

Seebach Scores Big for Deere

Magician Used As Host for "Beyond The Limits;"
Deere's Annual New Product Roll Out

Six times, over a three-week period, magician David Seebach took to the stage for John Deere to introduce their new line of consumer and commercial lawn mowers, utility tractors, and hand tools to their dealer organization. Dealers gathered at the lavish Westin Innisbrook Resort on Tampa Bay in Palm Harbor, Florida, to hear from the corporate representatives, but it was the magician's skill and abilities that were the unifying thread for the presentation.



The "modern" version of *SAWING* as staged for John Deere's "Beyond the Limits" and on tap for Sunset Playhouse in March 2001

The program was conceived and scripted by Milwaukee's Logan Productions who searched with John Deere for just the right performer to pull it off. Although his magical skills and dexterity were important, it was his ability to speak, interact, adapt the magic, and carry the show that convinced the producers that Seebach was just right for the responsibility. And, it didn't hurt that he owns one of the largest magic acts in the country with enough apparatus to make most anything happen.

Well, *MOST* anything: The challenge was to transform last year's 900-series commercial lawn mower into the new 1400 model. This large, diesel-powered front mower is used at parks and for industrial applications. The magician turned to Las Vegas's Bill Smith to construct the illusion apparatus that caused an almost instantaneous change in the middle of a brightly lit stage!

Each performance began with the magician's eerie levitation act to set the mood for the evening. From that point on each act was chosen to highlight the messages of the Deere presenters. He staged it all

with a light touch and filled the show with audience participation.

To herald John Deere's six new chainsaw models, Seebach sawed his assistant in halves the old fashioned way.

Before the dealers ever saw the revolutionary "Spin Steer" technology, they witnessed the presenter's head spun 360 degrees three times!

The entire audience was involved in one sequence where everyone participated in a mind reading act at their seats. This was done with a handout sheet that the dealers took home with them and could now demonstrate to their friends, families, and customers!

Of course this wasn't just a magic show. Logan Productions produced exciting high definition video segments showing the new John Deere gear in action and management addressed the crowd to let them know what is planned for the future.

A reception followed each presentation where Seebach mingled and shared some astounding close-up magic acts in an impromptu manner.

Many dealers took the opportunity to thank the magician for his effort, to compliment him on his mastery of the John Deere product line, and to express thanks for a presentation that was informative and so much fun.

Seebach was assisted onstage by his wife, Lisa Joy, long-time friend and male assistant Eugene Rubenzer (now a cast member at Walt Disney World), and a rotating trio of his regular assistants: Becky, Tina and Christine.

If he can do this for Deere, what can he do for you?



Seebach suspends Tina in mid-air in Florida for John Deere dealers. The large, draped lawn mower behind will later change into the new model.

David Seebach's

Back Stage

Sunset Playhouse Benefit

This Show Requires BIG Props!

Springtime magic returns to Elm Grove's (Wisconsin) Sunset Playhouse for four performances on Friday, Saturday and Sunday, March 23rd, 24th and 25th. There are two evening performances (Friday and Saturday at 7:30pm) and two matinees (Saturday and Sunday at 2:00pm). All seats are reserved and can be purchased at the Playhouse Box Office at 262/782-4430.

The Playhouse is the perfect combination of a large, well-equipped theatre stage and a small, intimate seating house. Even the back row offers an almost up-close seat to the stage.



2001 marks the 80th birthday of magic's most famous illusion, *SAWING A WOMAN IN HALVES*. Magician P.T. Selbit first presented the illusion on a British Music Hall stage in 1921. Selbit's real name was Percy Thomas Tibles; he reversed his last name to create his stage name. His original act was a sensation, but wouldn't cause much talk today.

The original apparatus was a large, bulky box that enclosed the entire assistant. After sawing through the prop, there was no separation of the "halves." Nevertheless, for audiences raised on card tricks and rabbits in hats, this illusion with a human being was a showstopper.

Early filmmakers, the Weiss Brothers, (no relation, we trust, to Harry Houdini [nee Ehrich Weiss]), produced a silent motion picture that both showed the illusion *and* exposed how it was done! The poster art shows how large the original apparatus was.

This old explanation still surfaces in comics, tell-all books, and recent television exposes even though by the 1930s it was no longer used. Constantly improved, modern conjurers use a tiny, tight fitting prop that keeps the assistant's head and



Prof Krutz (a/k/a Tom Kurtz) demonstrates sartorial splendor as well as his uncanny acumen with his lumber saw and bow. See — and hear — for yourself at Sunset Playhouse on March 23rd, 24th, & 25th.

feet always in the audiences view and a wide-open see-thru design that leaves no room for hiding. Perhaps most impressive, though, is that moment when the performer divides the woman and walks between her "halves". It's a closely guarded secret and has never been fully revealed to the general public.

You'll get your chance to see it live and without camera tricks at Sunset Playhouse along with an added bonus that will make the 80th Birthday Celebration really special.

Recently, the Milwaukee Symphony Orchestra selected a piece by Aram Khachaturian for a concert. The work required a musician who could play the saw and a nation-wide search was begun. Imagine their surprise to find such an artist in their own backyard. Seebach's long-time friend, Elm Grove realtor Tom Kurtz, reads music and can play the saw. He played with the Symphony and — once again — he'll play at Sunset (only a block from his office!) with David Seebach.

