

MESSNER BUILDING FORMALLY OPENS TODAY



NEW MESSNER BUILDING PRODUCT OF ENTERPRISE CREATED IN THIS VALLEY

The new building erected for Cal Messner at the corner of Fourth avenue and Adams street is the last word in constructions of that sort. There is not a thing left undone which should be done to make it complete. Not a thing has been overlooked to make the interior decorations harmonize, and above all no expense has been spared to make the furnishings on an equal basis with the rest of the interior.

Taking it all in all it is the most beautiful automobile show room in the southwest. It is the result of days and days of patient effort on the part of Messner who has carefully overseen every detail no matter how slight or insignificant. He was constantly on the job during the entire process of construction, and he has put his own personality into it.

As a matter of fact the building is a dream come true. It is the culmination of several years of patient and at times heart breaking effort on the part of Messner. He has seen his business grow from a small hole in the wall to its present pinnacle where it stands at the top of the retail automobile business in this state.

In the new building will be housed the Hudson, Essex, G. M. C. Truck and the Trailmobile. In addition accessories of merit and a large stock of tires, will be carried. The entire building covers a space of over 20,000 square feet, and has cost over \$50,000 to construct. It is the only automobile place in the city which embodies a mezzanine floor used for the purpose of housing offices and a rest room for patrons. When one mounts to the mezzanine floor and looks down on the great expanse of shiny enameled floor, flanked by woodwork tinted in old ivory, one cannot help but think that it is indeed a great business enterprise which can originate and push to a conclusion such a magnificent place.

There is ample room on the show room floor for at least a half dozen automobiles. In the rich setting of that show room, an automobile no matter what its make is going to be seen at its best. Truly the show room as conceived by Cal Messner proves a fit setting for the class of automobiles he handles, and there are none higher in their class than the Hudson, Essex and G. M. C.

As one enters the building he is immediately struck by the rich simplicity of the entire affair. There is nothing brazen or loud about the manner in which the place has been designed or decorated. A rich harmony has been carried out in all of the color effects. Its very richness is simplicity itself, and in its simplicity it has struck a popular chord with everyone who has visited the place.

Two stairways lead to the mezzanine floor. In between the two stairways on the mezzanine is a small rest room, fitted up with desk and chairs, to be used by patrons of the place. At the west end of the mezzanine are to be found the main offices of the concern, housing the auditing department. On the east end of the mezzanine floor Mr. Messner has his private office. The office is richly furnished in golden oak inlaid with the Field-Parker company while the rug on the floor, which blends with the other rugs in the building, is a perfect combination with the general harmonious color effect.

The furnishing, decorations and equipment for the place cost well over \$10,000, but the money spent and the efforts used to make the place one

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An Invitation

The people of Phoenix, men, women and children are to be the guests of Cal Messner tonight.

The occasion is the opening of his new building at the corner of Fourth Avenue and Adams street. Mr. Messner is extending an earnest invitation to everyone to call and inspect the new home of the Hudson, Essex, G. M. C. and Trailmobile.

There will be refreshments and entertainment. There will be much of interest for everyone who is interested in the advancement of Phoenix, for in creating this building Cal Messner has marked a milestone in the housing of retail and wholesale industries.

EPOCH IN AUTOMOBILE INDUSTRY HERE MARKED TODAY WHEN NEW BUILDING OF MESSNER IS THROWN OPEN TO PUBLIC

THIS DAY marks an epoch in the business world of Phoenix. Cal Messner, one of the leading business men of the city and a man who has ever striven for better things here, is announcing the formal opening of his new building at the corner of Fourth avenue and Adams street. The new building is one of which any city might be proud. Into it has gone months of labor, planning and concentration in an effort to make it a place of beauty, a place in which the employes might work with every convenience and a fair chance that the maximum of light and air will enter, and a place which will be a credit to Phoenix. And these months of labor have not been wasted. A visit to the new building, no matter how short, will clearly demonstrate that insofar as being modern, well laid out and a place of beauty, Messner has succeeded in all his aims.

