

CHICOPEE, MASS. — PHONE 114

EXCHANGE STREET

W. A. PACOSA & SON

*The Spirit of
1941*

BILLY and RUTH
Registered U. S. Pat. Office
AMERICA'S TOY LEADERS

1941



GIVE YOU FOR

BILLY and RUTH

Box 333, Philadelphia, Pa.
TOY TIME FUN, 1941

Dear Friends:

Gosh! 'most everywhere we hear a lot of big words like "unsettled conditions" and "due to raw materials" and "prices to increase". We couldn't understand them, so we went to Mother. She explained that everything used to build homes and factories, and even food and candy, cost more now. And she said, yes sir, they might even cost a tiny bit more later on. She said something about taxes and how the government needed money for airplanes and things.

figgers! That set us thinking about the prices we are putting on our Billy and Ruth toys. We've asked your storekeepers to use these prices if they can: but maybe they'll have trouble like everyone else. Any-way, we know our real friends won't mind paying a few extra pennies . . . 'cause we're going to give you the best you've ever seen!

Your Pals,

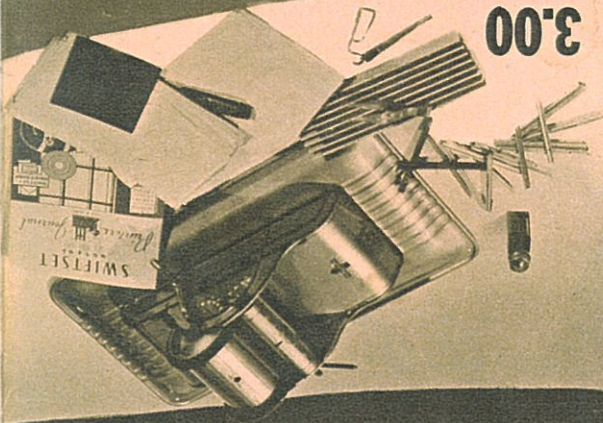
Billy and Ruth

PRINTING PRESS

Now you can actually print illustrated school news-papers, church programs and other things. Printing drum will hold as much as 25 lines of type. Press has automatic pressure lever for varying thicknesses of paper. Comes complete with 400 pieces of rubber type, 15 type slots, type tweezers, 9 picture dies and mounting equipment, rubber cement, ink, brush, paper, cards, tool for inserting slots, copy of the journal, instructions, ink ribbon, mounting screws.

ASK FOR 2BR1

3.00



Copyright, 1941, By L. A. Hoefflich

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Your pals forever, Billy and Ruth and TERRY

So, if you like Terry, please make him happy by writing a letter telling him so. He'll be glad to hear from you and so will we. Tell Terry all about your pet, too, and if you have a picture, send it along. We'll be anxiously waiting to hear what you think of Terry.

*Introducing Our Pal
the Lovable TERRY...*



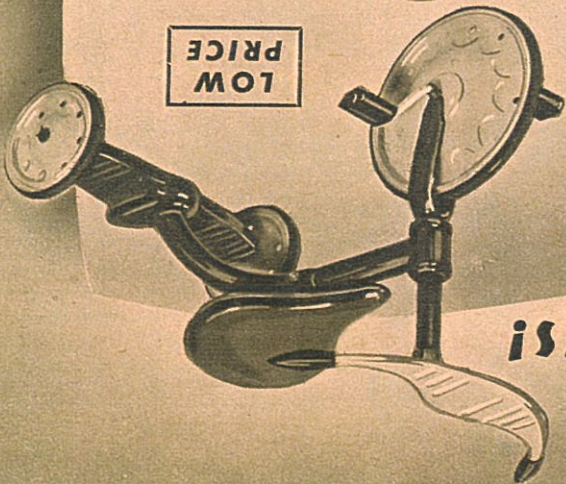
AMERICAN-MADE TOYS AND GIRLS AND BOYS!

TOT BIKE

Can't you just see baby's face light up, when he sees this bike. Just the thing for the "little fellow", for while he is having lots of fun, he's building up those little muscles in his body. The extra large saddle is adjustable. Has rubber grips and pedals.

ASK FOR 3BR1

**LOW
PRICE**



DUCK SHOO-FLY ROCKER

Fun for Baby the whole year 'round, with this big, gay-looking Duck Shoo-Fly Rocker, with his big pert eyes, laughing mouth and jauntily perched hat. Firmly put together. New, modern design, attractively colored. Has a sturdy wooden rocker.

