NEWS FROM THE ANTARCTIC

The POLARWARE News   *Spring/Summer 1987 Edition*

The Spy's
Adventures around the World

A new series that has us excited is the **Adventures around the World**.... part game, part learning about the world. You search the continent for the sinister Dr.X, looking for informants along the way who will give you clues to his location. 1 to 6 players can play, and in the 2 to 6 player versions, you can play competitively (spy against spy) or cooperatively (spy network). The game is different each and every time you play it. Three keys control all your input: SPACE and RETURN to select your options, and a DOSSIER key to look at information about your location and to see your clues. And the graphics are among the best you'll ever find in a computer game... but what did you expect from *the graphics people*? **Adventures in North America** and **Adventures in Europe** started shipping in late 1986, **Adventures in South America** in Spring 1987, and **Asia, Africa,** and the **Pacific Islands** will all be along soon (and to be followed by even more spectacular "adventures"!). All will be shipping for Apple, IBM+100% compatibles, and Commodore 64. Call for exact availability. Each adventure is only **$17.95** for Apple and Commodore, **$19.95** for IBM.

P.S. These adventures are much better than the other games with a similar theme (that shall remain nameless for the moment) which came out long after we had ours in testing in schools and colleges around the country. Of course you could spend an extra $25 each for theirs and get a World Almanac included for free. Or send us $6 extra and we'll go down to the local bookstore and buy it for you, if you really want.

Electric Crayon
Computer Coloring Books

One of our new series of programs is the **Electric Crayon,** a wonderful way for children to learn about and enjoy computers. Electric Crayon is an electronic coloring book, with 26 to 30 pictures on each disk that can be colored on the computer. All you have to do is point and click at the color you want on the bottom of the screen, and your "crayon" becomes that color. Then click in any area, and that area fills with what you chose. If you don't like it, you can quickly "undo" , or fill with another color on top. Finished pictures can be printed out in full color with a color Imagewriter II. Or with a black and white Apple printer, any of the pictures can be printed in outline form to be colored in by hand. Any printout can be done with any month's calendar! For now, the Electric Crayon programs are available for 128K Apple //e and //c. Input can be done with mouse, keyboard, or joystick. The three current titles are **ABCs**, **Fun on the Farm**, and **This Land is Your Land**. Watch for future titles. Each is only **$14.95!**

One Little Celebration

We recently received our official trademark registration for **"Polarware®"**, something we never had in the seven years that we were **Penguin Software**. A company called Penguin Books didn't like our name, and since they had a lot more money than we did, we decided to go ahead and change, not fight. If we had fought, we probably would have had to charge $10 more per program to pay the legal fees. Too bad. We're still "penguins" at heart, though. Penguin Software, 1979-1987. Polarware, 1985-?

Update on the "Second Assault on Prices"

Those of you who received our last newsletter, or who have bought one of our software packages in the last year, know that we lowered all of our software prices permanently in mid-1986. The action was the result of previously-successful testing back a few years ago, and our general feeling that software was too expensive. We figured that if we lowered the price to about half of what it was, we'd sell 2 or 3 times as much software. We were right. In fact, we've been selling a lot more.

Have you noticed a lot of other companies half-heartedly trying to jump on the bandwagon? They put out their oldies or their rejects for $15 (sometimes under their own name, sometimes under another "label"). Then they pretend that they are giving you such a great deal, even though sales of those products had dropped off to next to nothing anyway... Have you noticed that their new releases are still $40 to $60 for games, and up to and over $100 for applications? Such a deal...

We're not saying that our way of doing things is necessarily THE right way. It just happens to be a lot less expensive for our customers, and we're certainly happy about that and about the amount of sales we've made. Of course not everyone agrees. We've had customers in some parts of the country who've had trouble finding our software in stores, and some stores who find that their usual distributor doesn't have our software in stock. That's because some resellers don't think that less expensive software is worth their time or shelf space (oddly, it doesn't seem to make sense to them that they'd sell 3 or 4 times as much!).

