

CONSTANT DISCOUNT PRICING

Over 2,000 regular prices reduced

Regular prices reduced on over 2,000 grocery items

Miracle has dramatically reduced their regular prices on over 2,000 key grocery items - the items you need the most and buy the most often. And those prices will stay at their new lower level. Miracle will not change these prices unless Miracle's suppliers change their prices, or, unless

Miracle's buyers make a special deal that will lower the price even further, as part of Miracle's Direct Deals program. Unlike weekly specials, which are in effect for a very short time, Constant Discount Pricing works for you all the time. The savings are there when you need them!

Constant Discount Pricing - the genuine way to lower your overall food costs.

How did Miracle Food Mart do it?

By being a little smarter! For the past three months, Miracle's management has gone over every phase of their operation, looking for ways to cut unnecessary costs and improve efficiency.

Here's just a few examples:

•Miracle isn't running those expensive, full-colour advertising flyers that YOU pay for anyway;

•Miracle's introduced more of its revolutionary U-Bag check-out units, which save Miracle money and save you time;

•Miracle's asking shoppers to recycle their shopping bags or pay just 4¢ a bag.

These and other efficiencies will save Miracle money - and every dime of what Miracle has saved has been plowed right back into lower food prices with Constant Discount Pricing.

Plus, there's still hundreds of Direct Deals every week!

Constant Discount Pricing is a breakthrough in the battle against rising food costs. However, Miracle knows that smart shoppers will also want the kind of savings they can get with weekly specials. That's why, in addition to Constant Discount Pricing, Miracle also offers hundreds and hundreds of Direct Deals every week. These are brand name items on which our buyers have made special short-term deals - and we pass the full savings of up to 30% directly to you.

Unlike our competitors' weekly specials, which may include several dozen items, there are hundreds and hundreds of Direct Deals each week. Constant Discount Pricing gives you over 2,000 savings every single day of the year, whenever you shop Miracle. Plus, Direct Deals give you additional short-term savings on special deals that Miracle's buyers make - savings on hundreds of brand name items, every week! You get the best of both worlds at Miracle!

