



Will Goldston

**The Man
&
The Legend**

Presented by

Fergus Roy

at

The Magic History Gathering @ The Magic Circle

11 June 2016

The author is grateful to Dr Edwin A Dawes and Peter Lane for permission to use material from their collections.

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Will Goldston

1877 – 1948

“The most influential magic dealer during the first half of the 20th century”

This is a quotation taken from the opening paragraph of Eddie Dawes' 1999 monograph *Glimpses of Goldston*. The full quotation reads: *“Will Goldston was without question the most influential British magic dealer during the first half of the 20th century and, second only to Harry Leat, probably the most controversial one too.”*

It was Eddie's monograph on Goldston which inspired me to do more research into his life.

Until now it had been presumed he was born Wolf Goldstone in Warsaw, Poland on 18 September, 1877. However, I finally found his British Birth Certificate.

So we now know he was actually born:

- ❖ Wolf Goldstone
- ❖ in Liverpool, England
- ❖ on 24 September, 1877

Why had we not found his Birth Certificate before? The reason was simply that he was registered under a different spelling of his name due to his father being Polish and illiterate in English. The family name was written as GOLSTON.

All family registrations were made by Goldston's father and the information was therefore taken down phonetically. Thus surnames are recorded variously as Goldstone and Goldstein. There were four brothers and four sisters. His mother Betsy (Rebecca) died 12 January 1924 aged 68 and worked as a confectioner and his father Morris (Moses) died 7 April 1932 aged 81.

In 1911 a codicil was added to Goldston's birth certificate stating that the family name was Goldstone, not Golston. However, no correction was made to his father's forename which had been recorded as Norris rather than Morris.

CERTIFIED COPY OF AN ENTRY OF BIRTH



GIVEN AT THE GENERAL REGISTER OFFICE

Application Number 7204103-1

REGISTRATION DISTRICT						Liverpool				
1877 BIRTH in the Sub-district of <u>Mount Pleasant</u>						in the <u>County of Lancaster</u>				
No.	When and where born	Name, if any	Sex	Name and surname of father	Name, surname and maiden surname of mother	Occupation of father	Signature, description and residence of informant	When registered	Signature of registrar	Name entered after registration
423	Twenty fourth September 1877 27 Ainsworth Street	Wolf	Boy	Norris <u>Golstone</u>	Rebecca <u>Golstone</u> formerly Abrahams	Tailor	X The mark of Norris <u>Golstone</u> Father Ainsworth Street	Twentieth October 1877	W. J. Johnson Registrar	

In No. 423 Cols. 4, 5 and 7 for "Golstone" read "Goldstone" Corrected this 5 August 1911 by me W. H. Bicknell Superintendent Registrar on production of a Statutory Declaration made by Leah Goldstone and Maurice Halter

CERTIFIED to be a true copy of an entry in the certified copy of a Register of Births in the District above mentioned.

Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the Tenth day of March 2016

BCAZ 241372

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IPS 048591 45078 10/11 3MSPSL 029904



This is the only surviving Birth Certificate which amended the original one of 24 September, 1977. This was issued on 5 August 1911 after a Statutory Declaration by Goldston's wife Leah and his father-in-law Maurice Halter. They must have had this done so that Goldston had a valid Birth Certificate available when he started up his new companies. He would not have wanted a misspelt name recorded.

Goldston the man

Goldston's ambition was to be famous! He thought - incorrectly as it turned out - that wealth came with fame, but uppermost in his mind was FAME.

Goldston was:

- ❖ naturally artistic
- ❖ a master of flattery
- ❖ stubborn & resolute
- ❖ a brilliant self-publicist

and yet

- ❖ he was in awe of those who were famous

These attributes made him a complex character, full of contradictions, but likeable. He chose to follow a number of paths:

- ❖ PERFORMER
- ❖ DEALER
- ❖ AUTHOR - EDITOR & PUBLISHER
- ❖ THEATRICAL AGENT
- ❖ SHOW PROMOTER
- ❖ Driving force of THE MAGICIANS' CLUB

Although dedicated to achieving his objectives, he was easily distracted when something came up which allowed him to mingle with one of the "Greats" of magic.

Through life he had a number of obstacles:

- ❖ POOR HEALTH – he had 4 major operations
 - 1911 – Partial Gastrectomy (removal of part or whole of the stomach due to cancer or ulcers. With Goldston it was ulcers.)
 - 1914 – March – Another stomach operation
 - 1935 – Major surgery at 62 - long recovery
 - 1947 – January – Major operation - long recovery
- ❖ NO FAMILY SUPPORT:
 - No family in business
 - Nobody to hold him in check
- ❖ TOO MANY ACTIVITIES

One cannot underestimate the fact that Goldston had no family or anyone close to assist him. For example, Lewis Davenport was successful because he employed up to eight members of his family in his business and his sons were capable of managing his business from an early age. Goldston's close family had no interest in his business and/or working with him as he did not appear to have any close rapport with any of them. In fact, quite the opposite. He and his brother Reuben did not get on at all and sadly his only brother whom he did get on with (James) wanted to carve out his own career.

Goldston the performer

Goldston performed as Carl Devo from around 1898.



The earliest known photograph of Goldston as a performer. Note how he copied Houdini's hair style.

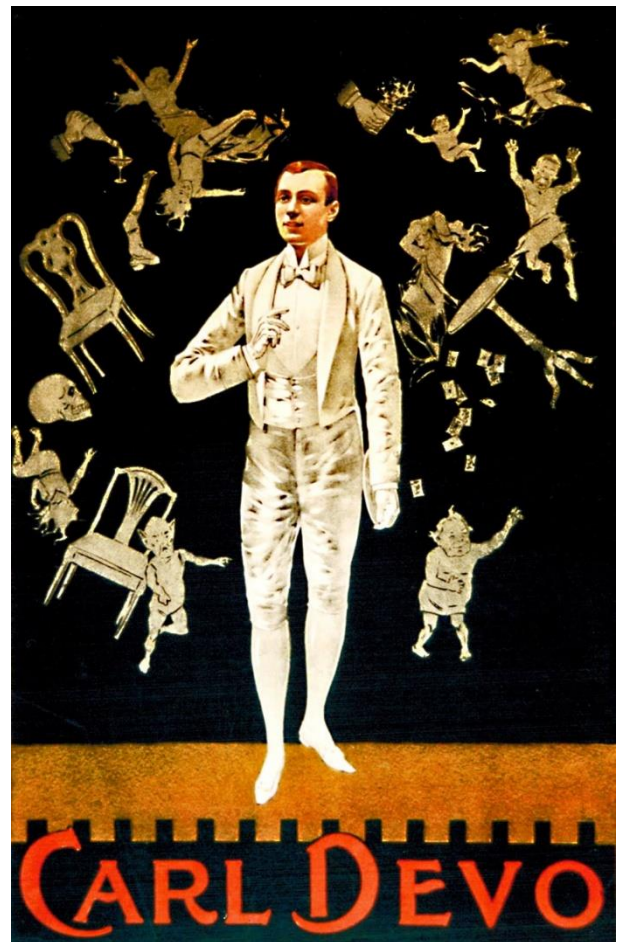
The Great and Only **CARL DEVO,**

The Celebrated GAOL BREAKER, and HANDCUFF MANIPULATOR .

Does challenge and defy the Police or Locksmiths to secure him with any English Regulation Hand-cuffs, Chains and Locks in such a manner that he cannot escape. He ridicules the idea of the Police or any other party being able to in any way detain him in any English Regulation Hand-cuffs, Irons or Chains as used in Prisons. If Carl Devo fails to escape he HEREBY AGREES to forfeit the sum of £100 to any local Charity. In addition to this wonderful performance, Carl Devo will escape from an Iron Box securely locked with borrowed padlocks.

NOTICE.—You are invited to bring Hand-cuffs, Padlocks, &c. A Committee is taken from the audience nightly, to see there is no trickery.

THE SENSATION OF THE AGE

A red-toned illustration of a man in a dark suit, bent over and heavily encumbered with chains and padlocks. He is looking back over his shoulder at the viewer. The chains are attached to his wrists, ankles, and waist.

Goldston dressed for his Black Art Act.

London Agents: **NAPOLI, Ltd.** Coloured Lithos by **WEINER, London.**

FROM THE ROYAL ALBERT HALL, WINDSOR.

Memorandum from

Carl Devo

("THE MAHATMA").

ASTOUNDING CONJURING TRICKS and ILLUSIONS.

From the Royal Aquarium, London.

CARL DEVO
has worked the following
London and Provincial
Halls:—

Royal Aquarium,
London.

London, Shoreditch.

Macdermott's Halls.

Engaged by
Special Command
to give

Permanent Address

190

A FEW RECENT
Press Notices.

**An Exceedingly
Clever
Performance.**

"CARL DEVO, 'the Mahatma,' gave
an exceedingly clever performance."
—*Era.*

**Created quite a
Sensation.**

"CARL DEVO, 'the Mahatma,' has
created quite a sensation at Leicester
with his egg and box illusion, and also
with his disappearing trick."
—*Music
Hall.*

**Carl Devo is a
Master of the
Mysterious.**

An example of his flamboyant notepaper. Here you see his artistic bent and also his ability to make the little he had achieved look much more impressive.

CARL DEVO
has played "top the bill"
turn at the following . . .
Provincial Theatres and
Music Halls:—

TIVOLI - - Leicester.
EMPIRE - - Barrow.
PALACE - New Brighton.
OPERA HOUSE - Morrilton.
COURT THEATRE, Galway.
WIRTH'S AND
WINTER GARDENS
Southport.
EMPIRE - - Stockton.
ALHAMBRA - - Hull.

...
Also numerous other well-known
Halls.

Carl Devo appeared at
mainly second and
third rated theatres.
Here he is topping the
bill at the Tivoli,
Leicester.

TIVOLI

RECORDED BY THE PRESS

UNQUALIFIED FOR SENSATION, CURIOSITY AND RESPECTABILITY

GRAND CHANGE OF PROGRAMME!

MONDAY, SEPT. 18, 1899, AND EVERY EVENING DURING THE WEEK

CARL DEVO

NEEDS
ROSIE ALEXANDRE

MONA LEE

NEXT TUESDAY
FRED POLLARD'S BENEFIT
TUESDAY, SEPTEMBER 19, 1899.

DE VOY

LE MOIRS

NELLIE GERTINE

Geo. Thursby & Rosie Alexandre

REBELLIOUS SARAH

WILL LYTTON

4 POOLE

PELHAMS

Boxes, 21s. 15s. 10s. and 7s. Single Seats, 2s. 6d. **Fastidious, 2s.**
Orchestra Stalls & Promenade, 1s. Gallery Stalls 6d. Gallery, 4d.

In 1902 Goldston married Leah Halter who performed as Leah Laurie and later La Devo. Leah had a most promising and developing career as a performer. She was much sought after as a pantomime performer and often received standing ovations for her singing - particularly of comic songs.



LEAH LAURIE,
Society Entertainer,
Address: A. W. Gamage, Ltd., Holborn, London, E. C.



As *La Devo*, Leah performed as a:

- ❖ Quick Change Artist
- ❖ Singer
- ❖ Illusionist
- ❖ Escapologist

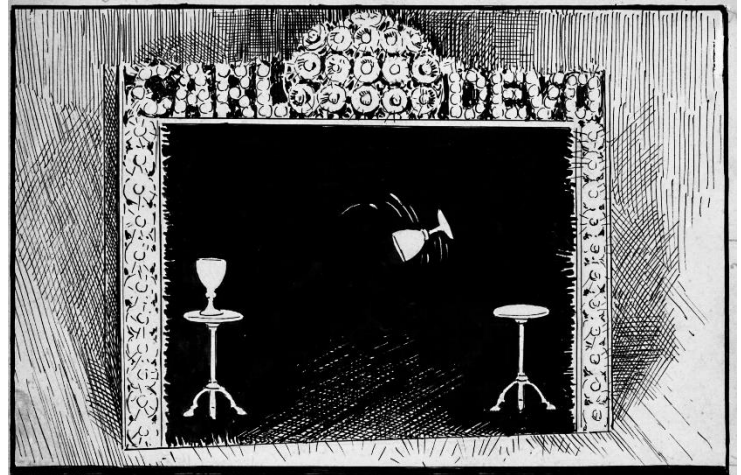
Although Leah tried to develop these other skills as a performer, she never appeared to scale the heights that she had previously enjoyed prior to her marriage. Really she was too old to change, being 30 when she married Goldston.



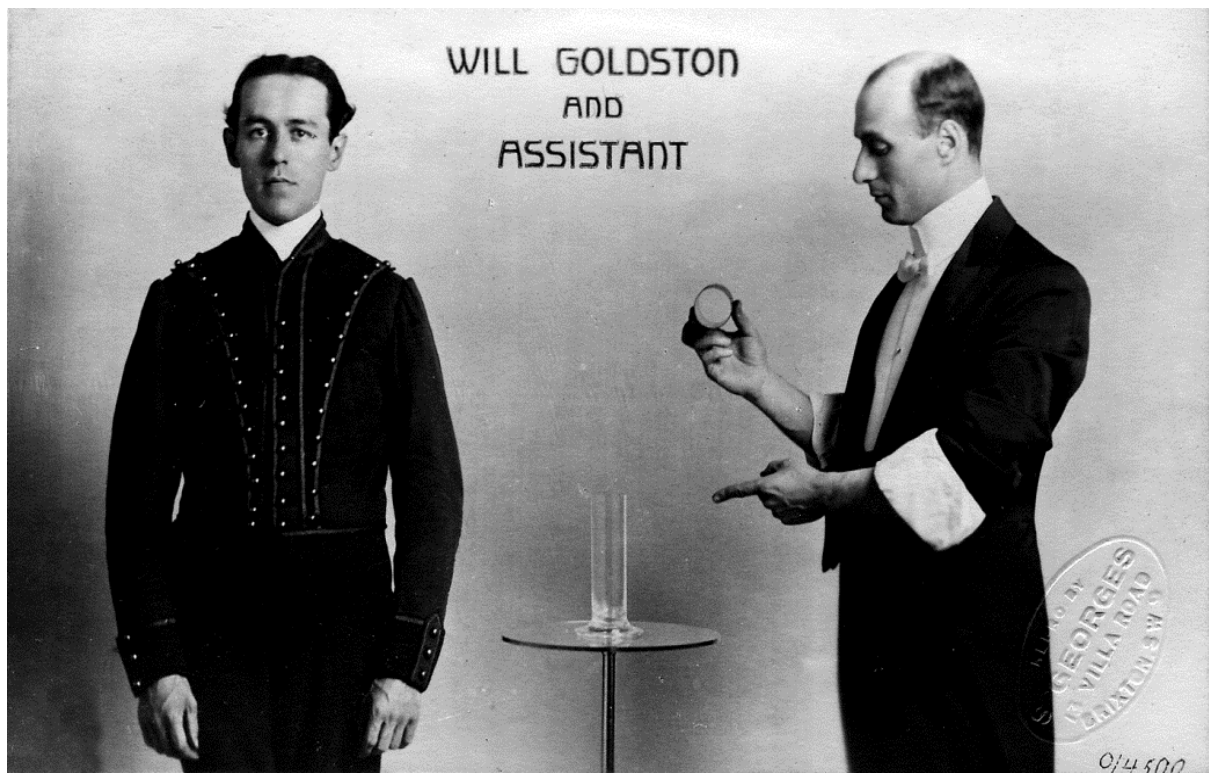
Masthead from their notepaper of the time.

Goldston's most successful act was his Black Art act. This was possibly because he did not appear on the stage as such, as he was of course concealed by the Black Art presentation. He performed this act before Queen Victoria.

He did not have a good stage presence. He once admitted to a friend that he lacked talent, but had luck and a good agent.



The publicity postcard below perfectly illustrates how wooden Goldston appeared when on stage.



Goldston had a short professional career. He ceased performing around 1905 at the age of 28. It was at this time that he became manager of the Entertainments and Magic Department at A. W. Gamage of London.

Living and dealing in Liverpool



ESTABLISHED 1890.

THE
“Mahatma” Magical Co.

Office and Postal Address—
124 Upper Warwick St., Liverpool, England.

Workshops—GREEK STREET.

HANDSOME ILLUSTRATED CATALOGUE, Post Free, 4d.

15th ANNUAL
Great Clearance Sale.

Goldston and his brother James ran The Mahatma Magical Co. from around 1900. Based on the above advertisement it was founded in 1890. We have no idea how he acquired this company which was quite close to where he lived. It may well have been owned by some elderly magician whom Goldston befriended and who took a shine to Goldston. The magician may have passed the business on to Goldston and his brother James when he retired.

Goldston married Leah Halter on 18 December 1902. This was probably a marriage of convenience as:

- ❖ Leah had an illegitimate daughter Dorothy in 1899.
- ❖ Goldston needed premises for his magic business - he moved into her family house.
- ❖ They never had any children.


Leah's family lived at 123 Park Road, Liverpool and it was large enough to accommodate Goldston's business. Leah's father would have been most anxious to give Leah respectability and allowing Goldston into his house in exchange for giving his daughter a husband was a small price to pay. One cannot over stress that at this time the social disgrace of having an illegitimate child had to be covered up. In fact there is evidence that she even went as far as not using her name of Halter at this time, but that of Stacey.