This Is Cal Messner



When one wanders far from Phoenix and it makes little difference how far and meets a stranger who has visited these parts in times gone past, the conversation invariably turns to the climate. After that ever ready subject has been exhausted, the line of talk will veer to persons. Having reached that point, there is usually one question which is asked, "Do you know Cal Messner?" "Yes," will be the reply, "everyone in Arizona knows Cal Messner." And that happens to be almost the truth. If there is anyone in Phoenix who has not heard of Cal Messner he is deaf, dumb and blind. If there is anyone here who does not know him it is high time they came around to get acquainted. And by the way this is an excellent opportunity because Messner is going to hold an "at home" party this evening at the corner of Fourth avenue and Adams street. He is celebrating one of the most auspicious occasions in his career, none other than the culmination of years' effort on his part to build up a business and an organization second to none in the state.

Cal Messner is a man with a personality. Some people say he has been lucky. That the Goddess of Fortune has smiled too warmly on him. Perhaps this is in a measure true, but anyone who has talked with Messner day after day and week after week, will soon change his opinion. He has built up a big business, chiefly because he has been selling honest merchandise in a manner commensurate with the goods handled. He has also been fortunate in the men and women who he has gathered around him. When there has been an opening in the Messner organization, the first man who came along has not been selected. After a careful survey of the field an effort has been made to secure the services of the man best fitted for the position.

In this manner and in a thousand and one other ways has Cal Messner found himself able to occupy one of the handsomest pieces of business in the southwest.

Occupation of this building marks the culmination of several years of untiring and ceaseless effort in Phoenix on the part of Cal Messner. It was not so very long ago that his operations were confined to the merchandising of a few accessories in a small corner partitioned off in the corner of a central avenue garage. Later he obtained slightly larger quarters on the same street, and when he finally leased the room at the corner of Van Buren and Central avenue he thought he had reached the apex of a busy career. But he had not. Through the combination of sound business judgment, hard work, efficient and courteous service, he has succeeded in bringing his business to that point where today he commands a position in the automobile business of Phoenix second to none. The erection of his new building and the occupying of it with his Hudson, Essex, G. M. C. and Trailmobile agencies, has come only after years of work, but it has been worth the effort.

Auto Game To Be Prosperous Says Messner

And as to the future... No man knoweth what it contains especially in the automobile game, but Cal Messner is willing to bank his future on the prosperity and growth of Phoenix. He is confident that the future contains great things for the automobile industry.

"I look for a shortage of trucks and automobiles for the next two years," said Messner yesterday in speaking of the events which are to come in the automobile business. There will be no period during that time when the demand for autos will not be great, and I expect to see excellent business for all automobile men for the next five years. What will come after that no one knows.

"There is a great deal of talk about a reduction in prices within a short time. This in my opinion is a great mistake. There will be no reduction in the price of autos and trucks for the next two years in my opinion, and I believe that a great many automobile men will agree with me.

"As to our business, we did over a half million last year and we expect to double that the coming year. We see every prospect of one of the biggest years the automobile game has ever known and we are rapidly preparing ourselves to cash in on it.

"We have lately taken on a new line in the shape of the Trailmobile, a trailer which has been tried and found not wanting in any respect. We are indeed enthusiastic over the outlook for this line and believe we have found what the people here who use trucks have been waiting for. We investigated the trailer market for 18 months before we took over the distributorship of the Trailmobile, and we believe we have the best thing along those lines to be put out.

Our investigations in the trailer world have led us to the conclusion that the trailer is about the most practical form of transportation there is. Using a trailer is not an experiment. It is a downright reality and a factor to be

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This Is Cal Messner's Building



If there is anything in the southwest which beats it, Cal Messner wants to know where. He must have overlooked it in his travels about the country, for he made it a point to investigate every good looking automobile place in this section of the universe before he started building. He believes as do others who have gone through the building that he has the most modern place of business to be found between Los Angeles and somewhere east of here, no matter how far one goes. The new building is located at the corner of Fourth avenue and Adams street, in the heart of the fast growing west end section. He is adjacent to a number of other automobile concerns, and it is only a question of a short time before he will be in the center of the automobile industry in Phoenix.



CAL MESSNER'S STRUGGLE FOR BUSINESS SUPREMACY READS LIKE A FAIRY TALE



Frank Hedlee

It is a long cry from a small two by four store room on North Central in which was installed a few carburetors and a few tires to the present palatial automobile palace operated by Cal Messner. It was a hard task for Messner to reach this pinnacle. It has been a long, hard pull, and like most men he glories in the fight he has made from obscurity to affluence, from a position where he was the one-third owner of a few carburetors to where he is the head of one of the most complete automobile organizations in the southwest.

