

## Centennial Moment #15

From *The Evening Examiner*, Peterborough, Tuesday, April 18, 1922:

### **WINNERS IN THE WILLYS-OVERLAND LETTER CONTEST.**

*(Bruce's note: This was the company that made the famous Willys Jeeps, among other rugged vehicles.)*

### **Peterborough and District Well Represented—Mr. F. L. Roy Wins \$100.00.**

That Peterborough and District were well represented in the prize money distributed last year by Willys-Overland Limited for letters from car owners, is evident from the booklet just published on "What My Car Means to Me." Among the winners of \$100 cash prizes was **Mr. Fred L. Roy, of Peterborough**, and among the winners of \$50 Mr. Carman F. Knox, of Norwood. Twenty five dollar prizes were won by Messrs. A. B. Cunningham, of this city and George H. Eagleson of Millbrook.

*(Here is Fred Roy's winning letter:)*

### **NEW AVENUES FOR PHOTOGRAPHER**

By Fred L. Roy, Peterboro, Ont.

After eleven years experience with motor cars, I am firmly convinced that my business could not be conducted under present day conditions, successfully, without it. As a Professional Photographer, catering to a wide and varied clientele, my car has been a most important factor in building up my business and this statement has been definitely proven by accurate accounting of orders secured.

In prewar days, the average Professional Photographer's activities were limited to Studio portraiture. Today, with the car, they are unlimited. It opens up new avenues of business daily. The rural telephone has already linked up my studio with every home in the country—the "barn raising," the prize stock, the County Fair, the family re-unions, etc. Now, it only means a telephone call and the car.

Service to the big manufacturing establishments, immediate response to "hurry up" calls, has brought the business. Public functions, sporting events, conventions, demand quick action—the car provides it. The conservation of time has decreased "overhead" and increased "turnover."

Being happily situated at the gateway of the finest fishing and hunting country in Ontario, my car makes it possible to live at the camp on the lake just seven miles away. A refreshing run each evening and return in the cool of the morning sends me to business with brain clear and energy renewed.

Decidedly to me, a car is a necessity and I look confidently to the future development of its

usefulness in all lines of human endeavor.

*(Bruce's note: Such a prize-winning letter would never be written today, when cars are commonplace. But in 1922, cars were still a novelty on the cusp of becoming a necessity for business and pleasure.*

*Fred's skills as an author were put to use in the late 1940s. In 1949, the year of his death, he wrote the history of the early decades of our Club. His "Historical Sketch" forms the basis of the early chapters in our upcoming Centennial Book.)*