So if you find yourself in a situation where you can't find one of our software packages, or your retailer can't get it from their distributor (some distributors even tell their stores that the products are "discontinued"!)... call us! We've got a toll-free 800 number for you or for your dealer. Tell your dealer that we offer excellent margins and quick shipping (and the phone call is free). And if your local retailer already has our software, great! Buy from them and make sure they stay in business.. it's best for everyone. But if you need it, the number is **(800) 323-0884**, or if you live in a foreign place like Canada, Illinois, Alaska, or Hawaii, call **(312) 232-1984**.

Applications Software

Home Data Manager - This is an easy to use and reliable data manager that let's you store, sort, search for, and print information. It uses the graphics screen to display information in an intuitive file-drawer format, and is very simple to learn. But it is also one of the more powerful data handlers around. You can create your own print formats, combine and split data disks, add and delete types of information (so that once you "create" your file, you can still change your mind about what goes into it). We use it for our business. You could pay $200 for the same thing, but this one's **$24.95.** Apple only.

Graphics Software

Complete Graphics System - Draw in standard or double hi-res, label pictures, create 3D figures and view them from any perspective... this is the premier graphics drawing system for the Apple. The drawing program lets you draw freehand, or with lines, circles, ellipses, triangles, boxes, and automatic color fills. In 3D, you can draw the sides of your object, then assemble the parts in true 3D perspective. **$39.95,** Apple only.

The Graphics Magician Painter and Animator - For animation and drawing compact pictures for use in your own software. The animator lets you create animations with a shape editor, path editor, and choreographer. The painter "records" the artist's moves, making picture storage very compact. You can even "replay" and edit the moves. Then add the graphics to your own programs! Programming examples are included. **$39.95** for Apple, **$49.95** for Macintosh. **The Graphics Magician Painter** is **$24.95** for IBM PC/PCjr only, Commodore, and Atari.

Graphics Magician Junior - An easy to use drawing program for freehand drawing, lines, circles, color filling, magnification, and more. You can get started with it right away: all the instructions necessary come on a 4-color poster. **$19.95** for Apple and Commodore 64/128.

Additional Type Sets - This is a two-sided disk of extra typefaces, both large and small, for use with the Complete Graphics System. **$12.95.**

Map Pack - This two-sided disk has over 50 U.S. and World maps that can be used with Complete Graphics System, or any other graphics program that uses standard-format Apple hi-res pictures. **$12.95.**

COMPREHEND Interactive Novels

This series includes the kind of vocabulary, depth, and understanding previously found in only the best all-text adventures, but also includes graphics! There's nothing else as good. But we think that a good interactive computer novel should cost no more than a hardcover book. The Apple // 5-1/4" disk and Commodore 64 versions are **$17.95**. IBM, Atari ST, Macintosh, and Apple // 3-1/2" disk (when available) versions are **$19.95**, and Amiga is **$29.95**.

Oo-Topos - a science fiction adventure based on the story by Michael Berlyn. You've been captured by space pirates while on an important mission. You must get past the aliens, find your ship and its cargo, and escape. It has some of the best graphics ever seen in a computer game. Apple, IBM+100% compatibles, Commodore, Atari ST, Macintosh, Amiga.

Transylvania - a new, COMPREHEND-enhanced version of the classic graphics adventure by Antonio Antiochia, with new puzzles and locations added. Rescue Princess Sabrina before dawn, and avoid the Transylvanian night-life. Apple, IBM+100% compatibles, Commodore, Atari ST, Macintosh, Amiga.

Crimson Crown - in this sequel to Transylvania, return and rid the kingdom of the evil Vampire! Princess Sabrina and Prince Erik accompany you on this quest to find the vampire and recover the magical crown. Apple, IBM+100% compatibles, Commodore, Atari ST, Macintosh, Amiga.

The Coveted Mirror - the COMPREHEND-enhanced version of this excellent adventure by Eagle Berns and Holly Thomason, soon available for the first time on computers other than Apple. King Voar has seized control of Starbury, and almost has omnipotent powers... except for the fifth piece of a magical mirror. With the help of the townspeople, recover the pieces of the mirror and put an end to Voar's rule! Apple.

