



# Shell Game

A Monthly Newsletter for the London Magic Community  
January 2020  
Volume 15, Issue 5

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## December's meeting

In December we got a sneak peek at a couple effects from the upcoming show being put together by our own **Keith O'Brien!**

Keith lead off with an effect he calls "*Numbers*", which got the entire audience involved. He asked for people to write four-digit numbers on slips of paper which were collected. An audience member randomly selected two slips and their total matched a total that Keith had as a prediction in full view the entire time!

He also showed us a terrific card effect where a selected card rose from inside the card box on Keith's command without him anywhere near it! Not only that, he previously drew a prediction of what that would look like, which turn out to be a drawing of only the card box – until the selected card rose from the drawing! Keith got some excellent advice from those in attendance on spectator management and how to make these presentations even stronger.

And others came with magic to share. **Malachi Davey** showed a great celebrity book test where he divined a celebrity from one spectator and a selected word from the book from another! **Wesley Steele** – at only his second meeting – showed us a trick he *made himself* - a deck of cards with writing on the faces changed colour and all the writing disappeared! Amazing job, Wesley!

### **Next Meeting:**

**Date: Wednesday, JANUARY 8**

**Time: 7:30 PM**

**Topic: SHOW US YOUR STUFF!**

**Beal Secondary School  
525 Dundas Street, London  
Room 253**

**Mike Fisher** and **Peter Mennie** showed us different versions of the *Spots* routine, where different numbers of spots kept appearing on two sides of a card. And Peter performed **Steve Beam's Jackass 827**, where the cards themselves tell us where in the deck a chosen card can be found!

Thanks to everyone who performed tonight – especially Keith – based on the sneak preview, his show will be sure to amaze and entertain!

Mark Hogan

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## December's Meeting

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## TOPIC: SHOW US YOUR STUFF!

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This night is pretty simple ... *show us your stuff!* Maybe you got some tricks for Christmas that you want to show off. Maybe you have some pet effects and want to perform them to an eager audience. Maybe there is something you are learning to do and want some tips.

We're asking you to *show us your stuff!* Bring something ... anything ... and show it off. We all know we love to see everyone perform – come on out and just do it! Maybe you'll learn some tips or see how you can perform it in a whole new way.

So come out in January and *show us your stuff!*

**We Want Your Reviews and Tricks!**

Please send any original reviews, magic tricks or routines to:

[magic\\_london@yahoo.ca](mailto:magic_london@yahoo.ca)

# News Of Interest

## “Magic at the Marienbad” - January 17 show

(Mike Fisher)

This month's *Magic at the Marienbad* show is on **Friday, January 17**. Doors open at 6:30pm – show is at 7:00pm.

January's show has a variety of master magicians all showcasing their incredible skills! We have a line up of six performers this evening all bringing out their best material. Our host **Corbin the Charming Cheat** will guide you this magical night. Guests will get a chance to vote in a secret ballot for who they would like to see headline at a future event. You are not going to want to miss this magical buffet of professional prestidigitators from all over the province.

Magicians performing:

- **The Amazing Corbin**
- **Mark Hogan**
- **JP Magic**
- **Michael Craig**
- **Scott Boyd**
- **Keith O'Brien**

For more info and to order tickets, visit:

<https://www.facebook.com/MagicMarienbad/>.



## Browser's Den first lecture of the year - James Harrison

(Browser's Bash)

**DATE: Saturday, JANUARY 11**

**TIME: 6:30 PM**

**PLACE: Browser's Den, Toronto**

**COST: \$20, or Free for Bash VIP's**

Whether you are a hobbyist looking to learn a new skill, or a professional looking for a proven trick, don't miss this rare opportunity to add pickpocketing to your repertoire!

After 20 years of performing close up, strolling magic, **James Harrison** has established himself as a pickpocket specialist. He has shared his knowledge as an author for *Street Magic Magazine*, as well as at conferences and conventions across North America and Europe. His television show, *Behind the Magic*, aired on Rogers TV and his recent appearance on *Modern Rogue* has been trending on YouTube.

James will teach you how to interrupt and entertain any audience with the opening series from his strolling magic repertoire that lets everyone know that he is worth their time! Tricks and topics include:

*Repeat Card to Pen*

A great repeat card to impossible location and Why it's important to have more than just a Sharpie pen.

