

# T. A. O. M.

OFFICIAL ORGAN

## Texas Association of Magicians

San Antonio 6, Texas

P. O. Box 1071



VOL. 1—No. 2

DECEMBER, 1946

## About Texas

Note by Editor:—

The BULLETIN is YOUR Magazine, and I depend upon the members of TAOM to furnish news and notes about Texas. So far very few have helped by sending in material. To those who have co-operated so far we wish to extend our sincere thanks, but we do want to hear from many who have not yet turned in material for publication.

Col. M. N. Hardesty of Fort Worth, one of our most active members and a member of the Membership Committee reports that SAM Assembly 13 of Dallas staged a full evening show in Fort Worth on Nov. 2nd. for the friends and members of IBM Ring 15, of Fort Worth. The following performers took part. Dr. Gordon Maddox, Gus Niendorf, Royal Brin, J. I. Anderson and Bob White who emceed the first half of the show.

The second half of the show was emceed by Marvin Frech and the following presented their acts: Bob White, Harry McDaniel, A. J. (Daddy) Crofts, Sam Jones and Ed Watkins.

Having seen most of the performers in this show at some time or other, I am sure it was a good program. I will not take space to tell what each one did as it has already been written up in The Linking Ring News. But I do wish to comment on the friendly spirit and co-operation between the IBM 15 and SAM 13 Clubs. The same friendliness exists in Houston between IBM Ring 39 and SAM Assembly 19. I have just received a letter from a friend telling me of the "feeling" existing between Magic Clubs elsewhere. Members of the one Club do not attend the activities of the rival Club. And I know of the same thing existing in other States. But not in Texas, and the purpose of TAOM is to bring closer harmony between the six magic Clubs of Texas that are recognized as approved Clubs by TAOM.

From Frank Werner in Houston, I have received a report on the Houdini Hospital Fund Show, given on the night of Nov. 20th. in which the following performers took part. Ham and Co., Claudine Bearden, Bob and

Don Blau, Baffling Bill Ballard on the first half emceed by Tommy Bearden.

For the second half, Bill Ballard emceed the show and the acts were Frank Werner, Chester Le Roy, Tommy Bearden and Sigmar. The reports are that this benefit show went over great and was a success financially. More evidence of the friendly cooperation between the IBM Ring and SAM Assembly in Houston.

Cal Emmett is in Chicago and expects to work up North for some time. Frank Werner and Henry Schmidt made a flying trip to Chicago, via New Orleans. They report a big time and visited magicians en route. In Chicago, they met Bert Allerton, Dorny and others. Attended a show presented by John Mulholland and the group spent the evening until the small wee hours at Matt Schuliens.

From Franklin Swan of Dallas, I have the report that he met Selvin a former magician who now operates a photographic studio in Lufkin, Texas. I wonder if this could be Mystic Selvin who presented a big magic show and musical mindreading act, a la Mercedes some 25 years ago? He had a beautiful show and played Texas and Oklahoma as well as other territory up North. A former agent of mine, Howard Donaldson, went ahead of Selvin after being with me for some time. This was about 25 years ago, which reminds me that in the SPHINX for November is the following paragraph from the column "25 Years Ago",—"The Great Mahendra was appearing over the Ascher chain and currently working in Milwaukee." A lot of water has passed under the bridges since then. The Ascher Circuit is no more, Balaban and Katz were practically unknown then and hundreds of theatres were playing acts around Chicago at that time. Col. Hardesty suggests a slogan for TAOM. It is: —

**"THERE HAS ALWAYS BEEN MAGIC IN TEXAS."**  
Perhaps some other members have an idea for a slogan. If you do please send it in.

As this is being written, Dave and Pauline Coleman have arrived San Antonio where they will visit me for some time and play a few dates while here. They were featured in LIFE magazine, issue of Oct. 21, 1946. The pictures show them performing the Hindu Anvil and Spike Miracle which they have presented for years. We of Ring 18 will have a banquet for them while they are here. If they come your way, and they will probably play many dates in Texas, be sure and see their act and you will see magic performed to the Nth degree.

**JIM AIREY**

Ring No. 39 — Houston

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*to TAOM.*

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820 Alamo Nat'l. Bldg. San Antonio, Texas

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From

**BILLE and REN CLARK**

**MERRY CHRISTMAS**  
**TAOM Ring No. 18 - Magicals No. 10**

From

**JENNI LEA**

704 NE. 13th St. Oklahoma City

**OUR VERY BEST WISHES**

TO HERMAN, DOC, AND MEMBERS OF

TAOM, MAY THIS CHRISTMAS

BE THE BEST EVER.

