


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 white 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

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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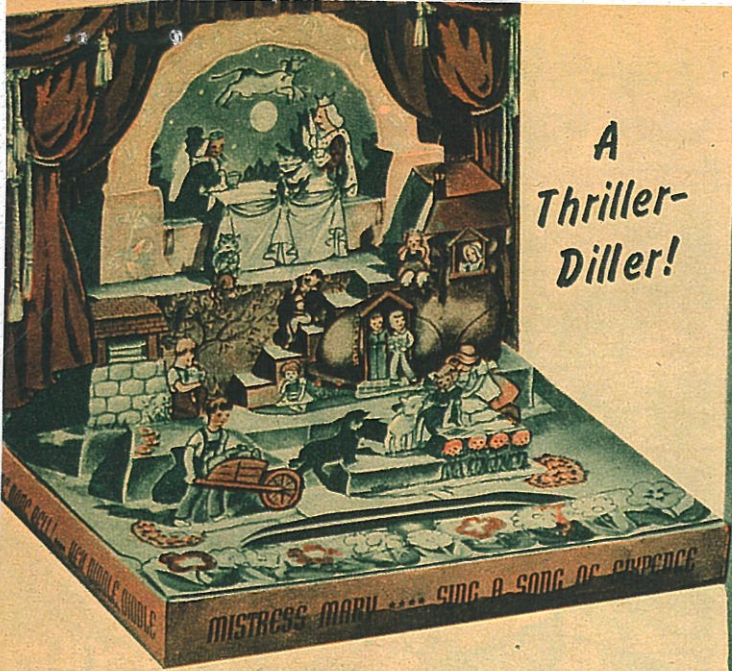
T

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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



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:

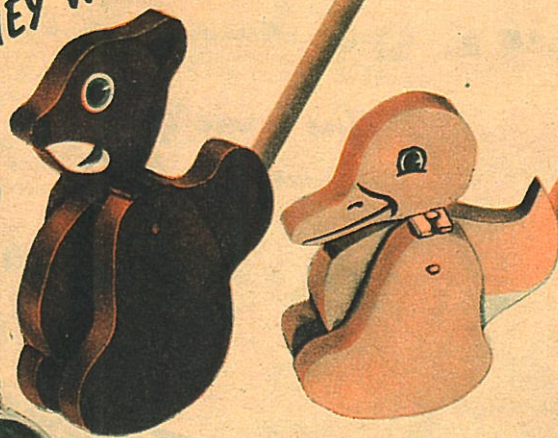
Mother always says "none of us are born with good manners, we must acquire them." Here's a book the kiddies will love, and it will be a blessing to you. MANNERS—starring Mr. Do (who tells the kiddies what to do) and Mr. Don't (who tells the kiddies what Not to do). It teaches Manners the fun way!

ASK FOR 4BR3

Billy and Ruth



THEY WAG!
THEY WALK!
THEY WOBBLE!

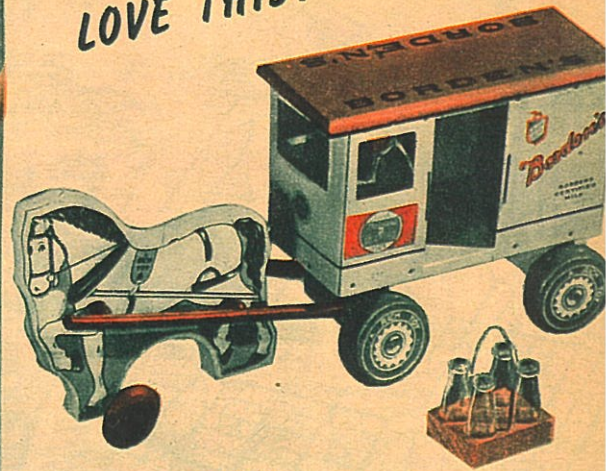


1⁰⁰ Walking Animals

"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

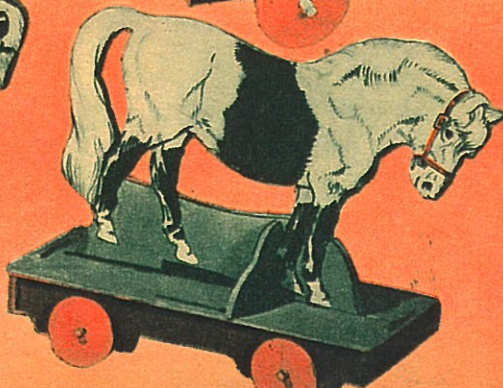
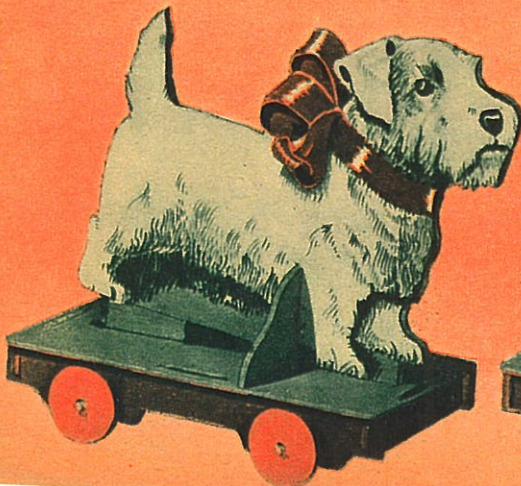
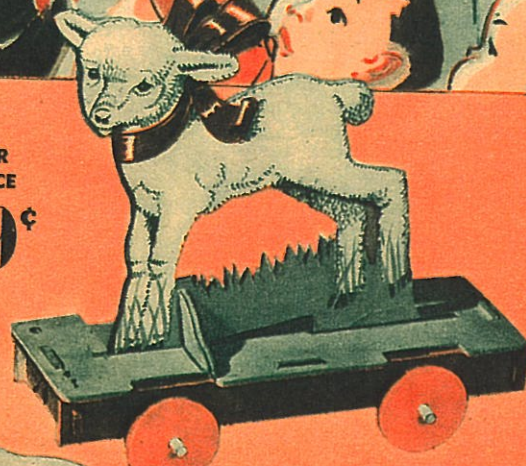