*Wallet Pen*

Wow a table with just a coin and pen with this series based off of Rune Klan, David Stone and Harrison's own ideas.

*Necro Tagged*

A thought of word book test with a great scary story, still safe for corporate.

*Card Collection*

A great segue for handing out business cards – it is a card trick without playing cards!

*Grift Sense*

A con man's prediction of a spectator's series of choices.

*Ring to Watch*

If you like Garret Thomas' Ring Thing, you will love this perfect segue into pickpocketing.

*PickPocketing*

Watch? Wallet? Cell phone? Anything that is not nailed down! How to deal with change in clothing styles. Who to choose, and more importantly, who NOT to choose!

"It's been a pleasure to work with James at one of the largest hackers convention in Vegas. I watched him explain the how to's of pickpocketing to a packed room, and still steal off them mere moments later. Watch and learn from him now, while you still can, because soon the whole world will be booking him up."

**Brian Brushwood** - host of *Modern Rogue* and *Scam Nation*

"I will highly recommend James Harrison's knowledge and skills... an opportunity not to be missed out on"

**James Brown**, Professional Opportunist

For tickets, visit: <http://www.browsersden.com>

## Can I get a volunteer?

(Joshua Jay)

In September 2016, **Joshua Jay** published an article called "*What Do Audiences Really Think?*". He collaborated with **Dr. Lisa Grimm**, a researcher and professor from *The College of New Jersey*, involving 526 participants from ages 18 through 80.

Clips of Joshua's performances, and well-known clips from other magicians, were shown to the participants and used to gain valuable information about what audiences think of magic, what they love (and hate), how we can more easily get volunteers, etc. The following excerpt is from this study.

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Do people love participating in magic shows? Or do they despise being put on the spot? I was curious about this because a better understanding of a spectator's true feelings about participation could change the way we look at choosing and using volunteers.

The answer, as you might expect, is all over the place. But the trend is clear: **67 percent were very excited about assisting and 16 percent were mortified by the idea.** (Seventeen percent were indifferent.) The more people have seen magic, the more likely they are to want to help. Incidentally, people who identify as religious are more likely to want to help. They are also more likely to enjoy your material and to believe that what you are doing is real.

Not everyone wants to help us, but there are plenty of those who do. The moral of this story? When looking for volunteers, just ask.

This is the next question we gave to participants: *Imagine a magician approaches you right now and offers to show you a trick. What would you rather see: a card trick, a coin trick, a large-scale illusion, or mindreading?* Mentalists rejoice — mindreading was the most popular choice by far. **Fifty percent of everyone surveyed wanted to see mentalism over cards, coins, or illusions.** Illusions were the second, cards third and, sadly, just three percent of the public preferred coin magic.\

No matter what response people selected, they were then asked whether they would prefer to *observe* the trick or to be a *participant*. The goal here is to find out not only what kind of magic people prefer, but also whether certain

genres elicit different desires in terms of participation. The news gets better for mentalists. People who like mindreading also overwhelmingly enjoy participating. Of those who prefer to watch mentalism, *twice* as many wanted to participate than observe. Contrast this with card magic. **Of those who love card magic, just 27 percent wanted to help, while 73 percent preferred to watch.**

In fact, with all other genres of magic, people preferred to observe rather than help. The only genre people actively wanted to be involved with is mindreading.

Why is this? The data doesn't point to any definitive answers. My guess is that mindreading is the only subgenre in which the participant's experience is radically different from observer's experience. Watching someone's mind being read sounds far less enticing than having *your* mind read.

What kind of people enjoy mindreading most? They are people who are *least* interested in watching magic on television and who are *least* impressed with big props. Instead, people who prefer mindreading (and volunteering) prefer proximity. They want to be close, and they want to experience it for themselves.

Confidence plays a role, as well. **People who identified themselves as "self-confident" were eleven percent more likely to want to help**, and self-confidence is associated with a higher enjoyment of magic in general. If you wish to entice more people to volunteer, you might consider asking for assistance with a feat of mindreading, or arrange your show so that the participation is focused on the subject of mentalism.

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Concept by: Steve Seguin

The Shell Game is a free newsletter sent to members of the London Magicians Guild and other people in the community interested in magic.

Opinions expressed do not reflect the views of the London Magicians Guild.

London Magicians Guild web site:  
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