

BRUCE SPANGLER presents...
NEW PRODUCTS

from

**Action
Magic™
Enterprises**



1379 South Grant St.

Denver, Colo. 80210

CATALOG
number one

IMPORTANT INFORMATION

When Ordering

Be sure your full name and address is clearly typed or printed. State the name, quantity, and price of each article ordered. Include payment with your order and add tax, insurance, and special handling fees if applicable.

Send your order to:

ACTION MAGIC ENTERPRISES
1379 South Grant Street
Denver, Colorado 80210

Important Notice

A valuable part of every effect in this catalog is its secret. Once the secret has been disclosed to you, we cannot make exchanges or refunds except where there is a flaw in materials and/or workmanship.

Chemical and/or Fire Effects Notice

Some professional effects in this catalog utilize chemicals or fire, which are not dangerous when used as directed. Such professional effects are, however, not offered for sale to children or other individuals who might misuse them. When ordering chemical/fire effects, please state age and professional affiliation (IBM, SAM, etc.).

Prices

All merchandise in this catalog is priced either "postpaid" or "over-the-counter". Over-the-counter prices are for cash and carry orders delivered at our Denver address. Postpaid prices include all parcel post shipping and handling charges within the U. S. but do not include insurance (see below). Colorado residents must add 3% sales tax to their total order.

Prices are subject to change without notice.

This catalog cancels all previous prices.

Terms are net.

Payment

Please include payment with your order. We cannot accommodate C. O. D. orders or credit accounts. This policy has nothing to do with your credit rating. We are making every attempt to maintain low prices, and that simply requires prepayment with no bookkeeping expense.

Immediate shipment will be made upon receipt of your postal money order, bank money order, cashier's check, or certified personal check. Uncertified personal checks will be honored but will delay shipment as we must await their clearance. If cash is sent, be sure to register your letter.

Normal Shipments

No C. O. D. Shipments.

Our "postpaid" prices cover all normal shipping and handling charges for uninsured regular parcel post shipments to anywhere within the U. S. A. Regular parcel post takes from ten days to two weeks for delivery.

Rush Shipments

We will ship by AIR MAIL or SPECIAL DELIVERY when requested. Remit \$10.00 extra when rush shipment is desired. We will refund unused portion of money less \$2.00 for special handling.

Telephone Orders

Your order can be telephoned to us at (303) 722-1165 between 9:00 A. M. and 5:00 P. M. (Mountain Time). We will prepare your order for immediate shipment upon receipt of your Western Union Money Order or air mailed funds.

Insurance

Although we pack every order very carefully, our responsibility ends when shipment is delivered to the Denver, Colorado Post Office. For insurance, please add the following fees to your order:

| | |
|---------------------------|--------|
| up to \$15.00..... | 40¢ |
| \$15.01 to \$50.00..... | 60¢ |
| \$50.01 to \$100.00..... | 80¢ |
| \$100.01 to \$150.00..... | \$1.00 |
| \$150.01 to \$200.00..... | \$1.20 |

Canadian and Foreign Orders

Shipped by special arrangement only.

You-Do Voodoo tm

A long, old-fashioned hat pin is thrust through the underside of the arm. When the arm is displayed, the punctures are seen to

be oozing blood. The pin may be removed and reinserted in full view of the spectators. To further emphasize the effect, a darning needle threaded with string may be drawn through the wound. (Of course, there's no actual injury.)

You-Do Voodoo is an effect that I invented in 1957, and although others have tried to copy my creation, none have succeeded in duplicating the quality of this fine precision made piece of apparatus. The pin is constructed of surgical stainless steel so it is less likely to break and can't rust or corrode. The bulb is connected to the shaft by a threaded metal fitting so you can take it apart if necessary. Our blood is color matched to real blood and can be washed out of most fabrics. Complete kit includes hat pin, enough blood for nearly 100 performances, special darning needle, fill tube, gimmick and instructions.

ONLY \$25.00 - (\$26.00 Postpaid)

Voodoo Blood tm



The best theatrical blood ever made! This "blood" may be used as a refill for your You-Do Voodoo Kit or may be used for general theatrical use. Special color matching makes this material appear like real blood under all lighting conditions - daylight or stage light. Stain resistant formula can be washed out of almost any fabric that is not normally stained by water.

