

VALUABLE INFORMATION FOR MAGICIANS

*Jan Baxder
October
1967*

By U. F. Grant

It is a pleasure to release this information to you. Here is information gathered over the years from close association with Magicians in all fields of the Magic business, along with the very latest information and methods as given to me for release in this publication by men in those fields, men who have been a success in their particular field. Not millionaires but men who have made an honest living by the grand art of Magic.

Just lean back and close your eyes for a few moments and picture all of the fields in Magic that you can go into for profit or pleasure. Picture yourself in that field for which you are suited. In this publication you will find just how to go after that dream and make it a reality. Maby a cruise to South America for 37 days...A weeks cruise to Bermuda... A winter jaunt to Florida...A summer vacation in the Adirondecks or the Berkshire Hills.

If you have faith in yourself, your act or show, and use a little business sense along with it, you are bound to succeed. As one old timer says "Magic or showbusiness is no different from any other business. To succeed you must use the proper advertising and work eight hours a day. Do not wait at home for people to come to you. They do not do that in any other business and will not do it for an act or show. You must contact them. It pays off. Don't be a waiter, if you are get a job in a resturant."

Even if you do not use any of this material at this time, at a later date you may want this information, so save this publication, it is valuable.

Best Of Luck!

Published By

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Columbus 4, Ohio

SUMMER & WINTER RESORT HOTELS

The State Library of Victoria
"ALMA CONJURING COLLECTION"

Having lived in the Berkshire Hills for many years I have had the opportunity to see all of the Magicians who played the summer hotels in that section, to talk to them, to see their shows, to see their collections and how well Magic went over with that type of audience.

Many New England Magicians played this field in the summer months and worked club and school dates in the winter time. Others played the hotels in Florida in the winter months.

Your Chamber of Commerce can tell you whom to contact in New England and Florida that can supply you with a list of summer and winter resort hotels. With the help of friends or an advertising agency work up a nice letter to send to the managers of these hotels telling them you would like to play their hotel on about such and such a date. Enclose an advertising folder if you have one. If not, a post card or folder with your picture will do. Tell him the type of show you work and be sure to mention that it is a clean wholesome show with no smut or wise cracks!!! If you can send recommendations as to your act and character they will be of value. After you receive your replies you can work out a route with the aid of a map. A car is necessary for these dates since most are in out of the way places.

The type of show best suited for these hotels is a club act. Illusions or effects of a large nature are usually not suitable. You can work these dates as a single act or with the Mrs. or one assistant as desired. Mental, comedy and straight magic all go over well since the audience consists of children as well as grown ups, and usually quite a large percentage are elderly people. The same clientele goes back to the same summer resorts year in and year out.

Here is how you usually work these spots. When a date is arranged with the hotel, you send on, about a week in advance, a small printed advertising card in display type announcing your show, and filled in with hand print or rubber stamp is the time and date of your appearance. The hotel places that card on their bulletin board a day or two in advance of the show. You arrive sometime in the afternoon and the hotel usually gives you your dinner. Your show goes on in the parlor after dinner, around 7:30 or 8 O'clock, and should run about an hour. During the intermission between the first and second part of your act you pass a basket for a collection. Some pass it before the last trick. This collection idea is used by all shows that play these summer resort hotels and the guests know and expect that. Back in normal times the Magician would average about \$20.00 on a collection. During boom times of course you get more. In the collections you get buttons, dimes, quarters, halves and bills, as high as five dollar bills.

A good idea used by many is to have stand-up type place cards printed announcing your show and have these placed on the dinner tables that evening as a reminder.

Another good idea is this. As soon as you arrive get a bellhop to help you get your things in and arranged, etc. Tip him a dollar for his trouble and he will be a lot of help to you.

The hotel usually gives you a room for the night and your breakfast so there is practically no expences other than your gas and oil and a noon lunch.

My good friend, the late L. Raymond Cox, who, for years, played in New England in the summer and Florida in the winter, would also book summer boys camps in the vicinity of the hotels. For off dates or between jumps he would get a list of boys camps and write them that he would be playing in that vicinity on such and such a date and could give them a good show at a reduced rate. He usually would get about \$35.00 for a show at a boys camp.

