEY'S GREAT,**  
BUT THEY GET SO  
**SCARED.** THEN  
**CREATIVITY** AND  
**IMAGINATION** GO  
OUT THE WINDOW!

IF THAT ATTITUDE  
HOLDS SWAY THE NEW  
COMPUTERS WILL BE  
ABOUT AS EXCITING  
AS **TOASTERS.**



NOW, YOU **WILL**  
COME BACK AND  
VISIT US **AGAIN?**  
YOU WON'T  
**FORGET US?**

I'LL THINK  
OF YOU  
**EVERY**  
TIME  
I TAKE  
A RISK!

GATE 7

THIRSTY?  
HERE, I'LL BUY...

I'M SICK OF  
**DIET COKE,**  
JERRY.

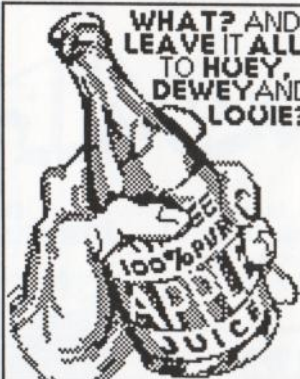


GLUG  
GLUG



Y'EVER  
THINK ABOUT  
GETTING OUT?

WHAT? AND  
LEAVE IT ALL  
TO HOEY,  
DEWEY AND  
LOUIE?



EXIT



CLUNK!

HAHA!!

NEVAIRE!!

LEAVE? HAH! NO!! I WILL STAY! I WILL FIGHT!  
AND THERE ARE OTHERS LIKE ME!! AND NO MATTER WHAT  
THE CORPORATE IMPERIALISTS DO THERE WILL ALWAYS BE  
PEOPLE OF CREATIVITY AND IMAGINATION AND THERE WILL  
ALWAYS BE PEOPLE WHO RECOGNIZE IT AND A THOUSAND  
JIM STRASSERS CANNOT STOP US!!

VIVE LA  
RESISTANCE!!

THERE WILL  
ALWAYS BE  
TECHNICAL  
GENIUSES!!

THERE WILL  
ALWAYS BE  
SOFTWARE  
MADMEN!!



THERE WILL  
ALWAYS BE  
DANGEROUS  
VISIONARIES!!

VIVE LA  
RESISTANCE!!

Y'KNOW, I HAVE THE FEELING  
THIS IS THE BEGINNING OF A  
BEAUTIFUL FRIENDSHIP.

THE END

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VENOL



# CONFESSIONS OF A MAC

## MADMAN

Once again, Jerry Daniels takes to the Mac highways and byways in his trusty '53 Buick with a Mac in the dash--this time IN SEARCH OF A REAL METAPHOR in...

### COMPUTERS AND CONSCIOUSNESS

Last night I was listening to a comic on Carson talk about how laid back Los Angeles folk are. He did a bit on two guys trying to decide whether or not to evacuate LA because of a thermonuclear disaster...

"What IS this radioactive fallout thing?"

"It's—like—smog with an attitude."

This (believe-it-or-not) leads us into my topic: CONSCIOUSNESS, COMPUTERS, and METAPHORS. The point I'd like to make about consciousness is that it's NOT conscience. Conscience is consciousness with an attitude. Consciousness is the light through which we see, hear, smell,

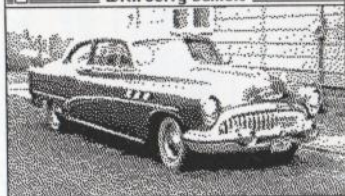
*"The whole of literature is really about the neverending struggle of consciousness to shine through the nervous system and properly illuminate objects of experience."*

taste and touch the world around us. Consciousness illuminates objects of experience—whether they're sense objects or more subtle mind objects. The human nervous system is a reflector or transmitter of consciousness; really quite a remarkable one.

The whole of literature—especially older religious scripture—is really about the neverending struggle of consciousness to shine through the nervous system and properly illuminate objects of experience. This is done through allegory and parable—often

### On the Road

with Jerry Daniels



in the language of the times when recorded. There are things called "stress" (demons, minions, rakshasa's, etc.) that block the reflection of consciousness (holy spirit, rashmi, etc.) through the nervous system.

