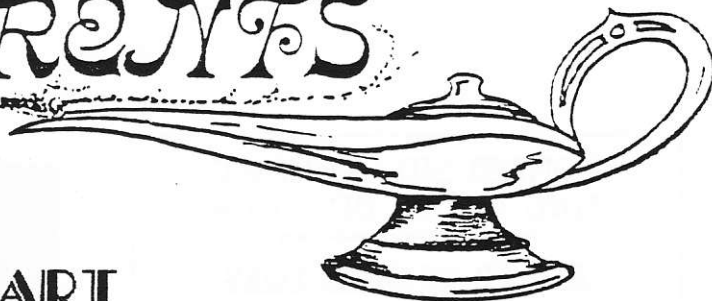


# MAGICURRENTS



HONEST SID GERHART  
RING 76, SAN DIEGO, CA

FEBRUARY 1990

VOL II

NO.8

## AUCTION MONTH

-- And it's gonna be a "GOODER". (See inside for details.) In fact, it's Everybody's "Auction Month" - Orange County the night after ours; Austin, Texas; Indianapolis; Cincinnati, points East and, probably, lots in between. Guess February is an extra good month for auctions - BUT ours will be the nicest!

Your February *LINKING RING* should be in hand by now. Check out the fine print in the top half of the IBM Convention Ad on page forty nine, and you'll see that over one thousand are already booked for St. Louis. That's even a tad more than we had last February for the San Diego Convention. What's that tell ya? The St. Louis Convention may be even bigger than ours, so use the application I've included with this issue of *MAGICURRENTS* and get REGISTERED.

Also in your February *LINKING RING* is a news clip about our recent Magician visitors from the Soviet Union whom Ring Seventy Six is sponsoring for a first year's membership in the IBM. **Marilyn EDWARDS**, the International Executive Secretary, is processing the mem-

bership application and tells me that the IBM Board of Directors (the *BIG* Board) is excited about a first Russian IBM member. Watch for his name - **Valdimiz PEREVODCHIKOV** - to appear in the March issue of the *LINKING RING*. IBM Central is also processing membership applications for new Ring Seventy Six members, **Brian BERG** and **Arthur BROOKS**, and old Ring Seventy Six member, **Jerry JAGORDA**. Watch for them in the April issue.

(Continued on Page 2)



## Prez's Mezzage

So.... at this party the other night, a young man arrived with eagerness and impatience written all over his face and actions. After enduring other people's chatter for all of ten minutes, he cleverly entered the conversation with, "Speaking of all the rain we've been having, how would you like to see some magic?"

Talk ceased, folks glanced at me, (It wasn't *my* fault!), and everybody girded their loins for a display of (at best) mediocre magic. I'm sure this kid had read the ads promising virtuoso performance in just five minutes. I won't bore you with the gory details, but suffice it to say, the magic show was not great. The point of all of this is to give me the excuse to offer the following fearless tips:

- 1.) Leave jokes to the practical jokers.
- 2.) Do not do a trick that is new or unpracticed.
- 3.) Impromptu magic should look impromptu.
- 4.) Never do more than three or four impromptu effects.
- 5.) Never offer to do magic.
- 6.) A stingy magician is a great magician.
- 7.) Even though practice has no applause, it has it's place.

See you at the meeting February nineteenth, our annual fun-filled auction.

HONEST SID GERHART  
RING 76. SAN DIEGO. CA

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### BOARD OF DIRECTORS

President.....Dick Dale  
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\*\*\*\*\*

### MAGICURRENTS

Editor.....J.P. Jackson  
Publisher.....Frank S. Syren

LEAD STORY (Cont. from Page 1)

For those of you who missed the January Meeting (and lots of you did), February is *National Children's Dental Health Month* with the theme, "There's Magic in your Smile!" The San Diego County Dental Society has contacted President **Dick DALE** for magical help in the Celebration on Saturday, February Twenty Fourth, at the Balboa Park Carousel area from Eleven AM to Four PM. **Dick** has volunteered to perform, along with **Dick BUSH**, **Henry VACA**, and **Jessie JUDGE**; but we could use a few more. Call **Dick** at 562-7379 if you can do a little "Dental Magic" for an hour or so on the Twenty Fourth.

