MEDFORD MAIL TRIBUNE

"Everyone in Southern Oregon Reads The Mail Tribune"

Published Daily Except Saturday by MEDFORD PRINTING CO. 27-29 North Fir St. Phone 2-6141

ROBERT W RUHL, Editor
HERB GREY Advertising Manager
GERALD LATHAM Business Manager
ERIC ALLEN JR. Managing Editor
EARL H ADAMS City Editor
HARRY CHIPMAN Telegraph Editor
RICHARD JEWETT Sports Editor
OLIVE STARCHER Society Editor
DALE ERICKSON Circulation Mgr.

An Independent Newspaper

Entered as second class matter at Medford Oregon under Act of March 3, 1897

SUBSCRIPTION RATES
By Mail—In Advance: Per Copy 10c
Daily and Sunday—One year $15.00
Daily and Sunday—Six months 8.00
Daily and Sunday—Three mos 4.25
Sunday Only—One year $4.20
By Carrier — In Advance — Medford Ashland Central Point Eagle Point Jacksonville Gold Hill Phoenix Shady Cove Rogue River Talent and on motor routes
Daily and Sunday—One year $18.00
Daily and Sunday—One month 1.50
Carrier and Dealers—10c per copy
All Terms Cash in Advance

Official Paper of the City of Medford
Official Paper of Jackson County

United Press—Full Leased Wire

MEMBER OF AUDIT BUREAU OF CIRCULATION

Advertising Representative:
WEST-HOLIDAY COMPANY INC
Offices in New York Chicago, detroit San Francisco Los Angeles Seattle Portland St Louis Atlanta Vancouver B.C.

NATIONAL EDITORIAL ASSOCIATION 1957 AFFILIATE MEMBER

Oregon 1957 NEWSPAPER PUBLISHERS ASSOCIATION

Flight o' Time

Medford and Jackson County History from the files of The Mail Tribune 10, 20, 30 and 40 years ago.

10 YEARS AGO—
July 28, 1947 (Monday)

Five civil cases in which local firms sought recompense from American Fruit Growers, Inc., as result of huge industrial fire are settled out of court.

From Arthur Perry's Ye Smudge Pot column: Of all things, rain comes to the valley in July.

20 YEARS AGO—
July 28, 1937 (Wednesday)—

Two hundred acres of grant land to be added to Rogue River national forest.

Billowing big top of Russell Bros. circus pitches here.

30 YEARS AGO—
July 28, 1927—

Crater Lake Park needs $1,000,000 for new roads, according to the national park service.

It doesn't take horse sense to appreciate Medford's new water system, say the city fathers.

40 YEARS AGO—
July 28, 1917—

Carousal ends when policeman raids prmises at South Newton and eighth sts.

New trail to be built from rim of Crater Lake to the lake level.

What's Your I.Q.?

Nine or ten correct is superior; seven or eight is excellent; five or six is good

1. Was the Catherine di' Medici of Africa a native-born African, Asian, or European?
2. Are marriage licenses required in all of the 48 states?
3. Bible: The seven Epistles, James, John (3), Jude and Peter (2) are sometimes termed the ..... what "Epistles"?
4. In what year did President Lincoln issue his Emancipation Proclamation?
5. In the treatment of which disease is insulin used?
6. The dangerous quality of an electric shock is the voltage or the amperage imparted to the body?
7. Where is West Texas State College located?
8. What was the first name of the composer, Chopin?
9. Both "climax" and "acme" indicate the high point of interest. Which term signifies continuity as a means to reach that point?
10. Burns, "Annie Laurie": "We two ha'e run about the braes, / and pu'd the gowans fine." What does "twa, ha'e, brae, pu'd and gowan" mean?

Answers: 1. African. Sophonisba, Queen of Nubia (died 105 B.C.) 2. Yes. 3. The Catholic Epistles. 4. 1863 (January 1). 5. Disbetes. 6. Amperage. 7. Canyon, Texas. H. Frederic. 9. Climax. 10. Two, have. hillside, pulled, (daisy-like flower.

Company Move Has No Effect Locally

Investors Diversified Services, Inc., will enter the life insurance field through a newly-organized subsidiary, the Investors Syndicate Life Insurance and Annuity company, it was announced yesterday.

The Medford office of the company, operated by James Ambler, will continue its present services without adding the insurance and annuity division.

