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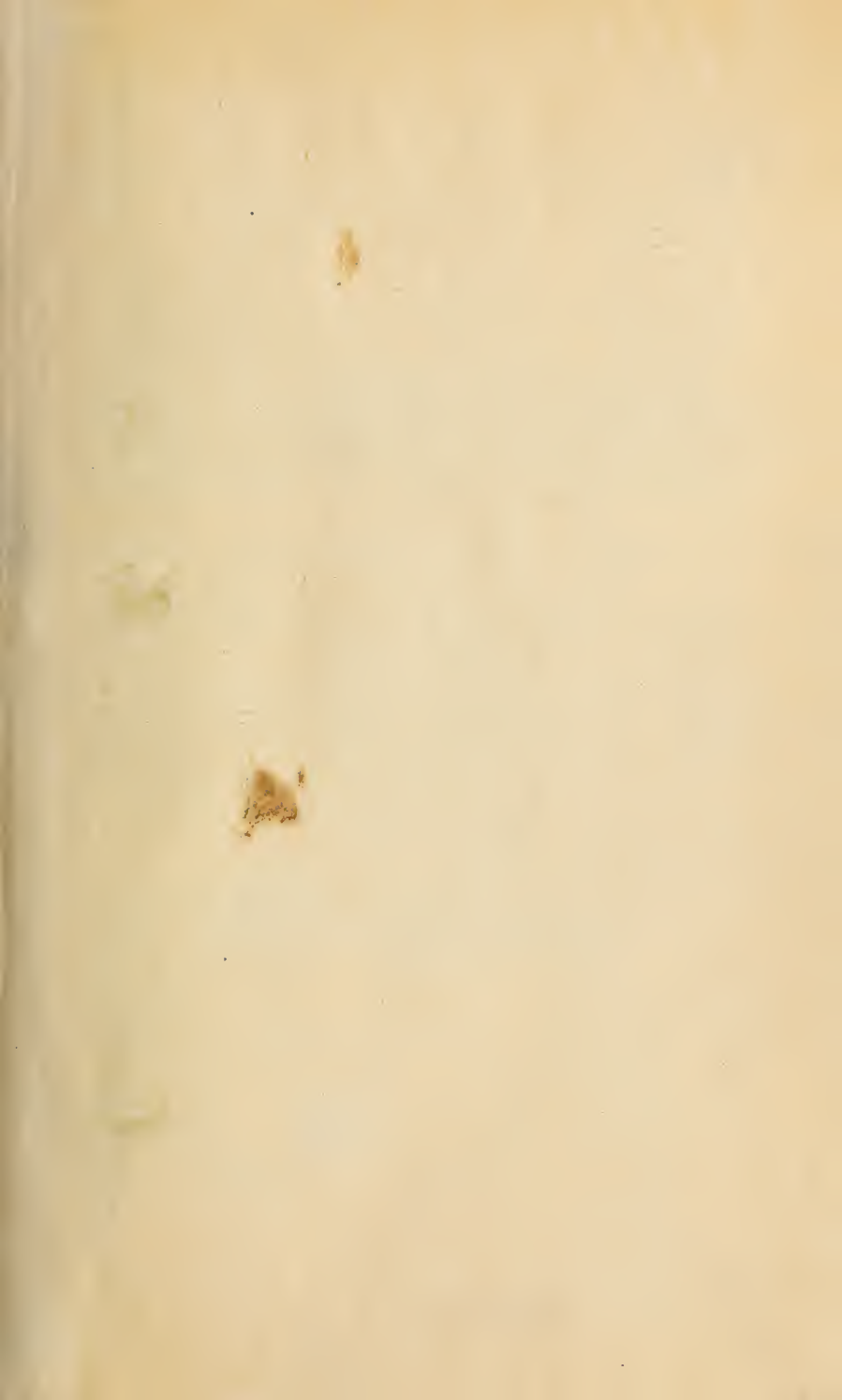
Vol. 1

July 1921

Nov. 1921



*The JOHN J. and HANNA M. McMANUS  
and MORRIS N. and CHESLEY V. YOUNG  
Collection*







The JOHN J. and HANNA M. McMANUS  
and MORRIS N. and CHESLEY V. YOUNG  
Collection  
Gift—Oct. 12, 1955 ✓



# The Magical Mail

A MONTHLY HOUSE ORGAN  
Published by  
**ARTHUR IVEY AND CO.**

VOL. I. NO. 1.

THREE SHILLINGS PER  
ANNUM, POST FREE.

JULY  
1921.

## EDITORIAL.

IN introducing this little magazine to our numerous clients, we make no claim to anything other than the subtitle above, that is—a house organ. As we have purchased the exclusive rights in a great number of effects invented by “Illinois” and others, and there is at present no monthly magazine in which to advertise them, we are issuing this house organ. We shall explain the working of tricks each month and will endeavour to keep clients as much up-to-date in magic as possible. Our usual monthly lists of second-hand goods will be incorporated herein and existing subscribers will receive same to the exhaustion of their subscription. By sending us 3/- you will ensure receiving “The Magical Mail” in time for breakfast on the 1st of each month for a year. To aid us in our plan, and to keep yourself right up-to-date as regards what effects are on the market, you should send in your subscription at once.



CATALOGUE

Magical Apparatus

ARTHUR IVEY & CO.,

25, Coleridge Row, Islington, London, E.

*This illustration is a reduced facsimile of our large 84 page illustrated catalogue which can be obtained on receipt of 1/2, of which 1/- is returned on your first order of 7/6.*

## Second-hand Books.

GV1541  
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<i>Bellew.</i>	Art of Amusing, cloth, scarce .....	7/6
<i>Bertram.</i>	Isn't it Wonderful? Cloth, scarce .....	12/6
	Isn't it Wonderful? Paper .....	3/6
	Magician in many Lands. Cloth .....	8/6
<i>Carlton.</i>	Twenty Years of Spoof and Bluff .....	9/0
<i>Collins.</i>	Deceptive Conceptions in Magic .....	3/9
<i>Cremer.</i>	Magician's Own Book .....	7/6
	Magic, No Mystery .....	4/6
	The Secret Out, or 1,000 Tricks .....	6/0
<i>Devant.</i>	Hand Shadows, 8pp. extremely rare, 1901 .....	5/0
<i>Downs.</i>	Modern Coin Manipulation .....	7/6
<i>Elbiquet.</i>	Text Book of Magic .....	2/6
<i>Frost.</i>	Circus Life, First Edition .....	7/6
<i>Ganthonny.</i>	Amateur Entertainments .....	2/0
	Bunkum Entertainments, cloth, fine copy .....	4/6
<i>Hercat.</i>	Card Tricks .....	1/6
	Conjuring Tricks .....	1/9
	Ventiloquism, new .....	1/9
<i>Hoffman.</i>	Tricks with Coins, Watches, etc., cloth	2/0
	Drawing Room Conjuring, boards .....	3/0
	Drawing Room Conjuring Cloth .....	4/6
	Modern Magic .....	5/0
	More Magic, First Edition, gilt .....	10/6
	Tricks with Handkerchiefs .....	1/6
	Tricks with Hats and Eggs .....	1/6
<i>Houdin.</i>	Card Sharpers, translated by Forster, cloth .....	10/6
	Card Sharping Exposed, cloth .....	7/6
	Conjuring and Magic, Later Edition ..	7/6
	Stage Conjuring, rare, good copy .....	7/6
<i>Maskelyne.</i>	Our Magic, quite new .....	8/6
	Sharps and Flats, scarce, fine copy ..	10/0
<i>Naldrett.</i>	Moments of Mystery .....	2/6
<i>Neil.</i>	After Dinner Sleights .....	1/0
	Modern Card Manipulation .....	1/0
<i>Nikola.</i>	Hand Shadows .....	1/0
<i>Noakes.</i>	Mirthful Memories of a Magician .....	2/0
<i>Otto.</i>	Beginner's Guide to Conjuring .....	1/6
<i>Ovette.</i>	Advanced Magic .....	5/0
<i>Selbit.</i>	Magician's Handbook, rare, good copy	10/0
<i>Stanyon.</i>	Conjuring for Amateurs .....	1/6
	Conjuring with Cards .....	1/0
	New Handkerchief Tricks .....	2/0
	New Miscellaneous Tricks .....	2/0
<i>Spitari.</i>	Wizard's Annual .....	1/6



# A Dictionary of Conjuring.

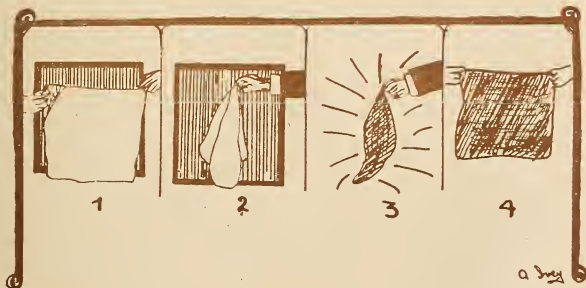
(With apologies)

- ACCIDENT.** Something unavoidable happening to you, but which is a childish mess-up when occurring to others.
- ACE.** Lowest or highest card in the pack. Conjurers prefer the index to denote any card but the ace, and like an utterly different card on the back. Seven or eight go to the pack.
- ACES (FOUR).** Well known card trick. See **ART (BLACK)**.
- ACME.** Term frequently used by conjurers who secure three months' consecutive work (not Government work). In passing, we may say that the term is scarcely ever used now!
- ACUMEN.** That which prompts you to borrow enough to stand the manager a drink before springing that hoary old joke ending "Just till Saturday, dear boy."
- ART.** Subject chosen as a lecture by those who have secured a week, (first in six, and extra turn at that) for the benefit of the less fortunate.
- ART (BLACK).** An effect claimed to have been originally invented by every magician, past and present. The only two who are not claimants are Cagliostro and Horatio Bottomley.

