

Herbert J. Collings publicity material



MR. HERBERT J. COLLINGS,
18, RAVENSLEA ROAD, S.W.12, Phone: Battersea 0386.

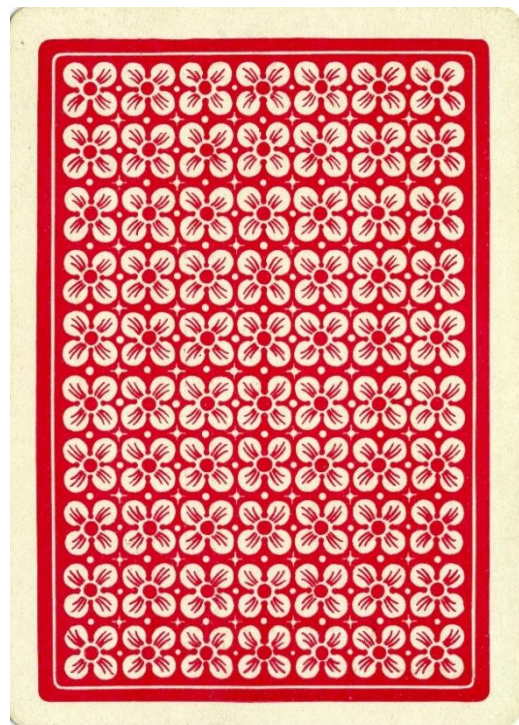
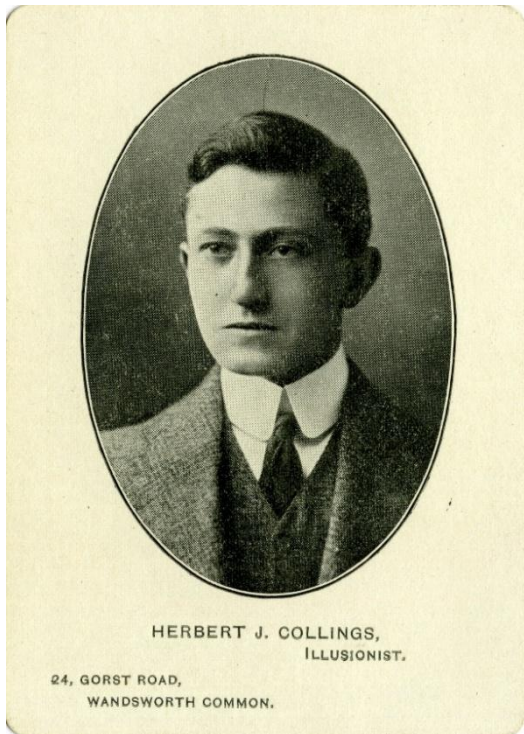
Introduction

This article consists of publicity material for Herbert J. Collings, from postcards to elaborate brochures. They are all smart and well printed so as to appeal to his refined clientele.

Herbert J. Collings also performed in oriental costume as Col Ling Soo. Some of his publicity material for these shows is also on the Davenport Collection website in a separate article, item N3712.




Card printed on one side. 115 x 90mm



65 x 90mm

Postcard. 140 x 85mm

HERBERT J. COLLINGS



PRESTIDIGITATEUR

"SOMETHING OUT OF THE ORDINARY."—*Vide Press.*

A Refined and Original
Drawing-Room Entertainment

NOVEL AND UNIQUE EXPERIMENTS
IN
MAGIC AND PLATE-SPINNING

as given before

The Countess of Buckinghamshire	The Dowager Lady Amptill.
The Countess of Lovelace.	The Baroness d'Erlanger.
The Countess of Yarborough.	Mr. Leopold de Rothschild.

Also at The Deanery of St. Paul's, The Guildhall, Malvern College, etc., etc.

TEN MINUTES TO TWO HOURS.

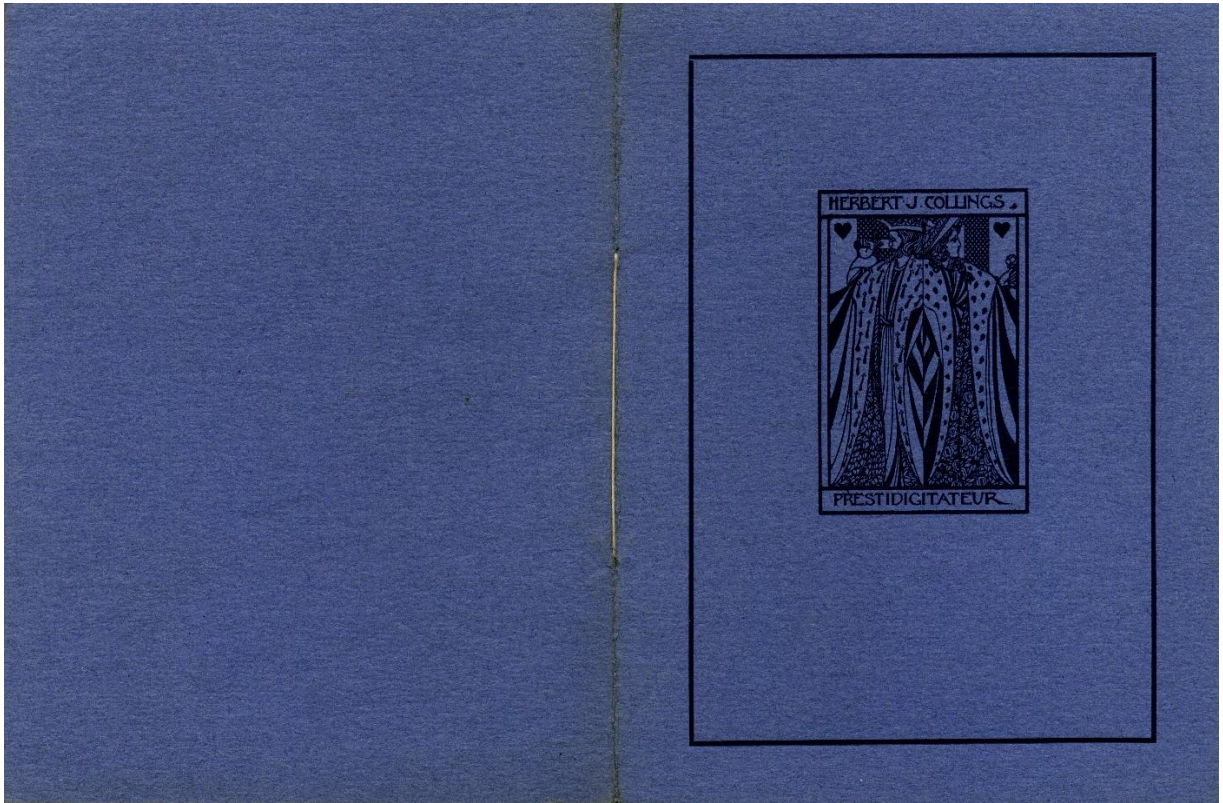
Write for Prospectus, Terms, Vacant Dates, &c., to
HERBERT J. COLLINGS, 24 Gorst Road, Wandsworth Common, S.W.

