

LIBERTY COUNSEL
NAUGHTY & NICE LIST

Friend or Foe 2007

This list is based on reports we receive from around the nation
Send your reports to Liberty@LC.org

If you find a local store that openly celebrates Christmas, be sure to thank the manager!

Naughty

✘ **Albertsons** -- Report: Intercom announcements say only "Happy Holiday." No "Christmas" on web site.

✘ **Amazon.com** -- Web site: "Holiday Toy List," "Holiday ordering cut off" to guarantee delivery by Dec 24. Email from Customer Service indicates they have no plans of changing their advertising to include "Christmas."

✘ **Banana Republic** -- Web site: "Kick off the party season in style," "Holiday Gift Guide." No mention of Christmas.

✘ **Bloomingdale's** -- Web site: "Gifted 2007," one "Christmas" ornament, no celebration of Christmas made evident, no Christmas e-card or gift card.

✘ **Boscovs.com** -- Web site: "Holiday shop" and ornament that reads "Merry" but leaves off Christmas.

✘ **Circuit City** -- Web site: "Holiday Gift Guide," "Free shipping by December 24th."

✘ **Costco** -- Web site does not appear to celebrate Christmas. References to "Christmas" are for the items named by the manufacturer.

✘ **Comp USA** -- Web site: "Tech Toyland." No mention of Christmas.

✘ **CVS** -- Report: No "Merry Christmas" in stores. Instead: "Give. Get. Save." Corporate office representative had a prepared statement for holiday complaints. Web site: "Holiday Shipping Schedule" for delivery by December 24.

✘ **Dick's Sporting Goods** -- Web site: "The Gift Center." No mention of Christmas.

✘ **Disney** -- "Holiday Gift Shop," "Holiday Décor," "Holiday Fashions," "Holiday Cards"

✘ **Gap** -- Web site: "For the Season." "Holiday everything. No mention of Christmas.

✘ **Giant Eagle Pharmacy** -- Mentions "holiday," "holiday cards," "Festive Seasonal Boxed Cards," and the slogan "Reach for the Stars this Holiday Season" on the web site. No mention of Christmas.

Nice

✓ **Bath and Body Works** ~ Web site home page: "The Perfect Christmas...at home," "The Perfect Christmas Book."

✓ **Bed, Bath, and Beyond** ~ Web site: "Christmas Decorations" section.

✓ **Best Buy** ~ Web site: "Guaranteed Christmas Delivery." Gift cards for Christmas.

✓ **Belk** ~ Web site: "Christmas" items for sale, "Merry Christmas" gift cards.

✓ **Big Lots** ~ Web site: "Christmas Preview," "Christmas Catalogs," Christmas experts shop, "Christmas Trees."

✓ **Blain's Farm & Fleet** ~ Web site: "Christmas gift ideas," "Create a Christmas wish list."

✓ **Bronners.com** ~ "Christmas Wonderland," "World's Largest Christmas Store."

✓ **BuyAmerican.com** ~ Christmas products are called what they are.

✓ **Cabela's** ~ "Christmas Shoppe" section on the web site.

✓ **Chic-fil-A** ~ Report: "Wonderful billboards across the country say making a "Christmas List."

✓ **ChristmasPlace.com** ~ Report: "They sell a huge amount of Christmas items. Christmas trees are called Christmas trees."

✓ **ComputerGear.com** ~ Web site: "Guaranteed delivery for Christmas," "Christmas Desktop Décor set."

✓ **Dillard's** ~ "Christmas Catalog" called "The Style of Christmas."

✓ **Dollar Tree** ~ Web site: "Christmas Crafts," "Christmas cards," "Christmas floral." Report: A Sanford, FL store manager plans to say "Merry Christmas."

✓ **Family Dollar** ~ Web site: "Christmas Toy Book," Christmas trees, Christmas floral, Christmas lights.

Naughty (continued)

√**Honey Baked Ham** – Report: “HOLIDAY was written everywhere!! Nothing about CHRISTMAS. I asked and was told the usual ‘we don’t want to offend anyone.’”

√**Home Depot** – Web site: Everything is red and green, but it’s the “Holiday Gift Center,” “Holiday Décor,” “Home for the Holidays,” “Holiday Trees.” No mention of Christmas except they will be closed.

√**J. Crew Outfitters** – Web site: “Holiday Look” “Highland Holiday,” “The Very Merry Gift Shop,” and “We’re Going Home for the Holidays.” Employee report: Not allowed to say Merry Christmas unless the customer initiates it. In 2006 had a sign in employee area counting down to “the holiday.”

√**K-Mart** – Web site: “Holiday Shop,” “Holiday Toys,” “Get it in time for the Holiday,” “Holiday Planner.” They are calling Christmas “The Holiday.” Flyer advertises “Holiday trees.”

√**Lane Bryant** – “Holiday HQ,” “Gift Guide,” “For a truly special holiday gift...” “Holiday Season,” “Holiday Looks,” and “Holiday Style” on the web site. No mention of “Christmas.”

√**Lowe’s** – Web site: “Holiday Décor,” “Artificial Trees,” many Christmas items, Nativity Scenes, Santa decorations, etc., but not called “Christmas.” Apologized for advertising “Family Trees,” but report said latest flyer still used the expression. VA Report: Local store has “Christmas trees.”

√**Menards** – Report: Employees in Wisconsin were told not to say “Merry Christmas” even when the customer initiates the greeting.