In the above field you get the type of audience that likes Magic and are very responsive to your cleverness and entertaining ability.

To play these dates you should always dress neat, keep your equipment in good neat condition and conduct yourself like a gentleman at all times. Last but not least, have a good show that you can present properly or you will not make any money. They have seen and still see good magicians at these places every season and can compare you with the others.

The late Professor Kreiger, who played the summer hotels in New England for years with huge success, found it paid off to work pocket tricks around the hotel lobby in the afternoon to advertise his show that evening.

PLAYING CRUISES *****

When I had my Magic Store in New York a few years back I helped many Magicians to get booked on cruises to Bermuda and South America. I also helped many who went on these cruises to select types of pocket tricks to take along and sell as a side line.

In the event that the methods have changed since then, my good friend and clever club Magician of New York City, W. R. Williston, has sent me the very latest information on these cruises. There are two agencies in New York that book cruises. One is the Lou Lang Agency at 507 Fifth Ave. and the other is the Henry Herman Entertainment Bureau at 1250 - 6th Ave.

Both of these agencies book cruises to South America and Bermuda. The Bermuda trips are for seven days and pay \$35.00 net to the performer. This does not include tips which run about \$15.00. You are given first class passage for the trip. Most acts take it just for the vacation. You break about even and get a \$350.00 trip free. You usually do one show going down and one coming back.

The South American Cruises are quite different. They are on the SS Argentina, the Uruguay and the Brazil. Herman books acts for the Argentina and Lou Lang books acts for the other two ships. The cruises are for 37 days and you do 7 shows in all, five of which must be different. Here is the schedule. You play two shows between New York and Rio, one between Rio and Buenos Aires, one between Buenos Aires and Montivideo, then one on the way back from Montivideo to Rio. All of these acts, five in all, must be different. At Rio you change to another boat with a different passenger list and do two shows on the way back to New York, and they can be any two from the five you did going down.

For the 37 Days you are paid \$292.00 out of which you pay the agent 10 percent and then take care of your tips which amount to about \$50.00. The tips include the following: Tips to the deck steward who takes care of your room, the waiter and the head waiter. You net around \$210.00 for the entire trip. This cruise also includes first class passage. If you were to go on this cruise as a paying passenger it would cost you from \$1300 to \$2000.

You also may carry along some good pocket tricks to work and sell at the bar: When I was in New York and Mickey MacDougal was about to take one of these cruises, I sold him on the idea of taking along a couple of hundred sets of two card montes to sell. He sold them out at a dollar a set. They cost him about 5 cents a set.

These cruises usually use Magicians and singers as they can change their acts at each show. For a cruise of this nature you usually do a fifteen or twenty minute club act.

HELPING TO ELIMINATE FREE SHOWS *****

Here is an out used with great success by a Doctor to get away from free shows. When called on for a free show he explains that if he did free shows he would be kept so busy that he would not have time for his practice, and so as to treat all the same he has made a set rule and adhered to it. He says that he will be pleased to put on a show for them if they are willing to write out a check for any charity they desire, and then a check for him to help cover his expenses for equipment he has to purchase to keep his show up to date with the latest tricks as they come out. As to the check for him, he leaves that up to them. They can give him any amount they desire after seeing his show. He reports that it has worked out very well and the checks for himself have run into a nice sum in the course of a year. This idea has made his hobby of Magic self paying so that he can pick up the late tricks and books and attend the conventions.

HOW TO ROUTINE A MAGIC ACT OR SHOW *****

An act should open with a snappy effect that requires practically no patter and should be followed up with one or two more effects of the same type. This should be followed by an effect that requires help from the audience, either in borrowing an article, having a card selected, or having one or more members of the audience come up to help out with an effect. Next should come a sucker effect followed by a comedy effect. For closing a colorful production is best. It has been proven that to obtain applause at the close of an act a production is far better than a vanish.

With a full evening show it is best to open with productions of flowers, bowls of water, etc., with a musical background. An illusion or two should follow. Next should be a few small effects in number one stage and into the audience to borrow an article for an effect such as the nest of boxes, etc. From this you go back into another illusion or other large effect. Follow this by a strong comedy effect with the assistance of a child from the audience. Next, an effect using a committee of adults from the audience. Your closing effect should be your most spectacular illusion. A double exchange illusion makes an ideal closing effect.