POST CARD

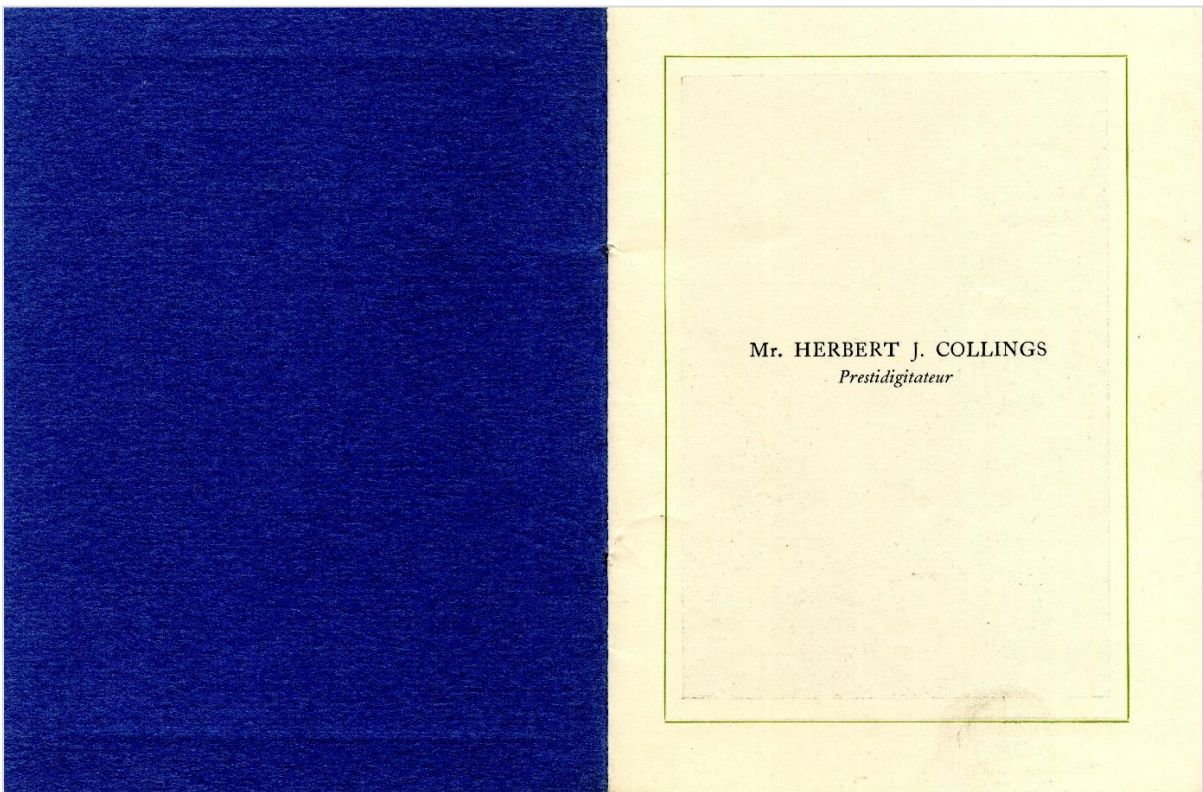
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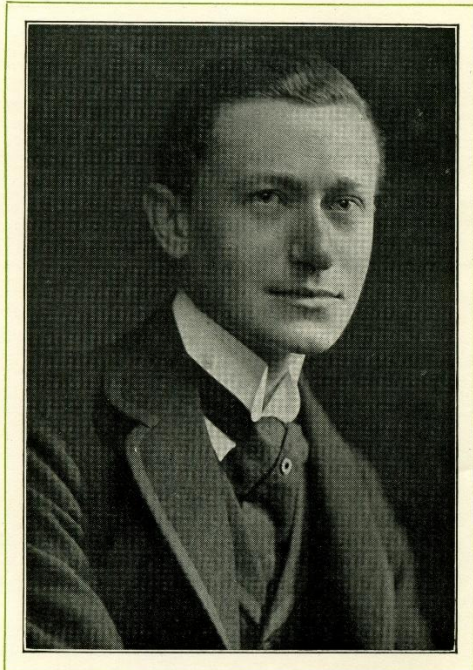
Halfpenny
Stamp

12 page brochure in blue covers, each page 95 x 125mm



Page i





M^r HERBERT J. COLLINGS

PRESTIDIGITATEUR

(Of the Inner
Magic Circle)



“Something out of the ordinary.”

DRAWING - ROOM
MAGIC as given at
St. George's Hall for Messrs.
Maskelyne and Devant.



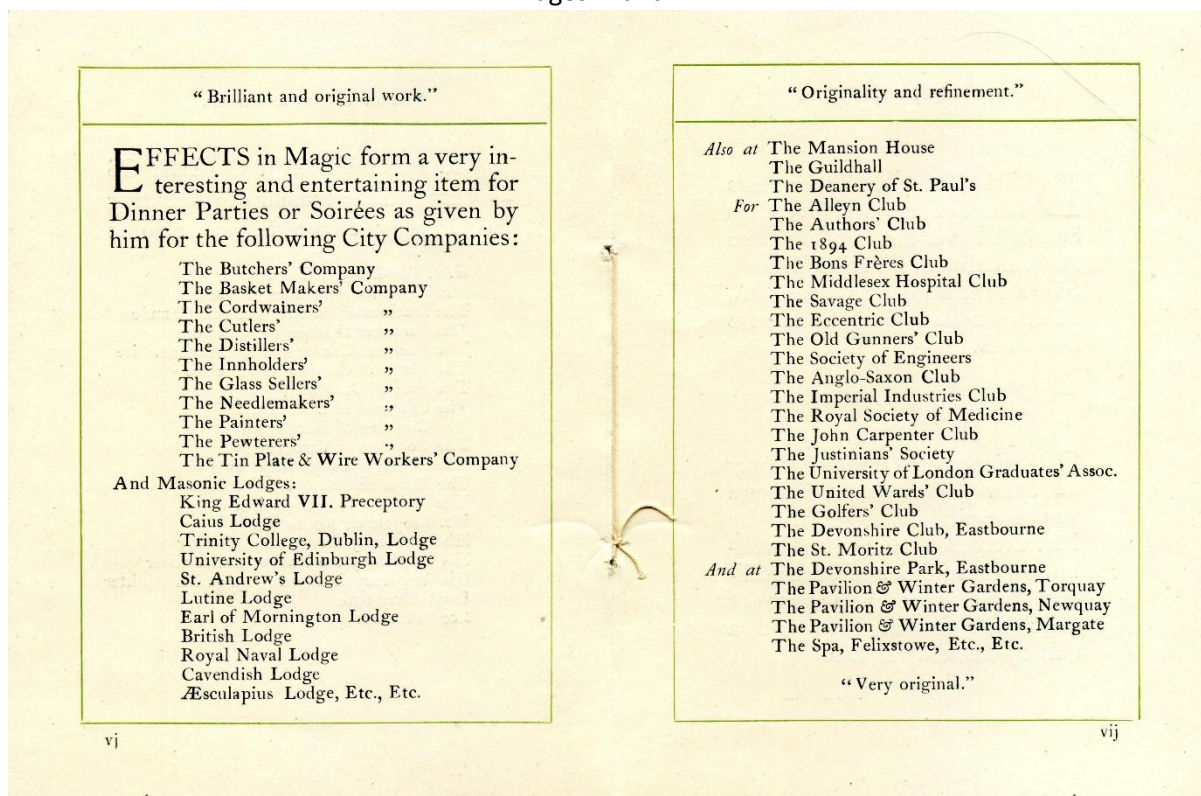
“**T**H**E**R**E** is a mysterious
charm about Mr. Herbert
Collings' Séance. His effects are
not only artistic but quite original,
and his entertainment is
therefore unique.”



“Refined, weird and clever.”

MR. HERBERT J. COLLINGS
has had the honour of presenting
his Drawing Room Séance before:

- H.H. The Duke of Teck
- H.S.H. Prince Alexander of Teck
- The Duchess of Buckingham and Chandos
- The Dowager Duchess of Somerset
- The Earl and Countess of Buckinghamshire
- The Earl and Countess of Lovelace
- The Earl of Onslow
- The Countess of Chesterfield
- The Countess of Dartmouth
- The Countess of Yarborough
- The Dowager Lady Amptill
- The Baron and Baroness d'Erlanger
- The Marquis de la Bigassiere
- Mr. Leopold de Rothschild
- His Excellency the Danish Minister
- His Excellency the Norwegian Minister
- His Excellency the Austro-Hungarian Minister
- Lord Alverstone
- Lord Plunkett



“Brilliant and original work.”

EFFECTS in Magic form a very interesting and entertaining item for Dinner Parties or Soirées as given by him for the following City Companies:

- The Butchers' Company
- The Basket Makers' Company
- The Cordwainers' "
- The Cutlers' "
- The Distillers' "
- The Innholders' "
- The Glass Sellers' "
- The Needlemakers' "
- The Painters' "
- The Pewterers' "
- The Tin Plate & Wire Workers' Company

And Masonic Lodges:

- King Edward VII. Preceptory
- Caius Lodge
- Trinity College, Dublin, Lodge
- University of Edinburgh Lodge
- St. Andrew's Lodge
- Lutine Lodge
- Earl of Mornington Lodge
- British Lodge
- Royal Naval Lodge
- Cavendish Lodge
- Æsculapius Lodge, Etc., Etc.