And, again for those who missed our January meeting, we're happy to announce that **Tom OGDEN** has been booked for our lecturer this year. He will lecture at our April Meeting on the Sixteenth. More on this next month. And don't forget our *PARADE* article deadline of February Twenty Eighth. Compiler/Treasurer **Frank SYREN** got several good items as a result of the January "Original Magic" meeting;

but needs more. Call him at his new number, 295-4339. (which is newer than your new membership roster), or send material to his new address, 4041 Ibis St., #207; San Diego 92103.

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## JANUARY MEETING

... or what you missed.

Very fun, cozy and intimate meeting for Ring Seventy Six in January - (which means smaller turn-out than usual) with only thirty eight members and six guests who braved our January cold snap (got all the way down to the low '50's) for "Original or Handcrafted Magic" night.

**Brad BURT** conducted a "What's new in Magic" Dealer Demo as our pre-meeting event which featured the new *TENYO* magic: **Mike ROGER'S UNCONQUERED CARD**; **DAYRI'S PRINTING** card routine; and **JOHNSONS** new *LIGHTENING BOLT* - all great items for the nineties. Short business meeting with **BRAD** (again) acting as President. He welcomed our guests and presented IBM Membership Kits to **Mary Ellen BROWN** and **Henry VACCA**. Announcements included rules for our Annual Auction in February, a solicitation for volunteer performers for *CHILDREN'S DENTAL HEALTH WEEK*, the theme for which is "There's Magic in Your Smile"; and the news that we have booked **Tom OGDEN** for a lecture at our April Meeting on the Sixteenth. We had four new members join at the break while **Brad BURT** (now triple-hatted) prepared for the monthly raffle. WELCOME to **Chris DAVISSON**, **Jason GEARY**, **David LANE**, and **Brian BERG**.

Board Member **Ed FORSYTHE** led off the "Original or Handcrafted Magic" with the help of Sgt-At-Arms **Sherry LUFT**. **Sherry** selec-

(Continued on Page 3)

## VINCENT THE MAGICIAN

by Jim Whiting



ted a quarter from a small purse containing many, and then helped **Ed** with what was going to be a four ace trick; only the four aces became an ace, a nine, an eight, and another ace which symbolized the date 1981 - which matched the date on the selected quarter. **Jack MARK-LEY**, who will be lecturing at the upcoming FCM Convention in Riverside, treated us to a nice card prediction effect using four random packets of cards, a tiny dinosaur, and a mini, hand-held calculator which revealed the chosen card with a "crawl" message - Good Stuff!

**Ed RAYMOND** won the prize for creativity with a beautiful, hand-made Silk Cabby - a "Break-Away" model, only it wasn't intended to be! Halfway through his fine presentation it slipped, dropped to the floor, and broke into every possible piece! Undaunted, **Ed** picked up the pieces and held them together to make a nice silk production. It looked good, even disassembled. **James SWOGER** came up with an original card routine utilizing a "Slinkie" which he calls "Sneaky Slinkie". The instructions were hilarious, but you'll have to wait to read them in a "PARADE" article some day.

**Frank HERMAN** gave us an entire mini-show starting with a clever Shadowgraph routine in full light. He used a pair of white gloves to create a funny Duck, a Llama, Bugs Bunny and a huge Turkey. Then the gloves turned into a bouquet of flowers and out came a giant, comedy Duck. Frank went on with an intriguing presentation of the jumbo, folded bill (inside-out) routine, and finished with a very clever "Arrow Card" routine which featured an "Elf" on the plaque instead of the usual "reversing" arrow. Funny, funny patter story about finding a *Gee-No-Mee* (Gnome) which could levitate in the forests of Oregon, and he ended the whole thing with a giant, spring snake production.

Cartoonist **Jim WHITING**, who designed the nifty, magic theme T-Shirts for our recent San Diego Blood Drive, showed us a nice thimble routine with a "hole in the *Black Hole*" patter line. And **Jan (Sandy Jay) EASTMAN** showed us her latest "Measle Bag" variation - a hand made Dinosaur Bag which transferred a cute dinosaur pattern onto a plain green and a plain orange silk after much by-play.

