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MODEL INDIAN VILLAGE AT CAPILANO

Chief Matthias of the Capilano Indians, came before the council on Monday evening asking for their moral support of his project to establish a model Indian village south of Marine Drive at Capilano. He has already taken up the matter with the federal authorities in Ottawa and with the Indian Agent. The council expressed their hearty approval of the plan provided it met with the approval also of the Indian Agent and the work itself was done to the satisfaction of the municipal engineer.

It is our sincere wish that Chief Matthias will be successful in accomplishing the task he has set out to do. For him it will be a labor of love, because the village will show the life of his people as it was lived before the white man came, and will be in addition a museum of Indian implements and weapons with which his race maintained their existence in the old days when they were the only inhabitants of this Pacific coast.

The vanishing Indian! What a wealth of romance and sadness is contained in those three words. For there was a romance in the life of the Indian to which our present machine-made existence is a stranger, and there is always sadness in the thought of a race which is passing away.

If there was at times war between the Indian tribes, it was at least conflict clean of the vile gases and mechanical contrivances which made the Great War a disgraceful and a horrible thing. For the rest life was one long picnic. Fish and game were plentiful, and, although the Indian knew little of comfort as we understand the term, he was inured to hardship and thought nothing of it.

No one can listen to an Indian orator speaking of the world of nature as he conceives it or read the poems of Pauline Johnson without feeling that much of the beauty and the romance of life on this continent passed with the advent and dominance of the white man. The Indian, indeed, lived with a full appreciation of the world of nature and its beauties. The white man lives only for what nature can give him in the way of gold and the luxuries gold can purchase.

And so we again wish Chief Matthias the very best of success in the very worthy project he has undertaken. Not only will a model Indian village be of much value from an educational standpoint, but it will be a great attraction to the many summer tourists who will pass along Marine Drive on their way to Garibaldi Park.

ADVERTISING

Modern advertising is the result of modern competition in business. Two hundred years ago there was no such thing as advertising in the present sense of the word, for our western civilization was then one of small businesses, and there was little competition. A family conducted one kind of business in one particular town for generation after generation, and the family's name and their business were synonymous terms in that district.

In the bazaars of the east today the owners sit and wait for the customers to come to them. They don't believe in going out after business because the weather is very frequently very hot, and God is good, moreover who can escape fate? Thus the Oriental, who, however, doesn't allow fate to take any hand when it comes to a prospective sale.

Our forefathers were great advertisers, too, in their own way, but they paid for it in lives and arrested motion instead of money. Think of those old business men who for generation after generation stayed in the same town, worked all their lives in the same shop, until, as we stated above, a family's name and business became synonymous terms. They advertised and paid for it heavily.

Modern competition has done away with all that, and in so doing made it more necessary to advertise than ever. Life is one grand rush, and people have only time to glance at what is placed before them. A firm can even have been in the same line for hundreds of years, but their name will be quickly forgotten unless they keep their name before the public by systematic advertising in that admittedly best medium, the newspaper.

Advertising is a matter of psychology, and therefore its results cannot be exactly traced out and measured over a certain period or district, as some seem to expect. For instance there are many who come into a store by reason of its advertisements, but omit to say so. At the same time, in the long run it pays to advertise. There is a road, a very short road, and it is the shortest cut to the bankruptcy court. The public do not use it, because they do not know of its existence, for it is lined with firms who do not advertise.

This newspaper has been issued every week for a number of years. We believe it has fulfilled and is fulfilling a real need in the community, and in any case it is generally acknowledged in business today that a local newspaper is worth a considerable sum per year to the district it serves.

The West Van News, like every other newspaper is maintained by its advertisers. Without advertising there can be no paper. Therefore, if you like to read it and the local news it contains, please don't forget that you are doing so by favor of those firms who advertise in its columns, and so render its publication possible. They stand behind their goods, and are deserving of your support. We ask you to consider them first when you are making your purchases.

"THIRTEENTH CHAIR" MOST SUCCESSFUL

The West Vancouver Community Players are to be sincerely congratulated on their presentation of "The Thirteenth Chair."

Hollyburn Theatre was crowded for both nights of the show, and the interest of the audience was held from the beginning to the end of the performance. Miss Joan Durbin as Rosalie La Grange was the temperamental medium and fortune teller, and Miss Sybil Chapman as Helen O'Neill acted to perfection the part of a girl unspoiled by an education above her birth and face to face with a difficult situation. Mrs. A. G. Eastman was quite natural as a lady of wealth and station. Guy Desmond was perfect as the detective determined at all costs to make the murderer confess, and his brother, Sidney, as the culprit, was equally good. James Holt's interpretation of a man bent on bringing to justice the murderer of his friend was done very well indeed, and P. C. Chapman gave a faithful reproduction of the wealthy Englishman at grips with an inexplicable murder committed in his home, as also did Murray Watson as a young man taken off his feet at finding his fiancée accused of murder. The part of a detective sergeant very acceptably, as did Mrs. Gordon Gray as Mary Eastwood. The remainder of the cast gave excellent support throughout and supplied the necessary atmosphere.

The difficult lighting effects were well taken care of by the West Vancouver Electric Co. and the City Electric Co., while the dresses supplied by the Margaret T. Dresses Co. and the coiffures by the Gwendolyn Beauty Shoppe materially assisted in the success of the performance. It is understood that the proceeds, which go to the Duncan Lawson Chapter, I.O.D.E., for welfare work in West Vancouver, will be materially in excess of the amount realized last year from "Tilly of Bloomsbury."

