The Servante

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

Volume 2026 - Number 11 - November 2026
Monthly Club Meeting - Thursday November 19, 2026 – 7:00 pm
East Gourmet Buffet - 6080 S Hulen Street - Fort Worth, TX 76132
Dinner and Executive Committee Meeting at 6:00 pm – Meeting at 7:00 pm



The theme for the Thursday November 19 Monthly Club Meeting will be Thanksgiving Magic. Club members and guests are invited to bring and perform any magic trick or routine themed around the "giving thanks with the performance of magic" idea. The meeting will be held at the East Gourmet Buffet located at 6080 S Hulen Street in Fort Worth. Guests are encouraged to arrive between 6:00 and 7:00 pm, enjoy the Chinese and American food entrees of the restaurant, and then the meeting proper from 7:00 pm to about 9:00 pm.

Please note that the Executive Committee will meet at 6:00 pm immediately prior to the monthly club meeting. All officers should be in attendance and all members in good standing (2026 dues-paid-up members) may attend as well. Visitors may not attend Executive Committee Meetings.

OCTOBER MONTHLY CLUB MEETING MINUTES

President Hare Evison called the October 15, 2016 monthly club meeting of the SAM Assembly 138 and Alliance of Illusionists to order at about 7:10 pm at the Illusion Warehouse magic shop. Over a dozen members and guests were in attendance. After a few announcements about the upcoming 2027 club officer nominations, and an announcement by club Secretary Bruce Chadwick about the upcoming relocation of the Illusion Warehouse to Lubbock, Texas, it was on to the magic for the evening.

Up first was Brad Smithart, AKA Professor Memento, who performed two different card effects. These included zombie monte cards and a mini plastic chainsaw that chewed up the cards in a card box except for the selected card. Young Calvin Meyer then managed to find his stepdad's chosen card via its row and column. The incomparable Jack McCoy then demonstrated his unique card effect Necrologue, which appears in the October issue of the club's SERVANTE monthly club newsletter. The entire routine can be viewed and downloaded from the club's website at www.sam138.com.

Magical Hare was up next with an interesting vanishing candle, spring snake, haunted hank, bubbles from his hat, an arachnophobia card trick, and a flower bouquet production. William "Weebo" Beaty was up next with two unique routines. From a group of spectators who each secretly chose brass bullets from a bag of ammo, he was able to divine who had the silver bullet and thus be identified as the Werewolf. He then entertained with a sort of toss out deck routine using Tarot cards, with jumbo cards being revealed to match the various selections.

The young Calvin Meyer returned with an appearing candle, breakaway wand, dividing a rope routine, and the exploding dice effect. Lonnie Olander concluded the magic performances for the evening by performing the Color Block Escape effect, and the proceeded to auction off a number of magic items by Plano magician Greg London.


SAM Assembly 138










SAM Assembly 138


SAM Assembly 138
Alliance of Illusionists


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OCTOBER EXECUTIVE COMMITTEE MINUTES

President Hare Evison called to order the Thursday October 15, 2026, Executive Committee meeting of the SAM Assembly 138 and the Alliance of Illusionists at about 6:15 pm in the Illusion Warehouse stockroom. A quorum of all officers were in attendance including President Hare Evison, Vice President Gary Poe, Secretary Bruce Chadwick, Treasurer Lonnie Olander, Historian Jack McCoy, and Sergeant at Arms William Weebo Beaty. Not in attendance was Member at Large Caleb Westeen.

Treasurer Lonnie Olander presented the club's financial report. The club's previous Operating Account balance was $2472.72. Since then the club has received $160 from the Greg London magic donation auction and $25 from a Lance Pierce book sale. The clubs had one disbursement, $13.86 for MailChimp. Also Lonnie discovered a spreadsheet which decreased the club's previous reported balance by $247.18. The clubs currently have a balance of $2,396.68.

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

Secretary Chadwick explained the pending change in location for the Illusion Warehouse to Lubbock, Texas and therefore the need for the clubs to find a new home for their monthly club meetings. To this end, the November monthly club meeting will be a Magical Thanksgiving meal at the East Gourmet Buffet on Hulen Street in south Fort Worth. Members will provide the entertainment with Thanksgiving as the related theme. It was agreed that Treasurer Lonnie Olander, who has been overseeing the magic collection gifted to the AOI from Plano Magician Greg London, will once again offer some of the items for sale at the meeting.

