

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



M. A. PACOSA & SON
EXCHANGE STREET

CHICOPEE, MASS - PHONE 114 \approx 1943



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

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L

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Y

and



Santa, again!

BIG SURPRISES STORE FOR YOU!

you want—that won't hurt. We've really so many things for you, and we know you'll be pleased. So, hurry in.

Be sure to write to us. We'll answer.

**Your Pals Forever,
*Billy and Ruth***

P.S. We took English in Summer School this year, and we learned a lot of new words, and we've used some of them to tell you about the toys and games.



and

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A
Thriller-
Diller!

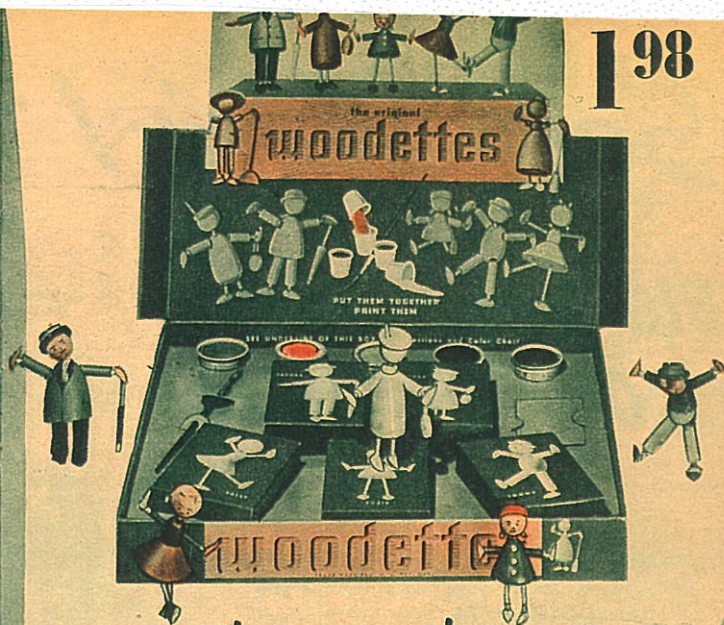
100

Mother Goose Playhouse

"Just think," say Billy and Ruth, "you get 8 favorite acts, all in three dimensional scenes. (They look almost alive.) There is a story with every scene and it is very colorful. Kiddies, you'll love it."

ASK FOR 4BR1

HERE ARE THE EIGHT
SCENES YOU GET



198

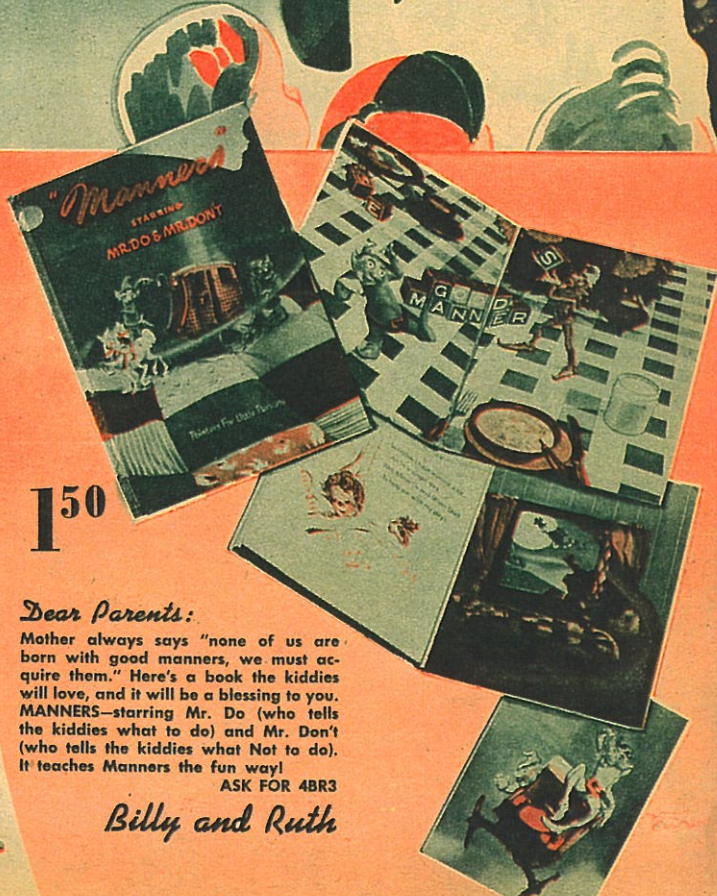
Unusual! Different! New!

