

Greene Authors Insurance Text For Beginners

Eugene — Insurance performs its chief function during the period before any loss when it is viewed as a method of eliminating the uncertainty that exists for each individual as to whether or not the loss will happen to him.

This is one of the views expressed in "Risk and Insurance," a beginning insurance textbook written by Dr. Mark R. Greene, associate professor of insurance and head of the department of marketing and industrial management at the University of Oregon. It is being published by the South-Western Publishing Company, specialists in business and economic education.

Throughout the book, Dr. Greene emphasizes the future risk manager's viewpoint, the economic viewpoint of society as a whole and the individual consumer's viewpoint.

Regarding the latter's viewpoint, Dr. Greene wrote: Few thoughtful savers would invest in a business or in the stock of a corporation without a careful investigation beforehand. Yet, in buying life insurance, which for many constitutes their only major lifetime savings plan, it is doubtful if in the majority of cases any investigation or analysis takes place.

Stimulates Analysis

In his book, Dr. Greene endeavors to treat the basic ideas, problems and principles found in all types of modern-day insurance and in other methods of handling risk, to unify as many of the diverse elements of risk and insurance as possible, and to stimulate analysis of the problems of risk and insurance by means of thought-provoking questions at the end of each chapter.

In comparing his book with others in the field, Dr. Greene points out that the questions at chapter ends are "considerably more lengthy and of the discussion and thought variety," while questions in many other texts "are merely one sentence questions designed to review text material."

Many up-to-date statistical tables are used in order to show that a problem exists and the extent to which it exists. The material is given before a solution is posed, a basic learning device which is not found in all texts of this nature.

It is Dr. Greene's contention that a text should not be a source of material or contractual information but it should be explanatory in nature, "bringing a student's skill and knowledge up to a point where he can handle the subject from then on out."

Dr. Greene classroom tested the book for a considerable period of time before publication.

Late last year, a committee of which Dr. Greene was a member treated a new concept in the academic approach to instruction on risk in a booklet released by the American Risk and Insurance Association.

Receives Grant

In March, Dr. Greene received a \$3000 grant to conduct research this summer concerning attitudes toward risk. His study will test these attitudes and measure the degree of consistency between them and insurance buying behavior.

Co-Author of the textbook, "Mathematical Methods and Models in Marketing," Dr. Greene has contributed articles to such publications as Journal of Insurance and Oregon Business Review. He formerly served as administrative editor of the Journal of Insurance.

Dr. Greene received his AB and MBA degrees from Stanford University and his Ph.D. degree from Ohio State University. He has taught at Stanford and Ohio State and the University of Washington. From 1958-1960 he was executive secretary of the American Association of Colleges and Schools of Business.

Marion County Commis File Late Report

Salem-176—The Multnomah County Democratic Central Committee has filed a 1957 to 1960 campaign expense report. Although it was two years late, it was accepted by Secretary of State Howell Appling Jr.

The report was filed by Loyal C. Lang, Portland, treasurer of the central committee during the period covered in the report, Nov. 1, 1958 to June 30, 1960. The committee listed expenditures of \$14,972 during the period.

Appling, chief elections officer, noted that while the filing was late by two years, it has been filed now and the committee has complied with the law. He said the matter is closed.

FOLDING TRAVEL CLOCK

Accurate alarm—luminous hands and dial—attractive case.



Fully Guaranteed
\$5.95 Value
3.99

GYM SET

Heavy 2" frame—enamel finish—galvanized steel surface to resist rust—6 ft. slide—3 swings—gym wings.



45.00 Value
28.87

AUTO COOL CUSHIONS

For auto, boat or home use—helps prevent wrinkled clothes.