Toddle-Toys
LIFE-LIKE ACTION

"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

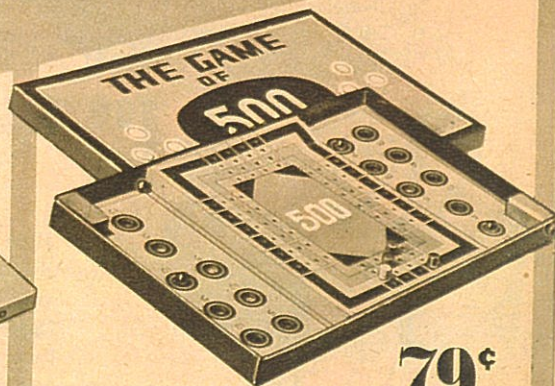
*The Game You
Never Tire Of!*

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.

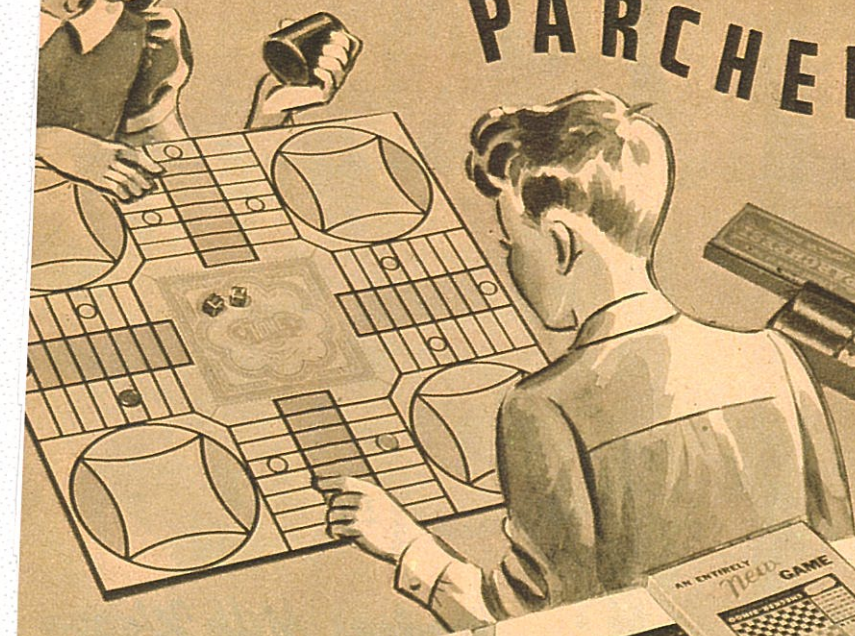
ASK FOR 6BR6

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¢



2⁰⁰

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.

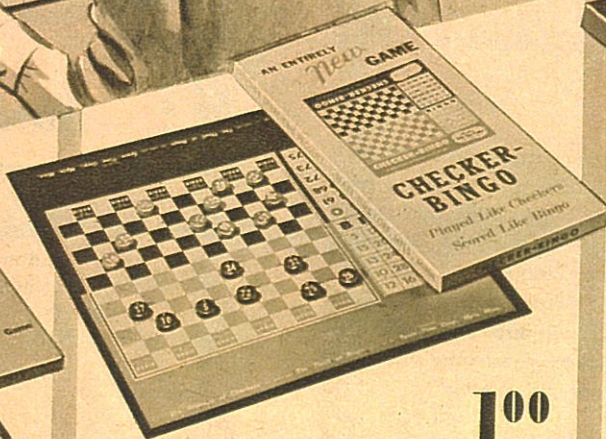
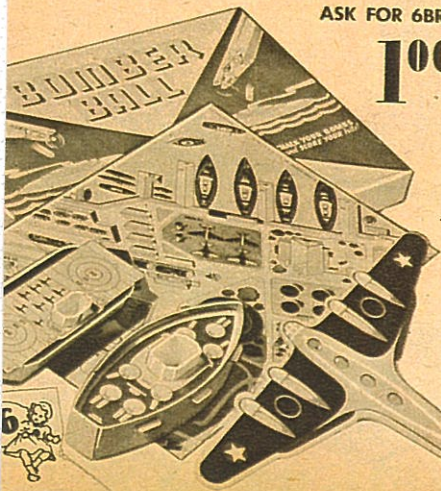
ASK FOR 6BR2

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



1⁰⁰

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

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