Woodettes

"Set contains five boxes, each holding pieces to make a member of the little family, five brilliant shades of paint in tablet form, brush and sandpaper. You put the dolls together, paint them and you have five of the cutest dolls you've ever seen. You'll love 'The Little Family'," says Ruth.

ASK FOR 4BR2

A Small Price
for such thrillers



150

Dear Parents:

Mother always says "none of us are born with good manners, we must acquire them." Here's a book the kiddies will love, and it will be a blessing to you. MANNERS—starring Mr. Do (who tells the kiddies what to do) and Mr. Don't (who tells the kiddies what Not to do). It teaches Manners the fun way!

ASK FOR 4BR3

Billy and Ruth

THEY WAG!
THEY WALK!
THEY WOBBLE!

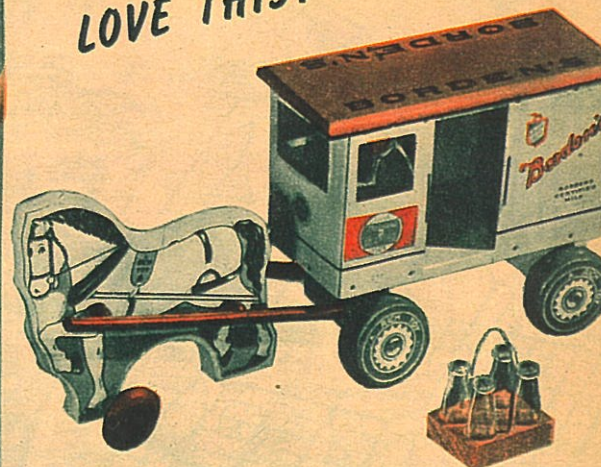


100 Walking Animals

"Here's 'Honey' and 'Ducky' the adorable walking animals," say Billy and Ruth. They Walk, They Wobble, They Wag. They walk with real "baby animal" motion. Baby will have lots of fun with these toys and there's nothing to get out of order.

ASK FOR 5BR1

YOU'LL LOVE THIS!



125

Borden's Milk Wagon

"It's time to make your deliveries," says Billy. "Get out your wagon, hitch up your horse, get your bottles and carrier in place, and now you're all set. It's a good-looking outfit and you'll have loads of fun with it."

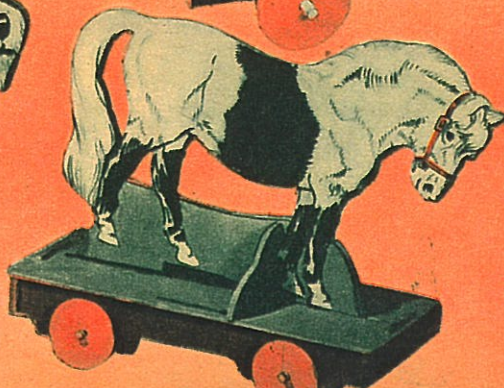
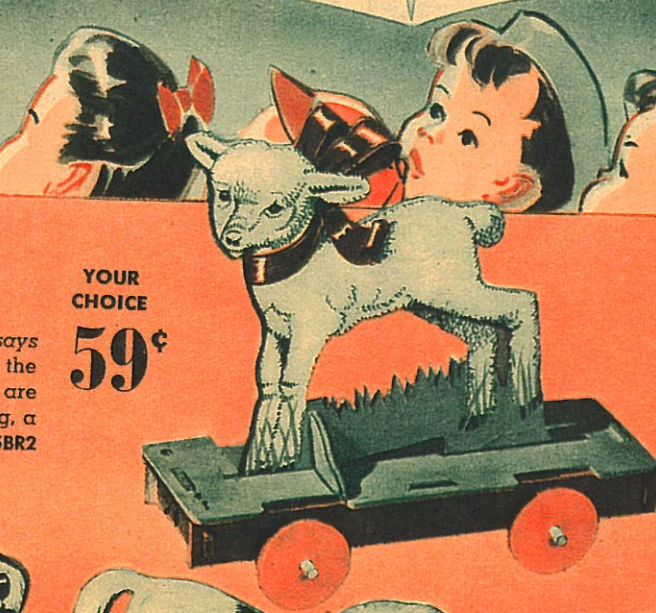
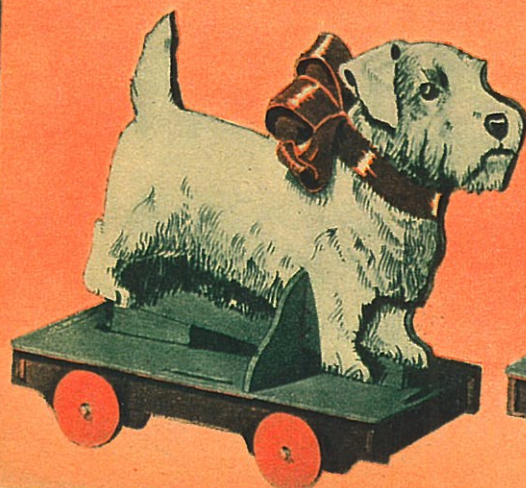
ASK FOR 5BR3

