

BRAND NEW



BANANA CAKE MIX

BY **SWANS DOWN**



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

Swift... Simple... Superb

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.

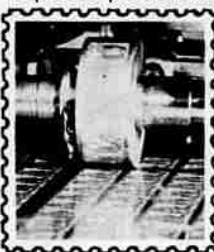
Swans Down is the *easiest mix to mix*. And the *surest*. It's another favorite from General Foods, the makers of Jell-O desserts and Maxwell House Coffee!

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

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.



Precision portraits by fine artists—all for a cent.



An engraver works meticulously over a small plate.