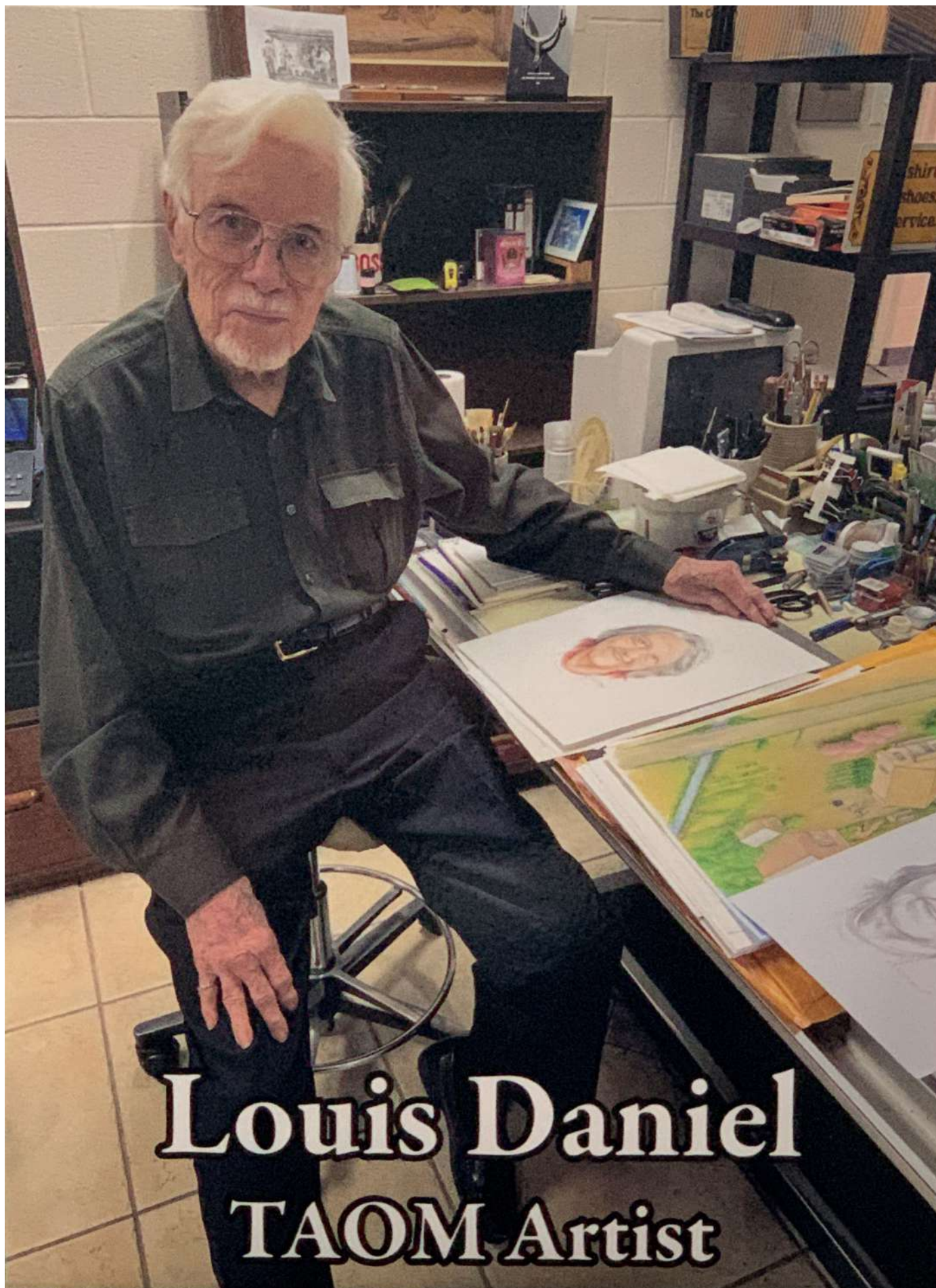




Louis Daniel
TAOM Artist



Louis Daniel - TAOM Artist

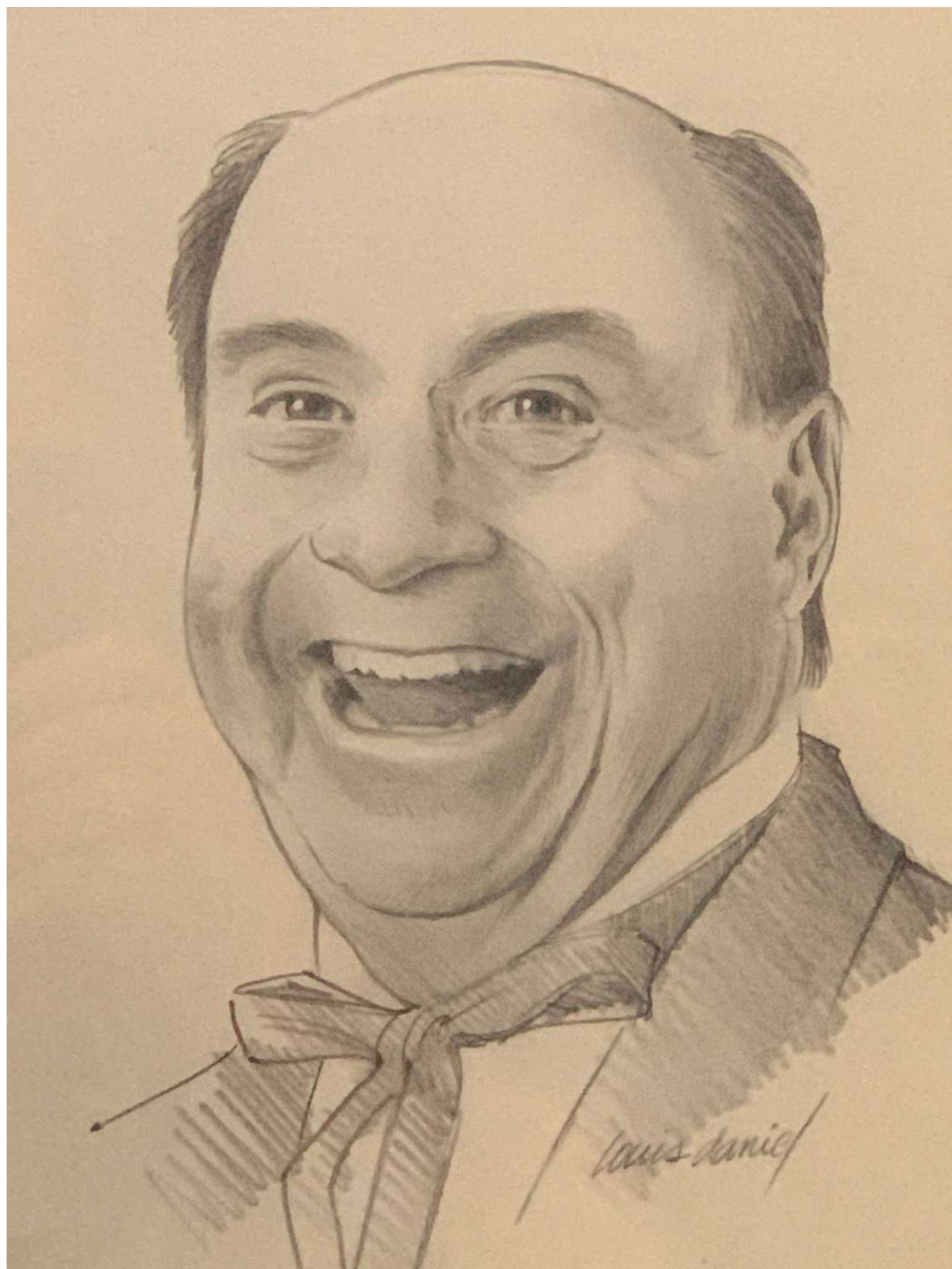
Louis Daniel

