



The Servante

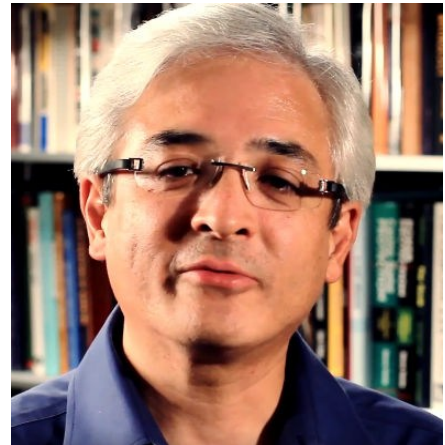
Official Newsletter of the Bruce Chadwick SAM Assembly 138 Alliance of Illusionists

Volume 2025 - Number 8 - August 2025

Next Monthly Meeting - Thursday August 21, 2025 - 7:00 pm
Illusion Warehouse, 3917 McCart Ave, Fort Worth, Texas
Three blocks north of Seminary Drive/Across from the Public School

LANCE PIERCE LECTURE AND TABLETOP DISCUSSION

Over the years, Lance Pierce has become an “underground” legend in the art of magic. Associated with other experts and masters in the field of sleight-of-hand such as Roger Klause, John Cornelius and Michael Skinner, Pierce is the author of “Roger Klause in Concert” and “The Award Winning Magic of John Cornelius.” He is also the webmaster of The Magic Pebble online forum and the host and organizer of Pebblepalooza, a close-up convention in Dallas, Texas. Simply put, this man a “magician’s magician.” Lance will blow you away with his incredible creativity, innovations, and perspectives regarding the magical art.



Lance will be featured for the Thursday August 21 monthly club meeting of the SAM Assembly 138 and Alliance of Illusionists. Pierce will offer a Tabletop Discussion from 5:00 pm to 6:30 pm. This training will be offered for the low cost of \$20 per person, payment by cash only at the door. All persons, including dues paid up club members and guests, must pay the cash fee to attend the Tabletop. Then at 7:00 pm, Lance will present a free lecture for 2025 dues-paid-up members of the clubs. Others can attend the lecture by paying \$25 cash at the door. Or non-club members can use the "Application" tab of www.sam138.com and the \$25 amount can be applied to application for membership in the clubs for the 2025 club year.

SEPTEMBER TO FEATURE “CLASSICS OF MAGIC” PUBLIC SHOW



The September meeting of the SAM Assembly 138 and Alliance of Illusionists will feature a public show on Saturday evening September 27. The show will be held at the Illusion Warehouse, 3917 McCart Avenue, Fort Worth.

The 7:00 pm show will feature a full 90 minutes of classic magic effects. Narrated by Honorary Life Member Bruce Chadwick, all members of the clubs who wish to perform will be given a chance to do so. It will be a great opportunity for the public to see great magical mysteries such as floating lady in the air, the

production of a person from nowhere, astounding magical boxes that produce an assortment of mysterious items, feats of dexterity, skill, and sleight-of-hand.

The show will be limited to an audience of 50 people. All seats are general admission, first come, first served. While the show is technically free to anyone who would like to attend, a suggested cash donation at the door of \$10-\$15 per person is appreciated. Please bring your family and friends, tell your neighbors and associates. There will only be one show and it promises to be an incredible event. Magicians, if you want to perform, please contact President Gary Poe. See the back page of this newsletter for his contact information.

MINUTES FROM THE JULY MONTHLY CLUB MEETING

The Thursday July 17, 2025 monthly club meeting of the Fort Worth, Texas SAM Assembly 138 and Alliance of Illusionists was a Close-Up Magic Showcase. The show was open to the public, with three close-up performing stations positioned in three different areas of the Illusion Warehouse magic shop. The show featured four of our clubs finest “up close” magicians who each performed about 15 minutes of whimsical and mind boggling effects that delighted the whole family!

