



What's Inside?

News.....2

- Voice of River returns
- We Can
- Contra Dance pictures

Opinions.....5

- The Art of Gift Giving
- Rivalries

Costner.....8

- Yet another letdown on the big screen

Arts & Life...9

- Beowulf and American Gangster movie reviews
-

Classifieds.....12

Black Friday brings out the worst

By Aaron Palmer
Editor In Chief

Black Friday, the notoriously most dangerous shopping day of the year still reaches record highs as suburbanites flood stores in hopes of giving their children the best Christmas ever.

Advertising the event days prior, many stores such as Best Buy, Target and major malls hired security guards to keep the peace and direct organization as crowds lined the parking lots at early hours. The lines began forming around midnight for the 4 am openings in hopes to get 1 of 5 Nintendo Wii's left.

The big sellers this year were the "door busters" at the ungodly morning hours when people grabbed five dollar DVD's like they were going out of print. Hot electronics, power tools marked at half price and this seasons trendy accessories disappeared in the blink of an eye thanks to creative advertisers and the poor souls that had to set up displays and run registers.

The biggest shopping day of the year does bring in astrological numbers though.

Stores anticipate making their biggest profits on this one day every year. The numbers are not released until after January, but they are estimated well ahead of time. They can usually tell by the length of the line wrapping around the perimeter of the store and sometimes into the parking lot.

Even on a local level, stores are affected by this phenomenon. Sayle Park the owner of Denali, a local outdoor store stated "we double the sales of our biggest day of the year on black Friday".

This momentous occasion is long awaited and feared at the same time every year. Husbands sent by their wives in the middle of the night sat in the cold while us not so die hard consumers chose to stay in for the day and avoid traffic.

At the same time, though humorous it's also just the beginning of the misery that everyone else must endure for the following month. Traffic increases through December, drivers become more irate, and it becomes difficult to fight through crowds everywhere.

If I want to go out to lunch, I must take into mind the traffic on the way, the lines of loud

people discussing shopping and obnoxious holiday music and decorations.

The whole ordeal is offensive. Christmas has become nothing more than a Hallmark holiday. The horrid music is required to be played by managers who are blind to how much it is disliked by employees and patrons.

And what about those that do not even celebrate Christmas? We are subject along with everyone else to participate in the seasonal chaos.

So, who's to blame for this horrendous month that grows increasingly worse every year? We are: the consumers. We buy into it time and time again. The advertisers seek out who their target audience is and shoot for that group.

At one time or another I'm sure we all have given into temptation and gone out to purchase what item it is we thought we needed when we saw it. The target audience becomes a larger crowd by selling only limited supplies of certain items, then that item becomes the hot ticket making us think that we'll never get

continued on pg. 11

Christmas Decorations in Jones Hall



Left: Ribbons and wreaths adorn the steps and porch of Jones Hall.

photo by S. James



Right: Christmas trees decorate the entrance to Jones Residence Hall.

photo by S. James