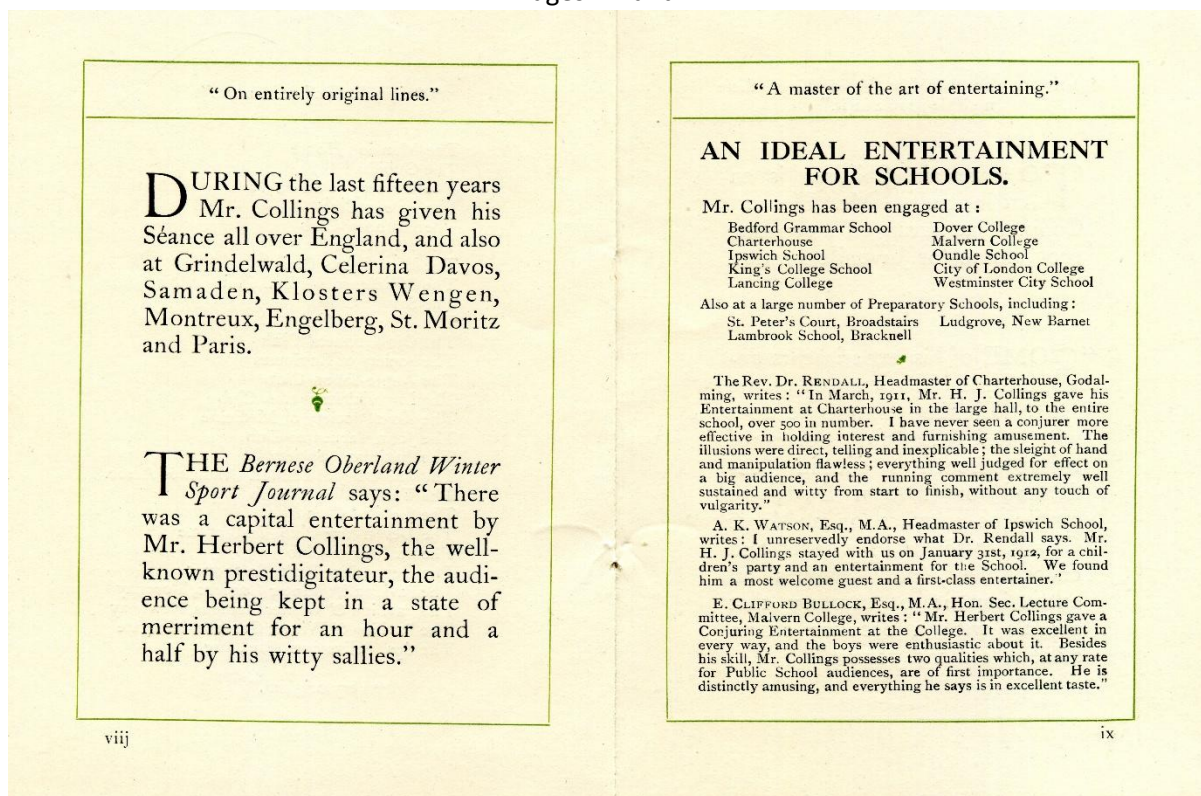
vj

“Originality and refinement.”

- Also at* The Mansion House
The Guildhall
The Deanery of St. Paul's
- For* The Alleyn Club
The Authors' Club
The 1894 Club
The Bons Frères Club
The Middlesex Hospital Club
The Savage Club
The Eccentric Club
The Old Gunners' Club
The Society of Engineers
The Anglo-Saxon Club
The Imperial Industries Club
The Royal Society of Medicine
The John Carpenter Club
The Justinians' Society
The University of London Graduates' Assoc.
The United Ward's Club
The Golfers' Club
The Devonshire Club, Eastbourne
The St. Moritz Club
- And at* The Devonshire Park, Eastbourne
The Pavilion & Winter Gardens, Torquay
The Pavilion & Winter Gardens, Newquay
The Pavilion & Winter Gardens, Margate
The Spa, Felixstowe, Etc., Etc.

“Very original.”

vij



“On entirely original lines.”

DURING the last fifteen years Mr. Collings has given his Séance all over England, and also at Grindelwald, Celerina Davos, Samaden, Klosters Wengen, Montreux, Engelberg, St. Moritz and Paris.

THE *Bernese Oberland Winter Sport Journal* says: “There was a capital entertainment by Mr. Herbert Collings, the well-known prestidigitateur, the audience being kept in a state of merriment for an hour and a half by his witty sallies.”

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“A master of the art of entertaining.”

AN IDEAL ENTERTAINMENT FOR SCHOOLS.

Mr. Collings has been engaged at :

- | | |
|------------------------|-------------------------|
| Bedford Grammar School | Dover College |
| Charterhouse | Malvern College |
| Ipswich School | Oundle School |
| King's College School | City of London College |
| Lancing College | Westminster City School |

Also at a large number of Preparatory Schools, including :

- | | |
|--------------------------------|----------------------|
| St. Peter's Court, Broadstairs | Ludgrove, New Barnet |
| Lambrook School, Bracknell | |

The Rev. Dr. RENDALL, Headmaster of Charterhouse, Godalming, writes: “In March, 1911, Mr. H. J. Collings gave his Entertainment at Charterhouse in the large hall, to the entire school, over 500 in number. I have never seen a conjurer more effective in holding interest and furnishing amusement. The illusions were direct, telling and inexplicable; the sleight of hand and manipulation flawless; everything well judged for effect on a big audience, and the running comment extremely well sustained and witty from start to finish, without any touch of vulgarity.”

A. K. WATSON, Esq., M.A., Headmaster of Ipswich School, writes: I unreservedly endorse what Dr. Rendall says. Mr. H. J. Collings stayed with us on January 31st, 1912, for a children's party and an entertainment for the School. We found him a most welcome guest and a first-class entertainer.”

E. CLIFFORD BULLOCK, Esq., M.A., Hon. Sec. Lecture Committee, Malvern College, writes: “Mr. Herbert Collings gave a Conjuring Entertainment at the College. It was excellent in every way, and the boys were enthusiastic about it. Besides his skill, Mr. Collings possesses two qualities which, at any rate for Public School audiences, are of first importance. He is distinctly amusing, and everything he says is in excellent taste.”

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"A dreary place would be this earth were there no little people in it."

TO entertain Children is an Art in itself. Mr. Herbert Collings has arranged a separate programme for Juvenile Parties.

"SOME of his experiments recall the old romances of the East. Linking them as he does with the delightful stories of childhood such as 'Alice in Wonderland' or 'Dream Days,' he carries us away as on a Magic Carpet, to scenes of wonder and enchantment, and evolves an entertainment of mystery that appeals with a peculiar charm alike to old and young."

"Excellent drawing-room magic."

THE City Press says: "At the Mansion House on Wednesday the Lord Mayor and Lady Mayoress entertained 400 children who are members of the Queen Alexandra League. Mr. Herbert J. Collings delighted the children with his Drawing-room Magic."

EMILY LADY AMPHILL writes to Messrs. Maskelyne & Devant's Entertainment Bureau: "The performance given on the 8th was a great success and gave universal pleasure. The children and the parents were equally amused, and enjoyed Mr. Collings' clever and amusing tricks immensely."

"Langdon, St. Thomas, Exeter, July 22, 1912. Messrs. Maskelyne & Devant, London. Dear Sirs—I beg to enclose cheque for the services of Mr. Herbert J. Collings at my house. Everyone was delighted with his entertainment. A man of culture and ability."

"Yours truly (signed) J. LANGDON THOMAS."

"Mrs. GEORGE HUBBARD encloses cheque, and begs to say that Mr. Collings delighted everybody yesterday afternoon, and she thanks Messrs. Maskelyne & Devant for selecting so good an entertainer."

The Rev. W. C. GREENE, St. Martin's Rectory, Canterbury, writes: "Mr. Collings gave us a most excellent entertainment which was much appreciated by the adults present as well as by the children, whose interest was sustained without a moment's cessation. We were greatly pleased with Mr. Collings' manner towards the children."

