



July Newsletter

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Important July Dates

(All times are CST/CDT)

July 1, 9:20 pm - Full Moon

Guru Purnima (India)

This Full Moon is Guru Purnima, a festival traditionally celebrated in India. The word guru is derived from two Sanskrit words, Gu means "ignorance," Ru means "the remover of ignorance"; thus, the one who removes our ignorance is a guru. On this day, followers pay their regards to their guru or spiritual guide, who many believe is a necessary part of their lives. The festival is common to all traditions in Hinduism because it is dedicated to respect for their religious teachers and leaders. Hindus also celebrate it in honor of the great sage Vyasa, who is seen as one of the greatest gurus in ancient Hindu tradition, and floral offerings and symbolic gifts are given away in his name. Vyasa was not only believed to have been born on this day, but also to have started writing the *Brahma Sutras*, a major religious text at this time. Recitations of these sutras, dedicated to him are organized on this day.

This would be a good day to write a letter to someone who has helped you on your spiritual path, whether or not you call them a guru. If they are no longer alive, write the letter and burn it while thinking about them.

~ Magenta Griffith in Llewellyn's 2015 Witches' Datebook -

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Join the **Moon Water Challenge** this Full Moon. For more information, please visit <https://www.facebook.com/MoonWaterChallenge>

July 4 - Independence Day

Independence Day Ritual

Set a small USA flag on your altar.

Do NOT use a USA flag as an altar cloth as that is contrary to USA Flag Etiquette.

On the altar, place a candle or candles.

Gerina Dunwich in "Everyday Wicca" suggested 1 red, 1 white, 1 blue. These colors symbolize the USA, her people, and Lady Liberty as a Goddess of Freedom.

Light some incense, center, and ground. Meditate briefly.

Focus your mind upon the positive things about your country, as well as the many problems that are facing her today. Try to think of ways to improve matters. Visualize all negativity completely eliminated, and all men, women, and children, not only in the United States, but throughout the entire world as well, living their lives happy, healthy, and free.

When you are ready, begin the ritual.

Light your candle or candles. After you do so, speak your intentions, wishes, and desires.

If you are using, as suggested by Gerina Dunwich, the three candles: 1 red, 1 white, 1 blue, light them, and recite out loud something similar to what Gerina Dunwich suggested:

Light the Red Candle and say:

"I light this candle with a prayer for love to unite all individuals of this Great Nation and of the world regardless of their race, culture, spiritual path, or sexual preference. Lady Liberty, Goddess and symbol of freedom, I ask thee to guide us. Let us be brave and strong. Let us forever remain the land of the free."

Light the White Candle next, and say:

"I light this candle with a prayer to help heal this country from the wounds of war, poverty, pollution, crime, bigotry, disease, and all things negative, Let the healing now begin. Let our spiritual strength be great. Let us grow in wisdom and continue to seek truth and justice for all."

Finally, light the Blue Candle, and say:

"I light this candle with a prayer for peace between all nations and all children of the Great Mother we call our Planet Earth. Let us begin to live together in harmony as brothers and sisters with love, understanding, and respect for each other. Let us be able to learn from the past and be able to look to the future with open hearts and open minds. Let us be united as one Nation Under Goddess and God.

So Mote It Be!"

July 16, 9:05 am - New Moon

With this New Moon, we are dealing with polarities; Good and evil, the living and the dead, left-brain and right-brain, lunar and solar. The imagination is very strong here with the ability to capture it and put it into words. We swing between optimism, looking at the bright side of life and then to exploring the seedy side of life, the shadow what is deemed taboo. This Moon's emotions are so colorful which is great for creativity. Any artists touched by this Moon will throw themselves right into their work, there is no holding back. The feelings flood out onto the canvas and touch the public profoundly.

