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COVERY

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ADVISER
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Demagogue.
The advertisement is written
with a view of giving the facts as they exist
and with a slight indication of what
may be expected in the future. It is
for the man who has heard something
of this wonderful and coming manu-
facturing center. It is for the man who
can look into the future and anticipate
the possibilities and upon
has been foretold he is able to cash in
on some of the profits that are made in
each center by means of early and
sound investments in the greatest
gold producer on earth in all ages—
the earth itself. It is easy to look
backward and see where profit might
be made, but the gift of look-
ing ahead belongs only to the wise.
The second wisest are those that act
when they have been told. This ad-
vertisement is aimed to appeal to both
these classes. Those that will neither
nor hear are urged to keep away

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REDFLIFT

REDFLIFT'S FOUNDATION BASED ON THE WORLD'S CHEAPEST POWER

Factories Already Located Representing Total Investment of
Enormous Sum of \$2,415,000
in Plant and Equipment

MANY MORE FACTORIES ARE NEGOTIATING

Visitors to Redcliff Are Loud in
Their Praises and Predict Bright
Future for the Manufacturing
Center of Western Canada

Redcliff occupies a unique position.
In the west. It is scarcely two years
old, yet a marvel in development.
There are so many things to be said
in its favor, so many advantages for-
warded without repetition and at the
same time with a fullness and exact-
ness that will give the intending pur-
chaser the information desired, with-
out seeming superfluous.

The advertisement is written with
a view of giving the facts as they exist
and with a slight indication of what
may be expected in the future. It is
for the man who has heard something
of this wonderful and coming manu-
facturing center. It is for the man who
can look into the future and anticipate
the possibilities and upon
has been foretold he is able to cash in
on some of the profits that are made in
each center by means of early and
sound investments in the greatest
gold producer on earth in all ages—
the earth itself. It is easy to look
backward and see where profit might
be made, but the gift of look-
ing ahead belongs only to the wise.
The second wisest are those that act
when they have been told. This ad-
vertisement is aimed to appeal to both
these classes. Those that will neither
nor hear are urged to keep away

from Redcliff and all its wonderful op-
portunities and a further perusal of
what follows would be entirely wasted
time.

No city in Canada has had such a
foundation at such an age as Redcliff.
It was born manufacturing. It has
reached swaddling clothes manufactur-
ing and will grow manufacturing. It
is strictly a manufacturing town. All
the towns in western Canada of its
size or double its size combined can-
not show a list equal to it in point of
time or numbers. The following is a
partial list of present industries, over
half of which have been secured this
year:

Cost of Building:
1—Diamond Flint Glass Co. \$150,000
2—H. Munderloh Glass Co. 200,000
3—Redcliff Pressed Brick Co. 75,000
4—Redcliff Brick & Coal Co. 300,000
5—Redcliff Clay Products Co. 75,000
6—Alberta Ornamental Iron Co. 200,000
7—Redcliff Motor Co. 75,000
8—Redcliff Brewery 100,000
9—Redcliff Rosery 25,000
10—Redcliff Sash and Door Factory 50,000
11—S. M. Knoche Furniture Co. 75,000
12—Redcliff Rolling Mills and Bolt Co. Ltd. 150,000
13—Hammond Stoker Co. 200,000
14—Redcliff Hat & Cap Co. 25,000
15—Redcliff Flour Mills 50,000
16—Ontario Bedding Co. 25,000
17—Alma Steel 200,000
18—Alberta Improvement Co. 200,000
19—Alberta Boot and Shoe Manufacturing Co. 100,000
20—Alberta Glove Co. 40,000
Total cost \$2,415,000

NATURAL GAS THE WORLD'S GREATEST POWER

Redcliff has an abundance of natu-
ral gas at the remarkable pressure of
nearly 800 pounds to the square
inch. Experts have pronounced it to
be practically inexhaustible. Their
opinion has been accepted by the score
of manufacturers, who are building
enormous plants on the strength of
the future supply of this great motive
force. Back of the millionth chance
of its failure is a supply of coal, that
gives absolute certainty to the ques-
tion of future power. To any one of
manufacturing experience the question
of power is a vital one, and to the
manufacturer who is laboring under
the load of power expense what an
alluring prospect, free power must
present.

