

WHAT'S UP WITH OUR AD?

What the heck happened to the second sheet of our ad pages, the one with our commentary, community announcements, and some ad items from the hardware department?? A few of you have noticed that they have been missing for several weeks. On the other hand, maybe some are relieved that something finally managed to shut us up.

Well, sorry, but we're ba-a-ack! This week's 4-page ad marks the resumption of our regular ad, with all the stuff in it that we've always had, and hopefully a lot more in due time.

So what happened? Here's the story, long form.

Wa-a-a-ay back, when we had only the Hitchin Post Market in Reche Canyon, Colton, my dad created a homemade ad page with his comments and humor injected throughout the paper. In order to print them, we used a Gestetner mimeograph and had to type them on a stencil that was a bear when correcting typos. We had to have a special fluid to cover the typo, then wait for it to dry, and then retype the correction, hoping that we didn't repeat the error. Gommel always put little pictures, using a metal sharp-pointed stylus to etch drawings into the stencil.



When we came to Lucerne Valley, we continued with the setup that Danny Regensberg was using at Leo's Market. He would pick ad items, including meat and produce, and give them to Dan and Nita Webster to typeset and print as part of the Lucerne Valley Leader. It was helpful to the store and critical to the Leader for its survival, and it worked very well for years.

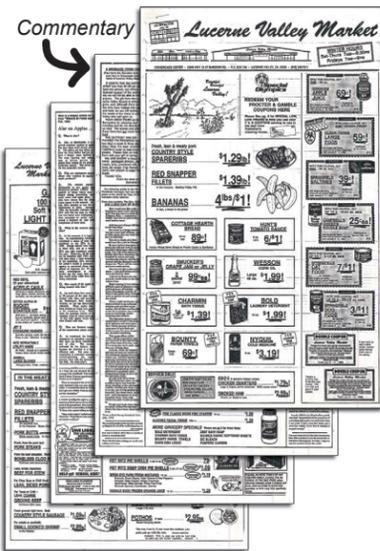
In 1983, when we built this store (east half), a new thing was happening at our wholesaler, known as Certified Grocers at the time. They had just put together ad groups, to create ads and negotiate pricing with vendors for a large group of stores, giving us more negotiating power. We joined the B.I.G. ad group -- stands for Better Independent Grocers, but sounds cheesy, doesn't it? -- and our first ad was the Thanksgiving ad. It was the first time we could put turkeys on sale for Thanksgiving!

The big challenge was that we wanted our own way about items and prices, but working with other retailers requires compromise, which can be painful. At the time, we were allowed to commit to use the negotiated ad items but to lay out and print the ads ourselves in order to keep the Leader involved and earning revenue from the process. So we had a little freedom, but not much. Gommel was able to continue inserting little comments on some items, or his cartoonish figures, and of course, a joke here or there, giving our ads personality and greater connection with the customers.

Over the years, as we changed wholesalers, or our wholesalers changed themselves through buyouts,

our ad changed with it, but we always tried to hold on to the ways to make it more personal and meaningful. We resisted letting it turn into a conventional ad sheet listing items and prices, but with no soul in it. And Gommel was a guy with strong convictions stemming from his connection with his God, and he burned to share those convictions, and so the commentary section just happened.

None of us remember when it actually started, but as far back as 1989, I find a commentary in the ad, and



it's been there ever since. Gommel usually wrote it, although I began to contribute to them on occasion, and then when he passed on in 2012, it was natural for me to continue with it. And guess what? I'm almost as much of a loudmouth as Gommel was, having inherited his strong convictions, with my own relationship to God that I hope directs what I think and do.

Over the years, the Leader printed and distributed our ad, while undergoing changes of ownership several times. It stayed in the hands of private owners for many years but finally was bought by a small newspaper group that also owned the Big Bear Grizzly. Ultimately it was sold to the Victorville Daily Press, which at that time was still owned by Freedom Newspapers based in Santa Ana, and whose flagship paper was the solidly conservative Santa Ana Register.

Then Freedom Newspapers fell victim to the travails of both family issues and the struggles of the newspaper business. They sold many of their newspapers, including the Daily Press (DP), which itself got sold more than once as it became harder and harder for these outfits to make ends meet due to the internet. Where the DP has finally landed is one of a group of many small local papers, which is owned by



Gannett, a huge media company that operates many newspapers and other media outlets, and a member of the mainstream media, aka Leftist Mouthpieces, alongside Twitter, Facebook, Google and others who suppress conservative/Christian viewpoints and blatantly lie about facts and reality.

