

in good health



Inside...

Understanding
eye health..... **B2**

Weighing in
with TOPS..... **B5**

Pitching in for
breast cancer..... **B8**

Gyms offer more than
just fitness..... **B10**

WATCH OUR
BIG REVEAL
BEFORE
YOUR EYES

Come experience reality:

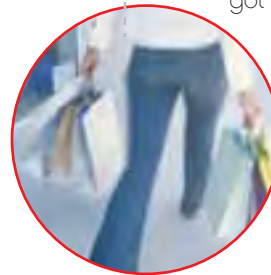


Dining...

Chinese, Japanese, Western, Take-out & more – at your whim.

Shopping

Clothes, jewellery, groceries, pet needs & errands just got easier.



Health & Beauty

Remake yourself inside & out at our convenient merchants & services.



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CENTRE

yes we're **open**
during construction
OFFERING UNINTERRUPTED SERVICE FOR YOUR CONVENIENCE.

extreme mall makeover.

open.

See what we
have in store.

Over 47 shops, services & restaurants fitting your lifestyle.

FOOD

- Amran's Gourmet Meats
- Cob's Bread
- Kin's Farm Market
- Super Seafoods

HEALTH & BEAUTY

- Body Glow Tan
- Famous Nails Spa
- Persona Skin Care
- Q2 Barber
- Shoppers Drug Mart
- Silk Cuts Hair Design

DINING

- Bamboo Express Takeout
- Flying Wedge Pizza
- LA Grill & Bistro
- McDonald's
- Osaka Today Japanese Restaurant
- Subway
- Sushi Han Restaurant
- Thai Kitchen

FASHION

- Bellissima
- Foot Solutions

SPECIALTY

- Blundell Blossoms Florist
- Chocolaterie Bernard Callebaut
- Ed's Linens
- Expert Hearing Solutions
- Eye Station Optical
- Loonie Town Store
- Seafair Jewellers
- Starbucks
- Star Pets Only

SERVICE

- Bank of Montreal (ATM only)
- Ben Jones Insurance
- Blundell Medical Centre
- Bottle Return It Depot
- Dear Animal Hospital
- Dental Clinic
- Easy Care Cleaners
- First Choice Vacuums
- Liquor Store
- TD Canada Trust
- UPS Store

Blundell &
No. 2 Rd.
LOCAL. CONVENIENT.



Blundell
CENTRE

Centre Stage

SPECIAL ADVERTISING FEATURE

RENEE FLEMING
WITH THE VSO,
MARCH 21 AT THE
ORPHEUM THEATRE



THE NATIONAL TOURING CAST OF CATS. PHOTO: BROADWAY.COM

2012 arts preview

THE FIREHALL ART CENTRE'S 30TH
ANNIVERSARY CREATES A SPARK



CAROUSEL THEATRE, A YEAR
WITH FROG AND TOAD (REBECCA
TALBOT, TODD TALBOT).
PHOTO BY TIM MATHESON



That's entertainment, all right

Wikipedia says "entertainment is an action, event or activity that aims to entertain, amuse and interest a public." Guess what, that's you!

An audience can have a passive role, as in the case of attending a play, a show or a film. Or it can be genuinely interactive. Entertainment's role is to attract an audience and influence their actions and thoughts, and Vancouver's arts offerings sure do deliver the goods...

kids Design an Ad SHOWCASE

FRESH IDEAS
INSIDE....
FROM THE
CREATIVE YOUNG
MINDS OF
YOUR LANGLEY
STUDENTS



LangleyAdvance
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ARTS



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PROGRAMS AND SERVICES IN
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A GROWING STUDENT
POPULATION.

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Packages

AGE

- and textured carpet
- strong laminate vinyl flooring
- laundry & ensuite
- amic tile in entry and main bath
- Kitchen backplash with insets
- Main bath tile with insets (8" x 8")
- Ensuite wall tile (8" x 10")
- Appliances: General Electric refrigerator (LXW1), dishwasher (VRD2204), in
- stove (GRS7201), garbage disposal
- Interline Colonial-style
- 5 phone and 5 cable jacks
- 40 US Gal. water heater

If you would like to upgrade from the standard package, various finishing packages are available to enhance your home.