These scriptural themes are brought to bear upon many macro/micro levels of human concern. Often a biblical story itself makes little or no sense—but its purpose is to describe the mechanics of consciousness illuminating objects through adverse conditions within macro/micro networks, systems and subsystems. It might sound like a guy beating some people with stone tablets because they like golden calves. (I'm a thigh man myself!)

If you hear scriptures/hymns chanted/sung properly by someone with a topnotch nervous system, it clears out blocks in YOUR—the listener's—body. This allows good chemicals to flow and enhances the consciousness of the listener which, in turn, creates a better localized collective consciousness which, also in turn, enhances the experience of the cantor, pundit or priest involved. This is why religion originally came to be. It's a self-reinforcing, chain reaction of events aimed at enhancing the performance of the human thinking machine. Like using the Desktop Cleaner to rebuild a better

Desktop File on your Mac. This is definitely what the demonstration of Mac applications, documents, and performance-enhancing devices is all about at Mac user groups. It's a gathering of the tribe.

This may seem like strange stuff. Bear with me on this. It has quite a bit to do with computers and especially the Mac. And probably the future of metaphors on the Mac and other computers.

It cracks me up when we all go crazy over a movie that talks about the "force" as a universal energy field that—through some conversations with a muppet—we can tap into and use to perform miracles. CONSCIOUSNESS is the force. Making those movies and watching them is the miracle.

Making a computer interface whose mechanics are as natural as the mechanics operating consciousness is the goal of microcomputerdom. The Mac is a big step in that direction. I just hope

*"It cracks me up when we all go crazy over a movie that talks about the 'force' as a universal energy field that—through conversations with a muppet—we can tap into and use to perform miracles."*

that its creators and proponents realize what it truly represents. This realization will keep the Mac evolving. Without this realization it could devolve—even though it's becoming faster and bigger.

### **The Importance of Understanding Consciousness**

Individual ideas of what consciousness IS often gets "english" put on it. It gets this "spin" in people's minds. Many people think consciousness is A WAY OF THINKING when in actuality it's the prime component of thinking. It's CONTENT-LESS. It has nothing to do with rights, or people, or politics, or health, or any of that.

It's the same with computers. It doesn't matter so much what the specific metaphor is—desktop, file folders, or menu's. What matters is the EFFECT on the producer and consumer of the information

*"Consciousness is not your attitude...it's the stuff that allows you to HAVE an attitude."*

produced on the computer. The future of computing hardware, software, firmware, and application design will revolve around this most basic ingredient of being human—being conscious.

An understanding of what consciousness is and how to enhance it via computers, mental technique, environment, diet, and even sunlight will create a quantum leap in our ability to produce goods, services, and pre-packaged knowledge. It has to be based on an interweaving of physiological monitoring and respect for individuality. Everyone's body is different. Different people reflect consciousness differently. The need for tip-top Fourier-type analysis will be great when quantifying the big C. The end goal of such investigations should in NO way resemble Mr. Orwell's 1984.

Consciousness is not your attitude...it's the stuff that allows you to HAVE an attitude. The brighter and better your consciousness, the clearer your perception, thinking and feeling become. As the blocks in the human nervous system's network (or any network) become fewer—the better that network interacts, reacts, and proacts with the environment. Beliefs and attitudes are temporary and replaced with new and different counterparts constantly. Consciousness is always the same. It's the light. It's simple. It can get bright or dark, clear or foggy. It's behavior is pretty much Boolean—yes or no.

I probably should have done this piece a long time ago. I have used the term consciousness a fair amount in the past. It's a crucial term in the design and implementation of computer and telecommunications systems/networks. We need to attach relevance to measured physiological changes in order to detect positive and negative fluctuations in the nervous system and it's ability to reflect consciousness during computer use.

Computer interfaces and metaphors shall then become only as good as their effect on the nervous system and the consequent quality of consciousness they allow to be reflected. Sooner or later software and hardware will be thought of as consciousness-reflecting peripherals to the human nervous system. It's what they already are.

## ENTER THE INFORMATION REVOLUTION

Now the information revolution gets a new mission: medium is *definitely* as important as message.

