



The Servante

Official Newsletter of the Bruce Chadwick SAM Assembly 138 Alliance of Illusionists

Volume 2025 - Number 10 - October 2025
Monthly Club Meeting - Thursday October 16, 2025 - 7:00 pm
Illusion Warehouse, 3917 McCart Ave, Fort Worth, Texas
Three blocks north of Seminary Drive/Across from the Public School

The Thursday October 16 meeting of the SAM Assembly 138 and Alliance of Illusionists will feature magic tricks and illusions with a Halloween flair! Members and guests are invited to bring and perform any effects and routines that have a "things go bump in the night" theme. It will be an evening of fun, mystery, and excitement.

The location will be the party room of the Illusion Warehouse magic shop, 3917 McCart Avenue, Fort Worth, which is about three blocks north of Seminary Drive.

Note that there will be a quick Executive Committee Meeting at 6:00 pm, the hour before the 7:00 pm meeting. All officers must be in attendance, and all members in good standing (2025 dues-paid-up members of the club) may attend as well. Please understand that guests and non-members are not allowed to attend Executive Committee Meetings.



2026 OFFICER NOMINATIONS

Would you be willing to serve the clubs as an officer for the 2026 club year? Please notify President Gary Poe or simply attend one of the upcoming Executive Committee Meetings and indicate your interest.

The club's Bylaws state that by the conclusion of the September Executive Committee Meeting, the Executive Committee shall appoint a Nominating Committee to seek out Active and Honorary Life Members in Good Standing to serve as Officers of the Clubs for the next fiscal year.

The nomination process begins with the Nominating Committee asking current Officers other than the President (Bylaws 8.03 and 10.04) if they would be interested in continuing their Officer role(s) for another year. Other club members who have been members of the clubs for at least twelve month prior to the start of the 2025 fiscal term can also petition to serve.

The Nominating Committee reports its recommendations to the general membership at the November and December Monthly Clubs Meetings. Also other recommendations can be made from the floor during these meetings. Officers are then elected by a majority vote of the members December Monthly Club Meeting, with balloting tabulated by the Sergeant of Arms and verified by the Secretary.

All Officers positions are elected yearly. Officers serve for the fiscal year for which they are elected and until their successor is sworn in. All Officers except the President can be reelected and serve back-to-back terms. The newly elected Officers are installed at the January Monthly Club Meeting, which is usually the Installation Banquet. See the back page of this SERVANTE newsletter for a list of our club officers and their positions.

MINUTES FROM THE SEPTEMBER CLASSICS OF MAGIC SHOW

The September 27, 2025 Monthly Club Meeting of the Fort Worth SAM Assembly 138 and Alliance of Illusionists featured the club's annual public show and fundraiser. Titled the "Classics of Magic" show, the 90 minute show was presented in the party room of the Illusion Warehouse magic shop. The evening spectacle featured numerous club magicians performing an array of their pet magic effects and routines.

Honorary Life Member Bruce Chadwick as the emcee for the event. Chadwick opened the show with his Pandora's Box illusion which he used to produce the lovely Chloe Garcia. Gaylord Ice and festival magician Jeff Martin then performed a smart edition of The Whole thing card effect. Assembly President Gary Poe presented his Silk to Egg and Cups and Balls routines. Electric magician Caleb Westeen was full of laughs with his very funny Card Duck routine. The incomparable Mike Squires once again was in the groove with his humorous renditions of the Hippity Hop Rabbits and Linking Rings. Darrell Scruggs followed with his Insurance Policy.

Waco magician and club Treasurer Lonnie Olander performed the Twentieth Century silk hanks and Die Box routines. Past club and TAOM President Joey Byers showed his giant B'Wave and wowed the audience with his card glass effect. Margaret Clauder was a delight as she presented a segment of her new "Margaret the Paleontologist" act, which included some nice mentalism and the production of her "Zebraffasaurus." Chloe Garcia and Hare Evison closed the show by performing a wonderful rendition of Floating a Lady in the Air. In all, the show was a great success. The performers had a blast and the audience walked away with awe.



MINUTES FROM THE SEPTEMBER EXECUTIVE COMMITTEE MEETING

President Gary Poe called to order the September 27, 2025, Executive Committee meeting of the SAM Assembly 138 and the Alliance of Illusionists at about 5:30 pm in the Illusion Warehouse museum room. The meeting was held immediately prior to the Classics of Magic public show.

A quorum of officers were in attendance including President Gary Poe, Vice President Joey Byers, Secretary Bruce Chadwick, Treasurer Lonnie Olander, and Historian Hare Evison. Absent were Sergeant at Arms Jack McCoy and Member at Large William Weebo Beaty.

