



USE YOUR CONVENIENT
GEM CREDIT... OR YOUR
MICHIGAN BANKARD...
IN EVERY DEPARTMENT
WHEN YOU BUY AT GEM!

GEM

Department Stores

Spotlight Specials!

**Big Spotlight
Savings Are
Shining Now...
in Every GEM
Department!
Don't Wait...
Hurry to GEM!**

EVERYONE OF OUR SPOTLIGHT SPECIALS IS SPECIALLY SELECTED TO BRING YOU THE MOST OUTSTANDING VALUE... AT GREATEST SAVINGS!



**WOMEN'S GIGANTIC
COAT CLEARANCE
ENTIRE STOCK OF
UNTRIMMED
SPRING COATS!**

\$16

REG. GEM
27.97

Imagine right now when you need it most
you can get a fabulous all wool spring
coat at savings of 8.97. Spring shades.
Sizes 8 to 18. Fantastic selection.

WOMEN'S FASHIONS

Low
GEM
Price



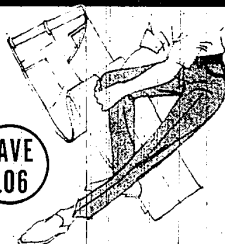
**SPRING DRESS
SPECTACULAR
SIZES FOR
JRS! MISSES!**

\$9

Low GEM
Price

There's a thousand and
one styles, colors, looks,
in cotton, rayon linen,
acetate knits, whip
cream polyesters.
A style for everyone and
sizes 5-13, 7-15, 8-18.

WOMEN'S FASHIONS



SAVE
1.06

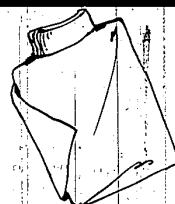
**JEANS: DRESS UP,
WESTERN, FAST BACK**

3.91

Low GEM
Price

Polyester/cotton,
Perma press Koratron.
Colors. Sizes 28-38.

BOY'S DEPARTMENT



**MEN'S TURTLENECK COTTON
KNIT SHIRTS!**

Combed cotton. White,
black, blue, rps.
S.M.L.XL

1.91

Low GEM Price

MEN'S DEPARTMENT

**DIAMOND
STEREO NEEDLE**

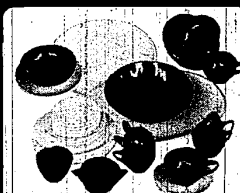
Phono Needles.
For proper fit
bring in old
needle or
cartridge number.

2.37

each

Low GEM Price

RECORD DEPARTMENT



**45-PIECE DINNERWARE
SET! SERVICE FOR 8!**

6.66

Low GEM Price

8 ea. dinner, bread & butters,
saucers, soups,
1 platter, creamer,
sugar bowl, cover.

CHINA DEPARTMENT



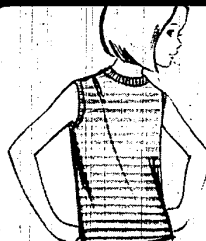
**GIRLS! PANT DRESSES
BOUQUET OF STYLES!**

1.97

3-6x

SIZES 7 to 14... 2.97
Cottons, Dacron polyester,
and cotton. Wide assortment
of colors, many perma-press

CHILDREN'S DEPARTMENT



**GIRLS' COTTON POLOS
INTERLOCK KNITS!**

77¢

Sizes 3-6x, 7-14

Neon striped interlock knit
sleeveless shells. Wide
assortment of stripes.

CHILDREN'S DEPARTMENT



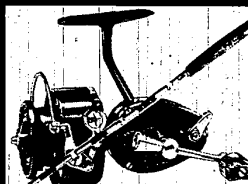
**BONDED
ORLON
KNITS**

1.77

yd.

Low GEM Price
Save .50* yard
on 50 to 60"
widths. Textures,
novelty acrylic
weaves. Pastels!

YARD GOODS DEPARTMENT



**SPINNING OUTFITS!
GARCIA MITCHELL**

Heddon 7 ft. rod
Automatic ball.
100 yd 6 lb test.

19.97

Low GEM Price

SPORTING GOODS DEPARTMENT

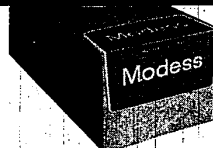


**LANOLIN PLUS
HAIR SPRAY!
13-OZ. SIZE!**

39¢

Stock up now on this
favorite spray at this
sensational low price.

HEALTH & BEAUTY AIDS DEPARTMENT

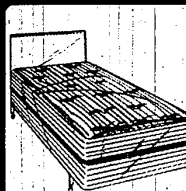


MODESS SANITARY NAPKINS!

1.19

Box of 48 regular or super.
You save 65¢, now at GEM!
Stock up on this necessary
famous brand item.

HEALTH & BEAUTY AIDS DEPARTMENT



**SERTA HOLLYWOOD
BED! SPRING!
MATTRESS! FRAME!**

68.88

Low GEM Price
Padded wood panel head-
board on metal frame.
Choice of 9 headboards.

FURNITURE DEPARTMENT



**HOME CLEANING AIDS
AT LOW GEM PRICES**

GLASS CLEANER 38¢
15 oz. Aerolol can
AEROSOL DUST-SPRAY 58¢
7 oz. Attracts dust.
FURNITURE POLISH 58¢
14 oz. Aerolol
TOILET BOWL CLEANER 38¢
16 oz. Fragrant

HOUSEWARES DEPARTMENT

ROSEVILLE:

30785 GRATIOT AT 13 MILE RD.
I-94 TO GRATIOT AVE. EXIT SOUTH TO GEM
PHONE: 293-3200

LIVONIA:

13507 MIDDLEBELT
ACROSS FROM DETROIT RACE TRACK
PHONE: 425-4200

GEM
DEPARTMENT STORES

STORE HOURS: MON. THRU
SAT. 10 a.m. to 9:30 p.m.
SUN. Noon to 6 p.m.