ASST. COLORS
1.95 Value
99¢

SOF-PLY FACIAL TISSUE



400 COUNT
REG. 29¢
17¢

KAISER ALUMINUM FOIL 25 FOOT ROLL



Reg. 33¢
27¢

CAN-WELL COLD PACK CANNERS



1.99

BOAT NECK SWEAT SHIRTS



2.45 Value
Now Just
1.97

70 Super BARGAINS

29.95 SABRE SAW	Electro 1/4 H.P.	14.88
19.95 HAIR DRYER	Full Year Guarantee	11.97
39¢ HAND LOTION	Bulphur	23¢
3.98 RECORD ALBUMS	Major Label	2.98
4.98 RECORD ALBUMS	Major Label	3.98
1.35 SEA & SKI	Bathin lotion	99¢
1.15 HARD FILLED CANDIES	In Metal Container	49¢
10.95 HAIR CUT SET	With Electric	5.99
20¢ ICE TEA TUMBLERS		2/29¢
2.98 SUGARYL SODIUM LIQUID	Fin	1.99
76¢ GRASS MATS		99¢
1.49 DRIP DRY ROD		99¢
1.19 WINDOW SCREEN	Adjustable	99¢

79¢ SPRAY STARCH	Easy On	49¢
69¢ GLADE MIST	Air Freshener	53¢
COTTON BALLS	1.20 Value	250 for 69¢
69¢ TOOTH BRUSH	Peppermint	49¢
1.00 TUSSY DEODORANT		50¢
98¢ GIANT SPONGES		2/1.00
1.00 WOODBURY SHAMPOO		69¢
KNITTING WORSTED	Maypole 4 oz.—4 Ply	69¢
98¢ DIAPER LINERS	Bonnie 12 Box	77¢
1.19 OFF INSECT REPELLENT	Scout Can	98¢
45¢ MODERN SANITARY NAPKINS		29¢
CHARCOAL LIGHTER	3.95 Value Electric	1.99
TV ANTENNA	Complete Outdoor Kit 12.95 Value	9.88

DURHAM ROCKETEER

* SAFETY BAR GRIPS, CANNOT TIP, * FIRM FOOT RESTS.



787 Value

POSTGRILL GRILL AND WAFFLE BAKER



29.99 Value
14.88

GENERAL ELECTRIC SPRAY, STEAM & DRY IRON

22.95 Value
14.87



MODEL F-71W

DOUGHBODY 6150 SPLASHER POOL



33.00 Value
19.87

Deluxe Rotary POWER-MOWER



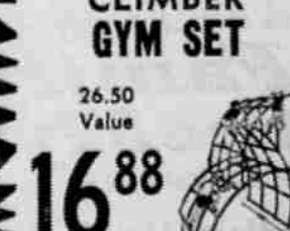
55.00 REG. 69.88

KING SIZE T.V. TRAYS



1.98 Value
88¢

CURVED CLIMBER GYM SET



26.50 Value
16.88

PAY LESS DRUG STORE

PRESCRIPTION DRUG STORES

PRICES GOOD JULY 5 THRU JULY 10 INCL. STORE CLOSED JULY 4

LADIES' BRAS Reg. 1.00 87¢	ALL METAL PATIO TABLE Round 18" Across 3.50 Value 2.49	MARINE X FIRE EXTINGUISHER 2 1/2 lb. with Gauge and Bracket 17.95 Value 9.88	DISH DRAINER RACK 1.49 Value 87¢	2-Player BADMINTON SET 2.00 Value 1.49	SWIM MASK 98¢ Value 76¢
6-FOOT LONG BEACH ROLL Or Chaise Pad 4.95 Value 2.97	Household Helper Envelopes Box of 100 REG. 39¢ 29¢	Colgate TOOTH PASTE Reg. 59¢ 83¢	BLACK FLAG INSECT BOMB For Flying Insects REG. 98¢ 77¢	ORTHO WEED-B-GON Full Pint 1.69	ROLLER SKATES Full Girder, Double Ball Bearing 8.00 3.97
SOF-PLY FACIAL TISSUE 400 COUNT REG. 29¢ 17¢	BAYER ASPIRIN 100 Tabs. REG. 73¢ 59¢	1.95 List 50-Foot TV Lead-In Wire 87¢	HARDWOOD CHARCOAL BRIQUETS 10 lb. Bag 69¢	Self Insulating Polystyrene Cooler 31 Qt. CAPACITY 3.95 Value 1.99	TURTLE WAX SPRAY Autowax With Hard Shell 2.50 Value 1.33
KAISER ALUMINUM FOIL 25 FOOT ROLL Reg. 33¢ 27¢	2.88 Toy Lawn Mower 1.77	INSULATED PICNIC JUG HALF GALLON New Only 99¢	32-PIECE OUTING UTENSIL SET Cups, Plates, Napkins, Spoons, Forks, Butter Knife, NOW JUST 87¢	AUTO WASH BRUSH Long Handle with Shot-Off 2.50 Value 1.98	VINYL PAIL 10-Qt. Size Reg. 1.50 69¢
				ALUMINUM LAWN EDGER Value 1.49	