WINE PACKAGE

- Upgrade price \$1,200 (plus GST)
- Glass in the entry area
- Ceramic floor tiles in the kitchen (8" x 8")
- Ceramic floor tiles in the entrance (12" x 12")

SILVER PACKAGE

- Upgrade price \$1,500 (plus GST)
- Ceramic floor tiles in the kitchen (8" x 8")
- Ceramic floor tiles in the entrance (12" x 12")
- Ceramic floor tiles in the living room

GOLD PACKAGE

- Upgrade price \$1,800 (plus GST)
- Ceramic floor tiles in the kitchen (8" x 8")
- Ceramic floor tiles in the entrance (12" x 12")
- Ceramic floor tiles in the living room
- Ceramic floor tiles in the dining room
- Ceramic floor tiles in the hallway



Sandra F.
Eagle Mountain Development
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Abbotsford, B.C.
Tel: 864 0101
Fax: (604) 855-4444

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as a
are
pel to
groups

With one billion
adherents worldwide,
Catholicism has a
massive population ripe
for evangelization and
mobilization. Using its
network to provide
training, materials and
expertise, we are helping
to reach millions of people.

the World

Half of the world's
population resides in 526
cities. Through church-
driven evangelistic media
campaigns and massive
follow-up programs, this
strategy is designed to
communicate the gospel
to some of the world's
largest cities.

Executive and Leadership
Ministries

Reaching leaders is a key
strategy to reaching the
rest of the world. Through
executive outreaches and
seminars hosted by their
Canadian peers, political
and business leaders
hear the gospel message.

Global Aid Network (GAIN)

There are tremendous
opportunities to deliver
the message of Jesus by
providing humanitarian
aid to developing nations.
Last year, almost \$14
million worth of aid was
shipped to eight
countries on four
continents.

Global Impact Teams

Equipped with the JESUS
film, teams of people
travel overseas to
present the gospel to
those who have never
heard. There are various
dates and locations to
choose from throughout
the year.

JESUS Film Project

A multi-faceted strategy,
the goal of the JESUS
Film Project is to produce
and distribute the film as
widely as possible,
whether it is in audio or
video format, broadcast
on television or posted on
the Internet.

Muslim Ministry

Reaching more than
one billion Muslims is a
delicate task. The Muslim
Ministry is making
progress through
television, radio, print
ministry, training
seminars, and
evangelistic events.

What About You?

The doors of opportunity are open to
enable us to take Jesus to the world. But,
we need your help. Together, we can help
share the Good News of Jesus Christ with
every person on the Earth.

Will you prayerfully consider:

- participating in an international project to
share with those who have never heard?
- giving financially to help further Christ's
kingdom?

From the President

As a new millennium dawns,
experiencing a sense of
awe. We are at a critical
technology to give
one chance to hear
the Great Commission.

But to help
of these
kingdom.

When
pro
sa



CITY & TOWNSHIP OF Langley

COMMERCIAL DEVELOPMENT
RESIDENTIAL DEVELOPMENT
AGRICULTURAL DEVELOPMENT
INDUSTRIAL PARKS
TRANSPORTATION

2008 - 2009 ECONOMIC
DEVELOPMENT

agri-tourism

agri-tourism is new wave farming where farmers are finding new ways to work their land - and make a living

BY HELEN WILLIAMS

Agri-businesses in the Township of Langley are incorporating more value-added products and making small farming viable, while improving the quality and variety of food available locally. Currently, 77 per cent of the Township's land resides in the Agricultural Land Reserve (ALR), so it should be no surprise that 89 per cent of all farms in Metro Vancouver (formerly the Greater Vancouver Regional District) are located here. This is good news for the Township's residents, as the increased quality and variety of food available locally is making it easier to live on a 100-Mile Diet.

100-MILE DIET

It has been estimated that, in North America, the average person that food travels from farm to plate is 1,500 miles. On a 100 Mile Diet, you buy and eat food that has been grown, manufactured, and produced entirely within a 100-mile radius of where you live. This only is the food fresher, greener, manufactured, and produced entirely within a 100-mile radius of where you live. This only is the food fresher, greener, manufactured, and produced entirely within a 100-mile radius of where you live.