Yes, my good computer people—you should keep producing information product. But be ever mindful of your computer and its software's interface. Does it enhance or detract from the FLOW of consciousness. Does your product look good in ads AND feel good in the nervous system?

We're constantly trading off performance against interface. Let's face it, we only have a 68000 processor with 512 RAM (that we can count on). Where do you put the muscle? We favor paring down the task and performing it well with an interface that produces good chemicals. If the interface is good chemically BUT doesn't put out, then bad stress chemicals—lactic acid and the like—take the place of your previously generated good chemicals—SOMA-like substances.

(Bet you never thought you'd wake up this morning and read stuff like this, huh?)

well when its Desktop File is filled with the former locations of 268 different folders and files IN ADDITION TO the current locations of its resident files/folders.

Data structures and instruction sets can anticipate what tasks you'd like to perform on your computer and maximize the execution of those tasks. This is probably the ULTIMATE thing to have done right. But there needs to be a layer of user-definable tasks as well. This is the part where—largely due to the present limitations of advertising media—things get left out. Ad copy has to bang on NUMBERS and SIZE because everybody wants the FASTEST and the BIGGEST. It's hard to communicate how you'll feel after using a Mac all day. You could publish scientific findings of brainwave coherence (brainwave *type* can be misleading), blood pressure and chemistry, galvanic skin response and a host of other measurements.

There are many parallel studies and designs that have already been conducted on yoga, bio-feedback, and meditation subjects to accomplish just this end. It wouldn't require much to get good measurements. It might take a little doing to get good, non-biased evaluation of data. I think this would be an excellent area for Apple to do some

### *"...the REAL metaphor for user interface will come from the mechanics of consciousness itself."*

I've tried to come up with metaphors that people like regardless of the outcome. MicroFilm Reader came about because I noticed that people like to play with their cameras. Courier happened when I noticed that no one ever tired of WWII spy novels or the movie *Casablanca*.

I figured if people got REAL NEAT STUFF (data) and felt like they were living out their fantasies, Mac Underground would eventually win the game (i.e., have the most toys).

Many of our metaphors are based on the "forbidden fruit" generalized principle. "Stuff I'm Not Supposed to Have" and "No online charges/all the data you can eat for \$59.95 a year" are examples of this. But the REAL metaphor for user interface will come from the mechanics of consciousness itself.

#### **FRICTION AND ENTROPY...the Enemies.**

In physical systems the big struggle is to reduce entropy and friction. It's the same in the human body and the Mac. The Mac doesn't initialize disks when it gets too hot. It gets cranky. So do people. The Mac doesn't open files on your hard disk very

PURE research (with no intention of immediate gain in money or prestige.) Physiological measurements would objectify such elements according to their contribution to the general wellbeing of the individual user (better yet, Mac user!). It'd be nice if, as a developer, I could try various menus, dialogs & control buttons to see which has the best effects...physiologically speaking. It would be real neat if these measuring techniques were non-invasive (didn't disrupt the process of using the computer). Having main arteries catheterized during data entry can be so annoying. Don't you think?

The best interface would be born of scientific or quasi-scientific discovery. I think it'll have remarkable power in mapping the problem. I don't expect my Mac to solve Bob's Midlife Crisis (Crumb's *Weirdo Mag #7*). But I do expect to get along better with my peripherals and perhaps have them tell me when David Letterman comes on so I don't work past him. How 'bout you?

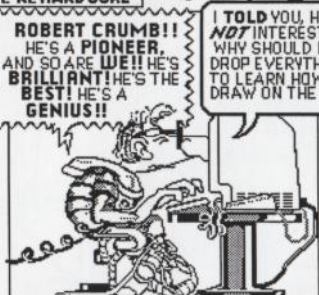
**"WHADDA YOU THINK?"**

THE MAC UNDERGROUND PRESENTS

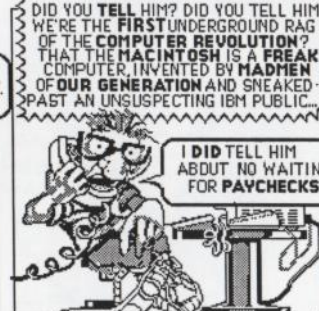
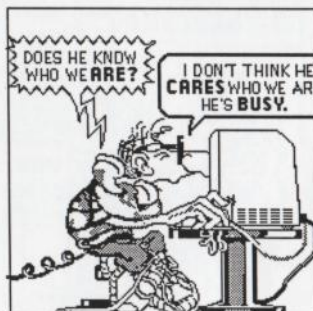
# ASTRALO BYTE