The name and date of birth of Leah Halter's illegitimate child has never been known. I wondered if maybe the father was someone famous in the theatre world or maybe even one of the members of Goldston's family. The reason this information has not been discovered was that the child was not registered under the mother's name or anything like it. After months of research I finally found that her daughter Dorothy was registered under the Surname of DUGGIN. I finally found this out as Leah

CERTIFIED COPY OF AN ENTRY OF BIRTH

GIVEN AT THE GENERAL REGISTER OFFICE
Application Number 7207984-1



REGISTRATION DISTRICT **HACKNEY**
1899 BIRTH in the Sub-district of **Stoke Newington** in the County of **London**


Columns:-	1	2	3	4	5	6	7	8	9	10
No.	When and where born	Name, if any	Sex	Name and surname of father	Name, surname and maiden surname of mother	Occupation of father	Signature, description and residence of informant	When registered	Signature of registrar	Name entered after registration
35	Thirty first January 1899 16 Albion Road	Dorothy Halter	Girl	Otto Halter Duggin	Emily Duggin formerly Richman	Wine Merchant	Emily Duggin Trocher 16 Albion Road Stoke Newington	Seventeenth March 1899	Henry K. Bone Registrar	

CERTIFIED to be a true copy of an entry in the certified copy of a Register of Births in the District above mentioned.

Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the 11th day of March 2016

BXCG 800846

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GJR

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Dorothy Halter's Birth Certificate. Information in 'The Era' tells us that Leah was performing as the principal boy in the Robinson Crusoe Pantomime at the Colosseum, Oldham on Saturday 28 January. She would have to travel down to London, have the baby on Tuesday 31st, then travel back before the end of week to perform on Friday 3 February at the Prince of Wales Theatre in Grimsby.


registered her child under the forenames of DOROTHY and HALTER. Her full name on the Birth Certificate was DOROTHY HALTER DUGGIN. The mother was named as Emily Duggin and not Leah Halter.

Did this Emily Duggin actually exist? She did. Emily Duggin was aged 35, was unmarried and had two teenage daughters Helen and Florence who at the time were 14 and 13 respectively. She ran a boarding house in the area so may well have known Leah, who could have stayed at her boarding house when working in the area. Her boarding house was at 13 Northampton Park and in 1901 her 2-year-old "NIECE" Dorothy Halter was living with her.

But who was Dorothy's father? Dorothy's birth was recorded as having taken place at 16 Albion Road. This was the home of Charles and Laure Beguelin. Charles Beguelin was Swiss and an accomplished interpreter working for a legal firm and who subsequently opened up his own translation service and seemed to prosper. Albion Road was, and still is, a fashionable area in Stoke Newington. I did check to see if the father of Leah's child was a member of Charles Beguelin's family or that of his wife's but there were no connections. For example, neither had brothers living in England. So, as the birth took place in the home of a Swiss person, the father of Leah's child may have been a friend of the Beguelins. Therefore my thinking was that he could well have also been Swiss. The name OTTO appeared on the Birth Certificate as did his occupation as a WINE MERCHANT.

So I searched and found Ferdinand Otto Baechler. This is undoubtedly the father of Leah's child as he fits all of the criteria. He was Swiss, his name was Otto and he professed to be a Wine Merchant. He was the only person named Otto in the district.

This was further endorsed by the fact that two years later he was in another relationship with an unmarried girl. On 31 March 1901, Otto was living with a girl called Minnie as man and wife in a boarding house in Stoke Newington. Four weeks later he married Minnie. She was an 18 year old daughter of a builder. Minnie had his child, Claude Otto, 5 months after they were married.



CERTIFIED COPY OF AN ENTRY OF MARRIAGE GIVEN AT THE GENERAL REGISTER OFFICE

Application Number 7261994/2

1901 . . Marriage solemnized at the Register Office in the District of Hackney in the County of London								
No.	When Married.	Name and Surname.	Age.	Condition.	Rank or Profession.	Residence at the time of Marriage.	Father's Name and Surname.	Rank or Profession of Father.
42	First May 1901	Ferdinand Otto Baechler	26 years	Bachelor	Commercial Clerk	302 Green Lanes n	Albert Baechler	Wine Merchant
		Charlotte Minnie Lannon	21 years	Spinster		332 Green Lanes n	Joseph Lannon	Master Builder
Married in the Register Office according to the Rites and Ceremonies of the by Certificate before me,								
This Marriage was solemnized between us, <i>F O Baechler</i> } in the Presence of us, <i>F Collins</i>			by <i>Sidney Kennerly Registrar</i>					
			} <i>W M Lannon</i> } <i>Emma J Heastman</i> } <i>Tom Hobgood Superintendent Registrar</i>					

CERTIFIED to be a true copy of an entry in the certified copy of a register of Marriages in the Registration District of Hackney
Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the 1st day of April 2016


Otto and Minnie were married on 1 May 1901. Their son, CLAUDE OTTO BAECHLER was born five months later on 27 September 1901. This Marriage Certificate states that that Otto's father was a Wine Merchant. Otto himself was a lowly clerk.

We last spoke of Goldston's magic business when he moved it into Leah's family home. Goldston sold the business in Liverpool as well as his magazine *The Magician* to A. W. Gamage at the end of 1904. He probably divided the money between himself and his younger brother James (stage name Mokana) who was his partner in the business. James then departed for India to perform as a magician in a touring party, but sadly died shortly afterwards of malaria in Calcutta on January 1905.

Memo. From THE

"Mahatma" Magical Co.,

—Established 1890—
116, CHATHAM STREET, LIVERPOOL.

<p>T. Nelson Down's Great Book "Original Modern Coin Manipulation" Price Ten and Six</p>	<p>WILL GOLDSTON, F.O.S. MANAGER</p> <p>M. J. GOLDSTON, ASSISTANT MANAGER</p> <p>We make one class of Apparatus only The Best at the Lowest Possible Prices.</p>  <p>Terms Cash.</p>	<p>Novel Hand Shadows by W. J. HILLIAR, the famous Hand Shadowist Price One Shilling</p>
--	--	--

We can always supply you with the Latest, and can make apparatus to your own Idea.

April 25 1902

Dear Sir

Sphinx postbox

morning We will be glad
to post you a copy for
6 months 2/6. I am
Agent. We are sole Agents.

Yours faithfully

The Mahatma Co.

Letter to Lewis Davenport in 1902 from Will Goldston regarding his subscription for the Sphinx.

Goldston's move to London

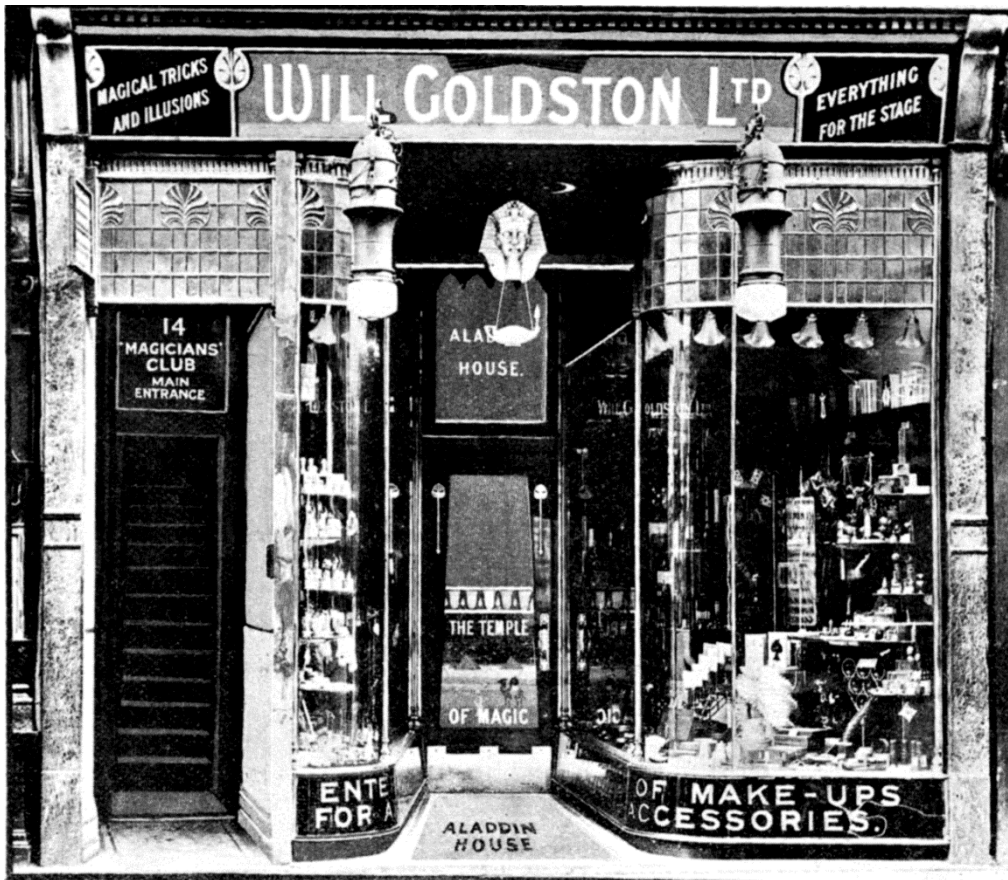
Goldston was with Gamages for 9 years, leaving them in early February 1914. He had his second major operation for ulcers then opened his own shop, Will Goldston Limited, in November 1914. War broke out on 4 August 1914. Timing could not have been worse.



Will Goldston Limited was founded on 18 March 1914. This Sphinx's head was his registered Trade Mark and hung over his front door

Goldston had a grand vision of how a dealer should operate so his London "emporium" opened in style. One of Goldston's weaknesses was that he loved appearing to be considered as "the best" and was a master of self-publicity. He would never have opened his business in less than a grand style and went over the

top in terms of the opulence of the shop's fittings. The shop was called Aladdin House at 14 Green Street. Business was so bad he gave up the lease of the ground floor after one year.





Goldston's BIJOU THEATRE in the basement of Aladdin House. It is set out for a BLACK ART performance.



Goldston's shop on the first floor of the centre building

Goldston's shop at 14 Irving Street today (Green Street as was). The name of the street was changed in the early 1940s from Green Street to Irving Street, after the great actor Sir Henry Irving.

Several problems did not make it easy for Goldston to run a successful business:

- ❖ STAFF – He was reluctant to regularly employ good key staff. After Stanley Collins (shop manager and chief demonstrator) was conscripted into the army as a clerk on 20 January 1917, Goldston did not employ anyone of note to manage his shop.
- ❖ PRODUCT RANGE – His preference was dealing in up-market products. He once wrote:

"I have never pushed any effect so that it became common."

 This is of course completely opposite to what every dealer aspires to - having a product that is so common and unique that he has a regular string of customer requests for the product.
- ❖ STOCK LEVELS – These were poor. He disliked spending money on samples. We have many letters from suppliers asking Goldston if they could send him samples. In the majority of cases his reply was always the same "No thanks." When he did accept samples, he did very little with them and exasperated his suppliers by not answering letters asking if he wanted any of the items.
- ❖ CATALOGUES – Very few!

CATALOGUES

Only 4 in 34 years!

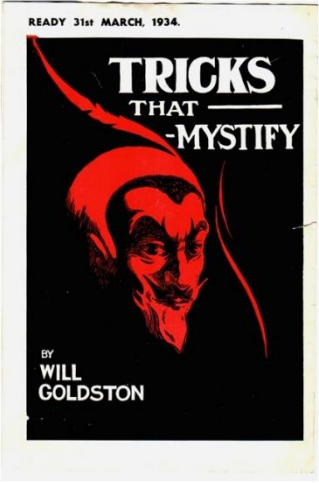


In comparison, Davenport's, one of Goldston's main rivals as a dealer, issued over 30 major catalogues of 200 to 300 pages during this time, as well as thousands of smaller catalogues. Stanley Collins compiled Goldston's first catalogue.

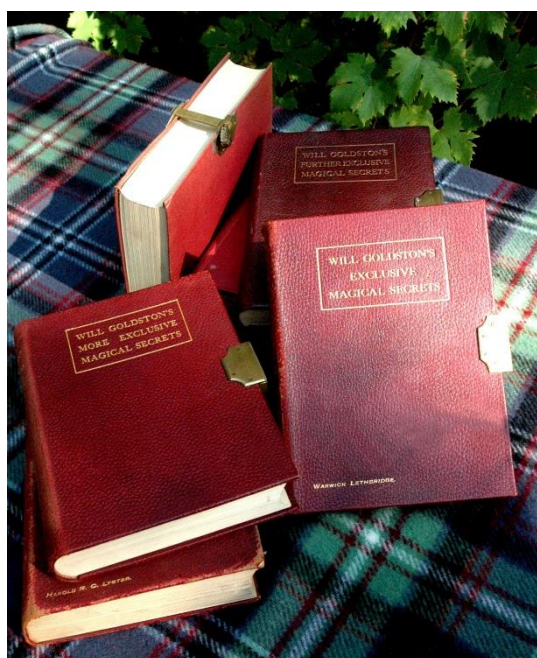
Goldston the author

He was one of the 20th century's most prolific authors and on the whole was very successful, publishing a number of highly successful books. *Secrets of Magic* went to four editions and his last book *Tricks of the Masters* was also very successful.

20 of his major works 1903-1942



- Secrets of Magic (1903)
- Latest Conjuring (1905)
- Crystal Gazing (1906)
- Tricks and Illusions (1908)
- The Young Conjuror (1910)
- Stage Illusions (1912)
- Exclusive Magical Secrets (1912)
- Modern Card Tricks Without Apparatus (1915)
- Paper Tricks (1919)
- More Exclusive Magical Secrets (1921)
- Further Exclusive Magical Secrets (1927)
- Sensational Tales of Mystery Men (1929)
- Tricks You Should Know (1930)
- Great Magicians' Tricks (1931)
- Secrets of Famous Illusionists (1932)
- Goldston's Who's Who in Magic (1934)
- A Magician's Swan Song (1934)
- Tricks That Mystify (1934)
- Great Tricks Revealed (1936)
- Tricks of the Masters (1942)



Goldston published the Locked Books in 1912, 1921 and 1927. These are much sought after by collectors today and can fetch up to £500 each depending on quality.

In November 1917 Goldston advertised that he had sold nearly 100,000 copies of his books. This is probably exaggerated, but may not be far off the mark considering he had the might of Gamage's behind him during most of this period.

Total Sale of Will Goldston's Books.

NOW NEARLY 100,000 COPIES.

Title of Book.	Number of copies already sold.	Price of Book.
Exclusive Magical Secrets	992	25/-
Tricks and Illusions	8,100	2/6 & 3/6
*Latest Conjuring	2,025	2/-
*The Young Conjurer (Part I.)	7,500	6d. & 1/-
*" " (Part II.)	7,500	6d. & 1/-
More Tricks and Puzzles	9,900	1/-
Stage Illusions	3,046	1/-
Sand, Smoke and Rag Pictures	2,065	1/-
Modern Card Tricks (Without Apparatus)	2,303	2/6
*Tricky Tricks for Tricksters	5,000	4d.
*Magical Secrets	5,000	6d.
Effective Modern Tricks (With Patter)... ..	1,390	1/-
Card and Ball Tricks	1,401	1/-
Looking Into the Future	6,760	6d.
Simple Conjuring Tricks	8,090	1/-
*Secrets of Magic	8,000	2/6
Indoor Pastimes	2,033	1/-
Magician Annuals, Part I.	2,036	2/- & 3/-
" " " II.	2,041	2/- & 3/-
" " " III.	2,700	4/6
" " " IV.	2,902	4/6
Annual of Magic	1,706	3/6 & 4/6
Easy Road to Magic	624	6/-
Magical Scraps	201	10/6
Total ...	93,315	

Goldston's advertisement in 'Magazine of Magic'. The book numbers total 93,315.

There has been much interest in whether Goldston used ghost writers. There is no evidence in his office files that he did. Stanley Collins in a letter to Robert Lund in 1955 said there were three. The main writer was EDGAR TURNER, but Goldston also used ROBERTSON KEENE (mainly for *The Magician*), a Scotsman J. B. WAUGH (advertising for *The Magician*) and himself, STANLEY COLLINS, who did instructions plus his *Magical Scraps* of 1916 and his first catalogue.

Everyone will have their own views on the ethics of people using ghost writers and claiming the work as their own. However, in this case, if Goldston hadn't commissioned this talented team, the wealth of information in the magical literature in countless magicians' libraries throughout the world would not exist.

Goldston as editor and publisher

His magazines, particularly his first, *The Magician*, are highly regarded but as a publisher he had varied success. *The Magician* stands as one of the finest magic magazines ever published. Goldston set new standards of presentation and artwork.

The Magician was first published in December 1904. Goldston was editor, followed by Bernard Irving who took over as manager of Gamage's magic department. The Directors of Gamage's were glad to see Goldston leave, as they felt Goldston was making more money than they were. There were also various incidents. He was sued by Hugo Lorenz for breach of contract as the illusion he ordered did not meet specification. Goldston was also in hot water for an inappropriate cartoon of the pregnant wife of Ernest Noakes which showed her being levitated.

Goldston resigned from Gamage's in February 1914.