ASK FOR 3BR2

ATTRACTIVELY PRICED!

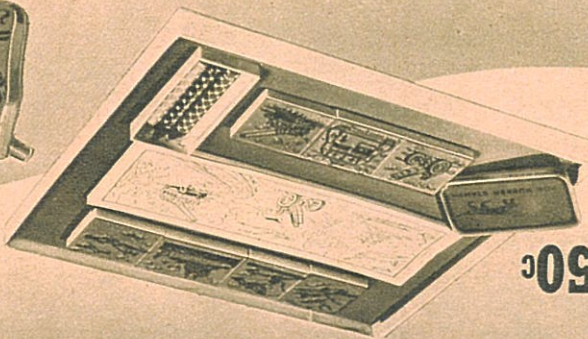
RUBBER

PICTURE PRINTING SET

Golly, you'll have lots of fun with this set. The 7 stamps of bombers, tanks, destroyers, anti-aircraft guns, etc., in this set are genuine reproductions of the newest type of Defense. 4 crayons, ink pad and large size paper pad are included.

ASK FOR 3BR3

50¢



DRAWING PEN and HOLDER

The easy way to good drawings. Like artist use. Send 10c in Stamps or Coins.

Join our Boys' and Girls' Club Membership Button and Card
Send 10c in Stamps or Coins
to Billy and Ruth, Box 333,
Phila., Pa.

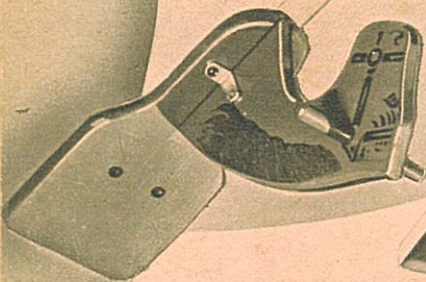


CAL'S COLT

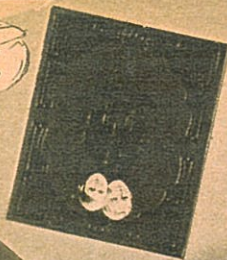
Mothers—here is the action plaything which gives real thrills to little riders and exercise to nearly every muscle of the body. Make the kiddies happy with this health builder. It is safe, quiet, stationary seat and stirrup adjustable for weight and leg length.

ASK FOR 3BR4

**LOW
PRICE**



PHOTOGRAPH ALBUM
Send 25c in coin or stamps direct
to Billy and Ruth, Box 333, Phila.,
Pa.



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Billy and Ruth
Your Pals Forever

We asked you to send us a picture of your pet, so we thought we'd offer you one of Terry. If you'd like to have a snap of him, write to us right away at Box 333, Phila., Pa. and we'll have Terry autograph it for you. Of course, he can't sign his name, he can't write, but he'll put his paw print on his picture for you. He has done it before and it looks real cute. Don't forget, too, that we will be anxiously awaiting the picture of your pet.

ROLY POLY
He just won't fall over. Lots of fun for Baby. Made of celluloid. Baby will be attracted by the sound Roly Poly makes as he tilts back and forth. Big and attractive. ASK FOR 4BR6



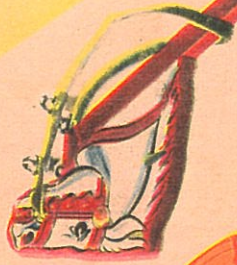
50¢

SOLDIER WAGON PULL TOY
This wagon has five soldiers, a cannon and brightly enameled with ASK FOR 4BR3 colors.



50¢

HOBBY HORSE WITH CART
Bobby loads up his cart, mounts his sick horse and away he goes! Sturdy wood chime bells on cart. ASK FOR 4BR2

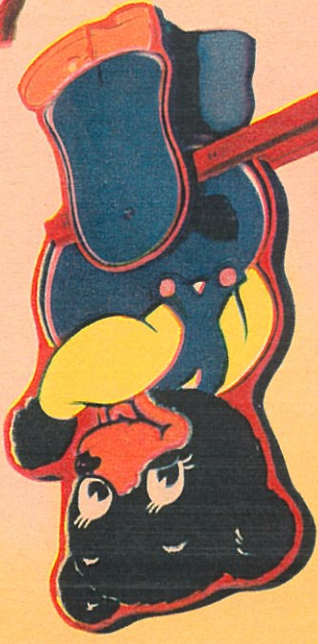


1.19



1.19

TEDDY BEAR AND CART
Cute Teddy, painted up in his best Sunday clothes, struts a long pulling his musical cart. Look at his happy expression—laughing eyes and smiling mouth with his little red tongue showing. ASK FOR 4BR1

