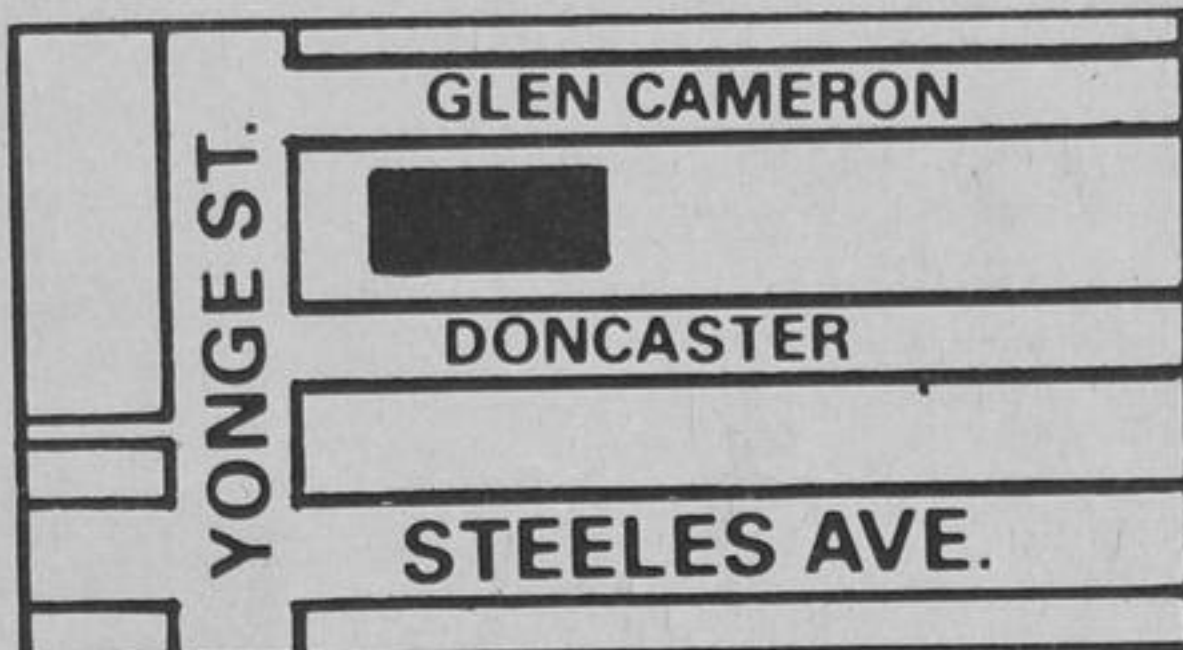


GEM
DISCOUNT DEPARTMENT STORES

Free gifts

when you come and help us celebrate
the **GRAND OPENING** of
SAFEWAY in the **GEM CENTRE**

7171 Yonge St.
just north of
Steeles.



Hundreds of free gifts every day, all day — 10 a.m. to 10 p.m.! Jewelry, Records, Men's and Boys' Socks, Panty Hose, Balloons for the Kiddies, plus many more exciting gifts! Enjoy yourself with Balloon Bursting Contests, Lucky Shopping Cart Give-Aways ... take in the interesting and instructive Macrame display in the linen department ... enjoy daily specials at the Gem Snack Bar!

4 big days of celebration!

Wed. Dec. 10 to Sat. Dec. 13.

PLUS
Grand Opening
SPECIALS
in all
departments

27% to 51% OFF
Boys' Knit Shirts
Reg. 3.97 and 5.97
2.88
Sale
From a famous Canadian maker! Long point collar, full button front, button cuffs. Assorted solid colours or fashion prints.

GEM BARBER SHOP
Everyday
Low Prices!

24% OFF
Ladies' Sweaters
Reg. 3.97
3.00
Sale
Acrylic. Many styles to choose from with long or short sleeves. Assorted colours in sizes S-M-L.

30% OFF
All Timex Watches
Reg. 8.88 to 38.88 Sale
6.22 to 7.22
Super-low prices! Men's and ladies' styles available.

FREE
Assorted Long
Play Records

40% OFF
All Sterling Silver Charms
Reg. 3.00 to 12.00
Sale
1.80 to 7.20
Great savings, beautiful gifts! Many styles to choose from!

FREE
Roly Poly Tumblers

DAISY GLASSES
Pkg. of 4
Reg. 4.47
Sale
2.88

FREE
Christmas Tree
Decorations

JOHNSON BROS.
Dinnerware Set
Reg. 19.88
Sale
13.44
20 piece ironstone in 4 patterns.

FREE
Children's Wonder
Books

WINDSHIELD WASHER
with Antifreeze
1 Gallon
97¢
Good for temperatures to -35° F.

FREE
Glide Mist Air
Freshener

3 HOUR
Fire Log
77¢
Each
Flames in brilliant colours.

FREE
Assorted Costume
Jewelry

ELECTRIC
Can Opener
9.88
Each
Choose white or gold colour.

FREE
Balloons For
The Kids

40% OFF
39" 'Martin' Silky Velvet
Reg. 4.98
Sale
2.99
A beautiful fabric specially good for dressy hostess gowns, long evening skirts, party dresses and little girls' Christmas dresses. A great assortment of colours!

Ponderosa
Coupon
Give-Aways

2 OZ. 'SAYELLE'
Knitting Yarn
2.99¢
2 Skeins for
Easy-care double knitting worsted yarn. Many high fashion colours and so many fashion uses!

Burst-A-Balloon
Contests

Drug Department
SUPER
SPECIALS

POP CITY
You could win a
complimentary case
of pop.

GEM BEAUTY SALON
10% OFF
any Services!

28% OFF
Men's Ski Jackets
Reg. 10.97
7.88
Sale
Instructor length. Water repellant 100% nylon shell, 2 zip pockets, zipper front, insert button down hood. Powder or navy in sizes S-M-L.

24% OFF
Ladies' Scarves
Reg. 3.97
3.00
Sale
Warm acrylic scarves in assorted solid colours or patterns.

FREE
Men's Cuff Links

FREE
Panty Hose Case

8 TRACK TAPES
99¢
Each
A special selection for this event! Limited quantities so shop early!

FREE
One Size Panty Hose