**Jack EVANS** shared his latest hand made creation after doing research in **James SWOGER'S** library. It was a variation of an OKITO

ABC block type effect for kids using an extra blue box (instead of the non-existent borrowed hat) to reveal the traveling block at the end. **Joe FLORIAN** closed with some incredible, hi-tech, double talk, anti-matter patter to go with a very clever routine using the **TENYO "Wandering Hole"** prop, complete with a flash pencil and a very mystifying floating and spinning cork at the end. A great routine; I wish I knew what he said in it. And a nice finish to another great meeting.

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## BOARD MEETING

The February Board Meeting was held on February Fifth at **BRAD BURT'S MAGIC SHOP** with **Sherry LUFT**, **Don HALBACH**, **Brad BURT**, **Frank SYREN** and **Dick & Julie DALE** in attendance. After **Frank** presented a very well detailed Treasurer's report, it was the general consensus that Ring Seventy Six needs to raise funds over and beyond what this month's auction will generate. The public show suggestion was renewed and **Brad** generously offered to chair the committee with **Don** helping him with ticket sales. Two charities were mentioned as possible (and much needed) tie-ins: Children's Hospital and St Vincent's Parish in Mission Hills.

It was decided that if, for some unforeseen reason, our April Sixteenth Lecturer **Tom OGDEN**, could not make it, our Performer Numbers would be pressed into service for entertainment.

The Board expressed appreciation in advance to **Dr V. Robert ALLEN** for giving the Round Table preceding the Auction on February Nineteenth.

Regarding the Auction, both **Don HALBACH** and **Randy FOSTER** have volunteered the use of their wireless sound systems, **Brad** volunteered to be our auctioneer again, and sellers/items will be balanced to allow for a reasonable concluding time to the affair. The Board also recommended that each seller in the 1991 Auction will be requested to donate the proceeds from the sale of one predetermined, substantial item to the Ring Treasury. The next Board meeting will be on Monday, March 5th at **Dick and Julie DALE's**.

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## FEBRUARY MEETING

...what's coming

AUCTION TIME AGAIN - our Umpteenth ANNUAL (but who's counting) will be the "DO" for the meeting on Monday, the Nineteenth. **NOTE:** You must be pre-registered to be a **SELLER!** Call **Brad Burt** at the shop (571-4749) to get on the Seller's List, and remember, Prime items only! (NO SLUM FROM THE NOVEMBER SWAP MEET.)

Sellers should offer their best items first, or very near the beginning, 'cause we may have to restrict the number of items per seller to avoid a too long, boring evening like last year. We don't want to have to restrict the number of Sellers, but that may have to be, if too many folk show up with too much stuff. (My trusty auction experience tells me that around ten Sellers with about fifteen items each would be just right for a brisk and full auction.) Be sure to sign in when you arrive and pick up the numbered bidders card at the same time. (Sellers turn in two copies of your "sell" list, and keep one for yourself.)

Activities will start about six forty five with **Bob ALLEN**. (President of the *MAGICIAN'S GUILD OF SOUTHERN CALIFORNIA*) hosting a "General Magic Round Table. The business meeting starts at Seven Thirty PM followed by the break for socialization (Read; Trip Downstairs) and preview of auction items, and our usual raffle about eight PM. The Auction should start a little after that and we will follow the procedure listed in the Auction Flyer you got last month. **Brad BURT** will do Auctioneer duties assisted by **Dick DALE** and **J.P.JACKSON**; and **Sherry LUFT** will control the "Recording Desk" with **Frank SYREN** as Cashier to ensure that ten percent of all sales go to the Ring.

I hear that President **Dick DALE** will bring a small collection of newer magic props which has been donated to the Ring by an incoming new member who has just relocated in this area. Soo-- watch for this special "lot" for some prize bargains on good, working props, the proceeds from which **ALL** go to the Ring. You will hear more about the Donor at the meeting. And, lastly, J.P. just came back from the MAGI-FEST in Columbus, Ohio, with a fresh load of

auctionable treasures which you can just not live without! **REMEMBER**, call **Brad BURT** at 571-4749 to get on the Seller's List **RIGHT NOW**; or come as a **BUYER** with lots of **CASH!**

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## JUNIOR CORNER

by Don Halbach

The February Meeting of SDJM found our members being treated to several of Ring Seventy Sixer **Jerry JAGORDA's** favorite effects which everyone enjoyed learning and performing.

The club voted to have name tags made for all members at a cost of one dollar and a half each. This cost will be borne by the individual member unless it poses a hardship, in which case the club will pay for the tag.

