



The Servante

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

Volume 2025 - Number 7 - July 2025

Next Monthly Meeting - Thursday July 17, 2025 - 7:00 pm

Illusion Warehouse, 3917 McCart Ave, Fort Worth, Texas

Three blocks north of Seminary Drive/Across from the Public School



Coming up for the 7:00 pm July 17, 2025 monthly club meeting of the SAM Assembly 138 and Alliance of Illusionists magic clubs will be a Close-Up Magic Showcase. The show will feature some of the finest "up close" magic ever seen by the magic profession!

Several of our prominent close-up magic club performers will each perform about 15 minutes of their whimsical and mind boggling effects guaranteed to delight the whole family!

The show is open to the public, with three close-up performing stations positioned in three different areas of the Illusion Warehouse, 3917 McCart Ave, Fort Worth, Texas.

While the show is free to everyone who would try to attend, cash donations at the door are appreciated. Also note that seating is available on a general admission first-come basis. Doors open at 6:30 pm.

The Executive Committee will meet at 6:00 pm. All officers must be in attendance, and all dues-paid-up members may attend as well. Visitors may not attend Executive Committee Meetings.



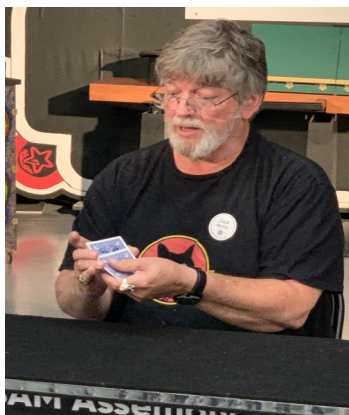
MINUTES FROM THE JUNE MONTHLY CLUB MEETING

The Thursday June 19, 2025 meeting of the Fort Worth, Texas SAM Assembly 138 and Alliance of Illusionists started promptly at 7:00 pm, at the Illusion Warehouse magic shop. About a dozen members and guests were in attendance for the monthly theme, "Cups, Cons, and Games of Chance." After a few brief announcements by President Gary Poe, first on the performing and sharing agenda was Bruce Chadwick. Bruce performed his unique rendition of the jumbo three card month effect, complete with whimsical poem type patter. He then shared some performing tips regarding his Chop Cup routine and sleights.

Jack McCoy did a very good job with a winners and losers type card effect he called Carnival. Unfortunately no matter what card the spectator chose, the victim seemed to always wind-up with the "loser card." His routine was fun and very entertaining. The incomparable George Ferrin then did his New Member Introduction with a very amazing card effect he called "Static," an effect closely related to the Haunted Deck type routine. George was then elected as our newest club member.

Hare Evison was next with three jumbo frogs, one of which croaked while the other two did not. Closely akin to the Rattle Bars effect, his routine was unique to say the least. He also performed a cup and ball routine with a coin climax. Our favorite magical electrician Caleb Westeen then did a fun card routine that was climaxed with the selected card affixed to his forehead!

George Ferrin came back a second time with his handling of the classic Fast and Loose chain effect. Matthew Welsby was next with a couple of iPhone type predictions with Argon and duality Pro cell phone apps. President Gary Poe climaxed the evening with his always inspiring "Artic Bear" cup and ball routine. He then went through an explanation and handling of the classic Three Shell Game. The evening was fun, full of laughter, and the type of camaraderie that makes magic great!



MINUTES FROM THE JUNE EXECUTIVE COMMITTEE MEETING

President Gary Poe called to order the June 19, 2025, Executive Committee meeting of the SAM Assembly 138 and the Alliance of Illusionists at about 6:06 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 May Executive Committee Meeting as printed in the June issue of the SERVANTE were approved by acclamation.

Treasurer Lonnie Olander reported a previous Operating Account balance of \$1920.21. From that the clubs had two expenses, the usual MailChimp monthly \$13.86 charge and the check for \$450 written to John Shryock for his lecture. This leaves the clubs with a balance of 1456.35.

Discussion revolved on possible performers for the January 2026 Installation Banquet.

The committee then discussed the main core activities for the upcoming meetings. These include:

Aug - Lance Pierce Lecture
Sep - Public Show on Saturday evening September 27
Oct - Spooky Magic
Nov - Swap Meet and Finger Foods
Dec - Christmas Party and Show

The July Close-Up Public Show was then discussed. Three performer stations will be used, and each performer will be given 15 minutes. Possible performers may include Matthew Welsby, Caleb Westeen, Hare Evison, Michael Dimsdle, and Adam Thornton.

