July 6,1982

Dear Bob,

Thanks for the information in your letter of 6/26/82
regarding future plans for support & promotion of Astro-
cade related material.
    The new retailer-incentive plan sounds very promising.
As for point #3:In my case the sourcebook ads would usually
be dated.I've enclosed a brochure with illustrations & de-
scriptions for the retailer catalog you mentioned.Please let
me know if this material needs a change of format,etc. for
this purpose.
    I've contacted some area dealers(and put in a good word
for the Arcadian) however,most seem confused and unsure
about third-party software.Some aren't even aware of what the
BASIC cartridge does-I'm sure the described demonstration tape
would be a great help in that area.
    I would also appreciate being included in the list of soft-
ware vendors you may submit to "Electronic Games" magazine.
    I'll be sending in some new material for the Arcadian
shortly.It will be a general purpose maze generator program,
derived from a tutorial in the December, 81 issue of COMPUTE
magazine.It will (hopefully) enable the user to select the
dimensions of the maze and the width of the pathways.(The
algorithm is apparently the same used in Atari's "Maze Craze"
VCS cartridge.)

                              Thank you,

                              Tom McConnell

                              Tom McConnell
                              The tiny Arcade