

If we write out

$$(x + y)^2 = x^2 + 2xy + y^2$$

$$(x + y)^3 = x^3 + 3x^2y + 3xy^2 + y^3$$

$$(x + y)^4 = x^4 + 4x^3y + 6x^2y^2 + 4xy^3 + y^4,$$

we see that the coefficients look like the numbers of Pascal's triangle...

121, 1331, 14641, ...