SALE on OUTDOOR FURNITURE!

Save PAY LESS

LIFETIME ALUMINUM PATIO SET

ALL THESE TYPES OF SETS: 4-PIECE, 6-PIECE, 8-PIECE, 10-PIECE, 12-PIECE, 14-PIECE, 16-PIECE, 18-PIECE, 20-PIECE, 22-PIECE, 24-PIECE, 26-PIECE, 28-PIECE, 30-PIECE, 32-PIECE, 34-PIECE, 36-PIECE, 38-PIECE, 40-PIECE, 42-PIECE, 44-PIECE, 46-PIECE, 48-PIECE, 50-PIECE, 52-PIECE, 54-PIECE, 56-PIECE, 58-PIECE, 60-PIECE, 62-PIECE, 64-PIECE, 66-PIECE, 68-PIECE, 70-PIECE, 72-PIECE, 74-PIECE, 76-PIECE, 78-PIECE, 80-PIECE, 82-PIECE, 84-PIECE, 86-PIECE, 88-PIECE, 90-PIECE, 92-PIECE, 94-PIECE, 96-PIECE, 98-PIECE, 100-PIECE, 102-PIECE, 104-PIECE, 106-PIECE, 108-PIECE, 110-PIECE, 112-PIECE, 114-PIECE, 116-PIECE, 118-PIECE, 120-PIECE, 122-PIECE, 124-PIECE, 126-PIECE, 128-PIECE, 130-PIECE, 132-PIECE, 134-PIECE, 136-PIECE, 138-PIECE, 140-PIECE, 142-PIECE, 144-PIECE, 146-PIECE, 148-PIECE, 150-PIECE, 152-PIECE, 154-PIECE, 156-PIECE, 158-PIECE, 160-PIECE, 162-PIECE, 164-PIECE, 166-PIECE, 168-PIECE, 170-PIECE, 172-PIECE, 174-PIECE, 176-PIECE, 178-PIECE, 180-PIECE, 182-PIECE, 184-PIECE, 186-PIECE, 188-PIECE, 190-PIECE, 192-PIECE, 194-PIECE, 196-PIECE, 198-PIECE, 200-PIECE, 202-PIECE, 204-PIECE, 206-PIECE, 208-PIECE, 210-PIECE, 212-PIECE, 214-PIECE, 216-PIECE, 218-PIECE, 220-PIECE, 222-PIECE, 224-PIECE, 226-PIECE, 228-PIECE, 230-PIECE, 232-PIECE, 234-PIECE, 236-PIECE, 238-PIECE, 240-PIECE, 242-PIECE, 244-PIECE, 246-PIECE, 248-PIECE, 250-PIECE, 252-PIECE, 254-PIECE, 256-PIECE, 258-PIECE, 260-PIECE, 262-PIECE, 264-PIECE, 266-PIECE, 268-PIECE, 270-PIECE, 272-PIECE, 274-PIECE, 276-PIECE, 278-PIECE, 280-PIECE, 282-PIECE, 284-PIECE, 286-PIECE, 288-PIECE, 290-PIECE, 292-PIECE, 294-PIECE, 296-PIECE, 298-PIECE, 300-PIECE, 302-PIECE, 304-PIECE, 306-PIECE, 308-PIECE, 310-PIECE, 312-PIECE, 314-PIECE, 316-PIECE, 318-PIECE, 320-PIECE, 322-PIECE, 324-PIECE, 326-PIECE, 328-PIECE, 330-PIECE, 332-PIECE, 334-PIECE, 336-PIECE, 338-PIECE, 340-PIECE, 342-PIECE, 344-PIECE, 346-PIECE, 348-PIECE, 350-PIECE, 352-PIECE, 354-PIECE, 356-PIECE, 358-PIECE, 360-PIECE, 362-PIECE, 364-PIECE, 366-PIECE, 368-PIECE, 370-PIECE, 372-PIECE, 374-PIECE, 376-PIECE, 378-PIECE, 