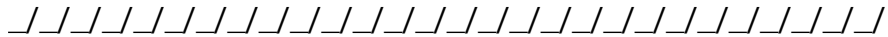


MAGIC ROADSHOW

March 31, 2009 Issue# 99

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Street Magic's #1 free newsletter for magicians, street performers, restaurant workers, close-up artists, and mentalists, with subscribers in over seventy countries worldwide.



Hi All

Welcome to a new issue of the Magic Roadshow. If this is your first issue then I want to thank you for signing up to receive our ezine. I hope you find something within that adds a little something to YOUR magic.

Well, I've spent about three weeks in Allentown, Pennsylvania since the last issue. I missed the Winter Carnival of Magic in Pigeon Forge, Tennessee in the process. All you guys who attended, I hope you hated every minute of it..

I tried to get this issue out about a week ago, but I couldn't finalize it until now. I hope to do better in the future. I did receive a lot of emails from many of you over the course of the past month, and I want each of you to know that I TRULY appreciate each and every one. There wasn't but one nasty one in the bunch, so I can live with that ratio. Getting feedback from my REAL readers helps me select content and gives me a goal of sort in regard to the next issue.

I won't keep you. On with the (Road) Show..

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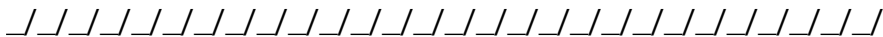
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"Without books the development of civilization would have been impossible. They are the engines of change, windows on the world, 'lighthouses' as the poet said 'erected in the sea of time.' They are companions, teachers, magicians, bankers of the treasures of the mind. Books are humanity in print.

Barbara Tuchman, American historian (1912-1989)

"I know of no more encouraging fact than the unquestioned ability of a man to elevate his life by conscious endeavor.."

Henry David Thoreau



Entertaining on Cruise Ships
by Paul Romhany

Since the release of my book, Entertaining on A Cruise Ship, I've had several emails from magicians who love close-up magic and asked why I never included a chapter on getting work on a ship as a close-up magician. I do talk about doing close-up on ships, but only as a secondary act and in a way to help sell your DVDs or products. It's not worth devoting a full chapter, simply because it's a mute point.

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While I have read articles by magicians who say they were on a ship and did close-up magic - I somehow doubt, after years of being in the business and asking other professional magicians who have been in the business for over 40 years, nobody has ever heard of a major cruise line hiring just a close-up magician for a long term contract. Maybe years ago but certainly with the industry the way it is today it's just not happening.

Let me explain reasons why:

NOW - there have been times, and I've been hired myself by a cruise line for a ONE OFF walk around gig or close-up gig. For me, it was the launch of a new cruise ship and they wanted a lot of acts entertaining. This came through my agent and the line asked for me specifically. So in this case they did hire walk-around acts - but it was a one off, just like most corporate gigs on land. Not a regular gig.

I do know that RCCL had put together a group of entertainers to do pre-show warm up work AND walk about, but that lasted 6 months because they quickly realised it wasn't working and ended up costing them a lot of money for entertainment that wasn't necessary. Other lines have tried and also realised it's not a worthwhile expense.

Now, Carnival, including Princess cruises are now looking for headline acts who will also do walk around in the atrium (main area of the cruise ship). I heard from a good friend who works for Princess that they now want him to do his full illusion show, PLUS a parlor type act PLUS walk about - they even wanted him to do a kiddies show!!! However, all this work did not reflect in any increase in his fee. Again, it depends on your situation and if you want to offer all this to the cruise line. My friend has a great contract and is booked a year ahead. He lives on the ship and it's home so he can offer these extra services and he's happy to do them. He does an amazing illusion show, as well as being a fantastic comedy and close-up guy. The line is extremely lucky to have him! This isn't the norm though as many acts are fly on and fly off acts.

When I travel I fly on and off ships and have ONE bag which contains enough material for my two evening shows. I always carry close-up in my back pack and enough material for my commando act should my luggage get lost.