In Langley, small agri-businesses are expanding their product lines, with most products or by combining their organic products with complementary existing lines. As part of this process, and by seeking partnerships with other businesses, farmers are better able to make a living.

Organic greenhouses are natural, not hydroponic light, grow products in soil, not without or without fibre, and don't use chemical fertilizers.

WHOLE FARM APPROACH - striving to be organic. Viva Farm, another farm within the Township, strives to do everything naturally by not using petrochemicals, and through limited use of copper and sulphur products - when needed. Others, like the Certified Organic Greenhouse Association, are seeking new national standards, because existing organic standards were developed for field production, not greenhouse operations. In 2006 Origin Organic Farms went entirely organic and is now said to be North America's largest organic vegetable producer, with three locations. At Marmora Creek Organic Farm, in the Township of Langley, founder Stephen Callaghan has a long history of organic production. For 1993, each shareholder receives a share of the community buy shares in a local vegetable and farm products 45 to 50 per cent of the total, including pasta, kale, beans, tomatoes and corn.

WATERBURY IDEAS ON HOW to grow and sell organic products. Langley Township is known as the Green Capital of British Columbia.

Some in the Township are expanding their organic product lines, with most products or by combining their organic products with complementary existing lines. As part of this process, and by seeking partnerships with other businesses, farmers are better able to make a living.

5
A
L
E



25
Thursday
10:00pm

Enjoy refreshments & browsing

6:30pm

2 SHOWS:
7:00 pm

7:00 pm & 8:00 pm
FASHION!
Spring
Gal

12:00 pm
FASHION SHOWS
Spring fashion
at the an

Spring fashions by Hammond & Lodge
Gabby's and Mark's Work Warehouse
Jewellery by Lee's
and of our Designer Dolls
Limited. Tickets are
Canadian Can
93.

ing fashions by Hammond
Labbey's and Mark's Work Wearhouse
Kensell's by Lee's
of our Designer Outlet Program
Limited. Tickets are \$5
Canadian Cancer Society

...by Hammond
...and Mark's Work
...by Leo's
...of our Designer Dollar Program
...limited. The best are \$5
...Canadian Cancer Society
...\$4.95, \$4.95



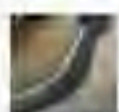
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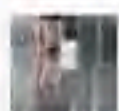
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PAVEMENT**