July 31, 5:43 am - Full Moon/Blue Moon

Today is a Blue Moon, in most people's opinion, but there are three different definitions of a Blue Moon. The most common usage today is the second Full Moon in a single calendar month, which happens every two or three years. Use of the term "blue Moon" in that way comes from a misinterpretation of the traditional definition that appeared in the March 1946 issue of the magazine *Sky and Telescope*. Prior to that time, the term was used to describe the third Full Moon in a season with four, a season being defined at the time period between a solstice and an equinox or vice versa. The third definition of a Blue Moon is two Full Moons in the same astrological sign. Because a blue moon is uncommon, the term "once in a blue moon" is used to mean a rare event. The term has nothing to do with the actual color of the moon.

The next Blue Moon won't happen until January 2018, so make good use of this day. Do something you have never done before, try a new food, go to a movie you otherwise wouldn't dream of watching, or talk to people whose views are very different from yours.

~ Magenta Griffith in Llewellyn's 2015 Witches' Datebook -

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August 1 - Lughnasadh/Lammas

Lughnasadh

Animals/Mythical Creatures – griffins, basilisks, roosters, calves, centaurs, phoenix

Gemstones – aventurine, citrine, peridot, sardonyx, yellow diamonds and citrine

Incense/Oil – wood aloes, rose, rose hips, rosemary, chamomile, eucalyptus, safflower, corn, passionflower, frankincense, sandalwood

Colors/Candles – red, orange, golden yellow, green, light brown, gold, bronze, gray

Tools/Symbols/Decorations – corn, cornucopias, red, yellow flowers, sheaves of grain (wheat, barley, oats), first fruits/vegetables of garden labor, corn dollies, baskets of bread, spear, cauldron, sickle, scythe, threshing tools, sacred loaf of bread, harvested herbs, bonfires, bilberries, God figures made of bread or cookie dough, phallic symbols

Goddesses – the Mother, Dana (Lugh's wife & queen), Tailtiu (Welsh-Scottish), Demeter (Greek), Ceres (Roman grain goddess honored at Ceresalia), the Barley Mother, Seelu (Cherokee), Corn Mother, Isis (Her birthday is celebrated about this time), Luna (Roman Moon Goddess), other agricultural Goddesses, the waxing Goddess

Gods – Lugh (Celtic, one of the Tuatha De Danaan), John Barleycorn, Arianrhod's golden haired son Lleu (Welsh God of the Sun & Corn where corn includes all grains, not just maize), Dagon (Phoenician Grain God), Tammuz/ Dummuzi (Sumerian), Dionysus, plus all sacrificial Gods who willingly shed blood/give their life that their people/lands may prosper, all vegetation Gods & Tanus (Gaulish Thunder God), Taranis, (Romano-Celtic Thunder God), Tina, (Etruscan-Thunder God), the waning God

Essence – fruitfulness, reaping, prosperity, reverence, purification, transformation, change, The Bread of Life, The Chalice of Plenty , The Ever-flowing Cup, the Groaning Board (Table of Plenty)

Dynamics/Meaning – Lugh's wedding to Mother Earth, Birth of Lugh; Death of Lugh, Celtic Grain Festival

Purpose – honoring the parent deities, first harvest festival, first fruits grains & drink to the Goddess in appreciation of Her bounty, offering loaves of sacred bread in the form of the God (this is where the Gingerbread Man originated!)

Rituals/Magick – astrology, prosperity, generosity, continued success, good fortune, abundance, magickal picnic, meditate & visualize yourself completing a project you've started

Customs – games, the traditional riding of poles/staves, country fairs, breaking bread with friends, making corn dollies, harvesting herbs for charms/rituals, Lughnasadh fire with sacred wood & dried herbs, feasting, competitions, Lammas towers (fire-building team competitions), spear tossing, gathering flowers for crowns, fencing/swordplay, games of skill, martial sports, chariot races, handfastings, trial marriages, dancing 'round a corn mother (doll)

Foods – loaves of homemade wheat, oat, & corn bread, barley cakes, corn, potatoes, summer squash, nuts, acorns, wild berries (any type), apples, rice, pears, berry pies, elderberry wine, crab apples, mead, crab, blackberries, meadowsweet tea, grapes, cider, beer

Herbs – grain, acacia, heather, ginseng, sloe, cornstalks, cyclamen, fenugreek, aloes, frankincense, sunflower, hollyhock, oak leaf, wheat, myrtle