If you have a close-up show only, then I would suggest looking at river boat cruises or harbor cruises. I used to do these many years ago when I was living in Auckland and even in Vancouver. These are a lot of fun and a great way to get your sea legs (almost). To really get your sea legs get a little row boat, take it down to the ocean and stand up in it doing your act - without falling out! Now that's getting your sea legs. Sometimes it can be that tough working on stage that is rocking from side to side.

I always laugh when I read magician's biographies and they say they worked a cruise ship doing close-up magic, yet when you read further down they worked a harbour cruise. What they really meant was they did a close-up gig or walk about on a small harbor cruise, not a cruise ship. This is NOT the same as doing a full evening 50 minute headline show in a 1500 seat theater on a high end ship. Another common thing amateur magicians do is enter a talent show on a ship, or do close-up at the dinner table for guests and they feel they have

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the right to advertise they have WORKED on a cruise ship. This often comes back to bite them in the bum when they feel they want to work professionally on a ship because agents WILL ASK what ship you worked on. At this stage you can't lie about it, they will know. My advice is always to be careful and BE HONEST. You are only doing yourself and those who have worked very hard to become headline status on a ship an injustice.

If you advertise you have performed on a ship - this should mean that you have an agent, or deal direct with a cruise line who have paid you the standard fee (can range from \$1500 to \$4000 a week depending on how good your agent is, and what cruise line you are working for) and you do this FULL TIME - in other words it's your job!

One more point, and I'm sure many will add to this, is that on almost every ship I've worked on in the past several years, there is a huge increase of waiters and bar staff performing magic. Even on the last ship my cabin steward performed magic for extra tips!! There seems to be a lot of FREE close-up magic on ships it's not really worth trying to advertising being a close-up magician alone. I remember when every bar staff on Princess Cruises could make a paper rose - I think I started that close to ten years ago when I first started selling my green and white paper roses. I taught some staff on one ship how to do them, and before you knew it everybody on ships was doing a paper rose:)) I see somebody has started selling color napkins these under their own name a few years back - but that's another story for another time.

SO ... close-up magicians - what to do? My suggestion is not to give up hope. Things DO change, you never know, maybe one day cruise lines will be looking for close-up workers. Right now, it's not the best time to try and get on just doing close-up magic. If your really are desperate to work on ships then work on your main stage show. It doesn't HAVE to be an illusion show. You just have to make sure it's an international act that can be seen in the largest theater. Billy McComb was the leader in pack small play big. I saw him work a huge theater with very minimal props. My saying is: Minimal props, maximum entertainment. Most high end ships today are equipped with state of the art video gear and screens and many stage magicians add a little close-up to their full evening show, and by using screens can be seen in the back of the theater. This doesn't mean you can do a whole show like this - because it need to be something 'special' in your show. It has way more impact. When Copperfield does it he draws people in to the screen. He doesn't do his full show using the screen and close-up effects.

Know the venue you are going to work, find out about it and if your show is right for that venue and audience. On many ships, the clientele is an international audience, not everybody speaks English.

Remember, use your close-up show to HELP you get on a ship. It's something you can offer the line that is a bonus and they always love bonus shows. On top, as I've mentioned before, use it to sell your magic DVDs afterwards. I sell mine for \$25.00 and can easily make a few extra hundred dollars a week just with sales a lone.

I love close-up magic and often will do a 30 minute show as a bonus, especially in the afternoon on a sea day.

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Those are my thoughts - I just don't want the people who took the trouble to buy my book and email me to rush in to trying to get on a ship. I do highlight in the book to make sure you are ready before even approaching the lines - about ANY type of show you might offer.

I'm just talking about my own experience in this industry and would rather somebody go on knowing what to expect and do a good job which will result in a good career for them in the Cruise Industry. Don't waste your time or money if you don't feel you are ready. An agent will most probably only look at your promo once, after that they have formed an image in their mind of you and won't bother again.

