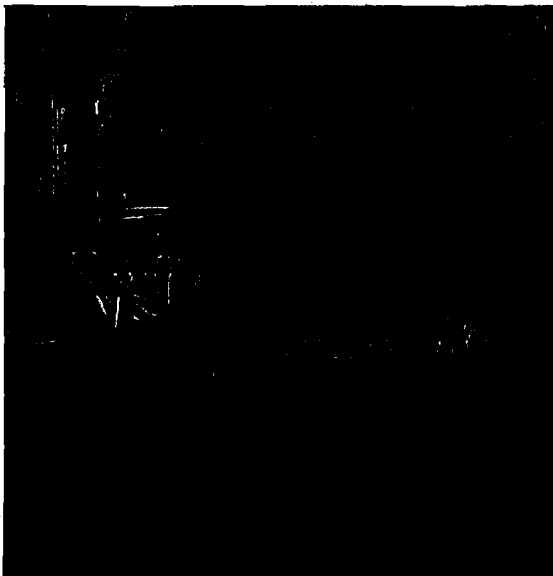


July 1957



"Sizzling good Italian pizza—in minutes!"



ITALIAN GIRLS enjoy a pleasant pizza break. When it's snacktime at your house—you can enjoy the same treat so easily with Chef Boy-Ar-Dee Pizza Pie Mix.



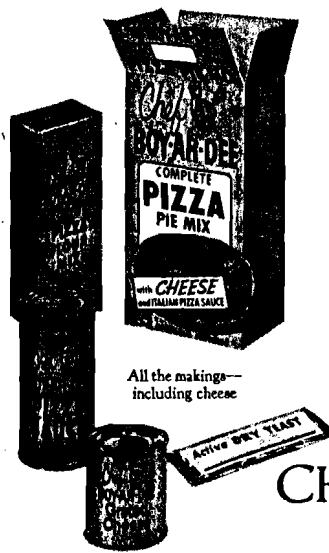
Shh! Just listen to it sizzle... sniff the warm, delicious fragrance of tomatoes and cheese... sink your fork into the crispy, golden brown crust.

Now... taste real Italian pizza—as they make it at a pizzeria in Naples... or as you make it at home with Chef Boy-Ar-Dee Pizza Pie Mix.

Everything you need comes in one box: a package of crust ingredients... a can of ready-to-use Pizza Sauce, rich with tomatoes and cheese, spiced as only an Italian chef knows how... and a can of luscious Italian-style cheese to melt on top.

Let it bake about 15 minutes... serve bubbling hot. Chef Pizza makes wonderful munching at snack-time or suppertime—cut appetizer-size or in wedges.

Whenever you have it—it's pizza at its Italian best. Remember Chef Boy-Ar-Dee Pizza Pie Mix—the one that includes cheese.



All the makings—including cheese

real Italian-style
CHEF BOY-AR-DEE
Pizza Pie Mix

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Handwritten signature and the number 'P74'.