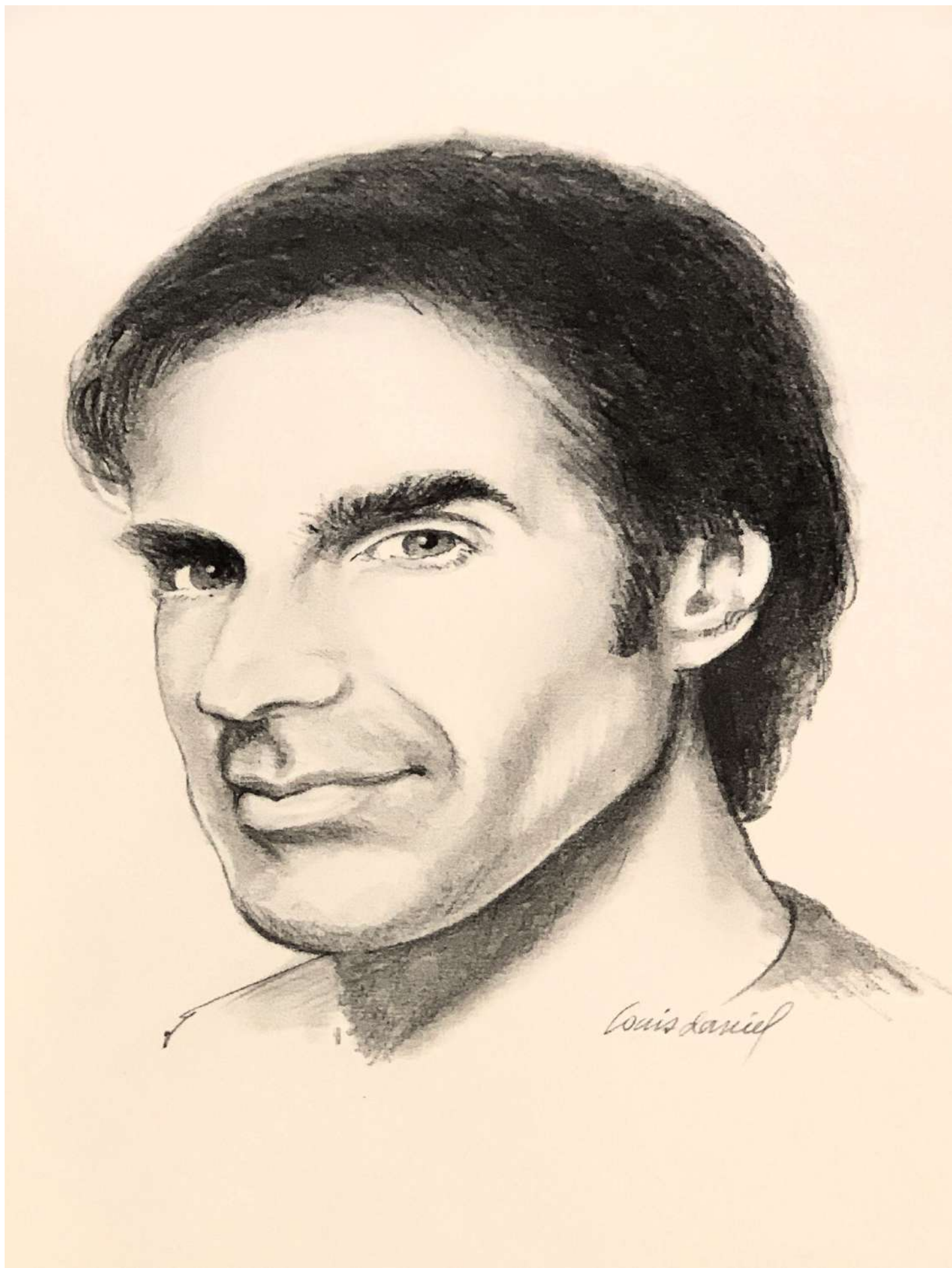
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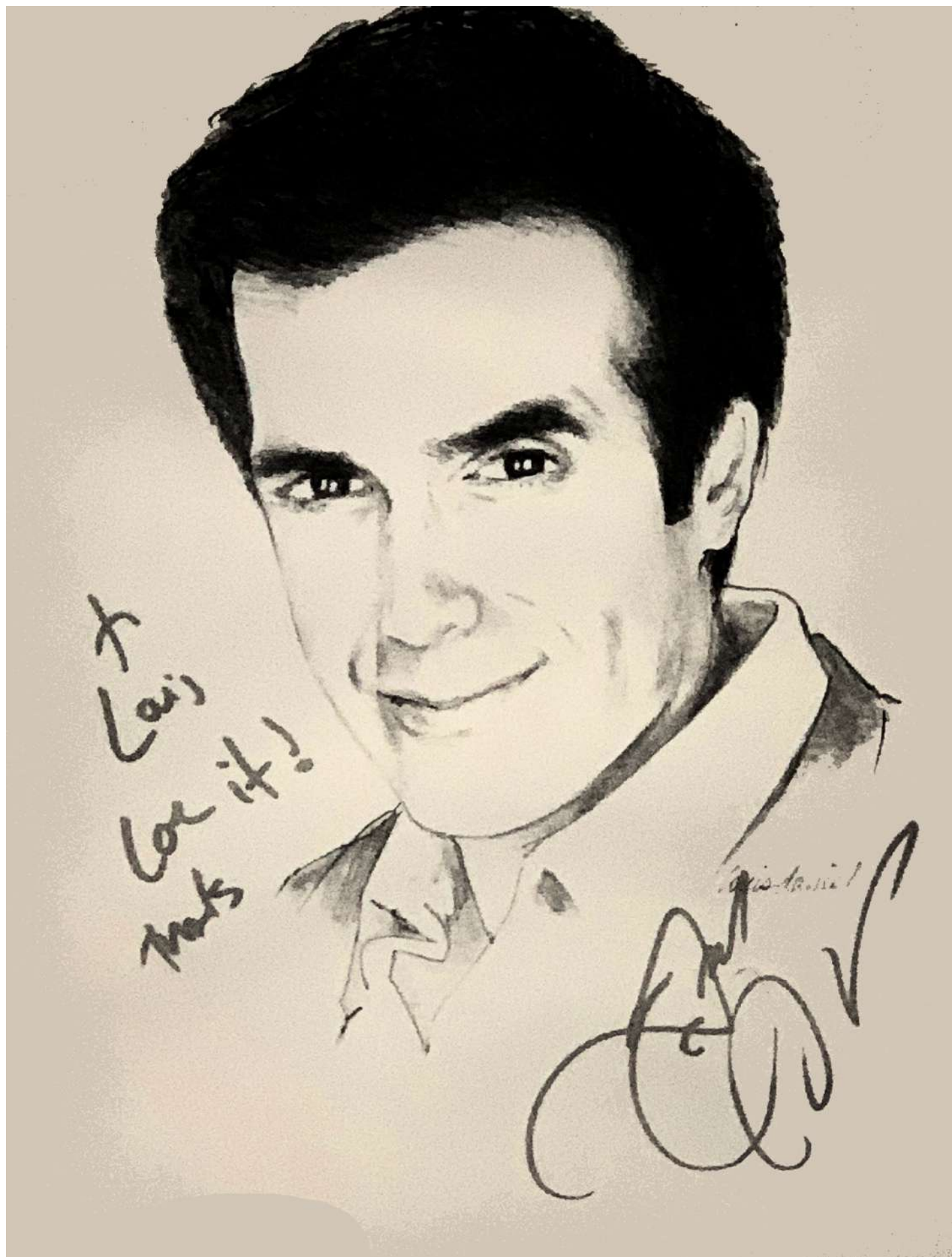
Fort Worth illusionist and professional illustrator, Louis Daniel, for over seven decades, has created some of the most iconic images associated with the Texas Association of Magicians. He is a long-time member of the Fort Worth Magicians Club and holds the designation of “Order of Merlin – Excalibur,” the highest honor awarded for “exceptional service” to the International Brotherhood of Magicians.”

