Civic Forum Plan Revived

Jewish Community Center Sponsor

Plan to revive the Jewish Community Center of Portland is being made by local prominent business men, who are retiring. The center, located in the downtown area, was established in the early 1930s and operated as a community center for Jewish residents. It was closed in the late 1940s due to financial difficulties and a decrease in membership.

Insurance Sales Decline in May

Life insurance purchases in the United States in May showed a decrease of 7 per cent from April. The decline was unexpected, given the overall economic conditions at the time. The reason for the decline is not clear, but it may be attributed to a variety of factors, including consumer confidence and the availability of mortgage credit.

Tract Avowed On Sales Tax

The Oregon Sales Tax is one of the most controversial issues in the state. Despite the fact that it is currently one of the state's largest sources of revenue, there are many who oppose it. The tax is opposed by business groups, who argue that it puts them at a disadvantage compared to states without such taxes.

How to Advertise

Here’s a formula for effective advertising:

- Identify your target audience
- Set clear goals for your ad campaign
- Choose the right message
- Select the right medium
- Test your ad and adjust accordingly

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