The Magician

Monthly

1904 - 1939

Subscription 4/6d = £0.23p / year



THE MAGICIAN
A MONTHLY JOURNAL
DEVOTED TO MAGIC, SPIRITUALISM, HYPNOTISM, AND HUMAN PROGRESS.
No. 1. Vol. 1. Entered at Stationer's Hall. Price Fourpence.



HORACE GOLDIN.



20 PAGES JANUARY, 1913

THE MAGICIAN
MONTHLY 4^d SEPT

EDITOR
Will Goldston

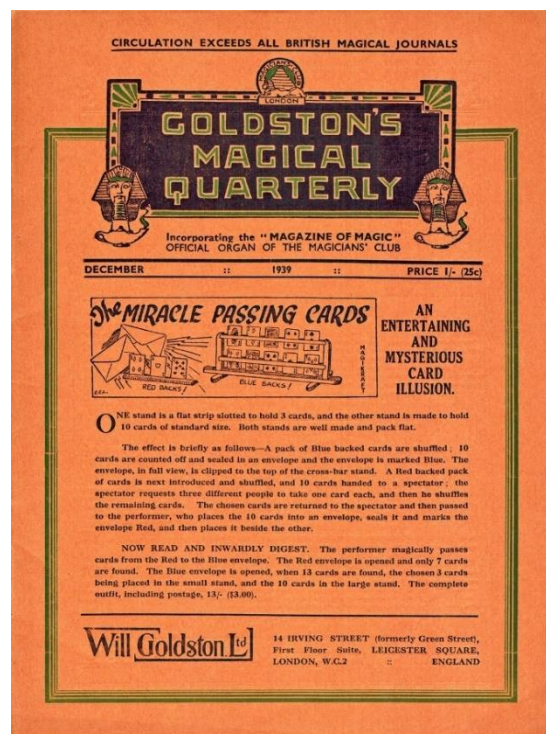
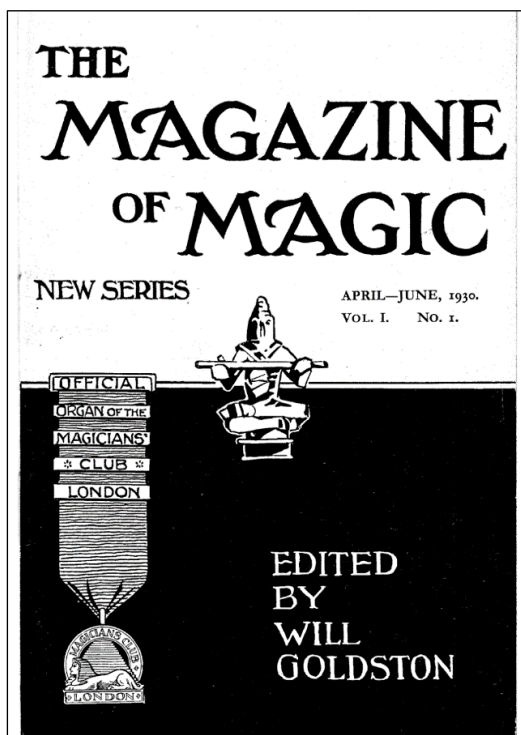
NINTH YEAR
OF
PUBLICATION

Copyright.] No. 2 Vol. IX.

In 1911 Goldston formed Wizards Limited to cover the activities of The Magicians' Club which he had founded. This was a bit unethical as he was at that time employed by Gamage's and should not have set up a company without their permission. The monthly *Magazine of Magic*, which was its Official Organ, was published from October 1914 to May 1922, with a break for World War I. It ceased publication after the November 1917 issue and restarted in December 1919. It cost 10/6d a year, post-paid. This was more than double the 4/6d he charged for *The Magician*.

Between 1930 and 1934 Goldston edited the quarterly *Magazine of Magic, New Series*. This, just like the earlier monthly *Magazine of Magic*, was the Official Organ of The Magicians' Club.

Finally came *Goldston's Magical Quarterly*, running from summer 1934 to October 1940. The annual subscription was 7/6d. The records show that the print cost was 5d per issue.



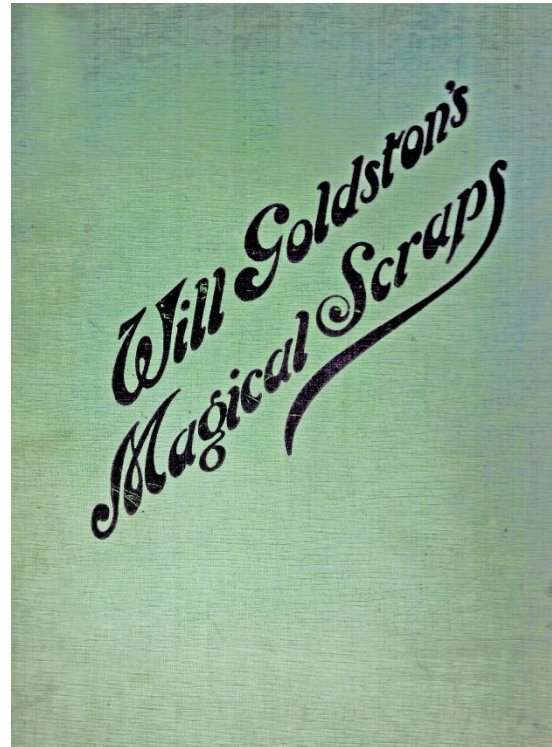
Being a magazine editor was the basis of his great influence in the magic world as:

- ❖ he was able to publicise himself
- ❖ magicians curried favour with him to ensure good reviews

However, as a publisher, he made some really bad decisions regarding some of his publications.

For example, *Will Goldston's Magical Scraps* were published in 1916. It was based on an idea from William J. Hilliar in 1902.

Customers initially subscribed to receiving 8 tricks a month. I estimate that Goldston had 600 drawings prepared prior to the launch. We know the venture was a failure as we discovered many thousands of them still in stock in 1949 when the Davenport family purchased his company. His desperate attempts to clear stock only a year after publication also point to a failed venture.



No. 95

The Stretched Coin Trick

INSTRUCTIONS

No. 60

The Subtle Thimble Vanish and Production

INSTRUCTIONS

The half thimble can be used in a variety of tricks with or without ordinary thimbles.
 Fig 2. Illustrates a subtle trick. The half thimble is placed on forefinger of right hand and approaches to be an ordinary thimble. Lay finger, as shown, in palm of left hand. Close fingers of left hand over thimble and then turn right hand round with its back to audience. Open left hand and thimble seems to have disappeared. Reverse movements to restore thimble.

No. 346

The Useful Pistol Funnel

INSTRUCTIONS

The funnel fits over the muzzle of the pistol and is pushed into the barrel. After a round of lead is fired, the funnel is pulled out and the lead is found in the funnel.

No. 69

The Vanishing Halfpenny Box

INSTRUCTIONS

Borrow a halfpenny and have it marked, and while box is being examined palm it, and substitute the fake halfpenny. Stand the box up in box as shown in (Fig 1) and in placing lid on throw coin forward which drops to covered side face upwards in box. (Fig 2) You obtain the marked coin from behind somebody's ear and open box and show that the coin has vanished. It is easy to palm away fake coin when handing out box for examination once more.

The Coin of Mercury

INSTRUCTIONS

Before performing the face of molten metal is set in 'C' and section 'D' empty, is put on top of it. This forms the box and 'D' with the lid. Borrow a coin and drop it in 'D'. Then place lid on. By taking off 'B' together molten metal is discovered restore the coin while shut all up and remove only.

WILL GOLDSTON, LTD.,
14, Green Street, Leicester Square, London, W.C.

These are some of the 372 Scraps that have survived. They will become collectors' items in the future as they are the only detailed drawings and descriptions of many obsolete tricks.

FEW COPIES LEFT.

**WILL GOLDSTON'S
SCRAP BOOK**
(NOW COMPLETE)

10/6
POST PAID
GREAT BRITAIN
ONLY.

**96 MODERN
TRICKS
WITH PATER
(ILLUSTRATED).**

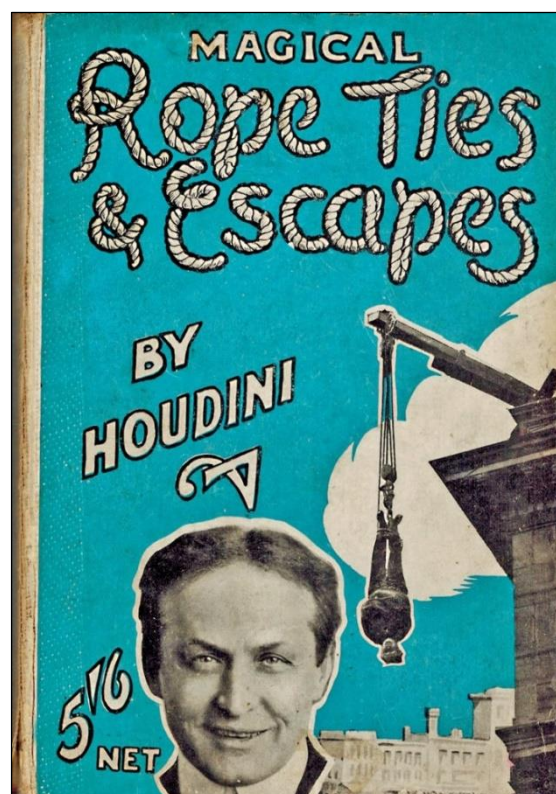
STRAP
WITH
PADLOCK
2/- EXTRA.

WILL GOLDSTON Ltd.,
ALADDIN HOUSE,
14, GREEN STREET,
Leicester Square,
LONDON, W.C. 2.

The illustration shows an open scrapbook titled 'WILL GOLDSTON'S MAGICAL SCRAPS' with various pages of text and drawings. Next to it is a jar labeled 'SPECIAL PASTE' with a brush. In the foreground, a closed scrapbook with a strap and padlock is shown, along with some loose pages. The name 'GOLDSTON'S' is visible at the bottom of the illustration.

By 1917 Goldston was selling Will Goldston's Scrap Book for 10/6d (£0.52p). This included packs of 96 Scraps. These originally sold for 15/-. The blank book alone cost 5/3d (£0.26) - equivalent to about £19 today.

Goldston also had little success in his publishing dealings with Houdini. As both he and Houdini were Masons, Goldston used this as leverage to persuade Houdini to do a deal with him. In the end Houdini passed it over to his manager who ensured that Goldston came off second best. For example, Goldston printed 2,000 copies of Houdini's 1920 book *Magical Rope Ties and Escapes* and only sold 706. Even if he had sold them all, he would only have made a 13% Gross Profit. At a price of 5/6d (£0.27), about £20 in today's money, this was not a cheap book.

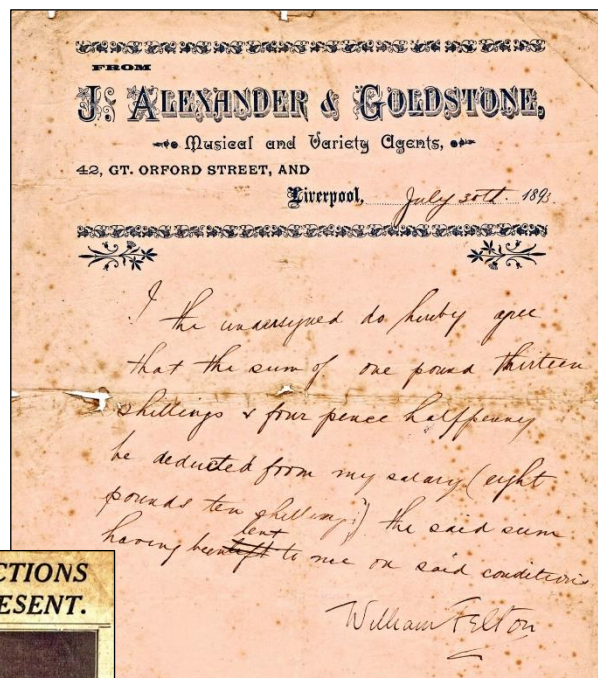


Here's another example. The 1924 book *Elliott's Last Legacy* sold out in America. Goldston was given 400 to sell. He only sold 90 - amounting to a profit 6%. In 1934 Goldston finally paid Bess Houdini £2-16-11d, although he actually owed her £39-8-3d (£3,000 in today's money). He deducted various "expenses"!

Goldston as theatrical agent

In 1893, aged 16, Goldston was in partnership with a J. Alexander acting as Theatrical Agents. On the right is the only known letter of Goldston as an agent whilst in Liverpool. Many thanks to Peter Lane for permission to show this.

In 1920 Goldston began his own Theatrical Agency. He had about 30 artists on his books of whom only 9 were magicians. This



was because magicians commanded lower fees than comedians and other artists and, as he operated on commission, he avoided poorly paid magicians.

The magicians on his books included:

- ❖ Zomah
- ❖ Linga Singh
- ❖ Edward Victor
- ❖ Lewis Davenport

Goldston did a good job as an agent. He was one of Lewis Davenport's agents and, as Lewis was no dummy, he would never have tied himself up to a less than successful agent.

Will Goldston Ltd

Telegrams:
"Mysticity, Westrand, London."
Telephone: REGENT 3304.

**SOME OF THE PRODUCTIONS
and ARTISTES WE REPRESENT.**



ARTHUR PRINCE
Chairman.



WILL GOLDSTON
Managing Director.



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BITS and PIECES
Featuring FRANK E. FRANKS.

SHUFFLE ALONG
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NAUGHTON & GOLD

FRANK E. FRANKS

LINGA SINGH

JEAN ARGUE

LEWIS DAVENPORT

THE THREE EQUALS

PAUL FREEMAN

JUNE GOLD

DAN LENO

MANUEL & FRANCOIS

J. H. SCOTLAND

SIEMS

EDWARD VICTOR

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WANTED PRODUCTIONS AND FEATURE ACTS
IMMEDIATE & FUTURE DATES

SILENCE IS NOT GOLDSTON

Will Goldston Ltd

14, GREEN STREET,
Leicester Square, W.C.2

WILL GOLDSTON'S ISSUE.

3^{D.} WEEKLY.

The ENCORE

3^{D.} WEEKLY.

Vol. XXXVI. No. 1,831.

THURSDAY, JANUARY 26th, 1928.

[Printed at the G.P.O.]

Threepence.

DR. BODIE In his Great Electrical Revue. "OCEAN PRODIGES." Breaking records everywhere. P.A.: Manor House, Maduff, N.B.	 SYD WALKER Pacific. "HUMPTY DUMPTY." King's, Manchester. Direction: FRANK ROBERTS.	 G. S. MELVIN PANTOMIME. WALK-TALK-SLEEPING. "SLEEPING BEAUTY." Palace, Manchester. P.A.: Wilton 407. Agent: R. ROBERTS.	 SAMMY SHIELDS Jan. 22—Oldham. Jan. 29—Knap. Holbe 10. Coma: GEO. BARCLAY.	
THIS SPACE TO LET.		 KITTY EVELYN Fred Collica's "BIG NOISE" Revue. Jan. 23—Ally. Hall. Jan. 26—Ally. Hall.	 HARRY CLAFF "THE WHITE KNIGHT." Jan. 21—Hip. 2096. (Phone) 4470.	 GERTIE GITANA Jan. 21—Metropolitan. Jan. 29—Ally. Hall. Agent: G. BARCLAY. (Phone) Chas 44 3881.
TOM GAMBLE TOM ARNOLD'S "CALL OF THE LEGION." Jan. 27—Grand. Jan. 30—Pal. Hill. Battersea 5934.	 MARJORIE YORK Captain Vernet's "THE BIG NOISE." Jan. 26—Ally. Hall. Jan. 27—Grand.	 GEORGE FORMBY Principal Comedian "SEEING LIKE." Jan. 21—Hip. 2096. (Phone) 4470.	 GEORGE DOONAN "Le grand bruit." Tom Arnold's "FOLLIES BERGERE." Jan. 27—Grand. Jan. 30—Edd.	
PHOTOGRAPH NEXT WEEK.	 RUSSELL and VIVIAN Jan. 25—Hip. First Victoria 2482. MILEY AGENCY.	 KEITH WILBUR "JUST A NEW ZEALANDER." "THE GREAT HOP." New York. Leeds. Street of Hill 2. B. B. DELLES & LAWRENCE.	 JOEY PORTER "Just learning to be clever." "SWIFT AND SURE." Jan. 23—Hip. Marston.	 BUD FLANAGAN FLORENCE FORD'S "Pantomime." "BAKE IN THE WOOD." Jan. 23—Hip. Jan. 30—Hip. Knap. Robertam.
VICTOR MORETON THE DOMESTIC BUNCH OF TROUBLE. Jan. 31—Hip. Birmingham. Coma: SAT DAY.	 REGINALD MOORE VARIETY SEASON. Jan. 27—Victoria Palace.	 FLORENCE SMITHSON VARIETY SEASON. Jan. 25—Victoria Palace.	 BEN BENO American Thriller. Touting the World. American Agent: CHAS. ZEMMER, 36, W. Randsley, Street, Chas. Hill 1224.	
 BILLY CHILDS "LIFE." Jan. 25—Hip.	 REC. STONE The "FERRY" Lark in "SUPER SPLITTERS." Jan. 25—Hip. Jan. 30—Pal. Manchester.	 HAL JONES "HIGH SPLITTERS." Jan. 21—Hip. Jan. 26—Pal. Manchester. (Phone) 2760. Box. Dep. 124142.	 DAISY DORMER (Phone) 4100.	
MURRAY LESLIE With HARRY EVANS	 HARRY GUNN ASSISTED BY MARGUERITE FITZALLAN. "FORTY THIEVES." O.H., Manchester. Direction: FRANCIS LTD.	 YAT-SEN Historical Drama of Mystery. Jan. 21—Hip. Jan. 26—Hip.	THIS SPACE TO LET.	
 JIMMY JEWEL "POP IN." Jan. 25—Pal. Jan. 30—Pal. Blackburn. Hunter.	 GEORGE WEST The Northern Star. Palace.	 TOM MOSS The Wigwag. Principal Comedian. "CONTRA-TEN." Jan. 25—Hip. Jan. 30—Pal. Direction: WALTER BEVLEY.	PHOTOGRAPH LATER. MILLIE DEANE "SPICE OF LIFE." Jan. 25—Hip. (Phone) 4100.	
ELSIE DENHAM Pippa's Boy Fanny's "CINDERELLA." Jan. 23—Hip. Jan. 26—Hip. Jan. 30—F.M. (Phone) 4100. Lancashire 3170.	 BUNNY DOYLE "The World's Greatest Comedy." Jan. 23—Hip. Jan. 30—Hip. (Phone) 4100. S.W. 1000.	 CHRIS CHARLTON All Comedy. GEORGE BARCLAY.	 FRED MILLER "SPICE OF LIFE." Jan. 30—Hip. (Phone) 4100.	 JACK BUCKLAND The Comedian who Comedies. "THE NIGHT CLUB." (Phone) 4100.
 JACK CLIFFORD Principal Comedian. "Broadway CHASER." Palace. P. A.: Fias 36, Arislatie Rd., Clapham, S.W. 4.	 WILLY PANTZER The World's Greatest Comedy. and "MARRIAGE MISTERS." Jan. 25—Hip. Coma: 489, 342.	 ROBERT CHISHOLM AMERICAN CLASSIC. (Phone) ARTHUR HAMMER STEIN, 1634, Broadway, N.Y.	JACK BUCKLAND The Comedian who Comedies. "THE NIGHT CLUB." (Phone) 4100.	