**CONCRETE
EXTERIOR**



**CONCRETE
INTERIOR**



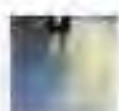
**CONCRETE
FINISHING**



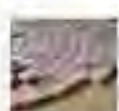
**PARKADE
SOLUTIONS**



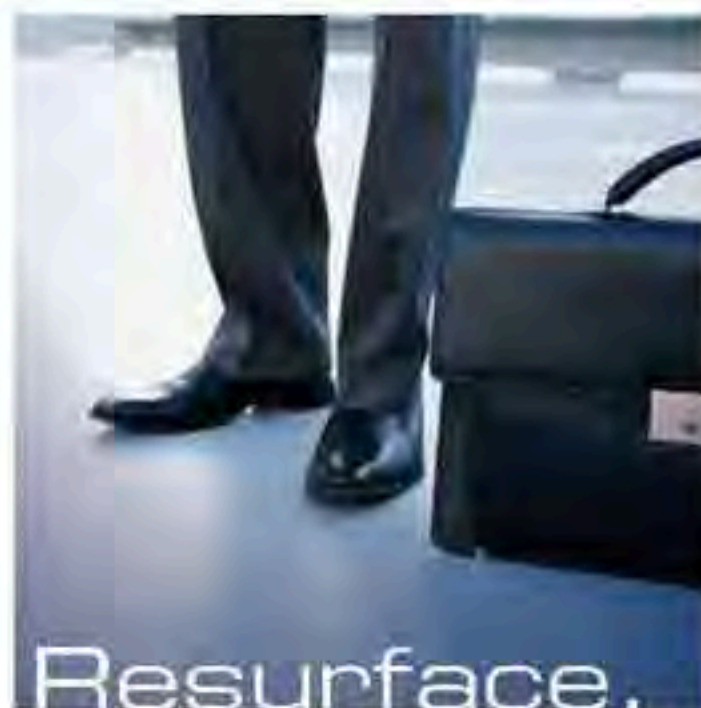
**TRAFFIC
SOLUTIONS**



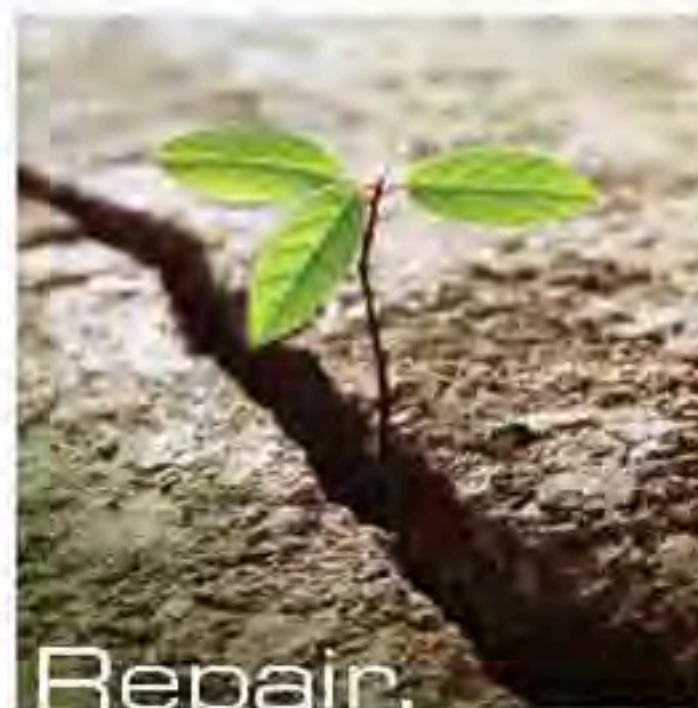
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Concrete Floor Finishing
Concrete Overlay
Concrete Repair
Concrete Polishing
Concrete Staining
Concrete Resurfacing
Crack Repairs
Cracked Slab Repair
Crack Sealing
Crossovers & Walkways
Curb & Guttering
Decorative Finishes
Drain Hole Repair

Driveways
Epoxy Coatings
Floor Levelling
Floor Grinding
Floor Polishing
Floor Safety
Grinding
Grooving
Island Traffic Control
Joint Filling
Joint Repairs
Joint Sealing Repair
Landscape Curb Repair
Levelling
Line Marking
Loading & Handicap Zoning
Maintenance
Medians
Membrane Coating
Medians
Non-Skid Surfaces
Non-Slip Texturing
Overlays
Overlay Resurfacing
Park Curbing
Parkade Membranes
Parkade Repairs
Parking Lot Curbing
Parking Lot Repair
Parking Lot Resurfacing

Parking Lot Signs
Patterned Asphalt
Patterned Concrete
Paver Installation
Pavement Repair
Paving Stone Repair
Penetration Damage Repair
Pedestrian Right of Way
Polishing
Posts
Rotholes
Property Management
Recycling
Refinishing
Restoration
Repairs
Restorations
Resurfacing
Safety Grooving
Safety Texturing
Seal Coating
Sidewalks
Sidewalk Levelling
Sidewalk Restoration
Sidewalk Trip Hazard Repair
Slab Repairs
Slab Resurfacing
Smoothing Finishes
Spall Repairs
Speed Bumps
Speed Zoning

Staining
Stamped Sidewalks
Stamped Asphalt
Stamped Concrete
Strip Drains
Structural Repair
Stone Epoxy Flooring
Surfacing
Texturing
Traffic Calming
Traffic Deck Systems
Trip Hazard Removal
Walls Repair
Water Drain Solutions

BENEFITS

Customer Safety
Confidence
Cost-Efficiency & Savings
Curb-Appeal
Customer Appeal
Decorative
Durability
Dustless Technology
Esthetic Quality
Injury Prevention
Liability Prevention
Longevity
Minimize Confusion
Minimize Traffic Risks
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Reduce Maintenance Costs
Regulation Compliance
Reliability
Safety
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Strength
Structural Stability
Worker Safety

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Seniors Complexes
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Warehouses

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- Christmas Recipes
- Christmas Trees
- Christmas Deals