Happy sailing
Paul Romhany
<http://www.thecruisemagician.com>
<http://www.paulromhany.com>

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Slydini

Dick Cavett has been a friend for many years. No, not a friend of mine.. just a friend of the thinking man who wants something more than mindless dribble. The host of "The Dick Cavett Show" — which aired on ABC from 1968 to 1975 and on public television from 1977 to 1982, Cavett has made his share of appearances in movie as well (Forrest Gump - for one), in Broadway plays, and authored a number of books and articles. Of late, Mr. Cavett serves as a blogger/columnist for the NY Times.

Not everyone realizes, or remembers, that Dick was a magician at heart. One of his PBS shows, taped Nov. 7, 1977, featured one of Cavett's heroes... Slydini. You can read Dick's blog and watch a great 30 minute video of the actual performance at the link below.

"Years later, when I had a show on PBS, I went to see the late Doug Henning's evening of magic on Broadway. Backstage in his dressing room after the show, I barely I noticed a smallish man standing to one side. Suddenly he said what sounded like, "You D. Cava?" I horripilated. Before me stood the god I haven't mentioned yet. There, in the flesh, stood Slydini."

I'm sure Dick will publish a second video shortly, but for now, lets enjoy this one... (Look for the 'full screen' button at the bottom of the video..)

<http://cavett.blogs.nytimes.com/2009/03/27/conjuring-slydini/?scp=3&sq=cavett&st=cse>

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(Thanks to my friend Prof. Lloyd Worley, Chancellor at Camelard College of Conjuring, for this great link.)

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Mindreading Secrets

Mentalism WILL be the next big field of magic. Performers like Banachek and Marc Salem are taking the once secretive world of mentalism to another place. You guys like resources.. so check out THIS resource.

Mindreading Exposed

<http://301url.com/mindreading>

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Sudoku Mentalism - free ebook

OK, so it's actually a magic square. I didn't write the pdf. At any rate, this is an easy version of the ever-popular magic square that only requires you to remember where to place four (4) numbers in order to perform an amazing feat of mental magic.

I think you'll enjoy this...

<http://www.divshare.com/direct/6968785-bca.pdf>

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Ribbon Thru Matchbook

Simon at FreeMagicTricks always has a quality trick of some sort available to his readers. I particularly like this one, as it is very visual and very perplexing. Once you've mastered this one, look around the site and find many others.

<http://www.freemagictricks4u.com/free-best-magic-tricks.html>

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Learn Free Coin Magic Tricks - Part 2
Kip Pascal

Here's the second pdf, written by Kip Pascal, explaining his "No vanish - vanish.." .. I'll leave you to explore the pdf on your own, but I will reprint the beginning of Kip's pdf, as the words are well worth remembering..

Do you know the performance principle of leaving your audience wanting more? Have you thought about why this principle is so important?

If your spectators want more, then that means they probably liked what they saw. It also means that they'll be left with a more favorable impression of your performance than if you had completely satisfied them and maybe even bored them a little.

Ask someone to describe an apple pie who is stuffed and can't eat another bite, and you might get a less-than-stellar description. Your volunteer may even be sick of pie. But ask someone to describe the smells and tastes who is craving apple pie, and has recently experienced just a bite or two of some great pie, and you will get a much more enthusiastic response. Give your spectators some tastes of your magic, but leave them wanting more.

Would you like to learn an easy way to leave your audience desiring more magic?

The method is actually a rule of magic found in most magicians' personal codes. What's the rule?

Don't give your audience second helpings! Don't repeat the performance of the same trick for the same audience in the same evening.

Note: There is an exception to the rule. Some tricks build by repetition -- especially if you fool the spectators with a change in the last repetition (Harlan Tarbell referred to this as nonsensical denouement.)

If a spectator asks to see a trick again, then you have already left him or her wanting more. Don't give in to the temptation of a repeat performance. You have already fooled your spectator once, and you "got `em good!" You can't improve on this initial effect with a repeat performance. All you'd be doing is giving someone a second chance at discovering your method. Obey the magician's code and resist the temptation for a repeat performance.