√**Nordstrom** – Web site: “Once Upon a Holiday... gifts were given,” “Great Gifting.” No mention of Christmas. Dec 19 “Last day to make Holiday deadline.”

√**Old Navy** – “Holiday Favorites,” “Holiday Morning,” “Season in Style,” and “Holiday Gift Guide” sections on the web site. No mention of Christmas.

√**Office Depot** – Web site does not celebrate Christmas, only “Holiday”.

√**Roaman’s** – Web site: “Holiday gifts,” “Guaranteed Holiday delivery” by December 24, “Holiday Countdown – 3 Weeks to go.” When asked why they did not mention Christmas, an employee stated that the question was “too political for me to comment on.”

Nice (continued)

√**Garden Ridge** ~ Report: LOTS of Christmas decorations. They use the word Christmas repeatedly in commercials on TV and on their web site.

√**Hallmark** ~ Web site: “Christmas Cards,” “Christmas Keepsake Ornaments,” “Christmas décor.”

√**Hobby Lobby** ~ “Christmas ornaments,” “Christmas bushes,” “Christmas” everything!

√**Hollister Co.** ~ Web site: mentions Christmas.

√**JC Penney** ~ “41 days left for Christmas Delivery,” “Christmas Extras.”

√**Joann Fabrics** ~ “Christmas Stacks,” “Christmas Trees.”

√**Kay Jewelers** ~ Report: “I was greeted by signs of “Merry Christmas” on the counter and on the wall.” TV commercials say “Make it a Merry Christmas.”

√**KB Toys** ~ “Giant Christmas Stocking,” “Christmas” books, and other “Christmas” items.

√**Kohl’s** ~ In a message to customers, Kohl’s stated they are “embracing the Christmas spirit and will include the word “Christmas” in advertising and promotions.” Web site: “Incredible Christmas sale.” Report: Kohl’s ads mention Christmas and stores are playing Christmas music. This is a change from their previous position.

√**L.L. Bean** ~ Web site: Christmas 2007 Catalog.

√**Linens ‘N Things** ~ Web site: “Christmas Shop.”

√**Lord and Taylor** ~ Web site slogan: “Christmas is the moment...”

√**M&M-Mars Candies** ~ Holiday Section on the web site includes Christmas.

√**Macy’s** ~ “Holiday Lane” section – greeting is “Merry Christmas – The Magic Starts Here!” “Christmas Trees,” “Merry Christmas” gift cards.

√**Michaels** ~ Web site: “Christmas” and “Christmas Products” sections.

√**Mills Fleet Farm** ~ Web site: “2007 Christmas Toy and Gift Catalog.”

Naughty (continued)

√Sears — Letter from Sears: “We decided to call them holiday trees because even if Christians are the only religion that uses a Christmas tree we still do not want complaints from other customers...” “Wishbook: Holiday Catalog 2007,” “Hottest Holiday gift ideas,” Web site: Holiday Shopping section. December 25 is “the holiday.” (However, some local stores have Merry Christmas signs.)

√Shopko — Report: Newspaper ad says they are selling “holiday lights,” “holiday trees,” and other “holiday items.” Web site: “Holiday ornaments, trees and lighting.”

√Sprint — Web site: “Tis the season to give SprintSpeed,” “Holiday Entertainment,” “Holiday Season,” and “Sprint lights up the Holidays.” No mention of Christmas.

√Staples — Web site: “That Holiday was Easy.” Report: Customer received an email reply that they would not have a Christmas sign anywhere in their stores.

√Walgreens: Web site: “Holiday Shop – a Season to Sparkle Holiday 2007.”

√World Market — Web site: Lots of red and green, “ornaments,” “tree skirts,” “Give joy to your world,” “Set the Holiday mood,” “Holiday Shop.”

Nice (continued)

√Mrs. Fields ~ Web site: Festive web site with a “Christmas Collection” and “Christmas gifts.” Big difference from their stance earlier this year!

√Office Max ~ Web site: “Great Christmas and Holiday gifts.”

√Overstock.com ~ “Top 100 Christmas Gifts,” “Help Children in Need Experience The Joy of Christmas,” “Christmas” everything!

√PetSmart ~ Removed from the Naughty list after web site was updated to read: “The perfect gift for Christmas & the Holiday Season.”

√QVC ~ Report: Radio ads with “Christmas items,” “Merry Christmas” and “birth of Jesus.”

√Sam’s Club ~ Web site: “Gifts 2007,” “Trim a Christmas Tree,” “Christmas” items.

√Smithsonian ~ Report: For the last two years they changed the “Holiday catalog” to the “Christmas catalog.”

√Stein Gardens & Gifts ~ Report: Christmas Trees, Christmas lighting, Christmas cactus.

√T.J. Maxx ~ Web site: “Our Christmas spirit,” “Merry Christmas” gift cards, “T.J. Maxx Christmas 07”.

√TreeClassics.com ~ Report: “These people are not censoring Christmas at all. On the contrary they fully support it!” Web site: “World’s finest giant Christmas trees.”

√Wal-Mart ~ Web site: Home (Theater) for Christmas,” “Christmas Central” sections. Report: Local store is playing Christian Christmas carols.

√Williams-Sonoma ~ Report: “I received their holiday catalog which right on the front referenced order dates for Christmas delivery. Many items referenced Christmas and they even had a little story about how Christmas stockings were started...”

Disclaimer: We cannot always verify the current accuracy of all reports submitted to us.
Stores often change their actual or stated policies in response to inquiries.

Check for updates before you go shopping -- www.LC.org
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