

**BLACK
FRIDAY
SLAVERY
MYTH
REVEALED**

**Do you know how slaves
were sold?
Or what was the virgin
bonus?**

Nikola Misovic

BLACK FRIDAY SLAVERY



THE DARK ORIGINS ARE NOW REVEALED

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Everything in this book is based on facts supported by formal history.

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Did Black Friday Originate from Slavery?

Every year, as the greatest shopping feast in the world nears, the same question emerges: **Did Black Friday originate from slavery?**

The Slave Selling Origins of Black Friday – Yes

Shortly, the answer to do question can the origins of Black Friday be tracked down to slave selling is yes. Old Black Friday in the pre-Civil War era was brutal and degrading for black-skinned slaves. After ‘Thanksgiving day’, auctions and group vendues of slaves took place on markets and town squares. Held together in line with long chains around their necks, the submitted human beings were treated like chattels by the social laws and exposed for observation and biddings. There were benefits for bulk buying. One of those advantages was a virgin bonus. The customer who bought a certain number of slaves would get a present – a virgin raised to be a pleasure slave.

However, short answers reduced to a yes or no, and descriptions like the one in the previous passage are not the appropriate way to approach this topic. To understand the denial of most claims that dispute the dark origins of the consumerism sensation known as Black Friday, we must implement a detailed analysis of history and provide an explanation based on sound arguments.

Black Friday Myths and Facts

Before starting, it is fitting to note that there are many myths about Black Friday that are considered as the truth despite tangible pieces of evidence proving the opposite.

Christmas Saturday Beats Black Friday

Although considered the king of sales for many years, Black Friday was not the biggest shopping day in the world. Even though transactions closed on that day went sky-high, the Saturday before the New year, as well as the Saturday before Christmas, surpassed the day of mall stampedes and shopping madness. It was in 2005 that Black Friday, for the first time, lived up to the reputation given by the media and won the trophy of the biggest shopping day, leaving its competitors a few billion dollars behind. Some thinkers and social critics referred to this breakthrough as a planned manipulation implemented by the media.

The Conspiracy Theory

The raging consumerism that takes place on this day is not a product of natural development. It is sparked by artificial influences in the service of establishing a new form of slavery, which is, in its basic concepts, present in the very foundations of Black Friday. When mass media start describing an object or event in a particular manner, that affects the human perception on a global scale. Loud claims that a single day is unsurpassable when it comes to sales and shopping, together with the holiday spirit, worm deep into the people's subconscious. That makes them feel obligated to

purchase as well as to accept the non-civilized patterns of behavior and engage in stampedes and fights over items. That is how parties in the service of the consumerism empire create events and enhance spending.

Fights Occur Due to the Lack of Products – False

Although this is partially true, we need to take a look at the complete picture to fully understand the reasons for violence. According to a survey conducted by the website *RetailMeNot*, 12% percent of consumers said that they go to the stores and malls under the influence of alcohol. Unfortunately, it is estimated that the number of consumers affected by drinks or drugs probably goes a few percent higher. In addition to this, in most of the fights, there is an attacker and a person forced to defend himself. When we consider these facts, it would be logical to assume that a significant part of the violence is triggered by clouded judgment rather than the blind wish to make a good bargain. That allows us to say that **many fights occur because of drunk people participating in the shopping madness.**

Black Friday Starts on Thanksgiving Thursday – A Walmart Creation

Although called Black Friday, the event starts on Thursday and can last up to fifty hours. Until 2011, before opening the stores and letting the shopping swirl begin, all the retailers waited for the clock to strike midnight. Walmart was the first shopping mall to break the tradition. The megacorporation decided to let the consumers do their bidding on the evening of Thanksgiving. **From this point on, the day when people give thanks for what they have and the day when people stomp over each other to grab the things they don't have, merged into one.** These facts are stated as the beginning of the analysis to give us a reminding note:

The truth has nothing to do with the number of followers or believers. It is the state of reality.

Nikola Misovic

Black Friday Origins

The beginning is the right place for every research. As obvious as this fact might seem, implementing it can be much more difficult.

Some of the questions that need to be answered for the dark history to be revealed are:

Where is the starting point of Black Friday?

When did the tradition of Black Friday begin?

How was Black Friday observed?

Who invented it?

When was the first usage of the term Black Friday?

The following explanation will answer these questions and explain the direction in which our digging for the truth is going to take.

Black Friday Brief Overview

The term Black Friday has multiple origins.

Army Vs Navy Football Game

It got in wider usage in the 1950s. At the time, Philadelphia was the host of the biggest football spectacle in the U.S. known as Army vs Navy game. The college sports clash of the academies took place on Friday after Thanksgiving. The game attracted large crowds that overflowed the city before and after the match. With many being affected by alcohol, fights were not a rare occurrence. As if that wasn't enough, shopliftings were frequent because the big crowds allowed the thieves to merge quickly with the spectators and disappear. Traffic was so slow that one needed the entire day to move from the city center to the suburbs. Because of all that, law

officers were forced to work extra shifts. And due to having such a hard time preserving the order, the policemen named the day Black Friday, which eventually led to its wider use.

Big Friday Black Records

The day of the football game brought business opportunities for retailers. Allegedly, for the best part of the year, merchants operated with losses, which they marked in their books with red ink. The black color was reserved for profits. With hordes of people striding through Philadelphia, the sales increased astonishingly, and dark ink covered the business records. That is how the economy took part in creating the name of the biggest shopping sensation in the world. There were attempts to rename Black Friday into Big Friday and stop the spreading of negative connotations, but they failed.

The First Usage of the Term – Formal History

Formal history collides with the theory that Black Friday originated from slave selling day since it states that the first usage of the term was in the middle of the 19th century.

On September 24th, 1869, the crash of the U.S. gold market occurred. That happened as the consequence of a conspiracy implemented by two notorious Wallstreet sharks, Jay Gould and Jim Fisk. Since this event that led to thousands of bankruptcies and suicides happened on Friday, it became linked to the term black. And Black Friday was born. In the present times, in some manner and to some degree, Gould and Fisk are considered the inventors of Black Friday.

The Black Friday Slavery Myth VS Fact

To support the claim that slave selling lies at the foundation of Black Friday, we need to explore the relations of events from the very beginning, even if that means going back to the stone age.

Black Friday has strong links to Thanksgiving day. The holiday spirit is a potent consumerism trigger. Without the festive mood, there would probably be no Black Friday at all. However, we will explore what does exist rather than what could be.

Thanksgiving day is a federal holiday celebrated in the United States, Canada, Brazil, and a few more countries around the world. Its stormy history goes back to 1789 when President George Washington responded positively to a request made by Congress and proclaimed the day of expressing gratitude. That request was motivated by the colonial forces defeating the British army in Saratoga in 1777, the year when Thanksgiving was observed, paving the way for what will come later.

Yet this wasn't the first time Thanksgiving observation. On the soil that was once considered the New World, the first celebration of this type happened in October 1621. After sailing across the ocean, the **pilgrims from the Netherlands** were the **New World's pioneers** in expressing thanks. Note the term *New World's* when describing the word pioneers since they had to bring that custom from somewhere – Europe.

Was Thanksgiving Celebrated in the Middle Ages Europe?

The short answer is yes. However, it wasn't called Thanksgiving. And its observation started long before the middle and dark ages. The roots of Thanksgiving day lie in the custom that rises from the mists of the old era known as the Harvest Festival.

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