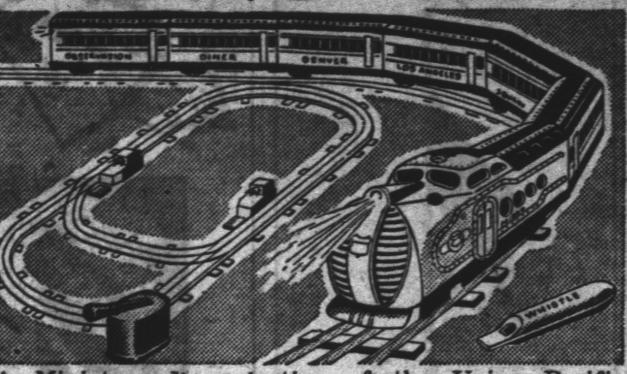


# RS TOYLAND OPENS TONIGHT

streamliner "City of Denver"

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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!

- "Union Pacific" Engine with Headlight
- Six "Union Pacific" Coaches
- Observation Car • Electric Switches
- 11 Sections Curved Track
- 10 Sections Straight Track
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### Self Reversing Coupe Auto

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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.

## 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-flight 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 automotive 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 difficulties in construction will cause the majority. 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 improvements in 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, disc brakes, 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. In the front, the dashboard, door 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 power and non-skid tire construction. Bridgestone 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. Sanding devices on trucks, even cars, seem practical and would increase braking effectiveness on slippery surfaces.

After power braking probably will come automatic gear shifting for general use, thus reducing the entire driving job to holding 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 too 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 definite 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" hood are threats to visibility at night that are at least as hazardous during daylight, current headlighting systems are an improvement.

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### Women's Cotton Union Suits

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### 12 1/2% Wool Suits

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### Men's Union Suits

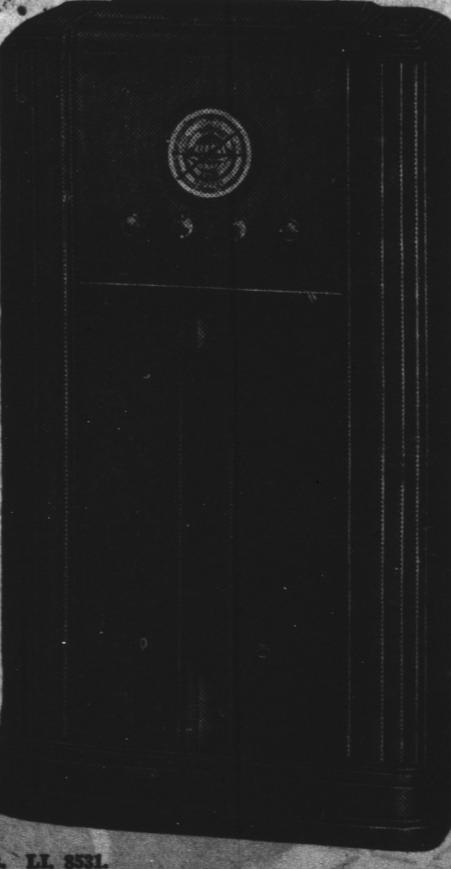
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