To any industry where power is a
considerable factor REDCLIFF solves
the problem and every week the sign-
ing up of some new industry for Red-
cliff proves conclusively that manu-
facturers are not overlooking their one
best bet, which at this moment is
REDCLIFF.

WHAT REDCLIFF HAS

BRICK—Three of the finest and
largest brick plants in Canada, mak-
ing pressed brick, wire-cut brick, hol-
low block and fire-proofing, and em-
ploying over two hundred men.
COAL—One of the best coal mines
in western Canada, with a capacity at
present of 500 tons per day.
FLOUR—A flour mill with a ca-
pacity of 1,000 barrels per day.
ORNAMENTAL IRON—The Alberta
Ornamental Iron company, Limited,
has been established for a year. Many
of the buildings in Calgary have had
the ornamental work supplied from this
plant. This factory is already over-
worked and will have to increase its
capacity at an early date. The man-
agement states that they have work
enough ahead to keep them operating
a year.

MACHINE SHOP—First-class ma-
chine shop, capable of handling all
kinds of machine work.

FOUNDRY—A modern foundry, the
largest between Winnipeg and the
coast. Capacity 20 tons of metal
daily.

BLACKSMITHING—First class
blacksmith shop.

LIME—Lime kilns making a class
of lime.

AGRICULTURE—One of the finest
farming districts in sunny southern
Canada.

NATURAL GAS—Three gas wells
in the city, producing over 10,000,000
cubic feet of gas per day. Another

gas well will be drilled in the near
future.

HOTEL—The Redcliff hotel has 34
guest rooms with hot and cold run-
ning water in each room and is steam
heated, lighted by gas and electricity,
and is thoroughly modern and up-to-
date. This hotel is built of brick and
represents an investment of \$50,000.

STORES—There are four general
stores, meat market, drug store,
bakery, etc.

WATER SYSTEM—Water system,
costing over \$30,000, furnishing a per-
fect water from a mountain stream,
purified by natural filtration. This
water is clear and pure and nearly
ice cold on the warmest day. The
water mains extend to every part of
the city.

SITE—An ideal site almost level to
the eye, but with just enough slope
towards the river to insure perfect
drainage.

FREE SITES FOR MANUFACTUR-
ERS—Free sites are given to all large
factories.

CLIMATE—Said by the government to
be the most perfect in Canada, be-
tween the mountains and the Pacific
ocean.

FREE POWER is given for all man-
ufacturing purposes.

HEAT, LIGHT AND FUEL—For
residential use—flat rate—\$2.00 per
month.

SCHOOLS—The children of Red-
cliff are comfortably and commodi-
ously housed in a thoroughly modern
school building, costing \$20,000.

RAILROADS—Redcliff is now served
by the main line of the C. P. R. The
C. N. R. line will be in Redcliff this
fall, and the G. T. P. gives assurance
of reaching Redcliff early next year.

Two miles of spur line affords am-
ple shipping facilities to Redcliff's ware-
houses and factories.

CHURCHES—Only two denomina-
tions, the English church and the
Presbyterian church, at present in
Redcliff, but others give promise of
joining in soon.

TELEPHONES—Redcliff is served
by a modern up-to-date telephone ex-
change, connected by long distance
with all parts of the province.

BANKS—The Imperial, Royal and
Merchant banks.

Redcliff a Busy Place

No one can imagine the activities of
Redcliff without making a personal
visit there. The place is a hive of in-
dustrial life. Every day new build-
ings are started. The newness
of things impresses the visitor on every
hand. While other towns and cities of
Canada are quiet in the extreme, Red-
cliff is forging ahead at a rate only

limited by the ability of the builders
to secure materials and men.

When many towns are booming, the
investor is naturally puzzled as to
where to put his money to work. But
when the field is quiet and with Red-
cliff standing out as the one great
bright spot on the map, there can be
no mistake. REDCLIFF IS THE
ONE PLACE TO BUY.

As an indication of the impression
which is created upon the mind of the
visitor, the following interview is taken
from the Edmonton Daily Bulletin of
May 17.

Mining Man Praises Redcliff

"Redcliff, on the main line of the
C.P.R., and about six miles from Medi-
cine Hat, is probably undergoing the
hottest jump towards being a city of
any place in the west," said a well
known local mining man, who re-
turned from a short trip there last
night.

