



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!
Don't Wait . . .
Hurry to GEM!



MISSSES' SUMMER SHIFTS AND CULOTTES

Your Choice at Just . .

\$3 Each

Low GEM Price

Take advantage of these
mid-season buys on your fa-
vorite warm weather shift
dresses and culotte dresses.
You'll find cottons and
easy-care blends in a rainbow
of brightly colored prints.
Cool styles with the "now"
look. Sizes 8 to 16.

WOMEN'S DEPARTMENT



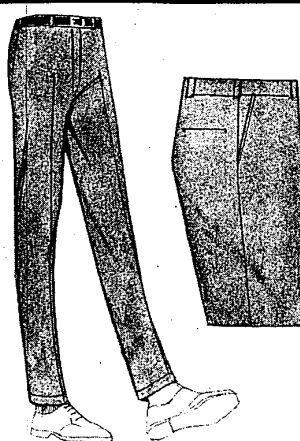
SAVE ON DRESSES FOR MISSSES, JUNIORS, PETITES!

\$5-\$7-\$9

Low GEM
Price

Filmy voiles, linen weaves, jerseys and
Dacron polyesters . . . they're all here in
an array of summer dresses . . . reduced for
clearance. Sizes 8-16, 7-15, 3-11.

WOMEN'S DEPARTMENT



PERMA PRESS DACRON COTTON IVY SLACKS

3.91

Low
Price

Soil release. Dacron
polyester/cotton. Olive,
navy, clay, brass, black.
29-42. Length 28 to 33.
Pecuffed lengths.

MEN'S WALKING SHORTS SAVE DOLLARS

2.91

Low
GEM
Price



GIRLS' COTTON KNIT TOPS, 3-6X AND 7-14

97¢ and 2/\$3

Two groups of tops in solid
colors and stripes, short sleeved
and sleeveless. Popular necklines!
Team them with these . . .

GIRLS' SHORTS AND JAMAICAS

Permanent press
fabrics in solids,
plaids, prints.
3-6X and 7-14.

97¢ and 2/\$3

Low GEM Price

CHILDREN'S DEPARTMENT

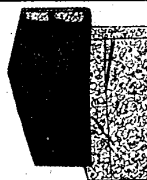


RIGHT GUARD DEODORANT BY GILLETTE

78¢

Low Gem Price
7 Ounce Spray

HEALTH & BEAUTY AIDS



MISSSES' JAMAICA SHORTS, REDUCED!

\$2-\$3

Low GEM
Price

Large selections at
these low prices!
Summer fabrics. 8-18.

WOMEN'S DEPARTMENT



MEN'S KNIT BANLON SHIRTS SAVE LOG BIG COLOR CHOICE

Give him the easy
care knit shirts.
Pullover, short
sleeves. S.M.L.XL.

3.91

Low Gem
Price

MEN'S DEPARTMENT



SAVE ON MEN'S SHOES

\$5 and \$8

Low
Gem
Price

Large group of slip-
ons and oxfords.

SHOE DEPARTMENT



SAVE ON '68 FASHION-RIGHT FOSTER GRANT SUNGLASSES!

1.68

Low Gem Price

They're the smart-looking
frames you want with the
sun filtering lenses your
eyes call for! Save
on each pair at GEM!

HEALTH & BEAUTY AIDS

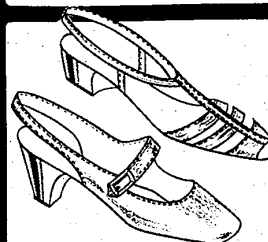


GIRLS' SHIFTS, 3-6X AND 7-14.

2/\$3 and 2/\$5

Low GEM Price
Permanent press
fabrics in summer
colors and styles.

CHILDREN'S DEPARTMENT



SAVE ON WOMEN'S CASUAL SHOES

Sandals and other
summer styles in
the season's best
colors. Hurry in!

\$2 and \$3

Low GEM Price

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.