



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

GEM Department Stores spotlight specials!

PUT YOURSELF IN THE SPOTLIGHT WITH MONEY-SAVING BUYS FROM GEM! CHARGE IT!



SAVE AT GEM ON NEWEST BACK-TO-SCHOOL FASHIONS FOR GIRLS; SIZES 7-14, 3-6X

2.97 to 3.97

Low Gem Price

You'll find a wide assortment of beautiful never-press fabrics styled with the latest fashion touches. Ruffles. Nehru collars. Dropped waistlines. Rich fall colors, too.

CHILDREN'S DEPARTMENT



DYED-TO-MATCH SWEATERS AND SKIRTS FOR GIRLS, SIZES 7-14

3.97 EACH or 2 for \$7

Low Gem Price

Save on a whole wardrobe full of these elegant matchables. V-neck and turtle-neck sweaters. Kettle and A-line skirts.

CHILDREN'S DEPARTMENT

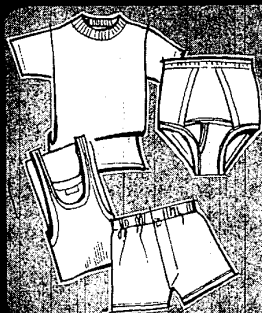


SAVE BIG AT GEM ON WOMEN'S SHIFTS

\$6 Low Gem Price

1. SHORT SLEEVE, BACK ZIPPED SHIFT OF WOOL/NYLON, BONDED TO ACETATE KNIT. Choose tattersall checks in Gold, Rust, Purple, Red or Blue. Wrinkle resistant 85% wool/15% nylon. 8-16. SLEEVELESS JUMPER OF 100% WOOL BONDED TO ACETATE KNIT, BACK ZIPPED. Modified scoop neck shift to wear alone or with a blouse. Loden, Navy, Brown or Black. Sizes 8 to 16. SLEEVELESS JUMPER SHIFT WITH MODIFIED SCOOP NECK AND BACK ZIPPER. 100% wool fabric, bonded to acetate knit. Navy, Brown, Purple, Grey, Loden, Green or Black. Sizes 8 to 16.

WOMEN'S DEPARTMENT



SHORTS, T-SHIRTS A-SHIRTS FOR MEN

3/2.20 Low Gem Price

Combed cotton T-shirts, athletic shirts and briefs, all in white or Dacron polyester/cotton boxer shorts in white, solid colors and prints. Shirt sizes S-M-L-XL, shorts 30-44. All Imperial Guard brand. Stock up now and save!

MEN'S DEPARTMENT



MEN'S L/S SOIL RELEASE DRESS SHIRTS

3 for \$9

Low Gem Price

Permanent press polyester/cotton in white, light colors, wide tracks. Button downs. Single handle. Neck size 14 1/2, 16 1/2, sleeve length 32-35.

MEN'S DEPARTMENT



WOMEN'S ZIP-IN RAINCOAT BUYS!

\$17.41 Low GEM Price

Polyester/cotton coats for all weather. Acrylic/cotton linings. Acetate quilt sleeves. Beige, Navy, Black. 8-16.

WOMEN'S DEPARTMENT



GIRLS' NEHRU SHIRTS WITH THEIR OWN COLORFUL BEADS

2.87 Low GEM Price

The newest shirt fashion in solid colors and stripes all in perm press fabrics. Sizes 7-14.

CHILDREN'S DEPARTMENT



MEN'S BASKETBALL SHOES, 7-12

3.67 Low GEM Price

Canvas uppers, non-skid rubber soles. Arch supports.

SHOE DEPARTMENT



WOMEN'S LEATHER MOC-TOE SHOES, 4-10

4.97 Low Gem Price

Cloud soft leather uppers with new oval toes. Knit fit lining. All time favorite!

SHOE DEPARTMENT

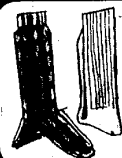


WOMEN'S FISHERMAN KNIT PULLOVERS TO TEAM WITH SKIRTS AND SLACKS!

\$6 Low Gem Price

Borrowed from the men's bulky knit sweaters of 100% wool in go-with-everything beige color. They're warm, comfortable and so great looking. Too! Sizes S-M-L. Charge it!

WOMEN'S DEPARTMENT

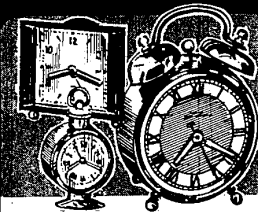


SAVE BIG ON MEN'S HOSE!

6 for 3.25 Low Gem Price

Nylon, acrylic/nylon stretch. Fits 10-13.

MEN'S DEPARTMENT



NEW IMPORTED MINIATURE SIZE ALARM CLOCKS FOR EVERY ROOM

2.77 Low GEM Price

Boudoir clocks, travel clocks, antique reproductions and more are included. For yourself, for gifts!

JEWELRY DEPARTMENT

GEM

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.