Goldston did not skimp on publicity for his acts. In the January 1928 'Encore' Goldston took a full issue for his artists.

Goldston the show promoter

This is another activity which Goldston thoroughly enjoyed. Again, he derived little income or profit from it. However, he liked the idea of being an impresario. So far as I know, he started this activity in 1902. He seems to have started again in the 1920s.

ST. GEORGE'S THEATRE
KENDAL.

Seven Nights and Two Matinees commencing
MONDAY, NOVEMBER 30th

Day Performance on Saturday at 3 o'clock
Sunday, the Last Day.
THE ROYAL MAHATMA WILL GIVE

TWO SACRED CONCERTS
And Pictorial Song Services at 3.15 & 8.15. Admission, Silver Collection.

ROYAL
MAHATMA COMPY.
OF 20 CELEBRATED ARTISTES.

ALI RAMO
The Great Mystery Trick - Wonderful Magical Act

MR. ARTHUR COWEN | MISS VERA WINSTAN
VENUE - Royal Singer of Popular Songs

MR. R. J. GOLDSTON
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Miss Mole Hawthorne
COON SINGER

MISS L.
LAURIE
MUSEN OF HUMOURS

SISTERS GILROY | MISS LIL RENE
VIOLETIST AND DANCERS - SEITAN VOCALIST

ROYAL BIOSCOPE
WITH ALL THE LATEST FILMS INTRODUCED AT EACH PERFORMANCE

MR. FRED GRAY | GOLDSTON & LYNDON
BIOSCOPE - COMEDIAN

CARL DEVO
THE GREAT AND FAMOUS BALLOONIST AND WINDMILL MANIPULATOR

Popular Prices of Admission - 6d., 1s., and 1s. 6d.
Few Reserved Seats, 2s.

A 1903 show put on by Goldston.

MARINE PAGODA
WEST KIRBY.

THE
**Court . . .
Pierrots.**

Managing Director - - WILL GOLDSTON.

PERFORMANCES
Afternoon & Evening,
3 and 7-50.

CHANGE OF ARTISTES WEEKLY

MISS LEAH LAURIE'S
FAREWELL BENEFIT, July 27th.
See Special Bills. (EXTRA ATTRACTIONS).

PRICES OF ADMISSION:
3d. and 6d. Few Reserved 1s. Seats.

CHILDREN HALF-PRICE.
Season Tickets on application.



This show was in the 1903-4 period.

The

REGENT

THEATRE, Moulsham Street, Chelmsford

Proprietors—EASTERN COUNTIES CINEMAS, Ltd. General Manager—R. GERALD BALLS Musical Director—MATLAND DE LACY TEL. 94

BOX OFFICE HOURS, 10 to 1 p.m. 2 to 4 p.m. and 5.30. to 9 p.m.

Continuous Performance 6 to 10.30 p.m. DOORS OPEN 5.30 o'clock

WEEK COMMENCING MONDAY, SEPT. 14TH, 1925

MATINEE ON SATURDAY AT 2.45 p.m.

: WILL GOLDSTON'S : LONDON VAUDEVILLIANS :



DE VALOIS TRIO.



GRIFF

MOSS & GRASS
NOVELTY COMEDY PAIR

DAVALDA
JUGGLER.



GRAHAM

SHOOTING



THROUGH A WOMAN

Admission: 9d., 1/-, 1/3 2/- & 2/9

INCLUDING TAX. BOOKABLE

Printed by H. G. Sbergold, Duke Street, Chelmsford.

No. 18. FRIDAY, SEPTEMBER 11th.

The Regent's WEEKLY NEWS

Next Weeks
Attractions:

WILL GOLDSTON'S

: London :

Vaudevillians

See inside.

Issued by THE REGENT THEATRE, CHELMSFORD.

Will Goldston's London Vaudevillians on a bill, week commencing September 14th 1925.

The last show promoted by Goldston was to celebrate the end of World War 2. It was held at the famous Windmill Theatre in London. This was possible due to Goldston's friendship with Vivian Van Damm, who was the manager of the theatre.

WINDMILL THEATRE

GREAT WINDMILL STREET :: :: PICCADILLY CIRCUS, W.1.

Licensed by the Lord Chamberlain to Vivian Van Damm

In the Chair : PRESIDENT H. M. HAMILTON-HEINKE



"YOUR OBEDIENT SERVANTS"

SUNDAY
OCT. 27, 1946

**Magical . . .
Entertainment**

given by Members of
the Magicians' Club
and Guest Artists,
under the auspices
of Vivian Van Damm
and the Magicians'
Club.

●

The following Charities
will benefit : Charing
Cross Hospital, Middlesex
Hospital, and the Magi-
cians' Club Benevolent
Fund.

●

Hon. Organiser . . .
WILL GOLSTON

1/-

The Magicians' Club

Without doubt the Magicians' Club was the love of Goldston's life. It was everything he loved in magic. Goldston set out to attract as members:

- ❖ elite professional magicians
- ❖ headline artists (singers, comedians, ventriloquists)
- ❖ personalities (authors, press)
- ❖ wealthy amateur magicians

Goldston was successful. Members included:

- ❖ ELITE MAGICIANS
 - Houdini, Devant
- ❖ HEADLINE ARTISTS
 - Wee Georgie Wood, Sophie Tucker, Arthur Prince
- ❖ PERSONALITIES
 - novelists Sir Arthur Conan Doyle and Sax Rohmer
 - Fleet Street journalists Hannan Swaffer and Wilhelmina Stitch
- ❖ TITLED INDIVIDUALS
 - Viscount Loftus, Sir E. Denison Ross
- ❖ WEALTHY AMATEURS
 - Sir Julien Cahn, Louis Gautier.

The Magicians' Club was launched on Saturday, 27 May 1911 in the Crown Room of the Holborn Restaurant. To look after the financial side Goldston formed Wizards Ltd on the 9 August 1911 with a capital of £1,000, Registration No. 117200.

Goldston was always careful to avoid being President of the club but cleverly ensured that he had influential and wealthy personalities in the post. The exception was when he had to take over the presidency for a short while with the sudden death of one of the presidents.



No. 2,007. THE LEAGUE OF MAGICIANS' INAUGURAL MEETING.
A most successful meeting was held on Saturday afternoon at the Holborn Restaurant to inaugurate "The League of Magicians," which has for its objects the welfare of Magic as an art, and of Magicians as artistes, with a Club House where amateur and professional magicians may meet. Photo.:—Group, names left to right, Mr. Stackman, M. Chevalo, Maurice Garland, Rameses, George Wetton, Will Goldston, Harry Houdini (presiding), Stanley Collins, The Great Maurice, Chris Van Bern, Servais Le Roy, Lt. Albini, and Syd. Lee.
MAY 29th, 1911. [DAILY EVENTS.



The Magicians' Club Headquarters were at 2 Grays Inn Road in London. They opened on 16 March 1913 then transferred to Aladdin House in November 1915. The above photograph is from *The Encore* of November 1913. The photograph of Houdini hanging on the right-hand wall still exists and is in the Davenport collection.



This is the Magicians' Club Annual Dinner of 1930, held at the Northumberland Hotel, with Louis Gautier President (standing at the back, centre) in the Chair.

One of the attractions of joining was being a member of an elite club. Dinners were held at luxury hotels and were attended by leading magicians and personalities.



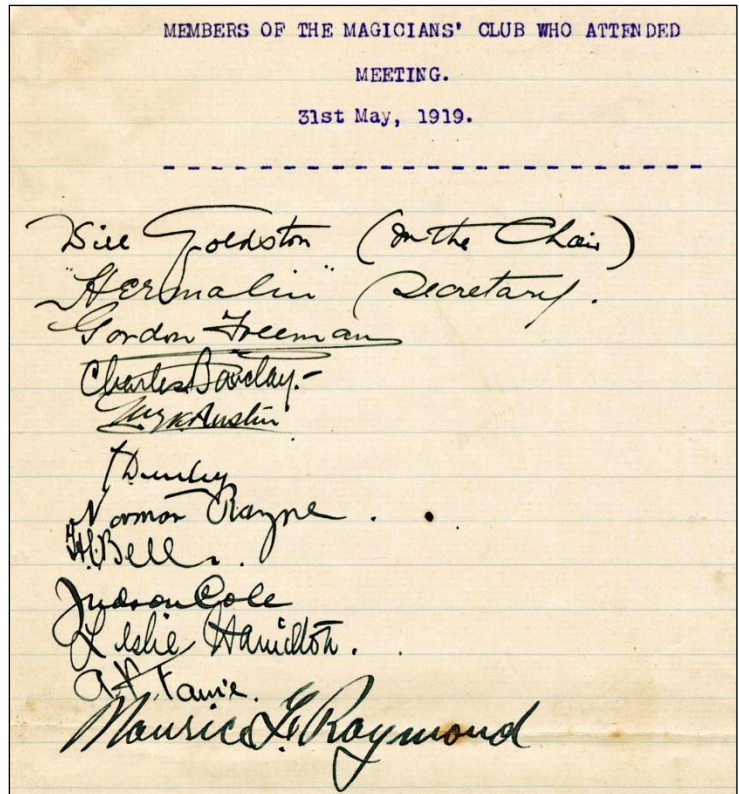
A galaxy of magical stars and theatre personalities at a meeting of the club in 1915. David Devant is in the centre. Louis Gautier and Nate Leipzig to right. Arthur Prince and Lewis Davenport to the left.



The Magicians' Club held many meetings. Note that the pink ticket on the right indicates that the great David Devant was to be in the chair that evening.



Above. One of the many decals painted by Clifford Thompson which were on the cabinets in the Magicians' Club clubroom.



Above. Signatures of members who attended a Committee meeting on the 31 May 1919. Goldston organised and chaired all committee meetings.

As mentioned earlier, *The Magazine of Magic* was the official magazine of the club. Goldston used it to write up reports on events and members. The magazine ran from October 1914 to May 1922 with a short break at the end of World War 1. It was then followed by a quarterly which ran from the summer of 1934 to the last issue of October 1940.

Goldston's charity work

No matter how short of money Goldston was, he invariably tried to support numerous magical charities as well as those associated with the military. There is no evidence that anything but the full amounts which he raised were passed onto the charity concerned. He was deeply involved in fund raising in which he was a master.

Contributions to the J.N.Maskelyne Memorial Benevolent Fund
per the kind efforts of Will Goldston Esq.

November 1917	17=19=0
May 1918	19=15=3
January 1926	66=6= 6
July 1927	61= 3=5
November 1927	5= 7=6
	<hr/>
	170=11=8



INDOOLIS PRIVATA LOQUI.

Will: Goldston Esq

JOHN NEVIL MASKELYNE
MEMORIAL BENEVOLENT FUND.

Stanley Olden

TREASURER.

Will Goldston raised £170 for the John Nevil Maskelyne Memorial Benevolent Fund.
This is worth about £13,000 today.

Goldston also supplied performers for charity concerts. The concert for the Adair Wounded Fund, pictured below left, was held at the Wigmore Hall during World War I. On the right is the bill for a Variety Concert on 17 November 1929 to support hospital charities.

NOT FORGOTTEN!
5,000 Wounded Soldiers still in Hospital in London!

GIVE YOUR SUPPORT TO THE

ADAIR WOUNDED FUND.
(HOSPITAL ENTERTAINMENTS)

Weekly Concerts and Teas for those able to be moved

WIGMORE HALL

£9:9:0 pays for a **CONCERT**

£9:9:0 pays for a **TEA**

WELCOME!
This leaflet will tell you what has been done—
what it is intended to do, and also
HOW YOU CAN HELP.

LONDON HIPPODROME
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Cranbourne Street, W.C.2. Telephone: Gerrard 0648
Managing Director: R. H. GILLESPIE Manager: FRANK BOOB

ALL STAR VARIETY CONCERT
By permission of R. H. GILLESPIE, Esq.

Sunday, Nov. 17th, 1929
Doors Open 6.30 p.m. Commence 7.30 p.m.

Organized by the
PARAMOUNT PHILANTHROPIC SOCIETY
President: LEWIS BARNETT, Esq.

To Aid ALL Hospitals
Programme under the direction of John Jay, Esq.

The following artists have kindly consented to appear by permission of their respective Managements:

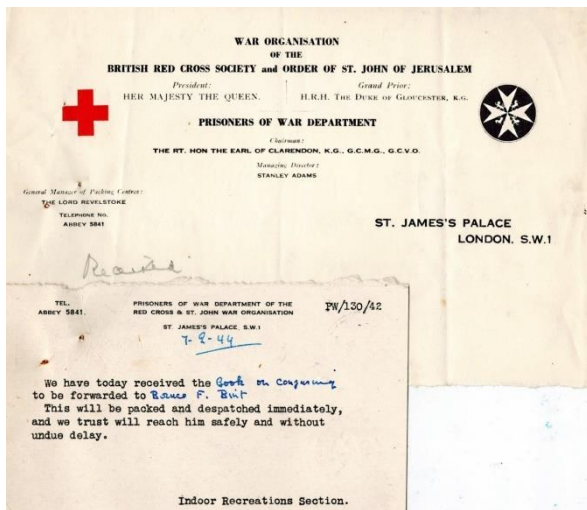
Coram	Teddy Morris and His Band	Jack Buchanan
Essie Ackland	Lily Morris	Nat Mills & Bobbie
Marie Lloyd Junr.	Giovanni	Billy & Len Childs
Murray Stewart	Anna Rogers	Eddie Gross-Bart
Norah Northcote	Leslie Weston	Jackson & Blake
Phoebe Harrison	Jan Zalski	Louis Voss
Bebe Raic	Teddy Brown	Madge Kennedy
Henry Hearty	Randolph Sutton	The Three Virginians
Van Dock	Charles Wren	Arthur Salisbury Trio

Stage Manager - for the Concert - Jacques Newman



Here's Goldston (front row, second on the left) on manoeuvres with his fellow Territorials during World War I.

Goldston was a fervent patriot and in World War I joined the Territorial Army as a Lieutenant. He also made appeals on welfare issues. He supported the military in both world wars. In WW II he sent books and tricks to prisoners of war.



A sample of the many "Thank You" letters Goldston received for sending items to prisoners of war.

FOR THE SOLDIERS

AN APPEAL BY WILL GOLDSTON.



WILL GOLDSTON,
(Lieut. 1st City of London C.B.J.L.B.),
Westminster Coy.,
58, Lorraine Mansions,
Widdenham Road,
Holloway, London, N. 7.

**DO YOUR BEST
FOR THEM;
THEY ARE
DOING THEIR
BEST FOR YOU.**

WILL GOLDSTON has been entrusted with the duty of arranging a series of entertainments for Soldiers at Hospitals, Camps, &c., in London and the adjoining Counties. He has had considerable previous experience in organising such Entertainments, and has come to the conclusion that the turns most appreciated by the men are those contributed by popular professional artistes. Accordingly he is securing as many of them as possible for this series. George Robey, Carl Hertz, Van Hoven, Oswald Williams, Coram, Chris Van Bern, "Hermalin," Wilby Lunn, Arthur Brough, Lee Laurie, Howard & Harris, "Quips," Russell Howard, Mabel Lambert, Dorothy Gordon, and Arthur Ainslie have promised to assist whenever their professional engagements permit. Will Goldston invites similar promises from other artistes. He will of course in every case arrange dates, places of performance, &c., with the maximum of convenience. All communications on the subject should be addressed to Will Goldston.