With no further business, the Executive Committee Meeting concluded to start the 7:00 pm Monthly Club Meeting with Cups, Cons, and Games of Chance.

Respectfully submitted,
Bruce Chadwick, Secretary





PARROTS

My wife nursed a baby cardinal from the eyes closed and no feathers stage all the way up until it was flying and it was time for the release. We set a cage on the porch. It would fly off in the day and return at night. People call this a soft release. I don't know what cats call this but the cardinal landed on the ground one day instead of the cage and the cat did what cats do.

Three days later my wife curtailed her mourned by coming home with a 30 or so year commitment known as a quaker parrot. The bird and I are now quite close. Her name is Nellie.

I very frequently say words and phrases to Nellie in an effort to get her to repeat them. Parrots are smart. They can learn to mimic and even learn appropriate times to use certain words or phrases. While the parrot does not spend any amount of thought about the words it says, sometimes it does come off as smarter than it actually is by this mimicking. Sometimes this is called parroting.

While parroting may make a bird look smart, when magicians do parroting, the results are not always favorable. Magicians should think about their words before they say them, and especially while performing. Unfortunately there are words that come out of magician's mouths only because they have heard other magicians say them. I guess parrots can teach parrots.

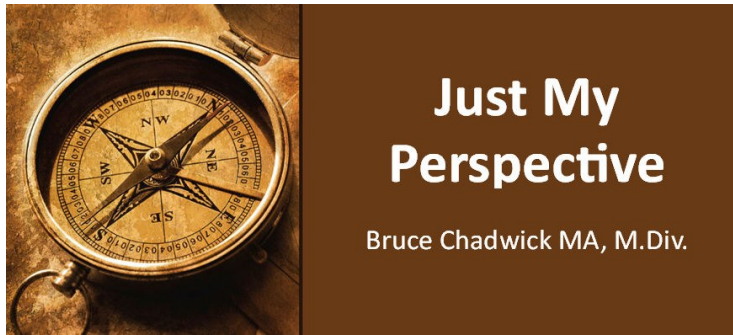
What is the best defense for magicians against saying things that are not fully thought out? Scripting! Scripting makes magicians think about the actual words they say, and hopefully examine what words are needed or not needed to produce an overall refined performance. Magicians become more genuine when they speak carefully chosen words, and smoother dialogue is the result.

Much could be and has been said about scripting, and so I will move along and suggest that magicians should start a list of "magician speak" things they would like to avoid. My list has grown over time. It is my list of things that I don't want to say for a variety of reasons and none of the phrases will likely make it into a routine with deliberately chosen words, but may accidentally end up in an unscripted performance. The list for other magicians will be different as per their reasoning.

I shall now ramble a bit of my list stuff with the little remaining space I am allowed. "So. Ummm. Are you sure? Do you want to change your mind? Maybe you weren't watching close. Do I need to slow that down for you? Are you really sure? Does this seem fair? Do me a favor. Tell you what. Wrong."

Magicians should think about what they say and why they say it. While they should say what they want, they shouldn't be a parrot.





OH LORD, A DRUG LORD

Many years ago I had a very interesting performance experience. I got a call one day from a man wanting to book my services as a magician for a Saturday afternoon gathering at his ranch. That was fine. I needed the money.

It was the days of paper maps and well before the days of cell phones and the Internet. The man gave me very explicit directions over the landline phone and assured me I wouldn't have any trouble navigating to his estate.

I remember distinctly traveling from Fort Worth way up highway 287, past Decatur, Texas and into the abyss of pastureland. It was there that I turned off onto a farm market road, drove several miles, and then turned off on a small ranch road. I drove quite a ways until the pavement ceased, and a dirt road commenced. Finally I topped the hill and came down into a valley only to discover a big fence and a cattle gate with two very ominous looking men guarding its entrance.

The men looked like that they were candidates for the "Men in Black" movie. Yep, they were dressed in black suits, wearing white shirts and black ties. They also wore distinctive mirror sunglasses that police are apparently required to wear. Their authority was even more evident with their M-4's slung across their chests.