I. O. D. E. DANCE

Annually the Duncan Lawson Chapter entertains at a fall dance, usually around Halloween, when weird costumes, witches, cats and pumpkins make for a gay evening. But this year, fearing less repetition, the Chapter has decided to defy the fates, and hold their dance on Friday, November 13th.

Tradition has it that the 13th is a very unlucky date, but the committee in charge of arrangements for this dance, have determined to prove that this 13th will be very, very lucky, particularly to those who attend the I.O.D.E. dance. So, wear your cheeriest smile and your gayest frock, and help us chase away the gloom, and turn Hard Luck to Good Luck. The High School auditorium has been reserved and the famous "Arcadians" will provide the music. Friday, November 13th.

LEGION W. A.

The regular monthly meeting of the W. A. to the Canadian Legion will be held in the Legion Memorial Hall on Monday, Oct. 26th. Every member is requested to make an effort to attend.

I. O. D. E.

The members of the Duncan Lawson Chapter, I. O. D. E., are invited to an inspection tea at the Vancouver Preventorium, on Thursday, October 29th. For further particulars phone Mrs. Hayes, West 3181.

SECOND NARROWS BRIDGE REGULATIONS

Acknowledging a letter from the North Vancouver City Council with reference to shipping regulations at Second Narrows bridge, Hon. H. H. Stevens informed the North Vancouver council Monday night that he had referred the matter to the department of marine.

Deputy Minister of Marine A. Johnston enquired into the question and a copy of his reply to Mr. Stevens was received by the City Council.

"I have looked up the matter of regulations governing navigation through Second Narrows bridge," said Mr. Johnston. "Regulations have been in existence governing the movement of vessels through the bridge, but whether these have been proper regulations is a matter about which there will always be some doubt."

Mr. Johnston referred to a statement in the City Council's report directing attention to a set of regulations approved by the Vancouver Harbor Commission and sent to Ottawa about a year ago.

"The regulations as forwarded by the commissioners received the attention of the technical officers of the department and a memorandum was drawn up suggesting some slight modification of these," said the deputy minister.

Mr. Johnston then explained that the memorandum was forwarded to the Harbor Commission on November 3 last and the commissioners replied they had discussed the matter with the minister while on his visit to Vancouver and that it would be further considered by the minister upon his return to Ottawa.

Shortly after this a commission was appointed, under the chairmanship of the chief engineer of the department of marine, to enquire into the whole question of the Second Narrows bridge. The question of shipping regulations was referred to it, but Mr. Johnston said: "It does not appear that any action was taken or was recommended to be taken by the commission. We are asking the Harbor Commissioners again to forward their comment upon the memorandum submitted to them in November last with reference to the regulations," concluded Mr. Johnston.

Senator A. D. McRae acknowledged receipt of a copy of the resolution passed at the recent mass-meeting here to discuss Second Narrows bridge problems.

LEGION W. A. TO GIVE BANQUET

The Woman's Auxiliary to the Canadian Legion is giving a Remembrance Day banquet and reunion on November 11th in the Legion Memorial Hall to all Legion members and their wives, also to the widows of fallen comrades. Will the latter kindly phone West 15Y, when invitations will be mailed.

WEST VANCOUVER MUSICIANS' CLUB

The West Vancouver Musicians' Club has secured for their second recital on November 6th Mr. Burton Kurth's Madrigal Singers. West Vancouver music lovers can look forward to a great treat, as this group are all singers of proven worth.

There is one number of particular interest, in that it is an unusual one (Brahm's Songs of Love Waltzes)—for a quartette with a two piano accompaniment, also a group of Elizabethan madrigals, and the last scene from Euripides "Trojan Woman" (Gustave Holst) for contralto solo and chorus. The soloist will be Mrs. Burton Kurth, who will be remembered from last season and welcomed, Mrs. Patricia Coltart Doughty, Mr. Bert Till, Mr. Frank Hardwick and Mr. Gordon Keatley, the last named the gold medalist in the baritone class at the 1931 B. C. Festival. Miss Edna Rogers, Mr. Wallace Gillman, and Mr. Burton L. Kurth will be the accompanists.

Remember the date, Friday, November 6th, in the Legion Memorial Hall.

WORK ON GARIBALDI HIGHWAY PROCEEDING

There is considerable activity in connection with the building of the Garibaldi Highway from Horseshoe Bay to Squamish. Between 40 and 45 men are engaged in survey work under the direction of Mr. Underhill. They are located in three camps, the first five miles south of Britannia, the second at Brunswick Beach, and the third at Horseshoe Bay.

Construction work is proceeding between Squamish and Britannia, Camp 1 being located three miles south of Squamish, and camp 2 in the neighborhood of that place.

The whole project from Horseshoe Bay to Squamish is in charge of Engineer Milne, who, it will be remembered, supervised the construction of the new Capilano bridge and of the new driveway on Marine Drive.

SCOTTISH SOCIETY TO GIVE PROGRESSIVE WHIST

The West Vancouver Scottish Society is giving a progressive whist drive and dance tomorrow (Saturday) at 8 p.m. in the Clachan hotel. There will be good prizes, also refreshments, and an enjoyable evening of cards and dancing is assured to all who attend. Admission 35 cents.

J. W. KELLY PIANO CO. OPENS WEST VAN. BRANCH

The J. W. Kelly Piano Co. announce that for the convenience of their West Vancouver customers they are opening a West Vancouver branch at the corner of 14th and Marine Drive with George Gemmill of the West Vancouver Pharmacy as agent. A number of the latest 1932 radios will be on display and can be purchased on easy terms. "Acrometer" tested tubes may also be obtained by customers at no extra cost.

A. Brundrett, well known West Vancouver resident, will be in charge of sales. Being also an expert technician, he will gladly give all the advice possible to West Vancouver radio owners.