380-PIECE, 382-PIECE, 384-PIECE, 386-PIECE, 388-PIECE, 390-PIECE, 392-PIECE, 394-PIECE, 396-PIECE, 398-PIECE, 400-PIECE, 402-PIECE, 404-PIECE, 406-PIECE, 408-PIECE, 410-PIECE, 412-PIECE, 414-PIECE, 416-PIECE, 418-PIECE, 420-PIECE, 422-PIECE, 424-PIECE, 426-PIECE, 428-PIECE, 430-PIECE, 432-PIECE, 434-PIECE, 436-PIECE, 438-PIECE, 440-PIECE, 442-PIECE, 444-PIECE, 446-PIECE, 448-PIECE, 450-PIECE, 452-PIECE, 454-PIECE, 456-PIECE, 458-PIECE, 460-PIECE, 462-PIECE, 464-PIECE, 466-PIECE, 468-PIECE, 470-PIECE, 472-PIECE, 474-PIECE, 476-PIECE, 478-PIECE, 480-PIECE, 482-PIECE, 484-PIECE, 486-PIECE, 488-PIECE, 490-PIECE, 492-PIECE, 494-PIECE, 496-PIECE, 498-PIECE, 500-PIECE, 502-PIECE, 504-PIECE, 506-PIECE, 508-PIECE, 510-PIECE, 512-PIECE, 514-PIECE, 516-PIECE, 518-PIECE, 520-PIECE, 522-PIECE, 524-PIECE, 526-PIECE, 528-PIECE, 530-PIECE, 532-PIECE, 534-PIECE, 536-PIECE, 538-PIECE, 540-PIECE, 542-PIECE, 544-PIECE, 546-PIECE, 548-PIECE, 550-PIECE, 552-PIECE, 554-PIECE, 556-PIECE, 558-PIECE, 560-PIECE, 562-PIECE, 564-PIECE, 566-PIECE, 568-PIECE, 570-PIECE, 572-PIECE, 574-PIECE, 576-PIECE, 578-PIECE, 580-PIECE, 582-PIECE, 584-PIECE, 586-PIECE, 588-PIECE, 590-PIECE, 592-PIECE, 594-PIECE, 596-PIECE, 598-PIECE, 600-PIECE, 602-PIECE, 604-PIECE, 606-PIECE, 608-PIECE, 610-PIECE, 612-PIECE, 614-PIECE, 616-PIECE, 618-PIECE, 620-PIECE, 622-PIECE, 624-PIECE, 626-PIECE, 628-PIECE, 630-PIECE, 632-PIECE, 634-PIECE, 636-PIECE, 638-PIECE, 640-PIECE, 642-PIECE, 644-PIECE, 646-PIECE, 648-PIECE, 650-PIECE, 652-PIECE, 654-PIECE, 656-PIECE, 658-PIECE, 660-PIECE, 662-PIECE, 664-PIECE, 666-PIECE, 668-PIECE, 670-PIECE, 672-PIECE, 674-PIECE, 676-PIECE, 678-PIECE, 680-PIECE, 682-PIECE, 684-PIECE, 686-PIECE, 688-PIECE, 690-PIECE, 692-PIECE, 694-PIECE, 696-PIECE, 698-PIECE, 700-PIECE, 702-PIECE, 704-PIECE, 706-PIECE, 708-PIECE, 710-PIECE, 712-PIECE, 714-PIECE, 716-PIECE, 718-PIECE, 720-PIECE, 722-PIECE, 724-PIECE, 726-PIECE, 728-PIECE, 730-PIECE, 732-PIECE, 734-PIECE, 736-PIECE, 738-PIECE, 740-PIECE, 742-PIECE, 744-PIECE, 746-PIECE, 748-PIECE, 750-PIECE, 752-PIECE, 754-PIECE, 756-PIECE, 758-PIECE, 760-PIECE, 762-PIECE, 764-PIECE, 