IDEAS FOR SALESMEN WHO DO MAGIC

It has been proven by hundreds that a salesman who does a few pocket tricks for his clients is most successful in his field and the Magi has increased his sales many fold. As they are certain to remember the man who does magic, they are always glad to see him drop in and usually greet him with "What's new in tricks this time?"

The salesman should always try to have a different trick on each trip around his route. It is also an excellent idea, for the first few times at least, to use an effect which you can tie in with the line of business which your prospect is in. For example, Paul Williams of Columbus, Ohio is in a business which requires him to call on banks. He keeps his eyes open for any tricks with money, checks, etc. As a result he has made a huge success of his salesmanship, thanks to Magic. In addition to helping him greatly in his regular line of work he also was ahead in the magic line. The bankers get him dates to play at Clubs in their town if he is staying overnight, and usually the dates pay very well. Paul always carries his act in his car for occasions which arise like this.

James Wheeler, also of Columbus, calls on doctors in this section and receives a royal welcome from all of them every time he calls. They stop everything, let patients wait, and send word for Jim to come in so they can see a trick. Jim has been directly responsible for scores and scores of Doctors in this section to get started in Magic. He has found that they like to have him teach them a simple trick at times and they appreciate it. In most cases they get the Magic Bug and become his greatest friends, and Jim gets them into the Magic fold. Jim is one of the most successful good will men in his field and a great part of it is due to his fine magic.

A salesman should not forget the secretary of the man he calls on. Remember, she is the one who usually gets you in to see the client. You should work a cute trick for her from time to time and she will always have a good word for you. For that matter a stunt for any of the office force is always good business. Distributing recent novelties is also cheap advertising that always pays off.

REMEMBER: You must be tactful and not do a trick at the wrong time. Your first trick on your first call should be of an impromptu nature. For example, as your client takes out a cigarette you palm your lighter or book of matches, reach

up and apparently pluck them from the air and give him a light. This will attract immediate attention and in most cases they will ask if you are a Magician. If you explain that you do Magic as a side line or hobby they will ask to see another trick.

TOURING THE WORLD ON FIVE GOOD POCKET TRICKS

Here is a success story of how a young man toured the world on five good pocket tricks. He picked five that had laymen appeal, five that could be worked close-up as pocket tricks and still could be worked before a club group so that they could follow what was being done and see them easily. He mastered these five tricks to the last word of perfection.

His next step was to call on his local paper and tell them of his intended trip around the world on five pocket tricks. He worked a couple of his best effects for the editor of the paper. Next, he explained that it was his intention to call on the paper in each town that he passed through and work a couple of tricks for the editor to get a write up in the paper. In the write up he would have them mention that he could be contacted through the editor to put on a show for any group or club that was having a gathering that evening and that besides his Magic Act he would talk of his experiences on his trip, how he was making out, etc. After the program he would take up a collection to help finance his trip.

This was such an unusual idea that it was NEWS. Naturally the editor gave the local boy a big write up and this publicity brought in several shows right in his home town to help give him a grand sendoff. He also arranged to send a letter to the editor from time to time telling where he was, how he was making out, what unusual experiences he had, etc. This in itself is an excellent idea, to sell the editor on the idea of paying you for these articles to be run in the paper.

With a few copies of the local paper telling of his proposed trip and of the shows in his home town he was set for his next step. Upon his arrival in a town he would call on the editor of the paper and display the write-ups from the previous towns he had visited and this would pave the way for success in the present town. So on he went across the country. He saved up money for a trip to Europe and once on the boat he started putting on shows and taking up collections. He received a write-up in the ships news saying that he would teach a trick to any of the passengers for five dollars each. As a result his trips by boat practically paid for themselves, and so he toured the entire world.

With the money saved on the trip he was able to go through college and today he is a very successful lawyer and prominent amateur Magician.