The place already has a payroll
of \$25,000 a month, and 25-foot lots on
Broadway, the main street, are selling
for \$10,000. The glass works are al-
most completed, and an automobile
factory is also in operation. Besides
this an iron works is being put up
which will be probably the first red
mill in western Canada. The works
occupy a site of about 75 by 250 feet,
and the boilers and machinery are al-
ready on the ground. Great heaps of
scrap iron, gathered from all parts of
the country, and which will be melted
down and remolded into rods and bolts
are already gathered on the ground
awaiting the opening of the plant. The
town also has three brick works, one
turning out an average of 100,000 a
day and another with a capacity of
40,000."

According to the speaker, who is an
experienced mineralogist, the clay in
the vicinity of Redcliff is of the finest
in the world for making bricks.

"With the various industries now
established, cheap power afforded by
natural gas and also valuable sand
from which glass can be made, and
brick clay, he believes that this should
be one of the coming towns of the
west," said the gentleman in closing.

Redcliff as Viewed by the Outsider

Calgary last week. They have spent
several months traveling through the
States looking for a location, and have
finally turned to Alberta, and the great
activities of Redcliff have attracted
them. Captain Mann Canney: "Red-
cliff's gas as it exists ensures its fu-
ture as the great industrial center of
western Canada. Freight rates and
raw materials will be more than bal-
anced by the free power and sites that
are given. Redcliff has also other re-

sources to add to the gas. There is a
very fine grade of shale underlying the
city, and no less than three mammoth
brick plants are turning this valuable
material into a useful commodity. Red-
cliff has also a very fine quality of
moulding sand and a high grade glass
sand, with a \$200,000 glass factory now
building to manufacture the same.
There is a total of 23 factories now
secured, and negotiations on a fourth
more. There is a population of over
2,000, which all goes as proof of the
padding. As insurance against the very
remote chance of the gas giving out,
there is a coal mine right in the city
with a capacity of 500 tons per day,
and which can be supplied for \$1.50
per ton. Redcliff has also a splendid
river with an abundance of water and
excellent railroad facilities. Its real
estate values are very low, and there is
no doubt in my mind but what Red-
cliff is destined to be a great little city
in the very near future. It has out-
stripped all other towns of proportion-
ate size in Alberta. Redcliff being
the center of the greatest gas belt in
the world, has something which means
as much to it in proportion as the
Panama canal means to the Pacific
coast."

being eventually bought on payment of
one-third cash and the remainder pay-
able in three years, while the inside
lot sold for \$25, the cash down being
\$8. The Windsor hotel will be enlarged
on the present site.

Look at the fortunes that have been
made in real estate in Calgary. Look
at the small investors that have mat-
terially increased their income and
comforts from a profitable investment
in lots in this and other growing cities.

Redcliff Leads in Foundation

Remember that neither Calgary or
Edmonton had even a fraction of the
good industrial foundation that Red-
cliff has at the same age or at several
times the age. Grasp this idea, and
hold fast. REDCLIFF IS A COMER
AND REDCLIFF WILL LAST.

As a factory center Redcliff has all
western Canada as a field. It is un-
necessary to add that the field is a big
one. It is not as a jobbing center,
with a zone beyond which it cannot
extend in a competitive way. Yet even
reducing it to a zone basis it is 175
miles from Calgary, its nearest jobbing
center. Therefore it can build up and
maintain a jobbing trade of its own.
Yet Redcliff will be known as a pro-
ducer not as a middleman and its real
estate values will be that much more
stable as a consequence.

Now is the Time to Buy

No place can show a foundation like
that of Redcliff. It is based on the
solid roots of production and has all
the marks of greatness. When the
factories that are building each year are
in operation, it will mean a population
of ten to twelve thousand or an in-
crease of five to six hundred per cent
over the present. If you could pos-
sibly pick out a place on the map
where this time next year there would
be an influx of 10,000, would you not
try to beat them there and get ad-
vantage of some of the profit they
would be bound to create? Redcliff is
the place that all we ask is that you
go and see for yourself. It is a self-
evident proposition.