Goldston - a man of contradictions

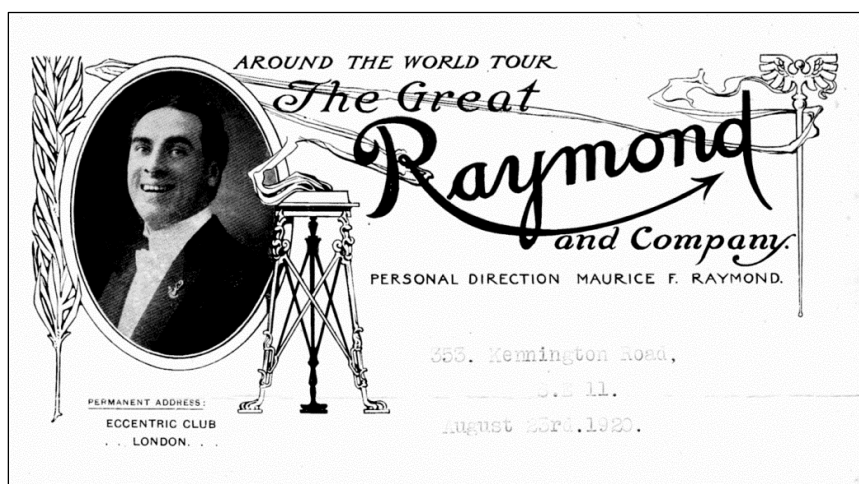
This story illustrates his contradictory nature.

On the one hand, Goldston often conned his friends out of money which he never repaid.

On the other hand, he spent eight years trying to obtain repayment of money borrowed from Magicians' Club members by The Great Raymond. It was 1926 when the loans were made. Goldston started helping to recover the money in 1929 and persisted up to 1937.

Goldston took it personally when two of his Magicians' Club members were duped into lending Raymond money which he had no intention of paying back. Raymond left the country without repaying a cent. Goldston sent at least 198 letters to Raymond asking him to repay the money. Goldston only gave up pursuing Raymond when ill health forced him to abandon the quest. He had to undergo one of his major operations for stomach ulcers.

The sums owed were large. Raymond borrowed £75 from Ernest H. King (£6,000 today) and £1,532 from Harry Hall (£120,000 today). The money was never recovered despite every effort by Goldston and M. L. Bernard Ernst of S.A.M.



Letterhead of The Great Raymond.



Henry Hall, who lent The Great Raymond £1,532. It was never repaid.

The press and self-publicity

Goldston was probably the greatest self-publicist the magical world has ever had.

He was relentless in obtaining press notices both in Britain and in America. One way of obtaining publicity was to expose tricks. Goldston often did this, yet attacked those who did the same.

Party Magic Made Easy
By WILL GOLDSTON

Mr. Goldston is the eminent illusionist and founder of the Magicians' Club.

LET me tell you how to perform a few easy tricks to ensure the success of your party. You will need no special magical apparatus; just a few ordinary household objects will suffice.


Coin and Handkerchief
The performer borrows a coin (a half-crown will do splendidly) and a handkerchief, both of which are passed for examination. He places the handkerchief over his left hand and puts the coin in the centre. The handkerchief is rolled up into a ball and shaken out. Hey presto! The coin has disappeared.

Before commencing the trick the conjurer conceals an elastic band—the rubber ring of an umbrella answers the purpose well—in his left hand. When the coin is placed on the handkerchief it is pushed through the band and thus secured firmly in the folds of the handkerchief. Here it will be quite hidden from the audience when the handkerchief is shaken out.

A Match Trick
Three match heads are placed on the table. The conjurer picks them up one at a time with his right hand. The first and second are thrown into the palm of the left hand, but the third is apparently thrown beneath the table. At the same time the left hand is opened and the three match heads thrown on to the table.

The explanation is ridiculously simple. The performer really has four match heads, one being concealed between the third and fourth fingers of the right hand. The first match head is taken from the table and thrown into the left hand. But when the second match head is picked up and thrown into the left hand, the performer allows the secreted match to drop as well. Care should be taken to close the left hand each time a match is thrown in.

The company imagines that only two heads are in the left hand; of course, there are three. When the conjurer makes a pretence of throwing the third match head to the floor he actually secretes it between his third and fourth fingers. By this means he can repeat the trick as often as desired.


Mr. Goldston

And Another
The performer throws a dozen matches on to the table with an empty match case. Members of the audience are then invited to carry the case and matches round the room without handling them. At first sight this seems an impossible task, and the antics of those who come forward to try their luck is sure to raise laughter.

This is the secret. Place the matches in a row as close together as possible. Then put the match case in an upright position on top of them. Place your lips over the open end of the case and suck slightly inwards, at the same time lifting both cover and matches from the table. You will be surprised to find how easy it is.

The Tissue Mystery
This is another "challenge" trick. A sheet of paper is twisted like a cord, and members of the audience are invited to tear it. Of course, everyone fails. The paper is handed to the performer, who tears it with the greatest ease.

This, as might be imagined, is not a test of strength. Before attempting his task the conjurer secretly damps his thumb and forefinger and holds the paper in the centre. Immediately the tissue paper is moistened it becomes sodden, and can be torn without any difficulty.

Putting Out the Light
Holding a lighted match in his right hand the conjurer blows down his left sleeve. The flame is immediately extinguished.

This trick must be done directly the match—a wooden one—is lit. Hold the match upright between the thumb and first finger and raise the hand quickly; this movement will hide the operation necessary for the trick. The flame can be extinguished with the second finger or, if not too large, by flicking the other end of the match with the third finger.

Thought Reading
A pack of cards is thoroughly shuffled and returned to its case. The performer holds the case to his forehead and names a card. He then opens the case and takes out the named card. This trick can be repeated any number of times.

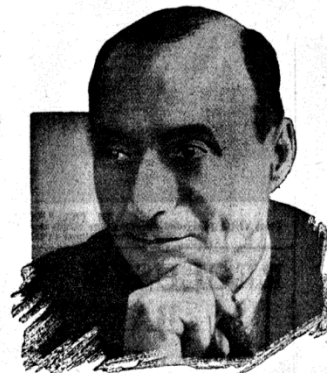
A small square must previously be cut from one corner of the cardboard card case. Thus, when the conjurer raises the pack to his forehead he is able to see the index number of the top card. In putting the cards in the case care should be taken to conceal the faked corner from the audience.

Daily Sketch, 1933

News of the World, 1933

THERE IS FUN IN BEING FOOLED!

A Little Exposure of Stage Magic and Mystery



MR. WILL GOLDSTON.

Mr. Will Goldston on the Tricks of His Trade

DUMMY HANDS & FALSE FINGERS

Another way to gain press coverage was to promote publicity stunts. In 1920 Goldston built a stunt around Carl Hertz, proving that his canary was not harmed during the vanishing birdcage trick.

OLYMPIA
SHOREDITCH
6.30 | TWICE NIGHTLY | 9.0
Telephone - 1628 London Wall. Licensee and Managing Director - Mr. CHAR. GULLIVER. Saturday Night First House commences 15 Minutes earlier. Chief of Staff - HARRY MASTERS.

SENSATIONAL
CHALLENGE
TO
CARL HERTZ

BERT ADAMS, Manager,
Olympia Music Hall,
Shoreditch, N.E.

The Magicians' Club,
2, Gray's Inn Road,
London, W.C.

Dear Sir,
One of the Members of the Magicians' Club, having witnessed Mr. CARL HERTZ'S Performance last night, is convinced that the bird is either killed or injured in the Bird and Cage Trick. This is considered by the Members of the above Club as a most serious offence. Unless Mr. CARL HERTZ will perform the trick with the Canary supplied by one of the Members, the Magicians' Club will have to report the matter to the Society for Prevention of Cruelty to Animals.
Faithfully yours,
WILL GOLDSTON,
Director and Treasurer.

CARL HERTZ HAS ACCEPTED THE CHALLENGE, AND AGREES TO GIVE
£50
To any Charitable Institution that Mr. WILL GOLDSTON may suggest if he fails. The Challenge will be met at the
SECOND HOUSE
FRIDAY, AUG. 20th
POPULAR PRICES

TRIBES' PRINTING WORKS, 109 Albion Road, Stoke Newington, N.

Goldston was the voice of magic at this time and, when the press were looking for an article on Magic, they would invariably turn to Goldston.



WITH VENTRILOQUIAL HEAD
Will Goldston

WILLIAM GOLDSTON is a leanish man with bright eyes who sits at a desk in a vaulted room off Leicester Square so crowded with odd pieces of furniture, shelves of bulky tomes and trappings that it needs but a skeleton and a stuffed owl or two to seem the perfect alchemist's parlour, circa A.D. 1347.

Any skeletons for sale, however, he keeps in the next room.

Occasionally, in the course of the day, Mr. Goldston will rise from the desk, fetch down one of the volumes, and finger through its pages. He keeps his accounts in this quaint way.

"Yes, I thought so," he will say. "That's our customer from Saudi Arabia . . . nearly a £100 order, well, £96 12s. 7d. . . . Moslem, he is . . . but export—of course."

Mr. Goldston is a leading merchant in puzzles, tricks, jokes and magical novelties and at the festive season, circa 1947, he is painfully reminded that although there are some tens of thousands of serious-minded amateur magicians in the United Kingdom, it is still the duty of every British manufacturing magician to export to Saudi Arabia, Dar es Salaam, Singapore, Mysore and even to a retired colonel in Morocco who fancies himself as a ventriloquist.

This Mr. Will Goldston has been 40 years at

Leader Magazine, December 27, 1947

TOP OF THE CLASS

THE ILLUSIONIST COMPLAINS

The Magical Man of

the same stand, known to every professional magician in the civilised world and countless dabblers in magic.

His office is at the back of a first floor in what has now been christened "Irving Street" (formerly Green Street) while his showroom is in the front, a place that looks something between a madman's idea of a shop and a schoolboy's notion of paradise.

The Royal Magicians

"But don't get the idea that all this just appeals to boys!" says Will Goldston, chucking a ventriloquist figure under the chin so affectionately that the head rolls, grinningly, off. "Oh, no! Our present Sovereign rather inclines towards the straightforward trick or joke. Say a matchbox that when opened suddenly produces a snake. That's always good fun at parties even today. Especially in naval circles. But his brother, when Prince of Wales, was really a serious performer at card tricks. And as for their grandfather! Edward the Seventh had a tutor, his name was Charles Bertram, a nice fellow and a friend of mine."

It was while Edward VII was himself still a prince that Will Goldston embarked on his career. He was the son of a Jewish household in Liverpool and one of nine children. His father hoped that the boy would become a dentist. But one day, while having his hair cut, young Will was attracted by a man being shaved opposite. He stared hard, and as the man passed, was rewarded by having two half-crowns

produced from his ears. His fellow customer turned out to be a conjurer at a penny-gaff next door. Goldston haunted the place, and asked the conjurer one day if he would care to come home for Saturday dinner.

"I'm bringing a professor back," he told his parents.

The illusionist's name was Professor Hoffmann. The professor was warmly received and it was not until he began taking liberties with knives and forks, plates and rolls of bread that Goldston senior was inquisitive.

"Yes, father," said young Will. "He's a famous professor of magic—not of dentistry."

As the professor left this highly Dickensian scene he whispered to his admirer: "How much have you got on you? Two shillings? All right, I'll tell you how I do all those tricks for two bob."

The first trick he taught the youngster who was afterwards to make and invent so many thousands of others, was the one of dropping a penny in the glass of water, the penny having been palmed for a watch glass.

"And the strange thing is that his name wasn't Professor Hoffmann at all" reflects Will Goldston today. "His name was really Angelo Lewis, a barrister. Angelo Lewis! Look good on the bills, wouldn't it?"

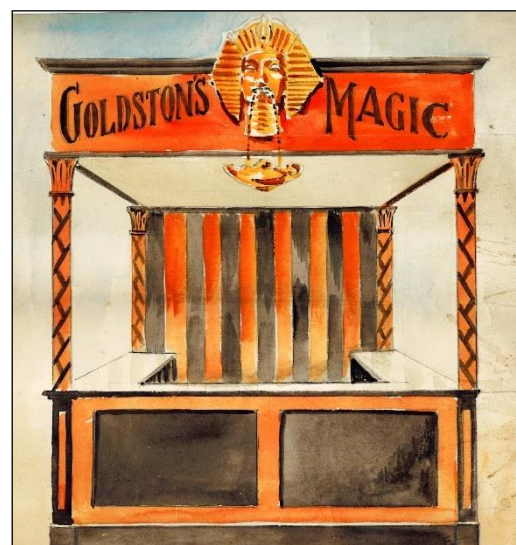
The career of young Will started under the alias of "Carl Devo" and for years he toured up and down the country in the great decade of illusionists when Maskelyne and Devants was a temple for the magicians of the world. Then

The Magical Man of Leicester Square. Article from 'Leader' magazine, 1947.

The Goldston franchise and obstacles to achieving his aims

We have seen the large range of activities which occupied Goldston's time. It is hardly surprising that he lacked focus on his core businesses, often losing control of some of his best ventures, such as his innovative department store venture. If only Goldston had had a manager or someone in his organisation who could have carried on with some of his better ideas, his financial difficulties may never have existed.

Goldston set up exclusive franchise booths in stores such as Selfridges, Whiteley's and Bon Marché.



Design for Goldston's booth.

At the beginning, he made a great deal of money from this venture but then, as usual, became distracted and began ignoring requests for more stock. When he did send stock, it was not the stock that was being asked for. Eventually he lost the contracts which were then taken up by the likes of Davenports who made sure the franchises were well looked after. In addition, Davenports provided free catalogues to the store.

To recap, Goldston's obstacles to achieving his aims were:

- ❖ Too many business activities
- ❖ Poor health
- ❖ No family support

Of all these obstacles, his poor health was a major drawback.

In 1922 another obstacle was added to the list - women!

The women in Goldston's life

This is the area in which new research has revealed the double life that Goldston forced himself to lead in order to preserve his reputation.

In 1922 Mabel Rose Hayman, aged 20, met Goldston, who was then aged 45. At the time, Goldston's wife Leah was 50. Mabel Rose was the daughter of a road sweeper in Deptford. She was a typist, so probably was applying for a job when she met Goldston. From later letters, she appears to have been both vivacious and extrovert. Whatever, Goldston, 25 years older, fell for her hook, line and sinker.



Mabel Rose at 44 years old.



Goldston rented rooms for Mabel Rose at 51 Chasefield Road. This was two miles from his home at 100 Bonneville Gardens.

On 23 April 1924 Goldston's and Mabel Rose's son, William Hayman, was born. Goldston always called his son JIM.

Goldston's reputation would have been in tatters if it became known he had an illegitimate child. He had to cover it up. There was no mention of who the father was on the Birth Certificate. Unlike his wife Leah's convoluted falsified certificate, Goldston simply did not put his name to the document.

CERTIFIED COPY OF AN ENTRY OF BIRTH GIVEN AT THE GENERAL REGISTER OFFICE
Application Number 3250197-2

REGISTRATION DISTRICT **WANDSWORTH**
1924 BIRTH in the Sub-district of Tooting in the County of London

Column	1	2	3	4	5	6	7	8	9	10
No.	When and where born	Name, if any	Sex	Name and surname of father	Name, surname and maiden surname of mother	Occupation of father	Signature, description and residence of informant	When registered	Signature of registrar	Name
	23rd April 1924 51 Chesham Road	William	Boy		Mabel Rose Hayman of no occupation		M. P. De Mott 51 Chesham Road, Tooting		William Boy	Mabel Rose Hayman of no occupation

CERTIFIED to be a true copy of an entry in the certified copy of a Register of Births in the District above mentioned.
Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the 3rd day of 2011

BXCF 033334

CAUTION: THERE ARE OFFENCES RELATING TO FALSIFYING OR ALTERING A CERTIFICATE AND USING OR POSSESSING A FALSE CERTIFICATE "CROWN COPYRIGHT"
WARNING: A CERTIFICATE IS NOT EVIDENCE OF IDENTITY.

So how do we know that Goldston was the father? Goldston's son joined the RAF in 1944 as a Sergeant in the Glider Pilot Regiment, but had to go to Canada for training. For this he needed a valid passport which had to include the full names of both the FATHER and the MOTHER. Goldston therefore had to re-register the birth. This must have been a very hard decision for Goldston to make, but his patriotism and love of his son would have persuaded him to register the revised Birth Certificate.