You'll enjoy a family-friendly show of new surprises and old favorites. David Seebach is always careful to change and update his public appearances so everyone can be sure to see something new and different at Sunset Playhouse. This special benefit always sells out, so order your tickets early for the Spring 2001 edition of David Seebach's Wonders of Magic.



The first Holiday Party of 2000 was for Madison's (Wisconsin) Zimbrick Automobile Dealerships. It was the second time Seebach performed for their 500 guests and featured beautiful two-legged and four-legged assistants. Seebach is shown with Tara (his tiger) and the lovely Christine.

A Money Miracle

Ss-sh, it's a secret. Everyone loves magic tricks with cash; especially when they think there's a chance they can win some of it! For this effect you'll need one large bill (\$20 or higher) and a spectator with three singles. You explain that if you make a mistake the spectator gets to keep the \$20!

Put the four bills on a table in any order. The bills are upright, lengthwise (in other words, the portraits are sideways as you look at them). We'll refer to the positions as 1, 2, 3 & 4 and it makes no difference which bill is where.

You explain that you're going to let the spectator mix them when you're not looking. You demonstrate for him: Every time you say "Switch" he is to switch the \$20 bill with one of the \$1 bills next to it. If the \$20 is at one of the ends

(position 1 or 4) he'll have no choice but to switch it with the only bill next to it, but when it's in the middle (positions 2 & 3), he can switch to the right or left. You move the bills a few times to make sure the spectator understands.

When you're ready to begin, you turn away, **BUT YOU MUST REMEMBER EXACTLY WHERE THE \$20 BILL IS!** Remember its position by number (1, 2, 3 or 4).

Tell your spectator to "Switch." Tell him to "Switch" again. And again. Once more. A final time. He must make **FIVE** switches, but try to make it sound careless, not that you're counting.

Now, remembering where the \$20 started out, you make a direct statement: If the \$20 was at an **ODD** position (1 or 3), tell him to remove the bill at the **LEFT** end (position 1). If, however, the \$20

started out at an **EVEN** position, tell him to remove the bill at the **RIGHT** end (position 4). Tell him he may keep that bill for himself.

At this point the \$20 is **ALWAYS** at one of the two ends. Tell him to "Switch" again and, of course, — no matter what— the \$20 is now in the middle. Do not let on that you know this. Tell him to remove the bill to his left; he may pocket it. Explain that two bills are left and that you're sure one is the \$20. Pause, concentrate and then tell him to keep the bill on the right.

"I'll take the one that's left," you state. Turn around and reclaim your \$20.

Have some fun with this, but don't tell how it's done. Remember, it's a secret!

WONDERS OF MAGIC

up to date news



David Seebach's **WONDERS OF MAGIC** is a member of the Greater Milwaukee Convention and Visitors Bureau

- The tenth annual edition of David Seebach's Illusions in the Night at Milwaukee's Modjeska Theatre attracted thousands of people over its two week run. It was the most elaborate edition to date and featured lavish staging and scenery. Plans are underway for #11 in October 2001.
- Holiday parties in December were presented for St Paul Insurance, Johnson Insurance, ASI Technologies, American Express, Mandel Graphic Solutions, Seroka & Associates, Kenosha News, and Midas International.
- Brass Light Gallery also invited David Seebach to their Holiday Party. It was the third year in a row that Seebach appeared at their gathering.
- Waupun's (Wisconsin) Dave Heather Automotive will feature the Wonders of Magic at their post holiday party, on January 20th, at the Rock River Country Club.
- Grafton (Wisconsin) State Bank will feature Seebach's act on January 27th at the Mequon Country Club for their guests.
- The show travels to northwestern Wisconsin on March 9th for two shows in the Performing Arts series in Black River Falls.
- David Seebach still takes time to visit schools. In late 2000 he appeared at Black Hawk Junior High in Mt Morris and Stevenson Elementary in Elk Grove Village (both Illinois). Early 2001 assemblies are set for Lincoln School for the Arts, Netherwood Knoll School (Wisconsin) and at the Des Plaines Leisure Center (Illinois).
- Add your company or organization to the growing list of satisfied clients. For truly professional entertainment, contact David Seebach at 262/252-3333.



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Gus Rodriguez
Manager, Commercial Marketing

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Dear David,

Just a note of thanks for an excellent job at our recent "Beyond the Limits" New Product Introductory Meeting in Tampa, Florida.

Our dealers and senior management were very impressed with your magic act and how it added a special touch of excitement to our new products. It is the first time we have used a magical theme for announcing new products, deliver a serious message of commitment to our dealers, and at the same time do it in such a magical way.

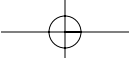
David, thank you for being a part of "The Beyond the Limits" New Product Introductory Meeting. You and your talented staff were an integral part in executing one of the most effective new product introductions in a long time.

Please pass on our special thanks and appreciation to your staff for a job well done.

Let us know if we can be of service to you in the future.

Best regards,

Gus Rodriguez
Manager, Commercial Marketing



David Seebach's

Backstage

2001 WINTER EDITION

FEATURING...
MAGIC
you•can•do
A MONEY
MIRACLE



WORLD FAMOUS ILLUSION
SAWING A WOMAN IN HALVES
to be performed at the
4th ANNUAL
SUNSET PLAYHOUSE BENEFIT
March 23, 24 & 25
Show Information at
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COME FOR THE FUN!

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**WONDERS
OF MAGIC**
up•to•date news

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Denny Docherty gets his head spun in the
NECK TWISTER ILLUSION
before introducing John Deere's New "Spin Steer"
Technology to their dealers in Florida.