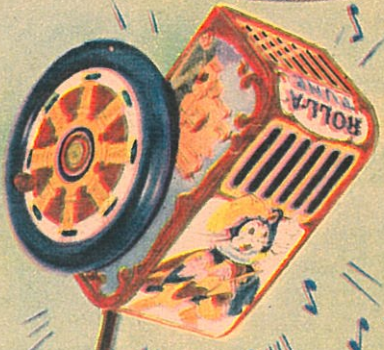


Ruth
JUST ABOUT THE CUTEST TOYS I'VE EVER SEEN



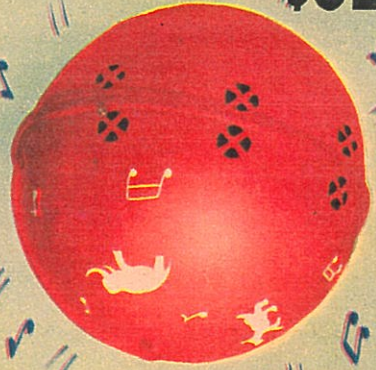
ROLL-A-TUNE
Ruth says, "You play a real musical tune when pushing or pulling this toy. And you can pick it up and turn the knob on one of the wheels, either backward or forward and it will play a tune! It is strong with nothing to get out of order. You'll love it." ASK FOR 4BR5

LOTS OF HAPPINESS FOR JUST A LITTLE BIT OF MONEY



MUSICAL BALL
So much fun for Baby! The ball has a musical chime inside which plays as Bobby rolls it. Beautifully decorated and attractively colored. Made of celluloid. ASK FOR 4BR4

50¢

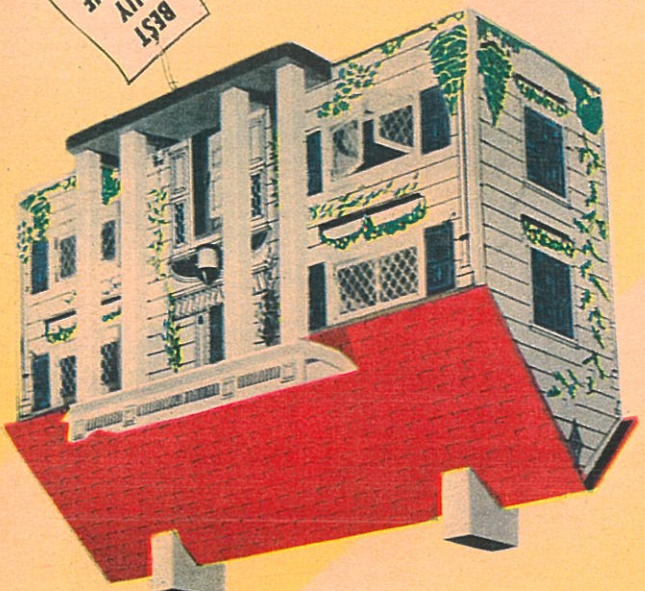


YOU WILL NEVER

A BEAUTIFUL HOME OF YOUR OWN!

"Your dream house!" says Ruth. "You'll be so proud to own it. It is a two-story house, has four large, lovely rooms. Gosh, just think—you can open and close the door and the down-stairs windows. The windows look like glass and they have blue shutters. Has 4 pillars, a porch lamp, rugs, door-bell, 2 imitation stone chimneys. One side of the house has 2 painted windows and shrubbery. The other side has a painted window, door and shrubbery.

ASK FOR 5BR4



BEST BUY AT THE PRICE



WE MUSIC

hey go

59c

HORSE PULL CHIME

A lovely, prancing, nicely shaped horse pulls along the musical bell tube with its big red enameled wheels. "It's a honey" says Ruth.

ASK FOR 5BR1

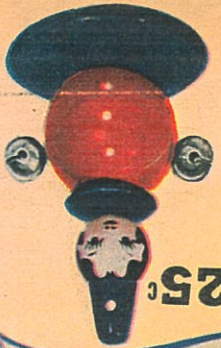


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DUCK CHIME

"Wait 'til you see the action of this pert Ducky," says Ruth. "She gaily flaps her wings as she waddles along her merry way. The musical bell tube, with big wheels she pulls along, is attractively lithographed. Hours of fun for all!"