*To be continued in our next—if our readers will stand it.*

## No. 40. CHANGO.

**EFFECT**—A white silk is shown on one side all four square, and the hand is then turned over and the reverse side shown. The silk is allowed to hang from the hand and stroked once or twice. Then, holding the silk at the centre by the finger-tips, performer gives it a gentle shake when it instantly changes colour and is again shown all square.



A beautiful effect to keep your audience on the *qui vive*.

ONLY OBTAINABLE FROM US.

Stocked in white to red, green, blue or yellow.

**Price only - 4/6**

# “PIPIT !”

By ILLINOIS.

*Effect.*—Three cards are selected by the audience and placed in an envelope which has been proved unprepared. The cards are placed in the envelope by the member of the audience who selected them. An ordinary school slate is next shown, wrapped in a sheet of newspaper and given to someone else to hold, while the envelope containing the three selected cards is placed in a small stand on the table. The usual spell is uttered, and upon the envelope being opened, the three cards have, no—not vanished—but the pips have, leaving the holes where the pips were originally. The slate is next examined, and the pips have arranged themselves in the proper order upon the slate to form their correct denominations. A really good trick which can be made up at a trifling cost.

*Requisites.*—The usual spirit slate with flap, prepared in a manner to be described. An envelope made up in the usual double envelope style. A small consisting of three banks of cards. Three cards prepared by having the nickel-plated card stand with clip. A sheet of newspaper. A forcing pack pips carefully cut out with a fine pair of nail scissors. These pips are then glued on the slate in the same pattern as the original cards, and the names may, if desired, be written underneath them in white chalk. Needless to say, these cards should all be *red* cards, as the *black* ones would not show against the slate. The three cards from which the pips have been cut should be placed in the double side of the envelope, which is then fastened down.

*Presentation.*—Force the three duplicates of the cards which are in the envelope, and, picking up the same, have the three cards placed in same by the person who selected them. By holding out the envelope with the fingers keeping it open, it will appear to be empty, and there will be no need to emphasise this fact. Place the envelope in the card stand, turning it round in doing so, and pick up the slate. Without mentioning it, prove it unprepared by displaying it on both sides, and, indeed, clean it if desired. Place it with the flap side down on a few sheets of newspaper, and, by drawing out the two bottom sheets, wrapping the slate in one, and at the same time placing the second sheet down on the flap, same will be entirely hidden. We always work the trick in this way ourselves, and if the movement be executed perfectly, there is no need to paste newspaper on the reverse side of the flap, which is often done, for the simple reason that at no time does the flap become exposed, being first hidden by the slate proper, and then by the discarded sheet of paper. After wrapping up the slate, give it to someone to hold, and make the usual incantations. Take the envelope from the clip, and open the reverse side of it, showing the cards to be minus their pips. The slate is then unwrapped, and the pips are seen to have arranged themselves (?) on the slate to form the cards selected. Anyone who cares to make up this simple effect will find that it will amply repay his trouble, for he has something utterly different from the usual slate trick; and to the fact that it “takes” well with the audience, the writers can honestly testify.

(Arthur Ivey & Co. can supply this trick to those who have not the pieces of apparatus required, at the modest price of 7s. 6d. This price includes a forcing pack as described, the three fake cards, the slate, with flap and pips glued on, a nickel-plated card stand, and a specimen double envelope.)

## “Novel Milk Combination.”

By A. IVEY.

The effect to be described, although made up of a number of stock items, is a very fine effect when suitably presented; and if the part involving the use of the coffee vase is eliminated, it lends itself admirably to silent presentation.

*Effect.*—A metal canister is examined by the audience, and is then filled with cotton-wool. The lid is not yet placed on the top, and the wool is, therefore, visible the whole time. A glass is next proved empty, and is covered with a borrowed handkerchief. A bowler hat is placed over the handkerchief and glass, and a jug full of milk is stood on the crown. At the word of command, and without being covered in any way, the milk is seen to subside in the jug until the same is nearly empty, and upon removing the hat and handkerchief, the glass is seen full of milk. The lid of the metal vase is then placed on, thus covering the cotton-wool, which up to the present has remained in full view. The performer drinks about half of the milk in the glass, and, telling the audience that that is one way to make milk disappear, he volunteers to show them another way. He then covers the glass with a handkerchief, and walks forward toward the audience, spilling some of the milk in doing so. After a few moments, he shakes out the handkerchief, and not only has the milk disappeared, but the glass has accompanied it. On removing the lid of the vase, the milk is poured from it into the glass, which the performer finds in his hip-pocket, containing the vanished cotton-wool.

*Requisites.*—A coffee vase complete. An Enoc Ink Illusion, complete. A ring sewn in a handkerchief for vanishing a glass. A duplicate glass containing cotton-wool, which is placed in the hip-pocket. A small sponge saturated with milk is placed in a saucer on the servante. Milk is placed in the lining of the vase, and also in the celluloid lining for the glass.

*Working.*—Fill canister with cotton-wool after same is examined, and place the cardboard cover containing the lining full of milk over same. At once remove it, saying: “No, I will leave it in your view till I wish to use it,” and show the cover empty. Cover the glass with the borrowed handkerchief, at the same time loading in the celluloid fake from the special servante supplied with the trick. Stand the jug on the crown of hat, as explained, and, on withdrawing the plug, the milk visibly subsides until the jug is nearly empty. Remove the hat and handkerchief, and show the milk. Drink about half of it, this serving three purposes; it convinces the audience that it really is milk, it provides an excuse for what you are about to do, and it minimises the chances of spilling the milk when about to vanish the glass. Cover the glass with handkerchief which contains the ring, and at the same time pick up the small sponge. Walk forward, apparently with the glass, which in reality has been allowed to drop into a black art well or into the servante. Place the hand with the sponge underneath the handkerchief, and squeeze out the milk. Finally, vanish the glass by throwing up the handkerchief, and reproduce the duplicate full of cotton-wool from the hip-pocket. The milk can then be poured from the coffee vase into the glass. This splendid combination brings rounds of applause when neatly worked. The essential point in this, as in other tricks, did the the majority of conjurers realise it, that the success of the trick depends upon its being worked smoothly.

(Any of the apparatus mentioned may be obtained from Arthur Ivey & Co.)

# The Magazine of Magic.

Edited by  
WILL GOLDSTON.

The Magical Magazine de Luxe.

Single Copies 1/6, postage 2d.

Half Year 10/- (2,50 dollars) Yearly 19/- (4,50 dollars) Post paid.

## WILFORD HUTCHINSON'S CONJURER'S CHRONICLE

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Price 3/- yearly, 4d. monthly, post free.

Contains novel effects, new tricks, latest books and monthly bargain list.

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A New Monthly Magazine,  
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1/- per copy.  
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16 pages demy quarto.

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New tricks, original combinations, second-hand book and apparatus lists, etc.

*You cannot afford to miss a copy.*

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## IMPORTANT NOTICE.

It is a certain fact that there is a big opening for a monthly conjuring magazine, as at present we do not know of an independent monthly, and indeed, the only independent newspaper for conjurers is a quarterly review. This pressing need will soon be supplied, for on January 15th, a new paper, "The Wizard" will be published at the modest price of 1/0. It will contain all latest news, tricks and the usual features expected from a magical paper in addition to a few novel items. The publishers cordially invite all conjurers to send in suggestions as to what they would like to see in the magazine. It will be a 16-page affair, demy quarto, and printed on a high-class paper. Any communications should be addressed *pro tem* to Arthur Ivey & Co, who are taking a prominent part in the magazine's production. The proprietors would also be glad to receive the names of those who would like to become subscribers. Send no money, just your name and address, so that a list may be compiled of intending subscribers. It is up to every magician to support this paper, which will be a fair impartial paper, in which no firms selling conjuring apparatus will receive "boosting". As regards Arthur Ivey & Co, their advertising will be confined to their own house organ, and they are lending their support to the plan as they think that something of this kind would command a large sale, especially now that our best magical monthly is now *non est* as regards the monthly issue.

ARTHUR IVEY & CO.



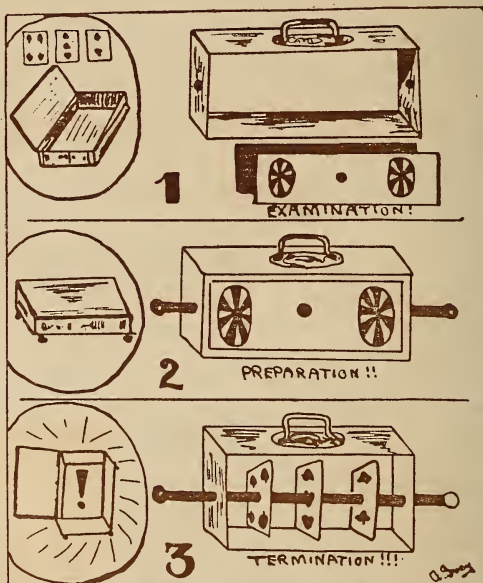
### Second-hand Apparatus.