President **Logan HALE** asked the members to be thinking about fund raising projects and to present ideas at the March meeting.

Members **Megan KILLEANEY**, **Amber STILLMAN**, **Jimmy BRAY**, **James BAXTER**, and new member, **Daniel GREENE** all performed for the group and earned points toward their Socerer's Apprentice Level.

We had fourteen members and guests attending and now have a total membership of twenty.

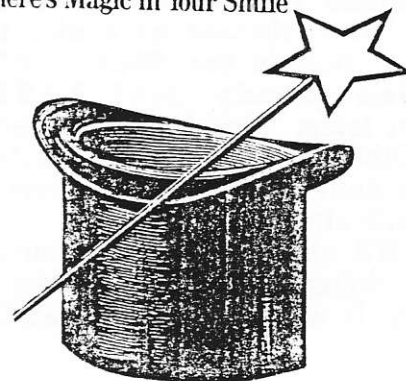
Our next meeting will be held at **BRAD BURT'S MAGIC SHOP** on Friday March Third at Seven PM. For more info regarding the **SAN DIEGO JUNIOR MAGICIANS** give me a call any time at 549-6901.

P.S. Thanks again to **Jerry JAGORDA** for a great job teaching at the February meeting.

\*\*\*\*\*

Smile, America!"

There's Magic in Your Smile



JOIN US IN BALBOA PARK  
Saturday, February 24, 1990, 11 am-4 pm  
FREE children's dental screenings • train and  
carousel rides • magic show • give-aways  
Sponsored by the San Diego County Dental Society  
TEL #: 619-223-5391

## SLEIGHTLY NEWS 'ROUND TOWN

☆ **"Magic Mike" STILWELL** in full color and complete with card on forehead grinned at me from the business section of my recent

morning paper. What a waker-upper, better'n my coffee! Nice article on the "Performer Business". And President **Dick DALE** is getting lotsa nice coverage in *THE CALIFORNIAN* (See Page 6) an East County Daily from El Cajon. Two good articles on his work recently with great pictures. I've included as much as I can for those of you who missed it.



The San Diego Union

'Magic Mike' Stilwell shows a trick to Julie Kingsburg, left, and Lori Benn.

## Doors opening for performers

Business is booming for "Magic Mike" Stilwell.

And with the recent opening of the convention center he expects it's going to get even better.

Stilwell is a professional entertainer and among those who may benefit from the economic ripple effects of the new convention center along San Diego Bay.

"In the next six months you're going to see an influx of people and an increase in entertainment needs," says Stilwell, 35.

His message to entertainers: "Now is the time to refine yourself. Now is the time to make sure your makeup is on straight and your props are working, because the whole world will be looking at San Diego. I want people to say, 'We had a great time in San Diego and were entertained to the max!'"

The bearded magician with the smooth-as-silk voice is one of San Diego's busiest performers. Besides doing some 250 shows a year he also is resident magician at the Corvette Diner in Hillcrest.

Stilwell began performing 15 years ago. Five years ago he quit his civil service job to do magic full-time. And during the past five years he has noticed big changes.

"Every time they build a new hotel in San Diego my workload goes up," he said. "When they put up a new Marriott my workload goes up 5 percent."

These days Stilwell is even more active, not only because he performs all over the county but because he also spends considerable time pitching show ideas to conventions for his Spring Valley-based production company, Magical Encounters. He notes that many conventions tend to import talent from home or from Los Angeles — but he vows to change that.

"We have a lot of good entertainers in San Diego — so stand by, folks: The next couple of years will be very exciting," Stilwell said. "A lot of production companies are moving to San Diego. So we should be Doy Scouts. Be prepared."



Dr. Peter Hellwig, an El Cajon Rotarian, watches as magician Dick Dale burns an envelope apparently containing a \$100 bill during the Rotary Club's weekly meeting Tuesday. Naturally, the trick worked, and Hellwig got his \$100 back. (rkb)

## Magician tricks El Cajon Rotarian into believing he had a \$100 loss

*Californian staff report*  
EL CAJON — Magician Dick Dale made an El Cajon Rotarian nervous when a trick involved burning the unsuspecting volunteer's \$100 bill.

The trickster produced the bill unscathed, to the relief of the Rotarian during Tuesday's weekly meeting at the Neighborhood Center, which fell on Halloween.