CERTIFIED COPY OF AN ENTRY OF BIRTH GIVEN AT THE GENERAL REGISTER OFFICE
Application Number 3270850-1

REGISTRATION DISTRICT **Wandsworth**
1944 BIRTH in the Sub-district of Tooting in the Metropolitan Borough of Wandsworth

Column	1	2	3	4	5	6	7
No.	When and where born	Name, if any	Sex	Name and surname of father	Name, surname and maiden surname of mother	Occupation of father	Occupation of mother
	23rd April 1924 51 Chesham Road	William Hayman	Boy	William Goldston	Mabel Rose Hayman	Author of 100 Birmingham Birmingham Birmingham Birmingham Birmingham	

CERTIFIED to be a true copy of an entry in the certified copy of a Register of Births in the District above mentioned.
Given at the GENERAL REGISTER OFFICE, under the Seal of the said Office, the 9th

BXCF 041312

CAUTION: THERE ARE OFFENCES RELATING TO FALSIFYING OR ALTERING A CERTIFICATE AND USING OR POSSESSING A FALSE CERTIFICATE "CROWN COPYRIGHT"
WARNING: A CERTIFICATE IS NOT EVIDENCE OF IDENTITY.

With Goldston's liaison with Mabel Rose, he now had to keep both her and Leah happy. He bought his wife a bungalow, but he kept ownership of it. He paid £635 for it (£50,000 today). Leah was to live here till her death. The bungalow was newly built in a very nice district of Denham in Buckinghamshire, which was within easy commuting distance to London.



The bungalow that Goldston bought for Leah.

He also rented a house for Mabel Rose in Folkestone. This was a five bedroom house at 31 St. John's Church Road. Folkestone is an hour from London by train, so he lives with Mabel Rose and his son during the weekend, and with Leah during the week so he can commute to the shop.



The house rented for Mabel Rose in Folkestone, Kent.

What was the effect of all this on Goldston's business? From 1923 onwards there was a succession of declared losses for Will Goldston Limited. Turnover fell to an average of £1,000 per year. To put this in perspective, Davenports turnover at the time was £30,000.

Goldston shamelessly turned to his friends to bail him out. Arthur Prince was his main benefactor - he was earning £1,200 per week on the music hall circuits (that is £90,000 a week in today's money). Gautier was a world leading expert in English Ceramics and a wealthy collector and amateur magician. They thought he was using the money for philanthropic purposes and not to finance his private life.



Goldston looked to his friends to help him out with his financial difficulties.

Bankruptcy

By 1931 Goldston was bankrupt. If known this would have ruined Goldston's reputation. Luckily the Receiver appointed was sympathetic to Goldston's situation and approved a legal cover up. This remained in place until 1939. These financial problems probably added to Goldston's deteriorating health that was again surfacing at this time.

The sympathetic Receiver, Mr. D. M. Edwards, agreed to a double banking arrangement. All monies from Goldston's businesses had to be paid in his Number 1 account. When funds permitted, Goldston was allowed to take money



out with a cheque countersigned by Edwards. This was paid into a Number 2 account from which Goldston could issue cheques WITHOUT the Receiver's counter-signature.



Due to his ill health and the need to cover up his bankruptcy, Goldston was obliged to ask Mabel Rose Hayman to assist him at the office. However, he did not want her to use her name in case anyone linked it to his illegitimate son, even though his son was known as Bill Goldston. She began to use the name OLGA FONE. I discovered that Fone was the name of her local newsagent. I have no idea where the name Olga came from!

During his life, and up until recently, Goldston was highly regarded as:

- ❖ a major dealer and an astute businessman
- ❖ a pillar of respectability in the magical establishment

The magical world never discovered that:

- ❖ he was a Bankrupt
- ❖ both his son & step-daughter were illegitimate

This information only came to light after several years intense and investigative research I did into his private life. The research required information from 39 Birth, Marriage & Death Certificates and 21 Census Transcriptions. Until this work, Goldston had got away with his deceptions.

Goldston and his influential friends

Through his letter writing, magazines, books, shop and The Magicians' Club, Goldston had a formidable list of friends in magic. He probably knew every major magician in the world at that time and was friendly with most of them. The list of his friends reads like a Who's Who in Magic.



Many were close friends. Take Murray for example. Goldston wrote to Murray's mother, Lorna Carrington-Walters, about Murray's marriage to Marion and birth of his son Bevis. He did this as Murry seldom put pen to paper to his mother.

Goldston did many favours for these great magicians, such as renewing their Passports, or Gun Licences, and even sold their cars for them. For Nelson Downs he bought books from other sources for him and had them signed by the author - all at no extra cost over the purchase price.

He was a particular friend of Goldin's and would write to him almost daily when he was on tour.



Goldston's famous friends responded and would freely sign sheets of autographs for him, which Goldston sold on to his customers.



Goldston's final chapter

His final years were tranquil but sad. His son, and only child, was killed a month before his 21st birthday in action over the Rhine. Note from the record below that the son never changed his name to Goldston, but used his mother's name of Hayman. Goldston never really recovered from his death.

R.A.F. record of Goldston's son's death

Royal Air Force WWII 38 GROUP SQUADRONS REVUNITED						
Roll of Honour						
HARWOOD	Royston Hubert	23				
HAWARD	Arnold Thomas Howard	28				
HAWKINS DFM	Robert Charles	24	150037	Lieutenant	Squadron	10 May 1945
HAY	Joseph Arthur	34	R138525	Warrant Officer	190 Squadron	11 May 1945
HAYES	Malcom Cedric	24	118396	Flying Officer	295 Squadron	19 February 1943
HAYMAN	William	20	1606006	Sergeant	C Squadron Glider Pilot Regiment	24 March 1945

Goldston died at the age of 71 on 24 February 1948. His estate was valued at £3,027.3.11d. Today that equates to nearly £230,000. This was grossly overstated as the valuation included £1,000 for his Denham bungalow and £2,000 for his business. He also had money under his mattress. In reality he could not retire because he could not afford to. Davenport's actually paid £200 for his business (£15,000 today).

Mabel Rose made a false declaration of his death, declaring herself as his widow.

CERTIFIED COPY OF AN ENTRY OF DEATH

GIVEN AT THE GENERAL REGISTER OFFICE

Application Number 3150546-1

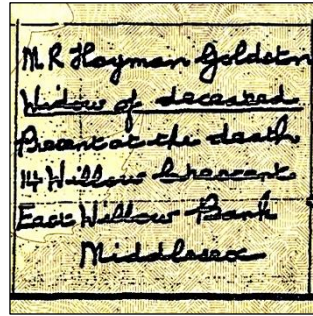
REGISTRATION DISTRICT FOLKESTONE

1948 DEATH in the Sub-district of Folkestone in the County of Kent

No.	When and where died	Name and surname	Sex	Age	Occupation	Cause of death	Signature, description and residence of informant	When registered	Signature of registrar
462	Twenty fourth February 1948 31 St Johns Church Road H.S.	William Goldston	Male	71 years	Of 14 Willow Bank, Willow Bank, Middlesbrough Magical Dealer and Author	I (a) Coronary Thrombosis (b) Arterio-sclerosis certified by Rae Fletcher M.D.	M.R. Hayman Goldston Widow of deceased Present at the death 14 Willow Bank East Middlesbrough Middlesbrough	Twenty fourth February 1948	E. H. Edwards Registrar

Note: In No. 462, Vol. 7, the name "William Goldston" has been inserted on the 10th page 1948 of the 1st Edition of the 1st Supplement to the Register of Deaths, made by Mabel Rose, widow of William Goldston and Rae Fletcher.

The Declaration says:
M.R. Hayman Goldston
Widow of deceased
Present at the death
14 Willow Crescent
East Willow Bank
Middlesex



In fact, Mabel Rose was not his widow, her name was not Hayman Goldston, and she was not living at the address shown - which incidentally is incorrect - but at her address in Folkestone! Leah later discovers the false entries but only corrects the statement that Mabel Rose was his widow.

Mabel Rose was always particularly upset that she was never able to use the name Goldston. However, she rectified this after his death by changing her name by Deed Poll from Hayman to Goldston.

Mabel Rose did not know that Goldston had left a Will, therefore she did not know that she would be a major beneficiary in Goldston's Will. Goldston made out the will so that, on first reading, it looked like his wife Leah was the main beneficiary, whereas in fact it was Mabel Rose. Perhaps he was still trying to conceal his relationship with Mabel Rose. Mabel was left a diamond ring PLUS the residue of the estate. Leah was only left the bungalow for use in her lifetime and thereafter it was to be made part of the residue of the estate. Mabel Rose therefore inherited the bungalow after Leah's death, as part of the estate residue.

So what became of the women in his life? His two main companions behaved in different ways. Leah distanced herself from the magical world and, from even before Goldston's death, was thought to have been dead. Mabel Rose on the other hand was quite happy to communicate with magicians and gave the impression always that she had been Goldston's wife.

Leah Goldston died 11 October 1955, at the age of 83, with her daughter Dorothy at her side. After her death the bungalow was sold and Mabel Rose inherited the money realised.

His step-daughter Dorothy never amounted to much in her life and grew up as a typical child of a well-to-do middle class family of the period. She had no occupation and it was expected that she would marry someone who could afford to keep her and for whom she would simply act as a wife and mother.

PROGRAMME.

Early Doors at 7-0. 3d. extra to all parts. Regular Doors at 7-30.
Commence at 8 sharp.

POPULAR PRICES: - Reserved Seats 2/-, First Class 1/6, Second Class 1/-,
Third Class 6d.

GRAND CHILDRENS' MATINEE (See Bills).

Royal
DEVO & LAURIE'S
Mabatmas

Pictures,
Magic,
Recitals,
Sketches,
Dances,
Music,
Songs, &c.

*Absolutely the Greatest Talented Company of Lady and Gentlemen
Artists travelling.*

GRAND CHANGE OF PROGRAMME NIGHTLY.

MISS L. LAURIE,
In Popular Comic and Descriptive Songs.

MISS ROSE HAWTHORNE,
Coon and Coster Songs.

MISS VERA WINSTON,
Ballads and Illustrated Songs.

MISS EFFIE OUTHBERT,
Solo Violinist and Vocalist.

MISS EVA MAYNARD,
Novelty Instrumentalist.

MISS GERALDINE VAUGHAN,
Accompanist.

MISS DOROTHY LAURIE,
Child Artiste.

MR. GARE DEVO,
Challenge Hand-Cuff Manipulator.

MR. ARTHUR COWEN,
Tenor.

MR. O. GOODWIN NORTON,
Operator.

MR. CHARLES LYDON,
Comedian and Dancer.

ALI RAMO,
The Mysterious Turk.

PHOTOOROMOSCOPE,
Nature and Art.


ALO SALVOO,
Juggler.

In 1903 here is Dorothy Halter, four years old, on a bill as Miss Dorothy Laurie, Child Artiste.

BATTERSEA CLARION CINDERELLA CLUB

A GRAND

Evening



Concert

Under the patronage of The Mayor of Battersea, Dr. M. Manus, A. Shirley Benn, Esq. J. J. Taylor, Esq.

Thursday, February 24th, 1910

BATTERSEA TOWN HALL

Mr. WILL GOLDSTON and Mr. T. MANCKTELOW

Total proceeds to be devoted to the Free Breakfast Fund for providing Breakfasts for the poor children of Battersea at the Latchmere Baths every Sunday Morning.

ARTISTES **Miss LEE LAURIE**

Miss Dolly Goldston Mr. Charles E. Down
Mr. Arthur Winter Mr. Thomas Bell

Mr. FINLAY DUNN

Miss MAY CHILDS Mr. ALBERT MORROW
Mr. BELL-JAMES Mr. HEWSON BROWN

Supported by a Monster Company of well-known Artists

Doors Open 7-30 Commence 8 o'clock.

TICKETS, 1s., 6d. and 3d.

Secretary, Mr. A. J. MURRELL, 7, Knox Road, Battersea.

In 1910 Dorothy Goldston, now aged eleven, appears as Miss Dolly Goldston in a concert organised by Goldston. This is the last known concert she gave.

Here's a time line for Dorothy:

- ❖ 1919, 1 December
 - Marries Jack Marshall Edwards
- ❖ 1920, 16 September
 - Has a son John William Darrell
- ❖ 1920, 7 December
 - Son dies of ?Inanition
- ❖ 1972, 8 June
 - Her husband dies (aged 78) living with an Elsie Eden
- ❖ 1980, February (?)
 - Dorothy dies

Her son died of inanition. The medical definition of this is: 'Lack of food and nourishment'. In other words the poor child starved to death. Of note is the fact that Dorothy only recorded the birth six weeks after her son was born. During that time she was not living with her husband but with her mother Leah. Now Leah had no idea of how to bring up a child as she had fostered her daughter to a landlady. She was probably of little help to her daughter. The baby was admitted to hospital where it died two weeks later. The Death Certificate had to be accompanied by a Doctor's Death Certificate and it declared: 'No Post Mortem required'. So the doctors must have put the baby's death down to maternal incompetence rather than anything more sinister.

Mabel Rose Hayman, *alias* Olga Fone, had by far the most successful latter years, remarrying, inheriting both Goldston's and her husband's properties and then having magician Allan Jamieson as her partner in her latter years:

- ❖ 1950, 20 April
 - Buys her house
- ❖ 1953, 12 May
 - Marries Dennis Fone
- ❖ 1955, 11 Oct
 - Inherits Leah's House
- ❖ 1966, 22 Nov
 - Dennis Fone dies aged 77
- ❖ Circa 1970
 - Allan Jamieson joins her
- ❖ 1980, 10 March
 - Allan dies at 89
- ❖ 1991, 10 Dec
 - Mabel Rose dies at 89



Goldston's unmarked grave in the Jewish Cemetery in Dover, as discovered by Clyde Clayton in 1997.

Sadly, neither Mabel Rose nor Leah gave Goldston a proper grave - only a plot of ground!

In 1997 Clyde Clayton discovered the situation and set to work to make the grave look respectable. It was through his work and that of The Magic Circle that the grave was finally made to look decent and a stone placed over the grave. The question remains. Why did neither of Goldston's women give him a respectable grave and not just a plot of ground? Certainly Mabel Rose could have afforded one. The shame is on both of them.



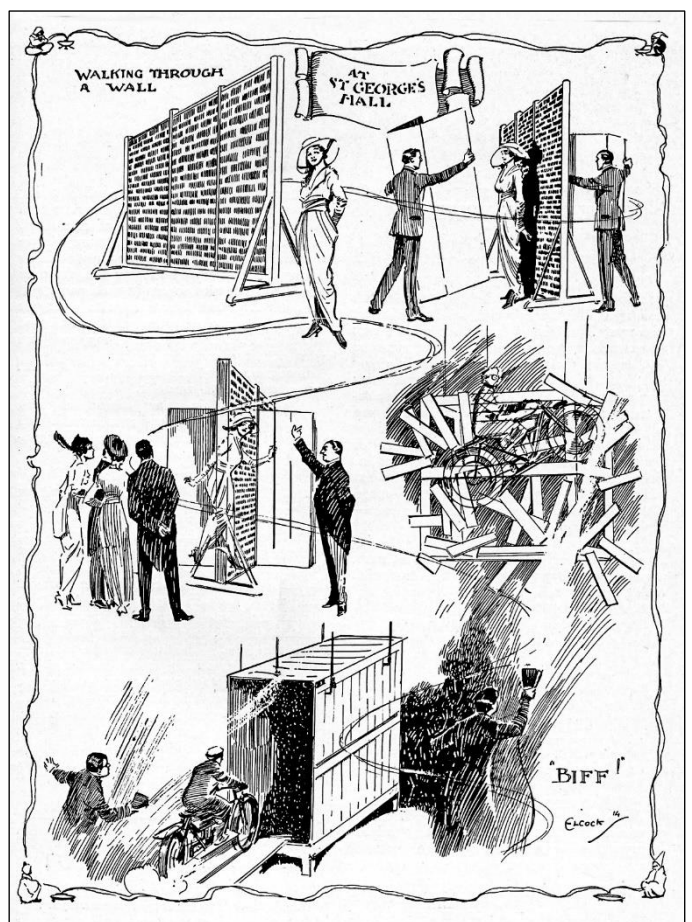
Here's Goldston's grave today. The stone was erected by The Magic Circle and further work was done by Gerald Knox, Goldston's great nephew.

Goldston's artists

Goldston employed some of the best artists available to illustrate his books and magazines.

This section only mentions a few of the artists he used on a regular basis, as he employed so many.

