



**Jill Cataldo saves hundreds on groceries by making the most of the common coupon. You can, too. Here's how.**

### Inside Story Behind Miraculous Savings Seen on TV

Last week, a reader questioned how a shopper could have "their entire grocery bill paid by the use of coupons." Certainly, if you're a good coupon shopper you can coupon a double- or triple-digit grocery bill down to a few dollars and change! But how do the pros do it?



By Jill Cataldo  
CTW Features

I've been fortunate to appear in a number of TV news segments that demonstrate the great deals shoppers can get when they use coupons well. In March, ABC's "Nightline" pitted me against another shopper to see who could save the most in a single shopping trip. I'm about to spill some of the secrets behind those great shopping trips you see on TV so you, too can reap the big savings.

#### Match high-value coupons to low sale prices.

Any time I'm asked to do a TV-shopping segment, the network typically wants to show extremes - a high bill reduced to an almost unbelievable low total. I approach this sort of shopping trip not necessarily looking for what I want or need to buy but what will deliver the best "bang for the buck" - or the coupon! I look for any item where I can match high-value coupons to a great sale. Shampoo on sale for \$2.99 with a \$3 coupon? It's free and it goes on my list. I will buy any product that will be free with a coupon, regardless of what it is because it will inflate the pre-coupon total, yet I won't pay for those items.

#### Use multiple coupons for the same items.

Because I have two newspapers delivered each week, I often have duplicates of coupons for the same products. Obviously, if one bottle of \$2.99 shampoo is free with a \$3 coupon and I happen to have two of those coupons, buying two free bottles is better than buying one. In fact, this is a trick many TV coupon shoppers employ; they order multiple quantities of the same coupon from a coupon clipping service prior to the segment. Then, they can buy ten \$2.99 bottles of shampoo with ten \$3 coupons. The pre-coupon bill for shampoo alone would be \$29.90. After coupons: \$0.

I don't order extra coupons to "pad" my shopping segments. If I'm asked to do a TV segment, I work with whatever coupons I have at the time. I think it would give a false impression of what normal coupon shoppers can do in an everyday trip if I were to stack the odds by ordering many multiples of the same coupon.

#### Use coupons for free products.

If you're a regular reader, you know that the best way to use a coupon for a free product is to wait until that product goes on sale "Buy one, get one free," then use the coupon to get two items free instead of one. But if I have any coupons near expiration date good for free products, I add those items to my shopping list, too. Their full prices will push the total up... and my coupons will knock it right back down.

#### Work for overages.

Coupon overages can occur when we use coupons with a value that exceeds the selling price of an item. At stores that allow coupon overages, that "extra money" is applied to the entire end total at the checkout. So, if I buy a \$1.50 item with a \$2 coupon, the extra 50 cents may be applied to the cost of other products I'm buying in the same shopping trip. This is a great way to bring down the price of produce and meats.

Next week I'll offer more tips on how your own grocery receipt can match that of a professional's.

(c) CTW Features

Jill Cataldo, a coupon workshop instructor, writer and mother of three, never passes up a good deal. Learn more about couponing at her website, [www.supercouponing.com](http://www.supercouponing.com). Email your own couponing victories and questions to [jill@ctwfeatures.com](mailto:jill@ctwfeatures.com).

## Oil Change \$21<sup>99</sup>

Most cars up to 5 quarts of oil.



Expires July 6, 2010

2720 Broadway Ave., Yankton  
(605) 665-8033

[www.broadwaychrysler.com](http://www.broadwaychrysler.com)



**\$3.99**  
1/4 Lb. GrillBurger™  
Combo & Small Sundae



Sundae includes one-topping, combo includes fries & medium drink.

1917 Broadway, Yankton

Coupon expires 7/11/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.



## 20% Off Handbags

Coupon Expires 7/11/2010

**Rita's**  
Purse-o-Nalities

Hours: 10am-6pm Monday-Sunday  
2101 Broadway, Yankton Mall

## Buy A Pizza & Get Another 1/2 Price

(Equal or Lesser Value)

## Broasted Chicken \$1.00 per piece

**Closed July 4th**

**sportsmen's Rendezvous**  
Main St., Tyndall, SD  
605-589-4386



Photography by  
*Classic Clicks, Inc.*  
Now at the Yankton Mall  
668-1640

Summertime fun in the Sand...

HAVE YOUR KIDS OR  
FAMILY PORTRAITS  
TAKEN FOR FREE IN  
THE SAND

[www.photographybyclassicclicks.com](http://www.photographybyclassicclicks.com)

## Books and Beans

OPEN UNTIL 8 P.M. Mon.-Sat.

AFTER 5:00 SPECIAL  
SAVE \$.25  
On All Ice Cream Cones



104 W. 3rd St., Downtown Yankton • 605-260-0024 • 605-760-2023

## Baby Sale!

With Coupon Expires 7/3/10  
Infants to 12 months



**Linda's Angel Crossing**  
1101 Broadway 665-0080  
Open Monday-Friday 10-6, Saturday 10-5

## Select Spring & Summer JACKETS

### Buy 1 Get 1 FREE!

Coupon expires 7/3/10

**Gifts AND Giggles Lu Lu's**  
217 W. 3rd, Downtown Yankton, 665-6767

## Country Cupboard Floral & Gifts

2800 N. Broadway, Yankton • 260-2333



## All Plush Animals 30% Off

with this coupon

Coupon expires 7/3/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

## \$10<sup>00</sup> OFF Pet Grooming

For Appointments Call 605-661-8251  
Good thru 7/1/10.



## Tropical Creations

Yankton Mall • 665-1464

## FREE Beverage

(Fountain Pop, Hot or Iced Tea)  
With Each Buffet Purchase  
Expires 7/4/10. With coupon.

## KING BUFFET

AND MONGOLIAN GRILL  
3013 N. Broadway, Yankton  
260-8888



## COUPON Eye Brow Wax 1/2 Price

With Coupon ~ Expires 7/3/10



Brianna Mech & Claudia Alonso

## Vixen Salon

Open Mon.-Fri. 10-7 Sat. 9-5

Call 605-260-1387 1101 Broadway, Morgen Sq., Yankton

## Monday & Wednesday Night Special

**\$8.95 Sirloin or Strip - 1/2 Price Savings!**

Thurs. Night - \$1 Burgers • 7/3 • Gotcha Covered

## CJ's At The Lake

[Cjatlake.com](http://Cjatlake.com) • 402-388-4267 • PARTIES WELCOME!  
11 miles from Yankton • 9 from Crofton • NE Side of Lewis & Clark Lake

**GREAT FOOD - FANTASTIC VIEW  
AWESOME WILD ANIMAL DISPLAY!**

[cjatlake.com](http://cjatlake.com) click on weather for live web cams of the lake

## FAST CASH

## LOANS ON ALMOST ANYTHING

### A-1 Pawn

515 E. 4th St., Yankton • 605-665-3182