Like other soap companies, Ivory has downsized; it shaved its standard bars from 4.5 to 4 ounces in 2012. But the iconic product has a smaller doppelganger. When you buy a 10-pack, you get the standard-sized soap cakes. Purchase a 3-pack, and the look-alike bars weigh in at only 3.1 ounces. Be sure to compare the cost of the soap on the price per pound (usually indicated on the unit-priced label), not on the cost per bar.

“Larger package, two less bars, same price. Really?” wrote Jacquelyn Wood of Salem, N.H., when she sent us a photo of a 10 and 8 pack of Hood ice cream sandwiches, each which sold for $5. According to a customer service representative, the reason Hood shrunk its sandwich count last year was to be in sync with the industry standard. But the rep had no answer to why the box was made bigger.

This claim on a French’s mustard bottle seems to indicate that consumers will get 40% more for their money. But the smaller print shows the difference between the 18 ounce bottle and the 14 ounce one is, well, just that. According to a customer rep, the label isn’t misleading because the word “free” doesn’t appear anywhere. “Back in the day, the mustard only came in 14-ouncers. We put 40% more in the bottle, so it would last all summer and you wouldn’t have to go out and buy another. Sorry for the confusion,” the rep said.