
**COLUMBIA HOUSE OF
MAGIC**

1400 North Fruitridge Avenue • Terre Haute, Indiana 47811



A special message from Marshall Brodien,
one of America's foremost magicians.

AT-HOME MAGIC MORE ASTOUNDING THAN ANY YOU'VE EVER SEEN!

Dear Parent,

GREAT NEWS! Your youngster's third exciting set of Magic Cards includes complete instructions for performing the Silk Appearance. This magical feat is an audience favorite all over the world. And when your modern-day Merlin performs it for you and the family, you'll understand why:

The magician strolls onstage to the cheers of the crowd. He casually points his magic wand into the air and smiles at the audience. Suddenly a colorful handkerchief appears at the end of the magic wand! It materialized right out of thin air!

The Silk Appearance is just one of 24 startling tricks in this great new set of Magic Cards. Give the set to your youngster right now and he'll soon be baffling family and friends with more fascinating magic like this...

Torn Card Restored: You tear an ordinary playing card into eight pieces and keep one corner. The magician makes the card mystically reappear in one piece, except for a missing corner which exactly matches the one you're holding!

Triple Your Money: Your young magician places some coins into an empty bowl and then dumps them into another empty bowl. When you count the money you discover there's three times as much!

All this magical excitement and more is now yours,
along with a FREE MYSTERY GIFT for your child!
It's his to keep with our compliments.

But as fantastic as all this is, it's only the start of something even more terrific!

(over, please)

NEXT MONTH: A COMPLETE MAGIC SHOW AT HOME!

Next month your young magician will receive 3 entirely new sets of Magic Cards -- easy-to-follow instructions and detailed illustrations for performing 72 dazzling magic tricks! With so many new Cards added to his Magician's Secret File, your youngster will have 144 incredible feats of magic at his command...and more on the way. Enough for a spectacular performance any magician would be proud of..

** Right before your unbelieving eyes sponge balls appear and disappear from a spectator's hand!

** You tie a rope securely around the magician and he escapes without untying the knot!

** The magician drops a cube of sugar into a cup of coffee and it floats. Every time you try, the sugar sinks!

In addition to these entertaining feats, your youngster will learn a number of new magician's techniques that he can use to perform a variety of magic tricks.

1. Two different ways to instantly find a chosen card anywhere in the deck.
2. How to grab coins out of thin air (sometimes called The Miser's Dream, this is one of the most famous tricks in the world of magic).
3. Detailed, easy instructions for performing the Back Finger Palm, a sleight-of-hand maneuver rarely attempted by even the most experienced magicians.

?????????? **ANOTHER FREE MYSTERY GIFT** ???????????????
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? Your youngster will also receive another ?
? FREE GIFT that's sure to help him become ?
? an even better magician. It's his to keep ?
? just for examining the next three sets of ?
? Magic Cards for 10 days free. ?
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There's never any risk with The Magician's Secret File because you and your young magician are always entitled to examine each set of Magic Cards FREE and on approval for 10 days.

If we do not hear from you in 10 days, next month we'll send you Sets 4, 5 and 6. Then, three sets each month for the next eleven months when published. If you are not completely delighted with any set, just return it at our expense and owe absolutely nothing!

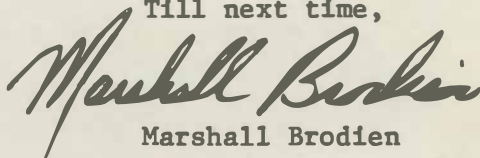
For every set you decide to keep, you will be billed just \$1.89, plus shipping and handling and any applicable sales tax. (And that's a GUARANTEED price for Charter Members of The Magician's Secret Society. You never pay a penny more, even if inflation forces us to raise the price to others!)

Regardless of what you decide to do, your child may keep the FREE MYSTERY GIFT with our compliments.

As your youngster begins to master more and more feats of magic, his poise and self-confidence are bound to grow, his manual dexterity sure to increase. Perhaps this is what makes magic so special -- that the magician gains as much as the audience.

But now, sit back and get ready for at-home magic more startling than any you've seen before. Your young Houdini will soon be ready to amaze family and friends with so many new mystifying feats like the incredible Silk Appearance!

Till next time,

A handwritten signature in cursive script that reads "Marshall Brodien". The signature is written in dark ink and is positioned centrally on the page, below the text "Till next time," and above the printed name "Marshall Brodien".

Marshall Brodien

P.S. SPECIAL BONUS! Next month I'll show how to combine different tricks from The Magician's Secret File to create a spellbinding at-home magic show. See you then.