Guess what happened when Gannett met Lucerne Valley Market & Hardware's little ad paper with our commentary in it? It didn't go well. They didn't like what we wrote about "vaccinations" in our Veterans' Day issue and refused to print it -- our itty bitty ad inserted in our itty bitty town paper for our own customer/neighbors! We pushed back hard, and told them that if they refused to print it, we would sever our relationship with the DP and they would forfeit that revenue (not that it was that much, but not insignificant.)

We managed to make them back down that week since they had not ever warned us of their editorial protocols, but the next week they nitpicked several items and required us to remove one of the humorous cartoons about the Pilgrims' thanksgiving feast and vaccine mandates. That time we complied, but we could see the handwriting on the wall, and so we withdrew our ad from the Leader for the first time since 1975! We contacted the printer who was already doing two of our pages and arranged for them to do all four pages, and then direct mail them ourselves, at our local Post Office. Arrangements to do that were made, but what with Kathryn, our key ad gal, out on long-term sick leave, the disruption of schedules due to the holidays, etc., etc., we decided we should wait until the ad of 12/30/21, to start the New Year!

As many of you know, our store is God's mission of service to Lucerne Valley, since 1975 when He put us here. We have always taken it very se-



riously to find out what He wants in all situations, which includes what we write in the commentary space. Lately, as our nation's spiritual culture has darkened significantly, in the last decade especially, God's message through the commentary has become bolder and probably more controversial to some extent, although in many ways we feel like we are preaching to the choir, and those who disagree largely ignore it.

The Apostle Peter, when speaking to those who wanted to suppress the apostles' preaching the gospel, said to them, "We must obey God rather than men!" (Acts 5:29) In the same way, we also must obey God rather than Gannett or anyone else who would have us violate our obedience to God.

So now you have it!

Linda Gommel



Johnson Valley News

From Betty Munson of the Johnson Valley Improvement Association.

HAMMER STRIKES IN JV

Hooray! We hear Operation Hammer Strike busted two major pot farms out off Lafon Road, one even had a well. Interesting. Not an Agricultural Zone, fellas. It's amazing how many laws, ordinances, and codes these lowlifes have managed to violate without remedy. The mess they leave behind does not bear thinking about -- we've seen some photos we can't unsee.

Still, we can't wait for the Marijuana Enforcement Team report this week!

Reminder: If you see any suspicious activity in the high desert in San Bernardino County, or you have information regarding the investigation of illegal pot farms, please contact the Sheriff's Gangs/Narcotics Division at (909)387-8400 or NARC-MET@sbcasd.org.

Or, to remain anonymous, leave the information on the We-Tip Hotline at www.wetip.com.

DARK SKIES

The County Board of Supervisors has approved a Light Trespass Ordinance to help regulate light pollution and preserve our desert and mountain dark skies. (We see the Milky Way so close it looks like it's in the tops of our trees. While living near the coast in the Big City, being able to see three bright stars rated as a clear night.)

The rule of thumb still sounds good: if your light is so bright or so badly directed it casts a shadow shining on a pencil stuck in my dirt, that's light trespass.

Be aware. There are several inexpensive fixes -- including turning those bright yard lights off at night. We know some folks can't stand the dark, something's maybe sneaking up on them? Motion sensors solve the problem.

Haven't read the ordinance yet, but a little thought and common sense will save some inter-neighborly irritation and take your lights out of the pollution.

Commercial and industrial properties have 18 months for compliance. All other properties have 24 months. More info to come.