Clockwise left to right in the photo, featured were Connor Branach, Mathew Welsby (tall center), Clark Broadus (hat), and Caleb Westeen (crouched). The performers entertained with a wide array of close-up sleight-of-hand, coin work, rope magic, mentalism, novelty effects, and a lot of card magic! The show was well received, and free to everyone who attended. Seating was available on a general admission first-come basis. Many who attended gave cash donations to the club at the door. Thank you gentlemen!



MINUTES FROM THE JULY EXECUTIVE COMMITTEE MEETING

President Gary Poe called to order the July 17, 2025, Executive Committee meeting of the SAM Assembly 138 and the Alliance of Illusionists at about 6:00 pm in the Illusion Warehouse museum room.

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

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

Treasurer Lonnie Olander reported a previous Operating Account balance of \$1456.35. Receipts from dues was \$70.92. From that the clubs had the usual MailChimp monthly \$13.86 charge, leaving the clubs with a balance of \$1513.41 plus the club's CD investment.

It was announced that Clark Broadus, Caleb Westeen, Mathew Welsby, and Connor Branach will be the performers for the July 17 CLOSE-UP MAGIC SHOWCASE.

The committee then discussed the main core activities for the upcoming August Lance Pierce Lecture. Pierce will offer a workshop from 5:00 pm to 6:30 pm, with the cost to be \$20 per person. The lecture that evening will be \$25 for non-members, who can apply the amount toward 2025 club membership application if so requested. The clubs will pay Pierce \$200 for the workshop and \$450 for his lecture and hotel.

Other club events for the year will be:

Sep - Public Show on Saturday evening September 27 at 7:00 pm

Oct - Spooky Magic

Nov - Swap Meet and Finger Foods

Dec - Christmas Party and Show

With no further business, the Executive Committee Meeting concluded at 6:16 pm to start the 7:00 pm Monthly Club Meeting.

Respectfully submitted,
Bruce Chadwick, Secretary





THIRD LAW

“Any sufficiently advanced technology is indistinguishable from magic”. That quote was written in 1973 by Arthur C. Clarke has come to be known as his Third Law,

In the spirit of laws, let’s also consider the Law of Equality (If $A=B$ then $B=A$) and how when applied to Clark’s third we see, “Any sufficiently advanced magic is indistinguishable from technology”.

As magicians we have thought of how technology can appear as magic long before Clarke’s quote, and have used science that our spectators were unaware of, or used science in ways they were unaware of for a very long time. However we are hitting a point in technology where I believe Clarke’s third law is falling apart before our very eyes and our own actions sometimes speed it up.

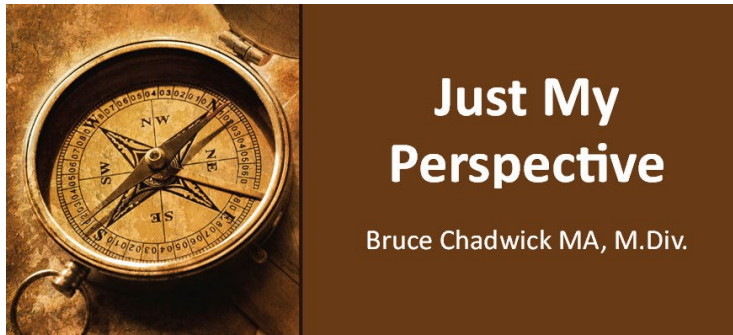
In the early days of TV magic, the audience was assured of no tricks by the camera and that what the home audience was seeing was exactly what they would be seeing if they were part of the live audience. The producers were given the trust required for success. This worked pretty well until David Blaine cheated.

We want people to have that magical “wow” feeling of wonder that we call the magical moment. To give that moment to our spectator we must first take away every possible explanation for what they witnessed. That will continue to become harder as technology increases. There will need to be some level of trust from the audience. “Ladies and gentleman, what you are about to see does not involve smoke, mirrors, trapdoors, matter replicators, transporter beams, anti-gravity sleds, holograms or nanites”.