Watch for **Talisman** and other new titles soon, and for the other versions of **The Coveted Mirror**. Call to check for release dates and availability.

Adventure Hints

Hint #1: If you find yourself stuck in one of our COMPREHEND Interactive Novels, you're in luck. Send a self-addressed, stamped envelope to: POLARWARE, Hint Department, P.O. Box 311, Geneva, Illinois 60134 and we'll send you a free, coded hint booklet. You must send the self-addressed and stamped envelope, however. We'll pay for the printing if you pay for the postage!

Hint#2: Read the inserts in the packages carefully. There are always a few critical hints for the novels in the printed materials, such as newspapers, recipe cards, letters, journals, business cards, and ship's manuals that we include with the packages.

Hint #3: Although our applications software is not copy-protected, our recreational software is. (But we don't charge $15 for replacements like some other companies...). When a COMPREHEND novel is copied, it invariably will not function properly... we've yet to see a copy that will. We have seen copies that boot and appear to operate, but at some point the messed up data tables become apparent. So if you are using a copy and seem stuck, it may just be the disk, not a situation in the game that you were meant to solve! Use the original!

$$$ Support Your Habit

Turn your interest in computers into extra income by visiting your local computer stores once every two-three weeks as part of a nationwide software-service network. For more information, write SoftRack, 1811 S. 4th Place, St.Charles, Illinois 60174.

Developer Software

The Graphics Magician®
PICDRAW Developer Package

Because the marketplace has changed away from developers and hobbyists, we are not planning new versions of The Graphics Magician as commercial packages. However, since much of our own software uses The Graphics Magician, and because there are hundreds of developers who rely on it for graphics in their software, we have been continuously updating and enhancing the development system. For example, the Apple // version of PICDRAW, the graphics interpreter, now works simultaneously in standard and double hi-res, in ProDOS, and will soon also incorporate //gs super hi-res. PICDRAW also works on the exact same files for Atari ST, IBM, Amiga, Commodore 64, and Macintosh.

We are not putting together a fancy boxed version of the new Graphics Magician and PICDRAW. It changes too fast, and it is not likely to be a "retail store" product. But we do have the newest versions available for hobbyists and programmers, with complete instruction and interface manuals, printed up-to-date on a Laserwriter. Our "base" system is the Apple. We take graphics from there and transport them to all other computers, then enhance them to that computer's capabilities with special editors. The newest Apple // ProDOS version of Graphics Magician is available for $95. For information about The Graphics Magician, PICDRAW, and editors for other computers, please write attention Jeffrey Jay, Polarware.

COMPREHEND™
Development System

Our most popular software for many years has been our adventure games, or interactive novels. A few years ago, we realized that it didn't make a lot of sense to keep reprogramming the exact same game logic on every computer. Why not write our own language that would work on every computer, and allow us to write our adventures using a word processor? Infocom had been doing it, and we knew that if we used our graphics-compression routines on the adventure logic, we could write Infocom-like text adventures AND include our graphics. So COMPREHEND was born.

COMPREHEND is an English-language parser that takes commands from sentences and generates "events". The parser is excellent... just read the reviews of our adventure games. Attached to the parser is an adventure-language "event handler" that executes "adventure commands". All of our adventures are written using a word-processor (Applewriter), and actually are written mostly by people who aren't really programmers.

COMPREHEND can allow ANY program to understand commands input in full-sentence English, by parsing the commands and returning event codes. And if you want to write an adventure-style game, you can use the event handler and write the entire game using a word processor.

We've documented the whole system, and we're making it available to people who might be interested in fooling around with it. You won't see that kind of offer from anyone else. They're still trying to figure out how to do it, or furiously trying to hold onto "trade secrets". Big deal. For those around long enough to remember, we gave away our "trade secrets" in Mark Pelczarski's graphics column in Softalk magazine (see "Softalk Books"). Why not see what other people can do with it? Would Macintosh, Amiga, Atari ST, and Apple //gs graphics be what they are without those tricks and techniques?

