



Ford CAR WINS GOLD MEDAL as Pathfinder of the Canadian Rockies

© Victoria

FORD CAR PILOTED BY GEORGE GORDON MAKES FAST TIME TO COAST AND GETS GOLD MEDAL.

Made Trip of Seventeen Hundred Miles Over Rocky Mountains in Eight Days without Repairs or Change of Tires.

[From the Edmonton Journal, July 15th]

The recent pathfinding tour from Edmonton to Victoria, B.C., brought further laurels to the Ford Car and it demonstrated that this popular car can be operated successfully under the most severe conditions.

When the City of Victoria offered a gold medal to the driver of the first car to blaze a trail from Ed-

monton to Victoria via Jasper Pass, Yellowhead Pass and Kamloops, it was considered an almost impossible feat, and if accomplished the trip would take from three to five weeks and the car would be almost a wreck.

A motor road between Edmonton and Victoria has been the dream of Western Canadians. An automobile had never crossed the Rocky Mountains. Mr. George F. Gordon, the winner of the Gold Medal gives unstinted praise to the Ford Car in which he made the trip:—"I knew that if any car got through in reasonable time it would be the Ford, and to back my own faith, I purchased a new Ford Roadster. We never had the slightest trouble with the engine, and we found it economical on both tires and gas. We had no further damage than a broken spring leaf, and never used any of the spare parts. The tires do not show any wear at all, nor did we have a puncture. If I should ever have occasion to make a similar trip I will take a Ford."

Remarkable, Yes! Unusual, No! Every day on the ragged edge of civilization, hundreds of Fords blaze new trails, do the impossible. Sufficient publicity has not been given to the unbelievable performances of the Ford.

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