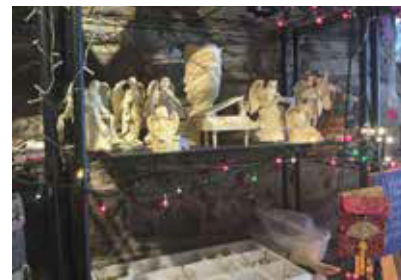




All photos credit to Lisa Crandall



**Far Left:** Proprietor Sherry Spring tweaks the window display at Olde Magick in Prescott.

**Top left:** Basic smudging supplies are among the many items available

**Above:** Angels at reasonable prices are a staple at the store.

**Left:** An eye-catching display of polished stones invites even the most casual of shoppers to dip their fingers into the treasures available at Olde Magick.

# A TOUCH OF OLDE MAGICK IN PRESCOTT

By Lisa Crandall

The secret to being successful when you are a small independent business is to be unique and Olde Magick in Prescott definitely qualifies. Proprietor Sherry Spring works hard to make everyone who walks into her store feel welcome. She has created a calming space filled with spiritually oriented objects that appeal to a wide range of people – angel figurines, Buddhist prayer flags, aromatic incense, polished stones, hand blended teas and books on a broad spectrum of spiritual paths. She laughingly describes it as being a little bit Harry Potterish because “It’s invisible to most people until they need something, then suddenly they notice it as they are walking past.”

In addition to selling things the old-fashioned way, the shop also offers an array of classes in the evenings. These classes are led by Spring and/or other local experts. Participants are invited to learn how to read palms, cast horoscopes, do Reiki, create a personalized Book of Shadows, hand craft straw brooms (also known as besoms), make a range of jewelry, such as chakra bracelets, twisted metal rings, dousing pendulums, and tree of life suncatchers. The list is ever changing and often repeating. The classes are very popular and Spring prides herself on the point that “supplies are NOT extra” when you arrive for the class. She also offers special classes for kids during the summer and March Break periods.

Along with the DIY classes, Spring offers a popular item she calls the Magick Bag.

Each month she creates a bundle of products around a theme that she offers at a discounted price. Essentially, it is \$50 worth of product for the discounted price of \$35. It is always a surprise and must be prepaid. Past themes have included working with crystals, candle magic and creating a personal altar.

The shop also features a regular rotation of ‘readers’ who can be booked through the store to help those who are in search for answers or guidance. These readers are all from the local area and well known in their own sphere. They include Balam’s Daughter (aka Virginia Ostler) - Tarot Card Reader, Peter Thompson - Intuitive Clairvoyant, George Bishop - Life Coach, Handwriting Analyst, Medicine Card Reader and Judy McKay - Intuitive Oracle, Energy Facilitator.

There is even a small yoga class that practices at the back of the store. Reiki sessions can also be arranged in a small private space at the very back of the store.

Beyond making her space available to local healers and readers, Spring also goes out of her way to support Canadian suppliers. Her geodes come from western Canada and many of her other products are local, including Natural Guild Body Products, Kandy’s Felting and Witchy Stones, Mystical Skais Jewellery, and Mystical Kreations - Wiccan Wood Products. Several new products are also on the horizon, but Spring will be announcing those on her Facebook Page when they become available. She

uses Facebook to keep in touch with her customers who travel from as far afield as Montreal or occasionally cross the border coming up from Ogdensburg and other American locations to visit her store. She is happy to ship items across Canada and even internationally. Look for her Facebook page at Olde Magick.

Spring is also a member of the Prescott Business Association and is excited to be a part of an organization committing to encouraging local success stories. She supports local fundraising events with gift certificates and welcomes the new customers that such opportunities bring her. **LH**

## Editor’s Note:

Sherry is a practicing Wiccan Witch who connects to her spirituality through nature, community, and the inner self. Sherry offers workshop and classes on the customs and practices for beginners and experienced modern witches in their quest to bring traditional ritual to a busy lifestyle.

Olde Magick is found at 123 King Street W. in Prescott. It is open Tuesday and Wednesday until 5PM, Thursday and Friday until 6PM, Saturday until 4PM and closed Sunday and Monday.

Visit the website @ oldemagick.ca