HAVING A NEWSPAPER SPONSOR YOUR SHOW

Call on your local newspaper and explain to them the fact that a good percent of their success depends upon good newsboys who are polite and deliver their papers promptly. State that you have found that an extra show for them during the season is an excellent morale builder and pays off dividends to the paper. Since you are in this section, you explain, you would like to arrange to put on a show for the boys for a moderate sum to be paid by the paper. State that in the show you will work several tricks with newspapers and bring out points of interest to the boys in their particular field which do not appear in other fields for boys, that a large majority of the successful business men of today are former newsboys, and that it was their fine newsboy training which started them on the road to success. This, you explain to the paper, helps to keep the boys interested in their paper carrying job and eliminates the necessity of having to change boys on the routes all the time.

It is also important to explain that publicity to the effect that they are giving the boys this extra free show in appreciation of their fine record will win the approval of the subscribers and advertisers as a fine act by you and this always pays dividends in the end.

HAVING STORES SPONSOR YOUR SHOW

Here is a plan that works out very satisfactorily. Call on the President of a large department store, they will usually go for this idea. Relate your story to him in a straight forward manner without any verbal detours, and tell the truth only. If the President is too busy to see you he will turn you over to the proper person.

Explain that you are a Magician and present a clean, wholesome entertainment, suitable for many places that cannot afford to pay for entertainment. Say that he no doubt knows of several groups of this type himself, and if not you have a list of such groups. State that you have found it a nice gesture as well as excellent advertising for a store of his type to sponsor a show for one or more of these groups. Say that you can present one or more shows for him at such and such a price. Suggest that in some cases he may want you to pass out samples of some item they are featuring at the time. Also emphasize the fact that your act will bring in the name of the sponsor in a tactful manner, and that you will notify the papers; if they prefer, to the effect that you are appearing at such and such a meeting, church or club through the courtesy of the store.

It is also well to watch for announcements of annual banquets to be held. Most all groups such as ball teams, bowlers, etc., have an annual banquet or similar affair. As you hear of these affairs, go to a local sport store and sell them on the idea of sponsoring your show for the banquet, etc. This is the best type of advertising they could do since a show furnished free by them is far better than

the same amount of money spent in newspaper advertising.

Some Magicians have even booked themselves into large Super Markets on their Grand Opening. They would put on several acts during the day in the store or store window, using tricks connected with merchandise sold in the store and producing and handing out samples.

HOW TO BOOK & SELL TICKETS BY PHONE

This method has been proven most successful by many Magicians. Jack Courtney was kind enough to pass this information on to me. He has used it many times with great success.

The usual method of operation is to go into a town and get some organization to sponsor your show to raise funds for some charity, for their building fund etc. Tell them that you will do the selling of the tickets, they merely have to furnish the hall and they get 50% of the net profit. This is such a good sounding proposition that they can hardly refuse it.

Have them furnish you with a list of business men who are known as ones who will cooperate on a good cause. After obtaining the list you rent a vacant office or storeroom for a week and have one or more telephones installed with unlimited service. You then phone the various merchants explaining that you are calling for the (what ever club you are working for). State that you are presenting a benefit show to raise funds for such and such a cause and that you would like to have him buy a block of tickets. He can pass the tickets on to friends or customers or you will pass the tickets on to a Childrens Home for him. You should have a set talk prepared to be used for all those contacted by phone. It is best to start in by asking them to buy a large block of tickets. Then, if they refuse on that, reply that even half a block of tickets will help the cause along a lot and they can hardly refuse that.

As a rule, one or two persons do the phoneing while a third person goes out on the delivery of tickets and collection of the money. The best way to get around to find the various places, if you are not familiar with the town, is to have the President of the club suggest a member with a car who can drive you around for the pickup.

Any merchants who do not come through and buy tickets from the phone conversation should be called on personally, having one of the members of the club go along with you to help put the sale over.

Before the money is split you deduct the cost of rent, phones, pay for persons time phoneing, and pay for the time spent delivering tickets and collecting money. After these deductions are made, the balance is split fifty fifty with the club. If a week is spent on promoting a show like this your share of the profits may run as high as a thousand dollars or more. Dont make a racket of this like some do and

deduct large amounts for the phoneing and pickup, etc., so that when you come to split the club gets only a very small amount. This will turn a town against magic and create ill will. ALSO...Put on a good show and give them their moneys worth.