Element/Gender – fire/female
Threshold – noon

To learn more about this and other Sabbats, get our Sabbats eBook at http://witchsupercenter.com/zencart/index.php?main_page=product_info&products_id=129

We're now on Twitter

You can get recipes, updates when we add new products, announcements of local events and more. Follow us at <https://twitter.com/WitchSC>

Like us on Facebook

Visit our page at <https://www.facebook.com/WitchSuperCenter>

Witch SuperCenter July Sale Items

Deluxe Wicca Starter Kit w/Money Spell - Regular Price \$85.99, Sale Price \$79.99
Glass Herb Jar w/Hinge Lid - Regular Price - \$4.99, Sale Price - \$3.99
Pendulum Divination eBook - Regular Price - \$4.99, Sale Price - \$3.99
Herbal Headache Tea - Regular Price - \$5.99, Sale Price - \$4.99
Large Moth Repelling Sachet - Regular Price - \$5.99, Sale Price - \$4.99

To see all of our sale items, visit http://witchsupercenter.com/zencart/index.php?main_page=specials

New Items at Witch SuperCenter

Cedar Slice Rune & Witch's Rune Key Chains - http://witchsupercenter.com/zencart/index.php?main_page=index&cPath=23
Herb Infused Money & Psychic Oil Blends - http://witchsupercenter.com/zencart/index.php?main_page=index&cPath=7
Cedar Trimmed Scrying Mirror - http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=26&products_id=968
Carved Cedar Stick Incense Burner - http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=14&products_id=969

Herb of the Month

Rue - Fire/Saturn; Gender - Masculine; Parts Used - Top part of plant; Magickal Properties - Repentance, Seeing mistakes. Banishment; Uses - Hang this dried herb indoors from the ceiling to the floor to help others and yourself see and understand their mistakes, preferably in an inconspicuous place; burn for banishing any type of negativity or bad habits you may want to get rid of.

To learn more about this and other herbs, get our Magickal Herbs eBook at http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=9&products_id=120

Stone of the Month

Moonstone - Great for divination; many people keep a moonstone with their tarot cards for increased psychic ability. It is helpful in dieting and maintaining a youthful appearance. The moonstone is love drawing and helpful for reconciliation. Moonstone is a gently protective stone, and is extremely useful in protection while traveling by water.

Rune of the Month



Uruz (U: Auroch, a wild ox.) – Physical strength and speed, untamed potential; A time of great energy and health. Freedom, energy, action, courage, strength, tenacity, understanding, wisdom; Sudden or unexpected changes (usually for the better); Sexual desire, masculine potency; The shaping of power and pattern, formulation of the self. Uruz Reversed or Merkstave: Weakness, obsession, misdirected force, domination by others; Sickness, inconsistency, ignorance; Lust, brutality, rashness, callousness, violence.

To learn more about this and other runes, get our Rune Dice Book at http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=9&products_id=124

Tarot Card of the Month

The Empress - The Empress is a symbol of love, fertility and motherhood. She represents compassion and devotion. Positively associated with fertility, birth, motherhood, harmony, nature, prosperity, joy, love, and artistic ambition. Negatively associated with domestic upheaval, emotional blackmail, over-protectiveness, poverty, infertility, unwanted pregnancy, and suppressed logical expression.

To learn more about this and other Tarot Cards, get our Basic Tarot Card Reading eBook at http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=9&products_id=107

Correspondence of the Month

Stones

Amber – protection, magickal workings, solar energy (fire)

Amethyst – dreams, astral work, relieves stress, imagination, meditation (air)

Aquamarine – divination, relaxation, protects from drowning, creative imagination, removes blocks energy (water)

Aventurine – prosperity, abundance, fertility, optimism, healing old emotional wounds (earth)

Beryl – scrying, crystal gazing, intellect (air)

Bloodstone – confidence, strength, control over your life, luck (fire)

Blue Lace Agate – feminine energy, peace, soothes headaches, relaxation (water)

