

# Retailers losing the war on Thanksgiving

By Dave Jamieson, Huffington Post

In the run-up to Thanksgiving this year, TJX, the parent company to discount chains Marshalls and T.J. Maxx, has been airing an advertisement about its decision to keep its stores closed on the holiday. By bucking the national trend of starting sales on Thanksgiving Day, the spot suggests, TJX is taking a stand for family time over the holidays.

“Imagine a world where the holidays were about people again,” a voice in the ad, titled “Bring Back the Holidays,” intones. “Where doorbusters referred to loved ones pouring through the doors.”

So is the backlash against stores opening on Thanksgiving finally bearing fruit? Are retailers ready to give the holiday back to your drunk uncle and the NFL?

Not really. Many of the nation’s biggest retailers – Walmart, Target, Kmart and Best Buy, to name just a few – still want you to skip the apple pie Thursday evening to roam their stores for Black Friday deals. But don’t be surprised if, in the coming years, retailers start reverting back to being closed on Thanksgiving Day and pushing their sales to Friday morning.

**Read the whole story**