You surely can realize what this im-
mense increase in population, which is
just a beginner, is going to do to real
estate values any place within the mile
and a half circle. All you have to do
is to again compare with Calgary or
Edmonton. Property has always been
good in that radius. It always will be.
It will always be so in every city. It is
the three, four and five mile circles
that are dangerous. We repeat. Red-
cliff is a comer and Redcliff will last.

Profit in real estate is made by the
ground floor buyers. Prices in Red-
cliff are yet ground floor. Get in the
lead of the procession and buy Red-
cliff. Now is the time.

Real Estate a Source of Wealth

It is a well known fact that most
large fortunes are made from real
estate. Rapid development always
produces profit. Development is by no
means at an end in the west. No place
will develop faster than Redcliff. By
no means get the idea that profit mak-
ing in the building of cities is a thing
of the past. In fact legitimate invest-
ing and profit making is yet in its
infancy.

How would you like to date back and
invest in Edmonton when it was of the
age of Redcliff. Read the following
example.

(Special to The News-Telegram)

EDMONTON, Alta., May 22—Bought
23 years ago for \$75, lots 22 and 23 in
block 1, Hudson Bay reserve, at the
corner of Jasper avenue and First
street, changed hands Wednesday
the record price of \$500,000, including
the Windsor hotel and block by which
the site is occupied.

The property was surveyed in 1881
by Richard Secord, of McDougall and
Secord, by whom the property was sold
to Robert Macdonald, of the Yale hotel.
When the property was placed on the
market 22 years ago the prices were
at a minimum and the terms very easy.
The corner lot was merely a clump of
willow marking a turn in the trail to
the old Hudson Bay fort, and it was
on sale for years at the price of \$50,

The Largest Factory Under One Roof in Western Canada



REDFLIFT ROLLING MILLS AND BOLT MFG CO.

Just a sample of what is already at Redcliff, with more of the same kind coming. The above plant covers 52,700 feet of floor space. It will be used for the manufacture of all kinds of merchant iron as well as bolts of all sizes. They will be buyers of all kinds of wrought iron scrap and already have 82 cars loaded on hand with which to begin operations. Their investment to date amounts to \$135,000 and will reach \$175,000 before operations are begun. At the start 200 men will be employed and the number will be increased as the business increases. Supt. R. McCleery has had wide experience in his line, much of which was obtained in and around Pittsburgh. He says that it is the first size that he knows of where the factories are on the ground ahead of the town. Redcliff with its free gas is a great magnet for the iron working industry and in addition to the above plant there is the Alberta Ornamental Iron Co., Ltd., already in operation, and the Alberta Steel Co., a Sheffield, England, corporation, under contract to build. Factories are investing millions, why not you a few hundred?

CITY PARK IS BEAUTIFUL SUBDIVISION IN PATH OF DEVELOPMENT

Calgary Business Man Visits
Property and Finds It Strictly
as Represented; Every Lot a
View Lot, High, Dry and Level

PRICES AND TERMS TO SUIT ALL CLASSES

Lots Range from \$200 to \$275
and \$25 handles a Lot; Special
Prices to Dealers; Agents
Wanted

Redcliff is the best thought of prop-
erty on the market today. The
average investor knows all this, but
the question arises where is the best
spot in Redcliff to put money at pres-
ent? CITY PARK is the answer. It
has all the elements of substantiality

behind it. There is no doubt that
values will double, treble and quad-
ruple in rapid succession. Every dol-
lar invested there will bring some more
profit than any other place on the map.

In the Path of Development

Those familiar with the develop-
ment of Redcliff will recall that the town
started at the brick plant to the ex-
treme south of the town. It has never
grown to the south a foot since. All
the developments has been to the
north. The business center is now a
mile and a quarter to the north. Three-
fourths of the development this year
has been north of Broadway, sup-
posed to be the center, east and west,
street of the town. The development
is already leading across the C. P. R.
tracks. It is directly towards City
Park, the premier subdivision of the
lot today. Buy in the path of progress.

Beautiful Property

City Park lies perfect. Through the
old townsite, extending east and west,
is a crest of elevation. North from this
there is a gentle down slope, upon which
is located the present business center.
This extends for a short distance and
then there begins a gradual rise which
extends back beyond the extreme
limits of City Park, creating one of
the most perfect views imaginable of
the depot City Park begins. The lay of
the property cannot be otherwise de-
scribed than perfect. Every lot is a
view lot. Each one is guaranteed high,
dry and level. To any purchaser find-

ing his property other than represent-
ed we will cheerfully refund his pur-
chase money, plus expenses of a trip
to Redcliff and return.

