

### RETAIL STORES ARE PROGRESSIVE

#### Normal Students Will Find Business Section Good Shopping Center

When the summer and fall sessions of the Eastern Oregon Normal school open in La Grande on June 17 or September 23, bringing to this city scores of students, later to grow to hundreds, the influx of young people will find retail stores here that will compare favorably with many of the metropolitan centers.

Supplying as it does, a large territory that stretches into Wallowa county and mid-way between Baker and Pendleton, it is necessary that the business firms of La Grande keep abreast of the times and with this in mind, many of the leading stores, particularly the clothing stores, do their buying from New York, Chicago, San Francisco, Portland and Seattle. This enables them to present merchandise that is on par with practically all of the offerings in the larger cities.

During the last several years a marked change, leading toward this metropolitan angle, has taken place in local stores and they at present rank equal if not surpass any other merchandising establishments in this half of the state. This applies not only to quantity and quality of goods but to the prices and values offered as well.

La Grande has five institutions in the department store class all of them well stocked and doing a large volume of business and the business district is crowded with attractive specialty stores of every kind. Visitors in the city remark especially at the large majority of new fronts, and modern store equipment, characteristic of retail business firms here. The business district is known as one of the most attractive in the cities of the state outside of Portland and does a large volume of business that makes it especially popular as a shopping center.

With firms engaged in every line of business, the present business houses are more than adequate to take care of the needs that will arrive from the new normal school.

#### LEAGUE STUDIES WAY TO REDUCE TARIFFS

GENEVA (AP)—The possibility of bringing about a reduction of customs tariffs by joint and collective action is being exhaustively studied by the League of Nations. The particular commodities affected are leather and leather wares, including shoes and gloves; also iron, steel, wood, fresh fruit and vegetables.

Various members of the economic committee will consult competent authorities in their home countries and subsequently submit reports to the league.

Nebraska produced milk last year valued at \$59,660,000.

### A VIEW OF LA GRANDE'S MAIN BUSINESS SECTION



The above picture shows the main business section of La Grande, along Adams avenue from Fir to Fourth streets. The photographer focused his camera from the top of the seven-story Sackajawa Inn. The building at the other end of the street is the La Grande hotel, ornamental street lighting system and the busy appearance of the street. In the background is the mouth of the Grande River canyon and to the left is part of Rooster peak.

### HEALTH

#### EARLY PRECAUTIONS ADVISED FOR SAFEGUARDING BLOOD PRESSURE

By Joseph P. Kane, M. D., Washington, D. C.

What are the conditions that will increase or decrease blood pressure from what it should be?

First there may be something wrong with the heart; it may be weak, and not exert force enough to carry on a competent circulation of blood. Or, the capillaries may have increased tension in their walls so that it takes very vigorous heart beats to force the blood through them. In that case we have high blood pressure. Or, the blood vessels themselves may not be of the best material; they may not have much life or resiliency in them, and this may be interfering with the pressure. The blood flowing through them may be contaminated with poisonous matter, as from abscessed teeth or some other reservoir or foul material in the body, and the walls of the blood vessels may therefore have become thickened or worn out. Some of the very important organs of the body such as the kidneys, if diseased, may prove to be obstructions to the natural eb and flow of the blood. And there are many other things, such as the abuse of tobacco and alcohol, or over-eating, lack of exercise, and over-weight, that may produce unnatural

blood pressure.

So far, most of the reasons for, or guesses at, the cause of abnormal pressure are based on what we would expect for the laws of physics applied to a large rubber tube with a pump applied to one end and several thousand little tubes branching out from the other. But in studying the human body under the conditions either of health or disease we come always to the place where our knowledge fades out like the end of a road. At this point a bewildering array of little understood or wholly unknown and often very mysterious influences affect the circulation from possibly hundreds of approaches, and as yet we are ignorant as to how they act.

We know that heredity has something to do with it. Physically all are not born equal. A certain number are given hearts and blood vessels that will stand wear, tear and abuse for a hundred years. Others

early so guarantee they are "second" or worse. Through the conditions of life, poverty, ignorance, worry and anxiety, fear, discontentment, anger, home-sickness, unhappiness in domestic or business life—all of these with their effect on the emotions and the nervous system have a deadly effect on the normal functions of the body, possibly greater than anything we know of. The nervous system, enormously intricate and complicated, controls all the glands of the body. A fit of anger may pour as much poison into the blood stream as eating a pound of rotten meat. A spell of the blues may affect our health as much as a siege of typhoid fever.

Now realizing the many things that can throw the blood pressure off the straight and narrow path of health, isn't it best to find out early in life how it is going, and take every precaution to keep it

normal? As an eminent authority, Dr. Normal B. Cole, says, "The way you live and think now is going to have far more to do with your blood pressure fifty years from now than any amount of medicine you can take then. If your blood pressure is just beginning to go above normal, don't be afraid, but adopt earnestly the hygienic measures your doctor advises, looking toward prevention of a further rise. And if you are older and already possesses a bothersomely high pressure, remember that a quiet life and a contented mind will do more to drop your pressure to lower levels than all the medicine in the world."