Leave your spectator wanting more coin tricks!

http://www.learn-free-coin-magic-tricks.com/Coin_Magic_Trick31-2.pdf

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Are Smartphone's Killing Vanity Telephone Numbers? Magical Balloon-dude Dale

Businesses spend hundreds to thousands of dollars each year branding their telephone number with catchy songs to anagram phone numbers. These telephone numbers try to associate a product, service or company name to the telephone number. But, with the introduction of Smartphone's designed for text messaging and emailing, are these phones working against the vanity telephone number making them useless?

Just recently, I asked a fellow entertainer for his contact information; he rattled off a telephone ending in TRIX. Being a magician, it was an appropriate marketing gimmick. As I went to enter the telephone number into my new Palm Centrino, I quickly learned I could not use the fancy QWERTY keyboard to enter the telephone number. The Centrino has a touch screen keypad which has the numbers associated with the alpha characters, so I was able to covert the telephone anagram into a working telephone number.

However, I had to take time out to find this option and convert the number. This made me question, are Smartphone's going to kill vanity telephone numbers?

If you're a business person, you know the Blackberry cell phone is everywhere and the traditional business phones that sit on the desk are become a rare commodity. Just recently, people are eliminating their home phones and strictly using their cell phones. These Smartphone's are not setup like traditional phones and converting a vanity telephone number into telephone number can be more work than it's worth. The advantages of a Smartphone are its ability to acquire information from the Internet. So how do you keep your information in a format that customers can gain quick access too?

Two solutions to get your telephone number in your clients' Smartphone:

The Internets social networking and the use of vCard are two solutions to Smartphone dilemma. As Smartphone's become popular, it becomes critical that we make our contact information available and easy to obtain. One solution is to use social networking environment like Facebook.com or LinkedIn.com which provides a contact telephone book. Since the new generation of business people have grown up with technology and embrace it; social network telephone books are becoming popular in business.

The second solution is a vCard. A vCard is a file format standard for electronic business cards. This electric business card allows people to quickly and easily send contact information via email, Bluetooth or beaming to PDA. You will find almost every email program will import or export contact information into a vCard format. I would recommend that you make an html link to the vCard on your web sites contract page. Users can click on the link and automatically add your contact information to their computers contact list. Synchronizing their phone with their computer will transfer your contract information.

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These are just two simple ways to make sure your contact information stays current in a Smartphone. If you have any thoughts or comments on: If Smartphone's are killing vanity telephone numbers or you have an idea on how to keep contract information current, please feel free to share your views.

Magical Balloon-dude Dale, Master Balloonist

He's not your normal dog-making, heart-giving, sword-handing, balloon animal-making entertainer. His balloon animals are the coolest on the web and it's like going to the zoo. Balloon Entertainment at its Best! <http://www.mbd2.com>

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The Enchanted Kettle - Inspirational

Napoleon Hill remains one of my heroes. As the author of the classic 'Think and Grow Rich', Mr. Hill explored the madness and method behind the accumulation of wealth. Although published in 1938, TAGR remains one of the greatest selling books of all time. I can sit down with my dog-ear'd copy and flip to virtually any page and immediately find something that inspires me. I also have to admit that my personal writing style has probably been influenced by Napoleon Hill more so than any other writer. Sometimes a little too 'proper', I still hear Mr. Hill's words flowing through my mind when I sit to write.

There is a Truth to the words in THINK AND GROW RICH that can't be pointed out, picked, or preached. You simply have to read it, think about it, define it (if you can..), compare it with what you know to be true, and make an honest attempt to apply it to your life. It's not cutting edge - It's simplistic stories written by a man who truly believes in the power of the human mind.

In the midst of a world-wide recession, I don't think there is a better time to introduce (or re-introduce) you to a way of thinking that has changed lives than by offering you access to THINK AND GROW RICH. I have included a link at the end of this article that will take you to an online copy of TAGR that only requires bookmarking. Also, I can't think of a better way to improve your magic than to help change the way you think about magic and imagination. Imagination is the focus of this story, and imagination is the factor that separates also-ran magicians from the Stars of Magic...