PROGRAM METHOD OF MAKING MONEY

This works similiar to the previous method just described. At times the two are used in conjunction.

Call on a club and state that you can present a good show for them and that it will cost them nothing outside of furnishing a hall. Tell them that on all tickets sold they get to keep the full amount, so they cant loose. For your share, you ask for the right to solicit and sell advertising and to publish a program which you will turn over to them free of charge to be given out at the show.

Have the club give you a letter to the effect that you are representing them for ads in a program to help them raise money for their club or any charity they may choose.

You then call on all of the business and merchant men and sell them ads in the program. Have the program printed and turn it over to the club. Then it remains for you to present a good show for them. You do not have to worry over the sale of tickets since that is up to the club to sell them in order to make their money.

This method will net you a large profit if you will spend about a week selling ads. It is also a good idea to have a member of the club go along with you to help boost the selling of ads and pay him for his time.

HOW TO CREATE INTEREST

The fast talking, loud dressed salesman days are over and do not get you very far in the present day. The only way to sell a man on anything today, even a Magic Act or Show, is to get that mans interest aroused first, then to have him ask questions and last but not least to have something worthwhile to offer him for his money. This is sound business advice that works and pays off, year in and year out.

First, it is necessary to get the prospect to want to meet you. A telegram or a long distance call will get more attention for your first contact than anything else. The long distance call is the best in most cases. Arrange for a girl in another city to do the phoneing for you to give the impression that you are in that

city and she is your secretary. You supply her with a list of places and men to call and what to say. After she completes her task she is to phone the results to you, telling you whom to call on, what time and any other general information she receives on the calls. In calling a prospect she says that Mr. So and So (what ever your name is) will be in town on a certain date and would like to call on him in regards to (here she mentions a subject that is the mans hobby. You must find out what his hobby is in advance.) She says that she isn't certain just what you want to see him about except that several of your friends told you to be sure to call on him when you were in that city, and she would like to know what would be a good time to call on him on that particular day. It is human nature for a man to like to hear about his hobby in the middle of a business day, and he will wonder what you want to see him about. As a result his curiosity is aroused until he finds out. The idea of a secretary calling is that it gives him the impression you are a business man like himself.

When you arrive for the appointment you explain that while in this section you were told that he might be interested in having some entertainment at the next meeting of his hobby group, or that the group might be interested in raising money for the treasury. Do not say too much, just enough to make him ask questions. Once they ask questions you have them interested and once interested they are easier to sell. If his hobby group does not want a show or there is no such organized group (which you may have known all the time, but wanted to talk to him about a show for his church) you say that you are sorry you bothered him, and as an afterthought... you mention that perhaps his church would like to have a show to raise money, etc.

PLAYING FAIRS *****

For Magic Acts playing Fairs is a field that has never been overworked yet it is a worthwhile one. To play Fairs you must, necessarily, have an illusion act since you play on a large stage and your audience is at a great distance in the stands at the opposite side of the track. The pay on these dates is very good. On most of the Fair dates you will have to be booked through agents. On some smaller Fairs you can book as a free attraction right direct and in some cases this can be done with the larger Fairs.

The Gus Sun Agency in Springfield, Ohio is one of the big bookers in this field, as is the Hamid Agency in Chicago, Ill. In each issue of the Billboard Magazine you will find a couple of pages of Fair news, ads of agents, and Fairs advertising for free acts, etc., Fair bookings are usually made many months in advance. Each year the Billboard Magazine has a special Fair issue and lists all the Fairs and their dates for that season. From this issue you can contact the fairs in what ever section of the country you care to work in. Of course you can always find out whom to contact in your own county for your local county or state fair.

If you do not have a big illusion act you can go in for the many street fairs run in small towns. You can arrange for local merchants to sponsor you as a free attraction at the street fair and above your platform have a banner advertising the

firms that sponsored your free show to the public. In some places just one merchant prefers to pay you to represent him alone, so it is best to call on the big store first.