766-PIECE, 768-PIECE, 770-PIECE, 772-PIECE, 774-PIECE, 776-PIECE, 778-PIECE, 780-PIECE, 782-PIECE, 784-PIECE, 786-PIECE, 788-PIECE, 790-PIECE, 792-PIECE, 794-PIECE, 796-PIECE, 798-PIECE, 800-PIECE, 802-PIECE, 804-PIECE, 806-PIECE, 808-PIECE, 810-PIECE, 812-PIECE, 814-PIECE, 816-PIECE, 818-PIECE, 820-PIECE, 822-PIECE, 824-PIECE, 826-PIECE, 828-PIECE, 830-PIECE, 832-PIECE, 834-PIECE, 836-PIECE, 838-PIECE, 840-PIECE, 842-PIECE, 844-PIECE, 846-PIECE, 848-PIECE, 850-PIECE, 852-PIECE, 854-PIECE, 856-PIECE, 858-PIECE, 860-PIECE, 862-PIECE, 864-PIECE, 866-PIECE, 868-PIECE, 870-PIECE, 872-PIECE, 874-PIECE, 876-PIECE, 878-PIECE, 880-PIECE, 882-PIECE, 884-PIECE, 886-PIECE, 888-PIECE, 890-PIECE, 892-PIECE, 894-PIECE, 896-PIECE, 898-PIECE, 900-PIECE, 902-PIECE, 904-PIECE, 906-PIECE, 908-PIECE, 910-PIECE, 912-PIECE, 914-PIECE, 916-PIECE, 918-PIECE, 920-PIECE, 922-PIECE, 924-PIECE, 926-PIECE, 928-PIECE, 930-PIECE, 932-PIECE, 934-PIECE, 936-PIECE, 938-PIECE, 940-PIECE, 942-PIECE, 944-PIECE, 946-PIECE, 948-PIECE, 950-PIECE, 952-PIECE, 954-PIECE, 956-PIECE, 958-PIECE, 960-PIECE, 962-PIECE, 964-PIECE, 966-PIECE, 968-PIECE, 970-PIECE, 972-PIECE, 974-PIECE, 976-PIECE, 978-PIECE, 980-PIECE, 982-PIECE, 984-PIECE, 986-PIECE, 988-PIECE, 990-PIECE, 992-PIECE, 994-PIECE, 996-PIECE, 998-PIECE, 1000-PIECE, 1002-PIECE, 1004-PIECE, 1006-PIECE, 1008-PIECE, 1010-PIECE, 1012-PIECE, 1014-PIECE, 1016-PIECE, 1018-PIECE, 1020-PIECE, 1022-PIECE, 1024-PIECE, 1026-PIECE, 1028-PIECE, 1030-PIECE, 1032-PIECE, 1034-PIECE, 1036-PIECE, 1038-PIECE, 1040-PIECE, 1042-PIECE, 1044-PIECE, 1046-PIECE, 1048-PIECE, 1050-PIECE, 1052-PIECE, 1054-PIECE, 1056-PIECE, 1058-PIECE, 1060-PIECE, 1062-PIECE, 1064-PIECE, 1066-PIECE, 1068-PIECE, 1070-PIECE, 1072-PIECE, 1074-PIECE, 1076-PIECE, 1078-PIECE, 1080-PIECE, 1082-PIECE, 1084-PIECE, 1086-PIECE, 1088-PIECE, 1090-PIECE, 1092-PIECE, 1094-PIECE, 1096-PIECE, 1098-PIECE, 1100-PIECE, 1102-PIECE, 1104-PIECE, 1106-PIECE, 1108-PIECE, 1110-PIECE, 1112-PIECE, 1114-PIECE, 1116-PIECE, 1118-PIECE, 1120-PIECE, 1122-PIECE, 1124-PIECE, 1126-PIECE, 1128-PIECE, 1130-PIECE, 1132-PIECE, 1134-PIECE, 1136-PIECE, 