LVEDA Meeting

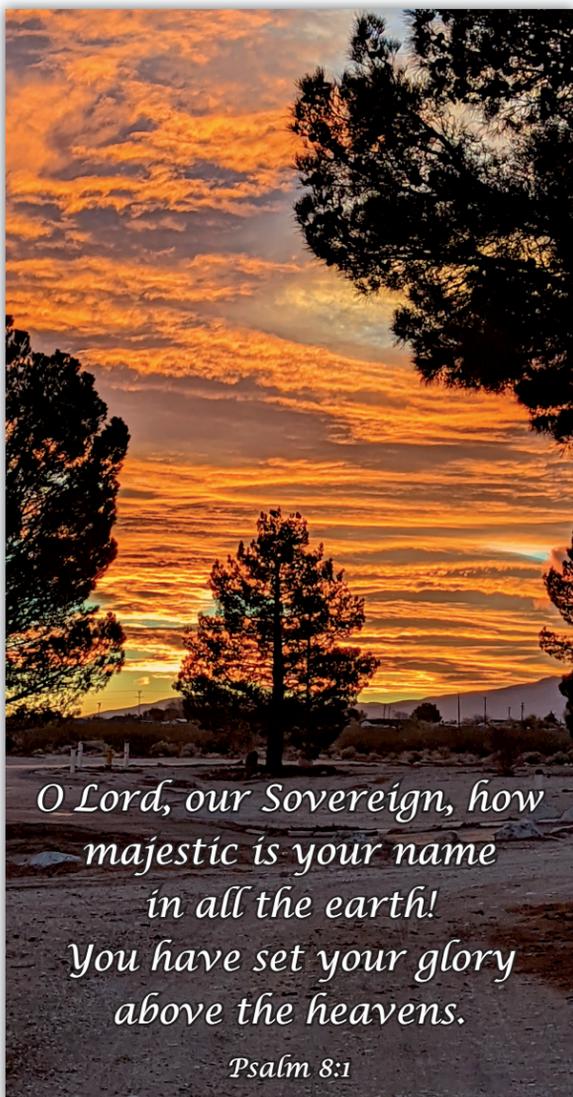
(Lucerne Valley Economic Development Association)

MON. January 3, 5 PM. at the Moose Lodge
on Foothill Road, just west of Tradepost Road.

From our County, State and Federal representatives:

- **Marijuana grows** --reports from the Sheriff Dept. Status of MET team's busts in LV.
- **Code Enforcement** activity -- What's happening at the state and federal levels.
- **Water-use data**, etc.

- **Report from Steve Reyes on marijuana issues:** Find out about County's Abatement Ordinance that takes effect in 30 days!
- **Report from LV School District**
- **Redistricting** - will we keep our great representatives, or must we train new ones? 😊
- **Town cleanup** in LV Market parking lot, possibly Feb. 5. Details to follow.



O Lord, our Sovereign, how majestic is your name in all the earth! You have set your glory above the heavens.

Psalms 8:1



Your Truth Versus God's Truth

*Ray Bentley
Ministries
Dec. 13, 2021*

"If anyone desires to come after Me, let him deny himself." —Matthew 16:24

God's highest passion is to get His children home.

Can you disagree with God's Word? Many do—even professing Christians. They disagree with Scripture's standards of right and wrong, or the lifestyles it approves or disapproves. They might like some Scriptures and reject others on the grounds that they seem unloving and intolerant.

Can God's Word stand up to questions, scrutiny, and varied interpretation? Of course! But your view of God's Word will influence how you accept or reject its meaning.

Do you look at the laws of God as harsh rules, or the words of a Father who is our Creator?

What a different perspective you will have if you know they are the words of a loving Father who says, I love you; you are dear to me and I want nothing but your happiness. I want you to have love, joy, peace, and fulfillment. I want you to walk in the light. I want you to make it home.

You have an enemy who is always trying to rob you, steal from you, kill you, abuse

you, and destroy you. To limited human understanding, the devil's ways might appear loving and compassionate, but in the end they lead to heartache, deep darkness, and destruction.

God wants a relationship with you as your Father. And the only way that relationship will work is if you allow Him to be the Father and you become His child through Jesus.

You have to deny yourself and follow Him.

You can decide to be your own center of right and wrong, morality and immorality, and place yourself in the number one position of authority in your life. You can follow your inner self, your "truth," and what you think will make you happy. But you will not find what you are looking for.

Jesus tells us where that path leads: "Whoever desires to save his life will lose it" (Matthew 16:25). Doing things your way will cause you to lose love, joy, peace, your identity...you will lose everything. But He also tells us how to gain all our hearts really crave: "Whoever loses his life for My sake will find it" (Matthew 16:25).

It's that simple. We can have our own truth and follow our own way and lose everything. Or we can accept God's truth —His Word — and follow Him and gain it all. The choice is ours.

"The purpose of the Bible? Salvation. God's highest passion is to get His children home. His book, the Bible, describes His plan of salvation. The purpose of the Bible is to proclaim God's plan and passion to save His children."—Max Lucado