With my anxiety level running at about 110 percent, my first thoughts were that they were Secret Service and were guarding the entrance to some prominent politician's estate. One of the men waved me forward. In typical police stop fashion, I rolled down my car window. One of the men asked who I was. I told them I was the magician and showed them my driver's license as per their request. The men relaxed a bit and said that they were expecting me.

Pointing to their black Suburban (kid you not), one of the men said, "I'm going to drive down the road and you follow me." "Yessir!" I said distinctively. We proceeded to drive through the gate and down the road quite a ways, over another couple of hills and came to what I could only describe as a compound. The place had multiple buildings and was akin to some type of old west theatrical set. My nervousness lessened a bit when I saw numerous adults and children swarming about the area.

I parked my vehicle where I was directed. It was then that a short middle-aged heavysset Hispanic fellow walked over to me. He had a big gold tooth in his mouth, a large gold necklace draped around his neck, and a drink of some sort in his hand. I felt like I had met Scarface in person!

Fortunately the man was quite friendly and congenial. He explained that he was the one who had hired me and that I was to perform under the awning area that covered the picnic tables. He explained that there was lots of free food from the various vendors and that I should help myself. He also pointed out a row of three or four small cabins and confessed that each cabin had a girl inside. He explained that "If you are into that sort of thing, help yourself and it won't cost you anything."

The magic show went well, and Scarface was elated with my performance. He gave me a wad of cash and a handsome tip. I thanked him profusely as I made haste and loaded my car. Forget the amenities. I was still a bit uneasy and wanted to leave. I drove out of the compound and was very pleased when I finally reached the highway. I pondered about the event all the way back home. It certainly was one performing experience I will never forget.



Welcome to Sasha's world, so glad you could attend. Who is Sasha you might ask? Well, she's a person I met in a dream and I'll just leave it at that. I did reveal her story in my first book,

'Impossibilities' and which I almost regretted once my wife and family read it, they've not looked at me the same since.

There will be another trick using this set of cards, which I will post this October, which uses all cards, so if you take the time and effort making a set, don't forget where you left them 3 months from now. All ai art is drawn and owned by myself and which I give you, the reader, full permission making a set for yourself.

Important: From past experiences performing scary magic and which at times I've received very strong unnerved reactions, it's very important in stressing to your volunteer that what they're about to experience is only pretend, for their future piece of mind they not even jokingly imagine a real person they may know or know of, say a brother, boss or teacher. Certainty can easily become uncertainty at later times, and no one needs that on their conscience because of a trick they once saw and out of coincidence or the simple happenstance of time something did manage to happen to said person.

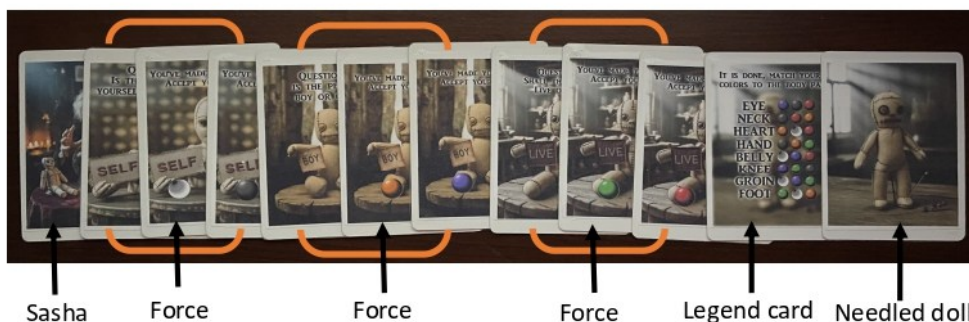
Effect: A packet of cards is shown and gone down through, the spectator making 3 choices (free) along the way in determining a final spot on a voodoo doll for poking with a needle, if there were truly a doll and needle. They see that each variation of choices determines a different location on the doll's body, yet when the final card of the packet is turned over they see a picture of a single voodoo doll and a needle jabbed into it at that very location. The packet is self-contained, there's no pocket indexing, magnetics, or sticky movable needle, it's actually part of the picture!

History: I wouldn't know where to begin crediting for the 'magician's choice (equivoque)' methodology and the 'double-turnover', which is basically the only 2 secrets taking place. Whether it's similar to another voodoo doll trick I haven't a clue.