**W. E. and Billy Montgomery**

S.A.M.

HOUSTON

I.B.M.

## MEET YOUR VICE-PRESIDENT

I have known Ralph De-Shong for many years. I believe it was at the IBM Convention in Battle Creek, Mich. that we first met. Ralph left a firm impression with me at that first meeting and it has never diminished, for he is dynamic and full of pep wherever he goes.



I too had the pleasure of meeting Clarence Hammond also of Wichita Falls at that time, and they both made me promise to visit them the next time I got to Texas. I have since visited with them many times, and I know of no other place that makes you feel so at home or any other home so well equipped for magic. Ralph has a stage at one end of the big living room that is second to none anywhere. It really is another room on a raised platform with two or three stairs, so as to give it proper elevation. There are concealed lights and curtains that draw across making it a perfect stage for magic.

Doc Harad of Indianapolis and I visited with Ralph and helped in the organization of Ring 15 in Fort Worth, we drove to Amarillo and gave the boys there a pep talk, Ralph put on a big show at his home, and what a show, I will never forget it. I know quite a bit about Ralph, as I have visited with him many times and we have also attended the same Conventions many times. In fact it was through the combined efforts of Ralph, Doc Harad, Judge Carter of Eagle River, Wis., and myself, that made it possible to secure the attendance of The Great Lester, ventriloquist at Davenport, Ia., when the IBM Convention was held there. All agreed it was the one outstanding ventriloquist of all Conventions and the one great highlight of the Davenport Meeting. But even knowing a great deal about Ralph did not give me all the data I wanted, so I asked him a few questions, and I believe the answers to those questions will give us some new information as to his interest in magic.

Ralph tells me he first became interested in magic at the age of twelve and it was then he first saw Ed Reno's Chautauqua Show. I can well believe that this would fire his desire to follow the mystic path, for I too saw Reno's big show and there has been nothing like it before or since.

His favorite magician is Blackstone and his favorite trick is the levitation. And by the way, I saw one of the best levitations at his home it has ever been my privilege to witness. Of small tricks he likes to perform best of all — the Rising Cards and The Linking Rings.

I asked Ralph if he had to depend upon magic for a living, what branch or course he would follow for a sure fire way to make money. His answer was — Private Shows, Conventions and Clubs. Of course many of us know that he has been very successful in business and possibly will never have to resort to magic as a livelihood, but I am sure, if he did, he would be a success in just the way he has outlined.

Ralph entered the work clothing business in 1931, since that time he bought out his partners and became sole owner, then on April 1, 1945 he merged with Levi

Strauss & Co., of San Francisco and is now a part of that 96 year old firm. (By the way, I wore Levi Struss overalls in San Francisco back in the early 90's, we knew of no other brand then.) Now they are shipped from Wichita Falls to all parts of the U.S., from Washington and Oregon, to Maine and Vermont.

Ralph has been doing magic since he was 14, and has performed up to the present, except when he was in World War No. 1, in the Army for several years afterward when he was hard at work trying to establish himself in the business world. He surely succeeded in the latter.

Ventriloquism has always interested Ralph, he has performed with a dummy since a boy. He believes that Edgar Bergen got him interested and then naturally brought magic interests again as well. I have seen him perform ventriloquism and he is just as proficient in this as magic. I know he has belonged to the IVM ever since it was organized.

He has attended about 15 Conventions and always has a big time at all of them. I asked him to tell me what was his worst mishap in magic. He said, "Clippo—when it failed to work before a large audience, I told them, 'It's a darn good trick when it works' and got a bigger hand than if it had worked."

So there, now I hope you will know Ralph De Shong better, and in case you do not know him, when you attend the Fort Worth Convention next Labor Day go right up and shake hands, you'll feel you have known him always. He is one of the grandest fellows I have ever known in magic.

M. S. Mahendra

The following have made application to become Charter Members of the Texas Association of Magicians.

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Merry Christmas  
And A Happy  
New Year  
To All Magicians and Magigals  
From  
HERMAN AND EMILY YERGER*

WISHING A MERRY CHRISTMAS

AND A HAPPY NEW YEAR

To All Members of T.A.O.M.

