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New Life to Your Complexion Safely... Gently!

Palmolive's Rich Lather
Contains—

- No drying detergents!
- No harsh perfumes!
- No irritating deodorants!



You can give your complexion New Life—leave it softer, fresher—with New Palmolive care. New Palmolive's mildness lets you cleanse far more thoroughly than you'd dare to do with harsher soaps. No drying detergents! No harsh perfumes! No irritating deodorants!

New! Lather Fragrance color wrapper



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WEATHER (Continued)

that we could keep the resulting warmer winds from crossing the Great Lakes to pick up moisture that otherwise might precipitate three and four-foot snowfalls in Chicago. That kind of control is especially important if man-made weather caused Chicago's annual snowfall to exceed its annual loss through melting and evaporation.

The realization that an enemy could use such tactics as a weapon puts the note of urgency into our catching up with Soviet polar research. By using weather control as a tactical device, the Kremlin could literally bring on a new Ice Age for strategic areas of the Western Hemisphere and defeat us with nothing harsher than a bombardment of snowflakes (a two-cent teaspoonful of silver iodide crystals makes 10 quadrillion snowflakes right now). From spot-bombing with blizzards it's only a step to made-to-order hurricanes and a la carte tornadoes. We ourselves have already used the reverse process: silver-iodide seeding of clouds has proved a useful instrument, both in preventing tornadoes and in disrupting their lethal destructiveness.

It is regrettable that the goal of improving the world's weather should be marred by the need to keep on guard lest somebody abuse the process. It complicates extremely delicate calculations that call for the utmost in cooperative good will. The "blowtorch effect" of scores of atom bombs in the deep-ice areas of the antarctic, for instance, would immediately become fraught with all kinds of military overtones, from radioactive fall-out to charges of claim-jumping. Synthetic ice fogs, as well as dams, channels, or jetties to redirect warm currents in the Arctic Ocean and shrink the ice fields, would cause problems which could be solved only through the U.N., if at all.

ON THE BRIGHTER side, once the threat of war is out of the way there is practically no limit to the wonders that man-made weather could work. A 15- to 20-degree increase in mean temperature during the Winter months for our northern cities would make snow pretty much a stranger and bring about a kind of perpetual Spring.

Far from turning the South into a subtropical jungle, scientific weather control would relieve the oppressive Summers there and substitute year-round "easy livin'," which songs about Dixie proclaim.

Flying may at first encounter some "fogs-that-got-away," but since all airborne traffic will be in jetliners that fly above the weather, the only difficulty will be an occasional instrument landing or take-off—duck soup with improved electronic guidance systems. In time, even fogs will be docile enough to stay where man wants them.

The clothing, shelter, and heating industries will be well-advised to do a little forecasting and diversification of their own. Lighter fabrics will be about the only kind marketable, even for nighttime wear, with thinner electronically heated blankets for babies, the ill, and the aged.

Outdoor living will boom to undreamed proportions, improving the health of all. In the beginning our constitutions may require adjustment to lesser extremes of heat and cold, but energy formerly needed can be used to give us greater endurance, vigor, and zest for living.

Only on the esthetic side may we pay a price, though a small one, for so many blessings. In winning control of the weather, man one day may be able to do no more than assure his sons and grandsons that, yes, there once were such things as thunder in the sky and dust devils on earth and rainbows and flaming sunsets.

For all these manifestations of nature are born of the weather's violence, and, with climate control, they may become a thing of the past.



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