

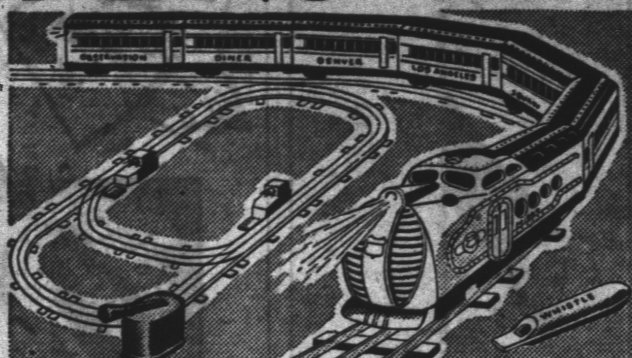
SEARS TOYLAND OPENS TONIGHT

streamliner "City of Denver"

All-Electric Train Set

- "Union Pacific" Engine with Headlight
- Six "Union Pacific" Coaches
- Observation Car • Electric Switches
- 11 Sections Curved Track
- 10 Sections Straight Track
- Rheostat with Circuit Breaker

\$9.98
Feature Price



A Miniature Reproduction of the Union Pacific Crack Streamliner with Speed Control, Reverse Remote Control, Air Cooled Transformer. Outer and Inner Oval Track!

See Santa Claus

The jolly old fellow is making his Indianapolis headquarters at Sears. He's ready to shake the hand of every boy and girl.

FREE PUNCH and JUDY SHOW

The same show thousands of people have paid money to see. Friday evening, 7 and 8 p. m. Saturday at 11 a. m., 1, 3, 5, 7 and 8 p. m.



Candy for the Kiddies

Every little boy or girl accompanied by their parents will be presented with candy by Santa Claus.

A Real Fighting Tank

\$1.39
A real sparkling fighting tank. While it is moving heavy guns on sides shoot out with sparks.

Self Reversing Coupe Auto

98c
Swanky wind-up with powerful motor. If front bumper hits anything machine reverses. 18 1/2 in. long.

Motor Driven Projector

\$5.45
Equipped with powerful newly improved projection lens. Color attachment included. 3 metal reels. Cord and plug included.

Enameled Baby Buggy

\$3.98
Fibre buggy with Artillery-type wheels with wood spokes and solid rubber tires. Holds 22-in. doll. Apron type shield front.

14-In. Talking Baby Doll

59c
An adorable little soft body baby whose eyes move bewitchingly and whose voice will make any little girl love her! Choice of lovely frocks and bonnets, socks and shoes.

UNDERWEAR FOR THE ENTIRE FAMILY



Buy at Sears and Save

Boys' Fine Ribbed Cotton Union Suits

Finely ribbed to fit perfectly. Several styles. Sizes 24 to 44. Real values!

65c

Child's Union Suits

Warm fleece lined suits with drop seats. Short or long sleeves. Knee length or long legs. Sizes 2 to 12.

59c

Women's Cotton Union Suits

Warm, well made Union Suits with knee length and sleeveless. Sizes 34 to 44.

49c

12 1/2% Wool Suits

Women's Union Suits containing 12 1/2% wool. Sleeveless and knee length. Extra sizes, 60c.

65c

Women's Cotton Union Suits

With Rayon stripe. Short sleeves and long legs. Sizes 34 to 44. Cream color.

89c

Men's Union Suits

Choice of long or short sleeves with long legs. A good quality garment. Sizes 36 to 46.

69c

Men's Fleece-Lined Cotton Union Suits

Heavy cotton fleece lined suits that are values at this price. Sizes 36 to 50.

\$1.19

Half-Wool Suits

Men's fine quality Union Suits containing 50% wool. Long sleeves and long legs. Sizes 36 to 50.

\$2.59

Beautiful 1937 All-Wave 6-Tube Silvertone Radio

\$29.95
Regular \$34.95 Value!
\$3 Down—\$5 Monthly Plus Carrying Charge

NOW IS THE TIME TO GET THAT NEW RADIO! Here is a set that is a positive value sensation. You'll agree that it is the "buy of the year." See this new Silvertone beauty... hear it perform... NOW.

Check These Features:

- Beautiful 4-Inch Etched Gold Dial
- Variable Tone Control
- 1937 Advanced Superheterodyne Circuit
- Automatic Volume Control
- Slow Speed Dial Drive
- 8-Inch Dynamic Speaker
- Rubber-mounted 3-Gang Condenser
- Gets American and Foreign Stations, Police, Amateur and Ship Calls

Have Your Radio Tubes Tested Free

Expert Service on All Makes of Radios—Call Service Dept. LI 3531



72x84 Size—5% Wool Double BLANKET

\$2.98
Solid Colors
\$3.69 Value

Thick, heavy nap in these well-woven blankets. 5% wool gives them that needed warmth. Solid colors in blue, rose and green. Sateen binding.

