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FOR IMMEDIATE RELEASE

60 MAGICIANS FROM EASTERN U.S. AND ABROAD WILL PRESENT TWO FREE PUBLIC SHOWS
AT TIPARILLO BAND PAVILION SUNDAY AFTERNOON, JULY 11, 2:30-3:30 and 6:15-7:45
AS HIGHLIGHT OF "SOCIETY OF AMERICAN MAGICIANS DAY AT THE WORLD'S FAIR "

FINALES OF SHOWS WILL FEATURE "INSTANT MAGIC" AS AUDIENCE IS INVITED
TO CHALLENGE ENTIRE PANEL OF MAGICIANS TO PERFORM IMPROMPTU MAGIC

New York World's Fair, N.Y., July 8, 1965 -- More than 60 magicians from all over the Eastern United States and as far away as Latin America and Canada will converge on the Tiparillo Band Pavilion Sunday, July 11 to perform two spectacular free shows in celebration of "Society of American Magicians Day At The Fair".

The shows will be presented from 2:30 to 3:30 p.m. and 6:15 to 7:45 p.m. and will consist of over a half-dozen 8-10 minute acts at each show, climaxed by ten minutes of "Instant Magic." In this spectacular sequence, the audience will challenge the magicians to perform impromptu magical tricks on-the-spot.

Irving Desfor, Associated Press camera columnist, who is Chairman of the Board of the New York Chapter of the Society of American Magicians and who was past president of the parent assembly, put the whole thing together. The magicians he has assembled for the big day at the Fair include professionals, semi-pros and amateurs. Many are traveling great distances at their own expense just for the opportunity of paying homage to the ancient art of prestidigitation.

From Caracas, Venezuela, will come Professor E. Robline -- "The Man Who Knows!... America's Biggest Mentalist." Prof. Robline has performed his magic acts in

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countries around the world for the last 40 years.

Equally well-known is Canadian John Giordmaine, "The Gay Magician" from Toronto, who has made many television appearances in the United States in addition to club dates.

Originally from Greece and for the last few months one of the leading magicians at the White Owl Hall of Magic, Kamarr will also be a headliner on the all-star shows.

Americans scheduled to perform include Ron London, Rehoboth Beach, Delaware, whose speciality is an Oriental quick-change character called ON TOO LONG. Blanchard and Helene Stell, Bernardsville, N.J., an unbeatable team with music, poodles and birds; George Hebert, Harding, Mass., working with balloon animals attired as a circus clown.

And of course, there is Walter L. Childs, Middleboro, Mass., President of the Boston Chapter of S.A.M. who does fire-eating and rope tricks; Mr. and Mrs. Richard J. Matt, Sinsbury, Conn., who do a trick called "Light Fantastic"; fifteen-year-old Ray Bittenbender, Boyertown, Pa., whose parents assist with his musical arrangements.

One of the highlights of the magicians day at the Fair for the magicians will be a special showing of the live magic show at the White Owl Hall of Magic. Created by master-magician Mark Wilson, himself a member of S.A.M., the show has played to capacity audiences since it opened at the Fair last year.

In the evening newly elected National President Doctor James C. Johsson, Jr., who is a psychiatrist in Hartford, Conn.; George Cook, President of the New York Chapter of S.A.M., who works as a communications expert for the U.S. Department of the Navy in Brooklyn, N.Y. and Irving "Doc" Desfor will be the

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celebrities of the day at the Tower of Light lighting ceremony, employing magic and a wave of their wands to turn on the big "Welcome Beacon."

They will also be featured celebrities with Guy Lombardo, when the Royal Canadians maestro begins his nightly performance for free public dancing at 9:30 p.m. at the Tiparillo Band Pavilion.

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