The minutes of the August Executive Committee Meeting as printed in the August issue of the SERVANTE were approved by acclamation.

Treasurer Lonnie Olander presented the September club financial report. The club's previous report Operating Account balance was \$1665.79. To this, the club has received \$304.02 in receipts from the Lance Pierce lecture and \$459.77 interest received from the club's CD. Disbursements included the club's typical \$13.86 MailChimp charge, and a check and cash delivered to Lance Pierce for his \$450 lecture fee. This leaves the club with a \$1965.72 working balance.

Various details regarding Spooky Magic as the activity for the October Monthly Club Meeting were discussed. Remaining meetings for the 2025 club year include the November Swap Meet and Finger Foods activity, and the December Christmas Party and Show.

With no further business, the Executive Committee Meeting concluded to start the 7:00 pm Classics of Magic show.

Respectfully submitted,
Bruce Chadwick, Secretary





TRUST - PART ONE

Today I ponder trust. Since I do not have enough space to fully share all my thoughts, I will focus on the first part of trust.

Nobody trusts a magician and yet they must trust us on many levels to experience the gift we want to give them. Think about it. First, they must trust that interacting with you will be worth their investment in time, money or both. Marketing is not the subject today but in a nutshell marketing in nothing more than trying to convince people that something is worth their investment.

If it were 1880 and you lived in a little house on the prairie, and you heard a magician would be doing a show in Walnut Grove on Saturday night, you would do everything you could to be there. If the year was 1983 and your TV only picked up three channels, there is a good chance you were one of the 50 million people that tuned in to watch Copperfield vanish lady Liberty. That was then, . . . not now.

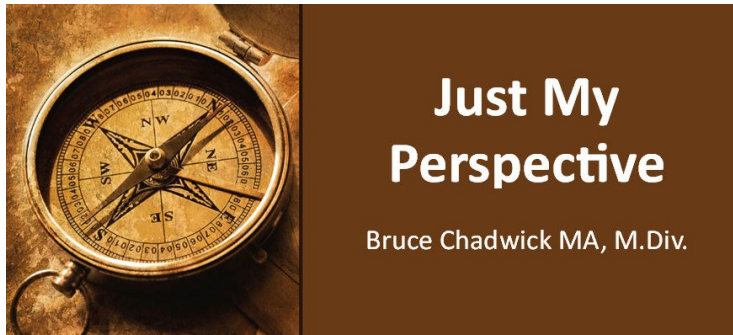
There are thousands of things that compete for a person's time. Why would they choose magic at all, much less your magic? Magic lost the storytelling battle to books and the visual effects battle to Hollywood. Music won the ability of setting a mood contest. Video games won the interactivity contest. Even if a person were to decide to spend an hour watching magic, why would they choose live magic when there are many seasons of "Fool Us" and countless hours of magic on Tic Toc? How do you market against all of that? What makes live magic special?

Why do people choose live music? People go to concerts regardless of the fact that the album offers better quality product that they can listen to anytime they want. People feel an involvement at a concert that they do not get through their ear buds. They go to try and experience a deeper connection to the music.

Magic offers that and more. Magic offers a unique experience. It has all of the above elements of entertainment and a type of connection that nothing else has. Magic **REQUIRES** an audience. It cannot exist without an audience. Magic lives in that one shared moment and the audience knows it. Hopefully the magician remembers that too. You can't buy the album and experience it over and over. It is gone, leaving only memories.

I still vividly recall that feeling when I first saw a little red handkerchief vanish from a hand right before my eyes. It wasn't TV Copperfield that gave me that. It was a young amateur. Magic can be worth a person's time if we respect the magic and the people enough to be worthy of their trust. Trust part two next month, trust me.





A CREMATION STORY

Anyone who knows me is aware of my unique and somewhat sordid sense of humor. Time after time when I have finished performing magic shows, audience members have complimented me on how much they enjoyed laughing. I've known for a long time that people love to laugh. As it says in Proverbs 17:22, a cheerful heart is good medicine. Laughter is one of those things that help make life worth living.

For the people who say that humor comes naturally to them, they are lucky. For me, being funny and constructing good comedy is a process that requires a lot of work. Since I make a lot of mistakes, a good joke or one-liner comes only through test and refinement. The rhythm, choice of words, and punchline have to be just right.

Also I believe humor is everywhere and anyone can find it if they are observant. My main source for humor comes from everyday life. Some of my best inspiration comes simply from being observant and taking notes. I like to sit on one of the benches at the mall and watch people walk by. And for those days when I am really brave, I go to Wal-Mart. Comedy is always apparent.