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OUR VANCOUVER

EVENT / FESTIVAL PLANNING GUIDE

July 14
2013 ANNUAL SYMPHONY
OTTIE FINE

VANCOUVER SYMPHONY
 ORCHESTRA
 7:30pm - 9:30pm
 Deer Lake Park, Burnaby
www.shadbccentre.com

July 18
BARCLAY MANOR
 1:30-3:30pm Barclay Manor
 Main Floor Multi Room
 Info: 604-685-9738
www.barclaymanor.ca

July 19-21
2013 JERICO BEACH PARK
 Jericho Beach Park
www.thefestivalbc.ca



July 20
2013 JERICO BEACH PARK
 Jericho Beach Park
 Info: 604-879-6611
<http://publindiana.org>

July 21
2013 JERICO BEACH PARK
 Jericho Beach Park
 Info: 604-684-1628
www.sixxsfoundation.ca/walk/

July 24 - August 9
QUEEN'S ARTS FESTIVAL
 Roundhouse Performance Centre
www.queensartsfestival.com

July 27
2013 JERICO BEACH PARK
 12-3pm, Jones Park
 East 37th Avenue
 Between Commercial and Victoria
 Info: 604-718-6200

July 27 & 28
2013 JERICO BEACH PARK
 Waterfront Park, North Vancouver
 Info: 604-515-7400
www.cirbseandays.ca

July 27, 31 & August 3
2013 JERICO BEACH PARK
 English Bay
www.vancouverfringe.org

July 27
2013 JERICO BEACH PARK
 11am, Lumberman's Arch
 Stanley Park
www.vancouverfringe.org

July 27
2013 JERICO BEACH PARK
 12pm, Brockton Oval
 Stanley Park
 Info: 604-687-0955
www.vancouverpride.ca

July 28 - August 10
2013 JERICO BEACH PARK
 Roy Barnet Recital Hall, School of Music, UBC
 Chan Centre or the Performing Arts
www.earlymusic.bc.ca



AUGUST

August 1-31
2013 JERICO BEACH PARK
 Various events and locations
<http://loculturaltravel.com/>

August 3 & 4
2013 JERICO BEACH PARK
 Oppenheimer Park
www.powellstreetfestival.com

August 2-11
2013 JERICO BEACH PARK
 Ambleside Landing,
 West Vancouver
 Info: 604-925-7268
www.harmonyarts.ca

August 4
2013 JERICO BEACH PARK
 11am, Sunset Beach
 Parade leaves Robson @ 12pm
www.vancouverpride.ca



August 9
2013 JERICO BEACH PARK
 12-3pm, Grays Park
 East 33rd Avenue
 at St. Catherine's Street
 Info: 604-718-6200

August 9-11
2013 JERICO BEACH PARK
 Spanish Banks at Jericho Beach
<http://myportstournament.com>

August 9-11
2013 JERICO BEACH PARK
 Abbotsford Airport
www.abbotsfordairshow.com

August 10
2013 JERICO BEACH PARK
 12pm - 10pm, Deer Lake Park
www.burnabybluesfestival.com

August 11
2013 JERICO BEACH PARK
 Memorial South Park
 41st Avenue & Ross Street
 Info: 778-866-2120
www.phylfestvancouver.com

August 15-25
2013 JERICO BEACH PARK
 Various Venues
 Info: 604-844-1615
www.queerfilmfestival.ca

August 17 - September 2
2013 JERICO BEACH PARK
 Info: 604-253-2311
www.gne.ca/thefair/

August 22
2013 JERICO BEACH PARK
 Secret location announced
 closer to date to registrants
<http://vancouverdinerenblanc.info/>

August 22-25
2013 JERICO BEACH PARK
 Granville Island
 Info: 604-519-7400
www.vancouverwoodenpost.com

August 24 & 25
2013 JERICO BEACH PARK
 Various outdoor locations
 Stanley Park

<http://vancouver.ca/parks-recreation-culture/stanley-park-125.aspx>

August 30 - September 1
2013 JERICO BEACH PARK
 Scotiabank Dance Centre,
 677 Dave Street
www.vantagdance.com

SEPTEMBER

September 6 & 7
2013 JERICO BEACH PARK
 West 41st Avenue (between
 Maple Street & Larch Street)
www.kernsdatevillage.com