Dale's career in magic began at

an early age when he was intrigued with simple tricks he learned from his father. He became the star of his neighborhood's annual backyard circus.

Since then, Dale has performed internationally before clients such as General Motors Corporation and AT&T, and he was recently proclaimed to be among the world's six greatest magicians in the recent "Complete Conjuror Contest" in Las Vegas.

Dale performs at parties and

also puts together acts which advertise and demonstrate products, motivate sales people, or entertain guests and company personnel. (kmt)

Sleightly News (Cont. from Page 5)

- ☆ THE GATHERING in Hillcrest now has magic four nights a week with our own **Danny THOMPSON** debuting on Sundays from five thirty to seven thirty PM. Way to go, **Danny!! Mike CALLAHAN** is featured on Thursdays from seven thirty to eleven thirty PM; **Craig STONE** on Fridays; and **Terry LUNCEFORD** on Saturdays. All, I'm happy to say, are Ring Seventy Six members!
- ☆ **Joe "Mystic" McGRIEVEY**, another Ring Seventy Sixer, is back at the **CORVETTE DINER**, also in Hillcrest, on Thursday night joining **Mike STILWELL** who works there on Tuesdays and Wednesdays. **Joe** is also at **T.G.I. FRIDAY'S** in Mission Valley for Sunday Brunch from eleven AM to two PM.
- ☆ I hear that **Dan FRECKS** and **Wayne ALBERT**, fresh from a nice run at **EARTHQUAKE CAFE**, are now at **THE 94TH AERO**

**SQUADRON** on Balboa Avenue. No other details available so call them at 560-6771 to get the schedule.

- ☆ President **Dick DALE** still at **BAXTER'S** on Fletcher Parkway in El Cajon for Sunday Brunch.
- ☆ From **Stan ALLEN'S INSIDE MAGIC**: Next **David COPPERFIELD** Special - No. XII - will air on CBS at eight PM on Friday, March Thirtieth. This year's show will feature another death-defying escape; this one from Niagara Falls.
- ☆ And maybe you heard that the **AMERICA'S FUNNIEST HOME VIDEOS** show on ABC at eight PM on Sundays is calling for videos of magic or magicians. This is a quick thirty minutes of home videos sent in by everyday folk with at least one great chuckle per week. Hosted by **Bob SAGET** who is a very funny comic.

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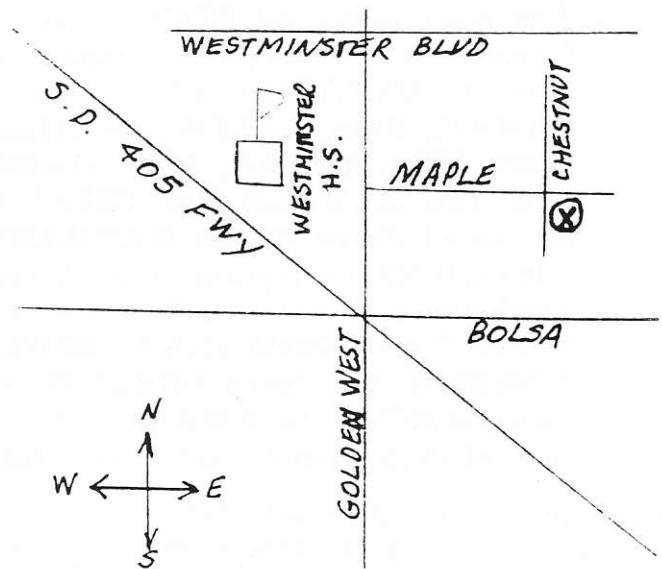
## CROSS TALK

- Extra nice turn-out for the **Bev BERGERON** lecture at *MAGICIAN'S GUILD OF SOUTHERN CALIFORNIA* in Carlsbad on January Thirtieth: but very few Ring Seventy Sixers there. Lots of us missed a "goodie" cause he had something for everybody - from Mentalism to Clowning. So-- mark your calendars now for the next one. They've booked **Dick ZIMMERMAN** for their next lecture at the regular meeting on Tuesday, March Sixth. Fee for non-MGSC members will be three dollars. Can't beat that price!

