This month's cover is just one of a number of achievements of the three women who make up a small firm in Palo Alto, California. The firm is Show & Tell of 151 Walter Hays Drive, and its three principals are Nancy Schuler, president, who is in charge of programming; Mary Holzer, vice president, who is in charge of graphic demonstrations; and Mary Donahue, art director, who coordinates the art work and is also the artist who painted the wizened Eskimo on this month's cover, bringing a little cool to the hot month.

Leaving a job at a bigger firm that reorganized, Schuler and Holzer teamed with Donahue and started putting dreams into action.

**Demonstrations**

A large part of their time is spent working on three-to-five-minute disk-based demos for trade shows and sales forces. Produced for a variety of products, these demos incorporate the team's distinctive graphics, animation, and information. Show & Tell will also demonstrate products itself. It has done graphics with the Summagraphics 1201 SummaSketch drawing tablet at conferences and shows, for example.

**Tutorials**

The group also does on-disk tutorials. Just completed is a series of three such tutorials for the new IBM Personal Decision Series, Version 2.0. They have done others as well.

**Advertising**

Show & Tell has turned out a beautiful brochure explaining its own work, from which you can see *Castle* by Holzer, in Figure 1. The firm also worked on a brochure for Logitech, in which *Houses*, by Donahue, is featured (see Figure 2). Yet another commercial undertak-
Figure 2. Mary Donahue's Houses was used in the Logitech brochure.

Figure 3. Butterfly by Holzer appeared in a Mitsubishi Shinko C-65 printer ad.

Artists who don’t know computers yet would be taught the ropes, while more experienced people could consult or just use the system Show & Tell already has in place. The system includes the Targa 16, the AT&T Image Capture Board, and Island Graphics’ Truevision Image Processing program, known as TIPs, which allows 256 simultaneous colors. According to Donahue, you can mix those 256 to come up with as many as 32,000 hues of your own.

Donahue describes her Eskimo as a challenge to create because she deliberately used low resolution, putting together the pixels for a pointillist effect, almost like working with a jigsaw puzzle. The image won an honorable mention in the 1986 Truevision contest.

Right now the business demands long hours. When a new project comes in, the three brainstorm it, and the person whose original idea is finally chosen usually heads the project. All three bring in business, with Schuler being the principal businesswoman and programmer and the one who comes up with special effects, while the other two contribute artistic and demonstration talents. They’ve only been at it for one and a half years, but already they are doing a nice business, as you can see. The little shop hums and original computer-graphic ideas come flying out.