The Executive Committee then discussed the procedure whereby the clubs will elect new officers for the 2027 club year. In accordance to our club's Bylaws, all outgoing officers except for the President have the opportunity to consider continuing roles for the new club year. It was suggested that Gary Poe return as President of the clubs, the possibility of Caleb Westeen for Vice President, Bruce Chadwick to continue his role as Secretary, Lonnie Olander to continue his role as Treasurer, Weebo Beaty to continue as Sergeant at Arms, Hare Evison for Historian, and perhaps Jack McCoy as Member at Large. Note that these recommendations are only tentative, with other nominations being welcomed at the November and December Monthly Club Meetings, and then the election of new 2027 officers then also occurring at the December meeting.

Before the September Texas Association of Magicians convention, the AOI Executive Committee drafted a letter and delivered it to the TAOM Board with an offer to host the 2029 TAOM convention. Chadwick reminded the Executive Committee that the TAOM Board will probably consider the club's request at the next TAOM Board of Director's Meeting, which will probably be a Zoom meeting and held sometime in the spring.

Secretary Chadwick reported that Eric Miller is recovering well from his recent stroke attack. With no further business, the meeting concluded about 6:51 pm to start the September Spooky Magic monthly club meeting at 7:00 pm.

Respectfully submitted,
Bruce Chadwick, Secretary





FROM THE PRESIDENT'S TOP HAT

Welcome once again, friends and fellow lovers of magic! As we gather beneath the brim of the President's Top Hat, this monthly column continues to celebrate the art, humor, challenges, and unforgettable moments that come with being part of the magical community. Whether you perform on stage, practice behind the scenes, or simply enjoy the wonder of illusion, I hope these reflections inspire you to keep growing in your craft and finding joy in the experience along the way.

Showtime: Preparing for the Show

I always get excited when preparing for a new magic show! Unlike many magicians, I enjoy finding ways to accommodate the theme of each event. Whether it's creating a themed backdrop, incorporating effects that complement the occasion, or introducing a new trick or two, I see every custom show as an opportunity to grow as a professional magician.

Preparing for a themed performance allows me to experiment with different characters, humor, costumes, and even behaviors. It's about finding the right patter—the right things to say at just the right moments—to bring everything together. I enjoy changing my appearance and personality to suit the occasion while still giving the audience the magic and entertainment they've come to see.

I always try to balance what I know works well with something new. My goal is to give every audience a unique experience, even if they've seen me perform before. Of course, trying new effects can come with challenges. Sometimes things don't go as planned, but that's part of the fun! I often use emotions, expressions, and a little comedy to turn a confusing moment into something entertaining. Sometimes an accident becomes a purposeful accident, and other times I simply act as though it was all part of the show. Ha!

When introducing new effects, I don't always script every moment. I like to see how the routine develops naturally with a live audience. It helps me discover what works, what doesn't, and what needs improvement. Once I've worked through the new material, I can return to the routines I've already polished and focus on delivering a smooth performance.

Audience interaction is a big part of my shows. Knowing how to read a crowd and choose the right volunteer can make all the difference. I enjoy keeping the audience on my side through participation, humor, and magic. Over the years, watching other entertaining magicians has also helped me develop my own comedic timing. One piece of advice from my mentor has always stayed with me: **"Comedy is king. Keep them laughing, keep them entertained, and the time will pass by sooner than you think."**

Of course, mistakes happen. Things don't always go according to plan, but it's our job as magicians to make the unexpected appear intentional. My mentor also told me, "Don't worry about it, kid. Once you have 10,000 hours

performing, you'll realize what you have done wrong." Ha! He also said, **"If you can mess up the whole show, the whole time, and the audience never knew, that's when you're becoming a great magician."**

Those words remind me that becoming a better performer takes time, practice, and plenty of experience. I'm constantly reinventing myself—finding the right outfit, the right demeanor, and the right place for each effect within a performance. I want my routines to become more natural, with fewer moments of hesitation and more confidence in what comes next. With every show, I learn something new, refine my act, and discover a little more about the magician I want to become.

