



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!

OPEN TO THE PUBLIC



MEN'S SPRING SPORT COATS

\$22 Reg. GEM 27.88

Save 5.88 on sharp-looking sport coats in Glen plaids, mini-checks and tattersalls. They're wrinkle-resistant Dacron polyester/wool fabrics and the colors are great: Gold, Olive, Blue or Carmel. Selection includes 2- and 3-button models in sizes 37 to 46. Say "charge it" at GEM!

SAVE 5.88

MEN'S DEPARTMENT



SAVINGS ON SLACKS FOR THE YOUNG MAN

2 FOR \$11 Reg. GEM 6.97 Each

Perma press rayon/acetate/nylon oxford weave. Waists 29-36, in-seams 28-31!

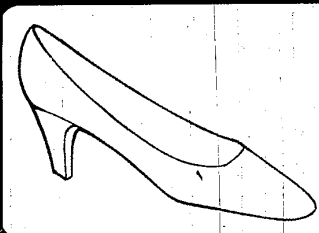
SAVE 1.06!

MEN'S ACETATE KNIT S/S MOCK TURTLENECKS

3.91 Reg. GEM 4.97

Blue, Green or Gold stripes in S-M-L-XL sizes.

MEN'S DEPARTMENT



WOMEN'S DRESS PUMPS STEP INTO THE SPOTLIGHT

8.97 Low GEM Price

Gleaming patent leather in White, Pink or Black... or soft Platinum leather. New 2" heels. Sizes 5-10 AA-B

SHOE DEPARTMENT



WHITE NYLON STRETCH GLOVES FOR ALL GIRLS

To spotlight her Easter outfit... snowy white gloves, daintily trimmed. Sizes 2-4, 4-6X, 7-14.

67¢ Low GEM Price

CHILDREN'S DEPARTMENT

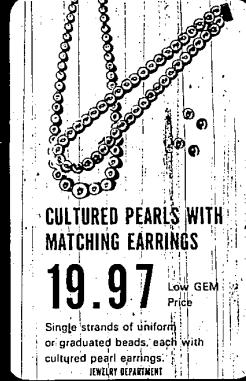


CROCHETED IMPORTED STRAW HANDBAGS

They're fully lined and have zippered inside pockets. Beautiful spring colors.

4.87 Low GEM Price

WOMEN'S DEPARTMENT



CULTURED PEARLS WITH MATCHING EARRINGS

19.97 Low GEM Price

Single strands of uniform or graduated beads, each with cultured pearl earrings.

JEWELRY DEPARTMENT



NEW! GIRLS' PATENT OVER-SHOULDER BAGS

1.97 Low GEM Price

Everything's new: the "Hot" shades... the hardware look... the shoulder straps!

CHILDREN'S DEPARTMENT



For Easter and Springtime

COATS

for all little girls

- Huge selection
- Bright new Colors

\$7 Reg. GEM \$10.97

\$9 Reg. GEM \$12.97

CHILDREN'S DEPARTMENT



WOMEN'S NYLON STRETCH GLOVES! SPOTLIGHT HUES!

All spring colors are included! One size fits all. Washable.

1.87 Low GEM Price

WOMEN'S DEPARTMENT



QUEEN ANNE MARSHMALLOW CHOCOLATE COVERED EGGS

Crate of 12, fresh and soft with rich coatings.

19¢ Low GEM Price

CANDY DEPARTMENT



FILLED, TRIMMED EASTER BASKETS

31¢ to 9.88

Delicious candy and clever novelties, wrapped in cellophane and bow topped!

CANDY DEPARTMENT



GIRLS' BLACK PATENT LEATHER SHOES

6.97 Low GEM Price

Spotlighting the new rounded toe and side buckle for adjustment. Sizes 8 1/2-12, B-C-D.

SHOE DEPARTMENT



WOMEN'S LOW HEEL DRESS SHOES

Patent leather uppers in white with black, orange or yellow. Sizes 5 1/2-10, N-M.

5.97 Low GEM Price

SHOE DEPARTMENT



SAVE 11¢ ON PAAS EASTER EGG COLORING KIT

34¢

Comp. at 49¢. Pure food colors and party idea booklet.

CANDY 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.