We now have the internet flooding with plotless short clips of magic that frequently could not work in a living room. We also have faked magic and staged magic complete with horrible acting. Of course, we live in the cheating zone but there is fair cheating and unfair cheating and I feel the saturation of unfair cheating and plotless short out of context eye candy tricks are hurting magic. These clowns violate the sacred trust.

The days of amazing a crowd by having a light bulb light up in your hand are over. Those crowds didn’t really believe it was magic, but they didn’t have a viable solution for what they saw. The lack of solution allowed them to play our magic game and enjoy the sense of wonder. Today our phones can do so many things that there is almost no magic you could do involving a phone where the phone would not get the credit for it...short of a vanish of the phone itself.

As technology continues exponential growth, my approach will be to avoid it in performance and instead embrace 100 year old magic principles and the classics. This exponential increase in what technology can do has the word “impossible” running for its life. I do not want my magic confused with technology.



THE GOAL OF GOALS

Before my Illusion Warehouse magic shop days, I had already been a fulltime professional magician for well over a decade and was successful at making a moderate income. However after our son Bronson was born, expenses skyrocketed, and my wife and I struggled financially. With the demands of a young family, I quickly learned that in order to make a living from magic, a person must not only be a good magician, but also have good publicity and promotion skills. I never had little training in the area and so the learning curve was straight up.

Bronson was literally born into magic. His mom and I never pushed him into the art. Rather he just gravitated to it. I think that as he saw his parents perform, he naturally took to the art. From a very early age, he wanted to perform magic for himself. Bronson is now middle-aged, and he has been a fulltime professional magician for many years. He is a very good magician, and the success he has accomplished have largely come from his persistence and initiatives.

Recently on his way to North Carolina for a series of shows, Bronson made a stop here at the Illusion Warehouse magic shop in Fort Worth. This gave father and son a chance to talk and catch up. I told Bronson about a magician who recently came into the store. Knowing about me performing magic professionally, running a magic shop, our party room, and my work building stage illusions, this customer commented "Ah Chadwick, you're living my dream!" Bronson and I both laughed.

It is easy for a magician to appear successful. The truth is, rarely is any aspect of the magic profession a complete success. In fact, sometimes it is very unsatisfying. Sometimes its not that much fun. If a magic professional isn't careful, it can also be not lucrative. I even have to confess that at various points in my life, I have been totally dissatisfied with magic. It would be more accurate for someone to say, "Ah Chadwick, you're living my failure!"

Everything has its ups and downs. Through it all, I've managed to make a living from magic for most of my working life. I have always had a passion for magic, and I love being onstage. I am sure people sometimes wonder how I've accomplished this. The only thing I can say is that multiple streams of income, consistency, passion, and endurance have all been important. Juggling these elements daily has placed me to where I am today.

Also over the years I learned the importance of setting goals and then pursuing paths to reach those goals. Before I started setting goals, I was like a fish out of the water. I found it easy to become discouraged about success and I wasted a lot of time. I finally discovered that when I felt unsuccessful, it was because I didn't have a specific goal in mind.

When I set goals and then accomplish them, I am able to measure and see success. Goals and accomplishments are the drivers that determine and define success. Accomplishing goals are markers that show progression. When goals are accomplished, satisfaction comes as the result. This is the footprint I use every day to measure my magical success.

I have also learned through experience to set reasonable goals. Setting reasonable small goals are the keys that lead to accomplishing big things. Small goals are also easier to devise and are more realistic. Also they are easier to measure. Seeing the accomplishment of small goals make big accomplishments happen.

JACK
♠♠♠



EMCCOY
A A O P A
T R I T Y
H D N I !
S S C
S

The Great Escape Artist & Her Husband— 2 pages away are various ai images geared for packet magic themed on escapology. My original intent was a routine that was more involved and frankly more complicated but opted instead to provide the images for you to use however you'd like. I'll explain a couple possible effects using them. All images are drawn and owned by myself which I give you permission to use as you see fit for personal reasons; but not for selling.

