

Magic – Its History – Its Place (by Abbott's Magic)

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The origin of Magic stretches so far back into the annals of history that it is difficult to trace.

Many hundreds of years before Christ, Magic held sway. The early Magi were the learned men among the people. These Magi had not only the ability of treating the native's physical ailments, but also those of the mental and spiritual as well. These were the times when "Black Magic" was used to induce either good or evil. The medicine man or Magi of his tribe treated ailments through his knowledge of herbs and roots coupled with his knowledge of the occult. He employed the incantation of various prayers and rituals. In ancient Greece and Rome, these men were foremost in the history of their time. In the mysterious land of Egypt, these were the ones who through the media of Astrology, Astronomy and Necromancy wrote many of the pages of history of that land. The Bible makes numerous mentions of the Wise Men. They have played a great part in the spreading of truth and wisdom down through the ages.

True it is that there have been many changes and the great Art that is Magic has changed with the times. In the early European history of Magic, traveling entertainers were known by the name "Jugglers". Italy, the land of great music and art produced many of the early Magicians.

The country of India has always been regarded as a great Mecca for Magic. The land itself conveys a mystical atmosphere. Here, for many centuries the Magic has been presented by "fakirs" in the street bazaars. The secrets of these "fakirs" were always carefully guarded and handed down from one generation to another. This same procedure and presentation was prevalent in China. Chinese Magic however was of a different type. It was always well presented – the working very well understood by the Magician. In this field, as in many others, Western civilization has crept in and shown its influence. Although the Street Fakir still exists, there are in these countries today, outstanding professional Magicians, presenting their entertainments in much the same way as that employed by the Western World Magicians, often too, using apparatus purchased through the Western World markets.

Always, from time beginning, the secrets of these men were jealously guarded and preserved. This is a significant factor in the modern Magician's practices. Today, the reason lies, not because of the superstition that originally surrounded the Art, but because of the fact that there is a degree of study and practice associated with it, and when knowledge of the Art is betrayed it loses much of its appeal as an entertainment medium - which is one of its main functions in the modern world. Magic has many functions. First of all, it is a clean, wholesome type of entertainment, for the good performer of Magic need not employ coarseness or vulgarity. His is entertainment that the entire family can witness together without embarrassment. To the young beginner, it furnishes many things - the expansion of his mind, and exercise of his mental faculties - learning and practicing. It furnishes the answer to "busy hands and busy minds" engaged in a wholesome and creative activity. It supplies also to this

beginner, self-confidence - the knowledge and assurance that enables him to appear before an audience, which, in itself can be a great asset to him through his school years and a good foundation for public work in later life.

Magic becomes, to the hobbyist, the spur of inspiration. It provides relaxation from a busy humdrum day. It carries him away into a large and beautiful world of fantasy that rests and rejuvenates his mind.

Then, unlike many hobbies, it has its lucrative side as well. Many people have found degrees of livelihood from this Art, depending upon their ability and the amount of time they have had to give to it. Many young boys have more than earned their education through their ability to entertain with Magic. Many men are able to thank Magic for their success in whatever field of work or endeavor they were engaged. Magic seems to have a hidden lure which opens the doors of opportunity in the business world.

There is another world where Magic plays an important role. This is in the field of religion. In recent years, many ministers have seen the advantage in logically using Magic to illustrate the various lessons of the Bible. It appears to be a very successful procedure. Up until a few years ago, it was a most difficult task for one interested in the Art to be able to obtain apparatus, secrets, knowhow, etc. However today there are available many sources of knowledge and apparatus.

One of the most outstanding of these sources is the organization that has made these delightful shows possible for you, an organization that was originally started for one great purpose - to invent, manufacture and sell to those interested in the Magic Art the products that would help their dreams come true. In this organization, ABBOTT'S MAGIC MANUFACTURING CO., Percy Abbott and his partner, Recil Bordner has successfully accomplished these objectives. They have invented, manufactured and sold thousands of effects during their twenty-three years of operation. Their wares consist of small Magic tricks, to carry around in your pocket for just that "special occasion", costing as little as twenty-five cents, to large and spectacular illusions, to be used on stage, costing hundreds of dollars.

It would seem that in addition to all the above mentioned benefits of Magic that it has attained two rather miraculous things; the first and greatest, I believe, is the wealth of happiness it brings, not only to the beholders of the Art, but to the doers as well. The other miracle - the great brotherhood that Magic has made possible. Those who love this ancient Art can easily forget the barriers of color, race and creed when they are lost in the admiration of the ability of anyone to amaze, baffle and bewilder them with a feat of Magic.

The Abbott Magic Company