London Press

- STANDARD "Wonderful Tricks"
- WESTMINSTER GAZETTE "Artistic"
- DAILY GRAPHIC "Charming style"
- OBSERVER "Clever and amusing"
- EVENING STANDARD "Most mysterious"
- ST. JAMES' GAZETTE "Delightfully amusing as well as extremely puzzling"

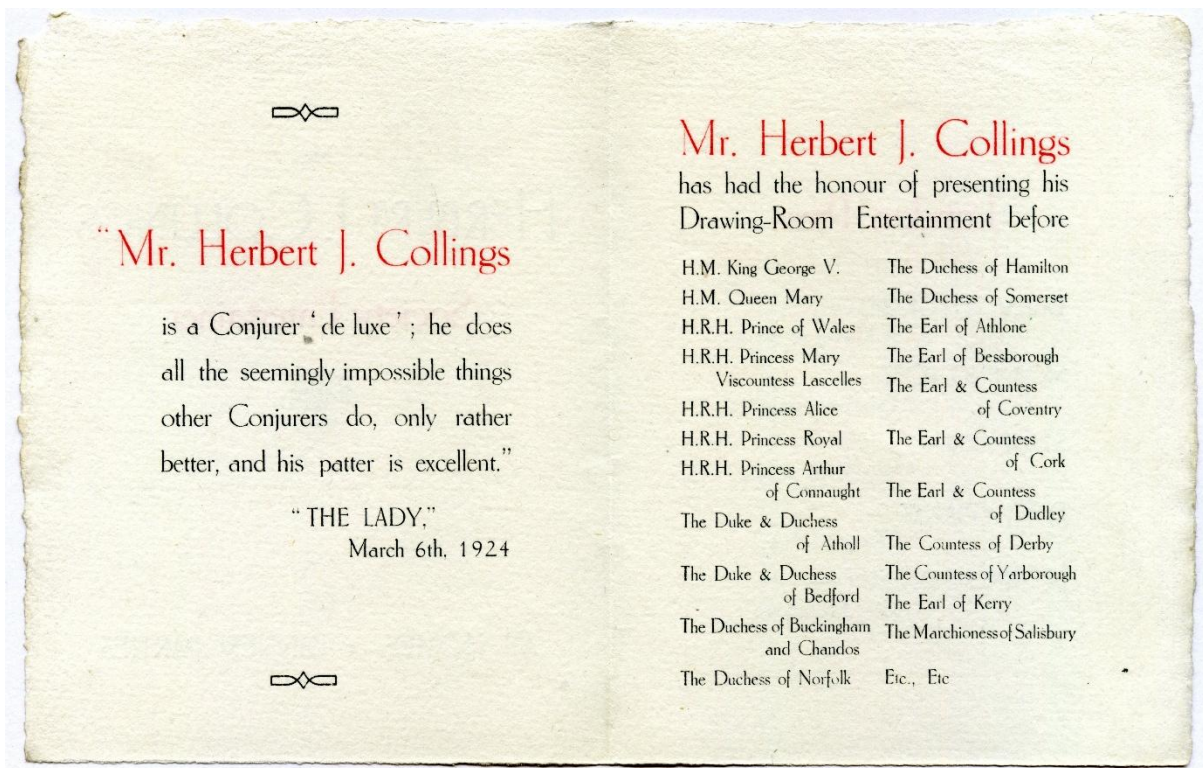
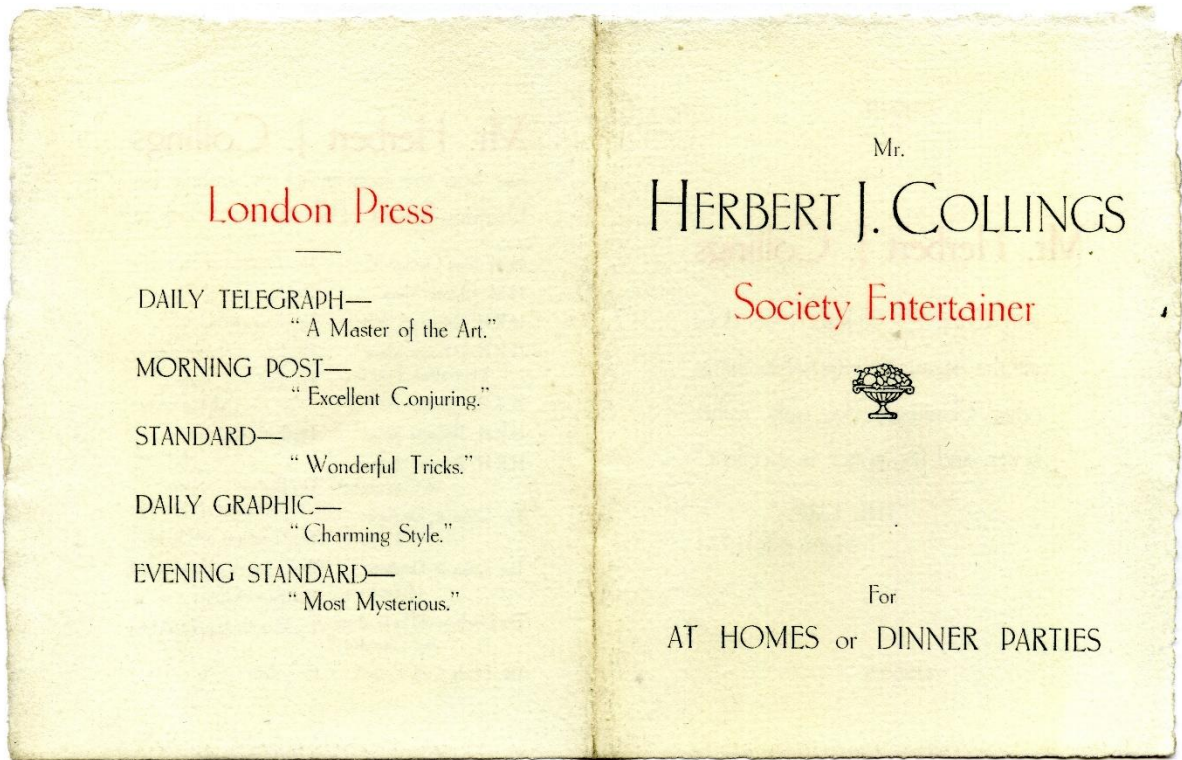
TORBAY NEWS, September 18th, 1912, says: "Mr. Herbert J. Collings in original examples of Drawing-room Magic has struck a new and welcome note in the Pavilion Concerts, and has succeeded in mystifying the audiences in a most agreeable manner."

