

POPULAR SCIENCE

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CONTENTS FOR JANUARY, 1946

SCIENCE NEWS FEATURES

You Can't Smash Science.....	65
Chemical Empire's Rise and Fall.....	66
Defense Against Radar.....	82
Sunshine Synthesized.....	92
Strange Fish in Sea's Depths.....	100
World's Biggest Eye.....	130
Alcohol—Handyman of Chemistry.....	196
You Can't Trust Your Senses.....	200

SCIENCE AT WORK

Sweeping Up the Mines.....	72
Diamonds Given New "Fire".....	85
Vertical Railroads.....	121
No More Ship Collisions.....	126
Model Dam Controls Floods.....	133
Washday in the Pacific.....	187

AVIATION

What's New in Aviation.....	78
Robot Flying Boat.....	84
World's Biggest Snow-Shoveling Job.....	94
Why Jap Air Force Died.....	88
Pin-Up of the Fireball.....	97
Motorcycle of the Air.....	133

AUTOMOBILES

Sport Motoring.....	134
Pumping Up a Moving Tire.....	137
Gus Plays Second Fiddle.....	138
Auto Ideas.....	141
Don't Let Your Starter Stop You.....	142

INVENTIONS

I'd Like to See Them Invent.....	99
With the Inventors.....	102
Jefferson's Inventions.....	104

PHOTOGRAPHY

Best Navy Photos of the War.....	114
Motor Mixer for Photo Solutions.....	180
Table Tripod.....	181
Homemade Print Washer.....	181
Snow Pictures That Sparkle.....	182
Electronic Print Timer.....	186

MECHANICS & SHOPCRAFT

Ax Handles That Stay Put.....	154
Tricks of Inlay Turning.....	162
New Shop Ideas.....	173
Splicing Flat Belts.....	173
Tweezers for Shop Use.....	174
Ball-Bearing Shaft-Tester.....	178
Hand-Powered Drill Press.....	179
Saw-Table Mark Aligns Work.....	202

HOME MECHANICS & HANDICRAFT

Iron Horse Decorates Bucket.....	120
Iceboat Goes Like the Wind.....	147
Snow Igloos for Winter Fun.....	152
Automatic Bird Feeder.....	152
Jewelry from Sea Shells.....	153
	156

(CONTINUED ON PAGE 4)

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NEW B. F. GOODRICH PASSENGER TIRE

New B. F. Goodrich synthetic TIRE THAT OUTWEARS PREWAR TIRES!

"A MIRACLE," some have called it! Few believed that a tire could ever be made of synthetic rubber that would actually outdistance those made of prewar natural rubber. Yet here it is, the new B. F. Goodrich Silvertown. And here are some of the reasons for its longer-than-prewar mileage:

New, better rubber

A new rubber, so superior that for a long time it was a closely guarded military secret, was developed by B. F. Goodrich. Tires made with this rubber wear longer, run cooler. They have greater resistance to cracking—actually are more resistant to bruising and damage from accidents. But rubber is only one reason why the new B. F. Goodrich Silvertown outwears prewar tires.

New road-level tread

In the picture above, note how the tread is flatter—puts more rubber on the road. This means that

more rubber shares the wear, spreads it evenly over the whole tread surface. No more worn-out-in-the-middle treads. The result: more mileage, better traction, more skid-resistance and greater safety.

The tire body is more rugged, too. B. F. Goodrich developed a stronger cord for this tire. And more cords are used than in prewar tires. Another feature that means more miles, greater safety for you.

Nearly 17 million test miles

Over 2,000 tests have been made with this new tire. Taxi fleets, state police cars, and the B. F. Goodrich test fleet have rolled up nearly 17 million miles under all kinds of driving conditions. The new B. F. Goodrich Silvertown gives longer tread wear... actually outdistances prewar tires.

3 years' EXTRA experience

The first B. F. Goodrich tires containing synthetic rubber were

sold to American motorists 18 months before Pearl Harbor. That was three full years before any other tire manufacturer... three years during which B. F. Goodrich has been piling up extra synthetic rubber tire experience.

This three-year head start is another reason why you can count on extra mileage... extra safety... extra value from the new B. F. Goodrich Silvertown.

