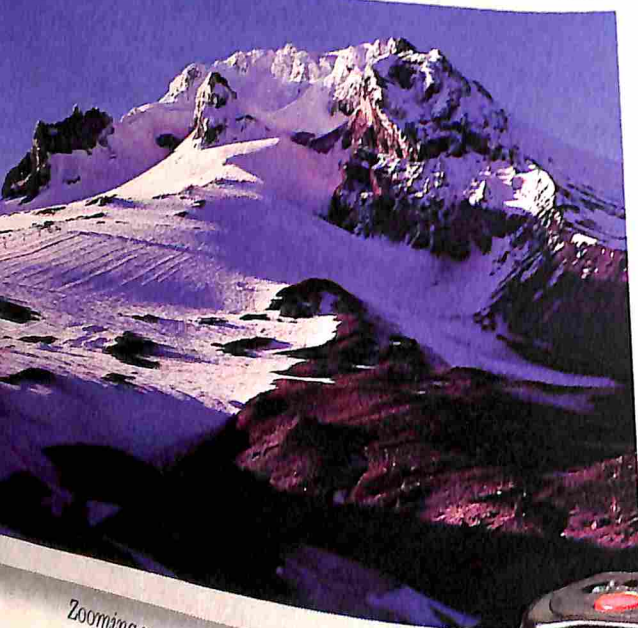


CLIMBER ZOOMS UP MOUNTAIN JUST BY USING HIS IQ.



Zooming reaches its peak at 70mm



Hill at 35mm



Roped in by macro mode.



All pictures taken with the IQ Zoom 700 and Kodak Ektar film

You won't need backpacks or hiking boots to accomplish this feat, as long as you're smart enough to take along your IQ—the super slim IQ Zoom 700.

This incredibly compact camera offers a full range of automatic features that are simple to operate, so you can concentrate on enjoying the scenery instead of worrying about how to capture it.

The power zoom lens, first introduced by Pentax, lets you choose any focal length for close, detailed shots. 70mm, plus a macro setting that lifts pictures.

The IQ Zoom 700 has many other features that help you reach new heights. Built-in auto flash, backlight compensation, sync and slow-shutter speed sync assure beautifully exposed pictures from dawn to dark, outdoors or in.

The pushbutton ease of this camera even has such unconventional features as a multi-exposure mode, and the self-timer lets you use your IQ.

yourself as King of the Hill, twice.

See how easy it is to reach the peak of picture-taking? Just be smart enough to use your IQ.

PENTAX
IQ Zoom 700
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COVER STORY

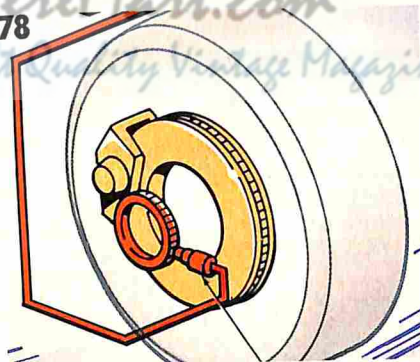
Earth-orbiting balloon

Earthwinds is the most complex manned balloon ever. Its mission: to fly around the world nonstop—a feat that has never before been accomplished.

How we can win the war on garbage

With landfills closing all over, what can we do with our ever-greater mounds of garbage? Some answers: degrade, recycle, burn.

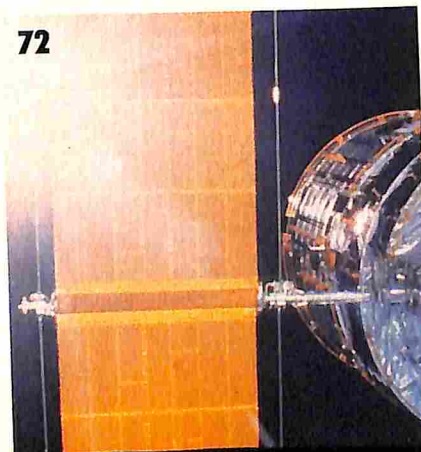
78



Antilock brakes

Antilock braking systems—costing upward of \$1,200—have been a safety advantage that only a limited number of people could afford. But a new design strategy for ABS developed by Delco Moraine will drop the price to the \$400 level, making it an option on mainstream domestic cars in 1991.

72



The trouble with Hubble

The Hubble Space Telescope should have been the greatest leap forward in astronomy since Galileo. But for now, the myopic telescope is a disappointment, an embarrassment, "a tragedy." Can the vision of Hubble be restored?

THE WHAT'S NEW MAGAZINE

SPECIAL REPORT: NO NET LOSS OF WETLANDS

8

WHAT'S NEW DIGEST

12-24

SCIENCE AND TECHNOLOGY

What's new..... 12
Science newsfront..... 25
How we can win the war
against garbage 57

SPACE AND AVIATION

First ever Earth-orbiting
balloon..... 66
The trouble with Hubble 72

COMPUTERS AND ELECTRONICS

What's new electronics..... 14
Electronics newsfront..... 41

CARS AND DRIVING

What's new automotive..... 16
Automotive newsfront..... 30
Antilock brakes for \$400 78
Detroit shifts the balance
of power 82
Car test: 4-wheel-drive
wonder wagons 88

HOME PRODUCTS AND TECHNOLOGY

What's new home..... 15
What's new tools..... 20
Home newsfront 48

RECREATION

What's new recreation 24
Getting the red out 86

ADDITIONAL FEATURES

What's news 4
Readers talk back 6
Looking back 114

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POPULAR SCIENCE OCTOBER 1990 | 3

SPECIAL DETROIT PREVIEW INSIDE

Popular Science

FIRST EVER

EARTH ORBITING BALLOON

**JET-STREAM
ADVENTURE
AT 35,000 FT.**

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DRIVE
WONDER
WAGONS**

**● THE PLAN
TO FIX
HUBBLE**

**● HOW WE
CAN WIN
THE WAR
AGAINST
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