The new subsidiary filed its charter of incorporation in Minnesota and starts with $5,000,000 capital and surplus.

Editorial Correspondence . . .

San Francisco, July 25—The most interesting thing to us at the fourth annual style show in Union Square this noon, was a baby about two years old who, while the band played, did an excellent "rock and roll."

She had on a blue coat and no hat, sat up very straight in her cab and appeared to be much interested in the models, young and old, as they marched by on the temporary platform that bounded a half section of the inner flower beds. But when the band struck up a jazzy tune, she sprang to her feet in the cab and proceeded to roll and rock in perfect time with the music.

She was much more interesting than the latest fall and summer styles from Magnins, the Emporium, White House, etc., etc.

Her mother did not share this dance interest, but was apparently enthralled by the latest styles, as was the huge crowd composed 99 per cent of women, young and old.

• • • • •

The attitude of the male sex, in our crowded section on the lawn at least, was fairly well represented by a somewhat weather-beaten individual, who slept throughout the performance, with a portion of the Morning Examiner over his face, and his bare feet exposed to the bright noon sunlight (the starting time was 12:30). The only other male in sight except your correspondent, was a middleaged, rather unhappy looking gentleman, who was more interested in getting a sun bath and getting his noon day lunch out of a bag, than he was in the latest styles in the nylon and even the negligee departments.

• • • • •

Next to us was an elderly lady who had apparently forgotten her hearing aid—or at least she couldn't hear what the loud speaker said and asked if we could. Upon our nod of the head, she inquired sharply, "what did he say?"

That put it up to "Ye Editor," so we gave a highly condensed version and in fear of being drafted in the role of interpreter for the duration we beat a hasty retreat without stepping on any feet hard enough to cause any audible shrieks of pain or protest. But it was tough going in that crush, most of the older girls being in a state of flux in their endeavor to get a better view of the proceedings than their next door neighbors. The undersigned breathed a sigh of relief when the St. Francis was reached without insult or injury.

• • • • •

To give convincing evidence that we really did hear SOME of the remarks made by the "MC," we herewith announce that the leading color for milady's wardrobe this fall will be "red." (We don't like red dresses any better than we like red automobiles.) Second will come what is termed the "Wave of Blue," and after that in order "beige and gold," the "white collar girls," Enviable Green (we don't envy green but we do like it), next in line is a terrific combination "purple and pink," followed by a typical Golden Gate combination "Fog Bound Grey, White Black, Jet Black," and so on and so forth ending up with "Brandy and Orange" with Honeydew ensemble as a "chaser." (Indigestible but effective.)

• • • • •

Radio and TV were both on hand and the MOB scene, with airplane-hats and parachute-skirts, may appear in the valley a few days after we do.

• • • • •

Near Mason where there used to be a flower shop there is now one of these little "curiosity shops" full of crazy gags and gadgets, one of the framed signs for no reason at all appealed to the undersigned. It read, quote:

"Better have Halitosis than no breath at all."

• • • • •

In fact "no breath at all" has never appealed to this department. The following is classified and strictly off the record to-wit:

If a certain relative (by marriage) should ever seek public office and run to be Mayor—or Mayoress—of Chinatown, she would be elected by a tremendous majority. She knows every retail shop owner in the place and has high credit at all of them. If she did run Sing Fat would probably be her campaign manager—he is head of the most important tong. All we can say about Sing Fat is that we would rather sing FAT than Sing FLAT.

• • • • •

As far as our records go this is the first visit of any length to San Francisco during which we failed to meet anyone from home—i.e.: Medford. A member of the party did run into Bob Rector at the St. Francis, for a few brief words, but as he explained he doesn't register from Medford anymore but from Los Angeles.—R.W.R.

Flying to Work

One of the dreams of a few years ago was a "helicopter in every family," to serve as the "automobile of the future."

This hasn't worked out too well as yet, because the "chopper" is a rather tricky aircraft to pilot, and because costs have not been brought down sufficiently to permit the average motorists to be able to afford such a conveyance.

But the dream of an aerial conveyance for the mass market persists, and Popular Mechanics magazine says one will be available, at a price about the same as present-day automobiles, in about 10 years.

• • • • •

SUCH a vehicle, development on which is now under way by Hiller Helicopter Company, is based on the "ducted fan" principle, publicized earlier by the "flying platform" in which the Army is interested.