THE ENCHANTED KETTLE

Fifty years ago, an old country doctor drove to town, hitched his horse, quietly slipped into a drug store by the back door, and began "dickering" with the young drug clerk.

His mission was destined to yield great wealth to many people. It was destined to bring to the South the most far-flung benefit since the Civil War.

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For more than an hour, behind the prescription counter, the old doctor and the clerk talked in low tones. Then the doctor left. He went out to the buggy and brought back a large, old fashioned kettle, a big wooden paddle (used for stirring the contents of the kettle), and deposited them in the back of the store.

The clerk inspected the kettle, reached into his inside pocket, took out a roll of bills, and handed it over to the doctor. The roll contained exactly \$500.00--the clerk's entire savings!

The doctor handed over a small slip of paper on which was written a secret formula. The words on that small slip of paper were worth a King's ransom! But not to the doctor! Those magic words were needed to start the kettle to boiling, but neither the doctor nor the young clerk knew what fabulous fortunes were destined to flow from that kettle.

The old doctor was glad to sell the outfit for five hundred dollars. The money would pay off his debts, and give him freedom of mind. The clerk was taking a big chance by staking his entire life's savings on a mere scrap of paper and an old kettle! He never dreamed his investment would start a kettle to overflowing with gold that would surpass the miraculous performance of Aladdin's lamp.

What the clerk really purchased was an IDEA!

The old kettle and the wooden paddle, and the secret message on a slip of paper were incidental. The strange performance of that kettle began to take place after the new owner mixed with the secret instructions an ingredient of which the doctor knew nothing.

Read this story carefully, give your imagination a test! See if you can discover what it was that the young man added to the secret message, which caused the kettle to overflow with gold. Remember, as you read, that this is not a story from Arabian Nights. Here you have a story of facts, stranger than fiction, facts which began in the form of an IDEA.

Let us take a look at the vast fortunes of gold this idea has produced. It has paid, and still pays huge fortunes to men and women all over the world, who distribute the contents of the kettle to millions of people.

The Old Kettle is now one of the world's largest consumers of sugar, thus providing jobs of a permanent nature to thousands of men and women engaged in growing sugar cane, and in refining and marketing sugar.

The Old Kettle consumes, annually, millions of glass bottles, providing jobs to huge numbers of glass workers.

The Old Kettle gives employment to an army of clerks, stenographers, copy writers, and advertising experts throughout the nation. It has brought fame and fortune to scores of artists who have created magnificent pictures describing the product.

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The Old Kettle has converted a small Southern city into the business capital of the South, where it now benefits, directly, or indirectly, every business and practically every resident of the city.

The influence of this idea now benefits every civilized country in the world, pouring out a continuous stream of gold to all who touch it.

Gold from the kettle built and maintains one of the most prominent colleges of the South, where thousands of young people receive the training essential for success.

The Old Kettle has done other marvelous things.

All through the world depression, when factories, banks and business houses were folding up and quitting by the thousands, the owner of this Enchanted Kettle went marching on, giving continuous employment to an army of men and women all over the world, and paying out extra portions of gold to those who, long ago, had faith in the idea.

If the product of that old brass kettle could talk, it would tell thrilling tales of romance in every language. Romances of love, romances of business, romances of professional men and women who are daily being stimulated by it.

The author is sure of at least one such romance, for he was a part of it, and it all began not far from the very spot on which the drug clerk purchased the old kettle. It was here that the author met his wife, and it was she who first told him of the Enchanted Kettle. It was the product of that Kettle they were drinking when he asked her to accept him "for better or worse."

Now that you know the content of the Enchanted Kettle is a world famous drink, it is fitting that the author confess that the home city of the drink supplied him with a wife, also that the drink itself provides him with stimulation of thought without intoxication, and thereby it serves to give the refreshment of mind which an author must have to do his best work.

