



America's gone CHŌ-CHŌ!

Boys, girls, men, women... millions thrilled
 by big feast of cooling, delicious, nourishing
Chocolate Malted Ice Cream
for a Nickel!



You'll have a Circus eating CHŌ-CHŌ!



Yes, everywhere the great news is spreading about CHO-CHO—the brand-new "taste thrill way" to eat *chocolate malted* ice cream! And no wonder . . . for you've never had anything exactly like CHO-CHO before! It's a big, nourishing feast of delicious ice cream, chock full of that rich, *chocolate malted* flavor everybody loves. You, too, will be wild about CHO-CHO! Just think! For *only* a nickel you get this big, tasty treat—on a stick—of delicious ice cream chock full of rich, *chocolate malted* flavor.

Look! It's Easy To Eat CHO-CHO
 Here's all you do. Hurry to your favorite ice cream dealer's and get a CHO-CHO now. Then, *one!*—roll the cup between your hands. *Two!*—press bottom of cup with your thumb. *Three!*—pull out with the stick. And you're all set to enjoy the grandest-tasting ice cream sensation in years. Join the crowds that are flocking to your ice cream dealer's now. Hear them cheer this new way to eat *chocolate malted* ice cream. And discover an exciting new taste thrill—with CHO-CHO! See special, money-saving introductory coupon. CHO-CHO COMPANY, Milwaukee, Wisconsin.



New Taste Thrill for the Whole Family!

This Coupon Worth 1¢ when you buy CHO-CHO
Redeemable by Cho-Cho Company only in U.S.A.
 Take this coupon to your ice cream dealer today and ask him for CHO-CHO. He will allow you 1c on the 5c purchase price. This is a special introductory offer good only until June 3, 1940.
DEALER: Please accept this coupon as worth 1c toward the purchase of CHO-CHO. Coupons redeemable with your wholesaler who will credit you with 1c per coupon turned in by you.
CHO-CHO COMPANY, Milwaukee, Wis.
TAKE TO YOUR DEALER.

