

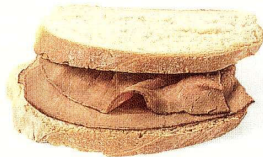
SEEING IS BELIEVING

4.



Grape-Nuts OR Frosted Flakes

5.



smoked salmon on pumpernickel OR roast beef on country white

6.



M & M's OR yogurt raisins

7.



English muffin with jam OR dry bagel

8.



turkey on rye OR peanut butter and jam on whole wheat bread

4.

**1½ cups Grape-Nuts 600 calories**  
**1½ cups Frosted Flakes 220 calories**

At first glance, you probably thought this question was a dead giveaway: What could be higher in calories than a cereal that has been sweetened like crazy—frosted with sugar!—to make it more palatable to children? Against a healthy, grown-up offering like Grape-Nuts, the kid cereal, Frosted Flakes, probably seems like a non-contender.

In this case, however, the kid's "junk" food is the better caloric bargain: 220 calories versus 600 calories for an equivalent portion of Grape-Nuts.

The fact is that almost all cereals have about 110 calories per ounce. The denser the cereal, the higher the calorie content per cup. Grape-Nuts is a particularly dense cereal. Just eat ¼ cup of Grape-Nuts, and you'll be consuming a full ounce.

5.

**2 oz salmon 90 calories**  
**2 slices of pumpernickel 140 calories**  
**cucumbers and capers 5 calories**  
**TOTAL 235 calories**

**3 oz roast beef 210 calories**  
**2 slices of country white 150 calories**  
**TOTAL 360 calories**

Smoked salmon is a treat—a fancy, fatty fish we reserve for special occasions. Lean roast beef—hold the dressing—is what we eat for lunch when we're trying to drop a few pounds. Right?

Well, if that has been your thinking, you might want to take a second look. In this comparison, the roast beef sandwich is *not* the lower-calorie item. In fact, the salmon on pumpernickel "wins": Its 235 calories compare favorably to the roast beef sandwich's 360.

6.

**5 oz M & M's 675 calories**  
**5 oz yogurt raisins 675 calories**

Let's face it: Yogurt raisins are pretty much everybody's idea of a "virtuous" snack. They're what you would eat if you were trying *not* to eat M & M's.

If you did so, however, you would achieve absolutely nothing in the weight-loss department. This bowl of yogurt raisins has exactly as many calories as the bowl of M & M's. Eat yogurt raisins if you want to, but not to save calories; that's a virtue they simply don't possess.

7.

**English muffin with jam 170 calories**  
**Dry bagel 400 calories**

If it's calories you want to save, you're far better off with the English muffin and jam than with the plain bagel, chaste though it appears. But both of these snacks are, in the words of staff nutritionist Phyllis Roxland, "nutritional wastelands." In other words, the vitamins, minerals, and fiber you get from these typical breakfast foods are so minimal that there's really no difference between them. Only the calories are much different. If they are the only snacks around, you might as well go for the sweet taste of the muffin and jam rather than the dry, unadorned bagel.

8.

**5 oz turkey 250 calories**  
**2 slices of rye 160 calories**  
**TOTAL 410 calories**

**1½ Tbsp peanut butter 150 calories**  
**1½ Tbsp jam 75 calories**  
**2 slices of whole wheat 140 calories**  
**TOTAL 365 calories**

Surprise! A sandwich of skinless white-meat turkey—hold the mayo—looks like the perfect "diet" lunch. By contrast, good old peanut-butter-and-jelly—the notorious PB&J of our reckless youth—seems an obvious no-no. But in this case, looks are deceiving; the truth is in the numbers. If you choose the PB&J, you'll be getting fewer calories.