Toddle-Toys LIFE-LIKE ACTION

"Animals actually move up and down," says Ruth, "as you pull them along. They're the cutest things you've ever seen. They are bright and gay looking." Pick from a Dog, a Lamb and a Horse.

ASK FOR 5BR2

YOUR CHOICE
59¢



Rodeo

"Say, kids, here's a real Wild West Show in itself," say Billy and Ruth. "Cowboys can ride on different ponies or steers. One pony can throw hoop. Lots of color and action." ASK FOR 5BR4

125



PARCHEESI

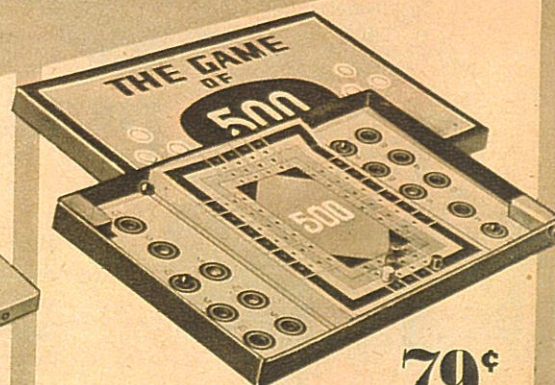
*The Game You
Never Tire Of!*

PARCHEESI

"Ever-popular game, for young and old alike" . . . It holds your attention for hours . . . Durable folding board, 18½ x 18½", with 4 color lithographed playing surface. Box of playing pieces contains 4 dice, 4 dice cups, 16 playing pieces and directions.

ASK FOR 6BR1

1⁰⁰



79¢

GAME OF 500

It is a fascinating action game. Lots of entertainment and fun for all. Consists of a beautifully decorated novel platform with special springs attached to each side of box, 4 marbles, and 4 enameled men in 4 colors.

ASK FOR 6BR6

FLASH

"For some real fun, you must have Flash," say Billy and Ruth. "There's a mechanical spinning top which knocks over the ten pins and you keep score just as you do in bowling. It's all played within a wooden framed box."

ASK FOR 6BR7

59¢



CHECKER BINGO

"Here's real fun," say Billy and Ruth. "The skill of checkers—the thrill of Bingo—all in one grand new game." A deluxe playing Board. Each player has 24 numbered checkers.

ASK FOR 6BR4

1⁰⁰



EUREKO

"New and exciting," say Billy and Ruth . . . Combines ever popular Jigsaw puzzle and exciting game of Bingo. For 2 to 5 players. Contains 4 complete puzzles with attached number diagrams, 104 number discs and credit squares and a caller's check chart.

ASK FOR 6BR5

1⁰⁰



GOIN' TO THE FAIR

"The 'Fun on the Farm' game," say Billy and Ruth. Each player has money in the bank, livestock on his farm, plus 4 attractively colored, molded playing pieces and loads of fun "Going to the Fair." Beautiful board.