Carnelian – intuitive talents, astral travel, sexual energy, prevent miscarriage (fire)

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Chrysocolla – balances emotions, relieves depression, emotional healing (water)
Citrine – healing, increased physical energy, hope, encourages new beginnings (fire)
Emerald – love, protects against violence, communication (earth)
Fluorite – creativity, mental abilities, meditation, astral travel, confidence, inspiration (air)
Garnet – passion, courage, fertility, prosperity (fire)
Hematite – absorbing and grounding negative energy, healing, balances energy flow (earth)
Jade – long life, prosperity, dragons, good fortune, health and longevity (water)
Jet – protection, divination, Goddess energy (earth)
Labradorite – imagination, releasing inhibitions, self-confidence, communication with spiritual beings (air)
Lapis Lazuli – psychic protection, love, peace of mind (water)
Malachite – good fortune, business success, protection from accidents (water)
Moonstone – lunar energy, psychic matters, clarity of thought (water)
Moss Agate – plant magick, new friends, reveals deceit (earth)
Obsidian – inner strength, protection (earth)
Onyx – protection, hope, endurance, acquiring knowledge (earth)
Peridot – astral work, protection from nightmares, emotional healing, inspiration (earth)
Quartz – focusing energy for any purpose (air)
Red Jasper – passion, blood magick, protection from nightmares (fire)
Rose Quartz – love, friendship, joy, self-healing (water)
Sodalite – courage, intellect, creativity, protection on journeys (water)
Tiger Eye – protection, balance, mediation, starting new business (earth)
Turquoise – protection from psychic attacks, reconciliation, divination (water)

To learn more about this and other correspondences, get our Magickal Correspondences eBook at

http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=9&products_id=118

Spell of the Month

Spell Construction

The most potent spell is the one that is you write yourself. But how do you do that? Spell crafting is a craft, and like all crafts the only way to learn and hone your skill is by trial and error. Here is a simple guide line for crafting effective spells.

The first thing to do is ask yourself is if a spell is actually necessary. Not everything in life requires magick, and it's not something that should be abused or used frivolously. It's best to try and deal with a situation as best you can before casting a spell.

Keep in mind that spells don't work on their own. It's your personal power that makes them effective during and after the spell. Sitting around expecting a spell to work makes it a futile effort. If you perform a spell, you must also take action to make it effective. If

you cast a spell to attract love into your life (not a particular person!) and sit around hoping they knock at your door, don't hold your breath. Just as doing a spell to protect your home, then leaving all the doors and windows unlocked defeats the purpose of the spell.

Determine the Purpose – What exactly is it for? Think about this carefully and be very specific. “I need protection,” is not a clear purpose. What do you need this protection for? Travel, walking through a dangerous neighborhood, your home, etc. Each need is different.

Materials – Once you have clearly determined the purpose it's time to start putting the spell together. The first step is to decide what materials you need. Use the references in this book to help you decide what is right for the spell. How many materials you use is entirely up to you. An effective spell can consist of no tools whatsoever. Go with your instincts and what feels right for you.

Writing the Spell – Now that you have decided what you're going to use, it's time to start drafting the spell itself. You might begin by writing down a full explanation of the purpose of the spell, why you are doing it, and what you want the outcome to be. This is especially important for beginners as having your own words in front of you brings added clarity and highly personalizes the spell (which is a good thing). Read this as you begin the spell.

Chant – During any spell or ritual chanting is used to raise power. Compose an appropriate chant, preferably one that rhymes. A rhyming dictionary is helpful when writing chants.

Finalize – Now it's time to put the finishing touches on your spell. Read it through carefully and make any changes or additions. Be sure to include any actions (burning a piece of paper), moon phase, and preparations, such as a purification ritual, you may wish to do before the ritual. Remember that this will be going into your Book of Shadows, so it's important to keep a record of when it was performed and so on. Make sure to include casting the circle and calling deities & elements, if appropriate.

To receive more spells, get our Wicca 101 and Beyond: A Witch's Grimoire eBook at http://witchsupercenter.com/zencart/index.php?main_page=product_info&cPath=9&products_id=108