Four such ducted fans would be placed at the corners of the vehicle, which otherwise would resemble a sedan. With the four verticle-lift mechanisms, the machine is reported to have more stability than the sinble-rotor helicopter. A twin-turbine power plant would provide safety in the case of power failure, and a speed of about 60 m.p.h. The magazine recited other advantages over the helicopter type of vehicle.

• • • • •

WHILE first development is expected to be for the armed forces, the magazine sees the day coming within a decade when they will be available for civilians.

Then, presumably, our traffic problems will be aerial. And the downtown merchants will be concerned about off-airlane parking.—E.A.

Clubs Invited to Join In Town-Country Event

Area service clubs and other non-profit groups have been invited to participate in the Town and Country Holiday, according to an announcement by Ray Johnson, vice-chairman of the Kiwanis sponsored event.

The Town and Country Holiday will be staged in the new Medford Memorial Armory, Aug. 22 through 25, as the first nonmilitary event to be held in the newly completed Armory.

Organizations interested in sponsoring concessions are requested to contact Elmer Luschen, chairman of the rides and games committee, at SP 2-5702.

Food and soft drink booths, novelty booths and children's rides, as well as skill games will be welcome, Johnson said. No games of chance or booths serving alcoholic beverages will be permitted. He emphasized that the active participation by other groups is being encouraged to make the Holiday a completely local community event.

NEW TITLES

Chicago — (AP) — Tony Smith, president of the Chicago Restaurant Assn., announced that the waitresses in his restaurant (Town and Country) are now "hostesses," the hostesses are "food service directors," the bus boys are "table service men" and the dish-washers are "utensil maintenance men."

"OH, RUFF! HAVE I EVER TOLD YOU HOW SWEET YOU ARE?"

Matter of Fact By Joseph Alsop

STORM CENTER IN RYADH

Joseph Alsop

London—The real center of the new storm in the Middle East is not in remote Oman, where the tribes have risen against their British-protected Sultan. The real center is in Ryadh, at the court of King Saud of Saudi Arabia, whence the tribes have been encouraged to rise. Despite the vast, air-conditioned palace in the desert and the garages crowded with Cadillacs, King Saud's court is still in essence purely mediaeval. There is no normal modern apparatus of the government. There is just the King himself, an absolute monarch ruling personally and alone. If the King's mood alters or his judgment of a situation changes, his most important and long established policy may be reversed overnight.

Last October, King Saud made just such a change of policy, when he quite suddenly ceased to finance and support the ambitious efforts of Egypt's Gamal Abdel Nasser to extend his political power in other Arab lands. Then in April, King Saud went still further, importantly helping King Hussein in the Jordan crisis and thus embarking on open opposition to Nasser's designs.

• • •

THE new policy developed by King Saud since last October is clearly the single most crucial factor in the new Middle Eastern alignment that has emerged since the proclamation of the Eisenhower doctrine. If King Saud again changes his mind, returning to his former collaboration with Egypt, Nasser will no longer be menaced by progressive isolation. The whole carefully constructed front of Arab friends of the West will thereafter rapidly collapse.

It can be seen, then, why King Saud's reactions in the present crisis have really overwhelming importance. Furthermore, there are many around him who will do their best to encourage violent reaction.

The circumstances of the King's crucial decision to cease supporting Nasser are still, nine months later, altogether wrapped in mystery. His brother and heir, Crown Prince Feisal, certainly did not faver the great policy change. Neither did any of the King's most frequently influential personal advisers, the Palestinian, Jamal Bey Husseini, the Syrian, Jussuf Yassine, and the Libyan, Khalid Abu Walid.

• • •

IN THIS still-medieval court, the members of the King's entourage certainly adapted themselves to his change of policy after it had occurred. But even on King Saud's recent visit to Baghdad, Yussef Yassine was still fighting what amounted to a rearguard action against the formation of the new front of Arab leaders friendly to the West. Clearly, therefore, there will be no lack of persons ready to use the Oman crisis as a lever to persuade King Saud to alter his policy again.

It is even quite possible that this faction at the Saudi court joined with the Egyptians to instigate the tribal rising in Oman without King Saud's direct approval This reporter clearly remembers the sharp contrast, last year, between the King's moderate and calm discussion of the related dispute over the Buraimi oasis, and the bitterness evinced by Prince Feisal when discussing the Buraimi problem.