**J. W. (JIM) DALTON**

IBM Ring No. 34

Paducah, Texas

**HAPPY CHRISTMAS**

*To All My Friends*

*In TAOM*

**RALPH L. DeSHONG**

Wichita Falls, Texas

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## DOC AND ANN MAHENDRA

And The  
**MEZZANINE MAGIC SHOP**  
*Wish All Magicians and Magigals*

*Everywhere.*

*A Merry Christmas and  
 Happy New Year*



## MEZZANINE MAGIC SHOP

218 Losoya St. San Antonio 5, Texas

M. S. MAHENDRA, Owner

## EDITOR'S PAGE

MAGIC! — Where is it going? Now a big manufacturer of breakfast cereals is giving magical secrets with cartons of their products. Nothing new in this of course, as it has been done before. Camel cigarettes, Skinner's Raisin Bran and others did it before, but just the same the question arises — Is it good for magic, or not? I doubt if anyone, no matter how much they know about magic and its commercial aspects, really know the answer to this question.

Dave Coleman and I just spent almost a whole day in a magic huddle. There is none I would rather talk magic to, than Dave. He told me that he too wonders what will be the outcome of it all. Secrets are too easily obtained. Certain magic dealers are careless and leave many effects where the rawest amateur can see the modus operandi. Then he went on to tell me about his father showing him a string trick when Dave was just a youngster. YET HIS OWN FATHER DID NOT EXPOSE THE SECRET. And believe it or not, Dave just found out when he reached the age of 57, how this string trick was done. And remember that Dave knows all the answers, that is—most of them. No one person knows them all. Dave performed the trick for me and I was fooled. It was explained to him by an old timer, who is not too well-known in magic, yet he knew the trick. Dave went on to tell how his father also performed a trick similar to the ball of yarn and the coin, he performed it for Dave many, many times, yet he did not show Dave how it was done.

I am bringing this out to show how the old timers guarded their secrets carefully. But today — anyone can find out almost any magic secret if he wants to. Is it better this way, or should we carefully guard our secrets? Even Dave admitted in one breath that it was bad to give secrets away, then in a few moments he thought that perhaps it might create a large "magic fan" following, that will go to see any magician regardless of who or how he is. So you see, there is really no definite answer. There will always be arguments pro and con. But I think all will agree, that we should try to guard our secrets more carefully. If they are anxious enough to pay well to learn magic, then they will no doubt be careful to guard that which they have paid for.

Apparatus does not make a magician, its not what you do but how you do it that counts. I performed a stunt with a flash bill at a Chiropractors' meeting lately and it went over bigger than a whole stage full of magic. So it's really showmanship that counts, a trick in one person's hands may be a big flop, while another may build it to the skies.

By the way, Walter Price of Winter Park, Fla., makes a full line of color flash paper as well as superfast white, also flash bills that are really good looking and reasonable, in price. We have been using flash paper in many ways lately and find there are many effects possible. Walter also makes some flash paper printed like playing cards, there are nine cards on one sheet.

For a good pocket trick, the Passe Passe nickels and pennies handled by Percy Abbott is a swell number and always ready to work. You'll like it. The Vanishing Penny, a new one by Carl Brema & So is another good pocket trick we like, only \$1.50.

Frank Drobini formerly of San Antonio and well known to many magicians in Texas, really knocked them over with his card work at Percy Abbott's Colon Conclave in September. Frank really performs card tricks, yet

lacks the necessary personality and showmanship to become a really great name in card manipulation. This is the same thing that has happened before. Manuel, Master of the Almighty Dollar, perhaps one of the greatest coin workers who ever lived, could amaze a gang of top notch magicians, yet he failed to be a success before the general public. MAGIC! The Goddess of Magic has strange followers who worship at her feet!

Ring 18 just ran a couple of reels of movies which were loaned to us by Dr. Bennett of Detroit. The pictures were taken at the Cincinnati IBM Convention and it showed Tommy Bearden performing his act on the big show there. Also some good shots of Ren Clark. I failed to find myself in the films, however Ann "showed up" riding a "hobby horse" and won a prize which I had completely forgotten about. Dr. Bennett also loaned the films to the boys in Houston. Too bad that either the SAM or IBM cannot take good moving pictures of artists like Cardini, Dante, Ade Duval, Gwynne, etc., etc., and have these pictures for a permanent record to show the newcomers what present day magicians were like. One of the first to be so photographed should be Ed Reno, as we will not be able to see him very much in the future, his health will not permit any extended tours. The one thing I should like to see photographed first of all, is Ed vesting various objects. This is now almost a lost art to magicians. Ed can still fool many of the great and "near great" at vesting.