ASK FOR 6BR2

2⁰⁰

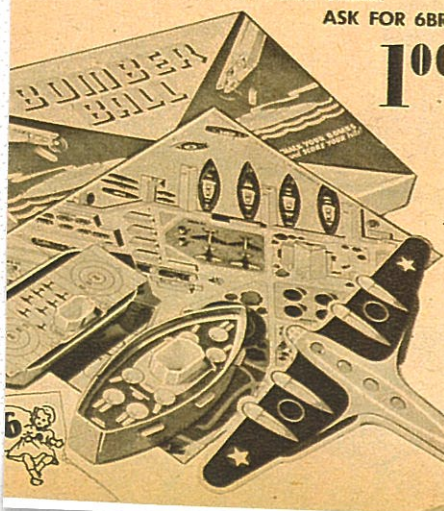


BOMBER BALL

"Boy, here's a thriller," says Billy. "Plane has a sliding bomb-rack, so you can release 4 marbles or cotton chalked 'bombs' in quick order. Also has a Battleship and Plane Carrier with scoring objectives on their decks. There is also included several 'marble bombs', 'chalked bombs' and chalk."

ASK FOR 6BR3

1⁰⁰



GAME HUNTERS

You've Come to the Right Place
BILLY & RUTH



BINGO

59¢

"Plenty of fun, when you have a Bingo game around" say Billy and Ruth. "This set is a honey. It contains 40 large playing cards, a complete set of embossed wood numbers, wood counters, tally sheet and instructions."

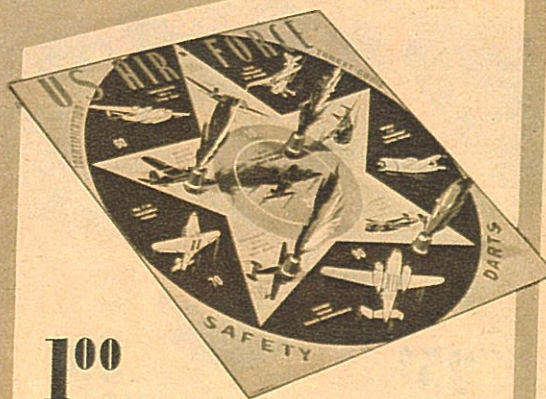
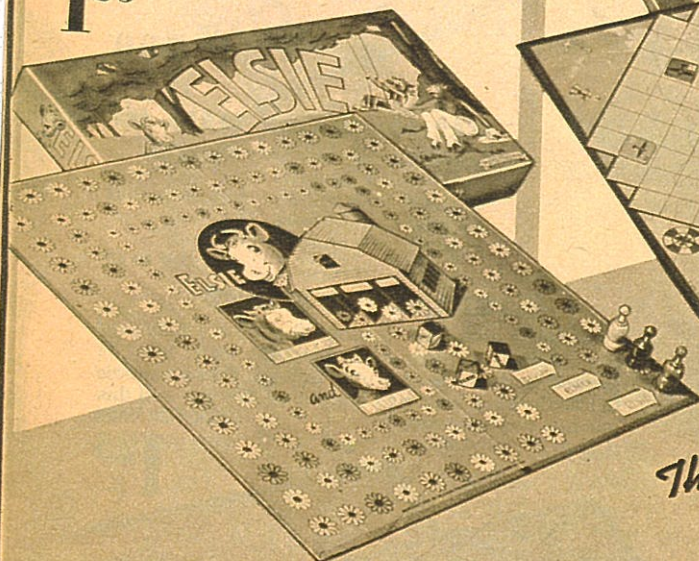
ASK FOR 7BR1

ELSIE and HER FAMILY

"Elsie—Elmer—Beulah—Get them in their stalls," say Billy and Ruth. "Surprising advances, set-backs aplenty. Suspense to the last play. What fun." For 2, 3 or 4 players.