Construction: Two pages from here are 9 images showing 3 sets of voodoo dolls, each set consisting of: 1 card with a question and 2 cards with color ball choices pertaining to that question. Cut out all 9 on that page, also the 'Sasha Already Knows' card on the next page from here, 3 pages away you'll need the legend' card which is the blurred doll with color ball combinations, and lastly 1 of the needle poked voodoo doll pictures.

Setup: Referring to the legend card, note the 3-color combination that's shown next to your chosen voodoo card's needle poke location. In this example, I've decided to use the doll with the needle in its foot. The 3 color combination on the legend card for the 'FOOT' are **white, orange, and green**.

1. Remember this mnemonic: **"I'm myself, a boy (or girl) who wishes to live!"** It should prove quite easy to remember.
2. Arrange each group of 3 (question card and 2 choice cards) where the question is on top (back), the sandwiched (middle) card has the ball 'force' colors for your chosen needle prick below **self, boy (or girl if you're a girl), and live**, and the remaining card on the face (note illustration). Stack them in question order, the Sasha title card goes on top, the legend card 2nd from bottom, and needled voodoo doll on bottom. You're ready so scare, I mean amaze!



My colors, white, orange, and green are below **SELF, BOY, and LIVE** and the middle card of each trio (orange brackets).

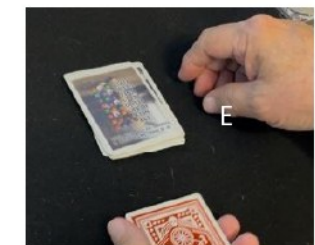
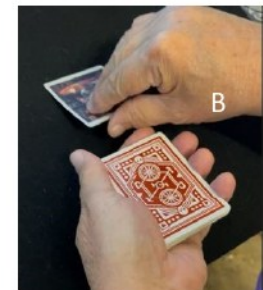
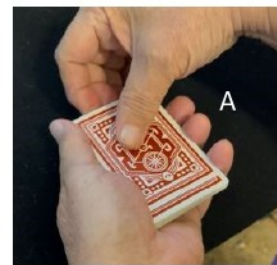


The cards are dealt in the fashion common to cartomancy (playing card fortune telling), where the cards are removed from the front by the thumb on top and fingers below (A). The thumb drags the top card forward where it and the fingers can pinch the front edge.

Remove the card from the front, rotating it face up as the right hand places it on the table in front of the packet proper (B). Mention Sasha and how the crystal ball states she already knows. The spectator will be curious what's being referred to, so explain they're about to find out by invoking a pretend curse on a pretend person, no one real or living.

Deal the next card face up on top of Sasha (C). Read out loud what it says to save the spectator the trouble and ask he make the choice of the curse either being for himself, maybe a personal reason, or is it as a favor for someone else. While this is going on obtain a pinky break below the top 2 cards. If he says it'll be for himself (**mnemonic**), front deal the top card face up onto the stack, read what it says and mention the marble color that's below 'SELF'. It will be your force color (D). If they say it's for someone else, remove 2 cards together as 1 (made easy due to the break) off the top and rotate face up onto the stack. This double deal is literally invisible due to the right hand's organic coverage and near immediate camouflaging on the stack. Mention the ball color below the word 'OTHER', again the force color!

It's as simple as that. You basically walk them down through the packet and force each color required for your voodoo doll's needle location, using either a single turnover or a double turnover so it's under their response. There's a simple rule of thumb ensuring you don't accidentally deal face up an unwanted card: **If you dealt a single for the force next deal a double, or vice versa, if you dealt a double for the force next deal a single.** The mnemonic makes it effortless in determining whether to deal a single or double because your force colors are on the single deals. If they say the mnemonic word, single deal. If they say the other word, double deal. Use this process through all 3 choices, which will end with the legend card showing (E). Assist them in finding the body part that has the 3 color combination matching the spectator's. Mention the body part and remind him about the first card saying that Sasha already knows, after a brief pause deal the last card face up on the stack to conclude (F). The packet is already reset as it doesn't get mixed during the process. For a repeat later, simply change the needled doll and arrange the 3 choices accordingly. I recommend getting 6 marbles that match in color and each time for him to hold, maybe antique your cards and get an old looking bag to keep everything in.



QUESTION 1
IS THE CURSE FOR
YOURSELF OR ANOTHER?



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



QUESTION 2
IS THE PERSON
BOY OR GIRL?



