

## Consumer Consumed

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Big sales, half off, big discounts. That seems to be the theme around Turkey day. It seems that in a small way this has become the earmark of Thanksgiving Day. Of course this is what Black Friday is for but it's becoming more and more clear that the turkey is playing second fiddle to shoppers seeking bargains.

I was watching the news not only on Thanksgiving Day but on Black Friday also and I couldn't help but laugh at shoppers being consumed with the passion of seeking and being the first to get what they sought after.... products. Throughout the nation as people tried to be first in line to get inside and fight inside too, I couldn't help but say to my self, 'Look at these people with such fury do they disregard kindness, courtesy and manners. All that goes out the window or wall along with their dignity. Let me say there's nothing wrong with shopping, I find it pleasant, even though I haven't done it in 7 years. However, at this time in history where the fetishizing of store goods takes on drastic proportions then yes, now it's a problem.

I even wonder how much of the shopping was not for the buyers themselves

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but for others? Talk about self interest?  
Yes, consumers have been consumed with  
the buyers fever. People will trample on  
one another, take and spray one another  
and fight in order to get that newest,  
cheapest gadget. I wonder more if this  
continues and only gets more drastic why  
have a Thanksgiving Day anyway?