Supplies are still limited, of course, but we hope to have much larger quantities in the hands of most dealers within the next few months. The B. F. Goodrich Company, Akron, Ohio.

Made with synthetic rubber

B.F. Goodrich

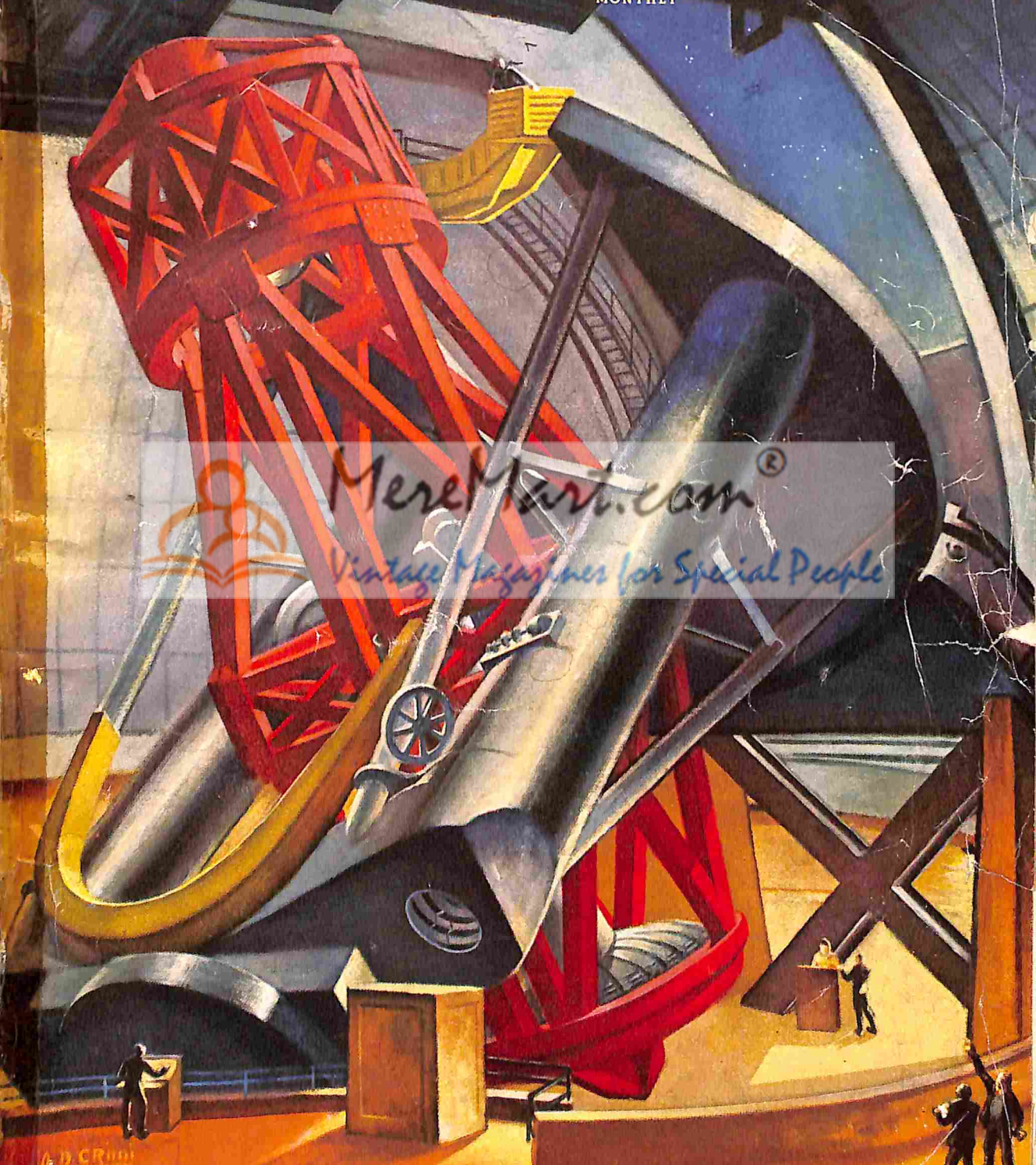
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SCIENCE LOOKS TO STARS AGAIN - p. 130