ASK FOR 7BR2

1²⁵



1⁰⁰

U. S. AIR FORCE TARGET GAME

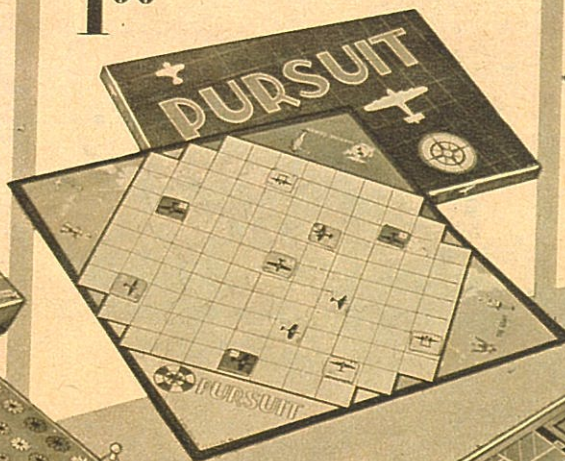
A dart game safe for youngsters. Teaches them to identify the planes of our U. S. Air Force. Sturdy dart board with bright colored target, measures 18" x 18". Complete with 4 magic "safety" darts. ASK FOR 7BR4

PURSUIT GAME

Each set consists of 28 checkers (four sets of seven) in four different colors and a heavy game board, cloth bound to fold in the center, with a lithographed world map on the surface. "The play is across the board, something like checkers," say Billy and Ruth, "each type of plane varying its move as is shown on the face of the checker."

ASK FOR 7BR5

1⁰⁰



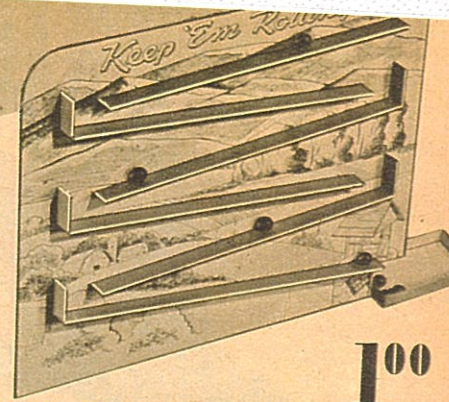
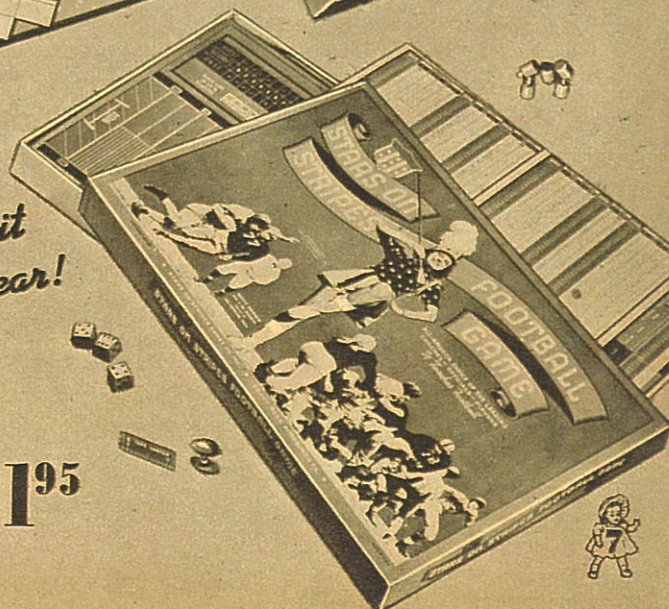
*The Game Hit
of the Year!*

STARS AND STRIPES FOOTBALL GAME

The game that teaches football—thrilling, exciting, exact! Easy to play. As thrilling and exciting to play as any game you've ever seen. All-American choice of the leading Coaches, Officials and Players. It's TOPS!

ASK FOR 7BR3

1⁹⁵



1⁰⁰

KEEP 'EM ROLLING

"Barrels of fun. It's a game of speed and skill," say Billy and Ruth. "You place 7 balls on top highway. Down they roll—but don't let them roll down the pit. Pick up each ball as it rolls off the last highway, place it on top to repeat trip again. Looks easy? Just try it!"