- Our Long Beach buddies in Ring Ninety Six announce a St. Patrick's Day *CLOSE UP CARNIVAL* for their regular meeting on Saturday, March Seventeenth, with members and guests rotating from table to table. They had elections recently and Past President **Bill McILHANY** installed the following new officers in January:

President.....Dr. **Gene GLOYE**  
 First Vice President **Bill PEARCE**  
 2nd Vice Pres.....**Ed KIRBUS**  
 Treasurer .....**Vera BRANDT**  
 Secretary.....**Leslie MANNING**  
 Sgt-at Arms.....**Sterling MAUS**

- *ORANGE COUNTY MAGIC CLUB (OCMC)* will have their annual Auction of Props, Books, Magazines, and Memorabilia, etc. the night after ours, starting at Seven PM on Tuesday, February Twentieth, at Westminster Community Theatre, 7272 Maple Avenue, Westminster, CA (See Map). Two Dollar Entry Fee for non-OCMC/IAM/IBM96 Members. Ten Percent of the sales goes to the club. **Bill PEARCE** is Auction Coordinator. Call him (714) 962-7087 with questions.



- If you missed our **George SANDS** lecture last year at about this time, you can catch him in Palm Dessert at the IBM Coachella Valley Magic Club on Monday, March Nineteenth (same night as our meeting unfortunately) in the *COLUMBIA SAVINGS AND LOAN* at Highway 11 and Monterey (See Clip).

WELCOME TO  
 DESERT RESORT  
 COMMUNITIES



THE I.B.M. COACHELLA VALLEY MAGIC CLUB  
 ADVANCE REGISTRATION FORM

SPECIAL ADVANCE TICKET PRICE \$ 7.00 Adults  
 \$ 5.00 Juniors

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Please make checks payable to: Treasurer, Mr. Marty Koffman & "George Sands Lecture". Mailing address: 68 Mayfair Drive, Rancho Mirage, Calif., 92270. For additional information please call- Mr. Mallory Van Slyker at 619 341-7439.

(Continued on Page 3)

- And don't forget the PCAM Convention in Oxnard CA, February 16-19. (Details in last months *MAGICURRENTS*.) with **Dale SAWAC, Stan ALLEN, Goldfinger & Dove, Mike AMMAR, Rich DIAMOND, and Les ARNOLD** (the GREAT LEON's grandson.) Phone **Caton MACHAMER** at (705) 650-1550 for registration AND the FCM Southwest Conference in Riverside February 16 and 17 with **David GINN, SUDS, Ron LONDON, Dr. Jerry GURGESS** and our own and MGSC's **Jack MARKLEY**. Course, both of those events conflict with our Auc-

tion on the Nineteenth, so you can't go!

- *THE MAGIC CASTLE* has scheduled it's two 1990 Swap Meets for Saturday, April Seventh and Saturday, October Sixth.

*J.P. Jackson*

J.P. JACKSON

Tel 569-0096

The I.B.M. COACHELLA VALLEY MAGIC CLUB is honored to present his only lecture in So. California, the third MONDAY, MARCH 19th at 7:30 P.M. for THREE HOURS or more of Magic instruction by AWARD WINNING lecture and recipient of the MAGIC CASTELS "Most Outstanding lecture award". You will see the results of over 50 YEARS OF INCREDIBLE...SPELL\_BOUNDED Magicial knowledge presented in a unpretentious maner.

DAI VERNON...started a standing ovation.....

SANDS IS A GENIUS...Dick Cavet, tv

This is why they say..."IT'S WORTH THE PRICE TO SEE

GEORGE TWICE.....

