

MIRROR



TRANSCONTINENTAL
TOWNSITE CO. LIMITED
WINNIPEG

MIRROR

The City Beautiful



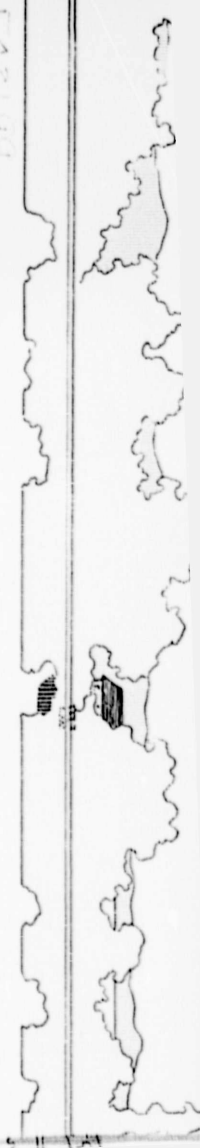
TRANSCONTINENTAL
TOWNSITE · CO · LTD ·
WINNIPEG · CANADA

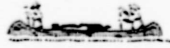
M I R R O R

1884
1887
1891
1894



PLAT OF TOWN SITE OF MIRROR, ALBERTA





MIRROR

The CITY BEAUTIFUL

WHERE OPPORTUNITY AWAITS

*THE INVESTOR, MERCHANT
AND HOMESEKER*



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.



Ourselves *and* Our Purpose

IT IS due the reader to know something about ourselves, our purpose, and the industrial institution this booklet stands for. We are town property agents for the Grand Trunk Pacific Railway Company. Our purpose is to help upbuild villages, towns and cities situated on the lines of the above railway by pointing out the opportunities these new towns offer men and women who wish to invest small or large amounts of money, found business enterprises, or establish homes. And it is appropriate here to state that any assistance we can render, or any information that we can give, is cheerfully given and entirely free. Also all correspondence with us will be held in strict confidence. Therefore, when writing to us you are assured that you may go into personal and business details without fear of having them disclosed.

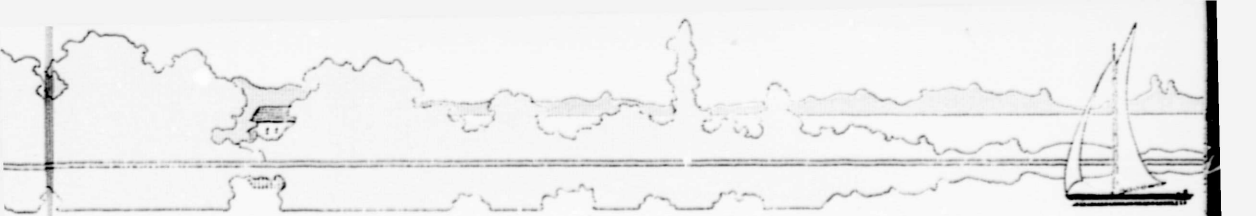
The Grand Trunk Pacific Railway needs no introduction to the reading and travelling public. However, it is not out of place to say that the last spike in this great transcontinental railway will be driven in the year of nineteen hundred and thirteen, and Moncton, New Brunswick, on the Atlantic coast, will be connected with Prince Rupert, British Columbia, on the Pacific coast by this all-Canadian railway having upward of 3,600 miles of main line and 5,000 miles of branch lines. This, then, is the magnificent institution this booklet stands for and we ask you to remember that when you deal with us you are dealing with the Grand Trunk Pacific Railway.

*Linking the
Atlantic with
the Pacific*



FROM TWO CONTINENTS—ON THEIR WAY TO MIRROR

M I R R O R



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



From Winnipeg to Mirror

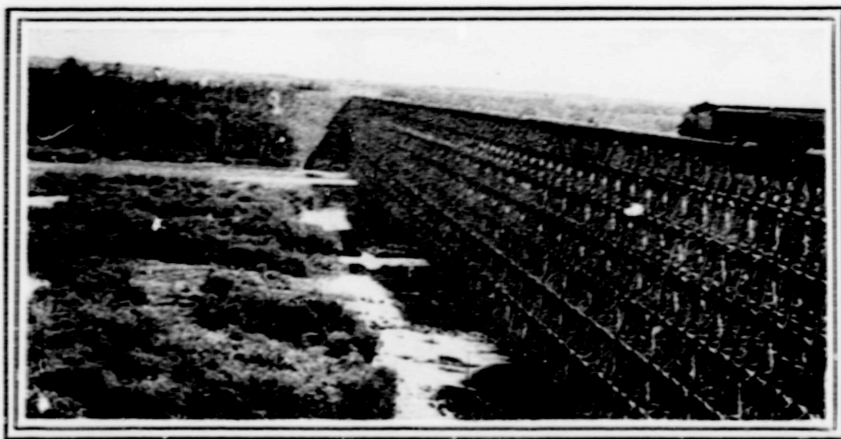
THE MORNING previous to the opening of the auction sale, successful business men from Eastern Canada, United States, England and Continental Europe, left Winnipeg on a Grand Trunk Pacific Railway train which arrived at Mirror, Alberta, the following day. En route, other prosperous men boarded the train at various stations, while at Tofield two more cars of investors and business location seekers from Edmonton and other points west joined the group.

The arrival of this special train at Mirror that evening was the signal for cheers from the crowd of several hundred farmers who came for the occasion in automobiles, carriages, wagons, on horseback and afoot.

