

# CONSTANT DISCOUNT PRICING\*

- **Constant Discount Pricing. The genuine way to lower your overall food costs!**  
Unlike weekly specials, which are in effect for a limited time only, Constant Discount Pricing works for you all the time. The savings are there when you need them.
- **How did Miracle do it? By being a little smarter!**  
Miracle's management has reviewed every phase of their operation and eliminated unnecessary expenditures. The savings that Miracle makes are put right back into LOWER prices with Constant Discount Pricing.
- **Constant Discount Pricing saves you money all the time at Miracle Food Mart!**  
The new lower prices you see on over 2,000 grocery items - the items you want and buy most often, are the same prices you'll pay everyday. These prices won't change 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.

**miracle foodmart**  
Miracle Food Mart, 65 Rexdale Boulevard, Rexdale, Ontario M9W 1P2

**IMPORTANT STATEMENT FROM NORMAN AUSLANDER  
MIRACLE FOOD MART'S GENERAL MANAGER ABOUT  
"CONSTANT DISCOUNT PRICING"**

Last week, Miracle Food Mart introduced a new way to genuinely lower your food costs - Constant Discount Pricing.

We believed that consumers would understand that everyday discount prices on over 2,000 key items would be much more meaningful than a few in-and-out specials.

We were right - and consumers' response is overwhelmingly positive.

Not surprisingly, our competitors' immediate reaction was to claim that our program would not work. Some termed it "lunacy" and said that it would only last for a few weeks. Many are trying to match the program, hoping to drive us off these prices.

We want you to know that Miracle Food Mart is not just the supermarket that did it first, but we are the only chain who has carefully planned out this program so that it can and will be permanent. It took months and months of careful preparation, looking for ways to cut out unnecessary expenditures so that we could pass the savings on to you through Constant Discount Pricing. We have reduced advertising expenditures; we are putting more U-Bag units in our stores, increasing our productivity and reducing your checkout time; we are asking you to recycle your shopping bags or pay just 4¢ a bag.

Make no mistake about it: Miracle Food Mart has a long term commitment to this program, and we are ready to be measured during the weeks, months and years ahead. This is not a short term program. This is a serious effort to change the nature of supermarket shopping by focusing on the entire range of regular prices, not just on a few "specials".

Constant Discount Pricing is here to stay at Miracle.

We welcome your questions and comments...and we thank you for the tremendous support we have received so far.