BY TRICIDENOLA

"WE'RE HARD CORE"



I TOLD YOU, HE'S NOT INTERESTED. WHY SHOULD HE DROP EVERYTHING TO LEARN HOW TO DRAW ON THE MAC?



...THAT VIA MODEM HOOKUP ON COMPUTER, OUR SUBSCRIBERS GET INFORMATION INSTANTLY, AS SOON AS IT'S WRITTEN, WITH NO TIME LAG?...THAT WE'RE ELIMINATING THE TIME LAG IN COMMUNICATION THAT CAUSES IGNORANCE?...AND IGNORANCE CAUSES FEAR AND WAR!!



OKAY! OKAY! BUT C'MON! DON'T YOU REMEMBER THE "DESPERATE CHARACTER?" CRUMB'S HEARD ALL THAT APOCALYPTIC ALTRUISTIC 60'S STUFF BEFORE! HE'S BEEN THERE! HE STARTED IT!



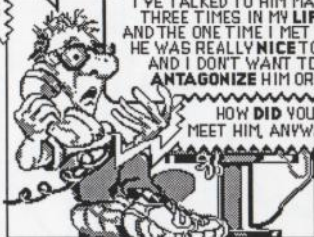
Bill Viner

AHH, COMICS ARE FOR FUN, BESIDES. ALL HIS RECENT STUFF IS ABOUT MIDLIFE AND OLD JAZZ AND DAILY LIVING AND HIS WIFE AND KID AND HAVING SURVIVED THE 60'S AND...



YEAH! YEAH! THAT'S WHERE OUR SUBSCRIBERS ARE! DIDJA TELL HIM WE DON'T CARE WHAT THE COMIC IS ABOUT?

WE DIDN'T GET THAT FAR. HE SAID "NO." "NO." AND "NO."



LOOK, ROBERT CRUMB IS MY PERSONAL HERO, NOT A PERSONAL FRIEND. I'VE TALKED TO HIM MAYBE THREE TIMES IN MY LIFE, AND THE ONE TIME I MET HIM HE WAS REALLY NICE TO ME AND I DON'T WANT TO ANTAGONIZE HIM OR...

HOW DID YOU MEET HIM, ANYWAY?

IT WAS AT A ZAP REUNION SHOW (SIGH)... THE PLACE WAS PACKED. EVERY ARTIST THERE WAS MOBBED—COMIC FANS ARE REALLY PUSHY—BUT WHEN CRUMB WALKED IN IT WAS LIKE THE PARTING OF THE RED SEA. EVERYONE SORT OF FELL BACK, AND SOMEONE WHISPERED, "IS IT HIM?"



YEAH?

UH HUH. AND I HAD SOME OF MY COMICS WITH ME...

AND?



— AND HE DIDN'T HAVE TIME TO READ THEM OR ANYTHING BUT HE LOOKED AT ONE AND SAID HE... HE SAID HE REALLY LIKED THE ART.

WOW!!

YESS..R. CRUMB SAID HE REALLY LIKED MY ART AND IT...IT GAVE ME COURAGE... CONFIDENCE... THE STRENGTH TO GO ON...