FLASH! I have just received word from England that Edmund Younger of Newcastle Upon Tyne passed away on Nov. 4th. I corresponded with Ted for many years, we met at Battle Creek and he was one of my most faithful correspondents in England. I shall miss the usual news from England that he wrote so often. He had been in ill health for a long time and sometime back wrote that he hoped to come to America and travel with us on the road.

### MEMBERS— (Continued)

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## HOWARD'S FUN SHOP

SENDS SEASON'S GREETINGS TO ALL

TAOM MEMBERS — ALSO WISHES

THAT ALL MAGICIANS OF TEXAS

OF I. B. M. OR S. A. M. WILL

BECOME TAOM, IN 1947

**The Howard's — Howard & Ruth**

908½ TRAVIS

HOUSTON, TEXAS

## THIS AND THAT

Why are so many Magic Shows tiresome to the general public? Yes, I have even seen magicians who can usually "take it", get up and walk out. I believe that improper staging, draggy acts and "too amateurish" performances, long stage waits. etc., account for most of the objections. One thing to remember is, that its far better to do one trick well, than a stageful of improperly presented tricks and illusions. But the most common objection I have seen is lack of someone in charge of the stage, someone to keep the show moving fast, in other words, a stage director.

I am told that Jim Bowling undertook this job at the Houdini Hospital Show in Houston and as a result the show really moved fast and there were no waits. Now that Fort Worth has the 1947 Labor Day Conclave, I hope that Jim or someone else capable will be given this post and that the shows will move fast and be well routined. St Louis magicians in charge of the Convention there made a bad mistake by having Ovette open the show. In my opinion and everyone else's who saw the Show the verdict was — Ovette should have been the featured act. Two or three others should never have been permitted on the Public Show, and one or two who performed on the magician's shows, should have been on the big Public Show.

From Herb Lehwald, the rope specialist, comes this little bit of imfo about MAGIC. M—asterful, A—rt, G—iven, I—ntense, C—oncentration. How many different versions can you make, similar to this?

To my knowledge we have lost our first Charter Member. A. S. Oppenheimer also member of SAM Assembly 19 passed away November 7th at Houston, Texas. His application for charter member in TAOM had just been received a few days before. He attended Herman Yerger's Conclave in 1945, but was unable to attend this year, as his doctor advised him to take a rest after his trip with the Shriners to San Francisco. I am sure all members of TAOM who knew "Opp" will miss him, and we all extend deepest sympathy to his family.

Word has just been received from Dr. Carl Moore of Austin, Texas, informing me of the death of Bill McQuade who formerly operated a magic store in Fort Worth. I do not have the details, but he was at Herman Yerger's Conclave, I believe in 1945. I first met him in Houston at Ring 39 Charter Presentation and I liked him from the first. He seemed to be well posted on magic and splendid company. Another loss to magic.

## SEASON'S GREETINGS

*From*

**OFFICERS AND MEMBERS**

**Of Texas Assembly No. 19**

**Society of American Magicians**

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**CARL AND DOROTHY MOORE**

*Wish All Magicians and Magicals*

*A Very Merry Christmas*

*And A Happy Prosperous*

*New Year*

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**Merry Christmas and Happy New Year**

**To All You Texas Magicians**

**FOR ALL OF THE LATEST MAGIC**

**APPARATUS AND BOOKS**

**WRITE TO**

**DAVID M. MISHEL,**

**1122 East River St.**

**El Paso, Texas**

YOUR HOST FOR THE 1947 CONCLAVE  
TEXAS ASSOCIATION OF MAGICIANS  
THE FORT WORTH MAGIC CLUB

I B. M. RING 15

WISHES YOU

A

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

"There Has Always Been Magic In Texas"

I. B. M. RING NO. 18

San Antonio, Texas

*Wishes to Congratulate the Officers of*

**T A O M**

*for their work in organizing the newest Magic Organization*

**Also wishes a Merry Christmas and Happy New Year**

**to all Members of T A O M**