

# GEM

Department Stores

GEM CUSTOMERS SHOP QUICKLY  
AND EASILY WITH CONVENIENT  
GEM CREDIT! ASK ABOUT THE  
BIG 'C' AT YOUR GEM STORE!

# MEMORIAL DAY EVENT

MEMORIAL DAY STORE HOURS 10:00 A.M. 6:00 P.M.

FANTASTIC SELECTION! EXTRA SPECIAL SAVINGS!  
TAKE ADVANTAGE OF IT ALL WITH YOUR GEM CREDIT!



**SEA & SKI  
SUNTAN LOTION**

**\$1.29**

Compare at 2.50 4 oz.  
plastic bottle.  
DRUG DEPT.



**WASH 'N WEAR  
SHIRTS AND NEW  
CULOTTE DRESSES**

**\$4** Comp. 7.97

Care-free summerwear  
from mom or big sis!  
Both styles are in  
the newest summer  
colors. Big selection!  
Sizes 8-18  
WOMENS DEPT.

**BETTER SHORT SETS FOR  
TOTS AND PRE-TEENS  
TO WEAR FOR PLAY!**

**1.37** Sizes 7/14

ALSO 3/6x .....87c

Each set a beautiful thing done in knit  
or broadcloth to make little girls look their  
"cutest"! Some are perma-press. All wash-  
able.  
CHILDRENS DEPT.



**SAVE 3.06 ON  
KORATRON JACKETS  
FOR GOLF BUFFS**

**6.91** Reg. GEM 9.97

Dacron polyester/cotton  
blended to perfection  
in this 2 pocket jack-  
et. Also, inside pocket.  
4 colors. 36-46.  
MENS DEPT.



**20-INCH  
PORTABLE  
WINDOW FAN**

**20.44** Low GEM Price

3-speed fan works two  
ways: during the day,  
it operates as circu-  
lating fan; at night,  
removes hot, stale air.  
HOUSEWARES DEPT.

## HEALTH & BEAUTY AIDS

SAVE 41c ON PLAYTEX SWIMMING CAPS .....68c  
Protect ears, hair! Comp. at 1.09  
LATEST '68 STYLE FOSTER GRANT SUNGLASSES .....1.77  
A wild array of sizes and shapes! Comp. 2.98  
60c SAVINGS ON BAND RALLY ROAD ATLAS  
Handy to have on your vacation! Comp. 1.98  
JOHNSON & JOHNSON BAND AID STRIPS .....49c  
Box of 78 plastic band-aids! Comp. at 79c  
"OFF" INSECT REPELLENT AEROSOL .....74c  
Handy 6 1/2 oz. spray for out-of-door! Comp. 1.19  
100 WHITE 9-INCH PAPER PLATES .....49c  
The perfect summer serving pieces! Use them for picnics,  
bar-b-que's, then toss 'em away!

STYRO-FOAM HOT CUPS .....42c  
50 7 oz.  
ARRID DRY DEODORANT .....89c  
Lge. Size Travel Pack  
JOHNSON & JOHNSON BABY POWDER .....59c  
14 oz. Size  
ZORRI BEACH THONGS .....29c  
Perfect summer wear

## JEWELRY

SAVE \$1 ON DAINITY 3-PC. VANITY SET .....1.97  
Something very personal for milady! Reg. 2.97  
GENERAL ELECTRIC ALARM CLOCKS .....1.77  
Awaken on time everyday thanks to G.E.  
reliability! Nice gift idea, too! Reg. GEM 3.47  
SAVE \$3.18 ON RONSON BUTANE LIGHTER .....3.77  
The Concoct Easy to refill, and use! Comp. 6.95

## SHOES

WOMEN'S CANVAS TENNIS SHOE SAVING .....1.33  
The summer casual favorite! Reg. 1.97-2.97  
BASKETBALL SHOES FOR MEN AND BOYS! .....2.22  
Hi or low top styles! Reg. GEM 4.97  
TENNIS SHOES FOR DAD AND JUNIOR! .....2.22  
Canvas oxford style shoes. Regular GEM 3.97

## WOMEN

CRISPY COTTON TEE-TOP SHIRTS .....2 for \$3  
Sanitized for easy care! In colors. Comp. 2.57  
ONE and TWO PIECE STYLE SWIMSUITS .....\$7  
Each suit designed to be the best in flattering your  
figure! Built in bras. Bright colors. Comp. 11.97  
JAMAICA SHORTS OF STA-PRESS COTTON .....2 for \$5  
Solid or fancy. Colorfast! Comp. 3.97  
SAVE \$1.47 ON EYE-CATCHING BEACH BAGS .....1.50  
GEM's wonderful summer-toile styles! Comp. 2.97  
HATS TO WEAR JUST-FOR-THE-SUN-OF-IT .....\$3  
Practical, or fun, we've got 'em! Comp. 4.97

