



MOST UNUSUAL — The most unusual product at the 39th National Housewares Exhibit in Chicago is a dust mop which has 28 accessories and is sold for the housewife who needs "everything." Here, Mrs. Hane O'Connor views odd gimmick which retails for \$149.95 and includes such items as steering wheel, horn, bell, siren, turn signals, mirror, radio, pencil sharpener, headlight, etc. It is one of 200,000 houseware items on display. — UPI Telephoto

Pony Express Spirit Remains Alive

NEW YORK (UPI)—The Pony Express is many years gone, but its spirit is still alive. Officials and Oklahoma, Kansas and Arkansas congressional delegations to attend the dedication of Oolagah Dam on July 20. A modern, mostly water-borne version of the Pony Express passed through here recently carrying letters from Catoosa, Okla., a small town northeast of Tulsa, to Washington, inviting President Kennedy, other administration of-

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Hearing Tests To Be Held

The Oregon State Board of Health will have representatives in Klamath Falls Thursday from 3 to 5 p.m. to give audiometer tests to pre-school children.

The tests will be given at the Klamath County Health Center, 1949 Main Street. Dr. Seth Kerron, county health officer, said 30 appointments have been made so far and he indicated there will be facilities for two or three times that many children to receive these important hearing tests.

Dr. Kerron urged all parents of pre-school children to call the health center to make appointments for their children Thursday.

The tests are given free by the state board and all parents are urged to take advantage of this opportunity while the state testers are in Klamath Falls.

Bobcat Now House Pet

BLY—Mr. and Mrs. Dwight Dillavou have an unusual house pet—a bobcat cub. Dillavou found the cub in a cabin near the Obenchain reservoir and since there was no sign of the mother, he took it home with him.

He and his wife, Lillian, fed the cat milk with a medicine dropper until it became accustomed to its new surroundings and could take care of itself. The bobcat now thrives on a diet of raw meat and fish.

Although the family kept the cat in a cage when they first got it, he now has the run of the house and plays with the two Dillavou children, Mark, 1½, and Violet, 3. He also enjoys playing with the dog, and the two animals romp together as if he were an ordinary house cat.

Girls have been cherishing dolls, and boys toy soldiers, since 3000 B.C.

DOWNTOWN OFFICE SPACE
Inquire At
GUN STORE
714 Main

Wednesday, July 17, 1963
HERALD AND NEWS, Klamath Falls, Oregon

PAGE 3-A

Conformers Have Trouble

Conformers are people who find it extremely difficult to give vent to their feelings of aggression or hostility—even in situations where such reactions might be socially acceptable, according to a University of Oregon psychologist.

Dr. Louis Breger, assistant professor of psychology, has reported on a portion of his work in the study of conformity in the June issue of the Journal of Personality.

The need to conform is so deep-seated in these people that most of them are not fully aware that they are being "too agreeable," and no simple, short-term, rational attempt to change them has proved successful, Dr. Breger reported.

Extreme conformers, in their efforts to be "cooperative," will agree to statements they know to be untrue and deny the evidence of their own senses, experiments by Dr. Breger and other researchers elsewhere have shown.

The conformity under study is not the normal acquiescence to law and social custom which makes civilization possible, Dr. Breger explained, but "the blind, irrational conformity for conformity's sake, the knuckling under to group pressure when the group is wrong, the changing of pre-

viously stated ideas and opinions in order to agree with the majority, the giving in to social pressure to be the same for no good reason."

Although much conforming behavior is harmless, in some cases it can have serious social consequences, the psychologist indicated.

The conformer looks upon opposition to group pressure as a form of aggressiveness or defiance, an emotion he finds difficult to express. This arouses anxiety which he resolves by following blindly. He then employs various rationalizations to justify his actions to himself, according to Dr. Breger's theory.

"In each case, yielding allows the individual to escape from the unacceptable, aggressive position of independence, while the ego-defenses allow him to retain his image of himself as a more-or-less rational and sensible person," Dr. Breger said.

Although the conformer cannot express aggressiveness openly, he does show hostility in various covert ways, he added.

In one series of experiments involving college students, the conformers were identified when they were asked to count the number

of metronome "clicks" played on a tape recorder. When others in the group, working in concert with the experimenter, gave the wrong answers, the conformers also gave the wrong answers, even when the clicks were slow enough to be easily counted.

Next, the subjects were given a psychological test in which they were able to make up stories or fantasies. The conformers' stories bristled with accounts of sicknesses, accidents, and violence, demonstrating their hidden hostility.

Then, they were asked to perform a simple manual task, during which they were purposely heckled and criticized by the experimenter. In a free period away from the experimenter, they were then encouraged to give vent to their anger, but instead the conformers changed the subject, blamed themselves, discussed the details of the experiment, and in other ways avoided showing what would have been natural hostility.

Recent experiments involving visual problems have yielded results similar to those recorded in the auditory tests.

Average annual rainfall on the Caribbean National Forest, in Puerto Rico, is 180 inches.



"When you say 'at slight additional cost,' General, can you be more specific? One billion... two billion dollars?"



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