ASK FOR 7BR6

LIBRARY OF GAMES

"A box of thrilling games," say Billy and Ruth, "that all the family will love." Contains 7 separate playing boards, peg platforms, full sets of wooden chess and checkers, pegs, tic tac toe sticks and lots of other playing articles.

ASK FOR 7BR7

1¹⁹



a Happy Christmas For Baby

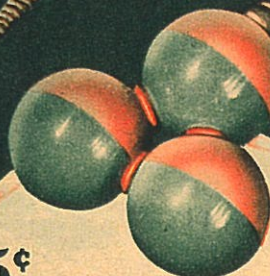


25¢

RATTLES

"Baby will have a grand time with this adorable Rattle," says Ruth. Made of beautiful Plastic and has "teether" handle.

ASK FOR 8BR1



50¢

RATTLES

"Many happy hours for Baby with this lovely Rattle," says Ruth. Made of beautiful Plastic and has "teether" handle.

ASK FOR 8BR2



50¢

NECKLACE WITH RATTLE BALL

"Watch Baby's fascination with this beautiful Necklace and Rattle Ball Combination," says Ruth. Will keep Baby entertained for hours. Made of beautiful Plastic.

ASK FOR 8BR3

1⁰⁰

CIRCUS BALL

"What fun for Baby," says Ruth. "As Baby moves the Ball, it rattles and the Animals on top are at play. Baby will love it. It will keep him amused for hours."

ASK FOR 8BR4



1¹⁹

STICKER ART

"You don't have to know how to draw," say Billy and Ruth, "to make colorful scenic pictures from gummed stickers." This set includes lots of material and easy instructions.

ASK FOR 8BR5



1¹⁹

ANIMALS ON PARADE

"Kiddies, you can make your own pull toys with this dandy outfit," say Billy and Ruth. "You have the fun of putting these toys together, and the joy of playing with them after you've built them."

ASK FOR 8BR6



1⁰⁰

BEAD AND BUTTON APRON SET

"For hours of fun, give Big Beads to the little tots," says Ruth. "They'll have a grand time stringing bracelets and necklaces and things. The Apron will keep them from rolling all over."