One ounce bottle..... Price \$2.50 (Postpaid \$2.75)

THE Sands of Time tm

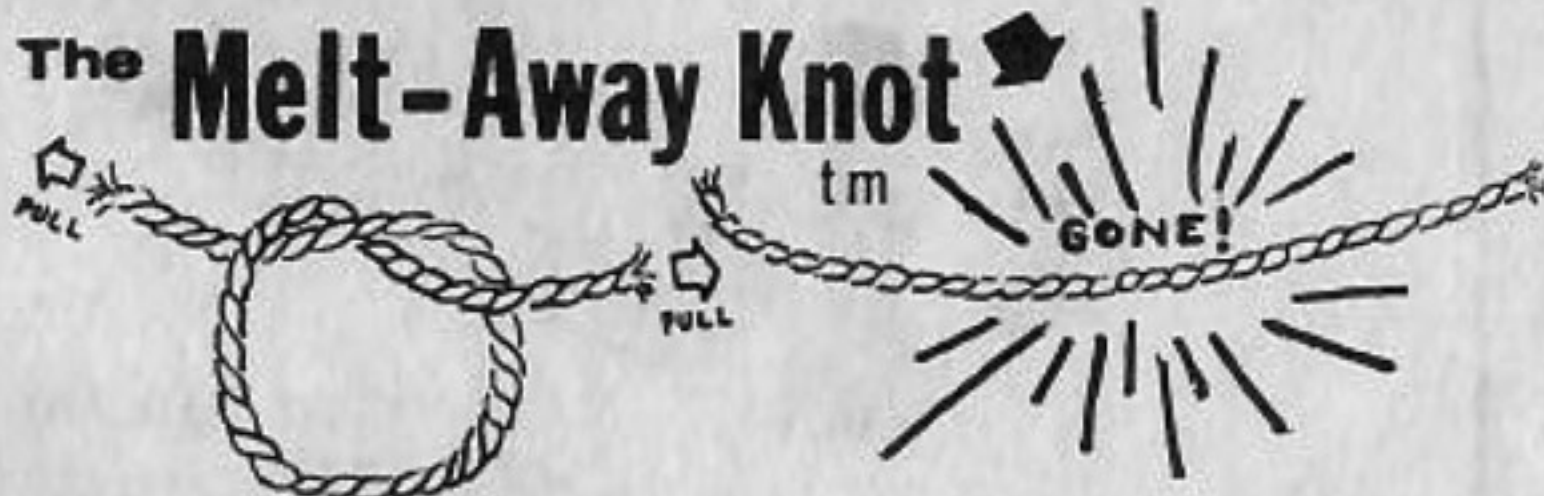


This is our version of the classic effect where colored sands are mixed into a bowl of water. The audience is asked to name a color and the performer plunges his hand into the wet mixture and brings forth dry sand of the very color requested. Red, yellow, and green sand all pour from the magi's hand in the same wonderful manner, leaving no doubt regarding his magical powers. Colors

are bright and the sand may be re-used. Positively no hidden packets are used. The trick is in the sand itself. Choice of Colors! Red, Green, Yellow, Blue, Lavender, Orange, Black, and White. Shipped with complete instructions.

A Full 3 lbs. of Sand! Choose any THREE COLORS... ONLY \$15.00 - (\$17.00 Postpaid)

The Melt-Away Knot tm



Price \$4.50 - (\$5.00 Postpaid)

EFFECT:

The performer shows a short length of rope and proceeds to tie a simple knot in it. As the performer tightens the knot by slowly pulling on each end of the rope, the knot is seen to "melt-away." The effect is performed slowly, deliberately, and may be repeated several times if desired.

FEATURES:

1. No attachments to clothing or body.
2. No preparation required. Effect may be performed after picking up rope off of table top.
3. No threads or hooks.
4. Gimmick is contained in rope itself.
5. No slight-of-hand required.

NEW! Liquid Magic Effects



with built-in
TIME
DELAYS

Glasses of water dramatically change color a few seconds after having been poured. Seven wild colors are now available! Hot Pink, Blue, Red, Yellow, Green, Orange, and Purple. "Clearing Solution" is supplied with some of the following effects and causes colors to return to colorless. Nothing to boil! Ready to use! Variable time delays!

1. THINK OF A RAINBOW (Inc. all 7 colors and "Clearing")
2. THINK OF A COLOR (Inc. 1 color of your choice plus "Clearing Solution". About 30 performances)
3. THINK AMERICA (Inc. Red, Blue, and "Clearing Sol'n")
4. SWITCHEROO (Liquid Passe-Passe using 2 glasses. Red changes to Yellow as Yellow changes to Red)
5. FOLLOW THE LEADER (Starts with 2 Yellow liquids. One changes to Red while the other changes to Blue)
6. FICKLE (Starts Red. Slowly changes to Orange, then to Yellow, and finally snaps back to Red)
7. TRIPLE PLAY (Starts Red. Slowly changes to Yellow, then quickly changes to Blue/Violet)
8. EDGE OF DARKNESS (Pours Clear. After predetermined time delay, quickly changes to Black. Inc. "Clear")

