

I'M BAD!

I'm bad.
But then I suppose you who know me already knew that.
What am I bad about this time?
I have let myself get caught up watching and listening to YouTube shorts (2 minute videos) and to stories of the Old West, some true, most just stories. Also there is a whole category of stories about John Wayne, lots and lots of stories, again some true but most made up, I believe.

All of this stuff is created by AI, which I firmly distrust, but the stories are surprisingly moral and high-minded. They are not videos, just narrated stories accompanied by a sort of slide show of pictures that are progressing toward a limited amount of moving video. Because they aren't actual videos, it's easy to listen to them while driving, if your car can connect to your phone.

What got me interested in these stories were horse stories that YouTube so conveniently placed before me based on some kind of algorithm that tells the computer what Linda Gommel likely will want to hear. Then came stories of living in the Old West and the challenges of making a go of it, usually with the main character recently widowed and bad guys out to steal his/her ranch by nefarious means.

Now some stories have created a narrator character so that a person "relates" to this narrator as if he were



real, and then becomes loyal to that narrator's channel. My favorite channel is called "The Last Nameless Gunslinger" who is a Zorro of sorts and who travels around the west mostly in the 1880s and rescues victimized families, persons, and whole towns from the clutches of the predatory bad guys. And then there's John Wayne. Wow. I don't know when the stories about him started, but they have multiplied like bacteria in a petri dish! There must be 15-20 channels of John Wayne stories, and each one just HAS to have you subscribe to their channel so that you get notifications when a new story comes out!

At first, I thought the John Wayne stories were true, and some of them are verifiable if you care to follow up on some of the information given.

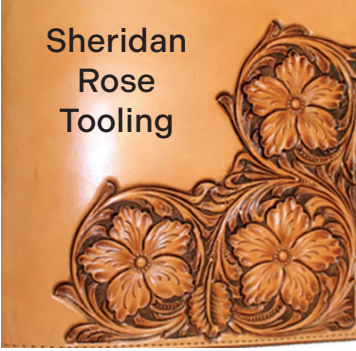
Now, though, there are so many stories about his nobility in helping the helpless that you know they can't all be true. However, even fictional stories can be inspiring, even moving.

The John Wayne stories are similar to the western stories in that John Wayne is portrayed as a hero who in the 1950s drives himself between L.A. and the movie sets in Arizona, New Mexico, Texas, etc., and he often manages to be at the right place at the right time to hear of some injustice or crisis taking place in someone's life. He quietly uses his contacts and money to right the situation, saving these people's businesses or property or purging bad people out of whatever situation it is.



One category of the unfortunates covered by these stories involves businesses that are being passed by in the name of "progress": new highways bypassing local diners, usually on Route 66, or new technology mass-producing cheaper versions of items like saddles or firearms that historically were hand-made by skilled artisans at higher cost to the customer. It's the completely credible tale of the beginnings of the end for small-town businesses and entrepreneurs due to what we now see as the big box retailers selling cheap quality and cheap price goods, and now imported from China, a country that is no friend of the U.S.

A recent story I listened to involved a saddle maker, who hand-built saddles from premium materials and artistically engraved with designs, producing high-quality saddles that were also a work of art. Each saddle was made for a specific person or



purpose, so each carried a story with it. In this story, Wayne orders enough saddles and tack for his upcoming cavalry picture and saves this business from closure. The old man then starts to train apprentices to carry on the work of unique, beautiful, PERSONAL items.

Who knows if there are such businesses left, and those that are face the same challenges 70 years later. Maybe the pressure on small, personal businesses is greater as the noose of government regulatory micromanagement grows ever tighter.

As I thought about that story, I realized that our store, Lucerne Valley Market & Hardware, is a lot like that saddle shop, and others that are the subjects of John Wayne stories. We are a small-town business, with identifiable owners that customers can speak to, producing a product that goes against the grain of modern retailing. We don't have the power of the mass merchandisers and so cannot sell as cheaply as they can. We do have a store that is designed according to customer preference, best we can tell from our daily interactions in the aisles and at the check stands.

We are off the beaten track, which has protected this store, other businesses, our school district, and many of our residents from the suffocation of modern urban life, but we feel the pressure as it creeps nearer and nearer.

Will we survive the onslaught of modern retailing and the giant sucking sound it produces (a phrase my dad created)? In general, businesses like this one will not survive in the long run. The mass retailers like Walmart and Costco have too much magnetic pull, attracting customers to town for cheap, which becomes more necessary as the governments suck more and more money from our wallets.

In the case of Lucerne Valley Market & Hardware, since the true owner is God, both legally and in Spirit, and since this is His mission of service to this wonderful valley, it's totally up to Him what happens here. For now we can be thankful that He has us here, the business healthy and strong, and doing His work. Thank You, Father.

Linda Gommel

LVEDA Meeting

(Lucerne Valley Economic Development Association)

Monday, September 28th
5:00 pm at the Moose Lodge
on Foothill Road, just west of Tradepost Rd.

LVEDA provides an important community forum recognized by County, State, and Local Representatives. Supports real economic development consistent with our rural goals. Opposes projects that harm our land-use integrity and quality of life.

Is something bugging you?
COME TO THE NEXT MEETING
TO EXPRESS YOUR OPINION!

On The Lighter Side of Serious Stuff . . . from the Web

"So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand."

Isaiah 41:10

THE PATRIOT POST IS CLOSED ON SUNDAY

POV: You're reading Proverbs and start to realise you have alot in common with this "fool" that keeps getting mentioned

WNBA Brings In Revered Supreme Court Justice To Help Determine What A Woman Is

WNBA: You can't be serious?

Royce White:

Kamala Harris Issues Dire Warning That SAVE America Act Could Result In America Being Saved

FOLLOWING FAUCI'S ADVICE...

PELOSI TAKES THE 5TH.

LORENA BOBBITT OFFERS TO HELP MEN LEGALLY COMPETE IN WOMEN'S SPORTS

YOU KNOW WHAT THE W STANDS FOR IN WNBA?

WESBIANS

SMOKEY'S BROTHER GUNNY WANTS YOU TO REMEMBER THAT ONLY YOU CAN PREVENT COMMUNISM

Democrats are requesting 75 million dollars for Convention Security. I suggest we send them a couple of "Gun Free Zone" signs and call it good.

Mamdan's new grocery stores

DEMS' "NOBODY IS ABOVE THE LAW" STARTER PACK