I love good jokes too. In fact I collect them. I figure that if they make me laugh, they will make other people laugh as well. I also like the late Billy McComb's philosophy where an old joke can have a very long life. All one has to do is to reformat old jokes a bit to make them fresh and apropos for the occasion and moment.

Sometime ago I was at a magician's auction and purchased a vintage 1960's Abbott's Cremation (Burned Alive) illusion. I got it for a good price. Since then I have refurbished it and it is now for sale on the Illusion Warehouse website. In essence, the magician displays an ominous looking black coffin that is affixed to four upright legs. The magician opens the end of the coffin and pulls out a tray. The magician's assistant lays down on the tray, and the girl and tray are then horizontally pushed into the coffin. The magician then inserts a torch through the end and shuts the door. The audience sees flames leaping through the slats in the front and top of the coffin. The lid is opened, the four sides fall down, and a smoldering skeleton is revealed!

Well, long story short, I transported the coffin back to the Illusion Warehouse workshop. Fortunately the coffin comes apart for transport and was easy to transport in my van. The linen wrapped skeleton is permanently attached to the bottom panel. It has a burned, partially rotten, and decomposed look to it. It looks really nice.

My Hispanic neighbor lives in the flop house across the alley behind our store. I asked him to help me unload my van. When I opened the rear van doors, I forgot that the charred skull would be staring directly at us. My neighbor was startled. He froze in a state of shock and disbelief. I hadn't expected that reaction, but I had to strike.

I told him that I was in west Texas recently because a land development company had purchased a cemetery. The new owners contacted all relatives possible and told them that family remains had to be relocated. Therefore I had to pick up my grandmother and bring her back to Fort Worth. I told my susceptible neighbor that I wanted him to help me dig a grave next to the warehouse building to rebury my deceased family member's remains.

With his panic in full force, he managed to speak with trembling words, "Don't we need some sort of permit to do that?" I almost lost it. I had to turn away for a moment to recompose. I regained my seriousness and we unloaded the prop from my van. Suddenly my neighbor remembered that he had left a stove burner on at his apartment and he needed to go turn it off. It was strange that he left and didn't come back.

JACK
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EMCCOY
A A O P A
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Black Cat: October is my favorite month of the year, my birthday being on its first day and Halloween falling on the last, 2 happenings which I hold dear. In my standard October tradition here's a Halloween(ish) effect, this time involving a black cat who makes a surprise appearance! Next month will be a further use for the black cat. I'd taken up more space and time explaining this than originally planned. If you're one of my regular followers you'll have an idea about making the cards. The patter is a precursor to next month, otherwise use it singly for a cute little packet trick reminiscent in style to Emerson / West.

Effect: The magician removes a small wallet and from it 3 cards are removed, the wallet set on the table. The 3 backs are shown as the magician speaks, *"Because it's October, I'll be requesting one of my 3 special assistants to help in what I'm, well we're about to attempt. I'm a cat person as you see."* While speaking he shows the faces of the cards which each have a cat on them, 1 is an orange tabby, 1 a Siamese, and 1 a White Persian. *"I only need one of my feline friends for this, let me see, which one?"* He eliminates 2 of the cards, showing the face of each, 1 card remaining in his hand. *"Not you this time my orange tabby, nor you my exotic Siamese, I think this one will assist. And do you remember what color it is?"* Before the spectator has a chance to say white the magician shows the face and it's a black cat! Its sudden appearance and the white cat's vanish comes as a surprise. The magician finishes by saying *"It is the month of Halloween so a black cat's perfect."* If anyone asks about the white cat the magician answers, *"Oh, she's for the month of December."* and leaves it at that, continuing his magic trick.

History: This effect uses a brilliant move credited to the late great Larry West of Emerson / West packet magic fame which he dubbed the 'half glide' and taught in their marketed trick 'Gourmet Mouse' and 'Tra-Fix'. I made a goofy variation using the move several years ago which I called *'Where's no. 1? Right there!'* and is in my book 'Magic Madness'. I'd performed mine at a lecture (back when more magicians were into me) with fun reactions. It's a silly thing indeed but then again so am I.

Construction: Print the 4 images, then glue onto and laminate card stock in the following manner: Card 1—black cat, Card 2—orange cat, Card 3—white / Siamese cat double-sided card.

Arrange them from the face: White / Siamese (white cat visible on face) —Black — Orange.



The letter in the description accompanies the appropriate image on the next page for that step. The images move in a spiral, starting at the top left and clockwise around then down the middle, Alice wishing not to leave 'Y' and 'Z' out of the fun.

A—Remove the 3 cards from the wallet (A).

B—Place the packet in your left hand, the right hand maintaining a slight grip at the near right corner.