PLAYING CHILDREN SHOWS

This field, outside of the large cities, has been sadly neglected by many Magicians. It can be a highly profitable field if you go after it in the right manner and have a show that really entertains the kiddies. Some Magicians are better kiddie entertainers than they are for grownups, and of course the opposite is also true.

One good source of obtaining contacts is to put on a free show in a department store toy center a few times with the understanding that you can hand out literature to the effect that you are available for birthday parties at private homes etc. Some Magicians arrange for the store to act as their agent and the store gets a percentage.

In most cities of any size each section of the city has its own newspaper. Ads in the papers of the sections where the rich and middle rich live always pays dividends. Once you get the ball rolling in that section, and if your show is a good one, one person tells another and your dates build up into a yearly cycle.

When you get a date for a party, ask the host in advance to make out a list for you of the names and addresses of the children who will attend, as you want to send each one a present to remind them of this particular party. Before the show get this list from the host. During the show when you have one of the children up to help ask them their name. Then get out your list, look at it and say, "By golly, that is your name. When is your birthday?" Mark down the date opposite their name. Then call off the names on the list having each child give their birthdate to you. The children enjoy this and you are starting a collection of names and addresses with birthdates so that you can list them and contact their parents a week or so before their birthday to suggest a Magician for their party. This pays big dividends in shows.

Still another source to obtain bookings is to arrange for a store that handles party supplies to act as your agent. When people come in to buy supplies for parties they can suggest your show for the party.

An advertisement in the yellow pages of the telephone book is also money well spent.

BEST METHOD OF BOOKING SCHOOL ASSEMBLY SHOWS

There is usually much competition in this field. Still, new acts come into the field every year and if they dont mind working eight hours a day and can put on a good show they usually make a success of it. For this particular field you must have a car to get anyplace at all.

After deciding upon a section or city, call on the Superintendant of Schools and sell him on the idea of sponsoring your show for that section or city. The show is to be sponsored by the P.T.A. or each school. The children are usually charged from fifteen to twenty five cents admission and the money is split fifty-fifty with the school. Some Magicians take sixty percent and give the school fourty percent.

To have a good selling point for your show, have something in it of a scientific nature, such as a black light demonstration with a lecture telling how it is used in police work, etc. Still another idea is to build your tricks and patter around a safety theme bringing in features of traffic safety, safety around the home and school. A feature like this rather than straight Magic will sell the superintendant on your show. When you call on him, first mention a scientific demonstration or safety show for the schools along with Magic to help interest the children in the show. After selling him on the idea get a letter from him to the effect that you have his O.K.

The next step is to call on the various schools, showing the letter and inferring that the superintendant of schools sent you to arrange for the show to be put on at their school. It is a good idea to have some hand bills for the teachers to pass out to the students and also supply them with a tack card or two to be placed on the bulletin board to advertise the show. Some Magicians also go around to the rooms in the schools and do a couple of tricks to build interest in the show.

This type of show is put on during school hours. In this way the children will buy tickets and go in order to get out of staying in class. You can do as many as two or three shows a day.

This type of show should run about an hour. Be sure that you have no smut or off color tricks or patter. Plenty of comedy tricks, at least one or more tricks with livestock, and tricks where the children come up and help you are all musts for an assembly show. Do not go in with a brief case, a piece of rope and cards. Give them apparatus. They like it. Useing apparatus makes it appear to the school officials that you are giving them something for their money.

HOW TO GET A LIST OF SCHOOLS

In various towns and cities this is different. The best and quickest way is to contact the superintendant of schools and he will be able to tell you where to get a list of the schools in that section as well as the number of pupils in the schools.

After getting your list, make up a route with the aid of a city directory or county map. You can then spend a few days going around and arranging your bookings.

Some Magicians who have full evening shows arrange with the larger schools to have the P.T.A. sponsor an evening show. After seeing your assembly show the kids go home and talk about it thus encouraging a good attendance at the evening show. At times you can arrange for the teachers to have the children sell tickets at their homes and you can give a prize to the one who sells the most tickets.

THURSTON'S SECRET PREPARATION *****

Many have found that to get the best results from your audience you should enter looking full of pep and energy. This, we might say, gets the audience on the edge of their seats to pay close attention. The late Howard Thurston was a believer in this.