Dyeing Handkerchief Trick for three silks, complete with silks.....	8/0
*Cards from Pocket Fakes, never used, cost 7s. 6d. per pair.....	5/0
*Black Art Table Top as new with two wells, plugged, and gilt tripod, or can be fitted with nickel-plated stand, cost 42s. 6d.....	32/6
*Mechanical Egg or Ball to vanish silk, cost 10s. 6d., as new.....	8/0
Enoc Ink Illusion, perfect working order, seldom used	19/0
One Circular Wooden Centre Table, stained dark, central pillar opens at base into quadrangular foot. Mechanical Piston Action.....	17/6
One small side table, gilt tripod, mechanical, for penetrating glass, velvet and gold braid, also additional fancy cover to fit over same with silk streamers attached, also invisible black art loading device at back. In addition there is a third cover to fit over the other two in royal blue velvet with silver fringe.....	27/6
Vest Servante, good working order, cost 17s. 6d., useful accessory.....	11/6
*Silk Union Jack, 32 inches square, absolutely as new, cost 12s. 6d.....	8/0
Two Centre Tables, 20 inches square, royal blue velvet covers, one well in each also additional hole to fit extra well if desired, gilt tripods, rather unsteady owing to large size of tables, each .....	32/0
Large size Handkerchief Cases, decorated in distinctive colours.....	3/6
*Selbit Block Trick, unused, complete with cover, cost 25s.....	17/6
*One Monster Feather Bouquet, nearly new, cost £3. 3s. perfect.....	32/6
*Japanese Inexhaustible Box, 11 inch size for four loads, cost £2 10s.....	42/6
Kemical Kultur, silk dyeing effect on novel lines, invented by Ernest Noakes and performed by him at the Magic Circle Grand Seance.....	20/0
*Skeleton Production Box, French Polished, never used, cost 37s. 6d.....	29/0
*Large Professional Chinese Linking Rings, heavily nickel-plated and lap-welded, invisible joints. Absolutely new condition, cost 45s.....	35/0
*Latest Super spirit Clock Hand and Dial in splendid condition, cost £3 15s. and never used. Splendid for a Spiritualistic Show.....	£2 15s.

# No. 74. Illinois' Mystery Boxes.

EFFECT— A beautifully-made wooden cabinet, highly French polished, having removable doors at back and front, and a hole at each end, is submitted for minute examination. Another small French polished box is given out at the same time. Three cards are selected and placed by the selectors in this box which is then placed on the table. The doors are placed on the cabinet and a thin wooden rod passed through it, the ends being given to someone to hold. The cards mysteriously leave the box and appear in the cabinet impaled on the rod. All the apparatus is then examined. This is an exact statement of the effect. The small card box is made on an entirely new principle, having no loose flaps or false compartments. It is the only box in the world which can be examined *before* and *after* vanishing a card or cards.

Not  
One  
False  
Move !



At  
last a  
Perfect  
Trick !!

EFFECT IS STUPENDOUS AND UNIQUE.      SPLENDID FOR CLOSE WORK.

IMPOSSIBLE TO FAIL.      A Real Roof-Raiser.

**Price complete - £1 10 0**

*Size of Cabinet 8ins. by 4ins. by 3½ins.*

*Size of Box . 4ins. by 3ins. by 1¼ins.*

GET IT BEFORE ANYONE ELSE.



# The Magical Mail

A MONTHLY HOUSE ORGAN  
Published by  
**ARTHUR IVEY AND CO.**

VOL. I. NO. 2.

THREE SHILLINGS PER  
ANNUM, POST FREE.

AUGUST  
1921.

## EDITORIAL.

**W**E have great pleasure in placing our second number before the magical fraternity. The hearty reception of the first issue of our little paper was very gratifying, and we should like to thank the many clients who have written expressing kind wishes.

It has often surprised us to see the way in which magicians patiently, persistently, write round periodically to dealers with the query, "Anything new?" This information will be found in *The Magical Mail*, for whenever an effect is placed upon the market, it will be found illustrated here. We venture the suggestion that this alone is worth the modest subscription, as we have many new effects of our own, apart from those of other dealers. A 3/- postal order ensures you receiving the "Mail" on the 1st of every month for a year, in time to read with the rolls and coffee. If you do not possess No 1 of this paper, you should obtain a copy; 4d. post free.

*This illustration is a reduced facsimile of our large 84 page illustrated catalogue which can be obtained on receipt of 1/2, of which 1/- is returned on your first order of 7/6.*



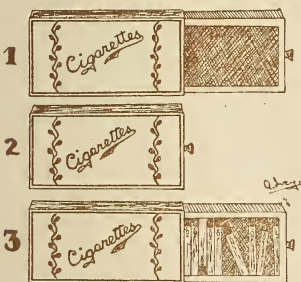
## Second-hand Books.

<i>Anonymous.</i>	Art of Modern Conjuring, <i>leaves loose</i>	6/0
	Boy's Own Book. 1889, very rare .....	15/0
<i>Bailey.</i>	Wrinkles, <i>good copy</i> .....	3/6
<i>Bellew.</i>	Art of Amusing, cloth, scarce .....	7/6
<i>Blind.</i>	Bibliography of Conjuring .....	4/0
<i>Bullivant.</i>	Drawing Room Entertainer .....	1/0
<i>Carlton.</i>	Twenty Years of Spoof and Bluff .....	9/0
<i>Devant.</i>	Hand Shadows, 8pp. extremely rare, 1901 .....	5/0
	Woes of a Wizard, <i>scarce</i> .....	5/0
<i>Downs.</i>	Modern Coin Manipulation .....	7/6
<i>d'Egerdon.</i>	Aids to Wizardry .....	5/0
<i>Elbiquet.</i>	Text Book of Magic .....	2/6
<i>Evans.</i>	Magic and its Professors .....	8/6
<i>FitzGerald.</i>	How to Make Up .....	1/0
<i>Frost.</i>	Circus Life, First Edition .....	7/6
	Lives of the Conjurers .....	8/0
<i>Goldston.</i>	Annual of Magic, 1915, boards .....	5/0
	Magician Annual, 1909-10, cloth .....	3/6
	Magician Annual, 1911-12, cloth .....	6/0
	Modern Card Tricks without Apparatus	1/9
	Simple Conjuring Tricks .....	1/0
	Tricks and Illusions .....	2/6
	Young Conjurer, <i>Vols. 1 and 2</i> .....	4/0
<i>Hercat.</i>	Latest Sleights .....	1/0
	Ventiloquism, new .....	1/9
<i>Hickey.</i>	Practical Drawing Room Patter .....	2/0
<i>Hickman.</i>	Ventriloquial Dialogues .....	1/3
<i>Hilliar.</i>	Modern Magician's Handbook .....	8/0
<i>Hoffman.</i>	Magical Tit-Bits .....	5/0
	Miscellaneous Conjuring Tricks .....	1/0
	Modern Magic .....	5/0
	More Magic, First Edition, gilt .....	10/6
<i>Hopkins.</i>	Twentieth Century Magic .....	5/6
<i>Houdin.</i>	Card Sharpers, translated by Forster, cloth .....	10/6
	Stage Conjuring, rare, perfect copy ...	10/0
<i>Houdini.</i>	Right Way to do Wrong .....	5/0
<i>Keene.</i>	More Novel Notions .....	8/0
<i>Kunard.</i>	Book of Modern Conjuring .....	4/6
<i>Naldrett.</i>	Collected Magic .....	4/3
	Magical Notes and Notions .....	2/6
	Moments of Mystery .....	2/6
<i>Ovette.</i>	Advanced Magic .....	5/0
<i>Selbit.</i>	Magician's Handbook, rare, good copy	10/0
<i>Stanyon.</i>	New Billiard Ball Sleights .....	2/0
<i>Walker.</i>	Up-to-date Conjuring .....	2/6

# A Dictionary of Conjuring.

(Continued from page 3.)

- BEGINNER.** Pet variety of conjurers. Classified by most evolutionists as follows. Order: Novice (*cashin pocketus*). Species: Illusionist (*dependon assistantus*). Genera: Sleight-of-hand Man (*borus ambidexter*).
- BILLIARD BALL.** An article impossible to use in billiards, hence its name (conjurer's logic). Made of celluloid, cork, wood or metal, they should be hollow, and have apertures of various sizes cut in them. Those in vogue now are the kind with explosives, springs, etc., contained in them.
- BOOK.** (American) Any printed matter of more than four pages 16mo. Those exceeding 16 pages are issued in more than one "volume," each "work" selling at 25 cents. (English) Massive tomes now used as paper weights, first popularised by the late Professor Hoffman. Not read now, as English conjurers prefer the American "full-library-in-the-vest-pocket" type of literature.
- BOUNCE.** Used by the "my-latest" bore who shows you the trick you wrote up in the magazine, and passes it off as his "latest invention."
- BUST-UP.** Slang term for the commemoration of some striking event, such as obtaining a return date, a very rare feat.



## No. 1. THE CIGARETTE BOX

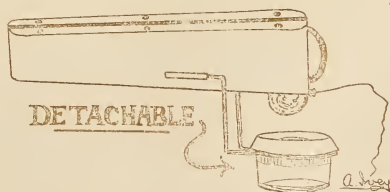
**EFFECT**—A small, neatly made box is opened and seen to be perfectly empty. The drawer is closed, and when re-opened, is seen to be full of cigarettes. The box is nicely finished in red imitation leatherette with silver lettering, and may be examined if desired.

CARRY ONE IN YOUR POCKET.

