Should a stack of Double Stuf Oreo cookies be twice as tall as a stack of an equal number of regular Oreos if the claim that the Double Stuf ones have twice the filling is true? The mainstream media seems to unquestionably believe so, and would have us believe that the high school math class that did the measurement believed the same simple thing.

This talk grows out of the discovery that there is lots of math involved in this issue, and draws some pedagogical implications from studying this problem.