

BRAND NEW



BANANA CAKE MIX

BY SWANS DOWN



NOW!
Yours for the
**JOY
OF
BAKING**

Truly different! Cake that tastes like ripe, fragrant bananas!

Just combine new Swans Down Banana Cake Mix, water and your own fresh eggs . . . *one mixing step* . . . bake.

Swans Down is the *easiest mix to mix*. And the *surest*. It's another favorite from General Foods, the makers of Jell-O desserts and Maxwell House Coffee!

Only Swans Down makes Banana Cake Mix. It's fun to bake, try it tomorrow!

Swift . . . Simple . . . Superb

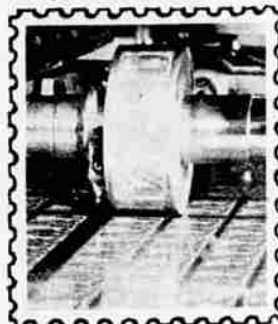
SWANS DOWN CAREFREE CAKE MIXES

Birth of a Postage Stamp

Duplicate plates next.

Photos: Orlando from Three Lions

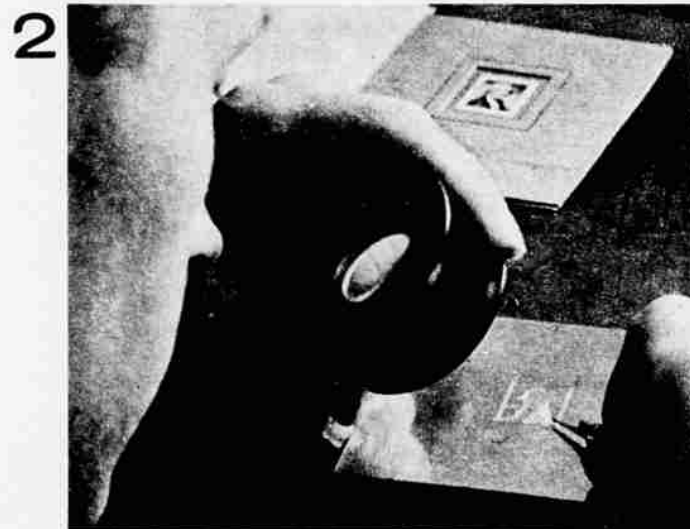
Lo, the little postage stamp. For all its service, we give it no more than a perfunctory lick and maybe a spot in a small boy's album. Yet the postage stamp has one moment of glory. Its birth requires huge machines, skilled artists, armed guards, and endless scrutiny. Here's a look at that immense moment in the life of a stamp before it gets misplaced in the back of somebody's desk drawer.



3



Precision portraits by fine artists—all for a cent.



An engraver works meticulously over a small plate.