



# Shell Game

A Monthly Newsletter for the London Magic Community  
June 2008

Volume 3, Issue 10

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## May's meeting

We were honored to have one of the world's best known magicians lecturing for us in May – the one and only Simon Lovell!

Simon focused most of the evening on card effects. His first ("Finger #3") had a signed card lost in the deck and found later to be in the spectator's hands! He used this effect to explain some of his audience management techniques. He then did "Deck to Wallet", where the deck turns into the selected card, and the rest of the deck is in his wallet! "The Namer" was next, where a signature appears on the face of another card! He then stuck a pen through his tongue (yuch!) and explained the fun (?) you can have with that.

After the break, Simon showed us "Another Departed Point", where 3 selected cards are all found: one on top of the deck; one folded in a wallet, and one under the spectator's hand! "Leming Ace Exchange" was next, a Jumbo card packet effect where a selected card turns into a Jumbo card. A demonstration of his paper rose, as well as a display of his incredible second dealing certainly turned a lot of heads! He ended with "Heartless", an Ambitious Card effect ending with a huge hole in the middle of the deck. having a huge hole

Many thanks to Simon for a remarkable display of his magic and comedy!

Next Meeting: (NOTE THE CHANGE IN DATE)

Friday, June 6 7:00PM

Beal Secondary School  
255 Dundas Street, London  
Auditorium & T-253

Topic: HELP US CELEBRATE!!

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## June's Meeting

DATE: Friday, June 6 (NOTE THE CHANGE IN DATE)

TIME: 7:00 PM

PLACE: Beal Secondary School  
Auditorium & T-253

Topic: HELP US CELEBRATE!! JUNE GALA SHOW!!  
(TICKETS- \$5 each)

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It's time to celebrate! The London Magicians Guild is turning 30 years old – plus we have been an IBM Ring for 20 years!!

Come out for a night of magic and meet some old (and new) friends who have been part of our club for all these years. There will be some wonderful magic presented by current and former club members in the magnificent Beal Auditorium, and we'll receive a certificate from the IBM presented by the International IBM President-Elect Joan Caesar.

After the show, we'll gather in the staff room. Many past members have been invited, so it should be a wonderful social event.

So please come and help us celebrate the club's wonderful history.

[http://www.geocities.com/magic\\_london/lecture.html](http://www.geocities.com/magic_london/lecture.html)

It should be a very special evening. Be sure to tell your friends! Let's have a huge turnout for one of the best there is!

(NOTE: Tickets for this event are \$5. Contact Ron, Mark or Mike to reserve tickets, or you can get them at the door.)

<p>We Want Your Reviews and Tricks! Please send any original reviews, magic tricks or routines to: <a href="mailto:magic_london@yahoo.ca">magic_london@yahoo.ca</a></p>
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# News Of Interest



## Herb Zarrow Passes

We are very sad to report that Herb Zarrow (born November 4, 1925) passed away on the afternoon of May 11 at the age of 82.

Born in Paterson, New Jersey, Herb Zarrow became interested in magic through magic sets and magic books. Invented the [Zarrow Shuffle](#) (c. 1940), and for many magicians, that's all they know about this creative magician. He also invented: Herb Zarrow's Switch Change, Herb Zarrow's Trapeze, Herb Zarrow Retention Pass, Zarrow Block Addition, Starfish Copper/Silver, Matched Revolvers, and the Universal Count Grip

Zarrow appeared on the cover of April, 2001 issue of [The Linking Ring](#) after being honored at the 2001 annual [Fechter's Finger flicking Frolic](#) convention of close up magicians for a lifetime of contributions and achievements.



## Boris goes with over FFFF

The 38th annual F.F.F.F. invitation-only event feted [Boris Wild](#) as the Guest of Honor (GOH).

Next year's GOH will be Henry Evans. Obie O'Brien has said he will retire as the "Head Forker" with the 40th event in 2010 when the reins will be turned over to an as-yet-unnamed organizer; however, the event will then be called "Obie's F.F.F.F. Original Close-Up Convention". That year will also be special as Obie himself will be the GOH.



## A dose of Creativity: Six Magic Tips for You - Brad Ross

(from the IBM web portal)

In this world of magic, it's hard to maintain your individuality against the crowd. We all order the same new tricks & illusions from the same dealers or builders. It is difficult to stand out without feeling awkward and out of place.

We've all seen the guy at the local magic competition who did something so "OUT THERE" and didn't get a good reaction that we have become afraid to be different. But did you know that trends were first visualized by people who thought of something else aside from the usual? That little dose of creativity may just be what you need...Let me elaborate on that...