Whoever you are, wherever you may live, whatever occupation you may be engaged in, just remember in the future, every time you see the words "Coca-Cola," that its vast empire of wealth and influence grew out of a single IDEA, and that the mysterious ingredient the drug clerk--Asa Candler--mixed with the secret formula was . . . IMAGINATION!

Stop and think of that, for a moment.

Remember, also, that the thirteen steps to riches, described in this book, were the media through which the influence of Coca-Cola has been extended to every city, town, village, and cross-roads of the world, and that ANY IDEA you may create, as sound and meritorious as Coca-Cola, has the possibility of duplicating the stupendous record of this world-wide thirst-killer.

Truly, thoughts are things, and their scope of operation is the world, itself....

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Excerpt from: Think and Grow Rich, by Napoleon Hill [1938]

Online copy..

<http://www.sacred-texts.com/nth/tgr/tgr11.htm>

Download a copy free..

<http://www.divshare.com/download/6989231-e85>

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Hat Trick - Effect

(Thanks to Harlan Tarbell for this effect. From the 'Tarbell Course in Magic'..)

An impromptu effect which can be performed anywhere at a moment's notice. The finish leaves your audience thoroughly puzzled.

EFFECT:

A card is freely selected by a spectator, remembered, and returned to the deck. The performer shuffles the deck well, then drops it into a borrowed hat. A spectator is given the hat to hold. Magician snaps bottom of hat with his finger and high into the air jumps the selected card out of the hat.

PARAPHERNALIA:

- 1--A deck of cards.
- 2--A borrowed soft felt hat.

(Editors note.. wear the hat of your choice when performing this trick. I personally have a hard felt hat that works perfectly well. Sort of the 40's Retro look. Luckily, you can now purchase the proper style of hat at stores like WalMart and Target. It certainly doesn't have to be felt, just something with a little flexibility. If you'll pick up your own hat and put it on just before performing this effect, with a little comic foreplay, then you're assured of having just the right hat for this effect..)

SECRET AND PATTERN:

Ask a spectator to select a card freely, to remember it, and return it to pack. Divide deck into two sections, holding one in each hand. Have spectator place selected card on top of lower section in left hand. Insert little finger of left hand above this card. Pretend to place the two sections of deck together again. Then perform the SIMPLIFIED PASS to get the selected card to top of deck, pretending to shuffle the deck thoroughly.

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"If you don't mind, I shall use your hat for a moment."

Borrow a soft felt hat which has a crease in the crown. Place the deck of cards inside of hat in the right hand groove formed by crease in crown of hat. Figure Now slide the Top card, which is the selected card over into the opposite left-hand groove in the crown of the hat. There should be no hesitation or fumbling in sliding the selected card over to the opposite side. It should be done smoothly and very quickly. The audience must not see inside of hat and must be led to believe that you merely placed deck inside of it.

"Fifty-two little birds all packed in like sardines -- I'm getting birds and fish slightly mixed -- but, anyhow, these little birds are all tucked in their nest high up in the tree. Will you please hold the nest up in the tree?"

Give hat to spectator to hold by the brim. Have him hold it up high so that he cannot see what is inside.

"That's right -- nice and high just like this."

Adjust the hat so that the selected card is on the side nearest to you.

"What was the card you selected, sir? The Six of Diamonds?"

With index finger or second finger and thumb of right hand in position under left side of crown of hat where selected card is, prepare to snap it up.

"One little bird decided that sleeping fifty-two in a bed wasn't so good so he up and left the nest just like that."

With index finger or second finger and thumb of right hand in position under left side of crown of hat where selected card is, prepare to snap it up.

"One little bird decided that sleeping fifty-two in a bed wasn't so good so he up and left the nest just like that."

As you say, "just like that," snap the hat under the selected card. The snap will send it high into the air.

"There you are. The Six of Diamonds."

If desired, performer may hold the hat himself with his left hand and snap the card out with his right.

