

VALUES

By Mike Harris

Social Values, Dollar Values, Personal Values, Emotional Values and only five hundred words, a challenge!

Since we live in a community, how we are perceived by that entity sets some values. Do we contribute to the overall well being of said society, are we one of those who steps forward in times of crises or need? Do we have a special skill that the community values? All the above addresses some value, do we measure up?

Then there is Dollar Value. Monetary value is usually set up by the market place. Usefulness, availability, scarcity, and demand are all factors taken into consideration by the market. Then the elements of cunning and greed are also factored in and so we come to a dollar value. WalMart has it's own brand of merchandise. "Great Value" look on the shelf and such venerable names as "DelMonte", "Libby", "Heinz", and next to them "Great Value" – and almost all food products, even potatoes, are packaged to use the words "great value". So one of the major merchants has found a way into your purchasing of necessities with a value label.

Personal Values, how we perceive ourselves, how worthwhile do we feel. Do we walk with pride, head up, shoulders squared exuding confidence, almost demanding consideration and respect by our very persona, or do we by our projected persona proclaim, me, I'm just ordinary, glad to just be getting by, no air of success surrounds us, which?

Emotional Value is harder to interpret! Emotion is not logical if anything it is ephemeral, confusing and only accepted by the confused individual usually illogically. Yet it definitely has merit because it does exist. So how to explain emotional value? Every individual is subject to emotion and this lack of logic puts value up in the air, in spite of good sense.

The auto industry sells sport cars, two doors, small trunk capacity, oversized motors that give terrible miles per gallon, colors that show dust and dirt and so need washing almost after every outing. It just makes no sense, but they do sell and are a substantial segment of the market, at ridiculous prices.

Then there are human relationships, where emotions are the sole motivations with no logic at all to the confusion of all parties concerned. LOTS OF LUCK!