

SMART SHOPPER

When you go to the grocery store, watch for smaller amounts in the same size packaging. It can look like a good deal until you look closer. It seems easy to compare prices. Not so fast! For example, if one box of cereal costs \$2.49 and another costs \$2.99, isn't it obvious which costs less? Not always. Compare the amount of cereal in each box; you may be surprised. The first box may contain 24 ounces, while the second holds only 16 ounces. Now which will save you money?

Activity

Read your Herald-Leader and using the grocery ads, make a list of grocery items you need to purchase. Many grocery stores show you the "price per unit" on the shelves along with the price for each item. This information helps you to "do the math." When the items are on sale or you can use a coupon, you can really save money.

Compare grocery ads to see who has similar items on your list for the lowest price. This might help you decide where to do your shopping this week. Remember to pay with cash if you can't pay off the balance due on a credit card. If you plan to use a check or debit card, check your bank balance before you spend to avoid unnecessary fees.



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