Of his many illustrations and artwork for the TAOM, Louis’s most lasting contribution is the current TAOM logo itself. The image dates to 1953, when Ren Clark, founder of the Fort Worth Magicians Club and original member of the TAOM, sought Louis’s talent in redesigning the existing logo, an image that remains as the signature of the association even unto today.











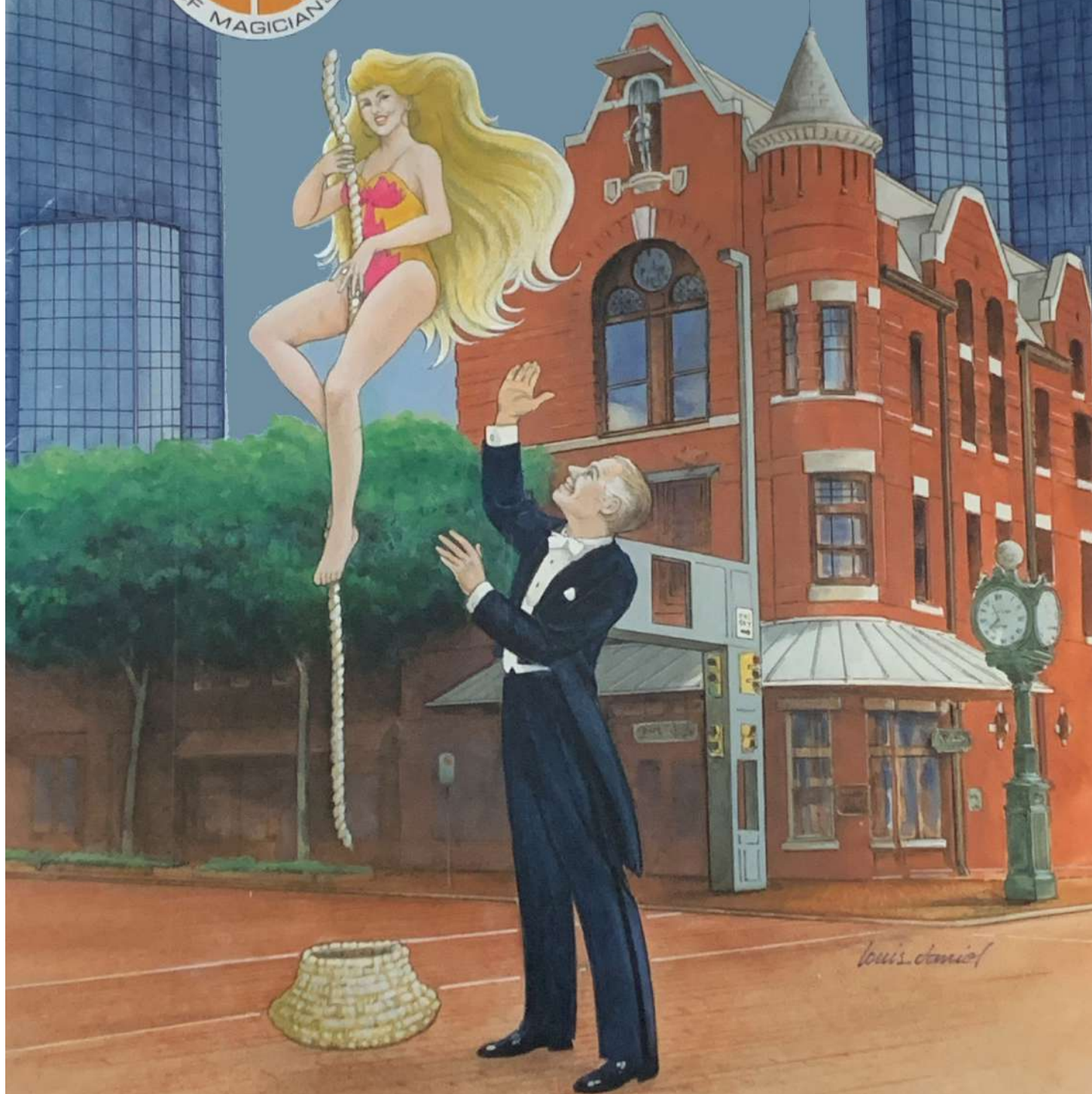
BOB HALE

The world's
**MOST COLORFUL
ILLUSIONIST
and MAGICIAN**





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Annual Convention Program

LOUIS DANIEL AND THE "OTHER ART" OF MAGIC

by Geoff Grimes

At a spry 93 years, Fort Worth's Louis Daniel, illustrator extraordinaire, is older than the Texas Association of Magicians itself for which he has served as a volunteer artist of magic and magicians for more than 75 years.

Born in Wichita Falls, Texas in 1931, Louis has known them all and outlived each of the "founding fathers" of the TAOM and many of those who have followed in their footsteps. Today, Louis lives with his wife Shirley in Fort



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Worth, Texas, where he's been an honorary "Life Member" of the Fort Worth Magicians Club—the "Ren Clark" IBM Ring 15, one of the oldest organizations of the International Brotherhood of Magicians. Twice the recipient of IBM's "Excalibur" designation for longevity, Louis explains, "Yeah—for 77 years of continuous membership, so they've told me!"

Daniel still holds court in his studio, surrounded by hundreds of his illustrations of the famous, the infamous, and the not-so-much. Proudly showing off the inscribed drawing of one of America's most celebrated 20th-century actresses, Louis twinkled, "She actually kissed me—Helen Hayes!" Performing in Fort Worth in the twilight of her career, Miss Hayes beamed when she signed the illustration and returned it to Louis with deep pleasure and appreciation.