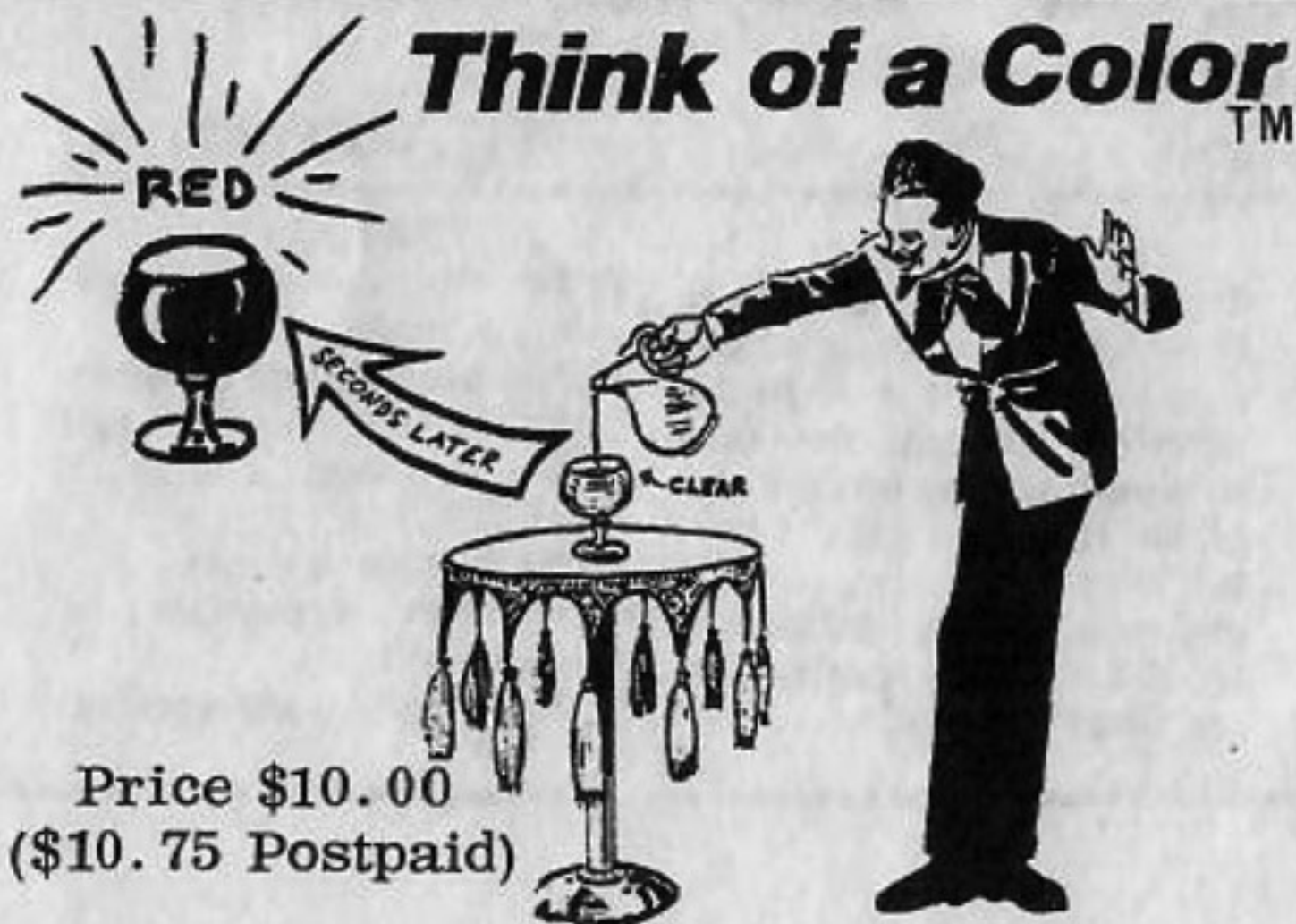
BRUCE SPANGLER presents...
NEW PRODUCTS
FROM **Action Magic™ Enterprises**



EXTRAORDINARY LIQUID MAGIC!

Fill 8 glasses with water from the same pitcher and step away from them. Moments later the liquids in the glasses bloom into a rainbow of colors - pink, blue, yellow, red, green, orange, and purple. The applause is strong and immediate. Now, pour the colors back into the pitcher where they instantly return to colorless. Acknowledge your second round of applause. A beautiful effect with endless possibilities. Ordinary pitcher and glasses are not included. Intended for professional use only, the "Rainbow" Kit contains pre-mixed chemicals and is therefore not offered for sale to minors. Refills available at nominal cost.