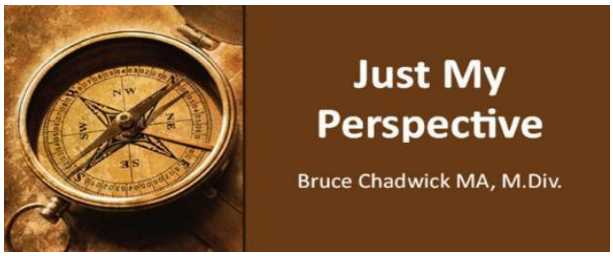
I believe this is something we all experience, whether we're seasoned professionals or just beginning our magical journey. We learn what works for us, what doesn't, and how to overcome the unexpected.

So, here's a little reminder for all magicians and aspiring performers: If you never try something new, you may never fail. But if you never fail, you'll never learn—and if you never learn, you'll never truly grow or succeed.

Embrace the challenges, make room for a few happy accidents, and have the courage to step outside your comfort zone. The lessons we learn through practice and performance often carry over into everyday life.
After all, the show must go on!

Until next time, keep practicing, keep experimenting, and remember to enjoy every moment in the spotlight.
Keep the magic alive!

— Hare Evison
President, S.A.M. Assembly 138 and Alliance of Illusionists



RULES OF MAGIC

In just about any endeavor, there are rules, principles, and procedures that must be followed to produce satisfactory results. The performance of magic illusion is no exception. Ask any magician what the first rule of magic is, and most of the time they will say to never reveal the secret of a trick. Honestly though, this is not the first rule. The first rule in magic is **"You have to fool them!"**

Most would think that the rule to fool audiences is something that is always understood in magic. However time and time again, magicians seem to use suspicious sleights, questionable apparatus, and unsuccessful misdirection. They perform tricks that are not properly rehearsed and routined. If a magician will choose correct props, procedures, actions, and accomplices that truly are deceptive, they will be much more likely to fool their audiences. These qualities provide the basis for both good entertainment.

A number of years ago, I visited a magic shop in Florida that was owned by a couple of notable magic dealers. One of the proprietors knew of my reputation as a stage illusion builder and designer. He was a super nice person and was most anxious to take me upstairs to show me the Crystal Casket illusion he had recently constructed. While he was very proud of his accomplishment, I took one glance at his build and was appalled. While the quality and workmanship of his illusion was adequate, the base of the glass box-like illusion was a huge wedge-shaped pyramid block that looked like could hold an elephant! I've never wanted to smash something with a sledgehammer so bad in all my life! Imagine a husband and wife watching a magician perform such and illusion and commenting, "Hey Mildred. Where did that girl come from?" The wife says, "I don't know for sure, but she probably crawled up out of that big black box on bottom!" Unfortunately, the only one who would be fooled is the magician.

If the "must fool them" decree is indeed the first rule of magic, then the second rule can therefore be **"Never reveal the secrets of effects."** When a magician performs a magic effect and then exposes the secret, the impact of the trick is basically destroyed. There is no longer a climax. The thrill and excitement is immediately reduced to nothing more than the simple demonstration of a magic puzzle. The artistic endeavor of performance goes out the window. Also ethically the expose hurts other magicians who would perform the trick and even make a living.

The third rule of magic, and the rule that is often overlooked and seldom talked about in magic, is the mantra to **"Never repeat a trick."** When an audience member says, "Do that again," what they are really saying is, "Now that I know what you are going to do, repeat your performance so I can catch you." Many magicians fall for such challenges and perform an effect again. Unfortunately the conclusion of a second performance is that often the secret of the trick will probably be exposed. Also since there is no longer a climax or a surprise element, entertainment value is decreased. What was intended to be entertainment becomes an investigation.

Also the magician who gives in and performs a trick a second time is allowing his audience to dictate the parameters of his performance. Performers should never relinquish such control. A magician's performance should be routined and refined into a polished presentation, and that performance should be performed only once so that surprise and entertainment is maximized. The mantra to never do a trick a second time using the same secrets rings true to the highest level.

