



Belk

Christmas

Your Happy Shopping Store

Why Is Belk Telling You About

The Day After Christmas Now?

Why? Because We Think This Is The Right Time. Now..Before You Shop. To Consider The Gifts That May Not Be Just Right, The Day After Christmas.

What We Want To Say Is Really Very Simple. Stop Worrying! We Want To Take The Worry Out Of Christmas Shopping. If Your Gift From Belk Isn't Just Exactly Right, We Will Very Happily And Pleasantly Exchange It, In Any One Of Our Stores—Gastonia, Belmont, Lincolnton, Cherryville, Kings Mountain And Gaffney.

That's Why We're Called The Happy Shopping Store. So Relax And Get On With The Shopping. Stop Worrying About Whether Grandpa's Put On An Extra Ten Pounds Or Aunt Mary Is Still A True Size 10 Or Your Brother-in-Law Needs A Blue Shirt Or A Brown One. You Get What You Think Is Right. We're Your Built In "Mistake Insurance" When You Shop At Belk. So If You Do Make A Mistake (And Nobody's Perfect, Who Doesn't Every Now And Then) You Can Be Sure We Will Make It Right.

This Is One Of The Very Best Reasons We Know For You Doing All Your Christmas Shopping At Belk. There Are Others. Specifically-Hundreds Of Gift Reasons. And That Makes Choosing Easier With Much Less Chance Or Error. So Bring Your List And Brouse Around. We've Lots Of Gift Ideas And Suggestions- Some Brand New As Well As The Old Tried And True-At Belk. The Christmas Store.

Now, If That Isn't Just As Simple As We Can Possibly Make It, We Have One More Very Important Suggestion. If You're Really Baffled About One Certain Gift, We Have The One Gift That Is Always Right- The Right Size, Right Style And Color, Right All Around. A Belk Gift Certificate. In A Special Christmas Folder For Giving. So Let's Get With It! You Should Have That List All Ready By Now And A Part Of Your Shopping Already Done. Let's Get Started Tomorrow, Time Is Flying. Oh, And Don't Forget Your Belk Credit Card. It'll Make Shopping This Christmas Even Easier- At Belk, The Christmas Store.

Merry Christmas Shopping
At Belk And (If Necessary)
Many Happy Returns