



MIRROR

The CITY BEAUTIFUL

*WHERE OPPORTUNITY AWAITS
THE INVESTOR, MERCHANT
AND HOMESEAKER*



UCH HAS been written about the Great Canadian West, more remains to be written, but the man who said: "Village yesterday, Town today, City tomorrow—that's Western Canada," said in nine simple words all a man or woman really needs to know in order to be influenced to invest, found a business, or establish a home in this last and most favored West.

Western Canada, that great nine hundred and fifty thousand square mile domain, for two hundred and fifty years the stronghold of the hunter and trapper, is coming into her own. Never before has any country experienced such an industrial history making era.

Railways are being built; millions of fertile acres are undergoing the transformation of the plow; fifty thousand men were called from crowded cities to help harvest the 1911 wheat crop; villages, towns and cities are springing into existence.

These centres of population offer opportunities to the man or woman with few or many dollars to invest; to the merchant who wishes to establish a business where competition is practically unknown and where profits are large; and to the man or woman who is seeking a home amid pleasant surroundings.

In fact, every village, town and city on the Grand Trunk Pacific Railway west of Winnipeg, holds out some inducement to the investor, clerk, merchant, mechanic, professional man, artisan, teacher; in truth to all industrious persons of either sex. This is especially true of the new towns just springing into existence.

And so it is the purpose of this booklet to bring the reader in closer touch with Western Canada in general and with Western Canada's most talked of new city in the embryo—Mirror, Alberta—in particular.