## CHILDREN

WESTERN JEANS FOR GIRLS 3/6x, 7/14 .....97c  
5 pockets!...2 of them zip! Completely washable!  
Long-wearing. For sizes 7/14  
GIRLS' POLO PLAY-SHIRTS FOR LESS .....77c  
Some with zipper. Cotton, 7/14, 97c, 3/6x.  
STRETCHABLE FULL PADDED CAR SEAT .....7.44  
Fits all cars. With safety strap. Comp. 10.97  
SHIRT AND PANTY SETS FOR LITTLE GIRLS .....2 for \$3  
A adorable, washable styles! Set .....1.57  
SAVE \$1.40 ON BOYS' SPORT SHIRTS .....1.57  
Short sleeve model for summer. Comp. at 2.97

## MEN

SAVE 42c ON LEISURE-TIME RINGER SHIRTS .....1.25  
Cotton crew-necks. S-M-L-XL. Reg. GEM 1.67  
NEVER-IRON DRESS SHIRT SAVINGS .....2.02  
Short sleeve, spread collar shirt of no-iron  
polyester tricot! White, colors. 14 1/2-17. Reg. 2.67  
LYLON REINFORCED ATHLETIC SHIRTS .....3 for \$1  
Swiss ribbed. White only. 38-44. Reg. 3/1.97  
SAVE 20c A PAIR ON CASUAL HOSE .....58c  
Stretch socks of orlon/nylon. Reg. GEM 78c  
BAN-LON HOSE ONE SIZE FITS ALL! .....58c  
Black, white, charcoal, olive, brown! Reg. 78c

## FURNITURE

CLUB CHAIRS AT SAVINGS OF 16.07! .....33.88  
In your choice of smart colors! Comp. 49.95  
WOW! SAVE \$25.12 ON RECLINING CHAIRS .....68.88  
Enrich stock reduced 4 colors. Compare at \$99  
YOUR CHOICE OF INNERSPRING or BOX SPRINGS .....28.88  
Full or twin sizes. Save big! Comp. at 49.95

## HOUSEWARES

4-PC. SET OF MILK WHITE MIXING BOWLS .....68c  
Lightweight, easy to store. Comp. at 97c  
SAVE 6c A PIECE ON "JUBILEE" GLASSES .....8c ea.  
12 oz. size. Avocado or gold. Comp. at 14c ea.  
BRACKETT HOUSE-CLEANING HELPERS .....38c ea.  
Toilet cleaner. 15 oz. glass cleaner! Each

## HOUSEWARES

KING SIZE DECORATED "TV TRAYS" .....68c ea.  
Decorated metal trays with brass tubed legs.  
Stand 24". High. Fancy for snacks, tool Comp. 96c ea.

## APPLIANCES

SAVE 32.88 ON 12-FT. CHEST FREEZER .....\$127  
By major brand! Large capacity. Comp. 159.88  
PHILCO 5800 BTU AIR CONDITIONER BUY .....\$137  
Sliding window panels. Comp. 189.95, new  
SAVE 49.88 ON 10-FT. REFRIGERATOR .....\$110  
Famous maker's 10 cu. ft. model. Comp. 159.88

## AUTOMOTIVES

"AC" OR AUTOLITE SPARK PLUGS .....48c ea.  
Buy either of these dependable spark plugs  
and save! Factory fresh! Limit of 8/customer.  
6-CYLINDER CAR TUNE-UP KITS! .....97c  
Points, rotor, condenser included! Only  
RUBBERMAID "CAN'T TIP" LITTER BINS .....64c  
Designed for stability. Ass't. colors  
A TRAVELER'S "MUST" - TRAVEL ROD .....67c  
Hang clothes, arrive "ready-to-go-anywhere"  
COOL CUSHION WITH WIRE MESH SPRINGS .....87c  
Helps ventilation. Ideal for short people, too

## TOYS

SAVE \$6.20 ON 8-FT. SWIMMING POOL .....10.77  
Lots of room for playing! Comp. at 16.97  
WADING POOL FOR THE YOUNGEST SET .....4.77  
Even tiny ones need to cool off! Comp. 6.97  
WHAM-O'S "HULA HOOP" SAVE 24c .....1.33  
Wild, whirling fun for all ages! Comp. 1.57

## LUGGAGE

TRAVEL KITS FOR EXECUTIVE TRAVELERS .....4.47  
Smart, compact. All is secure. Comp. at 6.99  
GARMENT BAGS FOR MEN AND WOMEN! .....3.77  
Keep clothes "closest-neat"! Comp. at 6.99