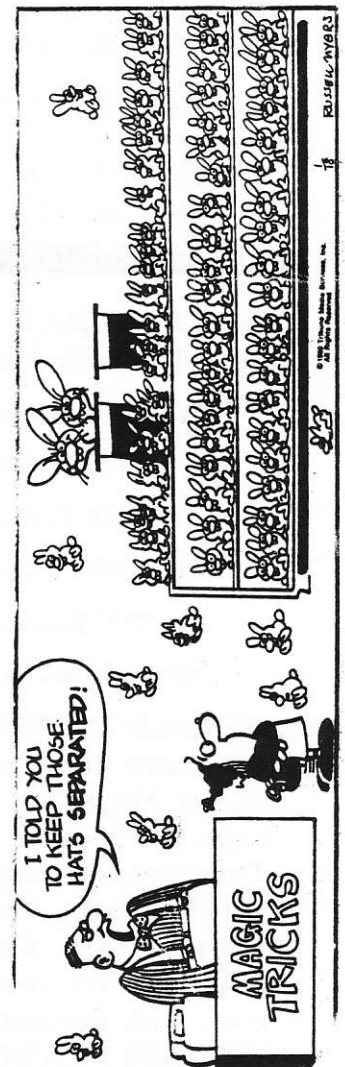
Be prepared...bring rope, sissors, coins, cards, etc. AND, by special arrangements at the "Traveler's Inn", the magic word for your discount is to say your with the "GEORGE SANDS PARTY", will give you 10% NOW group rates for 10 or more rooms even lower at 20% or more. Ask for B.J. Libby, cut off date 3-9-90. Call 1-800 633-8300 or 619 341-9100 located at 72-322 hwy 111 at Fred Waring Dr., Palm Desert.

TIME.....7:30 P.M. till ????

AT:.....Col. Say & Loan "Columbia Room"  
Hwy 111 and Monterey in Palm Desert



JUNE 3, 1924, HARRY HOUDINI  
LOCKS HIS KEYS INSIDE HIS BUICK





# Business

## It's magic: For Dick Dale, it's also business

By Nancy Weingartner  
California staff writer

EL CAJON — Dick Dale's business is magic.

As the owner of Magic Works, an East County mail order house for magician tricks and illusions, he manufactures items out of the norm. Items such as the balloon in the bottle trick, a wish book that goes from blank pages to outlined pictures to full-color pages all with the flick of wrist, and a cage and cover for disappearing doves.

His magic sells anywhere from \$10 to \$1,350. The dove cage is the most expensive item he sells. The wish book sells for \$16.50 and comes with 100 plastic toys that spill out at the end of the act. The toys, which are pictured in the book, are handed out to children in the audience.

Don't ask Dale to explain how these things are made. Don't even ask to see his garage where the development of new tricks occurs. It's off limits. Magicians, like rocket scientists, need to protect their secrets.

Magic Works is the third largest mail order business for magic companies in the country, Dale said. He advertises in trade journals such as The Linking Ring and Genie Magazine and sends out direct mail. Both serious amateurs and professionals use his services, he said.

There are 118 magicians in the San Diego chapter of the International Brotherhood of Magicians, of which Dale is president, and about 125,000 country-wide, he said.

Dale not only develops and distributes magic, he's performed it for the past 42 years. He has worked with David Copperfield and Harry Blackstone Jr. and was chosen by his peers at the "Complete Conjuror Contest" to be among the world's six greatest magicians.

His fascination with magic and illusions started when his father used to bring him pocket tricks



Magician Dick Dale performs with a friend. (rkb)

Ron Dipping/The Californian

### MADE IN EAST COUNTY

when he returned from business trips, Dale said. The tricks intrigued him and he practiced every chance he got. Already a bit of a ham, Dale easily worked the magic tricks into a routine. He was ringmaster and magician for the neighborhood circus one year that raised \$12. Not a bad profit when you're seven years old.

In junior high he got his first cape and top hat.

After receiving two masters in education and working in the real world for a number of years, Dale went into magic full time.

"It's a hobby that got out of hand," he explained.

There's two ways to invent a trick.

"You can walk through Woolworth and see something and say, 'This would make a good trick,' or wake up at 3 a.m. and say, 'What if this could happen,'" he said.

Whether the product comes first or the concept, the end result should be a trick that leaves people guessing.

"Good magic is five percent trick and 95 percent presentation,"

Dale said.

Just like any field, there are basic principles that come into play. How the 19 principles are combined creates the magic.

The corporate world has recently discovered the value of magic. Dale was selected by AT&T to do an "infomercial" that was tagged onto a video by Inc. magazine on how to start a home business. The phone company was looking for a home business with a hook. Dale's business had the hook.

"They knew people would play the tape over and over to see how the magic is done and in the process hear the commercial message," he said.

Two minutes of the video will air as a commercial on cable television stations in the near future, Dale said.

In addition to running a company and performing, Dale is knocking on doors looking for corporate work. Magic is an effective way to get a message across to employees, stockholders or customers, he said. Magic and comedy can entertain and inform at the same time. And since corporate messages tend to be dry at times, Dale is hoping magic could be just the ticket they're looking for.

