

## AMAZON.COM

Don't tell anyone, because I'm just telling YOU and no one else. I'm about to reveal my deep dark secret, and it could be embarrassing to have it get out!

I buy stuff at Amazon.com. Or I should say, from Amazon.com, since there is no "there" there. There is no physical presence where you can go and eyeball someone and make a purchase. No, Amazon only requires your email address, your credit card number, and your shipping address, and you're all set. It's too easy. Really. Trust me. I know.

I have an excuse for much of what I buy there: it's for the store. We get smocks and aprons, maintenance parts, some office supplies, printers and toner, battery backups, and calculators. We even get items for you customers that our wholesaler doesn't carry. The Hardware Department (Bill, Craig, Darrell, Josef, Betty, and Chris) does quite a few special orders for customers from Amazon, and since I'm the Amazon Queen for the

# amazon

store, they send me the link and I do the order.

We get special things for other departments, too: vitamins and supplements, vegetable glycerin (what IS that for??), certain flavors of Carnation Instant Breakfast, and even one type of Purina Beyond Dog Food that Supervalu, the wholesaler doesn't carry. Amazon makes available a program called "Subscribe and Save" that automatically ships items monthly so you don't have to worry about reordering it, but of course that also can be interesting when you now have 8 shaving brushes backed up on the shelf because they didn't sell as well as you'd anticipated.

Amazon makes it extremely easy to order, including offering a Visa card or an Amazon credit card that offer additional savings of 5% under certain conditions. And then if you're a Prime member, you can get all kinds of free stuff like books for your Kindle, movies and Amazon original productions, games, and more. Mostly I don't use that stuff because I don't watch or read the kinds of things they offer.

I started as an Amazon customer 'way back in the last century (sounds like a loooong time ago, doesn't it?), in 1998, when all they offered was books. I wanted a way to buy the books that I like, without the trip to town to a bookstore which likely didn't carry what I wanted. Little did I realize that Amazon would grow into the giant they have become, upending retail and entertainment and other areas of our society.

And now Jeff Bezos, the founder, has bought the Washington Post



newspaper and Whole Foods stores and who knows what else, and he thinks that since he is the world's

richest man, his opinion should change the political landscape as well, and he is allied with other leftists who have little regard for our traditional values. Isn't that strange how people like Jeff Bezos and Bill Gates and Mark Zuckerberg (Facebook) make their immense fortunes using the stepping stones provided by our free enterprise system, and then when they've made it to the top, they turn around and try to ruin that system for the rest of us and for the future? Sounds kinda like the kneeling football players.

Recently I read an article in the Wall Street Journal, "Amazon Has Everything – Except, Maybe, Santa Claus," by Bob Greene. Mr. Greene reminisced about the old fashioned department stores that used to carry everything from clothing to jewelry to tires to restaurants. They were what we now somewhat cynically refer to as "bricks and mortar" stores who can't keep up in the age of internet cool. Many of these were home-grown stores that bore the name of the local family who founded and operated them and were committed to the communities in which they grew. (One that he mentions is L.S. Ayres in Indianapolis, which I clearly remember from the seven years our family lived there. I'd ride my bicycle there and buy my paperback books [50¢ brand new] and other things, too.)

These local stores acted as the center of their town and focused its

spirit. They lit the town up for the holidays, with elaborate window displays and of course, each one had their own Santa's village, and often they sponsored parades and other holiday celebrations.

*"The long-gone, locally owned department stores that once proudly anchored America's downtowns and, especially in November and December, played such a role in making home feel like home. Where did they go? Swallowed up by national chains and renamed, some of them. Others were pushed out of business by discount giants and freeway-exit malls. A few just faded away."* Now even the big name chain stores struggle and have to close dozens of outlets.

And then came Amazon and the tidal wave of internet business. Yes, they make life easier in many ways, but between Walmart and Amazon types, they have stripped cities and towns of their individual character by driving out those colorful local businesses. Face to face interactions have been reduced to a minimum. Community spirit has all but disappeared. Other than convenience, which is huge, as I can attest, what have we gained? What have we lost?

Excuse me if I toot our horn a little, but your Lucerne Valley Market and Hardware, and also the



community of Lucerne Valley, are vestiges of that older time of personal investment in the town and more face to face relationships. We see each other at the store, or the gas station, or the Post Office and spend time catching up on the goings on around town. We even have a Santa Claus here, with a line of kids waiting to get pictures taken. And our town has a parade, made possible by the work of the Chamber of Commerce, and a Christmas party at the school, presented by the Roadrunners.