FOR PARTICULARS OF TERMS AND VACANT DATES PLEASE APPLY

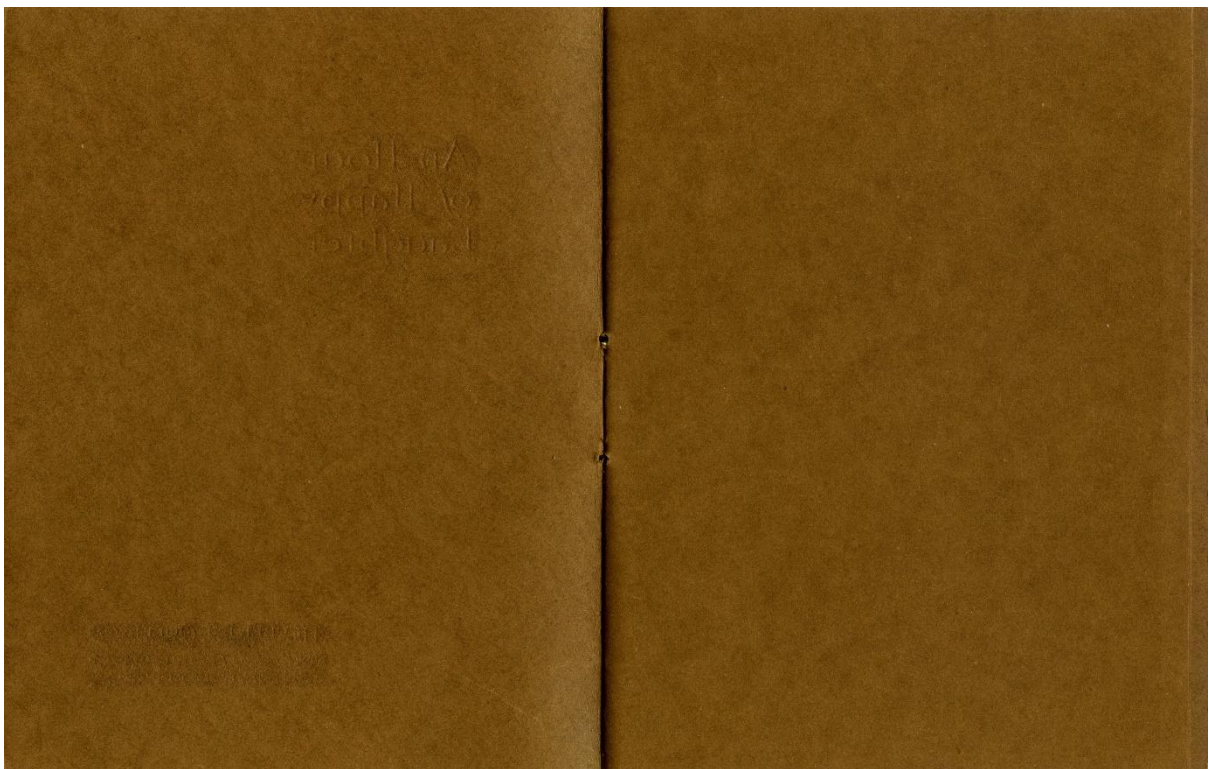
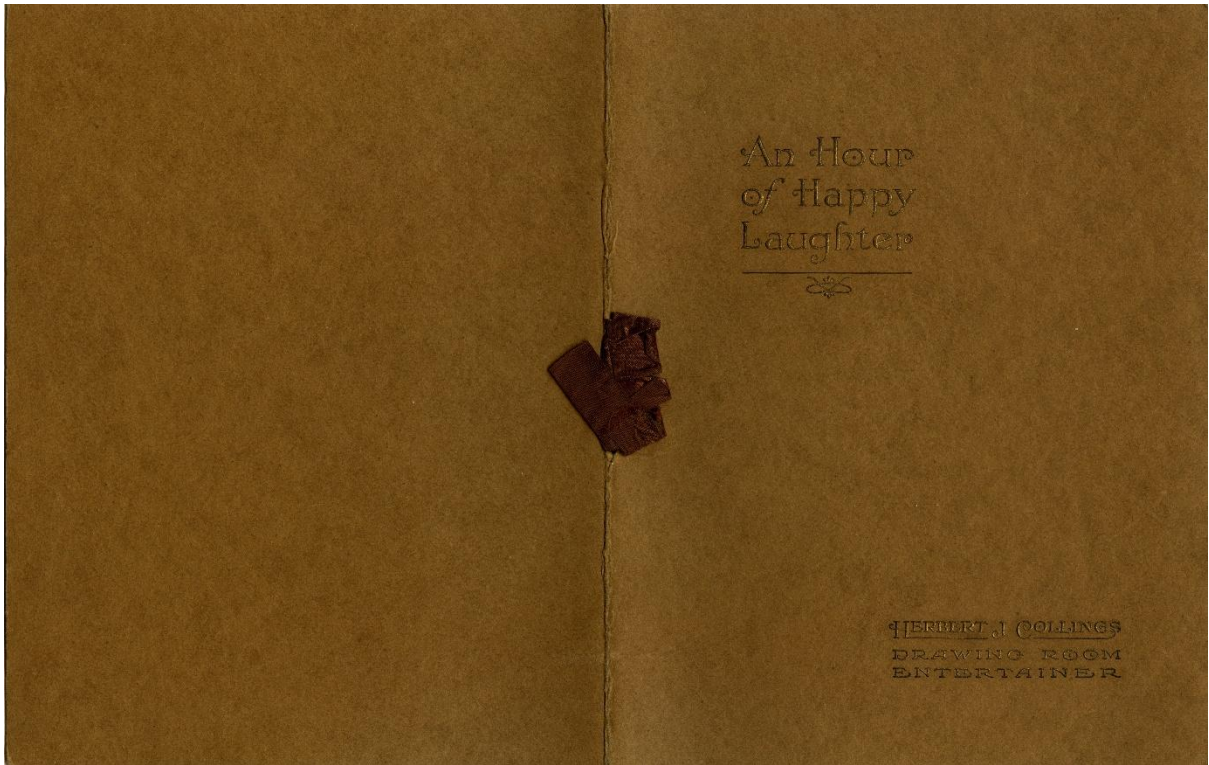
ALFRED HAYS' ENTERTAINMENT AGENCY
80 CORNHILL, E.C. . . 3300 Avenue (5 lines)
26 OLD BOND STREET . . . 1086 Mayfair

