

# Port Haney's First Cars

*From the 7 February 1924 Maple Ridge & Pitt Meadows Weekly Gazette:*

Haney Garage got first car load of cars – This afternoon, the first car load of automobiles ever shipped to the Municipality, was unloaded for the Haney Garage Co. Ltd. This is a significant business venture, and of outstanding advantage to the town in particular and the municipality in general.

Mr. S. Mussallem, the enterprising proprietor, is naturally elated and says, "We will soon need another shipment, as Ford cards are winners and our Co. intends to lead handsomely."

*And then on 13 March another article by the same paper:*

Builder of City to be – Haney Garage outrivals its rivals – Second carload of Fords arrive – When a proprietor or firm does a really big thing he proves his title to "Honours" on the words of the street, he "makes two blades of grass grow where one alone grew."

Mr. S. Mussallem, the public-spirited and energetic proprietor of the Haney Garage, has placed four full carloads of Fords where previously the idea was not even mooted.

Two weeks ago the first shipment arrived, and not sooner were the cars assembled than the entire load was sold. On Wednesday last the second car discharged its full quota of six, and in the afternoon every one of these had found its owner. Two other shipments are on the way, one of which will arrive next week, and the others before the month end. The third shipment, it is interesting to note, is already fully placed. These cars are not from the

States. Mr. Mussallem believes in "Canada for the Canadians"—they are manufactured in and shipped from Ford, Ontario, and are classified as Tudors, Coupes, Fordors, Touring, Roundabouts, Light Deliveries, Trucks, etc. and conforming to the same popular principles and retaining the reputation of the best service car made.

Some time ago the Durant—indeed other makes—set up a claim for the people's car, but soon their claims proved empty. It might be as though the notice was everywhere posted up: Ho! Every man and woman, Ford has a car for you, and he is personally desirous to see you served. Well he may desire to serve everyone, for, as the various names show, the Ford services the widest possible range—all classes and occupations. Cheapness, as well as service, make it the poor man's alike with the busy man's car.

Other garage proprietors may have thought to supply by carload lots, but left alone they cavalierly passed that service over to the cities. Not so Mr. Mussallem. He planned for carloads, and already four of these consignments have met or are meeting a place. In the shop heading the skilful mechanics is Mr. Hardy – hard to beat in skilled mechanics. For salesman, Mr. Hal Menzies—none better—has the field.

All honour and success to the Haney Garage. We lead and we serve.



Maple Ridge Chrysler Ltd. has provided Chrysler Sales and Service to the motoring public of Maple Ridge, Pitt Meadows and surrounding districts since 1945.

It all started when J. Arthur Hubbard founded Hubb Motors next to the local theatre at 9th Avenue (225th Street) and Lougheed Highway. Art, with the help of his brother-in-law, John Seath, purchased a bare lot and the home of Mrs. Osmond, and with the help of Ernest Adair and Stan Purdy constructed a 30' x 30' building. The facility operated as a gas and service station for the first few years with Robert Griffin working the gas pumps. Behind the station was a small block building that housed the International Woodworkers of America as well as a second block building that housed the Trerise Dairy. Art purchased the block building that had been the dairy

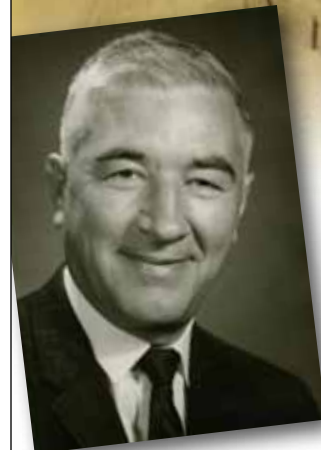
and converted it into a body shop. In 1954 Hubb Motors became a limited company and became a fully franchised Chrysler dealership. The new company was also the very first B/A (British American) station on the west coast to operate under the new colors of green and red.

In 1967 Art sold the business to Bob Griffin, the original gas pump operator, and Dinty Moore, a highly skilled machinist mechanic. Two years later the dealership was incorporated as "Maple Ridge Chrysler (1969) Ltd."

In 1972 the dealership moved to larger premises on the north side of the Lougheed Highway across from the Haney Hotel and H. Vern Seymour came on as a partner. This association generated the capital necessary to acquire the property and construct a 6-acre premises located in the Ridge Meadows Industrial Park.

