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Albedo! This earth of ours would be hotter if its "albedo" (reflecting power) were less. It could then absorb more heat. Earthlight as viewed from the moon is about 40 times as bright as moonlight on the earth. This is because the earth is a better reflector or mirror than the moon. The earth reflects almost one-half the light received from the sun, whereas the moon absorbs about 93 per cent. and reflects only 7 per cent. of the light it receives. The clouds and snowfields of the earth are responsible for its high reflecting power. The atmosphere reflects nine per cent., and with a cloudless sky the earth reflects eight. Snow reflects 75 per cent.; water two per cent. when the sun strikes it at a high angle, and 75 per cent. when at a very low angle. -----