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 <p>Partly Skimmed 2% Fresh Milk 3 qt. bag</p> <p>1.89 Was \$1.99 Save .60</p>	 <p>Miracle Food Mart White Sugar 2 kg bag</p> <p>1.39 Was \$1.99 Save .60</p>	 <p>Canada First Grade Miracle Food Mart Butter 1 lb. pkg.</p> <p>1.98 Was \$2.07 Save .09</p>	 <p>Pony Tail Wrap Champlain White Sliced Bread 24 oz. loaf</p> <p>.59 Was .70 Save .11</p>	 <p>Cut from Best Quality Grade A Beef Chuck Cross Rib Roasts 4-6 lb. size Pot or oven roast</p> <p>1.88 Was \$2.78 Save .90 lb. Limit 3 per family</p>	 <p>Cut from Best Quality Grade A Beef Chuck Steaks Best when pan fried with liquid</p> <p>1.68 Was \$2.48 Save .80 lb.</p>
<p>Kellogg's Corn Flakes 875 g box 1.42 Was \$1.76 Save .34</p>	<p>Assorted Flavours Frontenac Ice Cream 2 litre cin. 1.56</p>	<p>Condensed Campbell's Tomato Soup 10 fl. oz. tin .31 Was .40 Save .09</p>	<p>100% Vegetable Oil Parchment Wrap Chefmaster Margarine 1 lb. pkg. .43 Was .59 Save .16</p>	<p>Cut from Best Quality Grade A Beef Boneless Lean Stew Beef lb. 1.98 Was \$2.68 Save .70 lb.</p>	<p>Utility Grade Frozen Chickens 3-4 lb. size .98 Was \$1.28 Save up to \$1.20 each</p>
<p>Kraft Miracle Whip 1 litre jar 1.90 Was \$2.33 Save .43</p>	<p>Nabisco Shreddies 875 g box 1.39 Was \$1.73 Save .34</p>	<p>Frozen Concentrated Unsweetened Picnic Orange Juice 12.5 fl. oz. tin .75 Was .89 Save .14</p>	<p>All Popular Brands Cigarettes ctn. of 200 King Size Regular Size 10.35 \$10.25</p>	<p>Cut from Best Quality Grade A Beef No Cap Rib Steaks (Broil or pan fry) lb. 2.98 Was \$3.93 Save .95 lb.</p>	<p>Fresh Ontario Quality Pork Leg of Pork Roasts 5-7 lb. size butt portion 1.24 Was \$1.78 Save up to \$3.78 per roast</p>
<p>Fancy Whole Kernel Green Giant Niblets Corn 12 fl. oz. tin .58 Was .63 Save .05</p>	<p>In Oil or Water Starkist Chunk Light Tuna 5.5 oz. tin 1.29</p>	<p>Liberty Vegetable Oil 3 litre bil. 2.99 Was \$3.69 Save .70</p>	<p>Condensed Campbell's Mushroom Soup 10 fl. oz. tin .39 Was .50 Save .11</p>	<p>Frozen Chicken Legs Part Back Attached sold in 4 lb. cin. at \$5.24 1.19 Was \$1.78 Save .59 lb.</p>	<p>Picnic Style Smoked Pork Shoulder lb. 1.28 Was \$1.74 Save up to \$3.22 per roast</p>
<p>Extra Absorbent pkg. of 60 or Disposable Toddler Pampers Diapers pkg. of 48 8.69 Was \$8.99 Save .30</p>	<p>Assorted Varieties Jello Jelly Powders 3 oz. box .38 Was .47 Save .09</p>	<p>Miracle Food Mart All Purpose Flour 2.5 kg bag 1.99 Was \$2.27 Save .28</p>	<p>Windsor Table Salt 1 kg pkg. .48 Was .59 Save .11</p>	<p>Swift Sliced Premium or Lazy Maple Side Bacon 500 g 2.23 Was \$2.58 Save .35 pkg.</p>	<p>Top Quality Regular or All Beef Maple Leaf Wieners 1 lb. pkg. 1.79 Was \$2.48 Save .69 pkg.</p>
<p>Assorted Varieties Super Moist Betty Crocker Cake Mixes 510 g box 1.19 Was \$1.43 Save .24</p>	<p>Plain or Salted Steinberg Crackers 450 g box .99 Was \$1.09 Save .10</p>	<p>Powdered Sunlight Detergent 8 litre box 4.00 Save .75 Was 4.75</p>	<p>Carnation Evaporated Milk 295 ml tin .58 Was .64 Save .06</p>	<p>Ground from 100% Beef Regular Ground Beef lb. 1.68 Was \$1.88 Save .20 lb.</p>	<p>Ground from 100% Beef Medium Ground Beef lb. 1.98 Was \$2.38 Save .40 lb.</p>
<p>Smooth or Crunchy Kraft Peanut Butter 750 g jar Was \$4.29 3.37</p>	<p>Miracle Food Mart Tomato Ketchup 32 fl. oz. bil. Was \$1.79 1.61</p>	<p>Assorted Sizes Choice Aylmer Peas 14 fl. oz. tin Was .56 .48</p>	<p>Miracle-Lite White Sliced Bread 450 g loaf Was .57 .51</p>	<p>Fresh Ontario Quality Pork Leg of Pork Roasts 5-7 lb. avg. size shank portion Was \$1.88 1.34</p>	<p>Cut from Best Quality Grade A Beef Beef Brisking Rib's Best when braised with liquid Was \$1.68 1.58</p>
<p>Chicken Noodle Lipton Soup Mix pkg. of 2 Was .89 .79</p>	<p>Plain Bravo Spaghetti Sauce 28 fl. oz. tin Was \$1.51 1.38</p>	<p>Orange Pekoe Salsada Tea Bags pkg. of 60 Was \$2.25 1.98</p>	<p>Frozen Assorted Varieties Brookpark Dinners 11 oz. pkg. Was \$1.49 1.25</p>	<p>Cut from the leg Fresh Pork Schnitzel Thin sliced boneless pork cutlets Was \$2.88 2.54</p>	<p>Cut from Grade A Beef Brisket Plate, Beef Ideal stew cut Was .98 .88</p>
<p>Choice Mitchell's Apple Juice 48 fl. oz. tin Was \$1.37 1.27</p>	<p>Pieces and Stems Meadowglan Mushrooms 10 fl. oz. tin Was .93 .77</p>	<p>Maxwell House Instant Coffee 10 oz. jar Was \$6.99 6.39</p>	<p>Miracle Food Mart Hot Dog and Hamburger Buns pkg. of 8 Was .80 .61</p>	<p>Cut from the leg, bone in Centre Cut Pork Cutlets Was \$2.28 1.94</p>	<p>Cut from Grade A Beef Boneless Brisket Point Roast 3-5 lb. size Was \$2.58 2.18</p>

SUPPORT Junior B Hockey In Your Area
Miracle will be sponsoring the OHA Junior B Hockey Tournament December 26-29 Kitchener Auditorium

We're a little smarter...

NO DEALERS PLEASE

ALL PRICES EFFECTIVE UNTIL TUES. NOV. 3, 1981 EXCEPT BAKERY ITEMS UNTIL SAT. OCT. 31, 1981 'WAS' PRICES REFERS TO OUR PREVIOUS REGULAR SELLING PRICE 'SAVE' REFERS TO THE MAY BE GREATER IN SOME AREAS. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.