## CAMERAS

POLAROID'S NEWEST! THE "BIG SWINGER" .....18.88  
Takes full size shots in 15 seconds! Comp. 29.97  
FINE 7x35 BINOCULARS WITH OWN CASE .....14.88  
Great for hunters, sports events! Comp. 24.95  
KODACOLOR CX FILM AT 16c SAVINGS .....79c  
Size 127/620. Compare at \$1.01, at GEM

## SPORTING GOODS

YOUR CHOICE OF ANY HEDDON LURES .....77c  
THIS summer, make the "Big Catch"! Comp. 1.35-1.50  
GARCIA-MITCHELL SPINNING REEL .....8.97  
Smooth drag. 1-pc. bail or Anti-reverse. Reg. 13.37  
SHAKESPEARE SUPERB ROD AND REEL COMBO .....4.77  
Smooth set for fine fishing! Compare at 9.97

## PATIO SHOP

25-INCH PORTABLE BAR-B-Q GRILL .....4.66  
Strong steel bowl with adjustable grid. Legs  
disassemble in minutes! Save! Comp. at 6.33  
30-QT. STYROFOAM BEVERAGE COOLER .....87c  
Lightweight but rugged! Insulated! Comp. 1.27  
10 LB. BAG OF EVEN-BURNING CHARCOAL .....59c  
The charcoal that chefs prefer! Memorial Day  
RAY-O-VAC FLASHLIGHT WITH BATTERIES .....1.78  
All Metal. 2 size "D" batteries. Comp. 99c  
NEW! FANFAIR INTERIOR LATEX PAINT .....2.97  
Homogenized for no mixing! 20-min. dry! Comp. 2.97  
QUART SIZE CHARCOAL STARTER .....28c  
Long Lasting lighter fluid! Specially priced

## GIFTS

45-PC. SET OF DISHWASHER SAFE DINNERWARE .....5.88  
Lovely! White with avocado or blue. Comp. 7.97  
LIBBY - PARTY TUMBLER SET .....1.33  
8 Pt. 12 Oz. glasses

## YARD GOODS

WASH 'N WEAR COTTON PRINT SAVINGS .....26c yd.  
38-42" wide. Up to 10 yd. lengths. Reg. 47c yd.  
LOWENSTEIN "ULTRA-BLEND" FABRICS .....38c yd.  
Little or no-ironing. Rayon/cotton. Reg. 57c

## RECORDS

"THE BIRDS, THE BEES, THE MONKEES"  
Their newest, whackiest stereo album on the RCA  
Victor label! One to a customer. .....2.43  
RECCO BLANK RECORDING TAPE VALUE .....1.87  
1200' Buy 3 and get 4th one free! Each  
RECCO CHEMICALLY TREATED CLOTH .....24c  
Clean records properly! Comp. at \$1

## SNACK BAR

SIZZLING HOT DOG and COLD DRINK .....22c  
Take a snack break during your Memorial Day  
shopping, and visit the Snack Bar for a treat!



FANTASTIC PRICE ON A TOP BRAND NAME  
PORTABLE TV! MINI-TV IS 9-INCH SIZE!

Luggage handle for easy  
carrying! Front controls.  
Antenna, UHF/VHF.  
APPLIANCE DEPT. **\$59** Low GEM Price



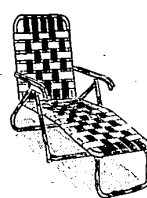
SAVE 98c ON DELUXE, ROOMY CAMERA  
GADGET BAG FOR FAMILY SHUTTER-BUGS!

Separate compartment  
for small items! Also,  
shoulder strap. Zip!  
CAMERA DEPT. **99c** Reg. GEM 1.97



11-GALLON INSULATED ICE CHEST FOR  
PICNICS and PARTIES and TRAVELING!

Cam latch cooler of  
enameled steel. Tray,  
bottle opener, drain.  
SPORTING GOODS  
DEPT. **11.99** Reg. GEM 14.97



FOLDING  
ALUMINUM  
PATIO CHAIR

**4.97** Comp. 6.97  
Built to withstand  
years of use! 1" po-  
lished aluminum tub-  
ing combined with  
bright webbing! Fold  
to store!



LADIES JAMAICA  
SHORT SETS

Ladies Jamaica Short  
Sets. Wash and Wear  
Cotton. Assorted Colors.  
Long wearing. Values to  
\$5.95  
Sizes 10-18  
**3.00** WOMENS DEPT.

# GEM

Membership Department Stores

ROSEVILLE:

30785 GRATIOT AT 13 MILE RD.  
1-94 TO GRATIOT AVE. EXIT SOUTH TO GEM  
PHONE: 293-3200

LIVONIA:

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

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