Certainly there are other general rules in magic that a wise performer should observe. However with the three-rule foundation as presented here, the basis of magic performance is squarely laid.



LUCKY LUBBOCK

Things don't simply vanish. If you put a coin in your hand, close the fist and then open it and the coin is gone you will amaze people for about 2 seconds before they look at the other hand. Children do it to. Even a 6-year-old brain is pretty sure things don't just vanish. If you have done your job as a magician there will not be a coin in that other hand. That coin will be miles away from where they are looking.

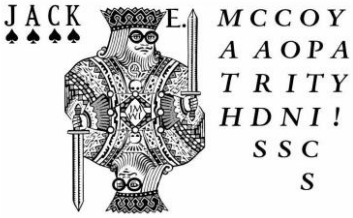
Such it is if you were to drive down McCart Avenue today looking for the Illusion Warehouse. It is not there. It hasn't really vanished, but it is miles away in the last place you would ever think to look. It is in Lubbock, Texas, now known as Lucky Lubbock. Can you imagine being an aspiring young magician in Lubbock and finding out that an actual brick and mortar magic store will soon be opening there? Wow! Our loss is their gain.

It is a loss for me. When I first stepped into the Illusion Warehouse, I was a guy looking for some simple stuff I could do to amaze some kids at children's church. I found those basic tricks there, but I found so much more. I found a guide. I found someone that would show me the next level and the steps to take to get there, and then the next level and the next. I found a mentor. I suspect many of you had that same experience. I started with a Ball and Vase and pretty soon I was into The Fitzkee Trilogy as I was guided to the real secrets of magic. I can easily say that the Illusion Warehouse and Bruce Chadwick have been the most important piece of my magical journey.

It is sad that real magic stores are almost extinct, having been replaced by impersonal online shops that offer no guidance. It isn't the fault of the Internet; it is our fault. We have let our desire for instant gratification and convenience breed a lack of loyalty. The Illusion Warehouse doesn't carry every new piece of magic that comes out. There are so many and most are crap. You may not be aware of it, but the illusion Warehouse could order most of those tricks that you may desire and bring it to the next club meeting. You can spend the wait time by working to perfect something you already own. It would be good for you, like back in the mail order days.

I just wanted to say thank you to the Illusion Warehouse and Bruce Chadwick for the last few decades and to express how much we loved and valued it all, even if we failed to show it at times. I offer a special thank you on behalf of The Alliance of Illusionists for providing your guidance and support and a place to call home base. I am glad that we will still See Bruce at the club meetings and that we still have the Illusion Warehouse online to order from. I want to congratulate Lucky Lubbock on winning the magic store lottery.

Thanks again for the Illusion Warehouse era and to the man that made it possible. To my guide, teacher, mentor and friend, . . . Thank You Bruce.





In the spirit of Thanksgiving I give you another use for the packet of Thanksgiving images which I posted last year, November 2025. I also created 6 more images, expanding the packet from 12 cards to 18. By the title you might already have an idea where this is going, and you'd be correct. Using the straightforward process of the 'Invisible Deck' principle, a fun, quick and simple effect is possible for your Thanksgiving guests.

History: The Invisible Deck is considered one of greatest creations of close-up card magic, but its status as a masterpiece is a testament to presentation over pure mechanics. The physical framework was engineered in 1936 by Joe Berg as the "Ultra Mental Deck," utilizing a roughing fluid gimmick and back-to-back mathematical pairings. However, the trick didn't truly become legendary until the 1940s, when Eddie Fields and J.B. Bobo brilliantly married Berg's hardware with a popular vaudeville comedy gag: pantomiming a completely imaginary deck.

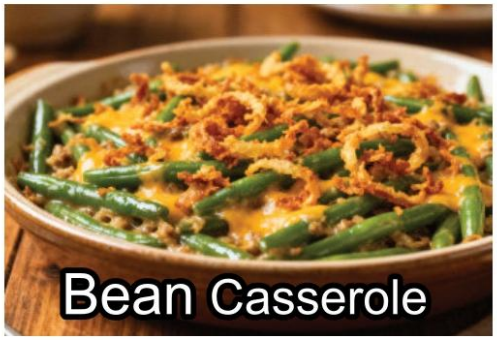
Effect: A list is given to the volunteer which has 18 items related to Thanksgiving. They look it over and choose 1. The magician removes from his pocket a packet of cards with images of the items mentioned from the list. The cards are shown by transferring from the front to the back and during this process a backwards card (facing wrong way) appears. It is shown to be the only reversed card in the entire packet. When shown it's the item the spectator chose! Yes, the invisible deck in holiday packet form.

