

DEPARTMENT STORES

# GEM spotlight specials!



Just Say "CHARGE IT" at GEM... with Your Convenient GEM Credit or Your Michigan Bankard.

GEM HAS THE NEWEST STYLES FOR CHILDREN, MEN AND WOMEN! GEM HAS LOW PRICES, TOO!



**SPOTLIGHT SPECIAL!**  
**SAVE \$1 ON GIRLS' 2-PIECE ORLON KNITS**  
**4.97** Sizes 7 to 14  
Reg. GEM 5.97

Sizes 3 to 6X, Reg. GEM 4.97... 3.97 Sensational outfits for spring and summer! Vivid Orlon acrylic skirts, bonded for wrinkle resistance... each with its coordinated striped top of Orlon knit. An extra touch of belt or beads goes with the outfit colored for spring in Robin Egg Blue, Petal Pink, Lemon Drop Yellow, Lime Sherbet or Orange Ice.

CHILDREN'S DEPARTMENT



**SPOTLIGHT SPECIAL!**

**SAVE 2.97! MEN'S SPRING SPORT COATS**

**\$15** Reg. GEM 17.97

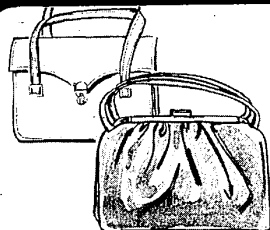
Choose a 2- or 3-button model in springweight Dacron polyester/rayon or rayon/acetate. Olive, Blue, Camel. 36 to 46.

**SAVE 1.47! MEN'S NO-IRON DRESS SLACKS**

**2 for \$11** Reg. GEM 6.97 Ea.

Koratron treated! Soil release finish! Comfortable Dacron polyester/Avril rayon fabric. Precuffed. Sizes 29 to 42.

MEN'S DEPARTMENT



**YOUR FAVORITE HANDBAGS... LARGE OR PETITE!**

**2.87** Low GEM Price

Fabulous choice of sizes, styles and colors... including Black and Beige. Fully lined. Zippered pockets. Hardware!

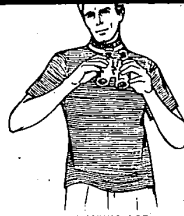
WOMEN'S DEPARTMENT



**THE "IN" SHIRT! BOYS' KNIT WITH DEEP TURTLENECK! 6-18**

Cotton knits in White and colors. **1.97** Long, short sleeves. Low GEM Price

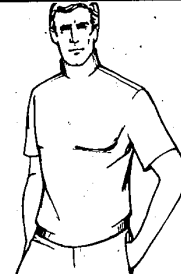
BOYS' DEPARTMENT



**SAVE 1.06! MEN'S ACETATE KNIT S/S MOCK TURTLENECKS**

Blue, Green or Gold stripes in S-M-L-XL sizes. **3.91** Reg. GEM 4.97

MEN'S DEPARTMENT



**MEN'S ACETATE KNIT SHIRT WITH FULL, DEEP TURTLENECK**

Short sleeves. White and colors. **4.97** Low GEM Price

MEN'S DEPARTMENT



**SAVE 3.06! SPRINGWEIGHT RAINCOATS! MISSES, JUNIORS!**

**11.81** Low GEM PRICE

Scotchgard treated fabric of polyester/nylon. 3-15; 8-18, Oyster, Lemon, Ice Blue, Navy.

WOMEN'S DEPARTMENT



**JUNIORS' DRESSES FOR THE EASTER PARADE... AND AFTER!**

**14.87** Low GEM Price

Smart looking acetate knits for the junior miss, sizes 7-15. Dawn Gray or Navy.

WOMEN'S DEPARTMENT



**SPOTLIGHT SPECIAL! GIRLS' NEW SPRINGTIME FASHIONS**

**4.97**

Sizes 3 to 6X Sizes 7-14... 5.97 Exciting group of "now" dress fashions. Voiles, Organzas, more!

CHILDREN'S DEPARTMENT



**SAVE 2.06! MEN'S NO-IRON GOLF JACKETS! ZIP FRONTS!**

Koratron treated polyester/cotton. **7.91** Reg. GEM 9.97

MEN'S DEPARTMENT



**SPOTLIGHT SPECIAL! GIRLS' SPRING COAT AND HAT SETS**

**7.97** Low GEM Price

Blue, Maize, Pink or Navy coats with matching bonnets to caps. Many fabrics. Sizes 9 months to Toddler 3

CHILDREN'S DEPARTMENT



**MEN'S NEW 3-EYE DRESS SHOES IN OLIVE LEATHER**

**12.97**

Low GEM Price Soft grained leather uppers. Leather soles. 7 to 12.

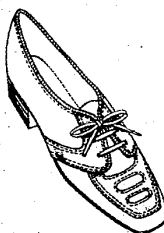
SHOE DEPARTMENT



**WOMEN'S NEW DRESS SHOE LOOK**

Soft Pattina uppers in Black or White. Snug-fit knit lining. 5 1/2 to 10, AA-B. **8.97**

SHOE DEPARTMENT



**SPOTLIGHT SPECIAL!**

**SUNSHINE BRIGHT DRESS SHOES FOR GIRLS! 8 1/2 TO 3!**

**6.97**

Low GEM Price Leather uppers in Yellow/Orange, Green/Beige, Orange/Bone.

SHOE DEPARTMENT

**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

**GEM**  
DEPARTMENT STORES

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