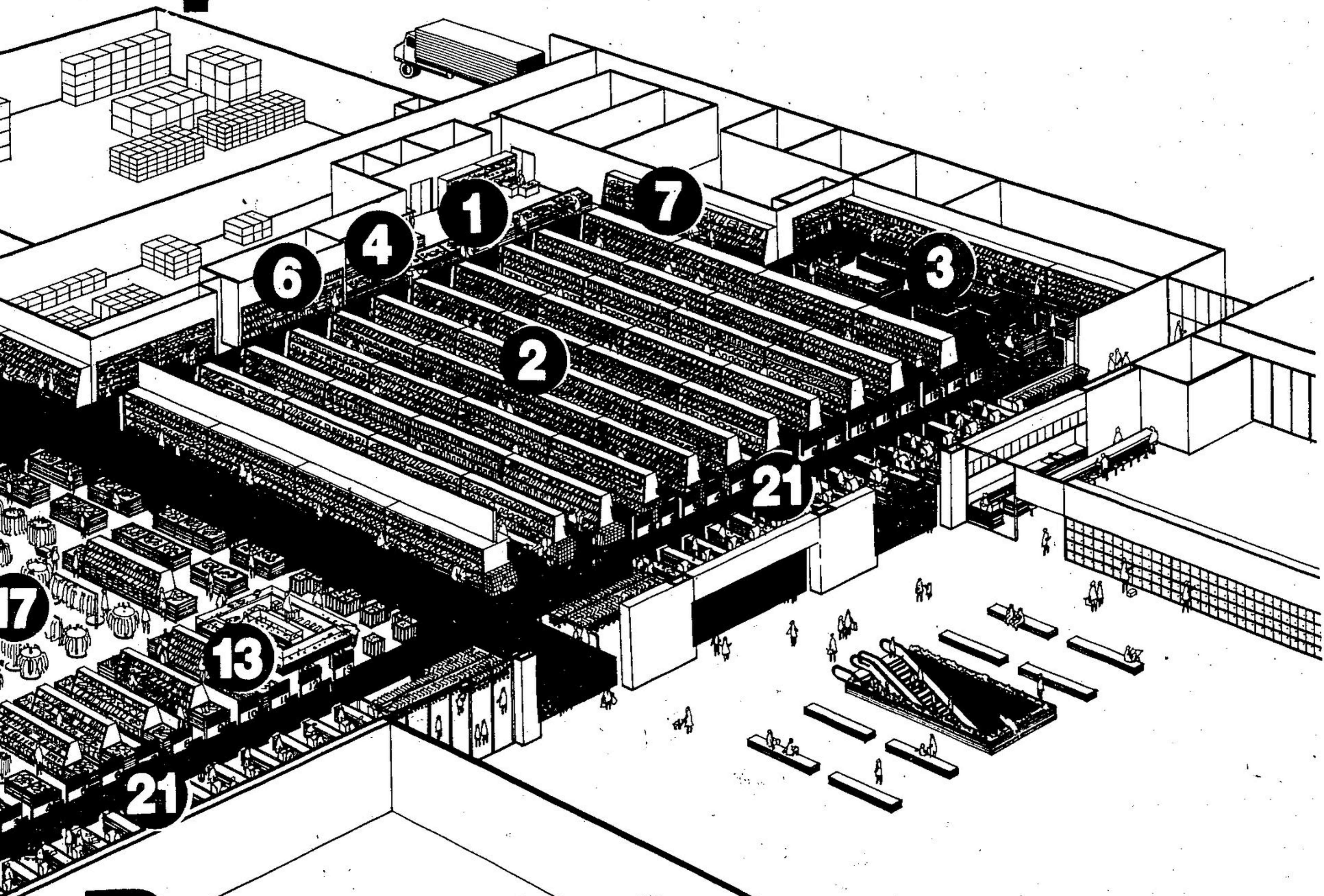


# AUCOUP

## Concept comes to Ontario



# Beaucoup

## "a lot" and "a lot" is what we've got . . .

Beaucoup

or a brand new  
we've got everything  
complex 35 mm's and  
as too. They're all  
of!

Beaucoup  
beauty aids.

sweet breath, or a  
all at the Miracle  
beauty aids counter.

Beaucoup

it. Small appliances  
an added feature...

's

# AUCOUP

**13**

### Miracle Beaucoup Accessories.

Accessorize to express your sense of style without deflating your pocket book. From Miracle Beaucoup... all the latest in bags, scarves and jewellery.

**14**

### Miracle Beaucoup housewares.

Now that you've bought the food for the pot... why not buy the pot too. At Miracle Beaucoup you'll find a complete range of cookery aides... everything from pots and pans... to mugs and glasses. And check the prices!

**15**

### Miracle Beaucoup toys.

Trikes, toys, wagons, games and bikes... just right for your kids and the kid in you.

**16**

### Miracle Beaucoup's bright idea.

Lamps. Big ones, small ones, traditional and chrome ones. Light up the bedroom, livingroom, family room and den... it's easy because at Miracle Beaucoup the price is light too.

**17**

### Miracle Beaucoup Fashions.

Fashions for the whole family. Shirts, slacks and sweaters for dad. Skirts, blouses and dresses for mom. Jeans, T-shirts and jackets for the kids. In all the latest fabrics and styles, with very easy prices.

**18**

### Miracle Beaucoup piece goods.

Yard upon yard upon yard of fabric. In plaids, plains, polyesters and wools... you name it. If you can sew, we've got the fabric just right for you. Lucky you!

**19**

### Miracle Beaucoup domestics.

Soft fluffy pillows, crisp bright sheets, blankets and table coverings. Brand names at Miracle Beaucoup prices.

**20**

### Miracle Beaucoup sporting goods.

Rods, reels, rackets, Hockey skates and pucks. In fact everything from tents to trunks. Check them out in our sporting goods department.

**21**

### Miracle Beaucoup check out counters.

Now that you're finished shopping we're sure you want to get home. We'll help you get there that much quicker by checking you out through our electronic checkout counters. Quick 'n easy.