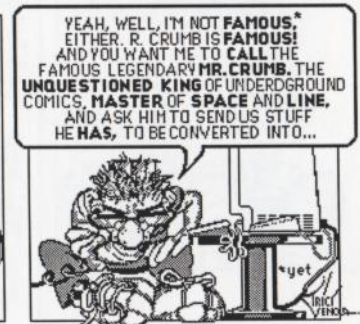
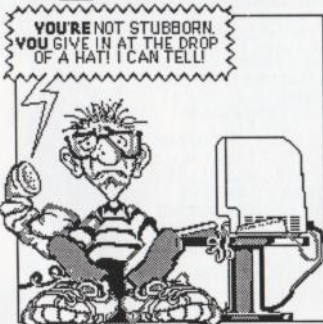
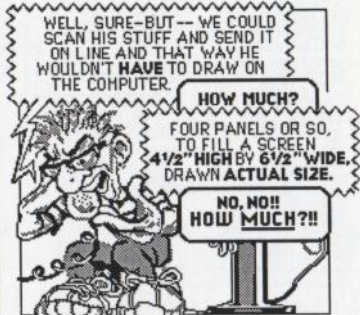
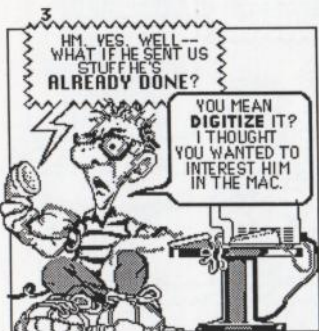


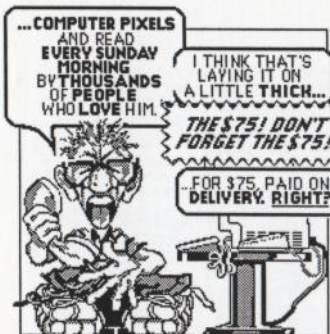
I THINK I'M GOING TO CRY!

AND BESIDES, WHEN I DON'T DRAW I GETSICK.



TRICKY





HONEST, MR. CRUMB, HE MADE ME DO IT!! I'M JUST A POOR STRUGGLING ARTIST. LIKE YOU!! AND HE'S A MADMAN!! HE READ YOUR COMICS AT A TENDER AGE, AND JUST LOOK AT HIM NOW!! THE MAC UNDERGROUND IS FULL OF MADMEN!! I MEAN, I WORK THERE, BUT THEIR MONEY'S GREEN, AND IT'S TRUE ABOUT THE MACINTOSH BEING OUR FRIEND!! JUST LOOK AT THESE GRAPHICS!

SO IF YOU'RE INTERESTED AT ALL OR EVEN JUST TO SAY HELLO, PLEASE CALL COLLECT:

**JERRY DANIELS**  
MAC UNDERGROUND  
ONLINE PUBLISHING  
515 - 472-9615  
607 N. Court St.  
Fairfield, IA 52556

AND REMEMBER...THE MAC UNDERGROUND WANTS YOU!!



*I heard you were interested in finding out more about the Underground. This is a highly sensitive area. But I did some digging into the Fed's files and THIS is what I came up with.*

# UNDERGROUND ••• DOSSIER •••

*If you're smart, you'll read this document front to back--just to make sure you know what you're getting yourself into BEFORE you fork over any dough. Then I'm afraid you'll have to eat this.*

## Your Macintosh™ INFORMATION SOURCE

Maybe you heard that MU was a gray marketer, a mail order house, or a racquetball club. Here's what the Bureau had on 'em:

**Mac Underground** • (mack'-uhn-dur-grownd): the premier Mac electronic information source with daily industry bulletins, Mac magazine abstracts (article summaries), select public domain software, in-depth product reviews, technological essays and opinion pieces, free member classifieds, demos, games, shareware, fonts, clip-art and refreshing irreverence.

**Underground Bishop** • (uhn-dur-grownd-bish'-ahp): a clear-eyed soul with guts, stamina and determination who operates one of the Underground SafeHouses scattered across the continent.

**Underground SafeHouse** • (uhn-dur-grownd say'-fowse): 1. The host telecommunication program designed to "mate" with Courier and allow the rapid transmission of Mac files in all their graphic (etc.) glory; 2. A Mac, a 2400 BAUD modem, and a hard disk housing Mac Underground's daily information (and often additional proprietary data)—operated by a Bishop with a dedicated phone line that Underground members can call and thereby copy files.

**Underground Courier** • (uhn-dur-grownd cooh'-ree-yur): the outrageously simple and powerful program used by Mac Underground members to "rendezvous" with SafeHouses and Agents also connected with the Mac Underground.