Dale did 400 shows last year. He can easily spend 18 hours a day entertaining, writing and managing his business. In addition to writing his scripts, he writes a column called "The Californian Connection" for a national trade journal. Magicians all over the country are interested in California, he said, because it "is a hot bed of magic here." (nrw)

# IBM RING 76's

## ANNUAL MAGIC

# AUCTION!!!

**Mon Feb 19<sup>th</sup>** *La Mesa Legion Hall*

Regular Business Meeting promptly at 7:30 PM, followed by a Break and the Raffle -  
AUCTION will start about 8:00 PM

RULES FOR SELLERS: PLEASE - PRIME ITEMS ONLY (the junk went at the Nov Swap Meet)

1. Items to be sold must be listed in triplicate; copy for seller, Auctioneer and Recorder. Minimum bids (if any) listed or "No Min. Bid"
2. Items must be complete and include instructions - OR CAREFULLY ANNOTATED AS TO WHAT'S MISSING.
3. Items should be packaged individually (recommend Zip-Loc bags) for convenience in handling. Condition of item should be indicated: Poor, Good, Excellent or New.
4. Magazines and Pamphlets should be packaged in groups. Hardbound books will be auctioned individually if desired.
5. New Dealers items will not be auctioned; but can be sold directly after the Auction.
6. Sellers will receive proceeds at the end of the evening, less 10% Club Fee.

RULES FOR BUYERS:

1. All Buyers register at the door and pick up a numbered Bidder's Card.
2. Sales will be cash only - No CHECKS. Recommend Buyers bring currency in small denominations and change.
3. Items will be given to winning bidders as sold; Buyers will pay for winning bids at each break.

PROCEDURE:

1. Only 3 or 4 items per seller will be offered at a time until each sellers items have been offered once. A break will occur after all sellers have been seen, during which Buyers will pay for winning bids.
2. The second rotation will start with the first seller again and continue with breaks, until all sellers items have been exhausted.

**INTERNATIONAL BROTHERHOOD of MAGICIANS**  
**62nd Annual Convention**  
**Saint Louis, Missouri**  
**JULY 4-5-6-7- 1990**

**REGISTRATION FORM**

**Registration Fees:**

I.B.M. Member and Spouse or Adult Family Registrant \$60

Each Child (under 15 years of age) \$40

Non-I.B.M. Member - \$90

(\$30 of fee may be applied to 1st year of membership)  
if application form submitted to I.B.M.)

Full payment of applicable fee is necessary.

There is a \$10 Cancellation Fee prior to May 1, 1990

No refund of any portion of fees after May 1, 1990

**HEADQUARTERS HOTEL**

**HYATT REGENCY SAINT LOUIS**

ONE ST. LOUIS UNION STATION

ST. LOUIS, MISSOURI 63103

I.B.M. Convention Rate: SINGLE/DOUBLE \$73.00

(use hotel I.B.M. reservation card to insure special rate)

Please complete the registration form below and submit with payment  
(checks payable to I.B.M. Convention '90)

XX

NAME \_\_\_\_\_

STREET \_\_\_\_\_ CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ IBM NO.# \_\_\_\_\_

AMOUNT ENCLOSED\$ \_\_\_\_\_ (PAYABLE TO IBM CONVENTION '90)

Adult Member Family Registrations \_\_\_\_\_ @\$60 each = \_\_\_\_\_

Child Member Family Registrations \_\_\_\_\_ @\$40 each = \_\_\_\_\_

Merlin Breakfast (must be member) \_\_\_\_\_ @\$8.00 each = \_\_\_\_\_

NonMember Registrations \_\_\_\_\_ @\$90 each = \_\_\_\_\_

PLEASE PRINT NAMES (FOR NAMETAGS) OF ALL REGISTRATIONS

\_\_\_\_\_  
Please send ( ) SEND ME CONTEST INFORMATION ( ) DEALER INFORMATION  
( ) CONVENTION PROGRAM ADVERTISING INFORMATION

Mail completed Form and payment to:

I.B.M. Convention '90

P.O. BOX 7046

Alexandria, VA 22307



**MAGICURRENTS**

5746 Tortuga Road  
San Diego, CA 92124  
Tel. (619) 569-0096



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2548 Littleton Road  
El Cajon CA 92020