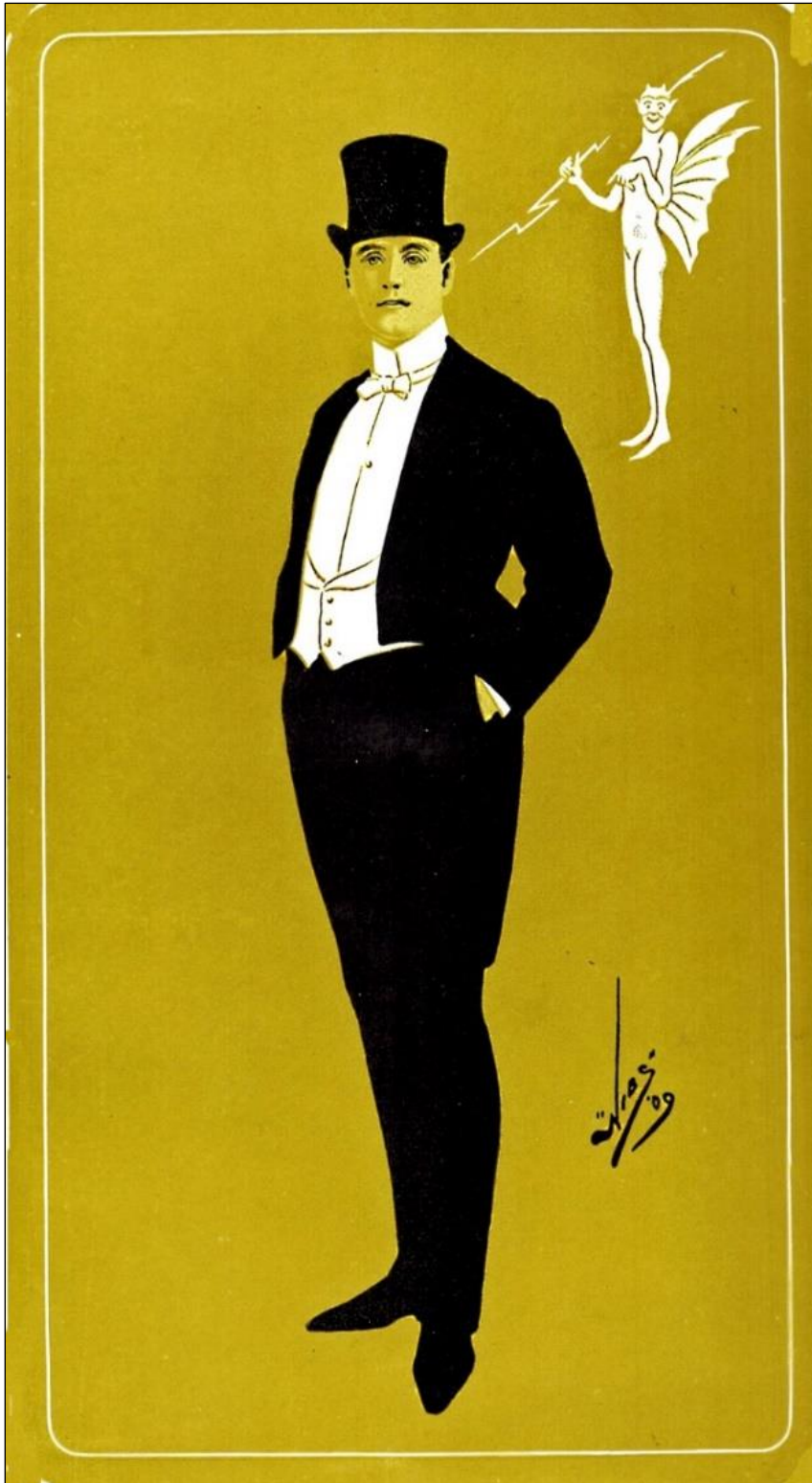
Howard Elcock was one of his favourites but he was killed in action at the beginning of World War I. Elcock did many drawings for *The Magician*:



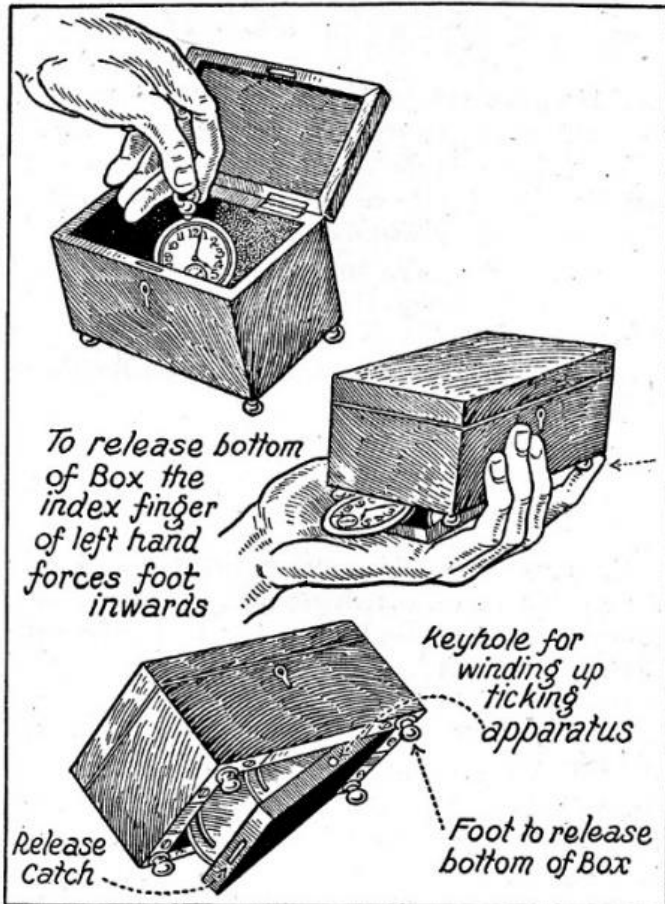
Nathan Dean was one of Goldston's regular artists for *The Magician*:



Baron Low, who usually signed his work "Nibs" was another of Goldston's favoured artists. His main work was for *The Magician*:



George E. Hobbs provided artwork for Goldston for 30 years until 1942. Goldston and Hobbs did not get on very well. Goldston eventually sacked him during the publication of *Tricks of the Masters* as Hobbs kept on doubling the agreed price of the graphics. That explains why the book has a variety of drawings and photographs as Goldston had to resort to photos after his dismissal of Hobbs.



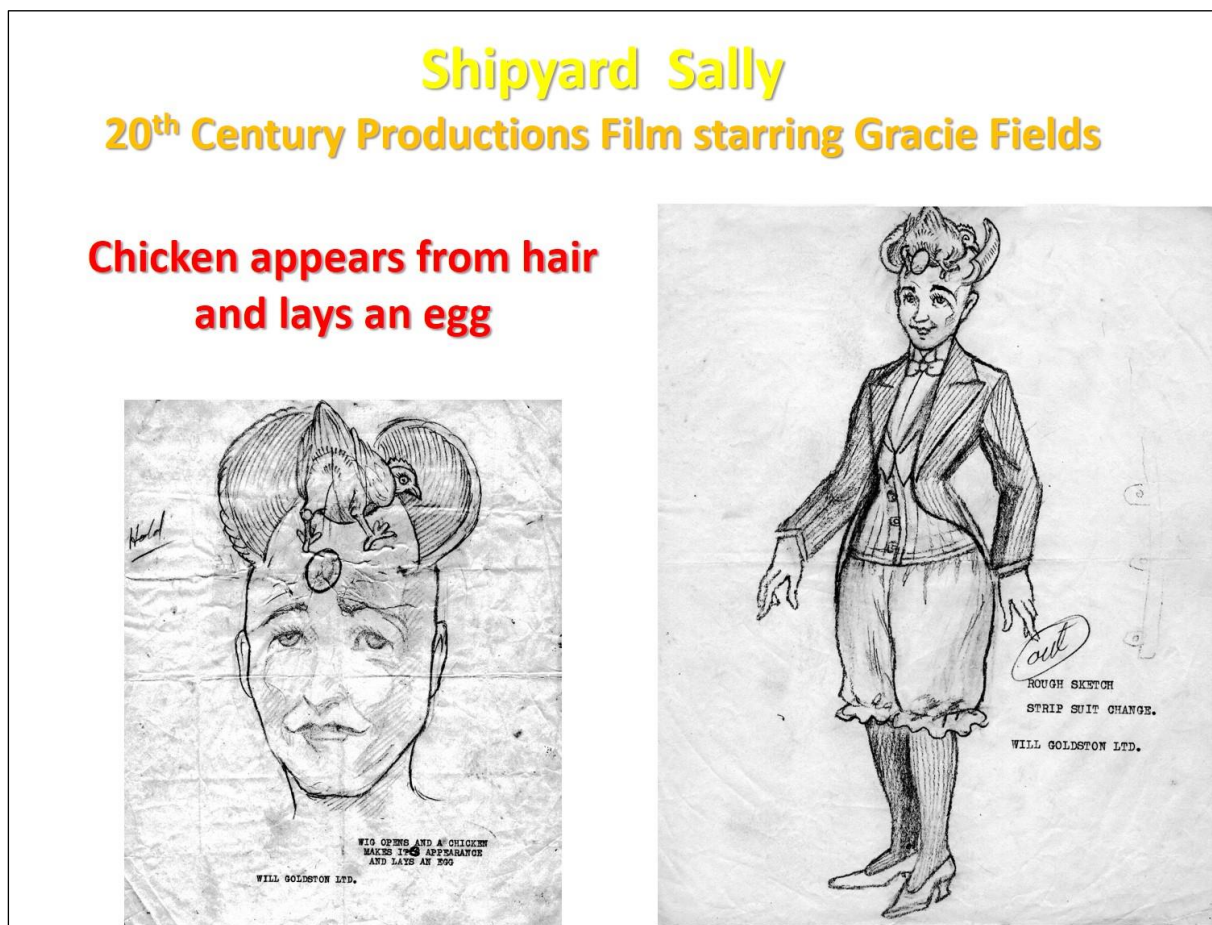
Two drawings from George E. Hobbs.

Clifford Thompson was one of Goldston's artists for 30 years, until his death in 1940. He prepared:

- ❖ estimates
- ❖ book covers
- ❖ pencil drawings
- ❖ technical drawings
- ❖ coloured diagrams
- ❖ catalogue & magazine graphics

In a letter to Goldston, Thompson claimed that during his 30 years he had prepared some 98,000 illustrations for Goldston. Some of these follow.

Goldston was very poorly paid for a considerable amount of work he did on set for Gracie Fields. Letters show that the film company was very poor at paying what was due.



Birth of A Butterfly Illusion

The client for this
illusion could
have been
Sir Julien Cahn

Price £120
£9,000 today

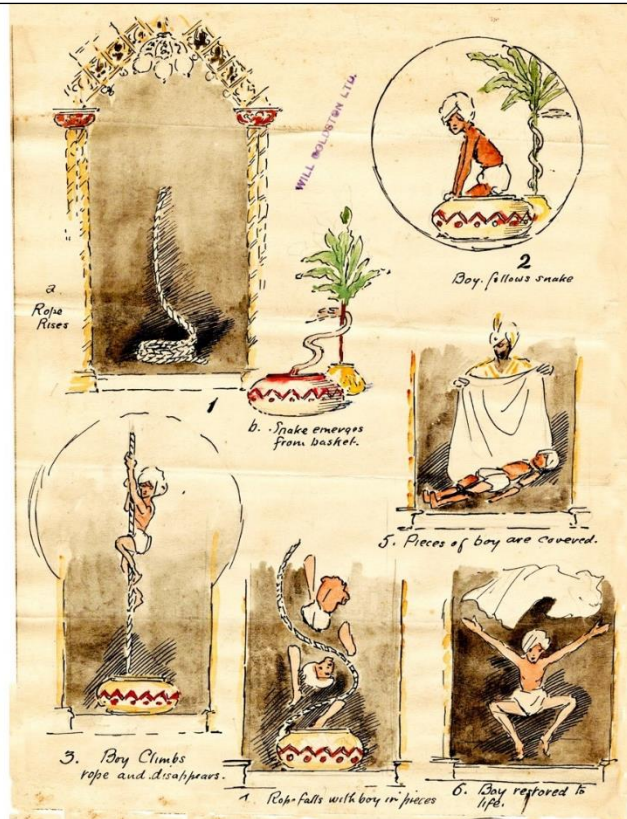


Goldston's illusions were well made and those that have survived work well.

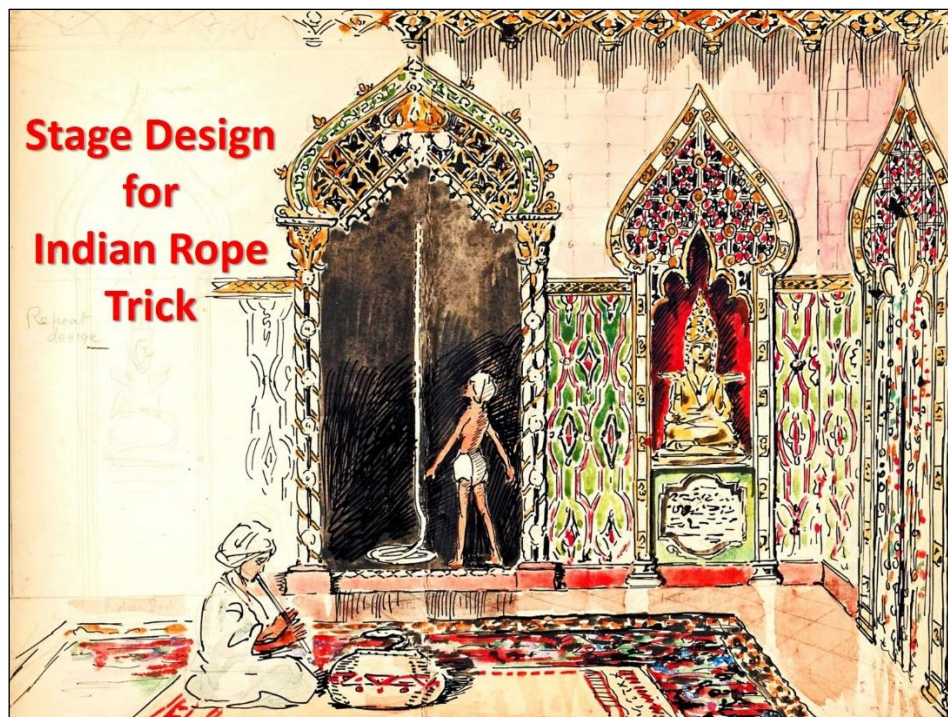
Indian Rope Trick Goldston Version

Boy climbs rope &
at top boy
disintegrates &
falls to ground in
pieces

Magician covers
pieces with a cloth
and restores the boy



Goldston was a master of Black Art so this would have been an effective illusion.



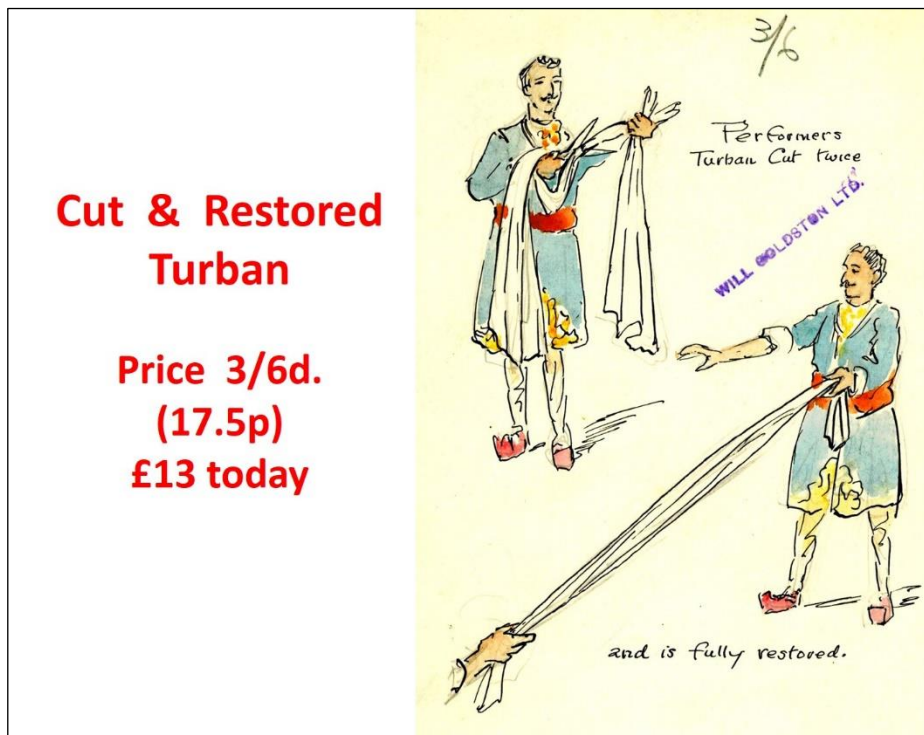
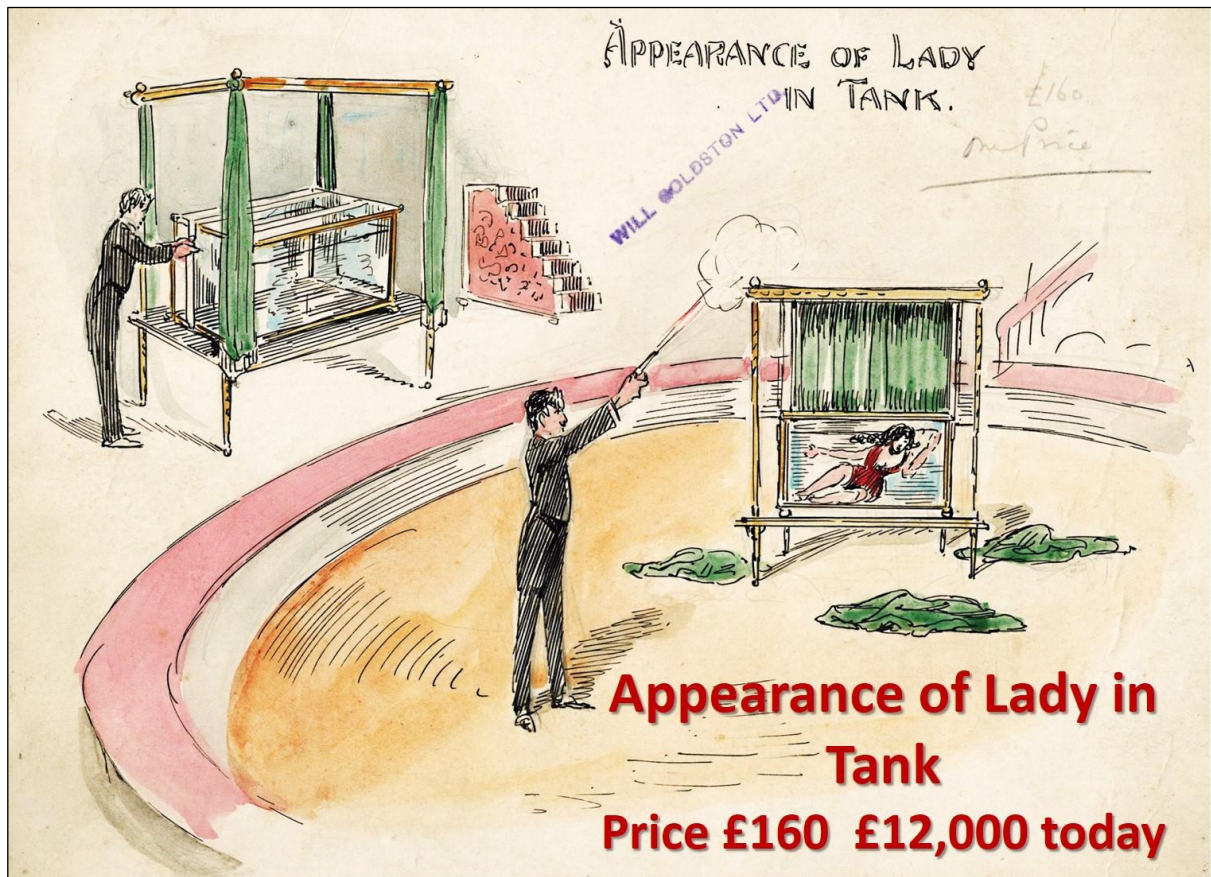
It was clever of Goldston to show how the above illusion could be set on stage.