Build: Cut out the 18 images and attach to blank face playing cards, using stick glue or rubber cement. Laminate the faces, but not the backs. Use a roughing process on the backs of the 18 item cards. There are several methods of doing this, including roughing spray from a magic store, roughing sticks, clear matte sprays such as Krylon Matte Finish. Also cut out the list which can be glued to 2 playing cards and folding in the middle, sandwiching it between them when closed for protection.

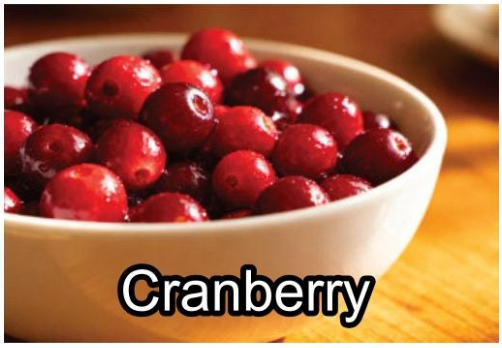
Setup: Referring to the chart, consider the items as 9 adjacent pairs (1&2, 3&4, 5&6, etc.). Put each pair back to back, the even numbers facing down, odd values facing up, into a stack. Put the packet in your pocket, remembering the odd / even direction.

Performance: The spectator picks one of the choices on the list. Note which item it's paired with. Remove the packet from your pocket or wherever with the opposite even/odd status to the selection facing upwards (the selection is face down). Transfer doubles from the top to the bottom, made easy due to their back-to-back roughing processes clinging together. When you come to mate card to the selection, only transfer the top single card to the bottom, thus the back of the selection coming into view. Quickly spread the packet showing all face up then turn the card face up to show it's the item they chose. Place their card on the bottom, face-up for consistency, then half-pass the bottom card as you put the packet away. It's now reset for the next time.

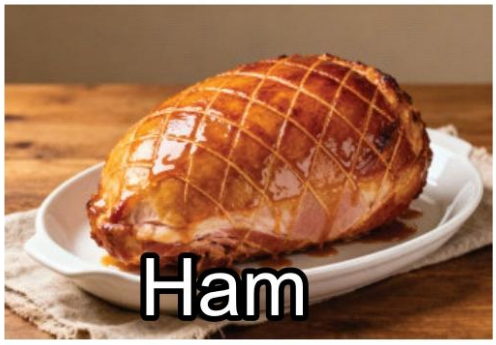



Bean Casserole

1


Cranberry

2


Ham

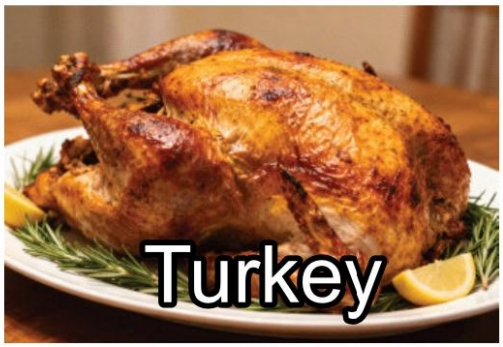
3


Happy Thanksgiving
Cake

4


Bread

5


Turkey

6


Sweets

7


Dressing

8


Snacks

9


Pies

10


Sweet Potatoes

11


4th QTR 2:15
Football Game

12



13



14



15



16



17



18

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DFW AREA MAGIC HAPPENINGS

FORT WORTH SAM ASSEMBLY 138 ALLIANCE OF ILLUSIONISTS

Meets on the third Thursday of each month, 7:00 pm. Go to www.sam138.com for meeting location and times. Also Facebook at https://www.facebook.com/groups/162025544420781/

FORT WORTH MAGICIANS CLUB INC - 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 Mid-Cities Magic Circle at www.MidCitiesMagicCircle.org

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.