Calgary Business Man Endorses City Park

Mr. W. J. Publicover, dealer in fancy
groceries at 440 Seventeenth avenue
west, visited our property on May 20,
and expressed his opinion to us as
follows:

"POWER CITIES REALTY CO., 707 Center Street, Calgary, Alta.

"Gentlemen—I have been hearing of
the remarkable young town of Redcliff
for some time, and as all the reports
were good ones I gradually became in-
terested. When I noticed your recent
advertising I spent last to see for
myself.

"Accordingly I spent last Tuesday in
Redcliff. I was more than pleased with
what I saw. It is another case of 'seeing
is believing.' In fact you nor any
one else cannot convey in words the
activity that exists in that place. I am
sure the town has a great future and
if I had \$50,000 to invest I should put
it all in Redcliff.

"As to your property in City Park, I
found it just as you had represented.
It is slightly, level, has a perfect view
of the town and is bound to keep pace
in the general development. As near

as I can judge it should be the best
residential section of the future city,
with parts of it standing a good show
of becoming business property.

"W. J. PUBLICOVER"

We are glad to be able to refer any
interested parties to Mr. Publicover.
We are also glad at any time to ar-
range to show the property itself.
Every one comes away a booster. To
any one buying from us we make this
offer. Go and see the property. If it is
not just as we represent we will re-
fund your money and pay the ex-
penses of the trip. Does that show our
faith in the proposition?

Location of City Park

Our offerings in City Park are
reached on the three-quarter mile
circle from the C. P. R. depot and ex-
tend to the mile and a quarter circle.
The only choice you can make is as to
the distance. Every lot is within
walking distance from the present ac-
tivities, both town and factory. City
Park is just close enough to the fac-
tories to be in reach, yet far enough
away to be free from the contaminat-
ing and depreciating influences.

One-half mile west there has been
offered 160 acres for free factory sites,
which will appreciate the value of City
Park very materially.

Prices and Terms

Our aim is to give every one a
chance at this opportunity for profit
taking. We believe in making a profit

for all our buyers. Prices range ac-
cording to distance from the center of
the town and are on a basis, where
dollar for dollar invested one will re-
turn proportionate profit with the
other. Lots range from \$200 to \$275.

We have arranged terms to suit the
large buyer and the small one. Our
regular terms are one-third cash and
the balance in six and twelve months.
Or if it suits better we will accept one-
fourth cash and the balance in four,
eight and twelve months. However,
in order to let every one in we have
adopted special terms of \$50 cash and
\$35 a month on a pair of lots to those
who desire the easy payment plan.

Your Main Chance

We have endeavored to give a com-
prehensive description of the ad-
vantages of Redcliff and City Park.
Its opportunities exist without ques-
tion. It remains with you to grasp this
golden opportunity. Get on Fortune's
wagon and ride with us to independ-
ence. If our readers could only see
into the future, could only compre-
hend this main chance. City Park
would not last a week. Enough do see
it that it will not last long. Time is
money now to YOU.

If there is anything that we have
overlooked that would be of interest
to you, write us or call at our office
and we will be glad to supply you
with the information. Do not consider
that this will place you under any ob-
ligation to buy. We want you to know
about Redcliff whether you buy or not.
Eventually you will, or regret it.

SALESMEN WANTED

The salesmen that are with us
are making good. We can use more.
If you think that you can sell real
estate we will give you the opportu-
nity. This is a proposition that you
need have no fear of selling
your best friends.

TO REAL ESTATE MEN

We need representatives in every
locality. Write us immediately for
special terms and prices on City
Park. We can convince you that
this is the best selling proposition
in the entire west. Do not overlook
the fact that Redcliff, with her mag-
nificent natural resources will soon
take her place among the great
manufacturing centers of the
North American continent.

COUPON

POWER CITIES REALTY CO.,
707 Center Street, Calgary, Alta.

Gentlemen: Please send me further information about Red-
cliff and your property in City Park.

NAME

TOWN

.....

POWER CITIES REALTY CO. 707 Center St. CALGARY Phone M5239