*Norman Auslander*

**Here are a few examples: These are NOT limited-time "specials". These are our new, lower regular prices!**

Partly Skimmed 2% Fresh Milk 3 qt. bag <b>1.89</b>	Granulated Miracle Food Mart White Sugar 2 kg bag <b>1.39</b> Was \$1.99 Save .60	Vanilla or Neapolitan Frontenac Ice Cream 2 litre ctn. <b>1.56</b>	Canada First Grade Miracle Food Mart Butter 1 lb. pkg. <b>1.98</b> Was \$2.07 Save .09	Cut from Best Quality Grade A Beef Chuck Cross Rib Roasts 4-6 lb. size Pot or oven roast <b>1.88</b> lb. Was \$2.68 Save .80 lb.	Cut from Best Quality Grade A Beef Chuck Steaks Best when pan fried with liquid <b>1.58</b> lb. Was \$2.38 Save .80 lb.
Condensed Campbell's Tomato Soup 10 fl. oz. tin Was .40 <b>.31</b> Save .09	Kellogg's Corn Flakes 675 g box Was \$1.76 <b>1.42</b> Save .34	Kraft Miracle Whip 1 litre jar Was \$2.33 <b>1.90</b> Save .43	White Champlain Sliced Bread 24 oz. loaf Was .70 <b>.59</b> Save .11	Cut from Best Quality Grade A Beef Lean Stew Beef lb. A cold weather favourite Was \$2.58 <b>1.98</b> Save .60 lb.	Utility Grade Frozen Chickens 3-4 lb. size Was \$1.28 <b>.98</b> Save up to \$1.20 each
Fancy Whole Kernel Green Giant Niblets Corn 12 fl. oz. tin Was .63 <b>.58</b> Save .05	Liberty Vegetable Oil 3 litre btl. Was \$3.69 <b>2.99</b> Save .70	All Popular Brands Cigarettes ctn. of 200 King Size Regular Size Was \$10.25 <b>10.35</b>	In Oil or Water Starkist Chunk Light Tuna 6.5 oz. tin <b>1.29</b>	Cut from Best Quality Grade A Beef No Cap Rib Steaks lb. Broil or pan fry Was \$3.83 <b>2.98</b> Save .85 lb.	Fresh Ontario Quality Pork Leg of Pork 5-7 lb. size full portion Was \$1.78 <b>1.19</b> Save up to \$3.78 per roast
Nabisco Shreddles 675 g box Was \$1.73 <b>1.39</b> Save .34	Heinz Tomato Ketchup 32 fl. oz. btl. Was \$2.26 <b>1.78</b> Save .48	100% Vegetable Oil Chefmaster Soft Margarine 1 lb. tub Was .69 <b>.53</b> Save .16	Condensed Campbell's Mushroom Soup 10 fl. oz. tin Was .50 <b>.39</b> Save .11	Frozen Chicken Legs Part Leg Attached sold in 4.4 lb. ctn. at 15.24 Was \$1.78 <b>1.19</b> Save .59 lb.	Picnic Style Smoked Pork Shoulder lb. 5-7 lb. avg. Was \$1.74 <b>1.28</b> Save up to \$3.22 each
Frozen Concentrated Unsweetened Picnic Orange Juice 12.5 fl. oz. tin Was .89 <b>.75</b> Save .14	Windsor Table Salt 1 kg pkg. Was .59 <b>.48</b> Save .11	Assorted Varieties Duncan Hines Cake Mixes 520 g pkg. Was \$1.43 <b>1.19</b> Save .24	Macaroni and Cheese Kraft Dinner 225 g pkg. Was .59 <b>.45</b> Save .14	Swift Sliced Premium or Regular or All Beef Lazy Maple Side Bacon 500 g Was \$2.58 <b>2.23</b> Save .35 pkg.	Top Quality, Regular or All Beef Maple Leaf Wieners 1 lb. pkg. Was \$2.48 <b>1.79</b> Save .69 pkg.
Assorted Flavours Jello Powders 3oz. box Was .47 <b>.38</b> Save .09	Premium Plus Christie's Crackers 450 g box Was \$1.35 <b>1.16</b> Save .19	Assorted Choice Aymer Peas 14 fl. oz. tin Was .56 <b>.48</b> Save .08	Instant Maxwell House Coffee 10 oz. jar Was \$6.99 <b>6.39</b> Save .60	Ground from 100% Beef Regular Ground Beef lb. Was \$1.88 <b>1.68</b> Save .20 lb.	Ground from 100% Beef Medium Ground Beef lb. Was \$2.38 <b>1.98</b> Save .40 lb.
Mira-Lite White Sliced Bread 450 g loaf Was .57 <b>.51</b>	Miracle Food Mart Hot Dog and Hamburger Buns pkg. of 8 Was .80 <b>.61</b>	Processed Singles Kraft Cheese Slices 500 g pkg. of 16 Was \$3.99 <b>2.51</b>	Frozen Assorted Varieties Brookpark Dinners 11 oz. pkg. Was \$1.49 <b>1.25</b>	Fresh Ontario Quality Pork Leg of Pork Roasts 5-7 lb. avg. size shank portion Was \$1.88 <b>1.29</b>	Cut from Best Quality Grade A Beef Beef Brisket Rib's Best when braised with liquid Was \$1.68 <b>1.58</b>
Creamy or Super Chunk Skippy Peanut Butter 750 g jar Was \$4.25 <b>3.37</b>	Miracle Food Mart White Vinegar 2.5 litre jug Was \$2.10 <b>1.85</b>	ABC Sockeye Salmon 7 1/2 oz. tin <b>2.16</b>	Whole Choice Bright's Tomatoes 28 fl. oz. tin Was .89 <b>.88</b>	Cut from the leg Fresh Pork Schnitzel Thin sliced boneless pork cutlets Was \$2.88 <b>2.49</b>	Cut from Grade A Beef Brisket Plate Beef Ideal stew cut Was .98 <b>.88</b>
Pieces and Stems Four Star Mushrooms 10 fl. oz. tin Was .83 <b>.77</b>	Pure FBI Apple Juice 48 fl. oz. tin Was \$1.35 <b>1.27</b>	Fancy Heinz Tomato Juice 48 fl. oz. tin Was \$1.39 <b>1.27</b>	Orange Pekoe Tolly Tea Bags pkg. of 72 Was \$2.39 <b>2.20</b>	Cut from the leg, bone in Centre Cut Pork Cutlets Was \$2.28 <b>1.89</b>	Cut from Grade A Beef Boneless Brisket Point Roast 3-5 lb. size Was \$2.48 <b>2.18</b>

**\* WEEK NO. 2**  
It's here...it's for keeps  
It's 2,000 times smarter

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

**NO DEALERS PLEASE**

ALL CONSTANT DISCOUNT PRICES EFFECTIVE UNTIL MIRACLE FOOD MART RECEIVES CHANGES FROM SUPPLIERS. ALL OTHER PRICES EFFECTIVE UNTIL TUES. NOV. 10, 1981 EXCEPT BAKERY ITEMS UNTIL SAT. NOV. 7, 1981 'WAS' REFERS TO OUR PREVIOUS SELLING PRICE 'SAVE' REFERS TO THE MINIMUM SAVING OVER OUR REGULAR SELLING PRICE.