But whether the King was involved from the outset, or whether the Oman rising was instigated by others, the fact remains that the King is inevitably involved in the affair now. The Imam of Oman, who is the leader of the rebellious tribes, has passed his exile at the Saudi court and is a Saudi protege. Whether or not appearances are deceptive, the rising is universally regarded as a Saudi Arabian project.

THIS is why the Oman affair catches the American policy makers squarely between the devil and the deep blue sea—or rather catches them squarely between the British, who are our chief trans-Atlantic allies, and King Saud, who is the key to our new Middle Eastern policy.

The British attempt to suppress the Oman rising and restore the Sultan's authority will be painted in lurid colors by the Egyptians and their friends in Ryadh, as an imperialist venture and a flagrant affront to King Saud. Everything possible will be done to inflame the situation to the point where King Saud will insist on active American support in this matter. Every effort will be made to persuade King Saud that the Americans have let him down.

The basic facts are simply not available anywhere for a prediction of the outcome. Too much depends on the unknown local situation in Oman. The storm will probably pass if the uprising can be rapidly overcome, whereas the storm will become downright appalling if large British troop movements are eventually required and ordered. Too much depends, too, on the mysterious internal pattern of influence and personality in the Saudi Arabian court.

But it is clear that the Oman rising may end by changing King Saud's policy towards the west and towards Nasser. That is really why it is an ugly business.

Copyright 1957
New York Herald Tribune Inc.

Communications

Letters to the Editor must bear the name and address of the writer, although under certain circumstances the use of a pen name or initial for publication is permissible. The Mail Tribune reserves the right to edit all letters with a view to clarification and condensation. Letters submitted for publication must not exceed 400 words.

From the Morgans

To the Editor: There is no way in which we can adequately express our heart-full thanks to each and all of those who were so concerned over our safety when we were stranded over night on a lonely mountain road in the Butte Falls area, due to car trouble.

Through the Mail Tribune's courtesy in making this column available to its readers, however, we extend a most sincere "Thank you" to each of those who gave their time and physical effort in searching for us. We are particularly grateful to our personal friends, and possibly even more grateful to those who didn't even know us, who spent a sleepless night and exhausting morning until we were found.

Not until we reached safety did we learn of the extent to which a search had been made, and realize that actually the searchers had been much worse off than we were. The list of names of individuals and organizations is too long to mention, and rather than omit anyone who may have participated, we hope each one will take this as a personal "Thank you."

It should be a very heartening thing to the people of this area, as it was to us, to know the extent to which friends, neighbors, and strangers will go to help someone who is in trouble!

The Morgan Family
1 King st.
Medford, Ore.

Questions Ordinance

To the Editor: After being the lone dissenter at a recent public hearing conducted by the City Planning Commission, and noting there were none at a similar hearing by the County Planning Commission, I am convinced the people of this area are not aware of the far-reaching implications of the proposed subdivision ordinances.

If these ordinances are adopted, then anyone who desires to sell a building site will be faced with the following:

1. A person in Medford or Jackson county cannot divide his property even into two lots or offer to sell either of them until he has complied with the provisions of the 21-page ordinance.

2. The subdivider is required to furnish very detailed engineering, surveying and drafting data, plus filing fees, and to post bond of sufficient amount to cover cost of the improvements planned for his subdivision. (This bond is costly and difficult to obtain).

3. Great authority is placed in the hands of the City Engineer and County Engineer, who can approve or disapprove the maps, plans and all improvement work done on the subdivision, and until this approval is forthcoming the subdivider cannot obtain release of his surety bond.

4. Anyone who fails to comply with any of the provisions of the ordinance shall be punished by a fine not to exceed $100, or by imprisonment not to exceed 50 days, or by both such fine and imprisonment.

The Medford city council has deferred action on this ordinance until it can be studied more thoroughly, and then a public hearing will be called. The county court probably will do likewise. During this period, citizens interested in the measure should study its provisions and offer whatever suggestions they have concerning it.

Undoubtedly the Planning Commissions need an ordinance that will enable them to facilitate orderly development of the area, but surely such an ordinance can be written that will provide them what they need without working undue hardship upon the people it is designed to serve.

Roy Wilkes,
1863 Crater Lake ave.,
Medford, Ore.

