

CHARGE IT
Use Your Convenient
GEM CREDIT
or
**MICHIGAN
BANKARD**

GEM spotlight specials!

COMPLETE
DEPARTMENT
STORE

Save in All
GEM Departments!
You'll Find Low
Prices . . . Top
Name Brands . . .
Everyday!
Everyone Can
Save at GEM!



PREMIUM* TIRE CLOSE OUT!
ALL BRAND NEW FULL 4-PLY!
SAVE ON OUR BEST!

NO MONEY DOWN
JUST \$5 MONTH
Lowest Prices Ever!
Hurry While Our
Present Stocks Last!
Discontinued Tread Design!

17.99

Blackwall
6.50x13 and 6.40x13
Sizes for most Buicks, Oldsmobiles, Corvairs,
Dats, Falcon, Rambler,
Valiant, Mustang, Camaro

WHITEWALLS ONLY in following sizes: 6.50x13, 7.00x13, 6.95x14 . . . add 2.88

20.99 Blackwall
7.75x14, 7.50x14
Sizes for most Plymouth,
Dodge, Ford, Chevy,
Tempest, Olds F-85

Whitewalls only in
following sizes:
7.35x14, 7.35x15,
7.75x14, 7.75x15,
2.88 More

22.99 Blackwall
8.25x14, 8.00x14
Sizes for most Mercury,
Pontiac, Buick, Olds,
Chrysler, Lincoln, Cadillac

Whitewalls only in
following sizes:
8.25x14, 8.15x15,
8.55x14, 8.45x15,
8.95x14, 8.90x15,
9.15x15
2.88 More

Tread Life Guaranteed 36,000 MILES OR 36 MONTHS

*Although there is no one system of quality standard or grading used by all tire makers, if it has the name "All American", you can be sure it's quality-built.

All prices plus 1.81 to 2.97 FET and old tire.



MISSSES'
**SOFT SUEDE COAT WITH
ELEGANT MINK COLLAR**

\$54 Low GEM
Price

You'll feel so luxurious . . . but smart, too, knowing you saved so much on this fabulous coat. Matched skins of natural U.S. mink form the wedding band collar. Genuine suede body is lined with rich acetate. Dolman sleeves. Sizes 8-16.

WOMEN'S DEPARTMENT



THE "NOW" FASHION!
**MEN'S TURTLENECK
PULLOVER SHIRTS**

5.91 Low GEM
Price

Long sleeves and turtleneck label this the shirt most likely to succeed in pleasing him. Double knit of 100% acetate in White, Blue, Gold or Black. Stock up at this low price! Sizes S-M-L

MEN'S DEPARTMENT



**PRACTICAL BEAUTY
ZIP-LINED SUEDE
JACKETS**

29.81

Genuine suede leather jacket features a zippered lining of soft, warm acrylic pile with cotton backing. Select yours in single or double breasted style and start wearing it now! Sizes 8 to 16.

WOMEN'S DEPARTMENT

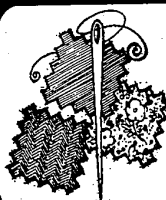


SAVE 4.97.
**ON MEN'S
COATS FOR
ALL SEASONS!**

\$15

Reg. GEM 19.97
All-weather fabric of Dacron polyester and cotton in solid colors and plaids.
Zip-out linings.
36 to 46, Regular.
Short, Long sizes.

MEN'S DEPARTMENT



**SAVE! 15 COLORS
OF BONDED CREPES**

1.77 Yd.

Reg. GEM 2.57 Yd.
Cut from bolts taken from our regular stock.

YARD GOODS DEPARTMENT



**GIRLS' NYLON KNIT
STRETCH TOP GROUP**

68¢ Low GEM
Price

Favorite styles and colors!
Sizes 3-6X and 7-14.

**SAVE ON STRETCH
SLACKS FOR GIRLS**

1.57 Sizes 3-6X
Reg. 1.97

Sizes 7-14, Reg. 2.97 . . . 1.97
Cotton/nylon stretch denim in Navy, Lime or Orange.

CHILDREN'S DEPARTMENT



WOMEN'S DRESSY PUMPS

7.82 Low GEM
Price

Smooth soft leather uppers in Red, Navy Blue or Black. Spring's new rounded toes! 5-10, AA and B.

SHOE DEPARTMENT



**WILKINSON
RAZOR BLADES**

33¢

HEALTH & BEAUTY AIDS DEPARTMENT



**ONE-A-DAY
TABLETS**
Bottle of 100

1.69

HEALTH & BEAUTY AIDS DEPT.



**MAN-POWER
SPRAY TYPE
DEODORANT**

83¢

7 Ounce,
Family Size
HEALTH & BEAUTY AIDS DEPARTMENT



**PRETEND PEARLS IN
BEAUTIFUL DESIGNS**

1.57 Low GEM
Price

Cultured pearl looks!
Fabulous reproductions.

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.**