Price 1/3

## No. 2. A TABLE COIN DROPPER.

A new coin dropper to fix on the underside of a table. Upon actuating the thread, any number of coins from one to six, drop singly into the glass receptacle. All takes apart for packing, and the apparatus is far more reliable than any dropper in which the coins are held flat one upon the other. IDEAL FOR 'THE AERIAL TREASURY.'



Price 5/-



# A SILK PROBLEM.

By ARTHUR IVEY.

To anyone with a little patience and who admires sleight-of-hand effects, the following series will undoubtedly appeal. The showy nature of the whole experiment, together with the ease of working, must without fail tend to enhance the effect in presentation. In addition, nearly everyone is sure to possess the whole of the needful apparatus, or in any case it is very cheaply obtainable.

**Effect:** The performer shows his hands unmistakably empty, turns up his sleeves, and produces, one at a time, three white silks. A tube is then made up from a piece of paper, and a silk passed through it. The silk emerges unchanged, thus proving the tube empty; but upon the other two silks being treated in the same way, they change their colour to red and blue respectively, the tube being again shown empty. A soup plate is shown empty, inverted upon the seat of a chair, and the red and green silks are vanished, only to be found beneath the plate. A candle which has been lighted during the performance is wrapped into a parcel, and the red silk again vanished. The hands are shown empty, and upon the paper parcel being broken open, the silk is found in place of the candle, this latter being reproduced alight from the breast pocket. The red and blue silks are tied together and placed into a tumbler. Upon the white silk being vanished it is found in the tumbler tied between the other two. The three silks are wrapped in tissue paper, and warmed over a candle, the result of which is that the parcel disappears with a flash. At the same instant, a Union Jack is apparently snatched from the flame of the candle, thus making an effective finale.

**Requisites and Preparation:** A white silk placed in a fake consisting of a metal holder having soldered to it two needle points, which are embedded in a candle. (The fake is placed as near to the flame as is practicable, and at the rear, so that when the silk is drawn from the holder, it seems to be extracted from the very flame of the candle.) Another white silk placed, neatly folded, in the bend of the left elbow, and covered with a fold of the cloth which is turned back over it. A third white silk rolled up, and placed into the space formed behind the drawer by half-opening a box of matches. Two candlesticks, one of which contains the candle already described, and the other of which contains a dummy candle made of white glazed paper. Into this dummy is pushed a red silk, and a piece of real candle is placed in the top of the paper tube. A real candle with a wax vesta in place of the wick is placed in the breast pocket, and a piece of sand-paper is sewn to the coat lining just above the vesta. A brass tube, having a cup-shaped sliding fake working freely within it. This tube is loaded with a red, a white, and blue silk, the white being the outermost, and the tube is placed on the table and concealed by a piece of note-paper. A soup-plate underneath the rim of which is placed a red and a blue silk. A mirror tumbler in the rear compartment of which is placed a red, a white and a blue silk tied together. A Buatier pull fastened to the back button of the trousers. A Union Jack wrapped in flash paper, and hidden behind one of the candlesticks. One corner of the flag should protrude slightly.

**Presentation:** Show both hands empty, pull the right sleeve up with the left hand which is shown again casually. Draw back the left sleeve, in a fold of which is concealed the silk, thus obtaining possession of the same.

Place both hands together, and slowly reveal the silk. Pick up the match box, and strike a match as if to light the candles. While talking, allow the match to burn the fingers, this ruse permitting you to show the hands unostentatiously empty before removing another match. Close the box, thus forcing into the left hand the silk which was previously in the box. Light the candles, and pretend to take something from the flame with the right hand, eventually showing the hand empty. Repeat this with the left hand, and allow the silk to develop, the effect appearing to be that the silk is taken from the flame. Offer to show how the trick is done, and first showing both hands empty, the silk in the holder is drawn out from behind the candle. Pick up the sheet of paper which covers the brass tube, and at the same instant place the three silks over the latter. Having shown both sides of the paper, replace it over the tube, for that purpose moving the silks which cover it. Again pick up the paper, this time with the tube, which is wrapped in the paper. Push one of the white silks into the cup, which action forces the white silk out of the other end. The next white silk to be pushed in forces out the red silk. The third and last is passed through, and, of course, forces out the blue silk. Under cover of the three silks, the brass tube is allowed to slip into a black art well or into a servante, and the paper shown empty. Next, the soup-plate is lifted, together with the two duplicate silks, which are concealed under the rear edge. The plate can be shown on both sides by merely keeping the fingers over the silks; and in placing the plate on the seat of the chair, the silks are introduced beneath it. The red and blue silks which are on the table are rolled up, and in the act of apparently placing them into the left hand, are palmed into the right. The left hand is shown empty, and lifting the plate, places it in the right hand over the palmed silks, which are left beneath it when the plate is placed down again. The dummy candle is wrapped in a piece of paper, and the red silk taken in the right hand while the left obtains possession of the pull. The silk is worked into it, and released, although the hands still keep up their motion for a little before being shown empty. Breaking open the paper parcel, the candle (?) is broken, thus revealing the red silk, after which the paper is carelessly screwed up and thrown aside. In the act of bringing the real candle from the pocket, the wax vesta is struck upon the sand-paper. The red and blue silks are tied together and placed in the front compartment of the mirror tumbler, which is then turned round. The white silk is vanished by palming, and the three silks taken from the glass are shown to be tied together. These three silks are wrapped in tissue paper, and placed in the left hand, which takes hold of the candlestick. Behind this latter, the parcel which contains the three silks is exchanged for the parcel containing the flag. The right hand then takes the parcel, and the left the candlestick. The protruding corner is grasped by the fingers, and the parcel brought over the candle; the paper promptly flashing off, and the flag being left in the hand.

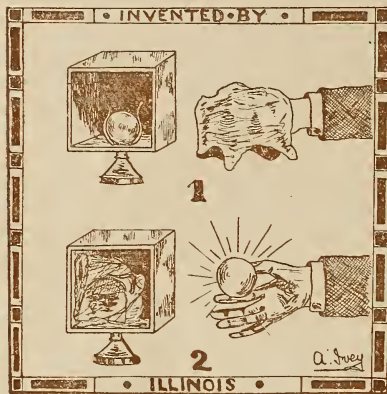
(Any of the apparatus mentioned may be obtained from Arthur Ivey & Co.)

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*ERRATUM: On page 4 of the July issue, two lines of type were accidentally interchanged. Lines 3 and 4 of paragraph two on that page should therefore be substituted one for the other.*

## No. 75. Instantaneous Transposition.

EFFECT:—An examined billiard ball is placed in a spring clip inside a small, nickel-plated box. A silk is shown on both sides, and thrown over the palm of the hand, the box being taken in the other hand. Without either article being covered, they change places.



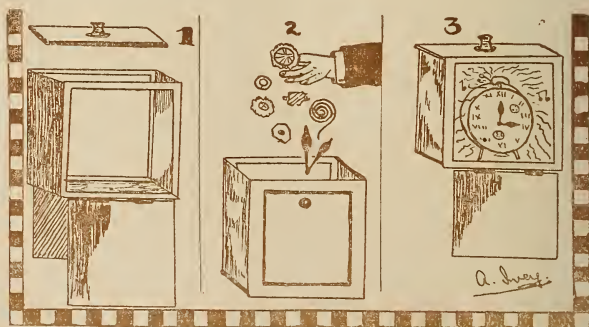
The ball is plainly seen in the box, which has an open front, and the silk is flat on the hand; and yet in a fraction of a second, the ball becomes a silk, and the silk turns into a ball! Can be supplied with an egg in place of a ball at no extra charge. Ready to work, silks and *all* apparatus.

QUICK AND CLEAN. NO PULLS.

Price £1 5s.

## No. 76. An Alarm-in' Case.

EFFECT:—The lid is removed from a polished wooden box, and the back and front let down, thus affording a clear view right through. The doors are closed, and a few cogs, springs, wheels, etc., dropped in at the top. The moment the lid is replaced, a loud ringing is heard, and the front door drops down, revealing an alarm clock ringing furiously, and the hands moving round rapidly. The pieces have apparently become a real clock, and to conclude, *the box is examined*.



GRAND OPENING SURPRISE.

FINE FOR A QUICK WORKER.

Price complete £1.

ARTHUR IVEY & CO.