ONLY...\$25.00 - (\$27.00 Postpaid)



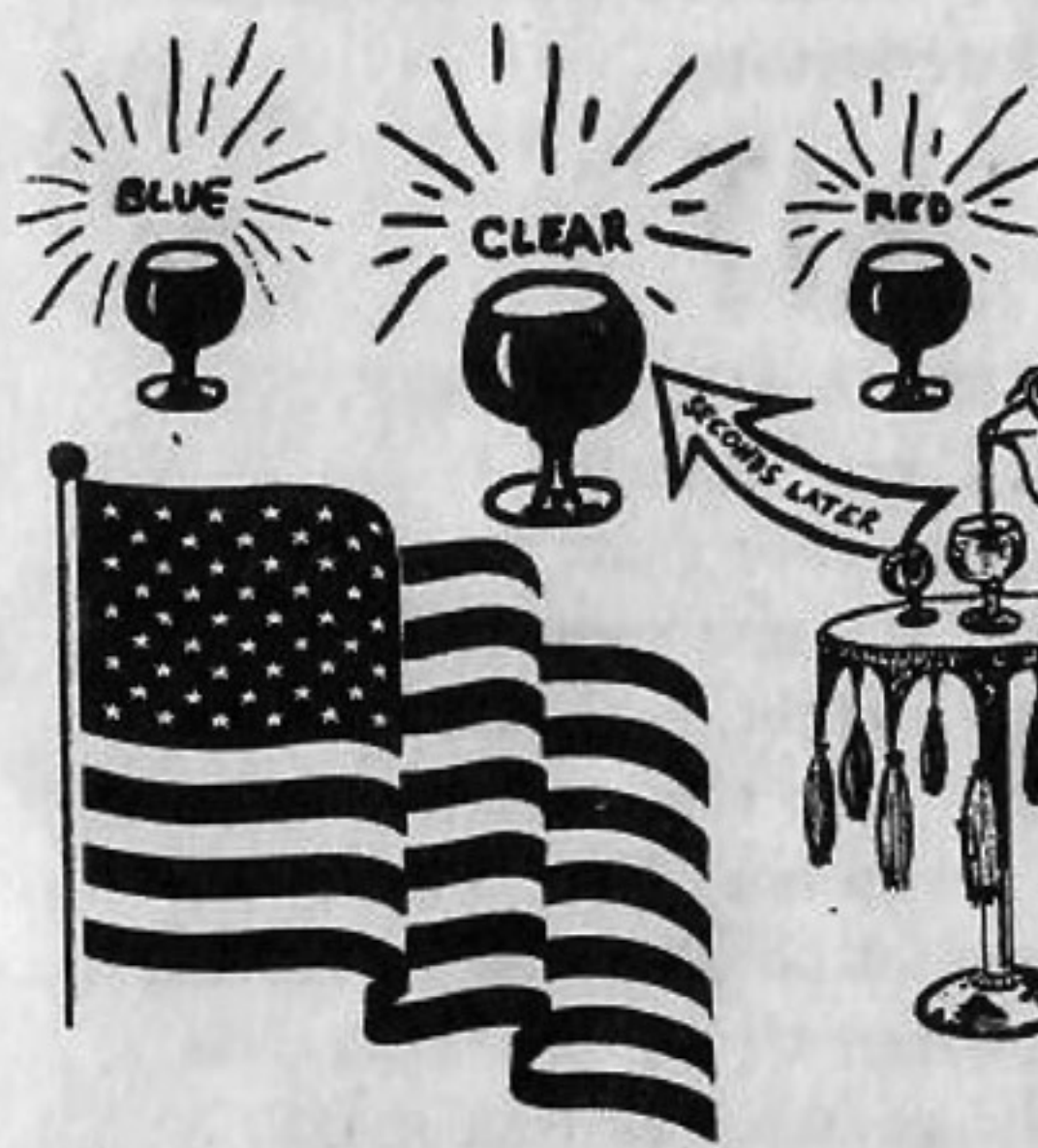
Price \$10.00
(\$10.75 Postpaid)

A glass of water changes color a few seconds after being poured! Please specify color when ordering: Hot Pink, Blue, Green, Red, Yellow, Orange, or Purple. Clearing Solution (included) changes colors back into "water".



