

BE WISE SHOP SABETHA... THE CITY WITH HEART

Soon, we will see the familiar and nostalgic owl sign at the east end of Main Street beckoning people to “Be Wise, Shop Sabetha.” This successful campaign has prompted me look into the “science of nostalgia,” which is a phenomenon studied by several clinical psychologists. John Tierney, compiled information from many years of research on this topic.

Has your mood ever been changed or altered by listening to music? Can an old favorite song cause your mind to return to a place back in time? The song might make you feel sad or happy or even at peace. Music causes us to remember old friends and good times we experienced. It might be that you realize through looking back that even though the time remembered was difficult or hard, you persevered and came through the sad or bad time in your life.

The research was prompted by a Dr. Sedikides and so the story goes that, not long after moving to the University of Southampton, he had lunch with a colleague in the psychology department and described some unusual symptoms he’d been feeling. A few times a week, he was suddenly hit with nostalgia for his previous home at the University of North Carolina. But Sedikides didn’t want to return to any home — not to Chapel Hill, not to his native Greece — and he insisted to his lunch companion that he wasn’t in pain.

“I told him I did live my life forward, but sometimes I couldn’t help thinking about the past, and it was rewarding,” he says. “Nostalgia made me feel that my life had roots and continuity. It made me feel good about myself and my relationships. It provided a texture to my life and gave me strength to move forward.”

Nostalgia does have its painful side — it’s a bittersweet emotion — but the net effect is to make life seem more meaningful and death less frightening. When people speak wistfully of the past, they typically become more optimistic and inspired about the future.

“Nostalgia makes us a bit more human,” Dr. Sedikides says.

Thank you to the Sabetha Chamber of Commerce director, Gina Murchison for spearheading this successful campaign! Gina said in a letter to potential donors that we live in an age of “click and ship shopping... so helping keep our retail base strong is our job.” The Chamber has adopted a new advertising campaign to go with the owl sign: Be Wise Shop Sabetha... The City with Heart. GSCF shares the mission of the Sabetha Chamber of Commerce and hope the old owl will cause many think back to good days of living in or coming to Sabetha. Hopefully this causes many to realize that is really is “wise” to “shop Sabetha.”