

Choosing a Townsite

MIDWAY between Edmonton, the capital of the Province of Alberta, and Calgary, the chief city of southern Alberta, another city was needed as a railway divisional point and trade centre.

It was decided by the railway company that this new city should be on the west shore of Buffalo Lake, one hundred and eleven miles south of Edmonton, and one hundred and twenty-three miles north of Calgary.

"Mirror" was the name chosen for this new railway divisional point, trade centre, summer resort city, in honor of the London Daily Mirror, that great newspaper which circulates throughout the civilized world.

If one would exercise the same care in choosing a business location or investment as the railway company exercised in choosing a proper site for Mirror, there would be fewer failures. The site chosen is in the very heart of one of Alberta's richest agricultural sections. There are a score or more of nearby small towns which will be feeders to Mirror, and the site for the city itself is on an elevation which runs north and south and slopes gently eastward toward Buffalo Lake, and westward toward the railway tracks, yards and shops. This elevation affords a magnificent view of the surrounding country dotted with fertile, well-tilled farms, while the view eastward, with Buffalo Lake in the foreground, not only attracts, but commands, attention. This elevation also gives the more practical assurance that the new city has natural drainage; that it is "high and dry."

*In One of
Alberta's Richest
Sections*



MIRROR TOWNSITE BEFORE SURVEY WAS MADE

M I R R O R