


Get on the **BILLY** and **RUTH** Band Wagon
- and come to Christmas City!



M. A. PACOSA & SON
EXCHANGE STREET

CHICOPEE, MASS - PHONE 114 ≈ 1943

An illustration of a young boy and a young girl looking over a dark ledge. The boy is on the left, wearing a light-colored shirt and a dark bow tie. The girl is on the right, wearing a light-colored dress with a ruffled collar. A small dog with black and white fur is sitting between them, looking towards the viewer.

We bring you

**AND BOY, WHAT
WE HAVE IN**

Hi-ya Pals:

We had to work extra hard in order to bring you our toy book this year, but it has been loads of fun, too, because we know you're going to get lots of joy and happiness out of it . . .

Gosh, you may not be able to always get all the toys you pick out, but we know you won't be angry, or blame your storekeeper (whose name's on the Cover). He's trying awfully hard to have everything for you. And, gee, what if you can't get just what you think

ONCE AGAIN, WE'RE PRESENTING . . .
THE FINEST IN GAMES AND TOYS, FOR
GOOD AMERICAN GIRLS AND BOYS!

*Here's your Alphabet of
Christmas
Cheer!*

B

I

L

L

Y

and