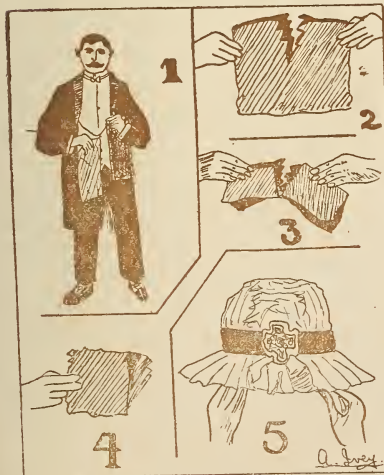


## Second-hand Apparatus.

- \*One Monster Feather Bouquet, nearly new, cost  
£3. 3s. perfect.....32/6
- Kemical Kultur, silk dyeing effect on novel lines,  
invented by Ernest Noakes and performed by  
him at the Magic Circle Grand Seance.....20/0
- \*Large size Brass Plug Box, cost 10s. 6d., as new.....8/6
- Sand Card Frame, best make, as new, seldom used,  
good order.....4/6
- Glass of Water placed on Stick, vanishes, complete...12/6
- Large Rabbit Saucepan, good condition, cost 6/6 ..... 4/0
- Bretma Visible Disappearing Die, good order, only ...25/0
- Bruce Hurling Bowls, complete with tray, almost new 17/6
- Rising Card Stand, heavy glass, splendid work ..... 8/0
- Boy Ventriloquial Figure, check suit, fair order .....15/0
- Casket to vanish four florins, cost 30/0, fair order .....10/0
- Cake in Hat trick, nickel salver, cost 6/0, as new ..... 4/0
- Large Three Card Trick, complete, but no stand ..... 7/6
- Square Centre Table, black baize top, blue velvet sides,  
gilt tripod, rock steady, semi-automatic servante...25/0
- Mechanical Tray to produce two doves, all metal base,  
black velvet top, good working order, only .....35/0
- Small metal Japanese Production Box, good order ..... 8/6
- Set of Chinese Rice Bowls, cost 6/0, new, complete ... 3/9
- Latest Hand Watch Target, best workmanship, cost  
15/0 ..... 8/6
- New Loading Hat, load invisible inside, cost 30/0 .....15/0
- Rising Cards from Houlette on Cane, cost 17/6, only... 9/0

## No. 46. The Paper Hat.

EFFECT:—A change from the usual paper-tearing. Two



sheets of paper, one red and one black, are shown on both sides. They are then placed together, and torn first into two, and then four portions. These pieces are freely shown back and front, both hands being empty; and yet when opened out, the pieces have become a red paper hat with black band, gold buckle, and red and black rosette. A fine effect at a moderate price.

NOTHING TO GET RID OF.

Price 5/6

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WILL GOLDSTON.

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16 pages demy quarto.

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New tricks, original combinations, second-hand book and apparatus lists, etc.

*You cannot afford to miss a copy.*

Price 3/- per annum. 4d. monthly post paid.

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**ARTHUR IVEY & Co.**

## IMPORTANT NOTICE.

It is a certain fact that there is a big opening for a monthly conjuring magazine, as at present we do not know of an independent monthly, and indeed, the only independent newspaper for conjurers is a quarterly review. This pressing need will soon be supplied, for on January 15th, a new paper, "The Zodiac" will be published at the modest price of 1/0. It will contain all latest news, tricks and the usual features expected from a magical paper in addition to a few novel items. The publishers cordially invite all conjurers to send in suggestions as to what they would like to see in the magazine. It will be a 16-page affair, demy quarto, and printed on a high-class paper. Any communications should be addressed *pro tem* to Arthur Ivey & Co, who are taking a prominent part in the magazine's production. The proprietors would also be glad to receive the names of those who would like to become subscribers. Send no money, just your name and address, so that a list may be compiled of intending subscribers. It is up to every magician to support this paper, which will be a fair impartial paper, in which no firms selling conjuring apparatus will receive "boosting". As regards Arthur Ivey & Co, their advertising will be confined to their own house organ, and they are lending their support to the plan as they think that something of this kind would command a large sale, especially now that our best magical monthly is now *non est* as regards the monthly issue.

# The Magical Mail

A MONTHLY HOUSE ORGAN  
Published by  
ARTHUR IVEY AND CO

VOI. I. NO. 3.

THREE SHILLINGS PER  
ANNUM, POST FREE.

SEPTEMBER  
1921.

## EDITORIAL . .

**D**URING the course of a chat with us the other day, a well-known performer expressed the opinion that if, in perusing any article a conjurer obtained the most trivial idea that could be used in his own show, then that article was worth the money, no matter what it may have cost. With this opinion we heartily coincide. We will go further and say that there is no magazine or book which is not worth the price asked for it; as sooner or later, something in it will be found to be of use. What entertainer worth the name has not looked through a book, pitched it aside with the remark, "Nothing in *that*," and yet later in the same book, found many things quite good and adaptable to his way of working.

Even should an idea be of no use to you directly, it may quite conceivably suggest indirectly a thought leading to something original. Shall we then be accused of egoism when we assert that every copy of *The Magical Mail* is well worth the humble three coppers asked for it? Most decidedly not! Send us 3/- now and receive this paper by the first post on the first of every month for a year post free.

Our new trademark denotes goods which  
bear our Unimpeachable, Unprecedented  
Guarantee.    ::    ::    ::    ::    ::



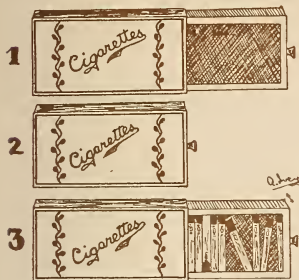


## Second-hand Books.

<i>Anonymous.</i>	Boy's Own Book. 1889, very rare .....	15/0
	Art of Modern Conjuring, <i>leaves loose</i>	6/0
<i>Bailey.</i>	Wrinkles, <i>good copy</i> .....	3/6
<i>Bellew.</i>	Art of Amusing, cloth, scarce .....	7/6
<i>Bertram.</i>	Isn't it Wonderful? Cloth, scarce .....	12/6
	Isn't it Wonderful? Paper .....	3/6
	Magician in many Lands. Cloth .....	8/6
<i>Blind.</i>	Bibliography of Conjuring .....	4/0
<i>Bullivant.</i>	Drawing Room Entertainer .....	1/0
<i>Carlton.</i>	Twenty Years of Spoof and Bluff .....	9/0
<i>Collins.</i>	Deceptive Conceptions in Magic .....	3/9
<i>Cremer.</i>	Magician's Own Book .....	7/6
	Magic, No Mystery .....	4/6
	The Secret Out, or 1,000 Tricks .....	6/0
<i>Devant.</i>	Hand Shadows, 8pp. extremely rare, 1901 .....	5/0
	Woes of a Wizard, <i>scarce</i> .....	5/0
<i>Downs.</i>	Modern Coin Manipulation .....	7/6
<i>d'Egerdon.</i>	Aids to Wizardry .....	5/0
<i>Elbiquet.</i>	Text Book of Magic .....	2/6
<i>Evans.</i>	Magic and its Professors .....	8/6
<i>FitzGerald.</i>	How to Make Up .....	1/0
<i>Frost.</i>	Circus Life, First Edition .....	7/6
	Lives of the Conjurers .....	8/0

## Second-hand Apparatus.

*One Monster Feather Bouquet, nearly new, cost £3. 3s. perfect.....	32/6
Glass of Water placed on Stick, vanishes, complete...	12/6
Large Rabbit Saucepan, good condition, <i>cost</i> 6/6 .....	4/0
Bretma Visible Disappearing Die, good order, only ...	25/0
Rising Card Stand, heavy glass, splendid work .....	8/0
Casket to vanish four florins, <i>cost</i> 30/0, fair order .....	10/0
Cake in Hat trick, nickel salver, <i>cost</i> 6/0, as new .....	4/0
Mechanical Tray to produce two doves, all metal base, black velvet top, good working order, only .....	35/0
Small metal Japanese Production Box, good order .....	8/6
Latest Hand Watch Target. best workmanship, <i>cost</i>	
*Large size Brass Plug Box, cost 10s. 6d., as new.....	8/6
Large Three Card Trick, complete, but no stand .....	7/6
Square Centre Table, black baize top, blue velvet sides, gilt tripod, rock steady, semi-automatic servante...	25/0
New Loading Hat, load invisible inside, <i>cost</i> 30/0 .....	15/0
Rising Cards from Houlette on Cane, <i>cost</i> 17/6, only...	9/0



### No. 1. THE CIGARETTE BOX

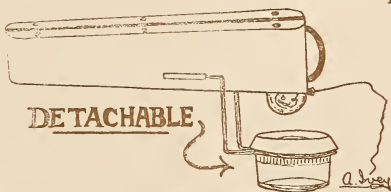
EFFECT — A small, neatly made box is opened and seen to be perfectly empty. The drawer is closed, and when re-opened, is seen to be full of cigarettes. The box is nicely finished in red imitation leatherette with silver lettering, and may be examined if desired.

CARRY ONE IN YOUR POCKET.

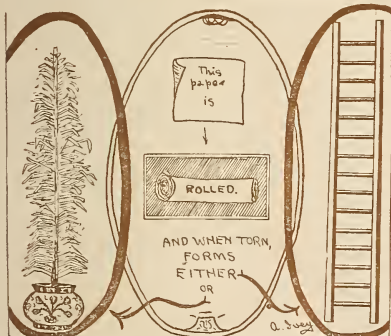
Price 1/3

### No. 2. A TABLE COIN DROPPER.

A new coin dropper to fix on the underside of a table. Upon actuating the thread, any number of coins from one to six, drop singly into the glass receptacle. All takes apart for packing, and the apparatus is far more reliable than any dropper in which the coins are held flat one upon the other. IDEAL FOR 'THE AERIAL TREASURY.'



Price 5/-



### No. 3.

### PAPER-TEARING.

Two rolls of paper which when torn, make a large tree and a huge ladder. Full directions and patterns.

Appears difficult, but is really quite easy.

MOST PLEASING EFFECT.

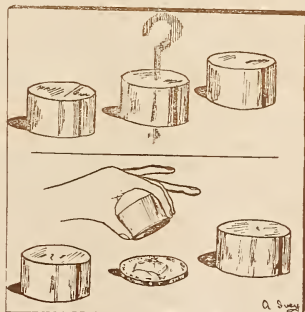
Price 6d. each.

### No. 4. INSOLVIS.

EFFECT. A penny is covered with one of the boxes and the two others placed in line with it while the conjurer's back is turned. When he turns round, the conjurer immediately touches the box which conceals the penny. Repeated if desired.