Effect 1: 2 world-famous escape artists are captured and imprisoned with 2 security guards standing watch. Lo and behold when the 2 escapees cards are looked at, one is now an open jail cell and the other shows both she and he escaping to freedom!

Setup: Refer to the image: Face up Lady, face up man, face up security guard, face up security guard, face down image of the couple escaping, face down opened jail cell.

Begin with the packet square and held in right hand biddle grip. Ensure they are oriented correctly from the spectator's viewpoint.



1. With the left thumb, peel the lady card off the left edge of the packet. When it's about halfway off, the right hand raises slightly causing the card to pivot on the packet's left edge, the left thumb maintaining control as well, hugging the card along the packet's left edge to face down and squared on the packet's bottom. Repeat the peeling, rotating face down and onto the bottom of the packet with the man card, the security guard, then the last security guard.
2. Still holding in biddle grip, with the left fingers peel the bottom 2 cards (guards) slightly leftward where the right hand now has control of the top 4 cards. The left hand maintains control of the guards. Let go of the packet with the right index and move the right hand leftward, its 4 cards swiveling to a face up condition, their axes points being the right thumb and ring finger. Square up, catching a left pinky break above the bottom 2 cards (guards). Alternatively, simply do a quadruple turn-over in standard fashion. Don't be afraid of the packet's thickness as you're supposed to be turning multiple cards over anyway, plus the thick homemade nature of the cards help to mask common perceptible cardstock thickness logic.
3. Grasp the top 4 cards by the right hand, biddle style, made easy due to the break, and with the left thumb slightly peel the top card (man) leftward where he and she are both visible for a quick display. Close up, turn all 4 cards face down and deal the top 2 cards to the table, one in front of the other, the first card (escaping couple) going furthest. The spectator will believe they are the shackled man and woman cards.
4. Grasp the 4 cards in right hand biddle style. With the left fingers, kind of opposite of step 1, drag the bottom guard card from the packet's bottom and rotate it face up and square on top. Likewise do the same with the next bottom (guard) card. Mention they being all proud of themselves, capturing the notorious husband and wife bandits.
5. Mention they not being the most famous thieves in the world for nothing and instruct the spectator to turn over the card closest to you. As they're doing this, bottom cop or palm the man and lady cards away then move forward with the right hand, depositing the guards on both sides of the card the spectator is turning over. They'll see an open jail cell. Lastly, have them turn over the final card to see the couple escaping. All can be examined (thanks to the palm).

More: If you're proficient in bottom cops / palms, I highly recommend the effort. With the original lady and man cards vanishing completely, it's quite the perplexing cherry on top. If you're not a palmer however, after step 4 simply wait for him to turn over the opened cell card, afterwards pick it up and set onto the packet in your hand as you instruct them to turn over the final card. After that card is turned over and the effect registering, pick it up and set on the packet's top and then put all away. There's no reason anyone would suspect you having more than 4 cards so a simple and casual handling should be more than sufficient for most. But, if however you truly want to mess with their heads, cop / palm away my magical friend!

Effect 2: 2 prison cell cards are shown and placed on the table. 4 more cards are shown, they consist of a handcuffed lady, a handcuffed man, and 2 security guards. The lady is shown again and placed beneath 1 of the prison cards. The security guard who caught her is shown and placed in the table. The handcuffed man is shown again and placed beneath the other prison card. His security guard is shown and placed with the first guard. Abracadabra, when the 2 outside cards are shown they are now the man and lady and when the 2 cards are removed from beneath the prison cards, they're the security guards!

Setup: Referring to the image, arrange the stack with all cards face up, from front to back, guard, handcuffed man, other guard, handcuffed lady, duplicate guard.

Begin with the packet face up, squared, and oriented from the spectator's viewpoint (upside down to you).