Price \$10.00
(\$10.75 Postpaid)

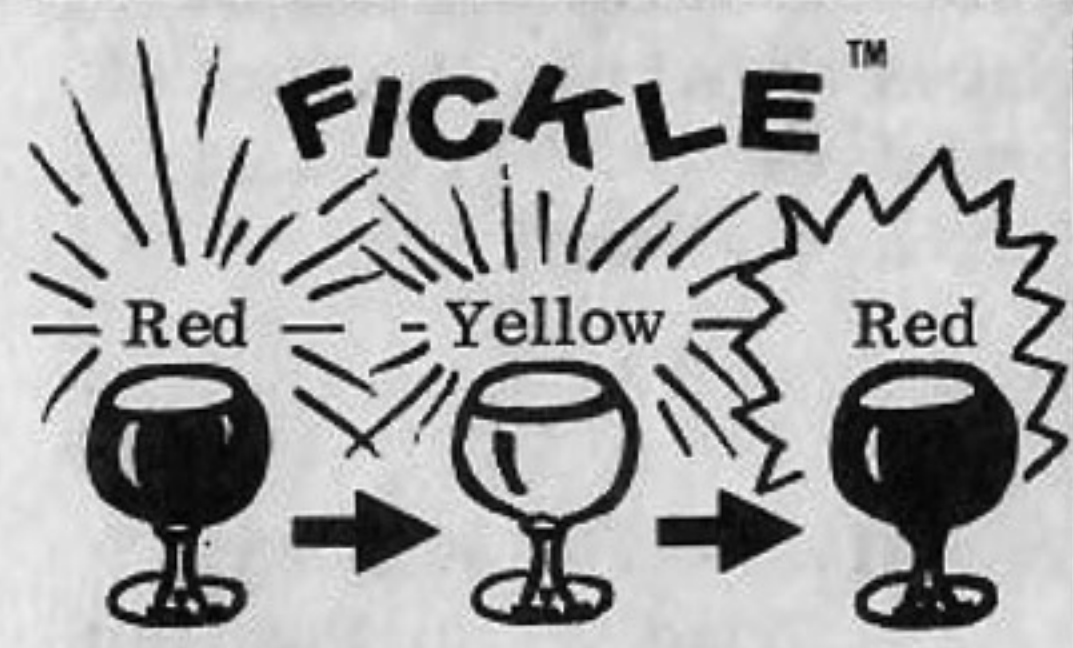
This is a liquid Passe-Passe effect. The performer fills two glasses from the same pitcher. Instantly, the liquid in the first glass changes to red while the liquid in the second glass changes to yellow. Then, comes the real magic. A few seconds later the colors trade places! You'll hardly believe your eyes as you watch this beautiful transposition.



Think America™

Fill three glasses with water and a few seconds later the liquids appear Red, White (actually clear), and Blue. Performer now pours the colored liquids back into the pitcher, explaining that the red represents "courage", the blue stands for "valor", and the white or clear represents "purity". As the "clear" is poured back it causes the liquid in the pitcher to instantly change back into water.

Price.....\$12.50 (\$13.50 Postpaid)



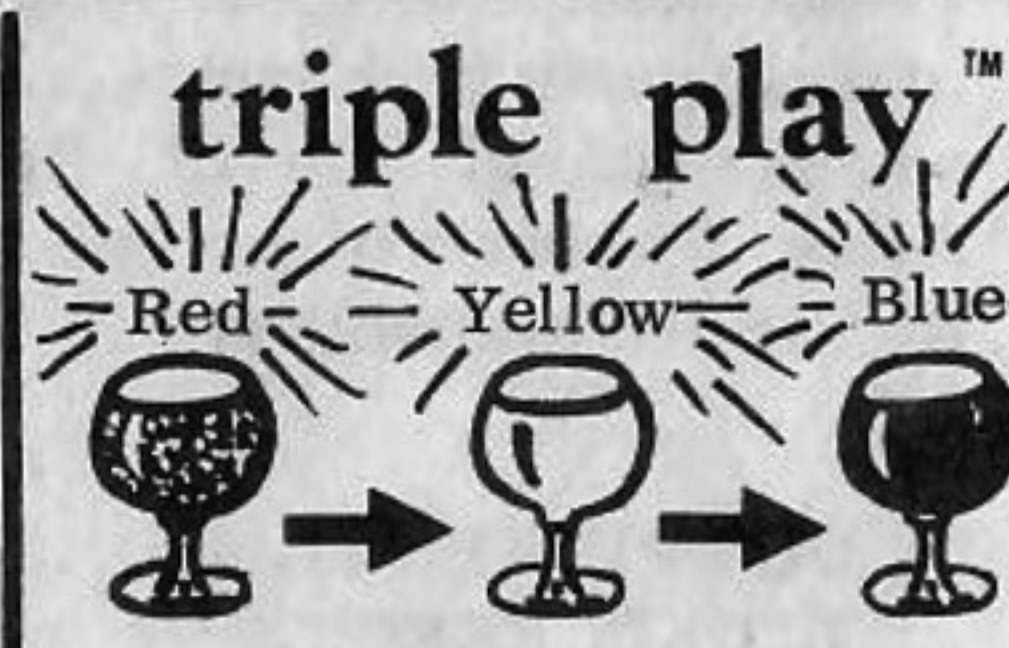
This trick features a liquid color change that "changes it's mind". The performer pours water from a pitcher into a goblet. As the water touches the goblet it instantly changes to a Red liquid. Then, slowly as the spectators watch, the Red fades to Orange and even to Yellow. But, at the last second it snaps back to Red.
About 30 perfs.