September 5-15
2013 JERICO BEACH PARK
 Info: 604-257-0350
www.vancouverfringe.org

September 15
2013 JERICO BEACH PARK
 Main Street, Mount Pleasant
www.mainstreetbc.com

September 26 - October 11
2013 JERICO BEACH PARK
<http://www.viff.org>

September 27-29
2013 JERICO BEACH PARK
 Various locations
www.culturedays.ca



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BUSINESS



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SALEEN S7

BY STEVEN REIVE

This American dream came with **750 horsepower**

2000 - 2009

During the slow afternoons, known in Modena, Italy, as *l'ora del riposo*, Enzo Ferrari's legacy lives on in the coffee bars and balsamic vinegar companies on Viale Virgilio. So do Lamborghini, Pagani and Maserati. They are living legends.

Saleen?

In Italian, it doesn't translate.

But with the S7 supercar, linguistics hardly mattered. In fact, the S7 did all the talking for itself... in the universal language of horsepower, lateral acceleration and eyeball-flattening speed.

What then company boss Steve Saleen was up to in his unassuming shop in Southern California, was hatching out a little Italianesque mid-engine magic, minus all that Italian exotic-car tradition.

"Are we going after the Italians?"

"No. We're just going after pure performance," Saleen once said.

Introduced to the world in August 2000 at the Monterey Historic Races in California, the S7 began as a blank-sheet-of-paper project that was completed in just 18 months. For Saleen, it was a lifelong dream that came alive with up to 750 twin-turbocharged horsepower beneath its rippling carbon-fibre skin.

It was a hand-built road racer from one of the most unlikely places in the world... big business, bottom-line America. But, Saleen did it his way.

"The S7 is what we wanted it to be: small-volume manufacturing with the best elements sourced from suppliers that are



WITH THE STANDARD THE SIX-SPEED MANUAL TRANSMISSION, THE TWIN-TURBO S7 WAS GOOD FOR MORE THAN 240 MPH (385KM/H).

considered the best in their field."

Designed to flat out beat the best sports cars in the world, the S7 was the union of design and engineering with Saleen's own personal flair thrown in for good measure.

He crossed the globe looking for his world-beater and found it in places such as the University of Glasgow's wind tunnels, the chassis expertise of Great Britain's Ray Mallock racing house, and the final assembly in Southern California.

It was just the kind of concept-to-production turnaround that larger auto manufacturers crave, but can hardly achieve. The S7 also proved that Saleen was much more than a guy who modified existing vehicles (the company sells Saleen-ized Ford Mustangs); he was out to create his own. With several shops, Saleen received Specialty Vehicle Manufacturer status from the U.S. Government, which meant the company fell under the same umbrella as other global auto manufacturers. And that means it's never easy.

"But we've been at this sort of thing before," he said at the time. "It's not like this project started from scratch."

Dramatically styled, the tallest point of the S7 was just 104 centimetres (41 inches) off the ground, five centimetres (two inches)



lower than a Lamborghini Diablo of the day, but the S7 was nearly a foot longer. The real visual drama was in the gills; 60 slits carved across the body of the S7 that Saleen said "are all important to the function of the vehicle."

So was the gusto behind the gas pedal. To be a true racer, Saleen said "performance must be the only factor," and the S7 was a performer. While the "S" stands for Saleen, the "7" is for the displacement of the base 550-horsepower OHV V8... as in 7.0 litres, or perhaps a more familiar number: 427 cubic inches. Adding two turbochargers and the supporting hardware for 2005 bumped the number to 750.

Saleen called the S7 the "American Experience." The competition might have called it an honest-to-goodness threat.

Its space-frame chassis with aluminum honeycomb everywhere saved weight, added structural strength for a racing-like feel,

which was natural given its roots. The track version, the S7R, proved itself on the international motorsports stage having won numerous championships around the world.

The S7 was all about technology, through exotic metals such as titanium and magnesium.

It breathed style with a steering wheel that detached just as they do in racecars, a hidden button that fired the engine, and, from the outside, "scissor" doors that moved up and away from the body when they were opened.

"When seen in person, it has an amazing overall presence."

Starting at more than US \$400,000, it didn't exactly fall into the realm of affordability. It's as if the Saleen company motto, "power in the hands of a few," was specifically written for the S7... the American supercar.