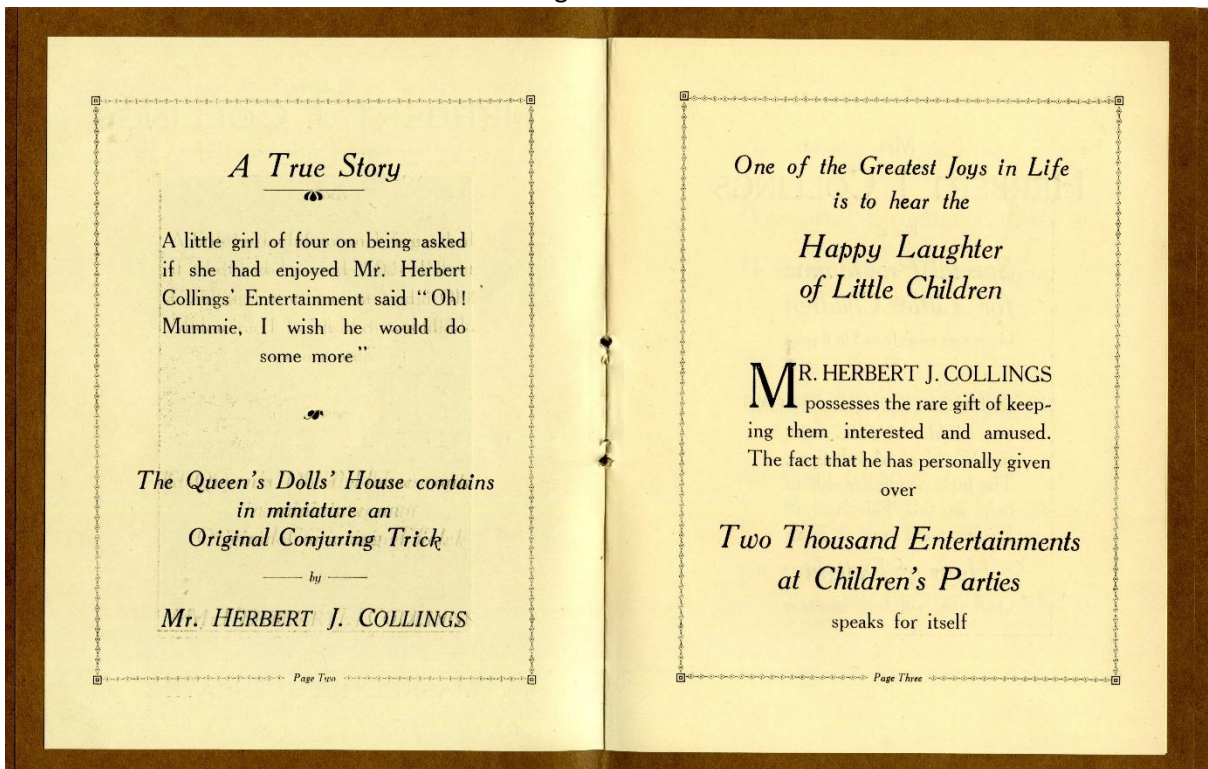
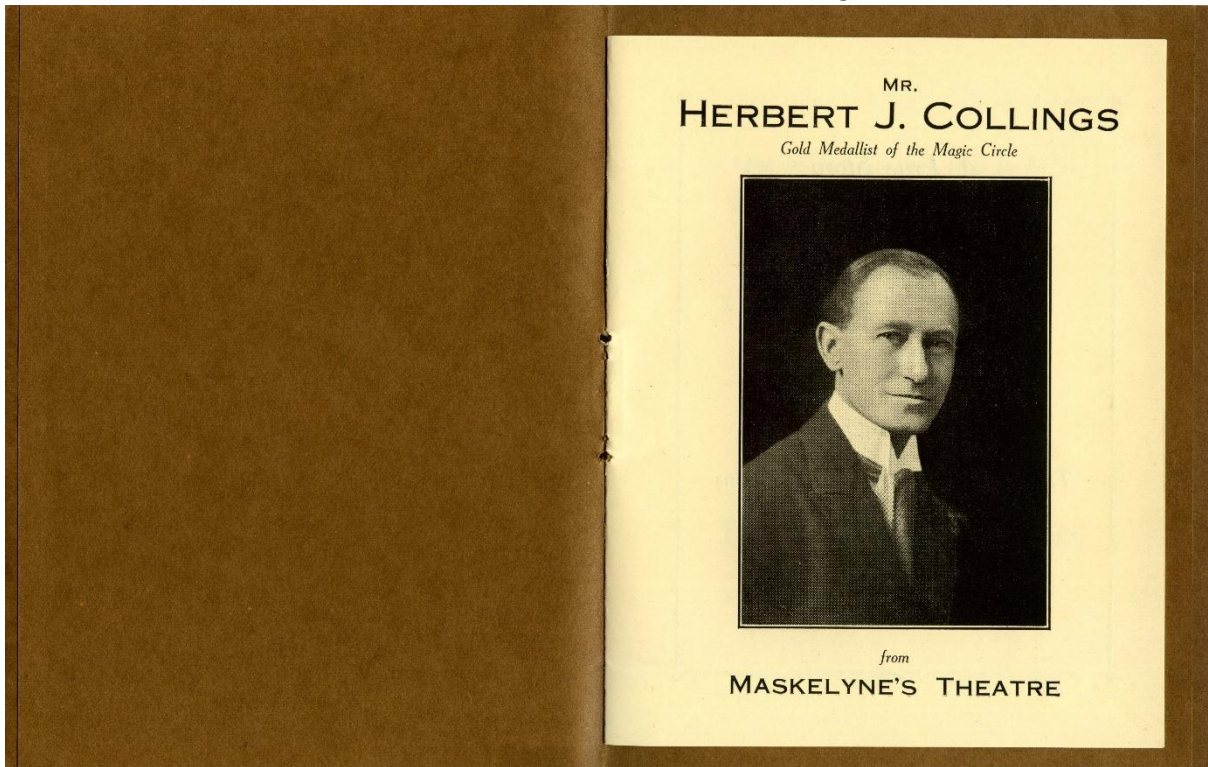
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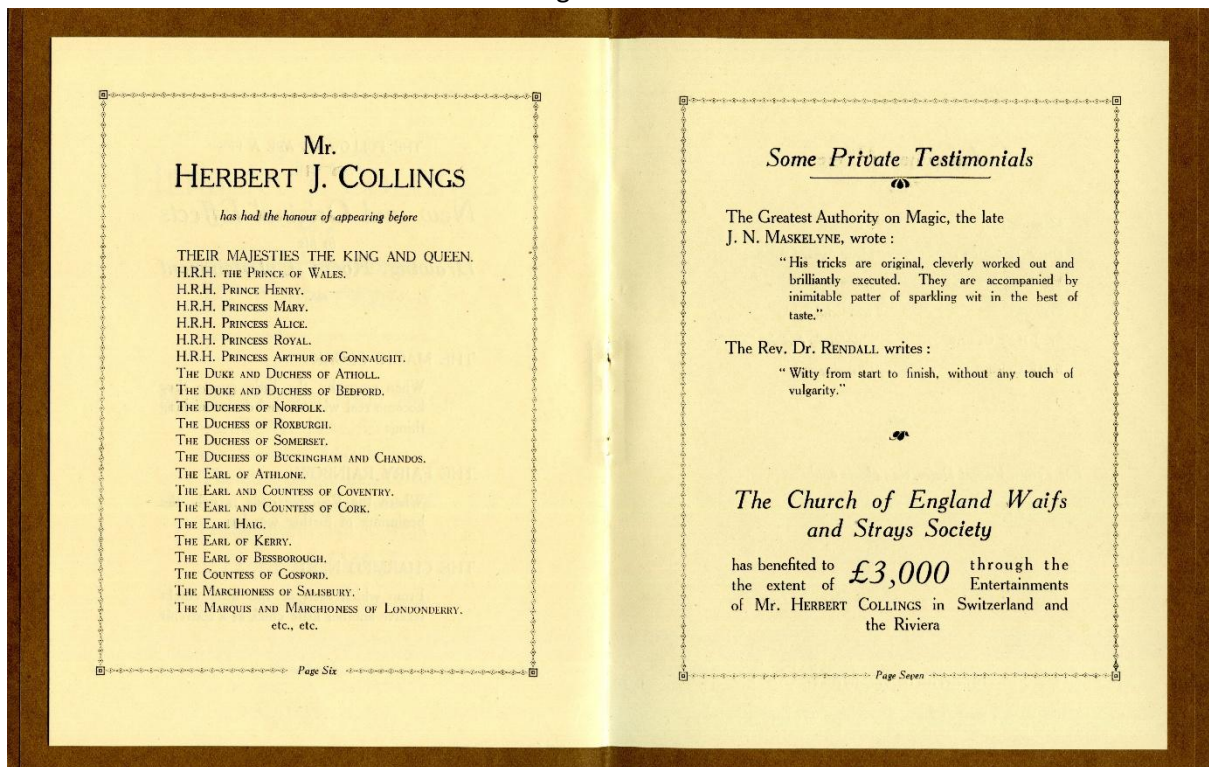
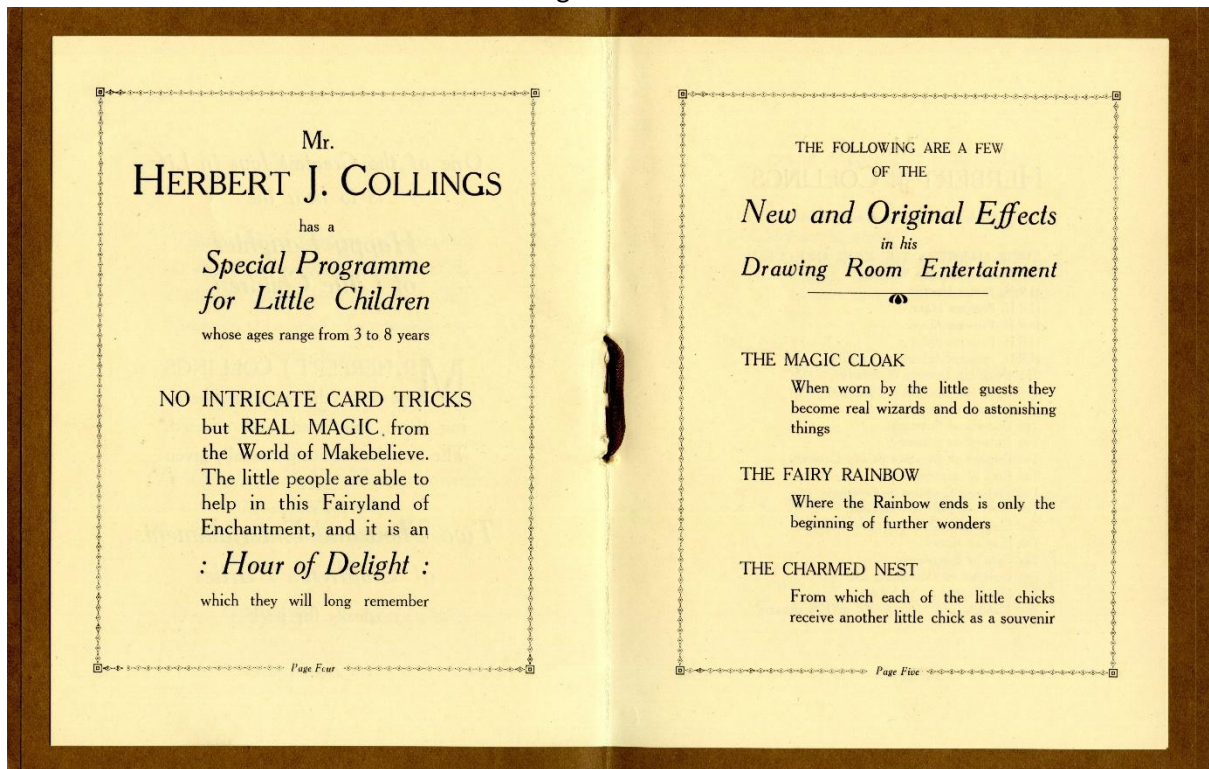
4 page brochure. Each page 90 x 115mm



8 page brochure with cover. For some reason the brochure has a double brown cover.
Cover size 125 x 160mm





