

## Over 30 Dealers! Count 'em

The merchants of mystery and purveyors of prestidigitation at the 78th National S.A.M. Convention will be traveling from destinations both far and near to exhibit their wares in Louisville, July 12-15. For example, Fukai, Kikuchi, and Mahka Tendo hail from Japan, while Michael Lair, Richard Hughes, and the folks at Haines House of Cards are just up the Ohio River and from the great state of Ohio. Mark Mason will be flying across the pond, bringing J.B. Magic stuff from the Great Britain; Andy Greget will be on the road, hauling a ton of used and new magic books from Scottsdale, Arizona. Bill Schmeelk of Wellington Enterprises will be coming from the East Coast, and Yigal Mesika from the West Coast. And Spider Backdrops from Germany will be setting up shop to prove it's true that things that pack small can really play big.

So, "What's new?" this year in the dealer room? For starters, stop by John Rogers Wooden Cigars booth and take a look at Roger Lovins' Camera Card and Calling Card, a trick that, unlike John's stogies, is smokin'. Yigal Mesika will be showing off Electric Touch, a startling

secret device that just might have spectators believing you have supernatural powers. Jamie Schoolcraft has made up a new batch of his 3CM Gimmicks, the revolutionary coin gaff that's the talk of the close-up world. Laflin Magic, in addition to having an array of new silk items, has released their Color Changing Rabbit in a Hat — a silk item that has all the funny business and turn-it-around gags of the Hippity-Hop Rabbits, but with a total surprise ending. And while it's not necessarily new, Dancing Spring has constructed a product worth consideration, "the table the world awaited."

Get ready for some stimulating 3-D shopping experiences when you visit the dealer-room booths of Abbott's Magic Company, Stevens Magic Emporium, Williams Magic, and Wizard Craft Magic. All those tricks that you've only seen in the catalogs or on the Internet will be right before your very eyes. It's just like being at a bricks-and-mortar magic shop, with knowledgeable demonstrators who can show you everything on the shelves.

Speaking of demonstrators par excellence, Rachel Wild and Tom

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Jones of Wild Magic will be in Louisville ... as will Joe Mogar — The King of Knives, Hank Moorehouse, Dave Johnson, and the inimitable Bob Little. Other dealers that you'll have the opportunities to see demonstrating their unique products firsthand are: Michael Lair, Tom Crecelius, Fun-Tastic Entertainment, and Joker Magic.

You'll be able to browse through the latest books and recently released videos at the H&R Magic Books booth. Lupe and Norm Nielsen will have the tables and walls behind their booth covered with the most colorful magic posters imaginable. And if you're looking for a souvenir or something that one day could be a collectible, be sure to check out the S.A.M. Gifts and Gadgets table.

And finally, there are some dealers who'll be at Louisville that the S.A.M. and the staff of *M-U-M* magazine consider "extraordinarily special." They are the dealers and suppliers, and, in some cases, the creators and manufacturers, who advertise in this magazine. We ask that you visit the dealer room and take a look at the offerings of *Genii* magazine, Dancing Spring Magic, H&R Magic Books, Hughes Magic, Jamie

Schoolcraft Coins, Joe Mogar, Laflin Magic, Losander, Nielsen Magic, Wellington Enterprises, John Rogers Wooden Cigars, and Yigal Mesika. Without their support, the publication of *M-U-M* wouldn't be possible. So, stop by their booths and not only say hello and thank you, but be sure to buy something!

For a complete listing of the many other convention activities scheduled July 12-15, check out the S.A.M. web site: [www.magicsam.com](http://www.magicsam.com). You'll also find the "Convention Spotlight" pages from past issues that describe the three gala shows: Thursday night's *Bargatze's Boys* with Gene Anderson, Jay Sterling, David Gerrard, Ardan James and, of course Stephen Bargatze; Friday evening's *All-Gal Gala* with Arian Black, Lynn Trefzger, Luna Shemada, Farrah Siegel, and Juliana Chen; and the Saturday night *Homecoming Celebration with Mac King & Friends*, the friends being Terry Seabrooke, Losander, Tony Chapek, and Fujimoto from Japan.

For registration details, including convention hotel information see the S.A.M. National Convention advertisement on page 89. ♦



Hughes Magic

Dancing Spring

John Rogers

Laflin Magic



Yigal Mesika

H&R Magic Books

Wild Magic

Wizard Craft



Dave Johnson

Tom Crecelius

J.B. Magic

Joe Mogar



Nielsen Magic

Schoolcraft

Moorehouse

Michael Lair

Williams Magic