So if you own an Apple //, you yourself can use COMPREHEND to write your own adventure game, or any other program that understands full- and multiple-sentence commands. You will need a word processor that works with ProDOS text files. The current COMPREHEND development package with compiler, runtime, and sample disks and an up-to-date Laserwriter-produced manual is $95. You won't be writing adventures in a day, but when you do, they'll be GOOD.

Note: Both the Graphics Magician and COMPREHEND development systems are for personal use only and not for resale. Licensing information for use in published software is available upon request.

Tell Your Friends!

If this low price stuff is going to work, we've got to let as many people know as possible... any way possible. Tell everyone you know that we provide good software at a very reasonable price! If you use any computer bulletin board services, spread the word there. If you belong to a users' group, tell them about it. We need all the help we can get on this to make it work. Make sure your local computer stores know, and convince them to keep the software in stock. Give them our 800 number! Consumers CAN make a big difference in the marketplace! Really!

Don't be fooled by "perceived value". A $100 program is not always better than a $50 program. It may be true with some types of merchandise, but with computer software it's a lot of bunk. In fact, many times the opposite is true. People tend to charge what they can get. We could charge $60 or more for any of our software, and people would buy it. We happen to think an awful lot more people buy it if we sell for a lot less. And we'd rather have a lot of people enjoying and using our software than the few who can afford the current prices in the software industry.

Even Lower-Priced Software!

This is software that was popular a few years ago. It is good, but we have to keep our "current" product list short so that the best always stands out. Therefore, older software tends to get knocked off our "list" eventually. It's a shame, because a lot of the people who've bought computers recently will never see some of the best software from only a few years ago. We have no qualms about recommending the following software, nor about giving VERY good prices on them.

Xyphus - An excellent game in the best tradition of role-playing, Xyphus breaks new ground in allowing individual character movement, and includes six separate scenarios. Create a band of up to four characters: elf, dwarf, or human, and set out in search of the evil Lord Xyphus. **$8.95** for Apple and Commodore 64/128.

Sword of Kadash - A fast-paced action game that combines some elements of role-playing and adventure. Guide your character through an enchanted fortress, avoiding guards and traps, to find the magical sword. **$8.95** for Apple and Commodore 64/128, **$9.95** for Atari ST and Macintosh.

Arcade Album #1 - This is a set of three arcade games for 1/3rd the price of one! **Spy's Demise** was on the bestseller lists. Its sequel, **The Spy Strikes Back**, won game design awards. Also included is **Thunderbombs**. Available for Apple, Commodore 64, or Atari 800/XL/XE series. **$8.95**.

Pie Man - This is one of our "kids" arcade games. The object is to complete pies by adding whipped cream and cherries before they fall off the end of a conveyor belt. We think we saw something like it once on "I Love Lucy". Apple or Atari 800/XL/XE. **$8.95**.

Bouncing Kamungas - Our other "kids" game, this one puts you in the shoes of a North Dakotan melon farmer, protecting melon crops from bouncing Kamungas that love to squish melons during thunderstorms. It's sort of bizarre, and amusing. Apple II+/IIe or Commodore 64. **$8.95**.

Pensate - This is a thinking/strategy game, somewhat like a one-person chess game. It's interesting and addictive. Apple, Atari, Commodore, or Macintosh. **$8.95**.

Minit Man - This is part "fly the helicopter and rebuild a bridge" and part "run around the building and zap the robots". The innovative part is that both are happening at the same time! You have to decide how much time to spend flying the helicopter before you take time out, land, and catch the robots headed toward the control center. Apple or Commodore, **$8.95**.

Expedition Amazon - A fantasy role-playing game, sort of. It's actually a very good "map-it-out" fantasy game, but it's also a good spoof on the whole genre, from the wise-cracking Pedro at the trading post, to the crazed capybaras, and the "treasures" you find. Apple and Commodore. **$8.95**.

Arcade Boot Camp - An "all-in-one" arcade game. Need practice with driving games? Jumping games? Maze games? Shooting Games? Helicopter Games? Let Uncle Bezo (alias John Besnard) whip you into shape. Apple. **$8.95**.

Moving?

If you are moving and would like to stay on our mailing list, please notify us of any address changes .

