

steering knuckle and ended up in a pretty condition.

"Of course we had another steering knuckle and the boys made all the haste in the world to put it on, but— and here comes the terrible part of it all—that steering knuckle was for the left side and the one that broke was for the right.

"As far as we were concerned the race was off for us. The boys got the car fixed up and started to criss home, but fate had not finished with us. Near Tucson they ran into a cloudburst and the machine was almost washed away. They finally got here alright, but I was not very glad to see them.

"There was one bright spot in this whole affair though. We had used the same set of Congress tires in both races and they had stood up admirably. We found there was a demand for them so we persuaded the El Paso people who had the agency to ship us a carload. We wanted to shoot big, so we ordered a carload of the biggest sizes, not thinking there would be a big demand for the smaller sizes. They seemed perfectly willing to send us those sizes and we thought it was alright.

"By this time we had a few more square feet added to our quarters and we were managing to sell a few carburetors and a still fewer tires. We could not figure out why the tires did not go better so we demanded aid from Texas. The sales manager came up, gave one look around let forth a snort of disgust, had us box up part of our large sizes, which were shipped back.

E. S. La Tourette



The head of the auditing department for Cal Messner, and by the way that department is kept busy the year around and many hours each day. E. S. La Tourette, who has been with Messner for nearly a year.

LaTourette is a competent auditor and has brought a world of experience to the Messner organization. At one time he was deputy state auditor of Nevada and has held many other responsible positions.

It is LaTourette who is lord of all he surveys on the mezzanine floor which covers the south half of the magnificent show room of Messner's new place. On that floor is situated the office force, giving them plenty of light, lots of room and a complete view of the entire place.

The Roll of Honor

- EMPLOYEES OF CAL MESSNER
- F. M. Headlee, sales manager.
- J. M. Hale, truck dept.
- G. M. West, second cars.
- A. E. Braumer, second ars.
- E. A. Neilson, head parts dept.
- E. S. LaTourette, auditor.
- Geraldine Lock, office assistant.
- Mary C. Purtyman, cashier.
- Dee Griffith, shop foreman.
- W. T. Stanton, head truck service department.
- Pete Billingsley, mechanic.
- J. E. Jolly, assistant foreman.
- C. E. Stevens, mechanic.
- Chester Martin, mechanic.
- R. A. Iseley, mechanic.
- J. Fenner, mechanic.
- J. D. Ray, mechanic.
- G. P. Cherry, head porter.
- W. C. Ford, assistant porter.
- Geo. A. Young, assistant porter.
- Henry Rodriguez, helper.
- G. C. Hymer, traveling salesman

Eventually we received a shipment of small sizes and then things went better.

"Yes things went a little better, but honest we were ignorant. We made mistakes galore. I knew about as much about a carburetor as a mule does about music. I actually tried to put one on an exhaust pipe once. In endeavoring to sell the carburetors and installing them on a few cars I gradually became acquainted with the various makes and of all of them, the Hudson seemed to appeal to me most. I was sure strong for that car, and I used to sit and dream of some time being the distributor for them here.

After I had dreamed awhile I would pinch myself and then go out and try and sell a few more carburetors. Just by way of keeping the wolf from the door.

"And then on Christmas eve of 1914 our fortunes reached their lowest ebb. We had incorporated, one of my partners had sold out for his car fare to Los Angeles, and there were just two of us. We were known as the Southwestern Carburetor company, but the name was the biggest thing about us.

"Christmas eve is a bum time to go broke, but we were on the verge of it. And then a peculiar incident happened which marked the turning point in our fortunes. There was an old man who had a butcher shop not far from us and I wandered down there just to see what I could buy if I had the money.

I wasn't hungry, but the place sort of attracted me. I saw his car out in front and suggested to him that he should install a Master carburetor. I naturally expected him to laugh at me and ask me for some other pertinent suggestion, but wonder of wonders he told me to go ahead and install it.

I rushed back to the shop on the dead run, gaspingly told my partner what I had done, and we both grabbed a carburetor and made a dash for that machine. We nearly wrecked it, getting the machine equipped, but we finally managed. And then here is the funny part, we went in and told him it was on, and he paid us in cash.

"That really marked the turning point of our fortunes. We had a chance to rent the place at 305 North Central avenue and we grabbed it. The Texas people came up straightened us out to the best of their ability and business prospered. I could really go home at night then without a fear that the next day would see us on the rocks. My sole remaining partner became dissatisfied and I bought him

G. C. Hymer



Being a state distributor of G. M. C. trucks, it is necessary that Cal Messner have adequate representation over the territory embraced by his franchise. To this end he has in his employment G. C. Hymer, an experienced truck man of many years' standing.

