



# BLACK FRIDAY

Every November, Black Friday is a day anticipated by thousands of eager consumers. The opportunity to purchase products at discounted prices encourages people to line up in front of stores late at night in order to get the best deals. Stores are often packed by parents shopping for Christmas presents or individuals planning to make profit from their purchases. This annual event has left an influential impact on Americans and their yearly traditions.

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Features Editor

## History

The first ever use of the word “Black Friday” occurred in 1869; it was used to describe a financial crisis. When it was revealed that 2 men were buying up all the gold to raise gold prices, the U.S. gold market collapsed. The event bankrupted everyone from farmers to the people on Wall Street.

In the 1950s, it is used to describe the chaos as suburban shoppers and tourists flooded the city of Philadelphia prior to the Army-Navy football game. Black Friday became a local term in the city. However, in the late 1980s, retailers began to reinvent the term as something positive. Soon, the Friday after Thanksgiving became a period of bigger sales for businesses around the U.S.

Today, Black Friday is a period of time when large discounts are offered in retail stores all across the United States. It also gave rise to terms such as “Cyber Monday” and “Small Business Saturday/Sunday”, which are also periods of time where there are savings.

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## Controversies

Many are aware of the dangers that come with massive sales. There is always a chance of someone being injured or getting involved in arguments over products.

Even before these acts of aggressions can spark, consumers are exposed to other possible threats to their health. Many families have a tradition of camping outside of a specific store before it opens the next day. They have a possibility of becoming sick from the weather outside. In places where the weather dramatically drops after the sun goes down, the chance of becoming sick increases.

Even with the contriveries focused on consumers, there are also debates about the employees. Since Black Friday is such a large event, many employees are under a lot of pressure when it comes to setting up products and moving quickly in order to please customers. The main problem with this is that there are issues of customers mistreating and disrespecting employees.

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Copy Editor

## Black Friday vs. Cyber Monday

Although these two days are opportune times for great discounts for favorite products, Black Friday and Cyber Monday have distinct differences.

A 2015 analysis of Black Friday discounts by NerdWallet and Harris Poll observed that 93 percent of the sales advertised were the same as the year before. Furthermore, some retailers inflate their prices to deceive the buyer into believing that they saved more money than they actually did on Black Friday. On the other hand, one advantage of participating in Black Friday are the temporary cashback and giveaway possibilities that stores offer in order to attract more customers.

Consumers who prefer not to engage in the frenzied rush to find discounted goods will bide their time until the beginning of the online shoppers' tournament, known as Cyber Monday. They have the unique edge of visiting multiple store websites at once - without leaving the comfort of their couch. Simultaneously, entrants do not need to rise out of bed at three in the morning to be ahead of the masses.

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