



By the time you read this, the Cracker Barrel (CB) dustup might be just a tiny dot in the rear view mirror of our cultural lives. Remember, or did you even notice, that the Cracker Barrel restaurant chain changed their logo and has been remodeling their restaurants to look like a middle school cafeteria rather than the authentic feel the Old Country Store, an image that has been deeply embedded in CB's approach to its customers.

Along the way, for a decade or more, CB also signed onto the woke agenda completely, loudly proclaiming their support for the LGBTQ+ and transgender agenda, which clashes with their image of the faith and family tradition that most Americans still appreciate and cling to.



I was derailed from writing about CB by the calendar – Sept. 11 or Patriot Day intruded, and it seemed important that I not ignore that. Those of us who remember that day vividly are getting older, and since 24 years have passed since that infamous day, just about anyone age 30 or younger have no immediate memory of the disaster. I hope we all teach the younger generation about what happened, what it signifies, and how it could well -- no, inevitably will - happen again, and probably sooner rather than later.

So now, back to CB. I confess: I've never been to a Cracker Barrel, or maybe once a decade or two ago. My dim memory says I wasn't particularly impressed. I understand that the quality of the cooking is outstanding, and maybe so. I don't remember.

In thinking about CB and their "Old Country Store" marketing, I think about this store, Lucerne Valley Market & Hardware (LVM). Years ago my dad wanted to call this a General Store, but I and others resisted the idea for reasons I can't explain. If we had had the idea of using "Old Country Store", that might have gone over better, especially now, since LVM is old, it's in the (desert) country, and it's a store. (Duh!) Instead, we called it the somewhat awkward Lucerne Valley Market and Hardware. There is a world of difference between the CB "Old Country Store" and the Lucerne Valley Market old country store. One is that CB has hundreds of stores (restaurants, really) across the United States. LVM has, uh,

one. Here. In Lucerne Valley, CA. And there is no corporate office in Somewhere, USA that dictates policy, product, décor, and all the rest.

Yes, our store is homey, and some might say homely. We get called quaint at times, mostly by customers from down below who are used to the slick chain stores that have cookie cutter layouts, the latest in technology and other equipment, and somewhat regular remodels to keep their stores in tune with the latest store décor vibe. Personnel, er, "Human Resources" policies are dictated by the corporate office, or at least a regional office. Management is a hierarchy of store managers, district managers, regional executives, and ultimately the Big Guys at headquarters.

In stark contrast, LVM is no cookie cutter store. It is a unique creation brought together in response to our customers and their needs. LVM doesn't have the resources that the chains do, and so it cannot remodel every few years or change the checkstands every so often. But we do have to keep up with the technology that enables us to obey government mandates for information security and all kinds of programs we MUST do for them.

What you see here is what you get. Lots and lots of stuff, organized in the best way possible, kept as neat and clean as the desert dust allows. Management consists of people who are here every day in the store, many wearing blue apron or smocks, others sneaking around in red or brown aprons or smocks (yeah, I'm in red). This store is real. No put-on.

Outfits like Cracker Barrel start out with a vision that is genuine, which in their case was to create the old country store feel, something we lost as a nation many decades ago. Customers loved the feel, and especially the great food, which lent the great feel of the place.

But then they grew. And grew some more, meeting the same enthusiastic appreciation wherever they placed a restaurant. They grew so big that no longer was it a personal vision carried out by people invested in the idea of warmth and old time values. Now it has become another restaurant chain with far-flung employees who don't have any kind of relationship with the top people, who themselves answer to shareholders, not to customers they see and meet every day.

The old country store image becomes a veneer, a thin layer of decoration to evoke our "Aw, gee" feelings about such things. It's another Knott's Berry Farm, imitating what was rather than authentically something special that exists now.

Please note that the corporate executives, at least the CEO and the Marketing person, are both women. They have long elite university pedigrees. They have bought into the Woke agenda and are shoving it down into the stores and the customers' throats.

Now the customers feel betrayed, as these women pulled the rug out from under them, making the huge mistake of misreading or more likely, arrogantly dismissing, the values of the customers. Changing the logo back, and even removing the woke references from their website aren't going to fix things very quickly. Trust has been broken, in an age when trust in our institutions of both business and government is at an all-time low. They really blew it.

I hope we at LVM never do that to you. Yes, we make mistakes and hurt feelings or offend customers at times. We do try to make things right when that happens. And when it does happen, it's on us, the people you see every day at the store, not people up a chain of command you never see in person.

As many of you know, our store is a mission of service to Lucerne Valley, in obedience to God as we know Him in Jesus by the Holy Spirit. When strangers come in and sense something different here, we hope it is that Holy Spirit, which they may not identify, but they know it's good.

We hope to keep things maintained, clean to the best of our ability, with products you want, at the best price possible. And most of all, we hope you do know that the difference you sense here is the Spirit coming from God. And that's genuine, not veneer. It's what this place is all about.

Linda Gammel

ON THE PORCHES

Amy Reed Insurance Agency

MEDICARE ADVANTAGE

SIGN-UP

Sept. 23 & 30

10:30 a.m. - 12:30 p.m.

LVEDA Meeting

(Lucerne Valley Economic Development Association)

Monday, September 29
5:00 pm at the Moose Lodge
on Foothill Road, just west of TradePost Road.

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

MAYOR OF CHICAGO CALLS FOR CEASE FIRE IN GAZA

MAYBE HE SHOULD CALL FOR A CEASE FIRE IN CHICAGO

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

WHEN THERE'S A KNOCK ON THE DOOR

AFTER YOU'VE BEEN POSTING ANTI-GOVERNMENT MEMES ALL DAY

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

Trump Unveils 'Wheel Of Random Country You Get Deported To'

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

WHY IS THIS MAN SMILING?

HIGHEST POVERTY RATE IN THE NATION
Under Gavin Newsom

HIGHEST GAS TAXES IN THE NATION
Under Gavin Newsom

HIGHEST STATE INCOME TAX IN AMERICA
Under Gavin Newsom

RECORD HOMELESSNESS IN CALIFORNIA
Under Gavin Newsom

PATRIOTPOST.US: OBJECTIVE AND UNCENSORED ANALYSIS

IF GUNS KILL PEOPLE, PENCILS MISSPELL WORDS, CARS DRIVE DRUNK, AND SPOONS MAKE PEOPLE FAT.

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

TYRANNICAL GOVERNMENT

THE 2ND AMENDMENT

AMERICA

PATRIOTPOST.US: ANALYSIS FROM OUTSIDE THE BELTWAY

Newsom Announces He Is Anti-Crime Until Next Election

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

"I was the product of an unplanned teen pregnancy, and I am so eternally grateful that my mom and dad ignored all the people who told them to just take care of that problem, and they chose to embrace life and to have me."

-Mike Johnson

SPEAKER OF THE HOUSE

PATRIOTPOST.US: OBJECTIVE AND UNCENSORED ANALYSIS

Stubborn Trump Refuses To Admit He's Dead

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

Navy Recruitment Soars After Going Back To Blowing Up Pirates

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

DESCARTES WHEN HE REALIZED THAT PEOPLE WHO DON'T THINK ALSO EXIST

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

Fact-checkers when you're just trying to laugh at a ridiculous meme:

PATRIOTPOST.US: THE BEST HUMOR, MEMES, & CARTOONS

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