**Rendezvous** • (rahn'-day'voo): to make contact with an Underground SafeHouse by using a simple menu selection in Underground Courier.

So much for the spy jargon. Ready for some really hot ad copy? Relax—you won't need to think a whole lot during the next few minutes. Here we go...

### Looking for info on a product/peripheral?

Check out our *Abstracts!* They are "keyword" searchable summaries of articles that appeared in *MacWorld*, *Macazine*, *MacUser* and our own *SafeHouse Archives*.

### Interested in usable public domain programs?

Every week Chuck Farnham (author of *The Best Mac Deal*, a guide to the Mac public domain) plows through the Mac freebie jungle and selects the best applications for our members. He also writes short tutorials for these PD gems.

### Want a window into the real Mac world?

*Grapevines* chronicle what's news, what's hot, what's hype and what's not—on a daily basis. Heavy-duty columns like *On the Road with Jerry Daniels*, *Underground Forum*, and *Underground Comix* are published weekly. At the *Keyboard*, *From the Desktop*, *In the Heap*, and *Off The Record* focus on a particular aspect of Mac twice-a-month.

**It's all yours for just \$59.95!** And you get clip art, fonts, games, free member classifieds and a copy of *Underground Courier*. It's described on the next page. Sorry, no Ginzu knife.

All you need is a Mac, a Hayes-compatible modem, and a phoneline. Then you can rendezvous with our SafeHouses as often as you like and copy as many files as you like for one full year. The only online charge you MIGHT have is your phone bill. (See enclosed list of SafeHouses for the one nearest you.)

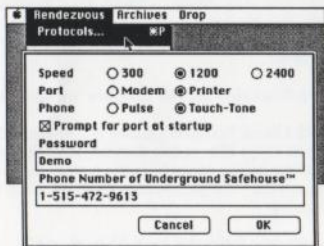


# UNDERGROUND COURIER™

Courier represents a landmark in telecommunications. It's so simple to use, even children can do it. In fact, we don't even like to use the terms telecommunications and Courier in the same sentence (although we just did). Most people think of telecommunications and "going online" as a highly technical, user-friendly experience. Not with Courier.

Let me put it this way: was it easy for you to learn to use your Mac? Then you'll point and click your way through our Courier program just as easily.

And Underground Courier is more than an easy-to-use telcom program. It's also been carefully designed to reflect the elements of fun and romance associated with being part of an underground intelligence network. To accomplish this, we borrowed liberally from the jargon used by government intelligence agencies and the French Resistance Movement of World War II. (Special thanks to John LeCarré for the contribution his "Smiley" books made to our efforts.)



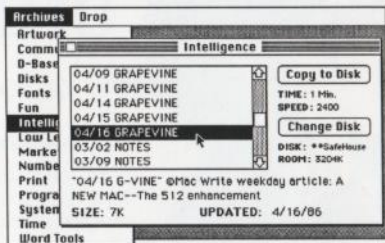
## THE UNDERGROUND EXPERIENCE

You need to do one or two things to prepare yourself to "Rendezvous" with an Underground SafeHouse. First check your "Protocols..." as pictured in the window above. We like the word protocols because (aside from being a popular spy term) it comes from the Greek word *protocollan* which literally means "to glue together". In this case, you're setting the stage for making electronic contact with an Underground SafeHouse. You'll be gluing your Mac to one of ours.

When all your protocols have been set correctly, you simply click the OK button on the Protocols Window, pull down the Rendezvous menu again, and select Enter SafeHouse. Courier will then dial the number for you (repeatedly if necessary), and present your password at the door. If your password is active, the doors to the SafeHouse will open and you'll get inside. Then you can boogie. (We have low excitement thresholds—too much time indoors.)

## ONCE INSIDE THE INNER SANCTUM...

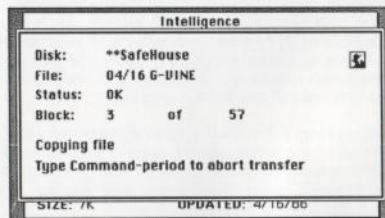
you can send a message or a file, peruse our offerings, or leave. Since you just got here, we hope you'll open the Archives menu, pick a section and check out all the files there.