\$8.50 (\$9.00 Postpaid)



Fill a glass with crystal clear water and step away from it. As you cast your spell upon the liquid in the glass, it suddenly becomes jet black. Can also be changed back to colorless if desired. Selectable time delays from 5 seconds to over six minutes! Ready for immediate use with cool water.
16 to 30 perfs.

\$7.50 (\$8.00 Postpaid)



The performer shows a pitcher of water and proceeds to fill a goblet. The goblet instantly appears to contain a Red liquid. As the spectators continue to watch, the Red fades slowly to Yellow and then suddenly snaps to Blue-Violet.
About 30 perfs.

\$8.50 (\$9.00 Postpaid)

Follow The Leader™



The performer fills two goblets from the same pitcher. Both goblets instantly appear to contain yellow liquids. The performer explains that this is due to the fact that the water has been kept near the yellow ribbon for quite some time now. But then, slowly as the spectators watch, the liquids change to match the Red or Blue ribbons on their respective glasses. They follow-the-leader.

Price \$10.00 (\$11.00 Postpaid)



ATTENTION MENTAL MAGIC ENTHUSIASTS who understand the fine art of "clip boarding". Introducing...

The LIT* KIT™



*(LIT is an acronym for LATENT IMAGE TRANSFER)

A Mentalists Dream Come True!

The LIT KIT contains a very special paper that, when written upon, transfers an invisible copy of the message to whatever writing surface is beneath it. That's right, you don't have to use a clip board unless you want to. Use a table top, a writing pad, a piece of white cardboard, a clip board, or nearly anything else. The invisible image cannot be detected by anyone other than the mentalist. At the proper time, the mentalist

secretly applies our new image developer. Presto, the message appears like magic. Please note: Our paper looks and feels so normal that it is difficult if not impossible to distinguish from typing paper. Light colored writing surfaces work best. No special pen is required. The LIT KIT contains enough developer spray for over 500 performances, 50 sheets of our special paper, an eraser solution, and a clip board. Refills are available at nominal cost.

COMPLETE KIT..... Only \$15.00 (\$16.50 Postpaid)

| LIT KIT REFILLS: | Price | Postpaid |
|--|--------------|-----------|
| Small LIT Sheets (8 1/2" x 5 1/2", 50 sheets)..... | \$ 3.00/pkg. | (\$ 3.50) |
| Large LIT Sheets (8 1/2" x 11", 50 sheets)..... | \$ 4.50/pkg. | (\$ 5.00) |
| Image Fog (Developer Spray, 11 oz. can)..... | \$10.00 | (\$10.75) |
| LIT Board (6" x 9", white phenolic)..... | \$ 2.50 | (\$ 2.75) |
| ob-LIT-erate (Image Eraser, 4 oz. bottle)..... | \$ 2.00 | (\$ 2.50) |

Unquestionably the greatest of all the fabled marvels of magic is the famous Hindu Floating Rope Trick. Although many people know of the legend, precious few have ever actually witnessed the trick which may be described as follows: A magician exhibits a long rope which is loosely coiled about his hand. He drops all but one end of the rope to the floor. The end being held is now lowered until it is quite close to the floor. On command, the rope suddenly becomes rigid and stands erect. Then the rope slowly rises until it is even higher than the magician himself. AT THIS TIME THE PERFORMER CAN WALK ALL THE WAY AROUND THE FLOATING ROPE. He grasps the rope with both hands and pulls it back down to his own height, whereby he may pass either hand over the top of the rope to demonstrate the absence of support from above. If the rope is held by one hand and squeezed, it appears to "squirt" up through the fingers. To conclude the effect, the rope may be either loosely coiled about the hand or permitted to fall limp to the floor. To the audience, this is a fairy tale come true! IMPORTANT FEATURES: Stage does not have to be prepared in advance! No assistants or helpers are required. The effect can be performed outdoors and away from all trees, buildings, and other supporting structures. While this effect is designed primarily for stage use, it may also be performed at closer range under special conditions described in the instructions. Lithographed instruction booklet contains nearly a dozen photographs showing every detail of the performance.

