



OPENS THE 1969 SEASON WITH 21 EXCITING CHRISTMAS SERVICES . . .



Your happy shopping store.

1. 2 hours free parking right behind our store.
2. Charge accounts.
3. Layaway service to protect gifts from prying little eyes.
4. Free gift wrapping with pretty Christmas papers and bows.
5. Custom gift wrapping for those extra special gifts.
6. Monogram service at reasonable rates.
7. Alterations done by experts for perfect fit.
8. Lots of fitting rooms and rest rooms.
9. Escalators and elevators for shopping convenience.
10. Delivery service at reasonable rates.
11. Refunds and exchanges made cheerfully every time.
12. Plenty of well-trained help to wait on you promptly, courteously, and expertly. Over 50 new Christmas helpers.
13. Free mail wrapping and weighing for postage. Makes mailing presents easy.
14. Mrs. Santa Claus in her Christmas Cottage on the third floor to thrill the children with lollypops and hear their Christmas lists.
15. Photographer on duty to record the visit to Mrs. Santa.
16. Santa's Post Office service to "answer" your children's letters to Santa with beautiful, illustrated letters.
17. Gift Certificates available when you just can't find a thing that will do.
18. The entire front of our store is filled with animated Christmas displays . . . Santa, sled, reindeer, elves, etc.
19. Every department beautifully decorated for Christmas.
20. Extra effort made to help little children shop for their gifts for Mom and Dad.
21. Open every night till 8:30 (Beginning November 24th).

BUT OUR SALESPEOPLE ARE OUR BEST SERVICE!

CHILDREN SAY:

"I LOVE TO GO SHOPPING IN A STORE THAT TREATS ME LIKE A V. I. P. AND WHERE I CAN BE WAITED ON WHEN IT'S MY TURN. I LIKE TO BUY FROM A NICE LADY WHO CAN SHOW ME SOMETHING THAT WILL BE REAL EXCITING UNDER THE TREE . . . SOMETHING THAT I CAN AFFORD. LITTLE ALLOWANCES MEAN THAT A LOT OF IMAGINATION IS NEEDED. I LIKE TO GO SHOPPING ALL ALONE SO I CAN SURPRISE MY MOMMY AND DADDY. I NEED SOMEONE TO HELP ME WITH CHANGE, TO GET MY PRESENTS WRAPPED FREE. MAYBE EVEN WRAP MY GRANDPARENTS' GIFTS FOR MAILING. THE PEOPLE AT BELK ARE ESPECIALLY NICE TO CHILDREN - WE LOVE TO SHOP AT BELK. BESIDES - THAT'S WHERE WE CAN GO SEE

MRS. SANTA CLAUS!"



MOTHERS SAY:

"WHAT A JOY TO TURN THE CHILDREN LOOSE TO SHOP FOR THEIR SURPRISES IN A STORE THAT REALLY HELPS THEM.

"I LIKE PARKING FREE RIGHT BEHIND THE STORE. THOSE PACKAGES AND THE CHILDREN ARE A PROBLEM CROSSING BUSY STREETS.

"I LIKE TO KNOW THAT, IF I GET SOMETHING THE WRONG SIZE OR COLOR, IT WILL BE EXCHANGED CHEERFULLY.

"I NEED FAST SERVICE, CLEVER SUGGESTIONS, WIDE SELECTIONS, AND THOSE EXTRA LITTLE NICE-TO-HAVE SERVICES LIKE GIFT WRAP, MAILING WRAP, GIFT CERTIFICATES, LAY-AWAY, CHARGE ACCOUNTS.

"I DO MORE OF MY CHRISTMAS SHOPPING AT BELK EVERY YEAR, BECAUSE AT BELK THEY HAVE IT ALL."



YOUNG SHOPPERS SAY:

"HIGH SCHOOLERS HAVE A TOUGH TIME STRETCHING ALLOWANCES AND PART-TIME JOB SALARIES. WE HAVE MOTHERS, FATHERS, SISTERS, BROTHERS, GRAND PARENTS, AND BOY FRIENDS . . .

BOY FRIENDS!

"HEY - AT BELK, THEY HAVE HUNDREDS OF GROOVY THINGS FOR BOYS AT PRICES THAT ARE JUST RIGHT! YOU OUGHT TO SEE THE SWINGIN SWEATER I LAID AWAY. AND THEY WRAPPED IT IN THIS REALLY COOL PAPER.

"OH AND I FOUND THIS REAL WILD CARD TOO.

"HMM? WHERE?

AT BELK, NATCH.

WHERE ELSE?

"THEY TREAT US LIKE NEXT YEAR'S YOUNG MARRIED FOLKS, DON'T THEY?"

