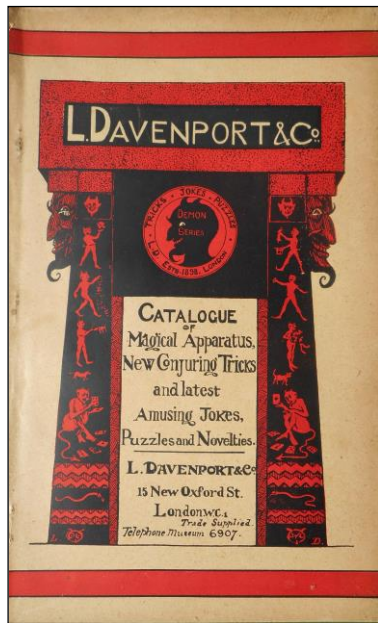


When did Davenports introduce the Demon Series of magic?



We believe that this happened in the early 1920s. A Davenport catalogue from 15 New Oxford Street around 1925 advertises The Wonder Packet as Demon Series No. 1.



The cover of the catalogue published around 1925 and the advertisement for The Wonder Packet which it contained.

As the years went by, it appears that Davenports stopped giving items a Series number and simply used the trade mark Demon Series. Indeed, in the Demon Telegraph No. 55 Nov-Dec 1940 we read that, in response to illegal copying:

From this date all our Goods will be stamped "DEMON" as small as possible so as not to unduly mark any trick. In purchasing a Davenport article, see therefore that the word "DEMON" is on same and that you have the authorised and right goods.

Lewis Davenport was by no means the first magic dealer to use demons in his advertising. He was however the first to adopt the demon as a trade mark.

Over the years a variety of demon drawings have been used to promote the Demon Series. Some are shown below.