It has been a long hard pull from the bottom to the top, but it has had its humorous side too. Think of Cal Messner today, distributor for Hudson, Essex, G. M. C. and Trailmobile, with a building at the corner of Fourth avenue and Adams street, second to none in the southwest, and try and imagine that one time his sole capital in the business world consisted of a third interest in the Southwest Carburetor company, and that the stock in trade of that company was so small, as to be negligible.

Many a night Messner went home from that company's headquarters, feeling that the next day would bring the inevitable crash. Many a night he wondered if they would last through the next day, and the few grey hairs which Messner now carries around can probably be laid to those sleepless nights.

Messner got into the automobile game through more or less of an accident. He was in the real estate business when the opportunity came knocking at his door in the shape of two men who desired him to put up the money to pay the C. O. D. on a shipment of Master carburetors. Messner advanced the money and frequently thereafter put more cash in to keep the business going.

Finally things looked so bad and he had so much interest in the baby concern that he gave up his real estate business and moved in to take possession of his third share.

Messner tells his story in a humorous sort of a pathetic manner which brings many a smile to his hearer.

"W. W. Catlin let us have a few feet of space in the rear of his place on North Central avenue. I suppose that in all we had six or eight feet. We fenced it off from the rest of the place the best way we could, acquired a few second hand chairs, a desk and a box, and set out to make our names in the west end of the city."

"Our stock was on a par with our assets, just a little bit above nothing. Occasionally by a rare run of luck and some extremely keen financing we would manage to make a few dollars worth of carburetors on hand all at the same time. And it was those nights that I was afraid to go home. I actually worried for fear some one would break in and put that entire stock in a suitcase and walk away with it.

"The worst part of the whole proposition was that the people shined their eyes on us. They had a positive dread of putting those carburetors on their cars. I didn't know much about them, but I had a lot of faith and that seemed to carry us along.

"Finally I had a wonderful idea. I decided to send my two partners out over the state to get rid of a whole lot of carburetors and put us on a sound financial basis. They took that trip alright, but the only thing they got rid of was the few remaining dollars I had. After that tour I had nothing to worry about. I had nothing to lose, because it was all gone. So everything was plain sailing. But to look back at that wild adventure now is to get a good laugh. We were desperate. We had our backs to the wall and had to do something and do it darned soon.

"There was going to be a 50-mile track race here with a \$1,000 prize and we realized there was one chance for some easy money and believe me we needed it. We went into that race or rather my partners did, and they were racing for their lives, for we needed that thousand worse than anything else in the world. They took all the chances that a man ever heard of—and won. But here comes some more humor. The judge claimed we did not meet all requirements and refused to give us the thousand. We finally compromised on \$500 and again we had a new lease on life.

"Finding that the racing game was more profitable than selling carburetors we decided to enter the 1919 El Paso-Phoenix road race. We made every preparation in the world to make sure that we won that event, for we certainly needed the money. We were somewhat afraid that we might smash a steering knuckle, so we even went so far as to provide ourselves with an extra one.

"We got started fine in that race and everything looked wonderful for us to win. Our car had gone 250 miles and was well in the lead. We had 49 minutes on the next car and believe me I was counting that prize money already. No one realized how desperate we were, and how badly we needed the cash. And then—fate overtook us and over a stray bump that car went, turned over, smashed the

Mrs. Mary C. Purtymun has been with the Cal Messner organization almost since its inception. She is in point of service the oldest employe in the big force now maintained by Mr. Messner.

She joined the Messner organization when it was not dignified by such a name. It was merely a small group of people, painfully small in fact dedicated to the selling of tires and carburetors. That was only three short years ago, but since she arrived on the scene the business of Cal Messner has grown by leaps and bounds until today it is domiciled in one of the handsomest buildings in the southwest.

Mrs. Purtymun has a large variety of duties. She is the person who properly squeezes the advertising men when they grow too persistent; she has charge of everything which Messner himself cannot look after, and that is a great deal. She has no fancy title to make her work easier, but she is a factor to be counted in the building up of the wonderful Messner organization.

At times Mrs. Purtymun hardly is able to realize that she really belongs in her thoroughly modern and up-to-date office in the new Messner building. She remembers when the entire floor space of the Messner company was about the size of her own office now, and the great and constant growth of the business at times leaves her in a more or less dazed condition.