Louis's career in art began at the early age of 6 when he drew a realistic giraffe in the first grade. His artwork would single him out in each of the schools he attended, and his teachers would pass on art gigs from the community. Af-

ter high school, it was his artistic talent that landed him several jobs at stores, including stints as an illustrator with W. C. Stripling & Company, Wallace Photography, and Leonards, each in Fort Worth. He finally settled with Witherspoon &



Associates, becoming, in time, Vice President and senior director of its art department.

After 25 years, he retired in 1980 to launch his own very successful agency, Louis Daniel & Company.

Widely acclaimed as an illustrator and the recipient of many local, regional and national awards, Louis, over the years, has also given back much to his community. His illustrations have graced the program covers of Fort Worth's Shrine Circus for more than 25 years and 12 years for the "Lighthouse for the Blind." Other contributions include illustrations for the Casa Mañana, the Humane

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Society of North Texas, Goodfellow's, the Fort Worth Theater, and the Fort Worth Museum of Science and History. He co-founded the Fort Worth Art Directors Club which became the Dallas Society of Visual Communications.

Daniel's avocation in magic parallels his rise in the advertising business. By the 9th grade, he had discovered "Interstate Sales," the magic store in Fort Worth, where he began hanging out with his school buddy, Leon Baldwin, whose father was a magician. At the magic shop, the duo would come to meet local Fort Worth magicians, and after a while, the new manager, Gene de Bullet, hired Louis to work the counters after school and on the weekends. It was while working with the other demonstrators that he would begin to build his magic chops, and the two youngsters began performing for local civic clubs and private birthday parties.

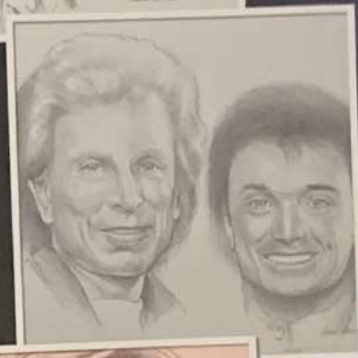
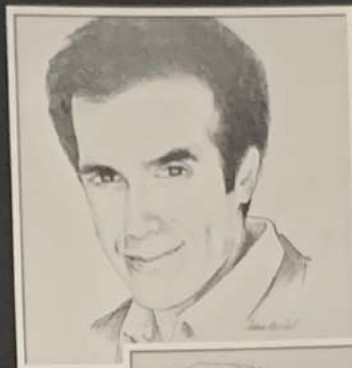
It was on one of those Saturdays as a demonstrator at the magic shop that Louis happened to meet A. Renerick Clark, the founder of the Fort Worth Magicians Club in 1941. An oil man and Fort Worth restaurateur/hotelier, "Ren" Clark, in 1947, would become president of the IBM and a world-wide ambassador promoting the art of magic. Back in Fort Worth, Clark spread his infectious enthusiasm to such local luminaries as John Justin, founder of

Justin Boots, Luther Adkins, Fort Worth Star-Telegram vice-president, and Wilbur Kattner, magic inventor and metallurgist on the "Manhattan Project" that produced America's series of atomic bombs used to end the war in the Pacific in 1945.

"In the beginning," Louis relates, "I was into 'fire magic'! One of the staff at the magic store did fire tricks, and in just a little while, I had learned the methods to most of his act. At some point, I had a whole stage act built around tricks with fire." He adds, "I even incorporated fire into my closeup work." In 1950, Tom Palmer (aka "Tony Andruzzi") at WFAA-TV in Dallas hired Louis to play a fire eater in a half-hour sitcom about a hotel for retired actors.

"Palmer," "Clark," "Justin," "Adkins," "Kattner"—in such company, the "magic bug" bit Louis deeply, so he took a leave from illustration to launch a touring magic show with Leon, performing the "Crypt of Terror," featuring fire and the "living mummy." However, life on the road for the youngsters wasn't much fun. He recalls booking a show for an evening in Texas City, but the night before, the whole town blew up in what was to become the largest indus-

trial accident in United States history. Louis explains dryly, "I came back to Leonards and returned to painting signs."



by 1954, he was