FINE POCKET TRICK.

Price 1/6



## A New Competition.

That conjurers in their performances continually use the same articles over and over again is, perhaps, axiomatic. This particularly applies to tricks with foodstuffs. We have many tricks with eggs, rice, lemons, loaves of bread, and even one with a turnip; but we never had one with, say, cheese. Surely conjurers are proof against the superstitious awe in which this article of diet is held. We should like to know if an effective idea could be evolved from this source; so, brother magicians, tie you to your pipes, place yourself in a position conducive to earnest thought, and gaze steadfastly at a piece of cheese for an hour.

Seriously, though, there are many articles never used in the usual conjuring performance, and we want some tricks with these. Magicians are therefore invited to send in any trick which they may think of, and which may be almost anything. It may be that *rara avis*, an original trick, it may be a combination of well-known tricks, and it may be with any article known or unknown as a conjuring accessory. Preference will be given to effects with unusual objects, although this is not a *sine qua non*. Unfortunately we cannot, like the popular periodicals, offer the stimulus of a £1,000 prize, nor even the trivial £3 a week for life. (Believe us, if we were in that position, we should award both prizes to ourselves, and retire from the sphere of everyday life.) However, ye wielders of the wand, girdle up and have at this.

We will give a nominal prize of any conjuring books to the value of 10s. to the person sending us what is, in our opinion, the best idea for a trick as described above. Literary style is not essential; as providing the idea is understandable, however crudely expressed, we will write it up for press. For the next best idea, we will give a consolation prize of a set of circular nickel-plated trays (one pin-tray containing three ash-trays, all



with glass-lined bottoms). Further, we will give a small pocket trick to everyone who competes. The following rules should first be read:—

1. Only subscribers to "The Magical Mail" may compete.
2. Write upon one side of paper only, write clearly, and place your name and address on the back of each sheet sent.
3. All letters requiring an answer must have a stamped addressed envelope enclosed.
4. Closing date is October 25th, and the winning solution will be published in the November issue. The right is reserved to reproduce free of charge any other entries, which will be acknowledged to the sender thereof.
5. Our decision is final, and entry implies acceptance of these conditions.

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## A 20th Century Notion.

When working the Twentieth Century Silk Effect, the following wrinkle will, perhaps, be found to add a little to the effect as seen by the audience. Instead of using the double handkerchief, tie three silks together, which we will assume to be a red, a white, and a blue. Fold the white silk diagonally back upon the red, and twist the latter rope-wise round the white. The white silk should be entirely concealed in the red one, and the two should then be rolled up in the blue. The packet of three silks is placed near a black art well, and something placed in front of it. When performing the trick, tie the two silks together, having first demonstrated that neither is a double silk. The hand which holds the parcel of two, under cover of some object upon the table, exchanges the two for the three silks, and places them into a tumbler. After vanishing the duplicate white silk, the parcel is removed from the glass and allowed to unroll. It still appears to be a red and blue silk tied together, but upon gently shaking, the white silk will gradually appear between the two, and the three silks can at once be examined. Try it!

# A Dictionary of Conjuring.

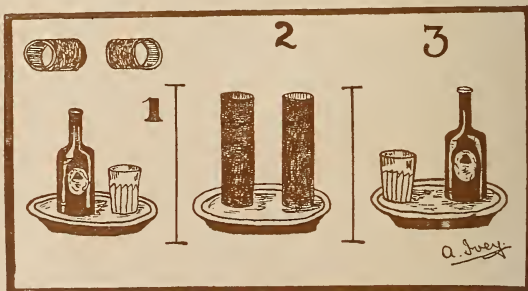
(Continued from page 11.)

- CARDS.** Providing these have the same shape as playing cards, they may be anything. Some have faked indices, spots, double backs, and may be made of hollow metal containing apparatus to develop enough hypnotic influence to levitate a card. The shape is the only test. Cards were invented by—(adv. rates upon application).
- CHARITY SHOW,** Working up new effects before an audience of work-house inmates, orphans, lunatics or others who cannot escape. Applied to novices, the charity is in allowing them to perform, this acting as a safety valve. Their desire to shine often seems to evaporate before the show starts.
- CHEESE.** Something even conjurers haven't the courage to perform upon. See our new competition.
- CONJURING.** "A mild form of mania."—W.H. Differs from love in being a winter complaint. Considered incurable without an operation.

## No. 50. IMPROVED BOTTLE AND GLASS.

(F. CULPITT.)

**EFFECT.**—A Bass bottle and a glass are examined, and covered with two cylinders shown empty. After a comedy interlude, the bottle and glass change place. Only *one* bottle and glass used. Covers fold flat for packing.



EVERYTHING MAY BE EXAMINED.  
A PERFECT VERSION OF AN OLD TRICK.

Price 12/6

ARTHUR IVEY & CO.

## No. 45.

## The Sack Mystery

EFFECT: The performer is tied and sealed by the audience into an examined sack. After being placed behind a screen for a moment, the performer steps out with the sack on his arm, and seals are still intact. A wonderful surprise for the audience.

A, CHEAP ESCAPE ACT.

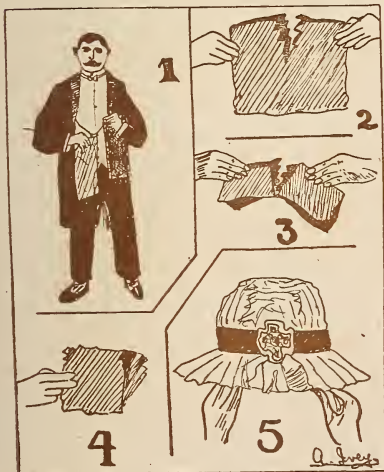
Price 8/6



## No. 46. The Paper Hat.

(CECIL LYLE)

EFFECT:—A change from the usual paper-tearing. Two sheets of paper, one red and one black, are shown on both sides. They are then placed together, and torn first into two, and then four portions. These pieces are freely shown back and front, both hands being empty; and yet when opened out, the pieces have become a red paper hat with a black band, gold buckle, and red and black rosette. A fine effect at a moderate price.



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A MONTHLY HOUSE ORGAN  
Published by  
ARTHUR IVEY AND CO

VOL. 1. NO. 4.

OCTOBER  
1921.

3s. PER ANNUM,  
POST FREE.

## EDITORIAL.

**S**UBSCRIBERS continue to send us letters appreciative of *The Magical Mail*: while the increase in the number of subscribers is greater than in previous months. Like *Oliver Twist*, however, we want still more; and we therefore ask all our readers to send in their subscriptions at once if they have not already done so. If you have subscribed, you will oblige us by inducing your friends to do the same. If you are not on the subscription list, may we enter your name now? Simply place a 3/0 postal order inside an envelope together with your name and address, and post it to us. You will then receive your copy of the *Mail* by the first post on the 1st of every month for a year.

We still have some of our 84 page catalogues, a copy of which will be sent anywhere upon receipt of 1/2d. Of this, 1/- is returnable on your first 7/6d. order.

Time is getting short for entries to our competition, which is described on page 26. The winning entry will appear in our next issue. The following number (December) will be a bumper issue, so make sure of your copy by sending in your subscription NOW!

Our new trademark denotes goods bearing our Unimpeachable Guarantee.  
(See page 28)



## Our New Competition.

15 DAYS LEFT TO ENTER.

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3. All letters requiring an answer must have a stamped addressed envelope enclosed.
4. Closing date is October 25th, and the winning solution will be published in the November issue. The right is reserved to reproduce free of charge any other entries, which will be acknowledged to the sender thereof.
5. Our decision is final, and entry implies acceptance of these conditions.



**BOOK BARGAINS.**

**NOTE:-All orders for books in the following list are subject to a 20 per cent discount if the order is above £1 in value, and 10 per cent if below £1. This offer holds good only until October 25th. All postage is extra.**

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	Art of Modern Conjuring, <i>leaves loose</i> .....	6/0
<i>Bailey.</i>	Wrinkles, <i>good copy</i> .....	3/6
<i>Bellew.</i>	Art of Amusing, cloth, scarce .....	7/6
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<i>Devant.</i>	Hand Shadows, 8pp. extremely rare, 1901 .....	5/0
	Woes of a Wizard, <i>scarce</i> .....	5/0
<i>Downs.</i>	Modern Coin Manipulation .....	7/6
<i>d'Egerdon.</i>	Aids to Wizardry .....	5/0
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<i>Hickey.</i>	Ventriloquial Dialogues .....	1/3
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*Continued on page 30.*

## Our Guarantee.

Every trick sent out under the trade-mark which appears on our front page, is subject to an unprecedented guarantee. We guarantee that if the apparatus is found unsuitable, and is returned in good condition within three days, the amount paid will be refunded without question. Do other dealers issue a guarantee like this? Of course not! Naturally, this offer does not apply to goods sold by us, but which are made by other magical firms. Such goods do not bear our trade-mark.

---

## A Good Pocket Trick.

By HUGH MACKAY.

Effect :—

The performer gives a pack of cards to a spectator, requesting him to secretly remove a few from the top. The pack is then fanned out and the spectator is asked to choose a card, memorise it, and lay it on the pack, the removed cards being placed on top of it. The pack is handed to a second assistant, while the first is asked where his card stands, that number being dealt. [If six cards were secretly removed, the chosen one will be the seventh; so spectator is instructed to deal seven cards.] The performer shows that both of his trouser pockets are empty, and places the seven cards in the left. Seven other cards are counted out and placed in the right pocket; the chosen card being then commanded to pass from the left to the right pocket. The cards are immediately withdrawn, and the linings of both pockets turned out. The card is found to have passed; six cards being found in the left pocket, and eight in the right.