The Sun Rises and Sets

To the Editor: The science of economics is the basis of all science, therefore economics determines everything.

Since wars having reached the point of diminishing returns and ending in stalemate it is but natural that economic competition should replace the old order and conform to new economic adjustments embracing the change occuring in national and world wide economic structures. Regardless of separate systems the nations of the world are now confronted and bonded by economic necessity and identical methods of survival obtainable only by peaceful means. These requirements and procedures are based on a world price structure, world currencies and equality of labor value resulting in increased production and consumption capacity and a balanced world economy.

This consumption value of retarded countries offers an opportunity for peaceful settlement between opposing forces giving temporary advantage to the country with surplus commodities and eventual settlement by trade allotments according to productive capacity and other nations. Not to be overlooked is the fourth dimension of time when all the nations will soon, by industrial development and barter methods, have reached the point of self efficiency, each an integral part of the universal whole.

This trend is becoming apparent in the open market or barter system being organized by nations of western Europe and the natural gravitational economic pull to the east wherein Asia due to the square of its dimensions and the product of its mass could easily become the seat of world government, the center of population and commerce, thereby ushering in a new world economic system and a change in mental and spiritual concepts.

Evolution is a process of adjustment, revolution is a law of change. Nature is purely industrial economic laws that govern the universe. We have wasted our heritage by political and financial destructive methods and only the farm, factory and home stand as monuments to industrial value, economic survival and future welfare. And lest we forget, the sun that rises in the east, sets in the west, bringing light with the morning dawn or oblivion in the darkness of the night.

Tom Caldwell,
408 Laurel st.,
Medford, Or.

In the Day's News

By FRANK JENKINS

Speaking the other day in London, where the American Bar association is holding its annual convention this year, U.S. Attorney General Brownell told his fellow lawyers that as a general principle all world arguments should be settled in court—in an INTERNATIONAL court. Specifically, he said, a "total" international court system is the best way to end the risk of nuclear war.

He added:

"We must settle international disputes, not occasionally, but on a TOTAL basis, under a tribunal which will command general confidence."

He suggested that Britain and the United States work together to establish such a court.

HISTORICALLY, of course, he is right. There can be no denial of that. Until courts were established, mankind was ruled by the STRONG RIGHT ARM. Whoever could wield the most brute physical power was the BOSS. Until courts came into the picture, there was no such thing as justice.

POWER was all that counted.

IN WHAT we call the "civilized" nations, courts have taken the place of the strong right arm. But in the world at large—that is to say, in the INTERNATIONAL community — the strong right arm still rules.

LET'S repeat that in proposing an international court system that will settle world arguments without recourse to brute force Mr. Brownell is right.

But he omits one essential step in the process.

Before there can be an effective international court system, there must be a INTERNATIONAL POLICE SYSTEM that will enforce the decisions of the courts.

Without police power to back it up, no court can be effective.

WHO will be the policeman? It SHOULD be United Nations.

The UN is not without power. It has demonstrated on several occasions that it can marshal the great power of international public opinion. United Nations is a weak reed to lean on, but I think most of us are convinced that it is better than no reed at all.

Still—

The hard, cold fact remains that until UN has back of it adequate police power to enforce its decisions it won't amount to much in the pinches.

Editorial Comment

CHANGE FOR JACKSON?

The Medford Mail Tribune notes that all is not exactly rosy with the administration of county government in Jackson County.

The paper says, "We would like to see a board of at least five commissioners, elected from definite districts of the county and serving without pay, becoming the governing body, with a paid employe serving as executive officer or manager."

It brings back vivid memories. Such a plan was proposed in Lane County on three occasions, was beaten at the polls twice and never got on the ballot the third time.

But, as the Mail Tribune points out, the recent Legislature recognized that county government in Oregon needs an overhaul and modernization. Oregon voters, as a result, will vote in the next general election on a proposal which would give greater home rule to counties.

The need for modernization and change to meet modern conditions is evidenced even by our own elected Lane County officials. They have established a new system in the road department with an administrator heading it. And they have hired an administrative assistant for the board of commissioners to help in the myriad of detail in operating the county government.

There has been less change in county government than in government at any other level. The Medford paper believes that a county manager plan, similiar to the one tried here, would be a good thing.

"It is our conviction that the division of authority, the inadequate representation, and the multiplicity of dutes represented in the present system no longer are conducive to good, efficient and responsive county government."