Mr. Hymer travels the entire state of Arizona in the interests of G. M. C. trucks. He visits every city, town or out of the way place in the state where there is a chance of a truck being needed, and if that truck is needed it does not take him long to convert them to the G. M. C. ideal.

Hymer has been in the truck game for six or eight years, and is thoroughly conversant with the needs of every user of trucks potential or otherwise. He is in a position to analyze the truck needs of companies or individuals, and has devoted considerable time to the study of all conditions under which trucks work in this state.

out for \$150. That sounds small, but it was all he asked.

"And then came the big turn in my fortunes. On October 13, 1916 I signed the contract to handle the Hudson car in this district. That has proven to be the one real big event in my life. Frank Hedlee who is now with me, and who was then wholesale manager for Harold L. Arnold of Los Angeles, the distributor for Southern California and Arizona, landed here and it did not take long to convince me that he had the right proposition.

"From there out we have grown and grown. Following the Hudson came the G. M. C. and then the Essex and now we have taken over the Trailmobile. I believe we have the strongest lines in the country and it isn't necessary for us to worry any more as to whether the shop will be here next morning."

JUST LIKE MUSHROOMS
"Colonel, you are considered a connoisseur of good liquor."

"Some say yes."
"How does one become a connoisseur?"
"It is very simple. If the liquor doesn't kill you, it's good."—Louisville Courier-Journal.

TO BE SURE
"Why do you call that performing poodle Sirius?"
"He's a dog star, ain't he now?"—Louisville Courier-Journal.

Parts Department

Comprising a \$30,000 stock of Hudson, Essex and G. M. C. parts, by far the most complete in the southwest.

With such an extensive stock of parts always on hand, we are able to take care of all repairs in minimum time.

To the average Automobile and Truck owner this is an item to be given great consideration.

If its a Hudson, an Essex or a G. M. C., we can quickly supply you with extra parts.

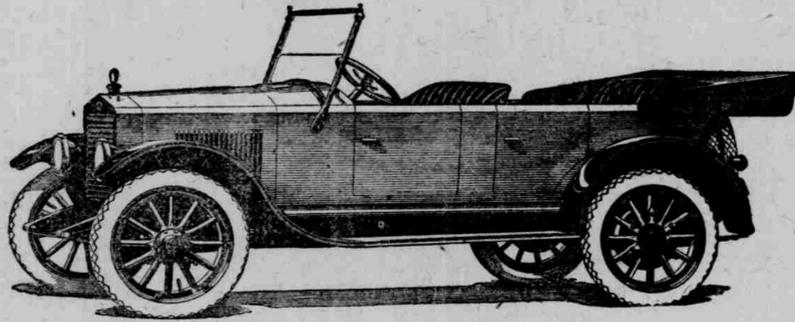
Prompt and careful attention is given to out of town orders.

Hudson and Essex

Cal Messner

G. M. C. Trucks

Corner Fourth Avenue and Adams Street



See Why Essex Set a World's Selling Record

Consider Its Unequaled Endurance Records—3037 Miles in 50 hours—1061 Roads Miles in 24 hours

ESSEX in its first year set a world's sales record. That shows how men wanted and talked about what it offered.

But of chief importance to you are the qualities which earned this world selling mark.

You know what an uphill fight the car of average ability must make for even limited recognition.

What, then, was the Essex appeal that swept aside the natural doubts of buyers?

It was not prestige, born of confidence in its makers. Their identity was not revealed. Essex was required to make its own name stand for the things men seek in a car.

And it won because of its fine performance, riding ease and endurance, qualities hitherto regarded as exclusive to large costly cars. And further, because of its economy and convenience, which were exclusive light car advantages.

Essex Won Thousands Because of This

In beauty of line, in finish and luxurious appointment, Essex also has the advantage of being the product of those who built the world's largest selling fine car.

Essex has revealed performance ability never expected of a light car. It set the official world's long distance endurance mark of 3037 miles in 50 hours. The same stock chassis traveled 5870 miles at better than a mile a minute.

An Essex stock touring car made the world's best 24-hour road record of 1061 miles. Almost everywhere Essex holds local speed, hill-climbing and acceleration records, that all acknowledge.

These Are The Advantages You Want

Greater size could add nothing to Essex. You sacrifice. Greater size could add nothing to Essex. You sacrifice. Greater size could add nothing to Essex. You sacrifice. And you gain all the advantages of the lightweight type, more important today than ever.

They cover not alone the cost of operation. They include the satisfaction that comes with its distinction as a fine, beautiful car. And it has a new advantage in handling ease.

And there is all the surety of uninterrupted service and comfort as well as repair freedom, which hitherto were looked upon as exclusive costly car qualities.

Knowing the demand existing for all wanted cars, you will understand the importance of speaking for your Essex now.

HUDSON and ESSEX

Cal Messner

Corner Fourth Avenue and Adams Street

HUDSON and ESSEX