Explanation :—

The performer, previous to the presentation of the experiment, places any card in the top corner of the right-hand trouser pocket. When the first assistant has replaced his cards, and before the pack is given to the other volunteer, the performer slips a card from bottom to top; thus the chosen card now

becomes the eighth from the top. It will be readily understood how the spectator's deal must bring the chosen card into the second heap of seven; but as the cards are dealt face downwards, this is not observed. The first seven are put into the left pocket, and one of them transferred to the top of same. The other seven are placed in the right pocket, and the card already there is added to them.

All is now in readiness for an effective finale.

---

## Accepted for Review.

### "PRACTICAL MAGIC"

This book, from the pen of Guy K. Austin, a conjurer well-known to all for the eminent practicability of his ideas, should be in the possession of everyone interested in magic. Originally published in pamphlet form while the war was on, this, the second edition, has been greatly improved in many ways. It is now a crown octavo book, containing upwards of 90 pages, and neatly bound in board covers. That the price remains the same, namely 2/6, is an undoubted tribute to the house responsible for the book's production. We are not in the habit of throwing bouquets, but we must compliment Will Goldston and Co. Ltd., upon having issued a most excellent half-crown's worth of value.

The two dozen effects are well-illustrated, the lack of suitable illustrations having been a drawback in the original edition. The contents will appeal alike to the veriest tyro and to the most fastidious advanced worker. Noteworthy among other effects are:— Invisible Transit; Flying Colours; The Fall of Baghdad, a variation upon the Drum-head Tube; An En—but you must buy a copy, and find the good things that suit you personally. As the edition is limited, and the first edition was so rapidly exhausted, we should counsel early application. Copies may, of course, be obtained from Arthur Ivey & Co. at the published price of 2 6, plus 3d postage.

# A Dictionary of Conjuring.

[Unavoidably held over till the next issue.]

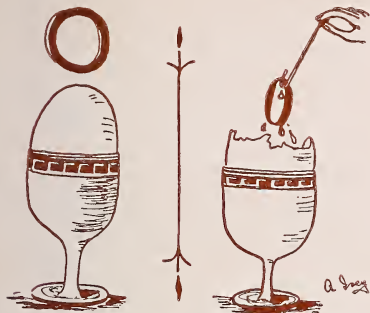
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*Continued from page 27.*

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## No. 90. AN OVOID MYSTERY.



EFFECT:— From a dish of eggs, a free selection is made. The egg thus chosen is then examined, and placed into an egg-cup. A borrowed ring is vanished, and upon the egg being broken, the ring is found inside.

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By GUY K. AUSTIN.

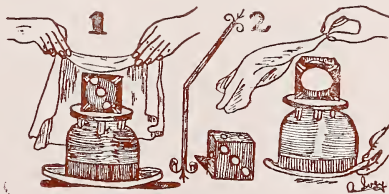
**PRICE - 2/6 NET.**

Postage 3d.

(For fuller details of this book, see page 29.)

## No. 91. THE SKELETON DIE - STAND.

EFFECT:— A large square die is examined, and dropped into a skeleton stand. The stand and a tray which supports it are placed on the crown of a borrowed bowler hat. The stand is momentarily hidden with a handkerchief, when the die disappears, and is found to have passed through the hat.



ONLY ONE DIE USED.

NO SHELL FAKES.

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Edited by  
WILL GOLDSTON.

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## A TRUE FABLE.

There was Once a Little Man who had a Penchant (pronounced pon-shong) for anything Cheap. He would Have nothing Else. On a Certain Day, he read that there Was a Printer who gave to all and Sundry even Something for Nothing. He immediately Concluded, "This is the Man for Me," so He sent for the Samples. They came, and were Exceedingly Wonderful, wherefore he sent an Order, and It came back Exceeding Well Done. This Printer's Price List said, "Try my Deposit System," so he Did, and it was so Cheap withal, that he Said, "Lo, my Patience has an Exceeding Great reward." But suddenly the Quality fell Off like unto plaster from a Ceiling. Sad, indeed, was the Little Man, for he Said unto Himself, "This Man's work is Cheap, but behold, it is Now also Nasty." Straightway he resigned from the Brotherhood of the Somethings for Nothing, and did Wisely ever after.

*Moral: Have all your printing from ARTHUR IVEY & CO.*

# The Magical Mail

A MONTHLY HOUSE ORGAN  
Published by  
ARTHUR IVEY AND CO

VOL. 1. No. 5.

3/- PER ANNUM,

NOVEMBER, 1921.

## EDITORIAL.

**T**HERE appears to be a great demand for any and every kind of magical literature lately. Signs are not wanting that an influx may arise in order to meet this demand, and of course, in the vanguard of them all will appear the sign of *The Zodiac*. It is indisputable, however, that of the unpretentious little monthlies, the best is *The Magical Mail*. It contains more reading matter, apart from advertisements, than any of its class; it contains less matter standing from month to month; and it compares to advantage in the matter of price. For a 3/0 postal order, our little paper will reach you on the first of every month, post free for a year, as an unfailing friend and messenger.

We should be glad if our readers will send along for publication, any ideas they may have. Any contributions received will, of course, be considered complimentary, but will naturally be accredited to their respective owners. Now then, brother magicians, let us all share in that little effect of yours. Even if you cannot work it yourself for any reason, someone else may be able to use it.

Our next number will be our large double Xmas number, and will cost 6d per copy. Subscribers, however, will receive this extra special number at no additional charge. *Verbum sapienti.*



---

## New CHARM Handkerchieves.

These Charm Handkerchieves are of soft silk, daintily shaded from the edges in bright and attractive colours. Standing out from the centre of the silk is a silhouette of a charm in bold relief. They have been specially produced for conjurers, and may be substituted in any trick where a plain silk has up to now been used. Many tricks will suggest themselves when a supply of these really beautiful silks is obtained. They are a size larger than the usual silk, being 18in. x 18in., and the delicate shading work resembles nothing so much as that of a very fine aerograph. The silks are obtainable with any of the following signs on them; The Zodiac, The Swastika, The Quatrefoil, The Black Cat, A Lucky Pig, A Witch astride a Broom, Thumbs Up, A Horse-shoe, A Gollywog, A Bluebird, A Lucky Boot, The Spider, Charlie Chaplin, and the Badge of the Magician's Club, London. Any of them may be obtained from us. Price 2/6 each, postage 2d.

.....

## Amassing a Fortune.

There was a conjurer who started, as poor as a church mouse, some twenty years ago. He worked hard, early and late, personally supervised the making of all the apparatus he used, prepared and arranged programmes, and sat up into the early hours of the morning rehearsing his performance and planning extensions to it. He has now retired with the not inconsiderable fortune of £50,000. This money was acquired by great industry, rigid economy, indomitable perseverance, a minute attention to detail—and the death of an uncle who left him £49,999 10s. 6d.

.....

## 'Magical Criticisms' Criticised.

The little booklet which is the subject of this paragraph hails from Edinburgh. The contents will undoubtedly prove interesting to the majority of magicians. The author appears to have a clear conception of the scope of his work, which is sufficiently indicated by the title. The booklet contains a number of useful suggestions, notes and jottings, and impartial reviews of magical literature. The price is 7d post free, and of course it is obtainable from us.



## A Dictionary of Conjuring.

*Continued from page 22.*

**DATE-SHEET:**—A paper with a number of ruled lines upon it, each line being prefixed with a date. Conjurers amuse themselves by filling in the blanks with the names of the best and largest halls they would like to get a date at.

**DEBRIS:**—Consists of paper flowers and coils, spring balls and snakes, etc., which litter the stage after a novice's show, and have to be carefully folded up to be in time for the following performances, if any.

**DEMENTIA:**—A form of insanity attacking some conjurers, and convincing them that they have invented a new trick. The only cure is a free copy of "Modern Magic".

**DUEL:**—At one time an effective means of a conjurer fairly handy with a sword keeping his secrets, it has now been abolished, unfortunately. Has been superseded by wordy duels in the magical press, with the editor as referee. When one shows signs of drawing blood, the editor jumps in with a "This correspondence must cease." Should the combatants be editors of rival papers, the duel may continue indefinitely at the expense of the subscribers.

**EFFECT:**—A psychological disturbance in the audience, once upon a time showing itself as a rubbing of the eyes in mute astonishment. Too often nowadays, the audience rub their eyes in polite, though obviously bored, tolerance, (or adjourn to the refreshment bar, as the case may be).

**EFFRONTERY:**—A desirable quality in all who aspire to magical fame. The most usual proportion in those who have not quite attained eminence, is—Skill  $\frac{1}{2}$ , Effrontery  $99\frac{1}{2}$ , per cent.

**EGG:**—At one time the real hen ovum, it is now usually obtained from the wood-turner or the celluloid factory. It is a tradition that a conjurer once dropped an egg whose pedigree went back into the dim æons of antiquity. The reason for the substitution of unbreakable eggs, therefore, would appear to be an application of the new principle of "Safety first."

**ENTHUSIASM:**—That which impels a man to seek fame and renown as a magician. When he has obtained a trial show, and is standing in the wings awaiting his turn, he finds that his enthusiasm has given place to a wild and urgent wish to get home as soon as possible.