As you can see in the picture above, once you've opened a section of the Archives, the files in that section appear in a window just like the dialog box (file browser) you've used in umpteen Mac programs. Use the scroll bar to scan the entries. When you see one you like, highlight it and several things will occur.

FIRST OF ALL...you'll notice that items of information magically appear in the box space surrounding the file browser window. This information includes the type of document you've chosen, a short description of that document, the size of the document, when it was last updated--and how much time it will take to copy it to your own system at the baud rate you're using.

Your Courier screen will also tell you what disk or volume you're currently working from and how much space is left there. If you don't want the document saved to that particular location--or if you don't have room for it there--push the Change Disk button and you'll get another window that'll allow you to change your copy destination. When you're satisfied with the locale--click on the Copy to Disk button--and Courier will take it from there.



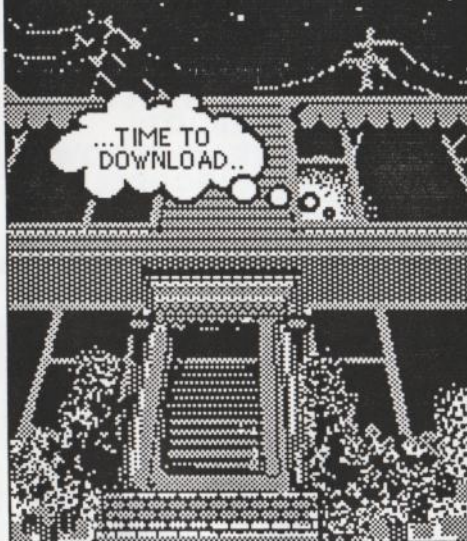
Want to try COURIER before you buy?  
Call 1-800-225-3849 using any MacBinary/Xmodem-compatible telcom program—a common Mac protocol — and pick up a demo.

# THE SEARCH

## FOR THE UNDERGROUND

BY TRICI UENOLA

IT'S THREE-THIRTY IN THE MORNING  
AT AN ORDINARY APARTMENT ON  
AN ORDINARY STREET IN AN  
ORDINARY TOWN...  
THREE-THIRTY A.M... THE TIME  
THAT F. SCOTT FITZGERALD CALLED  
"THE DARK NIGHT OF THE SOUL"...



BUT NOT FOR THE ORDINARY GUY!



AND I KNOW SOMETHING IS HAPPENING HERE  
BUT I DON'T KNOW WHAT IT IS...

File Edit Search Format Font Style

07/05 ROAD

The future of computing...will revolve around this most basic ingredient of being human-being conscious. An understanding of what consciousness is and how to enhance it via computational technique, environment, diet, and even sunlight will create a quantum leap in our ability to produce goods, services, and pre-packaged knowledge. It has to be based on an interweaving of physiological monitoring and respect for individuality. Everyone's body is

HERE'S THE GRAPEVINE... HMMM  
MacRumour...MacMerger...MacSeizure  
...MacMayhem...LOOKS LIKE ALL'S  
**NORMAL ON THE FRONT...**

THEY APPEAR TO BE TELLING THE  
**TRUTH**...WONDER HOW THEY GET  
**AWAY** WITH IT?... AND NOW THIS  
"CONCIOUSNESS" TRIP **DANIEL'S**  
IS ON... IS HE **CRAZY** OR **WHAT?**

I CAN'T **STAND** THIS ANYMORE!  
I'VE **GOT** TO KNOW WHAT ALL  
THIS IS **ABOUT!!**

I'M GOING TO **TRACK IT DOWN**  
TO THE VERY **SOURCE!**  
(WHERE THE **HECK ARE THEY,**  
ANYWAY?)

**ADVENTURE!** THAT'S THE  
**TICKET!** A SEARCH FOR  
MYSTERY IN EXOTIC LANDS!  
I'M OFF FOR... **IOWA!**

SPECIAL

**ACT NOW**

...AND SAVE YOURSELF SOME PAIN AND AGONY !!!



**HAVE YOU HEARD!?!**  
MAC UNDERGROUND IS RAISING ALL ITS PRICES!



I KNOW! I KNOW!  
JUST WHEN MY MEMBERSHIP'S COMING UP FOR RENEWAL!