Newspaper dispatches say the Tacna-Arica dispute has been settled, but didn't say who was objecting to taking it, or whether or not they preferred sulphur and molasses.

### THE GARDEN

#### GALLIARDIAS, ANNUAL AND PERENNIAL

Galliardias are one of the mainstays for cutting in the garden as well as beautiful plants for patches of brilliant color. The annual galliardia is not as much grown as its ease of growth, freedom of bloom, and fine coloring deserve. It has been outshone by its more robust and gorgeous perennial relative. The annual galliardias may well be grown for this summer's display while a stock of perennials is being raised from seed.

The annual galliardia is known as *G. plectrorhiza*. The perennial is *G. grandiflora*. The perennial galliardia, originally a native of the Texas plains discovered more than a century ago by a French botanical explorer and taken to Europe only to come back to us in glorified form, is one of the sure-fire all-summer bloomers, flourishing in hot, dry spots when other perennials and annuals are prone to curl up under the heat unless given careful attention with the hose.

The perennials have been developed into four-foot upright bushes with dabling bloom in red and yellow four inches or more across. One of the most striking is Dazzler, a huge and beautiful flower with a long stem. An American strain with rounded petals of unusual beauty is the Portland. The Dazzler is an English variety. English gardeners and hybridists having developed the galliardia into a great variety of forms with many named varieties.

A pure golden yellow without the usual dark center, known as Lady Holston, is of an unusually soft and beautiful tone of yellow and comes fairly true from seed.

Perennial galliardias are very easily raised, if one precaution is observed. They must be transplanted to their permanent quarters in plenty of time to permit them to become well established before winter. Fall transplanted plants do not survive the winter well and a large percentage of them will be lost. Particularly fine types of seedlings may be easily propagated from root cutting. If a galliardia does not make its appearance promptly in the spring, don't give up hope. Usually a number of small plants will appear from roots that have survived and in course of time the plant will reestablish itself.

### MOTOR CAR PRODUCTION APPROACHES NEW PEAK

WASHINGTON (AP)—Department of commerce records covering 121 motor vehicle makers in the United States show that 570,036 more passenger automobiles were produced during the first four

months this year than last.

If the same rate of increase is maintained the total production of this type of car in 1929 will be approximately 5,500,000 compared with 5,327,849 in 1928. There is a corresponding increase in the current production of motor trucks.

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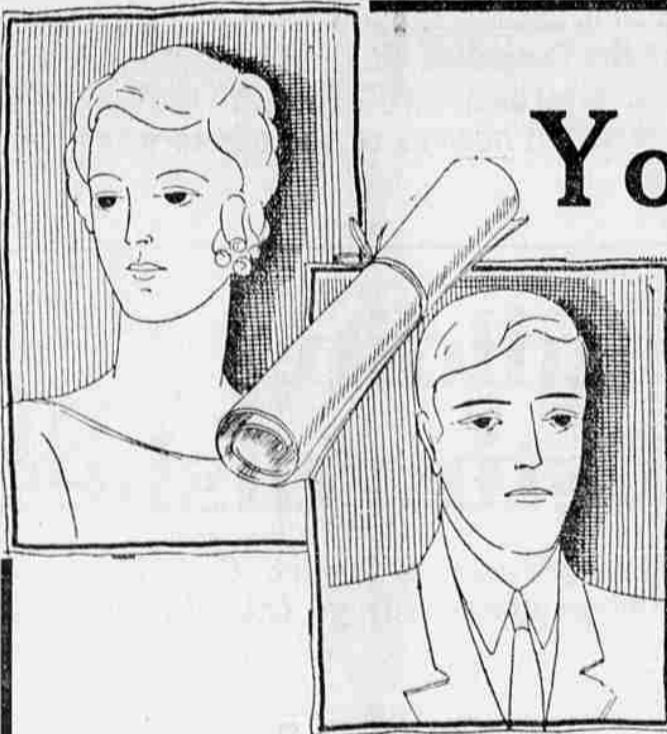
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The Orthophonic Victrola in the music department of the Eastern Oregon Normal from Adler.

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Education is getting the knowledge and the mental training necessary to do a chosen job well. The better training given one's mind and the more knowledge acquired, the better and quicker can one's job be done.

Education is the best investment young people can make. Like all good investments, it is one that can be dissipated, but it is also one that can be improved, made more valuable, more profitable. Knowledge combined with thrift provide the only sound basis for success.

Education in a broader, more practical sense is brought closer to the people of Eastern Oregon with the completion and opening of the new Normal School. A school of higher education is a community's most valued asset because it makes the investment in education less difficult. We are confident that Eastern Oregon will make the most of it, that all of Oregon will benefit by the school's establishment.

## LA GRANDE NATIONAL BANK

"Forty-second Year of Friendly Service"