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OK, maybe the patters a little outdated, but does it really matter? Come up with your own patter for the situation. (Maybe fifty two convicts.. and one always manages to escape.) This is really an impressive little trick, if you can convince the audience that the cards were really mixed up and that there was nothing in the hat beforehand.

R.Carruth

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The Jim Show

Who is Jim? He's the guy who put up videos on his site to teach you, in three easy steps, how to juggle. Jim teaches you how to choose the proper balls, which balls to watch, juggling two balls and the 'X' pattern, and how to easily progress to three balls. To quote from his site...

"Welcome to the only place on the web featuring free video juggling instruction! Here are 5 videos pretty much guaranteed to teach you how to juggle three balls. Start with the Intro, follow Steps 1, 2 and 3 and if you are still having difficulty, download the Troubleshooting video."

"If you have average physical coordination, you should be able to learn a basic juggle in about 30 minutes. To get your pattern smooth takes about a day. It's not difficult, and it's a lot of fun!"

Struck by the performing bug at age seven, when he volunteered to assist a magician onstage at an amusement park, Jim convinced his mother to enroll him in a magic workshop where he, a short time later found himself entertaining classmates. He shortly began both juggling and bicycle stunt riding, and was winning competitions by the age of fifteen.

While focusing on more mundane endeavors - like college - Jim suffered through what most devoted performers experience... that moment in life when they realize their true passion is their art.

He has since appeared in hundreds of shows throughout the United States and Canada, and still finds time to perform regularly on the sidewalks of Quincy Market in Boston, where he has developed a very loyal following...

<http://www.smirk.com>

(From the Magic Roadshow Archives.. Issue# 49)

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Discover the Magic Tricks and Secrets of professionals in the privacy and comfort of your own home... Dozens of ebooks from a lifetime pro with one of the best reputations for quality material on the web..

<http://www.301url.com/magictouch1>

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Secrets Revealed: How Magicians Protect Intellectual Property without Law - Free pdf
Jacob Loshin

"Intellectual property scholars have begun to explore the curious dynamics of IP's negative spaces, areas in which IP law offers scant protection for innovators, but where innovation nevertheless seems to thrive. Such negative spaces pose a puzzle for the traditional theory of IP, which holds that IP law is necessary to create incentives for innovation."

"This paper presents a study of one such negative space which has so far garnered some curiosity but little sustained attention - the world of performing magicians. This paper argues that idiosyncratic dynamics among magicians make traditional copyright, patent, and trade secret law ill-suited to protecting magicians' most valuable intellectual property. Yet, the paper further argues that the magic community has developed its own set of unique IP norms which effectively operate in law's absence. The paper details the structure of these informal norms that protect the creation, dissemination, and performance of magic tricks. The paper also discusses broader implications for IP theory, suggesting that a norm-based approach may offer a promising explanation for the puzzling persistence of some of IP's negative spaces."

Download here... http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1005564

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Free eBooks for New Subscribers

Erdnase' "Expert at the Card Table"
<http://www.divshare.com/direct/6004719-c1a.pdf>

JP Jacquard's "Easy Mentalism"

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<http://www.divshare.com/direct/6004724-23c.pdf>

Hugard's "Encyclopedia of Card Tricks"

<http://www.divshare.com/direct/6004872-3e0.pdf>

Bobo's "Modern Coin Magic" - A classic

<http://streetmagicsecrets.info/bobo.htm>

* Here's a couple of my ebooks , I normally sell them on another site, but I'm going to give everyone a chance to get them free for a short while...

Hypnosis Mania

<http://www.divshare.com/direct/4523985-60f.pdf>

Body Language Magic

<http://www.divshare.com/direct/5192312-1e8.pdf>

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I encourage you to share your favorite links, videos, and resources with other magicians from around the world. If you know of a site that has a free ebook or a wide assortment of magic related material, let me know. I'm sure all the other readers will appreciate it..

You can go to the url below and use the web form to easily send your articles and effects to the Roadshow for publication.

<http://www.streetmagic.info/submit.html>

Email me..

May my next issue find you well..

Rick Carruth / Editor

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