ASK FOR 5BR2



ROLY POLY

25c

This adorable wooden Roly Poly you ever saw! He has little tinkling bells for arms. Attractively painted in beautiful colors with non-injurious paints.

ASK FOR 5BR3

A BOON TO MOTHERS

ROCK A SWING

- Use as Rocker
- Use as Swing
- Use It Indoors
- Use It Outdoors

Newest of tiny toy toys. A lasting pleasure from infancy until six years of age. No tools required to assemble. Assembles in a few minutes. Rust resisting. Adjustable safety strap. Removable rubber feet allow frame to grip in earth when used on lawn. Sturdy construction of steel. Just unnap the chains and you have a dandy rocker.

ASK FOR 5BR6

PRICED RIGHT



INDOOR GAMES . . . TO MAKE HAPPIER KIDDIES!

Play!

BASEBALL

A flashy big electric diamond with all the thrills of major league baseball. Complete with new "electric Bat", "Electric Ump", men, scoring device, etc. ASK FOR 6BR1

\$2.00

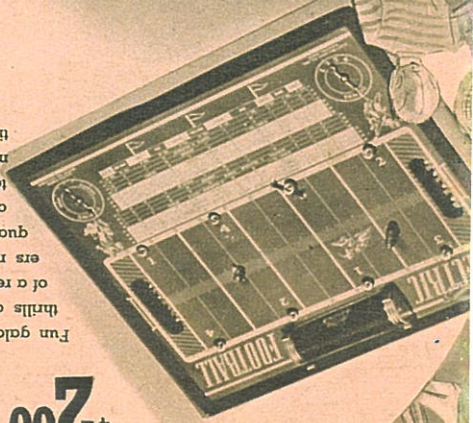


Play!

FOOTBALL

Fun galore! Has the thrills and suspense of a real game. Players represent coach, quarterback, line, etc. of their respective teams. Complete with miniature football, timing device, etc. ASK FOR 6BR2

\$2.00

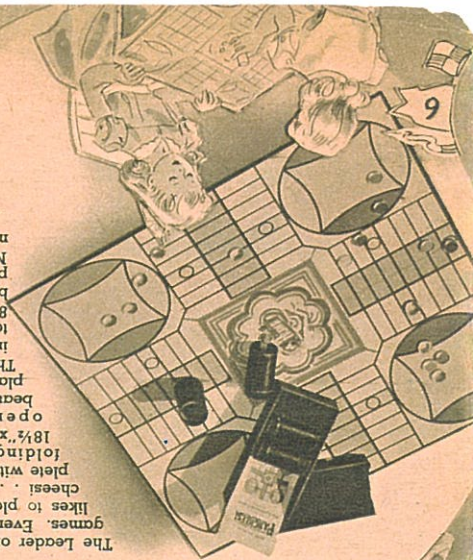


Play!

PARCHES!

The leader of all games. Everyone likes to play Parches! with durable folding board, 18 1/2" x 18 1/2" when opened. With beautiful 4 color playing surface. The box of playing pieces contains 4 dice cups, 8 dice, 16 brass bound playing pieces, directions. Never a dull moment! ASK FOR 6BR3

\$1.00



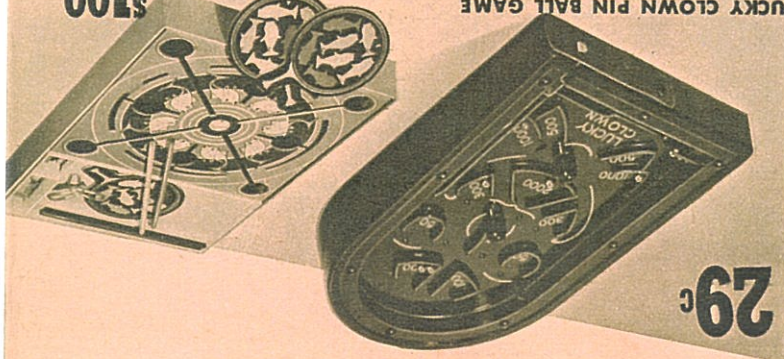
Take off the party!