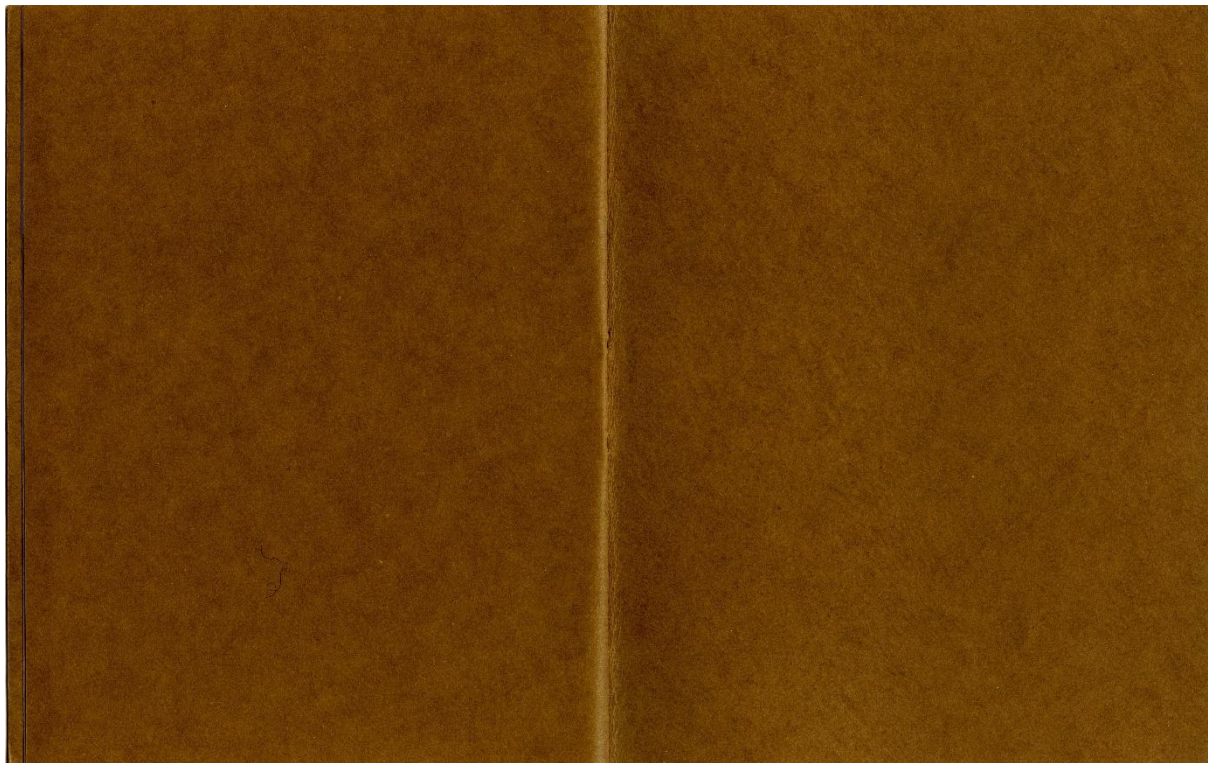


London Press

MORNING POST - - - "Excellent"
DAILY TELEGRAPH - - - "Mystifying and Puzzling"
THE LADY - - - - "A Conjuror-de-Luxe"
STANDARD - - - - "Wonderful Tricks"
ST. JAMES'S GAZETTE - - - "Delightfully Amusing"
DAILY GRAPHIC - - - - "Charming Style"

For Terms, Vacant Dates, etc., please apply :

SPRATMAN & SONS, LTD., BLACKHEATH ROAD, S.E.



The Rev. H. de V. Watson, Vicar of Hatfield Heath, Harlow, writes: "Admirable performance, personally I thoroughly enjoyed your entertainment and to the villagers it was a rare treat for they had never seen such clever tricks before."

✦

Extracts from the Magic Circular.

"Mr. Collings showed that rare gift of keeping his audience interested in all he did, his 'bon mots' in French being much appreciated."

"Mr. Herbert J. Collings had prepared an ingenious surprise, which, presented in his usual masterly manner, was one of the best things of the evening."

✦

Egham and Staines News says: "Caused the greatest bewilderment with his marvellous sleight of hand."

Newspay Chronicle says: "Marvellous plate spinning. . . . His patter is extremely amusing."

Guildford Press says: "Very entertaining."

Ipswich Observer says: "An adept in plate spinning."

Bromley Chronicle says: "Mr. Herbert Collings won hearty and well-deserved applause."

Barnet Press says: "Mr. Herbert Collings, whose patter was as smart and refined as his tricks were weird and clever."

ILLUSTRATED BOOKLET, TERMS, AND
VACANT DATES ON APPLICATION.

Address: **24 GORST ROAD,
WANDSWORTH COMMON, S.W.**

MR.
HERBERT J. COLLINGS,
(Member of the Inner Magic Circle, St. George's Hall, W.)

**DRAWING ROOM
ENTERTAINER**

CONJURING.
□
SLEIGHT
OF
HAND.




PLATE
SPINNING.

**SOME PRESS OPINIONS
AND
PRIVATE TESTIMONIALS**

MR. COLLINGS has given his Drawing Room Seance at Amersham, Ampthill, Aldershot, Bognor, Chichester, Colchester, Dover, Elham, Eastbourne, Farnham, Guildford, Godalming, Hastings, Hitchin, Hemel Hempstead, Henley, Ipswich, Kenley, Kew, Leeds, Malvern, Newquay, Northwood, Ockley, Purley, Reigate, Reading, St. Leonards, Thetford, Torquay, Upper Norwood, Wimbledon, Woking, Witley, Weston-super-Mare.

ALSO AT

The Deanery of St. Pauls, The Guildhall, Malvern College, Bedford Grammar School, Training Ship "Exmouth", King Edward VII. Sanatorium, Midhurst,	King Edward's Schools, Witley, Mess Club, H.A.C., Children's Hospital, Great Ormond St., St. Bartholomew's Hospital, Crystal Palace, Etc., Etc.
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LONDON PRESS.

St. James' Gazette. "Mr. Herbert J. Collings did some amazing things in a most mysterious manner, completely baffling his professional audience."

The Westminster Gazette. "A feature of the evening was the artistic work exhibited by a younger generation of conjurers, men who come forward with little or no apparatus, who do not even require a table or a chair. Take, for instance, Mr. Herbert Collings; lend him a handkerchief and he will entertain you with that alone, add a piece of ribbon and he transforms both into the latest creation in beehive hats, and all the while you are amused and instructed in any known or unknown tongue."

Evening Standard. "Many well-known magicians mystified the audience. Among those who appeared were Mr. David Devant, Mr. Herbert Collings who performed some wonderful things in a dexterous manner."

The Standard. "Some wonderful tricks were performed by Mr. David Devant, Mr. Herbert Collings. . . ."

Daily Graphic. "Mr. Herbert J. Collings gave two new tricks."

City Press. "A feature of the evening was a Drawing Room Seance by Mr. Herbert J. Collings."


The Referee. "Clever and amusing."

Shoe and Leather Record. "An expert conjurer."

✦

SOME PRIVATE OPINIONS.

"Clever and Refined." "Excellent Patter."
"A Capital Entertainment."
"Witty Patter."
"A Most Excellent Entertainment."



**A Refined and
Original Entertainment**

as given before . . .

THE COUNTESS OF YARBOROUGH.
THE COUNTESS OF LOVELACE
THE COUNTESS OF BUCKINGHAMSHIRE.
THE DOWAGER LADY AMPHILL.
THE BARONESS DERLANGER.
LORD ALVERSTONE.
MR. LEOPOLD DE ROTHSCHILD
HIS EXCELLENCY THE DANISH MINISTER.
SIR WILLIAM P. TRELOAR, Bart. (Lord Mayor, 1906.)
SIR JOHN BELL, Bart. (Lord Mayor, 1907.)
SIR GEORGE WYATT TRUSCOTT, Bart. (Lord Mayor, 1908.)
GENERAL THE HON. SIR N. G. LYTLETON, G.C.B.
THE HON. SIR JOHN COCKBURN, K.C.M.G.

The Tollingtonian Magazine says: "Specially would we mention Mr. Herbert Collings, chiefly card tricks, his were of the most amazing description, but the greatest delight of all was to listen to the increasing flow of really humorous and pointed patter."

The Malvernian Magazine says: "Most amusing . . . Mr. Collings made such an impression that everyone hopes to see him here again next Winter."

Lady Lennox writes: "Everyone who was present was delighted with all you did."

Clifford Bullock, Esq., Hon. Sec. Lecture Committee, Malvern College, writes: "Mr. Herbert Collings gave a conjuring entertainment at the College. It was excellent in every way. Besides his skill Mr. Collings possesses two qualities which, at any rate, for a public school audience, are of first importance. He is distinctly amusing and everything he says is in excellent taste."

**The following are selected from numerous
Testimonials received by Messrs. Maskelyne
and Devant's Entertainment Bureau.**

Emily Lady Ampthill writes: "The performance given on the 6th was a great success and gave universal pleasure. The children and the parents were equally amused and enjoyed Mr. Collings' clever and amusing tricks immensely."

"Mrs. George Hubbard encloses cheque and begs to say that Mr. Collings delighted everybody yesterday afternoon, and she thanks Messrs. Maskelyne and Devant for selecting so good an entertainer."

LONDON PRESS

DAILY TELEGRAPH . . . "Mystifying and Puzzling"

MORNING POST . . . "Excellent Conjuring"

STANDARD . . . "Wonderful Tricks"

WESTMINSTER GAZETTE . . . "Artistic"

DAILY GRAPHIC . . . "Charming Style"

OBSERVER . . . "Clever and Amusing"

EVENING STANDARD . . . "Most Mysterious"

ST. JAMES' GAZETTE . . . "Delightfully amusing as well as extremely puzzling"

◇


For Terms and Vacant Dates
please apply

18, RAVENSLEA ROAD, S.W.12

Telephone : Battersea 0586

Mr.
Herbert J. Collings

From MASKELYNE'S THEATRE OF MYSTERY



Amusing and Amazing Magic

DRESS OPINIONS

◇

"A genius for impromptu jokes and accomplished wizardry"

Mr. Herbert J. Collings
is a Conjuror de luxe. He does all the seemingly impossible things that other Conjurors do only rather better, and his :: :: patter is excellent :: ::

The Lady

"One of the most brilliant Conjurors, and at the same time one of the most humorous Entertainers I have ever seen."