Tip # 1. Dare yourself. Don't be afraid to try something else. Your favorite lines should be "why not" and "what if?". Along with this daring impulse should increase your capacity to handle mistakes. It's an experiment, so it should be no wonder that you may experience failures. For a change, try on a different costume apart from all the rest. Instead of copying the trends, why not make your own? **START A TREND**. Invest on your "own look".

We can't all look good with the whole black pants, black shirt and vest or the classic tux your grandfather wore, right? Why bother looking just like everybody else? Be different - be dynamic. While this isn't a beauty contest, it doesn't hurt to figure out what makes YOU look YOUR BEST.

\ Tip # 2. Don't be such a copy cat. Purr at the satisfaction that no one is quite like you, so why try being like them? When I was starting out in professional magic 15 years ago (at the age of 13) I **WANTED TO BE COPPERFIELD**. I tried dressing like him, using his music, his lines, etc. UNTIL I realized, I was NOT HIM. I was Brad Ross - the young illusionist.

When I stopped trying to hide the fact that I was a young performer, I started getting noticed for it. It became a selling point. Who better to perform for kids then someone who is practically a kid himself?

Avoid fitting yourself into a mold not made for you. If you know that you can hold 23 kids attention spans for a 40 minute birthday party show - pass the gig along to someone who can. On the same page, if you know you don't own a single illusion, when Pepsi calls you to headline their holiday banquet, pass it along to an illusionist who can do justice to the art of grand illusion.

Besides, do you find satisfaction in being a follower all the time? Be a leader, let them follow and fall behind for once! My dad once taught me, "don't worry about the competition, let them worry about you." Allowing myself to step outside of the mold I THOUGHT I had to fit in as a magician, opened up doors to once in a lifetime opportunities like my years at Six Flags, my current contract with Disney and many, many more.

Tip #3. Embrace Change. That's right, give it a big, warm hug. While you are at the process of figuring out your sense of style, make allowances for change. Choosing "a safe routine" or a "safe style" won't celebrate your individuality as a unique performer and person. If you don't embrace change you'll remain grounded and stagnant. Look forward to new ideas, listen to suggestions, who knows, they might work for you.

Not sure if this applies to you? Chances are it does if you haven't updated your magic wardrobe in the last 4 years or haven't invested in a new suitcase table since the first Bush was in office.

If the new changes don't work for you, at least you know better not to try them again right? Who knew women would go nuts over a shirtless magician in spandex & leather with black fingernails or equally nuts over a loveable country bumpkin in a plaid suit? The best way to find out is if you try.

Tip #4. Copy and make sure nobody notices. The idea is to look for an inspiration. I usually like to look OUTSIDE the magic community for inspiration. Why limit ourselves to just those around us. The only way to grow is to expand our knowledge by looking through fashion magazines, listening to new musical artists and taking classes in theater, acting, speech, and movement.

When it comes to costumes, I've often picked a classic style or cut on a shirt or jacket, then I add my very own design (simple as adding crazy buttons here and there, or sewing some rhinestones or sequins on it). That way, it adapts the style, but there's no mistake that it's got "you" stitched all over.

Tip #5. Don't overdo it. By this I mean that you should not risk looking presentable, neat and nice at the expense of creativity and individuality. There are boundaries between "the unique" and the "what-on-earth". So long as you feel comfortable and you don't end up embarrassing your ancestors, go ahead and show the world the style that's uniquely you. BUT - as my friend Joel Bauer states every chance he gets, "Wrap your package!"

Tip #6. Be nobody else but yourself. I put this last on my list because, simply said, if you follow this one rule, you would not need the other five tips I've listed above. Being "you" means being "unique" and knowing what your "It Factor" is. That's all you need to be in order to put your creativity to the test and let your individuality break through the mold of the magical mundane. No other advice beats being sincerely true to who you are!



## Get excited about the IBM/SAM convention

Here is some of the latest news about the combined IBM/SAM convention being held this year in Louisville, Kentucky from July 21-27, 2008.

- Registration will open Sunday evening, July 20 at 7 PM
- Dealers will also open Sunday night at 7 PM for early birds
- The first event will be the Opening Show on Monday, July 21 at 12:30 PM
- The first lecture will be Jim Steinmeyer's, Monday afternoon at 2:30 PM
- The Invisible Lodge will meet on Wednesday at midnight
- The Order of Merlin Breakfast will be held on Thursday at 8 AM
- A daily newsletter will be published with late breaking news
- Contests and lectures will not be ticketed; most all other events in the theater will have reserved seating.

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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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