

Retailers Geared for Shopping

NRF: 147 Million Shoppers Expected for Black Friday Weekend

WASHINGTON -- Not since 2007 has Thanksgiving come this early, but the calendar creep won't keep millions of eager holiday shoppers from visiting their favorite stores and websites over Black Friday weekend.

According to a preliminary Black Friday shopping survey, up to 147 million people plan to shop Black Friday weekend (this coming Friday, Saturday and Sunday), a slight decrease from the 152 million who planned to do so last year.

Specifically, 71 million said they would shop and another 76 million said they would wait and see what retailers have in-store that weekend.

"Though the Black Friday tradition is here to stay, there's no question that it has changed in recent years; already there is a tremendous amount of excitement and anticipation surrounding retailers' Thanksgiving and Black Friday promotions," said NRF President and CEO Matthew Shay. "It's critical for retail

companies to constantly evolve as consumers do, and right now shoppers want great deals, good value, and convenience—exactly what we're seeing with this season's late and early openings, price-matching, layaway, and mobile offerings."

Locally in Seminole, two major retail facilities -- Bealls and Walmart -- will have their doors open on Thanksgiving day for local shoppers who want to get an early start on the holiday shopping season, according to advertisements from both retailers.

Other local retailers plan on operating at regular business hours on Friday, according to a polling conducted by the *Sentinel* earlier this week.

Though holiday sales announcements are hard to miss, there are a few ways people prefer to keep track of retailers' promotions. Half (49.5 percent) will keep up with advertising circulars throughout the holiday season and three in 10 (30.5 percent) say they will use television

advertisements to stay up-to-date with upcoming sales and events.

There are also a growing number of Americans who prefer to see things digitally; 26.8 percent will follow retailers' websites, and 31.4 percent will track emails from retailers in order to get the latest holiday announcements.

"The days of waking up Thanksgiving morning to find out what retailers' Black Friday promotions will be has transitioned into an ongoing dialogue between companies and their customers starting days in advance," said BIGinsight Consumer Insights Director Pam Goodfellow. "Through sites like Twitter, Facebook and Pinterest, company blogs, emails and mobile apps, consumers can connect with their favorite retailers like never before."

Digital Promotions for Black Friday Growing

Retailers' online, mobile and in-store promotions, especially for their Thanksgiving Day and Black

Friday offerings, continue to grow. According to Shop.org's eHoliday survey conducted by BIGinsight, three in 10 (29.0%) multichannel retailers say they will promote their in-store Black Friday deals with mobile alerts, up significantly from the 18.4 percent who planned to do so last year. Additionally, 80.6 percent will use Facebook to alert shoppers about in-store deals, up from 73.7 percent last year.

CyberMonday.com Announces Black Friday Deals of the Hour

Shop.org's CyberMonday.com, which features promotions and deals from hundreds of retailers, will feature a Deal of the Hour on Black Friday from more than 20 different retailers. Retailers participating in the Deal of the Hour include Sears.com, Kohl's, Macys.com, Sephora.com, drugstore.com, eBags.com

and Barnes & Noble.com. Click here for a full list of companies and times. Offers will include free shipping specials, dollars off and even free gifts with purchase. Retailers will also use CyberMonday.com to promote their Cyber Monday Deal of the Hour. NRF will announce retailers' CyberMonday promotions on Sunday, November 25.



Associated Press Photo

BLACK FRIDAY CROWDS

This coming weekend, 173 million United States shoppers are expected to make their way to retailers across the country in an attempt to take advantage of Christmas holiday deals as part of the Black Friday weekend. Typically, the weekend following the Thanksgiving holiday is the busiest Christmas shopping weekend of the holiday season.

Local News Briefs

Mennonite Archive Now on Display at Gaines Museum

A significant archive of the early experience of Mennonites in Gaines County was recently given to the Gaines County Museum by James W. Lanning, presently residing in San Marcos Texas.

Lanning, who has two degrees from Texas A&M University, is a retired Regular Army Infantry Officer. As a student of the Mennonite experience, he has visited colonies in Santa Cruz, Bolivia, Cuauhtemoc, Chihuahua, Mexico, and Seminole. His archival contribution includes an extensive collection of photographs, research notes, recordings, newspapers, and a copy of his Master's Thesis, *The Old Colony Mennonites of Bolivia, A Case Study*. His first visit to the settlement in Seminole was in July, 1977. Through the years, Lanning has maintained contact with several of these early residents.

Lanning said, "I feel good about my papers being under the direction and care of the Gaines County Museum in Seminole."

The collection is available to individuals doing historical or sociological research. For more information contact the museum at (432) 758

4016 or by E-mail: seminolemuseum@co.gaines.tx.us.

Friends of Library Group Seeking Memberships

Would you like have a voice and make a difference in what your public library has to offer?

The Gaines County Library is excited to announce the establishment of Friends of the Gaines County Library System (FoGCLS). The primary purpose of FoGCLS is to promote and support library services in Gaines County, assist in providing supplemental funding for the library, help provide programs for the library, and to act as an advocate for the library.

County library funds are limited to maintaining of our current Library System. In order to provide activities, purchase more books and equipment, host community events and continue to provide current educational programs, your help is needed.

Annual dues to FoGCLS have been designed to fit most everyone's budget so it's easy to become a member. By joining FoGCLS, your membership dues and ideas will help expand library services.

Plus, by showing your FoGCLS membership card, you get to preview the Annual Fall Book Sale and purchase books before non-members.

Membership forms are available at both branches of Gaines County Library -- 704 Hobbs Highway in Seminole and 311 Hill Street in Seagraves. To become a card-carrying Friend of the Library, membership dues levels

- are as follows:
- Classic Lifetime - \$500
- Bestseller - \$100: can become a Classic Lifetime member after five years at Bestseller level
- Excellent Read - \$50
- Popular (Family) - \$25
- Top Ten - \$10
- Primer - \$5
- Scholarship

FoGCLS meetings are held at 6 p.m. on the third Thursday of each month in the Gaines County Library meeting room. Discussions cover upcoming events such as the Annual Book Sale, Summer Reading Program and other fun, educational activities for the community. FoGCLS members' ideas and help are welcome.

The FoGCLS will be involved in projects to promote your library such as fundraising (Annual Book Sale, etc.), use of volunteers in the library, building projects, children's programs, educational programs, promote library services, and advocating for the library to governing entities and local businesses.

FoGCLS can be contacted at P.O. Box 58 Seminole TX 79360, or on Facebook: Gaines County Library System

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With that in mind, there will be certain times that there will be limitations to news stories, letters to the editor and briefs, and their appearance in our publication to you.

The *Sentinel* does reserve the right to edit and restrict pre-produced stories and information for space limitations, editorial purposes, and time restrictions.

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