Softalk Books

When Softalk magazine went out of business, we bought the books they had remaining. The Apple and IBM books are collections of columns that ran in the magazine, edited into book form with lots of additional information. Each book is **$2.95**, while they last.

Assembly Lines (Apple) by Roger Wagner - This is an excellent tutorial on how to program in 6502 assembly language on the Apple, by noted programmer and publisher Roger Wagner.

Applesoft Isn't Hard (Apple) by Doug Carlston - This is a tutorial on Applesoft Basic by the president of Broderbund Software.

Graphically Speaking (Apple) by Mark Pelczarski - A tutorial on how to program Apple graphics from Basic and Assembly language.

The Inevitable Beginners Manual (IBM, get it?) by Doug Stinson - A beginners guide to using the IBM PC, by the former editor of Softalk IBM.

Macintosh Complete (Mac) by Doug Clapp - A guide to the Macintosh by veteran Mac columnist Doug Clapp.

Close Out
While Supplies Last

Home Connection - For use with a modem, it lets you create, send, capture, print, and save information from bulletin boards and services like Dow Jones and Compuserve. With the "text trap", you can record your entire session, then print the information, or save it to disk. Also included are file transfer capabilities for any type of Apple file. Recommended for Apple //c or other Apple //'s with Super Serial Card, and Apple modem or compatible. **$8.95** until gone. (Why the close-out? It's DOS 3.3 only, and not compatible with the Apple //gs.)

Shortcuts - A great collection of "ampersand" routines for Applesoft BASIC programmers. It includes a series of input routines (for restricting types of input, numeric formatting, and error handling), print formatting, and a nifty sort routine: a tag sort that keeps the pointer to the data as well as sorting it. (For example, if you sort a group of zip codes, the pointers tell you where the rest of the address information is for each zip!) Apple DOS 3.3. **$8.95**.

Letters

We receive a lot of nice letters and appreciate it. They brighten our day and let us know when we're on the right track. Our recent favorite is a great three-page poem from Mary Bayer asking for a hint to the final problem in *Crimson Crown*. Unfortunately, if we printed it here, we'd be giving away too many clues to those just starting the game. It's not part of the regular hint book, but if you are stuck in the throne room at the end of *Crimson Crown*, send us a self addressed stamped envelope and we'll send a copy of the poem and our reply, which of course is in verse also. Meanwhile, here are some nice comments from others:

"I'm impressed! Congratulations on a bold move to set a new standard of affordability for computer software!" - T.T., Grand Ledge, Michigan

"I applaud your lowering your prices. As your records will undoubtedly show, I have long been a loyal Penguin customer and your price reduction will only encourage/enable me to buy more of your software... Thanks again!!!" - M.P., Knoxville,Tennessee

"Your software is excellent! Keep up the good work. I agree with your views on software prices. Many times I have paid too much for a product that was not worth the money. I find your software worth every penny!" - J.M., Fresno, Ohio

"Your products are outstanding." - T.H., Canton, Michigan

"Your software was an excellent value at the old prices! ... I will pass the word to all those I come in contact with" - A.H., Los Angeles, California

"Your dropping of the software prices and coupon offer shows us buyers that some companies are concerned about their customers." - S.H., Halifax, Nova Scotia

"I have to admire any company who has enough faith in their products to do what you have done. If you can keep the quality of your products at their current high standards and at the new prices, you have made one customer for life. Thanks again." - T.C., Jonesboro, Georgia

"I think it's wonderful that you are offering software at what I consider reasonable prices. It makes me buy more of it!" - D.B., Aurora, Illinois

"In a word: Wow! It's great that you're lowering your prices... Also, your customer service is excellent. Keep up the good work!" - A.A., envelope with address lost

"My entire family finds Crimson Crown a challenge - it gives my wife and I some common ground with our teenagers! Thanks for the entertainment." - K.B., Lafayette, Indiana

"I usually get Infocom games, but let me tell you: your games are better!" - C.T., Jacksonville, Florida