*La Saison de Cannes,
Jan. 23rd, 1926*

Mr. Herbert J. Collings
has had the honour of presenting his
Drawing-Room Entertainment before

H.M. King George V. H.M. Queen Mary H.R.H. Prince of Wales H.R.H. Princess Mary Viscountess Lascelles H.R.H. Princess Alice H.R.H. Princess Royal H.R.H. Princess Arthur of Connaught The Duke & Duchess of Atholl The Duke & Duchess of Bedford The Duchess of Buckingham and Chandos The Duchess of Norfolk	The Duchess of Hamilton The Duchess of Somerset The Earl of Athlone The Earl of Bessborough The Earl & Countess of Coventry The Earl & Countess of Cork The Earl & Countess of Dudley The Countess of Derby The Countess of Yarborough The Earl of Kerry The Marchioness of Salisbury Etc., Etc.
--	--

and at

Adelboden, Diablerets, Grindelwald, Wengen,
 St. Moritz, Maloja, Pontresina, Engelberg,
 Villars, Klosters, Samaden, Lengenheide, Murren,
 Territet, Mentone, Cannes, Bordighera,
 Valescure and Hyeres.

◇

An Original Effect by Mr. Herbert J. Collings is
 included in the Miniature Cabinet of Conjuring
 Tricks in the Queen's Doll's House.

4 page brochure. Each page 165 x 215mm

LONDON PRESS

Daily Telegraph—“A Master of the Art”
 Morning Post—“Excellent Conjuring”
 Standard—“Wonderful Tricks”
 Evening Standard—“Delightfully Amusing”
 Daily Graphic—“Charming Style”


* * *

For Vacant Dates, etc., please apply—
GERALD CHRISTY
 THE LECTURE AGENCY LTD.
 THE OUTER TEMPLE
 STRAND, W.C.2
 Telephone: CITY 4178 (two lines)

MR. . . .

HERBERT J. COLLINGS

from
Maskelyne's
Theatre



*Wizardry
& Wit*

“A
Conjurer de
Luxe”
“Brilliant
Work”

MR. HERBERT J. COLLINGS
 is in a class of his own. He has not
 only technical knowledge, but the
 ability to entertain; and keeps his audience rippling
 with laughter by the combination of ready wit and
 perfect artistry

His Programme consists of ::

Marvellous Sleight of Hand
Tricks that defy Detection
Amusing Anecdotes and Witty Stories
Plate Spinning
 One of the most difficult feats of
 juggling ever performed
 NO PIANO REQUIRED

MR. HERBERT J. COLLINGS may also be engaged
 with Miss HILDA BERTRAM (Mrs. Collings) in
 their joint entertainment of

MUSIC and MAGIC
 consisting of SONGS AT THE PIANO - SHORT STORIES - MAGIC
 AND PLATE SPINNING. For this a Grand Piano must be provided.

Mr. HERBERT J. COLLINGS
 was elected in 1928, President of the Magic Circle
 — (a Society for the promotion of the Art of Magic) —

Has appeared by Royal Command at Windsor Castle
 where he had the honour of being personally complimented
 — by their Majesties the King and Queen —

He has been engaged by the
 LEADING LECTURE SOCIETIES
 :: LITERARY SOCIETIES and ::
 PUBLIC SCHOOLS, including

CHARTERHOUSE SCHOOL (4 times)	LANCING COLLEGE (4 times)
CHEL TENHAM	BLUNDELL'S, TIVERTON
SEDBERGH (twice)	OUNDLF. (twice)
RADLEY (twice)	BIRMINGHAM TOWN HALL (4 times)
	DEANERY OF ST. PAUL'S

The Rev. Dr. RENDALL, late Headmaster
 of Charterhouse, Godalming, writes:—

“MR. H. J. COLLINGS gave his Entertainment at Charterhouse in
 the large Hall, to the entire School, over 500 in number. I have
 never seen a conjurer more effective in holding interest and furnishing
 amusement. The illusions were direct, telling and inexplicable; the
 sleight of hand and manipulation flawless; everything well judged for
 effect on a big audience, and the running comment extremely well sustained
 and witty from start to finish, without any touch of vulgarity.”


4 page brochure. Each page 125 x 205mm

LONDON PRESS

Morning Post "Excellent Conjuring"

Daily Telegraph "The neatest of conjurers,
a master of the Art"

Evening Standard "Charming Style"



HERBERT J. COLLINGS
(Founder and Past Presidents of the Magic Circle)

BERRYMAN
LONDON, U.K.A.

MAGIC

has never been more popular than it is to-day.
It has been brought to a fine Art.


As an
AFTER-DINNER ENTERTAINER
Mr.
HERBERT J. COLLINGS
has few equals. He has appeared by Royal
Command at Windsor Castle and also at
York House, St. James' Palace.

Combining as he does First Class Magic
with spontaneous humour, his programme is
kept up to date and delightfully amusing.

A number of his witticisms have been illus-
trated by well known Artists and have
appeared in "Punch," and his digital dexterity
is of the highest order.

A WIZARD
WHO KNOWS HIS WORK FROM
A to Z
and who has been engaged at or for :-

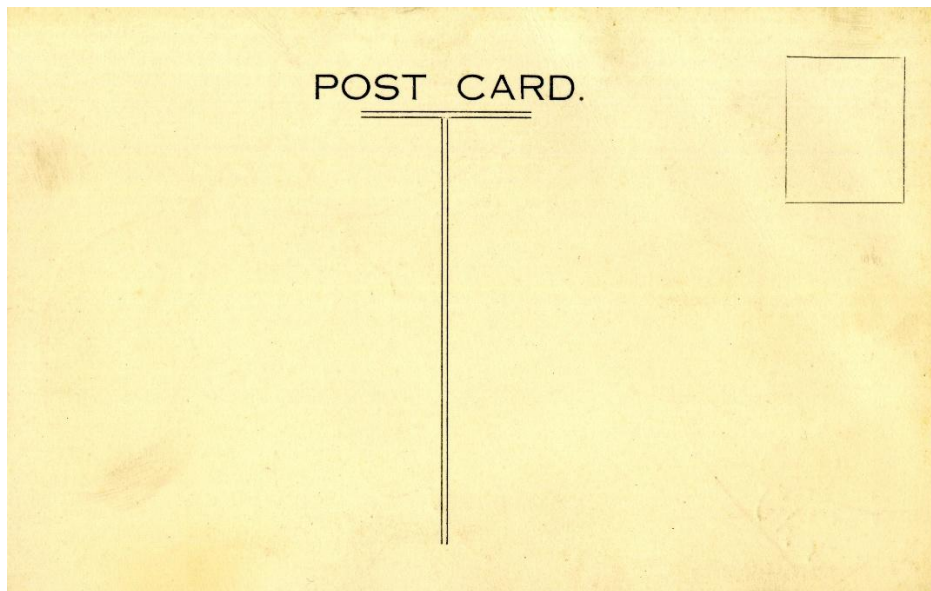
ARTS CLUB	NATIONAL SUNDAY LEAGUE
BADMINGTON CLUB	OUNDLÉ SCHOOL
CARLTON CLUB	PUMP ROOM, BATH
DEANERY OF ST. PAUL'S	QUEEN ALEXANDRA LEAGUE
ENGINEERS CLUB	ROYAL SOCIETY OF MEDICINE
FELSTED SCHOOL	SEAFORD HOUSE
GUILDHALL	TOWER OF LONDON
HATFIELD HOUSE	UNIVERSITY OF LONDON
INSTITUTE OF CIVIL ENGINEERS	VINTNERS' COMPANY
JUNIOR CONSTITUTIONAL CLUB	WINDSOR CASTLE
KING'S COLLEGE SCHOOL	X X CLUB
LEAMINGTON SPA	YORK HOUSE
MANSION HOUSE	ZOOLOGICAL SOCIETY



Mr. COLLINGS
has also given his entertainments in

PARIS	ST. MORITZ	CANNES
MONTREUX	BIARRITZ	MENTONE
ENGELBERG	BORDIGHERA	ST. JEAN de LUZ

Postcard 90 x 140mm



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