And when was the last time you could say that on the streets of Modena? Of course, you didn't have to.

Just mash the gas and the S7 did all the talking. ■ ■ ■



A SPECIAL S7R FOUND ITS WAY TO THE RACETRACK, ALTHOUGH THE STREET VERSIONS APPEARED TO BE ABLE TO DO THE JOB.

Frames... for the whole family



The very latest in designer frames...



Single Vision
Prescription
Glasses
Frames & Lenses
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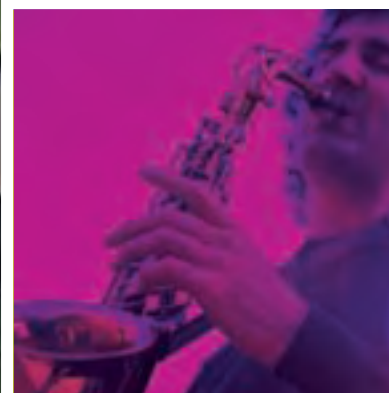
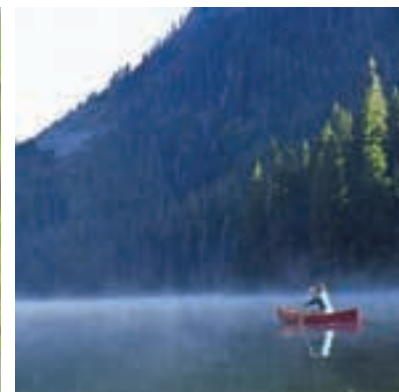
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things to do...

around here
this Summer!





stars of vancouver 2013

READERS' CHOICE AWARDS



Playing favourites

BY HELEN PETERSON

Get ready to peruse some inside information like you'll rarely see in this town!

There's nothing like your local community newspaper (and accompanying website, of course) to bring you the latest news, entertainment, sports, lifestyle stories and special-focus features, to keep you on top of what's happening in Vancouver and the surrounding area.

The Courier's hard-working editor, Barry Link (think a taller, slimmer version of the Daily Planet's scribe-driver in the *Spiderman* movies) and his team of crack reporters, editors, freelancers and photographers leave no stone (or pertinent story) unturned.

And it's not just the superior content that keeps readers in the know. The Courier's advertiser base is an active partner that informs you of the latest trends and the biggest and best sales. They showcase the products and services that Vancouverites want and need - in the paper and on the web - and it's all free!



There's no better place to find out what's hot, what's not, and most importantly, what will make your purchasing, and going out, decisions easier. The Stars of Vancouver survey covers readers' favourites in the areas of retail, professional services, food and entertainment, so that you can find out what Vancouverites recommend highly, and then make your own choices.

The populace has spoken, and the top three in each category have now been revealed. Enjoy!

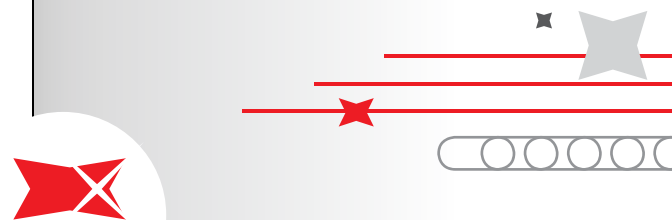


Three lucky Choices!

Congratulations to the following readers/voters. They posted their ballots in our online survey and were randomly selected to win **\$500 each in gift cards** from Choices Markets. Now that's a lot of green!

W WEST SIDE winner: Nissim Benmoha
E EAST SIDE winner: John Patterson
D DOWNTOWN winner: Adam Charles

Currently with seven Metro Vancouver locations (including the Rice Bakery), Choices Markets is Western Canada's largest retailer of natural and organic food. They are a 100 per cent Canadian owned and operated family business. Go to choicesmarkets.com for locations.



HARVEY FIRESTONE

BY JASON STEIN

He gave to employees and in return received an empire.



Eight-hour work days and employee benefits were almost

unheard of 100 years ago, but one man understood that in return he would also benefit. And it all started with a meeting

The moment is etched in time, like a tire track across the automotive landscape.

The day Henry Ford found his way down busy Detroit, Mich. street and into the Columbus Buggy Works building is the prelude, the climax and the denouement of automotive history, all rolled into one.