Below is one of a series of illusions presented to the Great Carmo for use in circus. That is why Goldston has had Thompson set the illusions in a circus arena. The chest

and the girl are in a curtained cubicle. The chest then vanishes, but not the girl. What happens is that the chest collapses so that the thin base is easily concealed in the base of the plinth. This illusion has survived and is today in store in Davenport's Magic Kingdom Museum in Norfolk, England.



Here's another illusion which has survived and is also in store in Davenports Magic Kingdom Museum:



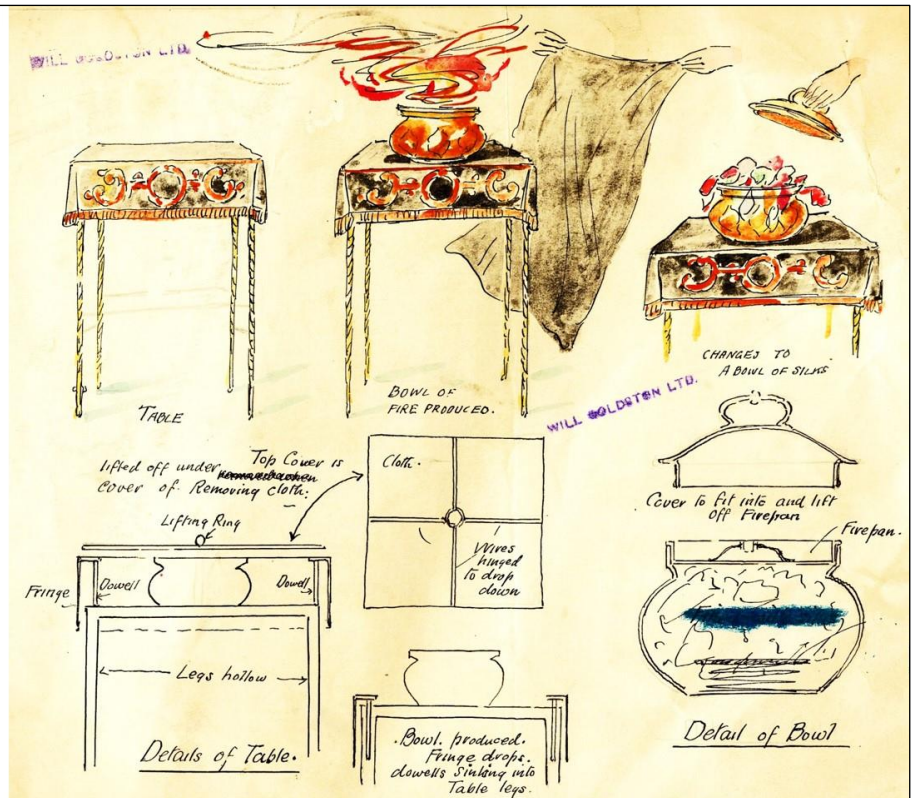
Cut & Restored Turban

Price 3/6d.
(17.5p)
£13 today

This drawing actually tries to illustrate Carmo himself. Note that Goldston had Thompson paint this for such an inexpensive trick. It shows how Goldston always wanted to impress magicians he regarded as great.

Bowl of Fire to Bowl of Flowers

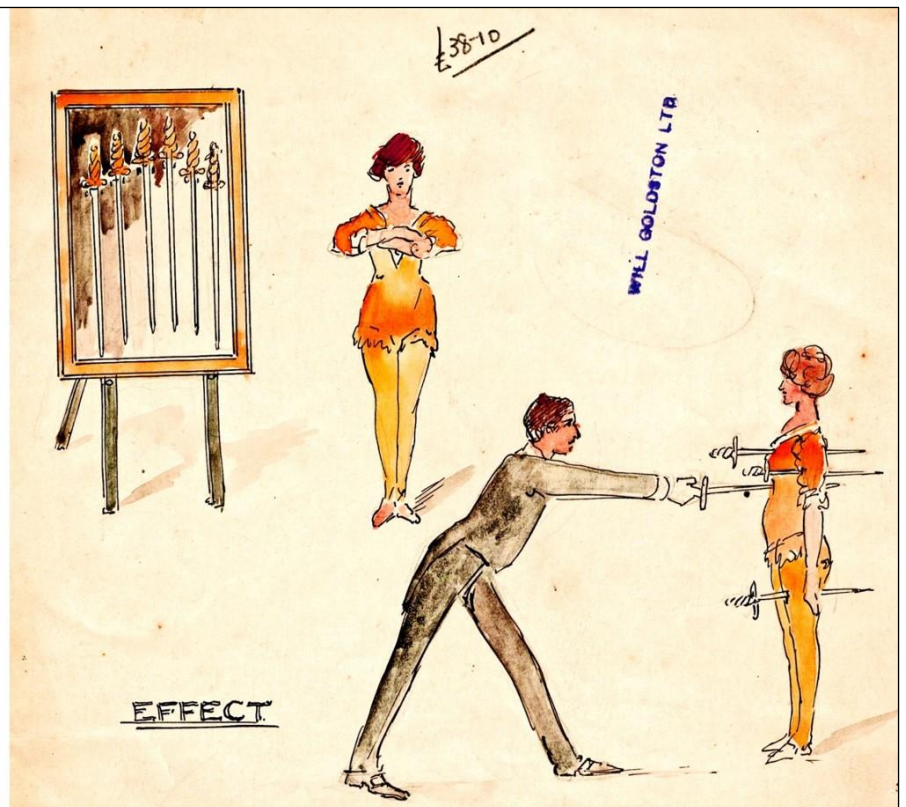
Price complete
as
Illustrated
£42. 10s.
£3,200 today



Above is a well-known principle put to great use. Below is a rare and unusual illusion.

Sword Penetration Effect

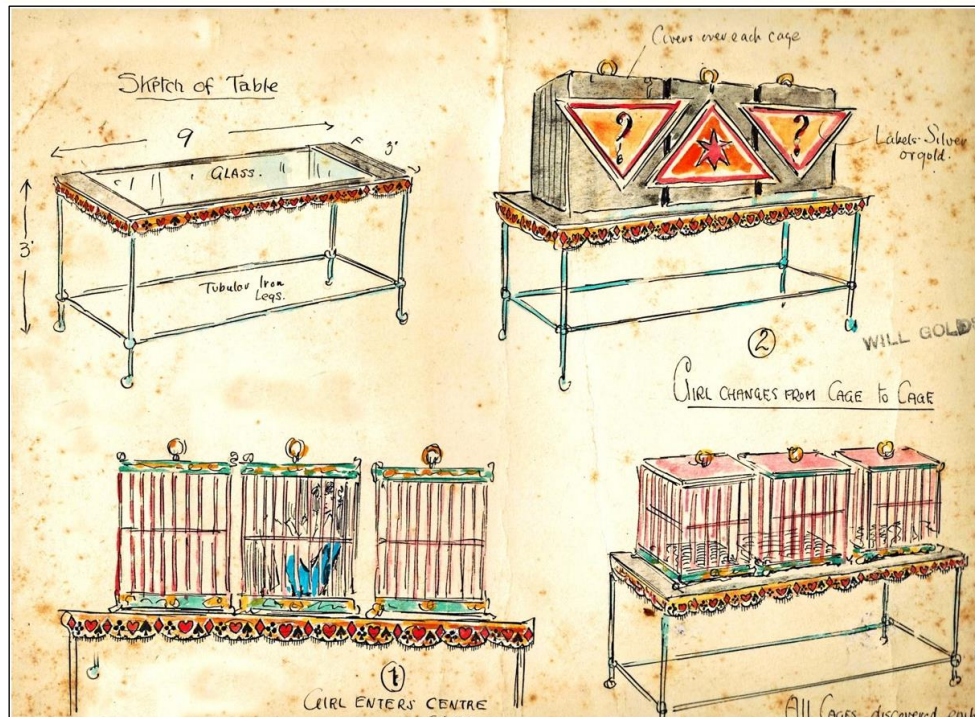
Price £38.10s.
£2,900 today



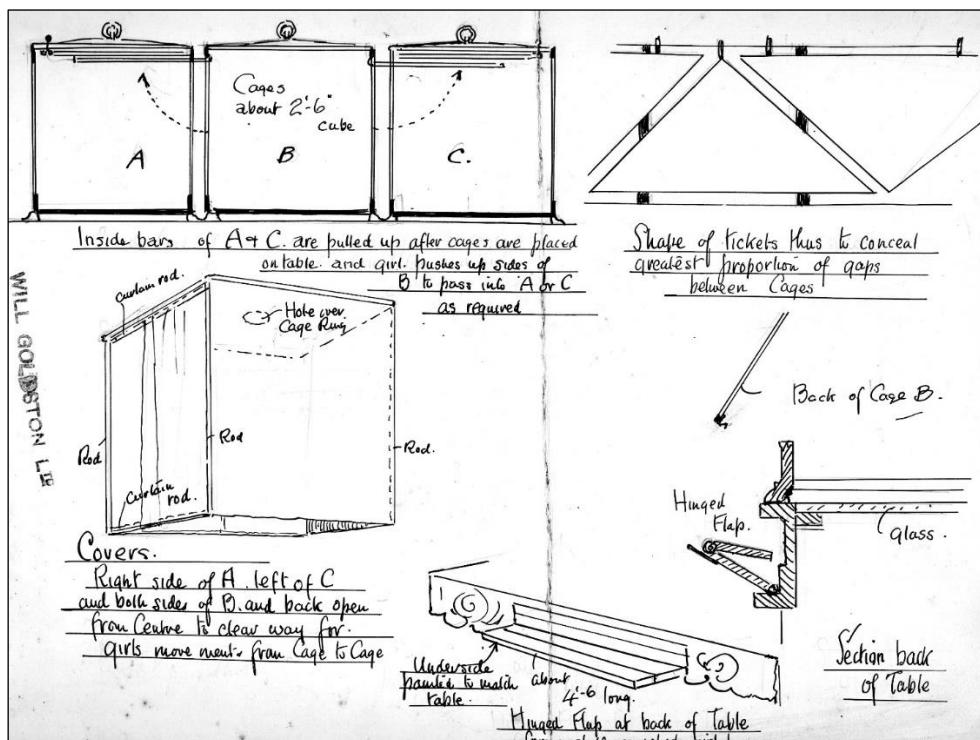
Here's another rare effect:

Find the Girl Illusion

Girl moves magically from box to box then finally vanishes



Goldston even had a technical drawing after cages go with the effect:



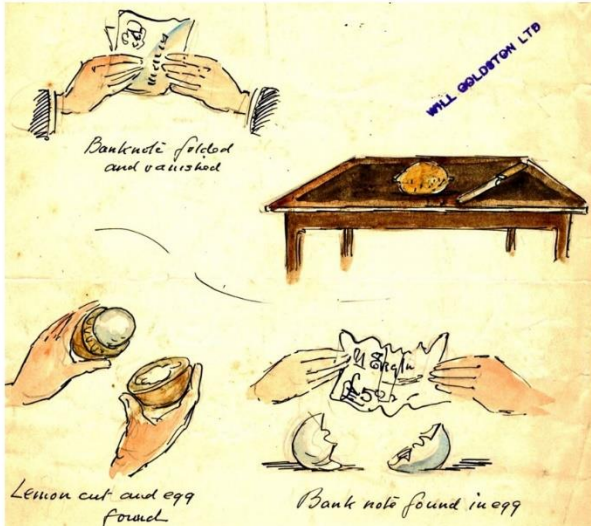
This one must have been prepared for one of his more famous clients:

Banknote Vanish & Production from an Egg

- Banknote vanished
- Lemon opened to reveal an egg
- Inside egg is the banknote

Sounds familiar?

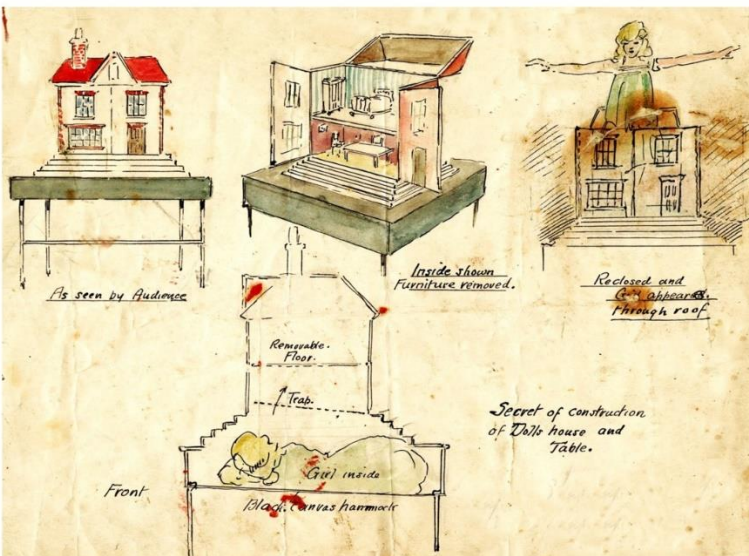
Price £5
£370 today



Goldston should never have offered the illusion below to a client, as it was the exclusive effect of Fred Culpitt who invented it during the early part of the 1920s. However, to cover himself from a possible Culpitt reaction, Goldston shows a different method from Culpitt's. It is doubtful if this would work very well. It does explain why Goldston presented different workings for various illusions in his famous Locked Book series, as he would have been concerned that the owners of the rights for the illusions he was exposing might take exception.

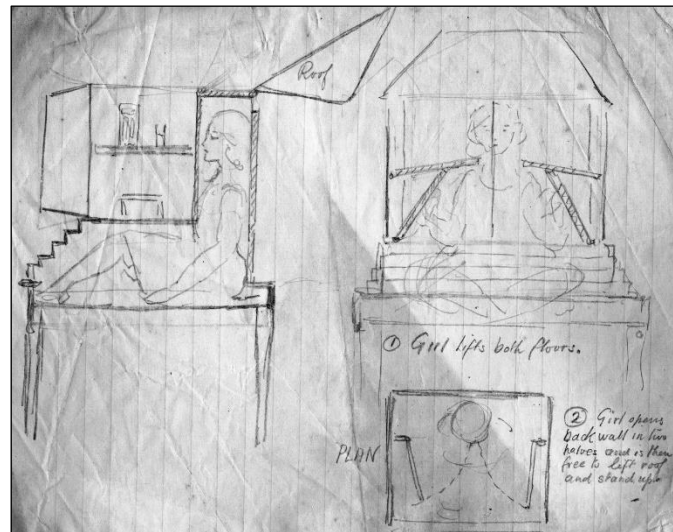
Doll's House Illusion

Invented by Fred Culpitt, this is clearly a rip-off. However Goldston has used a different method to get round the exclusivity



Price £40
£3,000 today

Nevertheless, on a separate sheet Goldston has Thompson illustrate how Culpitt's method worked. No doubt if the client purchased the illusion from Goldston, he would have built it according to the Culpitt system.



Culpitt's method for the Doll's House Illusion.



One of Thompson's wonderful paintings illustrating the Locked Book series.

THE END