C—The left thumb and fingers forward-peels the top card away from the right hand.

D—Return the card below the right until it's perfectly flush and the right hand once again has control.

E—The right hand block pushes off the top 2 cards, the left hand grasping and moving forward as if it simply peeled the next.

F— The left hand moves back as the right hand places its single card on top.

The spectators just saw 3 backs.

G—Rotate the left hand palm down and perform a glide maneuver with the left pinky (the image view is from below, the glided card is actually hidden from view by the left hand). In other words you don't want the spectator seeing your pinky do that.

H— The right hand pinches the double (un-glided pair).

I—Remove the double rightward from the left hand, the glided card remaining.

J—The left hand revolves palm up and the double is placed halfway onto it.

K—With a gentle tap the double is pushed flush on the left's card.

L—Revolve back palm down.

M & N—The entire process (G-L) is repeated with the orange cat.

O & P—The process (G-L) is repeated with the Siamese cat.

This stage (G-P) is Larry West's brilliant half glide. It allows a very honest looking sequence of showing 3 card faces yet one remains hidden.

Q—Grasp the top card by the right hand on the right side.

R—The left hand begins revolving palm down as the right hand removes the Siamese cat. This keeps the spectators from getting an early flash of the black cat.

S—Place the Siamese cat on the table.

T—Maneuver the left hand palm up but without turning over the packet (it's easy to do, just pretend you're an octopus). The right hand removes the top card and flicks it face up with indirectly suggests honesty and fairness.

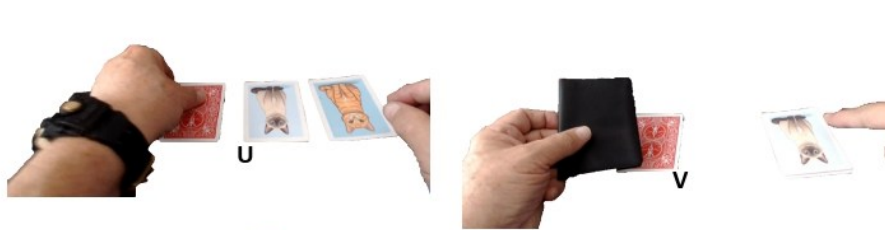
U—Place the orange cat to the right of the Siamese and the remaining card face down on the left end.

V—With the left hand pick up the wallet as the right hand places the Siamese on top of the orange cat.

W—Carefully pick up the double stack, revolve face down, place in the wallet and put away.

X—The stage is set. Ask what color cat remains and play it accordingly, revealing the black cat's sudden arrival, the white cat's vanish an indirect surprise!

More: I'm a fan of not mentioning the obvious. I like to leave all the surprise thoughts for the spectator to savor. I think about Max Maven's approach, the magic happens and he just gives a confident stare as they're realizing and freaking out. Sometimes it may take a moment for them to realize or absorb the visual info, which in those cases a slight nudge along the way is acceptable. Speaking of Max Maven (Phil Goldstein) if you like packet magic and haven't read 'Focus', you're missing out!



2025 OFFICERS

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6. HISTORIAN:	Hare Evison	h.e.808artworks@gmail.com	808-264-2785
7. MEMBER AT LARGE:	William Weebo Beaty	weeboentertainment@yahoo.com	972-824-9614

DFW AREA MAGIC HAPPENINGS

FORT WORTH SAM ASSEMBLY 138 ALLIANCE OF ILLUSIONISTS

Meets on the third Thursday of each month, 7:00 pm at the Illusion Warehouse party room and magic shop located at 3917 McCart Avenue, Fort Worth, Texas 76110. Contact chadwickillusionist@yahoo.com or go to www.sam138.com. Also Facebook at <https://www.facebook.com/groups/162025544420781/>



FORT WORTH MAGICIANS CLUB INC AND REN CLARK IBM RING 15

Meets on the first Thursday of each month, 7:00 pm. See <https://fortworthmagiciansclub.org/>

MID-CITIES MAGIC CIRCLE

See the Mid-Cities Magic Circle Facebook group.

DALLAS MAGIC CLUB, SAM ASSEMBLY 13 AND IBM RING 174

See www.DallasMagic.org for meeting information.



IMPROV COMEDY CLUBS IN ADDISON AND ARLINGTON

Both comedy clubs periodically host weekend comedy magic shows. For more details go to either www.ImprovArlington.com or www.ImprovAddison.com.

MAGIC IN THE LIVING ROOM

Periodic magic shows every 1st Tuesday at 7:00 pm at The Line Public House, 940 E Beltline in Richardson. See www.MagicLivingRoom.com for more information.

