

**Preserving Palmyra
Residents urged to buy locally**

By Beth Hoad
Palmyra Historian

According to records, Mayor Vicky Daly's valiant campaign to draw our attention to the "plight" of the village businesses is not a new development in Palmyra. As we face economic instability and the possibility of war with Iraq, please consider the following article published in the May 17, 1917 issue of this newspaper, which was intended to stimulate local support for village merchants shortly after the United States officially entered World War I.

Of course, we realize time and technology have changed our society. However, as you read the following copy, bear in mind that the local businesses still pay a large portion of the village and town's bills through taxes and services. Because of that, in reality, the citizens owe them patronage and loyalty.

BUY OF YOUR HOME ADVERTISER. Palmyra Merchants Who Want You to Know That They Are in Business in This Village.

DUTY YOU OWE YOUR TOWN. Be Faithful and Honest With Yourself.

OBLIGATIONS OF CONSUMER. Before sending his money to distant concerns, every citizen should consider the Duty he owes his home town - local merchants ready and willing to compete.

[Copyrighted, 1914, by Thomas J. Suthvan] Duty is a power that rises with us in the morning and goes to rest with us at night. It is coextensive with the action of our intelligence. It is the shadow which cleaves to us, go where we will.

Let us do our duty in our shop or kitchen, in the market, the street, the office, the farm, the school, the home, just as faithfully as if we stood in the front ranks of some great battle and knew that victory for mankind depended upon our bravery, strength and skill.

...A DOLLAR LOST. It should be the slogan of every rural consumer never to send away for goods that he can just as well buy at home. Every time you send a dollar to a mail order house, that dollar as far as you and your community are concerned, is practically out of circulation.

Your own home merchant is the one who helps to keep up your schools, your churches and your town. His is the one who deserves your trade and not some catalogue house in Chicago or

...In buying from your home merchants, you deal with neighbors. Buy the goods before you. Pay when you buy the goods if you so elect. Have goods delivered free. Return goods if not satisfactory. Build up your home stores.

Help build up your own home town and make of yourself a man worthy in your day and time. Every man should take pride in being a good American citizen, and we believe most men are, or at least desire to be, but what kind of citizen is the man who supports an octopus. Should he not be placed in a category with the man that knocks his own business? That sort of man is neither a good neighbor nor a good citizen."

Perhaps it is time for all of us to step back and look at the "Big Picture;" to stop blaming the temporary inconvenience on the Main Street construction or the weather, and take some of the direct responsibility for the well being of our community. Take a few minutes to go into just one of our local establishments, or more if possible, to see what is offered and visit with the proprietor. If there are concerns about hours or goods and services available, talk with them. The owners and clerks don't know what the customers want and/or need unless those customers tell them. But, please be fair. Deal only with issues or concerns that are within their control.

Palmyra does have a bright future - be part of it!