"Please send me the free hint book. I have the interactive novel Oo-Topos. It is the best game I have ever played. No wonder it got 'Best of 1986' from Commodore Microcomputers... Keep making great software. Thanks!" - M.P., Ventura, California

'Thank you for the best game I've ever seen! [Transylvania] Can you possibly imagine the bliss we felt upon rescuing the Princess Sabrina at last, and sailing safely with her to her father's kingdom? It was a rewarding experience.... and what a magnificent parser! Obviously a great deal of effort went into its development... Thank you for a wonderful experience, and we hope that you will be creating additional challenges for us soon." - S.C. and family, Sierra Madre, California

"I recently purchased Electric Crayon for the Apple //c, and can't begin to tell you how much enjoyment this program has brought to my two children. Additionally, I must commend you on selling this software at such an unbelievable price!" - M.K., Lombard, Illinois

"Recently I purchased your 'Graphics Magician', and I really feel compelled to give you my reaction. I am not highly technical... This software is absolutely exceptional! Easy to use. Not copy protected. Really functional. 60 bucks [before the price changes]... You should be proud of your organization and this product... I'm recommending it to my friends." - S.G., Augusta, Maine

"Let me say that I respect your company for its views on software piracy and honesty. You seem to be the best company as far as consumer relations goes." - A.K., Vernon, Connecticut

As usual, this newsletter is a "last-minute production", spurred by the fact that we ran out of the old one, and that we have about seven new programs available that weren't listed in it. We went through our "letters" file and picked these out, but left off the full names because it would have taken a while to write to everyone and ask permission for use. So if you are one of the letter writers and this was your big chance to have your name in print in an international publication, sorry. Let us know if you'd like, and we'll put your name in the next one in a column entitled "Here are the names".

Replacement Policy

Every software product we sell carries a warranty for free replacement of defective disks within 60 days of purchase. If your disk fails for ANY reason after 60 days, just send it back with just $5 to cover a new disk, shipping, and handling, and we'll send a replacement A.S.A.P.! Manuals and other printed material cannot be replaced.

Copy Protection

Back in 1982, we were the first company to publicly state the policy of no copy protection on any of our applications software. All of our applications and graphics programs can be backed up for your own use with any copy program. All we ask is that you not abuse the policy by making copies for others. Of course, now in 1987 many companies have agreed to the same policy, and unprotected applications are more standard. We like to think we pioneered that standard, and that our customers helped that pioneering with their honesty. When other companies saw that we stayed in business, they saw that copy-protection was not a necessity.

Our recreational software does have copy-protection on it. We feel the business needs of backups for applications software do not really apply to recreational software packages. And, unfortunately, recreational software is much more prone to be copied and traded. We note, however, that copy-protected recreational software is also a standard, for better or worse. We also point out that our replacement policy is more than fair, especially when compared to $15 or more charged by many other companies.

POLARWARE News Inside:

P⊕·LARWARE™

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Ordering Information

Look for our software at your favorite store. If they don't have it, give them our 800 number. It's better if you buy from your retailer, because if they stock it, a lot of other people will see it, too. Plus it'll help keep your local store in business! If you cannot find it, order direct. You may send a check or money order, or call (800) 323-0884 to order with VISA or MasterCard, or COD (limitations may be placed on COD orders).

Quantity discounts: 40% off list for 6 items or more. 55% off list for 48 items or more.

Add $2 for COD orders. Illinois residents add 6.25% sales tax. Use the following table for shipping and handling charges. Shipping is UPS, where possible, and is on a per item basis. In the U.S., the first item is $2.50, and for each additional, add .50, so an order for 3 items would cost $3.50 for shipping and handling.

For orders outside the U.S., note the separate list for shipping additional books. If an order consists of software AND books, the "additional book" charge must apply to every book! For example, one software package and one book to Canada would cost $5.50 U.S. for shipping and handling.

	First Item	Each Additional Software	Each Additional Book
United States	2.50	.50	.50
Canada/Mexico	4.00	1.00	1.50
Europe	7.00	3.00	3.75
Caribbean/S.America	5.00	2.00	2.25
Australia/Asia/Africa	9.00	4.00	5.50

(800) 323-0884