*(to be continued)*

## Our Competition Results.

The winner of the first prize in our recent competition is Mr. Jack W. Fowler, of 28, Sackville Road, Bexhill-on-Sea, who sends us an effect which is undoubtedly good, although intended more for the semi-professional than the true amateur. The second prize has been awarded to Mr. Harry Waters, of 178, Rathgar Road, Dublin, Ireland. The effect sent in by Mr. Fowler appears below, and the one by Mr. Waters, which is an experiment well within the capabilities of the merest tyro, will be published in our Grand Christmas Double Number.



### A (Ch)easy Interlude.

By JACK W. FOWLER.

The mention of cheese, that mysterious commodity which has not, apparently, sufficient mystery of its own to commend it to magicians, has recalled to my mind a little effect which I worked out some time ago for an interlude in a magical sketch of the now familiar "Waiter and Customer" order. The effect was only partially developed, and was devised chiefly for comedy purposes, while at the same time preserving sufficient mystery to make it interesting.

**Effect:**—The performer, playing the part of the customer, is seated at a small table set in keeping with the restaurant scene. The waiter comes forward with a large dish which is nearly hidden by an equally large domed cover. Upon this latter being raised, an ancient and mouldy piece of cheese is revealed. The customer remonstrates with the waiter, and orders the removal of the cheese, whereupon the waiter picks up the dish and walks slowly with it to the wings. As he is about to walk right off the stage, the cheese floats off the dish back to the customer's table. The waiter retrieves it, and amid comedy business, the affair is repeated. Finally, the waiter replaces the cheese upon the dish, claps on the cover, and triumphantly marches out. Relief is visible on the face of the customer, but no sooner has the waiter made his exit than the ubiquitous cheese reappears on the customer's plate, while the waiter rushes on brandishing the empty dish.

**The Secret:**—Is admirably simple. The “cheese” is made from a piece of virgin cork, appropriately painted. The crevices in the cork give an effect of decay, the cork itself is easily shaped, and in addition, it is very light. The cheese is attached to a thread *a la* Dancing Handkerchief, and manipulated by two assistants. The object of the heavy cover is, of course, to prevent any slight pull on the thread from displacing the cheese. Needless to say, each assistant holds a reel provided with a generous amount which is paid out or wound in as the movements of the waiter demand. The floating business is therefore accomplished by carefully rehearsed manipulation of the thread by the two assistants. For the final effect, the waiter claps on the lid, walks off, and as soon as he is out of sight, drops the cheese on the floor behind the wings. The customer at the same time jerks a duplicate cheese on to his plate from a black art well immediately in front of it.

If two assistants are unobtainable, another method is still available. In this case, the cheese is threaded by means of the endless cord arrangement (as used in *The Golden Fly Illusion*), when a single assistant can secure some first-rate effects.

Smartly worked, the item is replete with magical possibilities, and is an excellent bit of conjuring comedy. Introduced into an appropriate setting, with full comedy business, it should be useful to anyone contemplating an act on these lines.

*Editor’s Note:* It seems to me that the weakest part in the above effect is the reappearance of the cheese upon the plate. However quickly the movement is executed, it must be of necessity plainly perceptible. To obviate this, the following plan might be tried. The duplicate cheese in this case should be constructed from a faked opera hat. It should prove an easy matter to fold this and place it on the plate in such a manner that, upon pulling a thread, the cheese suddenly appears on the plate. Of course, the hat could be faked both as to shape and colour. This is only put forward as a suggestion, but if it is practical, (and there is no reason why it should not be), it will undoubtedly enhance the effect.



## New Literature.

By ARTHUR IVEY

That the field of magic is well catered for as regards the amount of literature it possesses, nobody will attempt to deny. At the same time, it is obvious that much of the matter now offered for sale is undesirable from the point of view of the

practical magician. How often does one buy the "very latest" book, only to find that it contains merely a re-hash of other books? This is an evil which should be remedied, and one step in the right direction is the publication of such books as "Magical Criticisms". This booklet reviews all the magazines and books to appear, and will, we trust, without fear or favour, expose all instances of this "dishing up" business. Yet another undesirable feature is the publication of pamphlets which are sold at an exorbitant price. The chief offenders in this respect are our American friends, and a word to the wise may not be out of place. It is no joke to send for a book, the description of which is plentifully besprinkled with adjectives in the superlative, and to then find the bulky volume to consist of some eight or twelve pages. The delight of the recipient is, of course, increased when he remembers that he has paid (usually) two or three shillings for such a treasure. But to pile Pelemon upon Ossa, when the book is opened, one finds the most heterogenous conglomeration of slang words, polyglot phrases and tautologous sentences that ever were brought between the two covers of any book. Far be it from my wish to appear pedantic, but it often seems to me that some of these books are written with a charming disregard of grammar, etymology and even commonsense: looking for all the world as if the author finds the vocabulary of his mother tongue too limited, and is forced in consequence to invent a language of his own. The pleasure of the owner knows no bounds when he discovers that his dearly acquired book is scarcely understandable by anybody (not always excepting even the author). I have heard the opinions of some magicians anent these books, and *they* did not repeat any words, although their flow of language was, if rather unconventional, at least awe-inspiring.

The magazines are also somewhat disappointing. It is not particularly exciting to receive a copy of a periodical some months after it is due. I take it that one of the many functions of the magical paper is to provide its readers with the very latest news obtainable from month to month. This is decidedly one of the chief failings of the usual magazines on the market, and the only paper appearing regularly is a quarterly journal. Another bad point is the way some of the articles resolve into advertisements. I trust that I have shown plainly the need for a new kind of literature, and in our next number, I propose to outline a plan to supply this demand.



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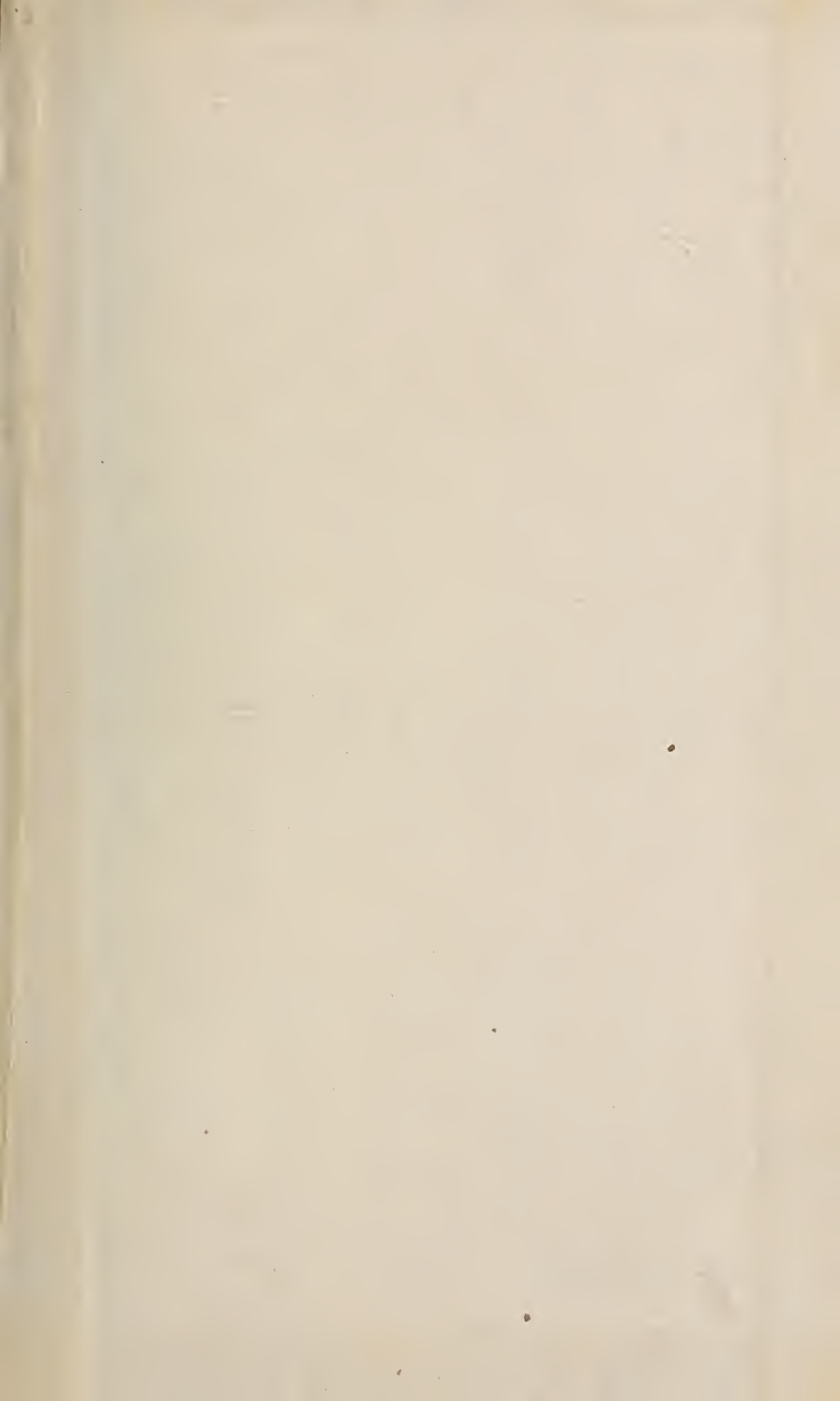












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