The jail cell cards don't have to be used, but if you choose to, place them on the table face up, side by side.



1. Spread the top 3 cards, keeping the bottom 2 perfectly square. This displays the 4 main characters, the extra card hidden. Close and turn the packet face down.
2. Double turnover to show the lady. Double turnover, remove the top card and slide beneath one of the prison cards. Double turnover to show the security guard. Double turnover, remove the top card and place it on the table near yourself.
3. Double turnover to show the man, Double turnover, remove the top card and slide it beneath the other prison card. Turn over the 2 as 1 to show the other guard. Turn face down and place the double on top of the tabled card near you.
4. Pick up one of the tabled pairs of prison / person cards and drop onto the other.
5. When the moment is right, pick up your 3, believed to be just 2, and turn face up. Remove the back card to show the man and lady, keeping the extra card hidden. Ask them to look at the cards beneath the prison cells and they'll discover the 2 guards!

More: There is a discrepancy with the 2 security guards as they should be in reversed order beneath the jail cells. This is why I added step 4 so with both stacked, this helps to disorient in the spectator's mind which guard should be beneath which cell. Alternately, reveal the cards yourself, using a monte move when revolving face up to transpose them with one another.

I've been asked a few time about my process of making the cards, which I've touched on previously in the column but here's a little more detail. The images should be pre-scaled where, when you print them out they're about a quarter-inch smaller than the standard poker size cardstock. You want this so the self-sealing laminate will have surface area of the playing card to seal against, thus trapping the printed paper image inside, like a picture-filled cardstock and plastic ravioli. I use either rubber cement or stick glue and glue the printed image perfectly centered on the card. Again, there should be a quarter inch or so playing card border around the image. Next I cut a slightly larger piece of the self-sealing laminate, peel off the backing and place the laminate on the table, sticky-side up. Using both hands, I hover the card directly over the laminate, slightly bowing it's middle downward but not so much the image pops loose from the card. I then touch the card's center against the laminate and let go of the ends which caused the card to straighten down against the laminate. Starting in the middle, I press down on the back of the card, working my way out. Using scissors I trim the extra laminate from around the card (the longest chore). I lastly turn the card face up and use extreme pressure to seal the laminate completely down against everything. If done right there shouldn't be any bubbles or lumps in the film.







**Texas' Largest
Gathering of Magic
& Mentalism!**

**Featuring:
Jeff McBride**

Open to the Public!

Magistrorum Convention

Sept. 18th-21st, 2025 Las Colinas, TX

MAGIC

A photograph of a magician, Jeff McBride, performing a fire trick. He is wearing a black top hat with a white band, a black suit, and a red cape. He is holding a large, dark, ornate book and a flaming torch. The background is a red curtain.



TAOM

TIMES

TEXAS MAGICAL NEWS HEADLINES



ERIC HOGUE
TAOM PRESIDENT

What's Happening at TAOM?

By Bessie Ethel Albertson

What do Joshua Jay, Sam Sawyers, Fabian, Trevor Duffy, Brent Fisher, Tricia Heil Davis, Grant Price, Scott Hollingsworth, Bill Bentz and unnamed others have in common?

They will be in Irving, Texas on August 29-30, 2025, at the TAOM Showcase

Additionally, on Friday night after dinner, we're having a Dealer Exhibition with our dealers speaking, promoting and selling their goods.

The 2025 TAOM Showcase is a big ole spectacle filled with perplexing performances of prestidigitation!

We just need to see you there!

*Let the
COUNTDOWN
begin!*



August 29-30, 2025

And the DMC Auction August 31, 2025

By William Lloyd King III, editor and publisher

According to my sources at TAOM Central Command in Wylie, Texas, the TAOM Showcase is happening...even though we currently only have 55 registrations, we are moving forward! We're going to have a fun, informal, magical weekend for all our attendees. We have some great lectures scheduled, good food, great shows, and even an auction.