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Ted Jones

### Three generations of the Jones family have proudly served Maple Ridge & Pitt Meadows since 1963.

#### The West Coast Auto Group History

West Coast Motors Ltd. was first incorporated in May of 1953. The original owner had five people in his employ. By 1963, employees numbered 12 and it was in this year E.G. (Ted) Jones purchased the business.

In 1968, Ron Jones joined his father in the management of the company. The Mercury Lincoln was added to the Ford franchise in 1971 and in 1972 West Coast Motors relocated to their present place of business. Soon after, they established Leisure Village as the recreational vehicle entity. By the mid 1980's management realized they had to broaden their customer base and provide vehicles for both import and domestic consumers. They established and are now operating a Toyota dealership located just west of the West Coast Ford Lincoln dealership in Maple Ridge and 2 Mazda dealerships, one located in Port Moody and one in Pitt Meadows, and a Nissan dealership in Pitt Meadows.

Entering the 1990's, West Coast Motors (which in the year 2000 became West Coast Ford Lincoln) teamed up with West Coast Toyota, West Coast Mazda, West Coast Detail and Accessory Centre and in 2006 West Coast Nissan to form the West Coast Auto Group. We have grown tremendously since 1953 when sales numbered 200 vehicles per year to the present years where sales exceed 4,000 vehicles.

Customer satisfaction has been the aim of the "people" of the West Coast Auto Group since its establishment in 1953. It is our pledge as the West Coast Auto Group to continue to serve our customers with the same level of excellence to ensure their total satisfaction.

[www.westcoastautogroup.com](http://www.westcoastautogroup.com)



Michelle Jones Ruppel & Scott Jones



### The History of Marv Jones Honda

Mr. Doug Blackie of Blackie and Guit Volkswagen in New Westminister opened "Haney Mazda" in 1969 at the corner of 2<sup>nd</sup> Ave. (now 207<sup>th</sup> St.) and Lougheed Hwy. with a one car showroom, two bay service department one technician on about ¼ acre of land.

Marv Jones entered into a management contract with an option to purchase from Mr. Blackie on Sept 1, 1973. With the help of his dad Ted, the option to purchase was exercised in October 1973. Marv took the bit between his teeth so to speak; he was the lot guy, car washer, answered the phone, was the only salesperson, acted as his own sales manager, and dealer principal.

In November of 1973 Marv wrote a letter to Honda of America asking that if they had any plans of expanding into Canada as he would be most interested in acquiring the Honda franchise for Maple Ridge Pitt Meadows, Port Coquitlam and Coquitlam. Coquitlam Center was not even in the planning stages! Haney, as Maple Ridge was known, was considered way out in the sticks.

On September 1, 1974 Marv had the grand opening of "Marv Jones Honda." He sold one car the whole weekend. Marv was sure he had made a catastrophic mistake in taking on the Honda franchise and that he would surely go broke. Potential customers would laugh at the side ways mounted motor and front wheel drive.

Marv remembered standing at the front door of his little showroom all by himself looking out at the 15 Civics he had bought from Honda. He had their hazard lights on, all the hatch backs open and balloons flying, but no customers!

In 1975 the first oil crisis arrived in North America and his little fuel efficient cars started selling like crazy. The rest as they say is history as Maple Ridge and the surrounding municipalities grew. The intersection of 207<sup>th</sup> & Lougheed got a traffic light and the speed limit was reduced so passing motorists could actually look at our lot as they drove by.

From our humble beginnings as the first Honda dealer west of Ontario, the business has grown to become one of the largest volume Honda dealerships in B.C. Folks come from all over the province to take advantage of our 'No Bull' style of doing business. The picture of the universal no sign surrounding a Bull has adorned our buildings through 6 building improvements and expansions.

From 3 team members in 1973 Marv Jones Honda now boasts a team of over 100. We recently expanded to include a new 25,000 sq.ft. showroom and state of the art service facility that was constructed on the freeway in Chilliwack. Marv's son Ryan now operates Performance Honda in Chilliwack and is starting to take a more active role in the Maple Ridge store so Dad can take more time with family, friends, golf and gardening.

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