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



QUESTION 3
SHALL THE PERSON
LIVE OR DIE?



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



YOU'VE MADE YOUR CHOICE,
ACCEPT YOUR COLOR



IT IS DONE, MATCH YOUR 3
COLORS TO THE BODY PART

EYE			
NECK			
HEART			
HAND			
BELLY			
KNEE			
GROIN			
FOOT			



The logo for the 2025 Showcase features the year "2025" in large blue numbers, with "Showcase" in red script below it. To the right is a circular seal for the Texas Association of Magicians (TAOM), which includes a star and the letters T, A, O, M. Below the logo, the text reads: "The non-conventional convention! It's a big ole spectacle! A weekend filled with perplexing performances of prestidigitation!" followed by "August 29 – 30, 2025, Hilton Garden Inn DFW Airport South, Irving, Texas" and the website "www.taom.org".

2025 Showcase

*The non-conventional convention! It's a big ole spectacle!
A weekend filled with perplexing performances of prestidigitation!*

August 29 – 30, 2025, Hilton Garden Inn DFW Airport South, Irving, Texas

www.taom.org

The poster for the Magistrorum Convention features a man in a top hat and red cape holding a flaming book. The text reads: "Texas' Largest Gathering of Magic & Mentalism! Featuring: Jeff McBride", "Open to the Public! Magistrorum Convention", "Sept. 18th-21st, 2025 Las Colinas, TX", and "MAGIC" in large yellow letters at the bottom.

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

**Featuring:
Jeff McBride**

**Open to the Public!
Magistrorum Convention**

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

MAGIC

TAOM



TIMES

TEXAS MAGICAL NEWS HEADLINES



ERIC HOGUE
TAOM PRESIDENT

Who's coming to TAOM?

By Bessie Ethel Albertson

I know you will really find this hard to believe, but everyone keeps asking who is performing at TAOM? There is a rumor circulating out there that some folks won't even register until they know who is going to lecture and entertain the attendees.

So, while this reporter can't tell you everything, I can tell you some things I heard when I interviewed TAOM President, Eric Hogue. He finally broke down and said he is willing to announce more names in this edition of the TAOM Times.

The editor and publisher, Mr. William Lloyd King III, believes this will cause the registrations to go through the roof (after all \$150 to the TAOM Showcase is less than what the average person spends on a weekly trip to Walmart).

At Friday Night's Dealer Exhibition, after dinner, we plan to have four to five dealers speaking, promoting and selling their goods. Don't worry, dealers will be announced in upcoming editions of this newspaper.

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



By William Lloyd King III, editor and publisher

According to my sources at TAOM Central Command in Wylie, Texas, the TAOM Showcase only has 33 registrations for their upcoming event over Labor Day Weekend. So, as good ole Uncle Sam would say, "We need you!" (in other words, we really need you to register for the Showcase).

In speaking with a high-ranking executive within the organization, on the condition of anonymity, he stated off the record that back on March 1, 2025, the TAOM Board met to discuss how and if to proceed with a convention this year, and the 40+ board members overwhelming felt the need to have some type of event in 2025, and the TAOM Showcase was born! So folks, we need to make this happen...it's time to register!

As of today, we are 60 days away from the TAOM Showcase happening over Labor Day (August 29-30, 2025) at the Hilton Garden Inn DFW Airport. You might recall that this hotel is near the junction of Highways 183 and 161 South in Irving, Texas; and offers a free shuttle to and from both Dallas Fort Worth International Airport.

Those good folks at TAOM Central Command have also decided to let the cat out of the bag so, you can make an educated decision regarding your attendance to this very special weekend. In this edition of the TAOM Times, we heard directly from the TAOM President, the Honorable, Illustrious, Amazing, Phenomenal, All-Around-Good-Guy, Eric Hogue about who has committed to lecturing and performing for the Showcase.

The focus of the 2025 TAOM Showcase is on the business and the art of magic. Remember, this is not a TAOM convention, due to limited funding. Instead, it's what we call in Texas, just a big-ole-get-together!

So, get ready to turn the page and find out who we have scheduled to lecture and perform at this fun, entertaining, educational and social event of the season, but before you do that, don't forget to [Register for the 2025 TAOM Showcase and reserve your hotel room.](#)

2025
Showcase



Who's at the 2025 TAOM Showcase

By Dorsey Clyde Roach, reporter

On Saturday, we will have four lectures, the dealer's room, dinner and a show! From our sources at TAOM Central Command located in Wylie, Texas, the following individuals are set to be at TAOM...