To say that we haven't had any issues would be an understatement! You might even call them a comedy of errors along the way. We've even had some nay-sayers! Last Spring, the TAOM Board voted to move forward with an event over Labor Day Weekend, and we aim to deliver (so, we really need you to register for this TAOM Showcase).

What are you waiting for...

[Register for the 2025 TAOM Showcase and reserve your hotel room.](#)

We continue to have issues with the registration software and process (this is one of those "comedy of errors" scenarios I was referencing earlier). For security reasons the website will ask for your username and password. It will want you to reset your password, but for some people, the password reset feature is broken and the system will not allow you to register. It will also not allow you to register as a guest if you have a registered account.

Our group of volunteers are trying to get this issue addressed and will keep you posted. In the meantime, if you try to register and the system will not allow you, please reach out to our webmaster and let him know. He can be reached at: jd@jd-stewart.com

Thank you for your patience.

2025 TAOM Showcase Schedule

Friday, August 29, 2025

- 4:00pm: TAOM Board Meeting
- 6:00pm: Dinner Buffet
- 8:00pm: Dealer Exhibition (Be watching for details!)
- 10:00pm: Mixed Delusions with Fabian and Grant Price (Be watching for details!)

Saturday, August 30, 2025

- 8:00am: Breakfast: On your own
- 9:30am: Lecture: Sam Sawyers
- 11:00am: Lecture: Trevor Duffy
- 12:30pm: Lunch: On your own
- 2:00pm: Lecture: Joshua Jay
- 4:00pm: Lecture: Generational Panel
- 6:30pm: TAOM General Meeting
- 7:00pm: Dinner Buffet
- 8:00pm: TAOM 2026 Convention and swearing in of TAOM Officers
- 8:30pm: The Magic of Bill Bentz
- 10:00pm: Jam Session



Sunday, August 31, 2025

- 11:00am: Dallas Magic Club Auction



Here are some of our lecturers and performers, with more to come!

**Stay after the 2025 TAOM Showcase for the Dallas Magic Club's
Magic Auction, Sunday Morning, in the same location!**

11 AM **THE DALLAS MAGIC CLUB** **31 AUG**
PROUDLY PRESENTS

Magic
AUCTION

WITH GUEST AUCTIONEER :
SCOTT WELLS

FOLLOWING THE 2025 TAOM SHOWCASE AT THE SAME HOTEL
HILTON GARDEN INN DFW AIRPORT SOUTH - 2001 VALLEY VIEW LANE, IRVING, TX 75061
SUNDAY, AUGUST 31 - AUCTION STARTS AT 11:00 AM
ADMISSION FREE TO DMC MEMBERS AND TAOM 2025 ATTENDEES - \$20 OTHERWISE

2025 OFFICERS

1. PRESIDENT:	Gary Poe	downtime824@gmail.com	817-914-0334
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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.

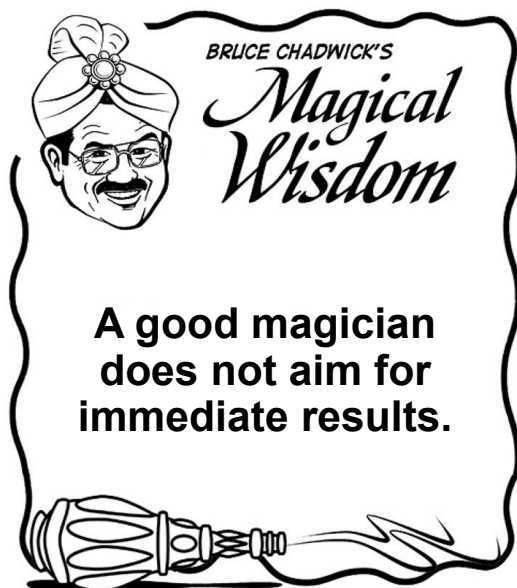


IMPROV COMEDY CLUBS IN ADDISON AND ARLINGTON

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.



Could you demonstrate everything?