Here is what he would do before going on stage. A few minutes before going on he would jump up and down, exercise his arms and legs and keep saying, "I feel good. I have a wonderful audience to play to today, etc." In this way he would come out on the stage wide awake, full of energy and vim and be in the proper frame of mind. Believe it or not an audience can sense your feelings just as you can sense whether or not you are going over. Anyone who cannot sense how his audience is reacting lacks something and should give up show business.

HOW TO ORIGINATE TRICKS *****

The writer has been most successful for over 30 years in working out new effects, tricks and variations and all by a most simple rule.

First, make out a list of all the principles in Magic that you know. These may include black art, mirrors, double walls, body load methods, threads, etc. Second, make a list of the effects of which you like the method employed, the features, and the audience reaction. Keep up on all late scientific discoveries, novelties, and toys that come out. All of these may have a principle of mechanical feature which can be used in a trick.

The best method to work out a new trick or effect is to start just the opposite from the way most would think. Always start off by figuring what type of effect you would like to have. After getting the effect in mind go over your list and pick out the method best suited to this effect according to the conditions under which

you have to work. If you fail to get a method for this effect just jot it down in a note book. Every week or so go through your notes of effects and on one of these occasions you will be surprised to find that the perfect method for doing it will come to you. With many effects marked in your note book you will always be able to hit on a solution for one or more of them from time to time as you refer to the book.

Whenever you buy a trick and do not like it, it will often give you an idea of how you would like for it to work. On going through your list of methods you may find the proper method for working it according to your particular style.

Also, when you see other Magicians work and see an effect you like but do not like the way it works or is being done, make a note of it. You can then work out a good method.

HOW TO WRITE YOUR OWN PATTERN

The writing of your own pattern is very simple once you go at it in the right way. This formula is sure fire.

Have a large notebook and in this, under the proper headings, write down any jokes, quips, unusual stories or tales that you read or hear from time to time. List jokes from joke books, ideas from funny books, words from the dictionary that sound strange or smack of mystery, ideas or just short quips from magic pattern books. 'Grant's Pattern Folio' is ideal for this as it has quips on various items used in Magic and you can base your pattern around these quips.

With the above system you have basic lines for your pattern listed under proper headings for quick reference. No one should use another person's pattern or take pattern out of books word for word. It does not work out and the pattern does not fit you. We will say that you want to write pattern for the Chinese Sticks, some sort of dramatic pattern. Look in your note book for some unusual piece of news of an oriental nature or some oriental sounding words to weave your story around. For example, you may find a note in your book about an earth quake in a western city recently where every home on one street was destroyed except one. Change the local to China and tell of a Chinese Magician who owned a wonderful pair of wands, wands with strings in them, one short string and one long string. Say that these wands and strings contained magical forecasting powers. Daily he would pick up the sticks at prayer time and pull the short string and the long would become short. If this happened there was nothing to worry about. Relate that you had watched him go through this procedure time and time again and that you were of the opinion that it was quite a foolish thing since you were certain that the string ran down one stick and up the other. However on one occasion you were amazed to see him hold the sticks apart and they still worked. Once while watching him you saw him pull down on the short string and the long one did not get short. Later he told you that it was a sign of an earthquake and that he and his family would have to start to reinforce their home to stand the shock of the quake. Say that you asked him what he

would do the next time he wanted to use the sticks and he replied, "Watch." He took a hair from his head and tied an end of it to the top of each string. Pulling on the hair both strings became short. Then he pulled down on one and he was back where he started with one long and one short string. Later on there WAS an earthquake and his home was the only home that was not damaged.

Here is another example. We will say that you are going to do a trick with Jumbo cards. I have taken a quip from my patter folio around which you could build your patter. The quip is, "This is the size cards I use when I am playing for big money. But I believe I can loose just as much money with the smaller ones." To tie the line in directly with the show you would use it like this. "This is the size cards I use when I play for big money. The other day I heard that (name of one of the club members) was in a game and got stung since they were playing with Bee playing cards, etc.,etc.