We'll be mighty interested in the response this receives in Jackson County.—Eugene Register-Guard.

POTLUCK

(By M-T Staff and Contribution)

Jimmy Dunlevy—rotund bon vivant, club manager, city councilman, emcee extraordinary, and sometime thespian and radio man—upon occasion rues the day he took over as maitre d'hotel at the Rogue Valley Country club.

Like the time recently when the Kiwanis club had a luncheon scheduled there, and Jimmy ordered all the extra food, got the tables all set up, had the extra waitresses necessary on hand, and the time came and no one showed up. Someone apparently had forgotten to tell him the Kiwanians were picnicking that day.

• • •

A former Navy man we know moved into a new apartment in town recently, and, true to his training, decided to buy an old-fashioned galvanized bucket to assist him in mopping (or swabbing) out his new domicile. He said he searched nearly every store in town before he found such a bucket, and by that time his feet were so tired and hot he bought a new pair of shoes, too.

• • •

Every newspaper makes mistakes—it's both human nature, and almost inevitable in the complicated nature of the production job. We sometimes think that it is the people putting out the paper who are most upset by the errors.

Anyway, being human, we're sort of sneakily glad when some other paper pulls a boner once in a while, just to prove we're not the only ones. A case in point last week was the Oregonian, which had a three-column head on Page 1 which said: "'By Woman Who Fig Confession Signed Police Say Burglaryured in Vice Probe."

It took us some little time to puzzle this out. What the headline intended to say was "Police Say Burglary Confession Signed By Woman Who Figured in Vice Probe."

• • •

Speaking of mistakes, Jess Vail points out that in last Sunday's paper we had a Page 1 story about one subject, and another related story on the inside pages. At the bottom of the Page 1 story there was a line saying "(Additional details on Page ??)." Jess says he never did find those additional details.

• • •

Every line of work has its occupational hazards, and not only newspaper work.

A Jackson county surveyor recently was doing some mapping in the hinterlands, during the course of which he had to start and stop his car frequently. This attracted the notice of a state policeman, who felt the irregular driving might indicate inebriation on the part of the driver.

When he was advised of the facts, the officer merely suggested the surveyor might carry a red flag on the rear of the car next time.

• • •

An observant member of our reportorial staff reported his findings on how at least one woman decides whether or not to order a chocolate sundae. She placed her hands firmly on her midriff and inhaled deeply. Finding the forward portion of that part of her anatomy fairly flat, she placed the order. Our reporter, however, suggests that this system is not guaranteed to keep the torso from becoming moreso.

• • •

Another young man on our staff gave us the following item with a straight face:

We were searching the shelves of a grocery store for a box of tea this morning when we heard a small voice say "Look out, woman driver." We turned around to find some large cardboard boxes on a cart bearing down on us.

We stepped aside, and when they passed, we caught the smile of the hidden driver, who was, by golly, a woman.

• • •

Gerard (Jerry) Clark of Medford has an identical twin brother named Gerald (Jerry) Clark, who lives in Bremerton. According to the Bremerton paper (a friend sent us a clipping from it) the Medford Jerry Clark caused considerable confusion in that Washington city when he visited the Bremerton Jerry Clark, a newspaper advertising executive, not long ago, and caused his brother's friends to do double-takes as he walked down the street.

• • •

Who but a man could be the source of this one?

He (again referring to one of our functionaries) watched as a woman prepared to attend a wedding recently, and was surprised to see her holding what appeared to be a large, deep-dish pie plate in her hand. What, he asked himself, would she want with a pie plate at a wedding? He found out when she put it on her head, and he discovered that it was a hat.

As we said, who but a man....?

Let's Try Optimism

To the Editor: Speaking of present economic conditions, isn't it time for the people of the valley, particularly Medford, to take stock of the part each individual is playing in pointing up what is to come?

To get a definite idea of just what is meant by the above, would refer to article in the Saturday Evening Post of July 27, entitled, "Can We Stay Rich?" Isn't it true that there is a great deal of wrong psychology abroad, breeding pessimism about business conditions? Say it could be true, even partially, is it not obvious that it would be better to keep still rather than to further any pessimism that is about? Mass prayer has proven effective, why not mass optimism in a psychological way?

Name on File,
Medford, Ore.