1138-PIECE, 1140-PIECE, 1142-PIECE, 1144-PIECE, 1146-PIECE, 1148-PIECE, 1150-PIECE, 1152-PIECE, 1154-PIECE, 1156-PIECE, 1158-PIECE, 1160-PIECE, 1162-PIECE, 1164-PIECE, 1166-PIECE, 1168-PIECE, 1170-PIECE, 1172-PIECE, 1174-PIECE, 1176-PIECE, 1178-PIECE, 1180-PIECE, 1182-PIECE, 1184-PIECE, 1186-PIECE, 1188-PIECE, 1190-PIECE, 1192-PIECE, 1194-PIECE, 1196-PIECE, 1198-PIECE, 1200-PIECE, 1202-PIECE, 1204-PIECE, 1206-PIECE, 1208-PIECE, 1210-PIECE, 1212-PIECE, 1214-PIECE, 1216-PIECE, 1218-PIECE, 1220-PIECE, 1222-PIECE, 1224-PIECE, 1226-PIECE, 1228-PIECE, 1230-PIECE, 1232-PIECE, 1234-PIECE, 1236-PIECE, 1238-PIECE, 1240-PIECE, 1242-PIECE, 1244-PIECE, 1246-PIECE, 1248-PIECE, 1250-PIECE, 1252-PIECE, 1254-PIECE, 1256-PIECE, 1258-PIECE, 1260-PIECE, 1262-PIECE, 1264-PIECE, 1266-PIECE, 1268-PIECE, 1270-PIECE, 1272-PIECE, 1274-PIECE, 1276-PIECE, 1278-PIECE, 1280-PIECE, 1282-PIECE, 1284-PIECE, 1286-PIECE, 1288-PIECE, 1290-PIECE, 1292-PIECE, 1294-PIECE, 1296-PIECE, 1298-PIECE, 1300-PIECE, 1302-PIECE, 1304-PIECE, 1306-PIECE, 1308-PIECE, 1310-PIECE, 1312-PIECE, 1314-PIECE, 1316-PIECE, 1318-PIECE, 1320-PIECE, 1322-PIECE, 1324-PIECE, 1326-PIECE, 1328-PIECE, 1330-PIECE, 1332-PIECE, 1334-PIECE, 1336-PIECE, 1338-PIECE, 1340-PIECE, 1342-PIECE, 1344-PIECE, 1346-PIECE, 1348-PIECE, 1350-PIECE, 1352-PIECE, 1354-PIECE, 1356-PIECE, 1358-PIECE, 1360-PIECE, 1362-PIECE, 1364-PIECE, 1366-PIECE, 1368-PIECE, 1370-PIECE, 1372-PIECE, 1374-PIECE, 1376-PIECE, 1378-PIECE, 1380-PIECE, 1382-PIECE, 1384-PIECE, 1386-PIECE, 1388-PIECE, 1390-PIECE, 1392-PIECE, 1394-PIECE, 1396-PIECE, 1398-PIECE, 1400-PIECE, 1402-PIECE, 1404-PIECE, 1406-PIECE, 1408-PIECE, 1410-PIECE, 1412-PIECE, 1414-PIECE, 1416-PIECE, 1418-PIECE, 1420-PIECE, 1422-PIECE, 1424-PIECE, 1426-PIECE, 1428-PIECE, 1430-PIECE, 1432-PIECE, 1434-PIECE, 1436-PIECE, 1438-PIECE, 1440-PIECE, 1442-PIECE, 1444-PIECE, 1446-PIECE, 1448-PIECE, 1450-PIECE, 1452-PIECE, 1454-PIECE, 1456-PIECE, 1458-PIECE, 1460-PIECE, 1462-PIECE, 1464-PIECE, 1466-PIECE, 1468-PIECE, 1470-PIECE, 1472-PIECE, 1474-PIECE, 1476-PIECE, 1478-PIECE, 1480-PIECE, 1482-PIECE, 1484-PIECE, 1486-PIECE, 1488-PIECE, 1490