CORRECT WAY TO HYPNOTIZE A RABBIT

Like regular hypnotism, most people give you a long song and dance of how to go about hypnotizing a rabbit. It can be told in a few simple words so you can work it immediately.

Naturally you do not use a wild rabbit for this. The one which you use in your show or one that is used to you and fairly tame will do. Place a pillow on the table in front of you and crease it down the center. Pick up the rabbit and hold him for a few minutes so that he settles down from the lift. One hand takes hold of his head at the same time pulling back and holding down the rabbits ears against the back of the head. The other hand holds him at the opposite end. In other words, the head and ears are in one hand so that the head rests in the palm of the hand. His rump is in the other hand. The fingers of this hand should come up and steady his hind feet. Slowly turn him back down, starting with the head down and over. Hold him for a few seconds in this position and then lower him to the pillow so that he rests in the crease. Do not let off the pressure of the hands at first. Steady his head and feet upright and gradually release the pressure until your hands come completely away. He will lay there and go into a deep sleep almost immediately and stay in that position for an hour or more if you desire. To revive him, walk over and as one hand openly snaps fingers the other secretly kicks him off balance and he will hop up and be most lively.

It is most effective to use this in a show. I understand that Ted Huber of Pittsburgh, Pa. hypnotizes a rabbit at the start of his act and has him sleep in full view during the act.

At the finish he snaps his fingers as above and the bunny hops up.

PUBLICITY GAG

Here is a publicity gag used by a few Magicians which usually gets them a write up in the paper. It depends on the Magician being the apparent blunt end of the joke and this is news.

Whenever a reporter happens to be around to write up the show that you happen to be in, or at a Magicians convention when a reporter is around see to it that you come through where he is, apparently not knowing he is a reporter. Ask if any of them have seen a rabbit running around lately, as you have lost your rabbit that you were going to use in the show that evening.

The reporter usually gets a kick out of you loosing your rabbit and will write it up useing your name, etc.

THE \$200.00 SHOW PLAN

This is a good method to be used in a small town of a thousand up to about twenty five or thirty thousand population.

There is much talk and publicity these days about youthful delinquency and any plan that will help out on this problem is always of interest to parents, merchants, and business men of any town.

Call on the Mayor of the town and explain that you are making a tour to help out the delinquency problem of the country in small towns that have not had the opportunity of overcoming it that the larger towns have had. State that you can put on a show in their town to raise money for sporting equipment for the underprivleged children or to start a fund for a play ground or ball field or for basket ball equipment, etc. Bring out the fact that it has been proven that sports help to keep a childs mind occupied, teaches them to play the game fair, and to be able to be a looser as well as a winner and prepares them for later life where they too will loose out on various things in life as well as in sports. Mention that some of the greatest men of the country have been famous in some sport or other and that it helped them out in later life.

State that you will present a show to be backed by the merchants, business men and clubs of the town, a Magic show that appeals to all ages. The merchants, business men and clubs are to sponsor the show and do the selling of tickets and you will split fifty-fifty with them. Have the mayor supply you with a letter stating that he is in favor of the idea and also have him appoint a committee of men to help put it over.

Then you have him arrange a meeting, which you attend, of the committee, merchants, business men and clubs. You explain that each group should take a certain

number of tickets and those that they do not sell they should pay for to help the cause along.

Some merchants can give the tickets away with purchases to help boost their business. The store from which the sporting equipment is to be purchased will usually take a large block of tickets. Under this set-up the newspaper will play it up with plenty of publicity.

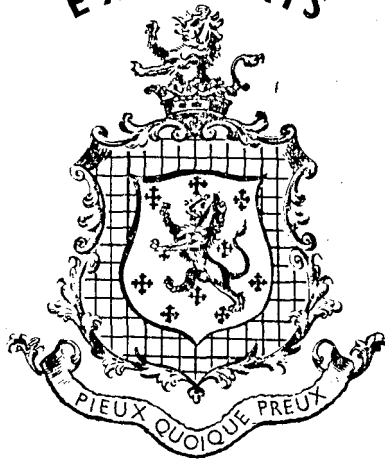
Again let me say..."Give them a good show" and you can come back again next year.

Published By

U. F. Grant

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