This special little town will have to work hard to keep that specialness, as the Amazons and

Walmarts and other convenient, inexpensive, but faceless and soulless invaders take their toll on our communities. Let's keep ours alive as long as we possibly can.

P.S. Oops. Over the weekend I did something bad. I'll confess next week. Maybe. Stay tuned.

*Linda Gammel*

## ON THE LIGHTER SIDE

Contributed. From the Web.

### God Loves Drunk People Too

A man and his wife were awakened at 3:00 am by a loud pounding on the door. The man gets up and goes to the door where a drunken stranger, standing in the pouring rain, is asking for a push.

"Not a chance," says the husband, "it is 3:00 in the morning!" He slams the door and returns to bed.



"Who was that?" asked his wife. "Just some drunk guy asking for a push," he answers.

"Did you help him?" she asks. "No, I did not, it's 3am in the morning and it's bloomin' well pouring with rain out there!"

"Well, you have a short memory," says his wife. "Can't you remember about three months ago when we broke down, and those two guys helped us?"

I think you should help him, and you should be ashamed of yourself! "God loves drunk people too you know."

The man does as he is told, gets dressed, and goes out into the pounding rain.

He calls out into the dark, "Hello, are you still there?"

"Yes," comes back the answer. "Do you still need a push?" calls out the husband.

"Yes, please!" comes the reply from the dark.

"Where are you?" asks the husband.

"Over here, on the swing," replied the drunk.

**TO KNOW MORE ABOUT THOSE WHO SPONSOR THIS STORE; SEE <http://thenewlight.net>**

## SPECIAL ANNOUNCEMENTS

**Photos with Santa** Saturday, Dec. 9, 1PM to 3PM at Lucerne Valley Market & Hardware. Sponsored by the L.V. Roadrunners and L.V. Market & Hardware. No charge for photos.

**L.V. School Board Meeting** Thursday, Dec. 14, starts at 5:30PM. At the Alternative Education Center, 8560 Alioto Rd up Highway 18.

## SERVICES AT CROSSROADS CENTER

**LUCERNE VALLEY MARKET & HARDWARE** 248-7311

**WASH N SHOP COIN LAUNDRY** 248-7311

**FIRST MOUNTAIN BANK** 248-2717

**DR. ASHOK MELVANI M.D.** 248-1070

**ECHO RECYCLING** 760-617-5404  
On the north side of the store.

**AT THE SERVICE COUNTER** In the store

• COPIES • FAX SERVICE  
• PACKAGE EXPRESS -- UPS only  
• PAYMENT STATION SCE, Frontier & Verizon

**PRESCRIPTION DELIVERY** 242-4900  
Rancho Drugs – Tues. 11AM, Wed. & Fri. 3PM

**ST. MARY HEALTH VAN** 760-946-4240  
Every Thursday except December 8:30AM - 3:30PM in our parking lot.

- Lucerne Valley Market
- "Do it Best" Hardware
- Wash n Shop
- Crossroads Center

e-mail address: Market.Hardware@lucernevalleymarket.com

website: lucernevalleymarket.com

**Proud to be a member of Lucerne Valley Chamber of Commerce**

### LIMITS & MULTIPLE PRICING

Please, unless otherwise indicated, **ON AD ITEMS NO MORE THAN 6 TOTAL** (including all flavors or varieties) **OF ANY ITEM, PER FAMILY, DURING THE AD PERIOD, AT THE SALE PRICE**, except in produce and meat, which are limited to normal retail quantities, or which carry limits specifically stated. Sorry, we must reserve the right to further limit or refuse sales.

**ON MULTIPLE PRICING**, when purchasing items in quantities more or less than the multiple stated, the register is built automatically to charge the "each" price times the quantity. (Example: Price of item is 3/\$1. The price of: one = 34¢, two = 68¢, three = \$1, four = \$1.34, five = \$1.68, six = \$2.00).

**ECHO RECYCLING**  
760-617-5404

On the Northeast side of the parking lot.  
**Open Mon. - Sat. 9AM - 4PM**  
Closed for Lunch Noon to 1PM.  
Closed Sunday

**Aluminum** CRV ..... **\$1.70/lb**

**#1 Plastic** CRV ..... **\$1.23/lb**

Pricing good thru Dec. 13, 2017