**HECK!** I HAVEN'T EVEN JOINED YET. BEEN MEANING TO, OF COURSE — JUST NEVER GOT AROUND TO IT. SO WHAT'S IT COST NOW?



**\$59.95!!!!**

**HOLY MAC-INOLY!**  
IS IT WORTH IT??!

WHAT'RE YOU? NUTS!?! OF COURSE IT'S WORTH IT!!!

THE FACT IS, I JUST WASN'T PREPARED FOR IT. HERE I AM—COMPLETELY ADDICTED TO YOUR STUFF & LIKE ANY SHREWD DEALER, Y'RAISE THE PRICE! GIMME A BREAK! WILL YA?!!



AND I ALWAYS MEANT TO JOIN. I THOUGHT ABOUT IT FOR MONTHS!! HONEST !!! I..I'VE GOT THE CHECK ALL WRITTEN OUT AND EVERYTHING—BUT IT ALREADY SAYS \$39.95 & I HATE TO WASTE IT WHADDA YA SAY??!



**TAKE IT EASY!**

ALRIGHT ALREADY...

IF YOU'RE GONNA GET HYSTERICAL I'LL HAVE TO SLAP YA AROUND!  
**NOY HERE'S THE WAY IT'S GONNA BE...**

- 1 QUALITY INFORMATION PRODUCTS COST MOOLAH...SO THE PRICE OF MEMBERSHIP AND 'NOTES FROM THE MAC UNDERGROUND' (HARD COPY EDITION OF ONLINE ARTICLES) ARE GOING UP TO \$59.95 A YEAR!
- 2 UNDERGROUND AGENT IS ALSO SET TO SELL FOR \$59.95.

**HOWEVER**

**IF YOU ACT NOW...**

YOU CAN PURCHASE ANY OR ALL OF THESE GEMS FOR **\$39.95** EACH UNTIL 9-1-86!!

**MEMBERS:** NO MATTER WHEN YOU JOINED, SEND YOUR RENEWAL IN BEFORE SEPT. 1ST, & GET ANOTHER YEAR FOR \$39.95.

**NEW SUBSCRIBERS:** JOIN BEFORE SEPT 1ST AND GET ONE YEAR FOR \$39.95 OR TWO YEARS FOR \$79.90.



**REMEMBER...offer ends Sept. 1, 1986!!**

# ○○○UNDERGROUND APPLICATION○○○

THIS IS WHERE THE BALL PASSES TO YOUR COURT and you have the delightful task of deciding whether to pitch this brochure or take us up on one or more of our fascinating offers.

If you've decided in our favor, fill out this form and send it along with your payment (or credit card info) to our Underground Headquarters at 607 North Court Street, Fairfield, Iowa, 52556...or call your credit card number in to our HOTLINE:

**(800) 225-3849 • Iowans call (515) 472-9613**

voice hours: 10AM -4PM, Central Time, Monday through Friday

**WHAT THE HECK!** Go ahead and sign me up for...

- 1-year subscription to the **Mac Information Floor** \$59.95
- 1-year subscription to the **Pleasure Floor** for \$99.95\*
- Twelve months of **Notes** (our best on paper) for \$59.95
- A sample monthly issue of **Notes** for \$5.00
- Underground Agent™** (includes Courier) for \$119.90
- Underground Agent™** (for existing members) for \$59.95
- Underground Poster** for \$19.95

## NOTICE TO 128 OWNERS...

Underground Courier, Agent, Security Kit and Password all run on 128 Macs. Some files in Underground SafeHouses, however, **WILL NOT OPEN** on 128 Macs. For maximum enjoyment, we recommend that all 128 owners upgrade their systems before joining the Underground.

Name: \_\_\_\_\_

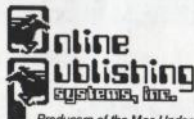
Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Type of Modem: \_\_\_\_\_

I've enclosed a check for \$ \_\_\_\_\_  Please charge \$ \_\_\_\_\_ to my:  MasterCard/VISA  Amex  
CARD # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorization signature: \_\_\_\_\_

\*I am 18 years of age or older: (signature) \_\_\_\_\_



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