ATTRACTIVELY PRICED

PHONOGRAPH

"Carry it wherever you go and you're sure to be the center of the show" says Ruth. "Imagine having this beautiful electric sturdy, wooden carrying-case. It will play up to 12 inch records." ASK FOR 6BR4



29c

LUCKY CLOWN PIN BALL GAME
Carry around in your pocket—play it wherever you go. The clown's face has numbers and the idea is to get balls in the highest score. A certain number doubles your score. ASK FOR 6BR5



\$1.00

HOOKEY

It's fun to play Hokey! The exciting fish game. All players fish at the same time. The first player to fill his trying pan is the winner. Fish pool, trying pans, assorted metal fish, rods, lines and magnets. ASK FOR 6BR6

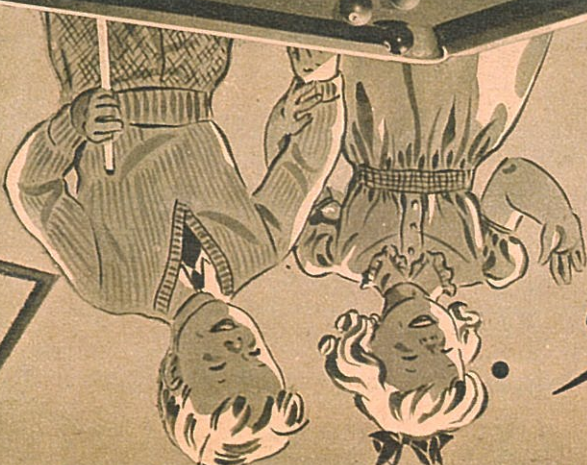
Snake Eyes \$1.00

Fast, moving—exciting! Good for 2 players or 8 players. The more, the merrier. Easy? Yes! Just roll out the dice—turn down the cards—pick up the chips. Beautiful compartment box in 5 colors. Eight decks of lively colored cards, each deck in separate compartment! Pair of large dice, dice cup, plenty of red, white and blue plastic chips. ASK FOR 6BR7



King of the Playroom!

Hundreds of dollars of enjoyment for ever so little money.



POOL TABLE For hours of fun, this streamlined beauty can't be beat. Fast, accurate live rubber cushions and beds assures speedier action, correct angle of play and doubles your enjoyment of the game. Bed and leg leveling devices provide easy and positive adjustment to any floor. Leatherette trimmed pockets. Roll-A-Way feature returns balls to end tray. 15 double-numbered colored balls, 1 white cue-ball, triangle, chalk, straight edge, 2 cues. Book of rules.

ASK FOR 7BR1

119 SHOOT THE WORKS

A Merry-go-round target game with 12 targets to pop off. It swings around, then reverses and repeats action for two to four minutes. The idea is to hit a character between each swing. Complete with pop gun and corks.

ASK FOR 7BR3

SUPERMAN TARGET

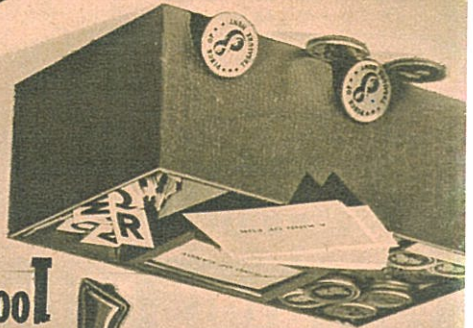
Here's action, plus! Hit the tank off the lower end and Superman swings the bridge to the other side. Another tank slides down into position for the next shot. This action is repeated several times. Complete with gun and darts.

ASK FOR 7BR2

TREASURE HUNT

Simple to play. Fast action, simple rules, riotous competition. Every body grabs for letters to form words, to fit the treasure hunt cards, win pieces of eight! and collect a bonus for long words. Complete with treasure hunt cards, alphabet letters, gold and silver pieces of eight! packed in a box that looks like a real pirate's chest.

ASK FOR 7BR6



100

MR. DOODLE'S DOG

Catch him if you can! Mr. Doodle's dog is a smart one. He tries to get bones from the children's homes and the children try to catch him. Mr. Doodle's Dog Spinner, 4 wooden pawns, 4 metal bones with attached rings and one Mr. Doodle's Dog of pewter.

ASK FOR 7BR5

FLYING ACES

"Dog fights" galore! New kind of action. Each player is a Flying Ace in charge of a three plane squadron. Each Flying Ace strives for air supremacy which can only be obtained by "shooting down" all opponents. Folding board 18" by 18" when open. 12 aeroplanes, dice cup, 2 dice and directions.

ASK FOR 7BR4



98c



98c