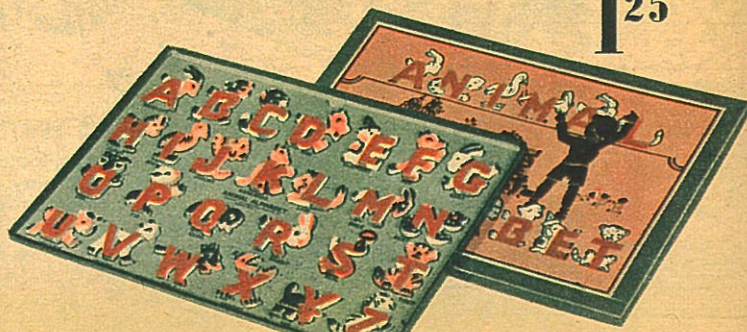
ASK FOR 8BR7

ANIMAL ALPHABET

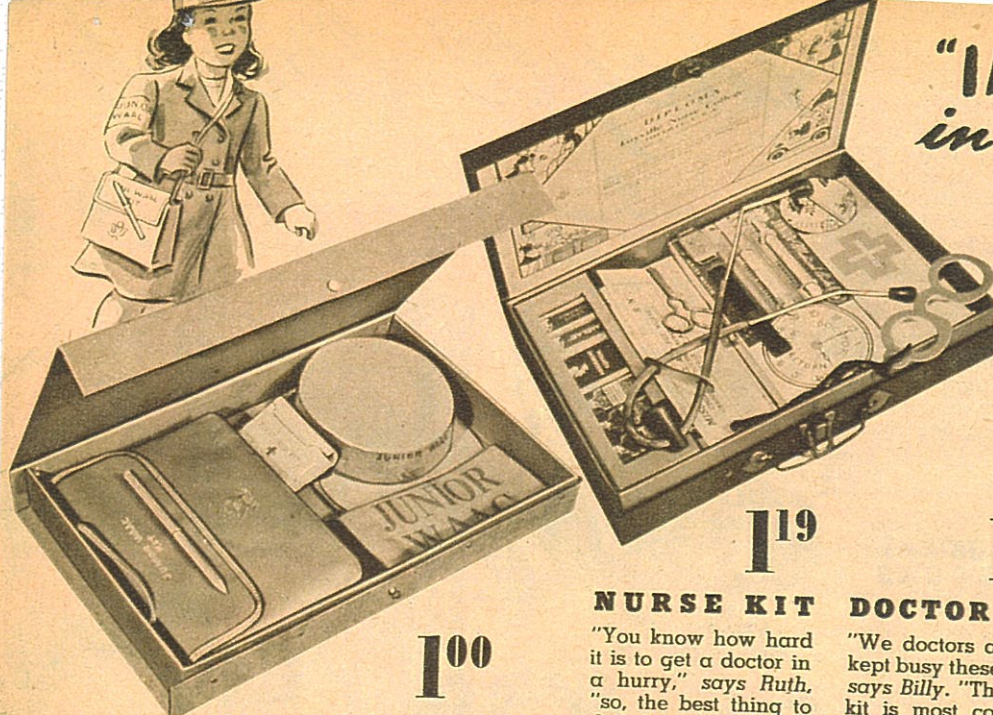
"Boy is this somethin' to shout about," say Billy and Ruth. "Has complete Alphabet and each letter is shaped in the form of a little animal. These animals fit into the Play Tray which is part of this toy, and this teaches you neatness."

ASK FOR 8BR8

1²⁵



"IMPORTANT" TOYS
in times like these!



119

NURSE KIT

"You know how hard it is to get a doctor in a hurry," says Ruth, "so, the best thing to do is be a nurse. Then you can take good care of Dolly. You'll be a wonderful help to the Doctor, too, when you work together. This is a dandy outfit, and has everything you'll need."

ASK FOR 9BR2



119

DOCTOR KIT

"We doctors are sure kept busy these days," says Billy. "This swell kit is most complete. You have a blood pressure kit, a stethoscope, lots of pills, medical aids, reflex hammer, glasses, so you'll look dignified. You'll be able to give good 'medical' care to your neighbors' dolls."

ASK FOR 9BR3

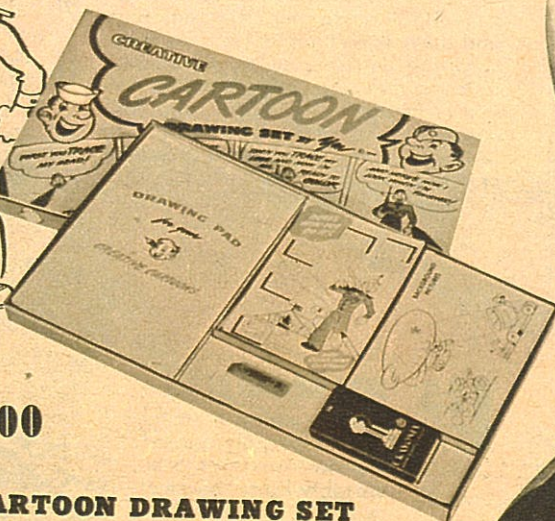


100
JUNIOR WAAC KIT

"Now you're a Junior WAAC, and you'll look real snappy," says Ruth. "This kit holds a hat, WAAC pouch bag with a box of cotton, box of handi aids, a pencil, an arm band, and a WAAC diary."

ASK FOR 9BR1

LEARN CARTOONING
The Easy Way!



100

CARTOON DRAWING SET

"Without any muss or fuss, you'll be able to create over 10,000 different cartoon comic characters," say Billy and Ruth. "It's fun and it's easy. Comes complete with a drawing pad, crayons, erasers and 19 instructive tracing cards."

ASK FOR 9BR4

Thrilling!
BLACKOUT CUTOUTS



Glow in the Dark!

98¢

"Lots of fun, but it has a lot of practical uses, too," say Billy and Ruth. "You can put strips of this luminous material on the cellar stairs, or on the furniture during a real blackout. Helps prevent accidents. It has a million uses." Kit contains 400 square inches of luminous Blackout Material, Blackout Test Tube, luminous mask, 24 page "Blackout Kutout" Book of uses.

ASK FOR 9BR5