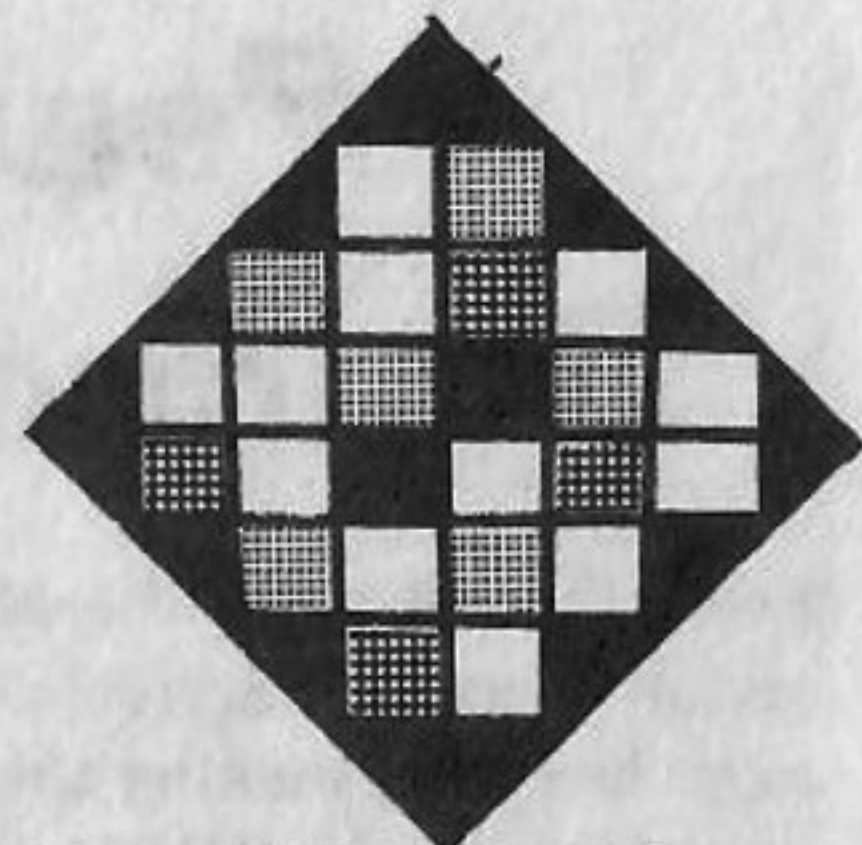
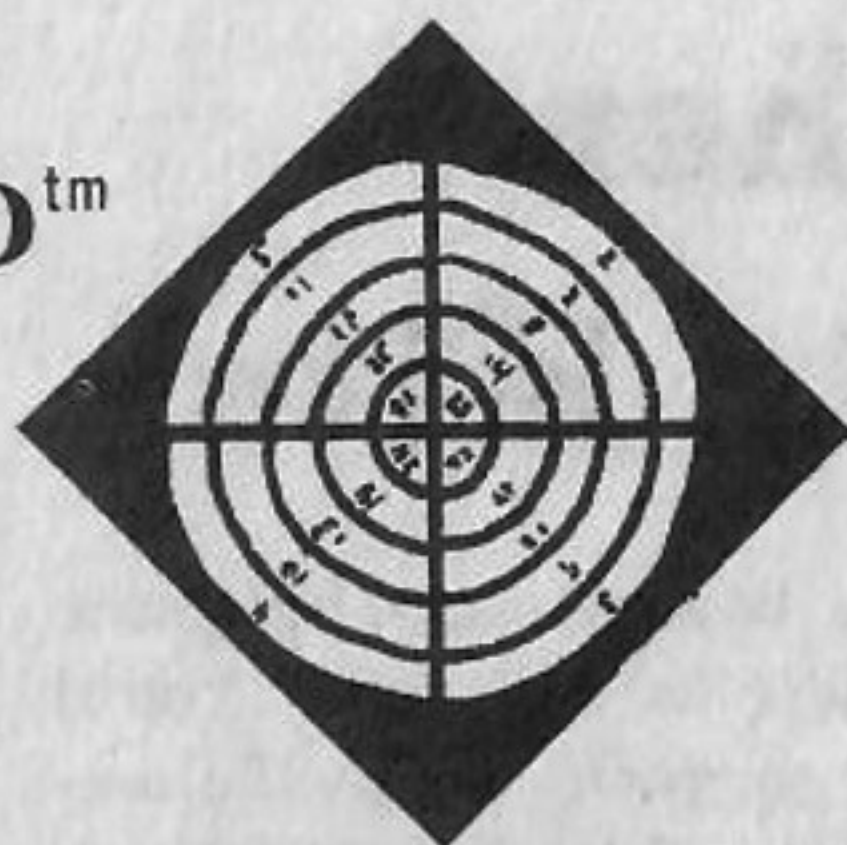


**Hindu
Floating
Rope**

Price \$15.00 (\$16.00 Postpaid)

DIGITAL COLOR CONTROL BOARD™

This board is not like anything else you've ever seen! Apparatus consists of beautifully silk-screened, two-sided panel measuring approximately 1 foot by 1 foot. One side looks like a target containing 24 zones, each of a different numerical value. The other side looks like a multicolored checkerboard containing numerous squares of blue, red, green, and yellow.