70x80-In. Double Blanket

Colorful plaids bring cheery warmth to your bed. Double cotton blankets for chilly nights.

\$1.29

5% Wool Single Sheet Blanket

Closely woven, extra sturdy plaid sheet blankets in cheery colors. Large size.

\$1.00

Here Is Real Value! Men's Staunton SUITS

\$18.50
Extra Trousers if Desired



Every Suit Bears This Famous Label

- Fine Woolens
- Latest Colors
- Smart Models
- New Weaves

Sears famous tailoring specifications go into the making of these Staunton suits. The smartness of Bond Street... and more. Conservative and sport models. Single and double breasted styles. See them... you'll wear them. Designed to save you many dollars.

Overcoats—Topcoats

Stylish for the clothes-conscious. Perfect in fashion, quality and value. Choose yours from a wide selection of new weaves.

\$14.95

Purchase of \$20 or More on Easy Terms

AUTOS SAFER THAN DRIVERS AND HIGHWAYS

Shift of Engine to Rear Is Most Startling Change Expected.

BY W. H. CAMERON

Managing Director, National Safety Council
Take a generous portion of built-in comfort and strength, add a spurt of power, season with liberal dashes of design to produce "that greyhound-in-night look," bake in a pan well greased with safety features and there you have it—the 1937 composite of "the most beautiful, comfortable and safest car ever built."

The balance of beauty, design and serviceability for which automobile engineers have striven in turning out the new models, is obvious to the average car owner. What may not be so obvious, however, is the extent to which safety has been built into the thousands of new automobiles which will carry their occupants to hundreds of millions of miles of pleasure, business—and accidents.

But, of these accidents in which new cars will be involved, mechanical defects in construction will cause mighty few. Automobile manufacturers are far ahead of drivers and pedestrians and the highways in contributions to safety.

Blowouts Rare

Blowouts are almost a thing of the past—thanks to the ingenuity of rubber chemists. Powerful new brakes can all but "freeze" a car in its tracks at moderate speeds. Tremendous reservoirs of reserve power for rapid acceleration are on tap. Body tops are built that will hold many times the weight of cars.

More noises, rattles and annoyances of operation have been eliminated. The trend is toward power braking. One piece, sturdy steel bodies give more protection to occupants. Better balance and new spring suspension styles make riding in the new cars more nearly an "armchair" experience.

Engineers have lowered the center of gravity to make cars "hold the road" better. Safety, or non-shatter glass is the rule throughout all models.

Without a doubt the 1937 automobiles are safer than ever.

Much Yet to Be Done

But many things are yet to be done to make automobiles safer as mechanical units. Research even now is working on a score of them.

Enclosed cars, streamlining and no-draft ventilation; underslung cars, improved spring suspension and the elimination of body vibration have increased riding qualities to a point where the sense of touch, feeling or sound is no longer an accurate indicator of speed and movement. Increased riding comfort has reduced fatigue. It is true, but one wonders if it doesn't also give a feeling of false security at high or reckless speeds.

The elimination of all sharp or solid projections in interiors and exteriors may be realized in tomorrow's automobile. Several manufacturers have taken steps in this direction this year, with smoother dashboards and knobs, keys and gadgets recessed in the panel. Dashboards may soon be upholstered for safety as will other parts of the interior.

Further streamlining will remove the beautiful, but sharp, spikes that have been used for door handles and radiator ornaments on which an increasing number of pedestrians have been impaled.

Power Braking

We have almost reached the top in brake and non-skid tire construction. Brakes and tires that now will stop a car "on a dime" probably can not be made much more effective without endangering passengers from sudden stops. Power braking, that applies pressure in ratio to the distance by which the brake pedal is depressed and not according to how hard the driver pushes on it, already has appeared in some buses and private cars. Stopping devices on trucks, even cars, seem practical and would increase braking effectiveness on slippery surfaces.

After power braking probably will come automatic gear shifts, for general use, thus reducing the entire driving job to handling the wheel and utilizing only a "stop" pedal and a "go" pedal.

The new "polarized" lighting system is attracting much attention and may be adopted generally in the not far distant future as an effective headlight glare-killer.

The most startling change to be expected in automobile construction is the moving of the engine to the rear of the car in order to place the driver's seat at the very front.

Engineers say this move is not only a natural development in streamlining but a major step in eliminating the false security the driver feels when he sits, as now, behind five or six feet of hood. At the front of the car, where he could see the road flash beneath him, there would be greater awareness of speed, and its danger if not regulated to traffic conditions.

Although "stylish" hoods are threats to visibility at night, that are at least as hazardous as during daylight, current headlighting systems are an improvement.



1836

SEARS, ROEBUCK AND CO.

1936

Free Bus to and From Circle

ALABAMA AT VERMONT STREET

Two Big Parking Lots