Announcing three of our amazing lecturers: Joshua Jay, Trevor Duffy, and Sam Sawyers

Trevor Duffy from South Africa has been performing for over 30 years and has a wide range of experience between Close up, Family and Corporate work. He is an award-winning magician, having received Gold and Silver Medal awards in the National South African Championships.

Trevor will travel over 9,000 miles to be with us over Labor Day weekend to provide a lecture that you will not want to miss!



Can you make a living in Texas as a fulltime magician? Find out from 38-year-old Sam Sawyers, a.k.a. Sam, The Magic Man!

Sam, a TAOM award winner, has 28 years of experience in magic. Performing in restaurants, kid's parties, and corporate events - it's how he makes a living supporting his wife and two children, and he does it all within the state of Texas.

Joshua Jay will be zooming in online to lecture and participate in a Q&A session with our TAOM Showcase attendees. He's a world renown magician, business owner, author, teacher, lecturer, and world traveler. Josh has performed in 100+ countries and received the top prize at the World Magic Seminar.

This co-founder of Vanishing Inc. has fooled Penn and Teller and holds a Guinness World Record. Josh's lecture for TAOM will focus on: Presentation Matters.



**2025
Showcase**



Will we see you there?

In upcoming editions of the TAOM Times, we will announce more about lectures and dealers. While this is not a TAOM convention, it's still a great event for our magic community. Additionally, the Dallas Magic Club is hosting an auction on Sunday in the same hotel. So, what are you waiting for, [Register for the 2025 TAOM Showcase and reserve your hotel room.](#)

Saturday Night's Show

By Bobby L. Macarthur, reporter

Bill Bentz

The Renaissance Man of Magic

Bill Bentz, who splits his time between Dallas and Los Angeles when not traveling around the world, is a multi-award-winning entertainer and modern master of magic. His distinctive style is elegant, sophisticated and delightfully mysterious. Equally adept at close-up and stage, Bentz is a distinguished performer at Hollywood's Magic Castle and highly sought after as a corporate conjurer. He's travelled the globe, performing sleight-of-hand, and sleight-of-mind, for trade shows, theaters, cabarets, fortune 500 companies and special events.



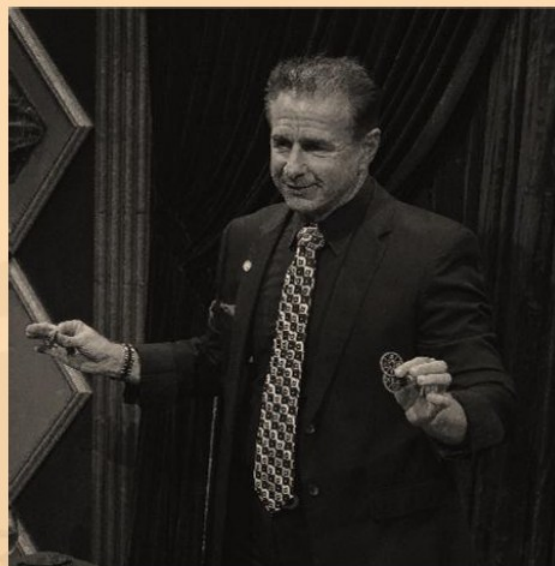
Bill's story begins long before he born. In 1963, his mother fell in love with his father at, of all places, the Magic Castle. This Mecca of the Art, in Hollywood, is world renowned as the "Carnegie Hall of Magic." As a child, he was surrounded by legendary magicians, who regaled him with magic illusions. He was immersed in fantastic stories of grandmaster magicians such as Dai Vernon and Charlie Miller. At the young age of 5, he performed his first magic show. This established a firm foundation for a lifetime of making the impossible manifest and providing lifelong positive memories for his audiences, far and wide.

See Bill perform Saturday evening, August 30th at 8:30 PM after our dinner and TAOM Officer Swearing-In Ceremony. What are you waiting for...[Register for the 2025 TAOM Showcase and reserve your hotel room.](#)

2025
Showcase



Will we see you there?



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



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

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6. HISTORIAN:	Hare Evison	h.e.808artworks@gmail.com	808-264-2785
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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 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.