Effect: Spectator randomly selects a number between 1 and 24 from the digital side of the board (no force). Then, another spectator chooses any one of the 4 colors from the color side of the board (again, no force). Let's say, for example, that the spectators select the number 17 and the color Yellow. The performer now shows the multicolored side of the board and counts to the 17th square. It's Yellow! A one-in-a-million coincidence.

Features:

1. Any number chosen may be converted to any of the four colors.
2. Only one board is used no matter what color is chosen.
3. No moving parts. No flaps.
4. May also be used to force one of the colors, if desired.

Price \$8.50 (\$9.00 Postpaid)

Please Note: Available in June 1978.

LIQUID LIGHT™



Strange! Erie! Bizarre! These are the only words to describe this most unusual liquid effect. Fill a small goblet with this liquid and turn down the lights. The liquid in the glass immediately begins generating an erie blue-green light.

MENTALISTS... use our goblet of light like a space-age crystal ball. Makes a neat addition to any seance.

MAGICIANS... just imagine this as a double climax for such effects as Chen-Lee, Rice Bowls, Tea Kettle, etcetera. At the end of your trick lower the lights to reveal your mysterious liquid actually glowing!

TEACHERS... finally, here's an easy to use kit to demonstrate cold-chemical light.

SPECIAL EFFECTS ARTISTS... uses limited only by your imagination. Supplied in one ounce plastic dropper bottles ready for immediate use. Each kit contains enough material for about 30 performances using a 4 ounce glass. Complete Instructions Included.

LIQUID LIGHT KIT.....Price \$7.50 (\$8.00 Postpaid)

Please Note: Available in July 1978.

Feather Bouquet Kits



Now, those beautiful feather bouquets can be yours and at a mere fraction of their normal cost. You'll even have fun making these gorgeous magical flowers using our detailed, easy-to-follow instructions. Each kit contains enough "floral" quality feathers for a rich, densely populated flower or bouquet.

Stems are spring steel. All stem leaves are green, but blossoms may be selected in the following colors: Red, Yellow, Orange, White, and Blue. All blossoms in each kit must be of the same color (like real flowers). No assortments.

WILTING FLOWER KIT. Specify Color.

(approx. assembly time: 45 minutes) Price \$6.00 (\$6.50 Postpaid)

SLEEVE PRODUCTION BOUQUET, 7 Blossom Kit.

(approx. assembly time: 2 1/2 hours) Price \$9.00 (\$9.50 Postpaid)

GIANT PRODUCTION BOUQUET, 14 Blossom Kit.

(approx. assembly time: 5 hours) Price \$17.50 (\$18.00 Postpaid)

DART BLOSSOMS, set of 6, Kit.

(approx. assembly time: 1 1/2 hours) Price \$9.50 (\$10.00 Postpaid)

Please Note: Available in June 1978.

REFILLS



Refills for Action Magic Enterprises

"Liquid Magic" Kits:

All solutions are supplied in one ounce plastic dropper bottles.

| Solutions | Aprox. No. of Performances per bottle using 4 oz. glass | Price per Bottle | Postpaid |
|--|---|------------------|----------|
| Timing | 40 | \$2.50 | \$2.75 |
| Trigger | 40 | \$2.50 | \$2.75 |
| Clearing | 80 | \$2.50 | \$2.75 |
| All Coloring Solutions except Fickle & Triple Play | 50 | \$2.50 | \$2.75 |
| Fickle | 50 | \$3.50 | \$3.75 |
| Triple Play | 50 | \$3.50 | \$3.75 |
| Edge Activator | 20 | \$2.50 | \$2.75 |
| Edge Coloring Agent | 20 | \$2.50 | \$2.75 |
| Edge Decolorizer | 20 | \$2.50 | \$2.75 |
| Liquid Light A | 30 | \$2.50 | \$2.75 |
| Liquid Light B | 30 | \$2.50 | \$2.75 |
| Liquid Light C | 30 | \$2.50 | \$2.75 |