

Black Friday: Sure Thing or Sham?

Black Friday used to be an exciting time when many of America's favorite brands and corporations offered the best deals of the year. Sadly, as the years have gone by, Black Friday has become a bit of joke with 70% of Americans referring to Black Friday as "meaningless". So, what changed?

Savvier shoppers: Many shoppers have observed stores raising prices on certain items before Black Friday. Thus, when they 'lower' the price, shoppers actually end up paying the full price. This practice has left many shoppers skeptical and therefore, less likely to go out and spend money.

The Black Friday magic is gone: Black Friday was once a time for massive savings at stores around the country; things that were hundreds of dollars were being sold for a fraction of the cost for just one day. Now deals start in early November and last throughout December taking away the sense of urgency once associated with Black Friday.

Deals aren't that great: The number of shoppers hitting the stores on Black Friday was down by 5% last year with overall spending being down a whopping 11% according to the National Retail Federation. This is because even with all the promises of MEGA DEALS the reality is that deals are not that impressive, with one study estimating that the average Black Friday discount is less than 5%.

Tuttle, Brad. (2014). "Why Black Friday Sales Were a Bust-and How to Get the Best Deals Now" Retrieved From <http://time.com/money/3612641/black-friday-cyber-monday-sales-best-prices/>

"What is joy without sorrow? What is success without failure? What is a win without a loss? What is health without illness? You have to experience each if you are to appreciate the other. There is always going to be suffering. It's how you look at your suffering, how you deal with it, that will define you."

— Mark Twain

Ask a Corps Member

Many of us have experienced late night treks across campus. Whether you are trying to get home or are meeting up with friends for a late night study session, the eerie feeling of being one of the only people on a sidewalk that's normally full can be disconcerting. Luckily the Corps of Cadets offers a service that will help make your cross campus journey less distressing. The Cadet Escort Program provides escort services to students, faculty, and staff to many locations on campus including the libraries, classroom buildings, parking areas, and residence halls. It is available between 6pm and 7am on the weekdays and all day on the weekends. If you desire a cadet escort call the Corps of Cadets guard room at (979) 845-6789. After you provide them with your name, location, destination, and contact information a cadet from the duty company will meet you and escort you to your destination free of charge. So don't stress about that next late night or weekend excursion on campus, the Corps of Cadets has got you covered.

<http://today.tamu.edu/2015/10/14/corps-offers-safe-escort-on-campus/>



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