It wasn't the starting point but the turning point, not only for an industry but a whole new century.

Ford had one request for the unassuming clerk at the front counter:

"I'm here to see Harvey Firestone," he said.

It was 1895.

Mark the moment and you'll see how the world changes. You'll see how Firestone, then an agent for Columbus Buggy Works, met Ford, a man who was building his first automobile. Ford was using bicycle tires for a car that weighed 250 kilograms. Not viable, Ford knew at the time.

Mark the occasion and you'll see how Ford

approached Firestone to inquire about obtaining some solid-rubber tires as a substitute. And how Firestone told Ford he had just begun creating some new, softer tires.

"They were pneumatic tires," Ford remembered later. "I had him order me a set."

Harvey Firestone's career, and the path of an industry, was forever altered.

How did Firestone put himself in this position and what did he do following it? Firestone's own tracks tell all.

They show a man who was a legend because he had grand visions. They show someone who would positively affect the way employers treated their workers: A man who would ultimately rub elbows with Ford and Thomas Edison and botanist Luther Burbank, all legends in their time.

Born in 1868 in Columbiana, Ohio, a tiny town just south of Youngstown on State Road 422, Harvey Samuel Firestone lived the American dream. He grew up in love with land and the farm he was raised on. He was a farmer at heart, but he was also an astute businessman with a wealth of ideas.

He worked his way up through a number of different buggy companies and then opened his own shop at age 22.

With very little money, Firestone had created a set of rubber tires for his own buggy. While riding around one day on those new tires, he impressed a friend so much they began discussing the idea of running their own shop to produce them. With a third partner in tow, they raised the \$1,000 it took to open the shop, known as the Rubber Tire Wheel Company and an agent for

Columbus Buggy Works. They had one employee.

Firestone's vision was simple: mass produce a tire that would reduce the jolt transmitted through the steel wheel. Ford was his launching point.

It wasismet for both men. Ford created his car. Firestone eventually created the Firestone Tire and Rubber Company in Akron, Ohio, out of nothing but one large contract and 17 employees.

“...a man who would ultimately rub elbows with Ford and Thomas Edison and botanist Luther Burbank...”

Within a decade, Firestone was making rubber tires for the automobile that everyone wanted, in a factory that was the envy of the new economy. He was as progressive in his management of men as he was in his business. Firestone knew that if he ensured the welfare of workers, his company would be a success.

His factories were a model of efficiency. Firestone employees received medical and dental services, free life insurance and all the benefits of the Firestone Club House, a \$350,000 building constructed in 1915 that offered employees a restaurant, swimming pool and a library.

The company also purchased nearby land and helped workers build and finance their own homes.

In 1916, with his business booming, Firestone was one of the first to introduce the eight-hour day in his Akron rubber factories. He even revised pay rates so men earned as much in eight hours as they had in 10 or 12. Firestone set aside company stock for employee purchase and promised that those in his company who served in the Second World War would have their job “or a better one” when they returned.

During the War, Firestone developed a new tire that made truck transport more efficient and reliable. When it was over, more than 600,000 trucks

were in use in the United States, thanks to his “Ship By Truck” campaign that encouraged private industry to take advantage of the efficiency. That then led to the “good roads movement” and the beginning of the national highway system.

Firestone knew manufacturing was important, but also understood his business would survive if it controlled the supply of rubber from trees. At one point, Firestone had a rubber plantation in Liberia that covered more than one million acres.

He was a man for all seasons.

Firestone loved to vacation and used to spend his free time with Ford and Edison, the other leaders in American industry. They set out in a caravan of cars with camping equipment and traveled across America.

Right up until his death in 1938 at age 69, Firestone was constantly in search of better solutions. He created a better farm tire, the culmination of a dream to put “the American farm on rubber.” And he never forgot where he came from or whom he met that day in 1895.

Both men had simple goals. Both lived the dream.

“You get the best out of others when you get the best out of yourself,” Firestone once said.

Something says he lived every word of it.

WITHOUT HENRY FORD CREATING THE MARKET FOR TIRES, HARVEY FIRESTONE MIGHT NEVER HAVE GOTTEN THE BREAK HE NEEDED.