The journey of two days and a night—eight hundred and twenty-three miles—from Winnipeg to Mirror, was through the heart of that world-famous country that will some day be the home of fifty millions of people.

Imagine, if you can, acres, thousands of acres, yes, millions of acres of waving grain—wheat, oats, flax, barley; picture herds of cattle, horses and sheep grazing, where but thirty years ago the buffalo roamed; bring to your mind's eye a succession of hundreds of farm homes that advertise the prosperity of the farmers in this favored country; let your thoughts wander to growing, going towns and cities thoroughly alive to the knowledge of their importance. Then you will have an idea of what these several Pullmans of men from two continents saw when they went from Winnipeg to Mirror.

*A Fast
Panorama of
Waving Grain*



CROSSING BATTLE RIVER ON THE WAY TO MIRROR

M I R R O R



Through *the* World's Granary

BUT UNLESS you have made this journey, your idea of it must necessarily be vague. You may read the most glowing description of Western Canada, you may hear the most interesting account of this country from an eloquent enthusiast, but in order to fully realize what William E. Curtis, world-wide traveller and America's foremost newspaper correspondent, meant when he said: "Winnipeg's greatness is and always must be due to the Canadian West," you must make this journey from Winnipeg to Mirror yourself.

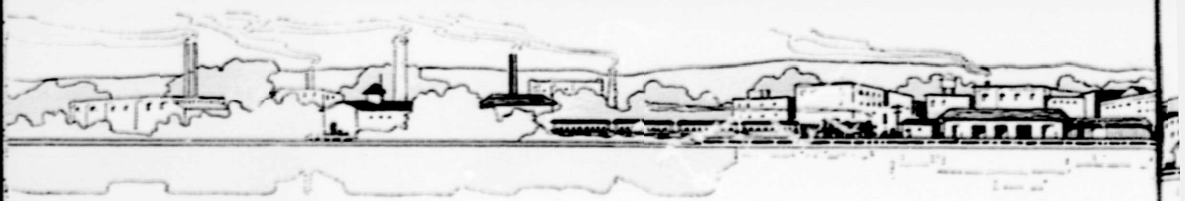
Mr. Oscar K. Lyle, grain expert, representing S. P. Chapin and Company, of Chicago and New York, is quoted in the Winnipeg Telegram, issue of August 18th, 1911, as follows: "Will have a crop so surprisingly large that I hesitate in telling its full extent for fear of unbelief. It has the greatest promise I ever saw in wheat, flax and oats. I will state frankly that in touring over the States for forty years, judging crop prospects, I never saw such crops as I have since I came to Canada. They have opened my eyes, and my eyes have seen the crops for the past forty years in the States."

*An Expert's
Tour of
Inspection*

Mr. Lyle had just finished a tour of crop inspection through the West at the time he made this statement. That his prediction has been fulfilled is attested by the record breaking harvest recently completed in the vicinity of Mirror.



A CANADIAN WHEAT FIELD, VICINITY OF MIRROR



Junction and Divisional Point

MIRROR, Alberta, is a divisional point on the Edmonton-Calgary line of the Grand Trunk Pacific Railway. This line runs south from Edmonton through Mirror to Calgary, eventually to be extended to the international boundary line, thus gaining access to the United States. Then, too, there will be other lines of the Grand Trunk Pacific Railway radiating from Mirror. These lines will transverse an exceptionally fertile section of country which will of course, add to Mirror's importance as a trading centre. Railway repair shops, round house, switch yards and large station are located at Mirror, while space has been reserved for such other railway buildings as may be needed in the future.

Transportation Problem Solved

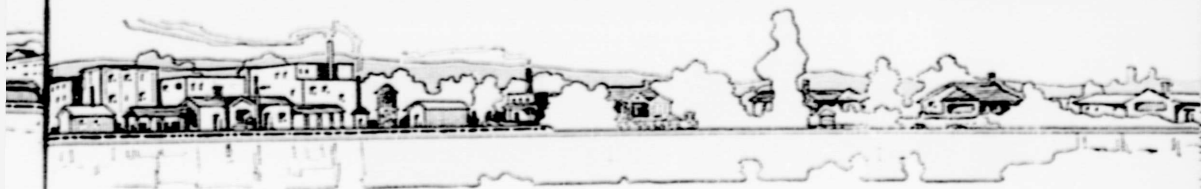
It naturally follows that Mirror will have a substantial population of railway employees whom Mirror merchants will clothe and feed.

Having her transportation problem thus settled in the beginning, and being the trading centre and wholesale merchandise distributing point for thousands of farmers and scores of less important towns, Mirror offers exceptional inducements to manufacturers, jobbers and wholesalers as well as to retail merchants and investors.



THIS G.T.P. RAILWAY CONSTRUCTION CREW ARE BUILDING MIRROR'S SHOPS

M I R R O R



A Commercial Centre

WHILE Mirror was but yet a name, before a single lot was sold, even before the engineers had completed the survey of the town, a number of business enterprises were established there.

Two of the leading banks of Canada, both having branches in the leading cities of Canada, also branches in United States, Europe and other foreign countries, established branches in Mirror, as did also Canada's foremost mercantile and lumber companies.

The picture below is of Mirror before the first lot was sold. The buildings shown in the photograph are temporary affairs, erected merely to house various industries until suitable lots could be purchased and substantial permanent buildings erected.

Only in Western Canada can such optimism be found. It is not the optimism of the dreamer, but it is the optimism of far-sighted, keen business men that you will meet in Western Canada.

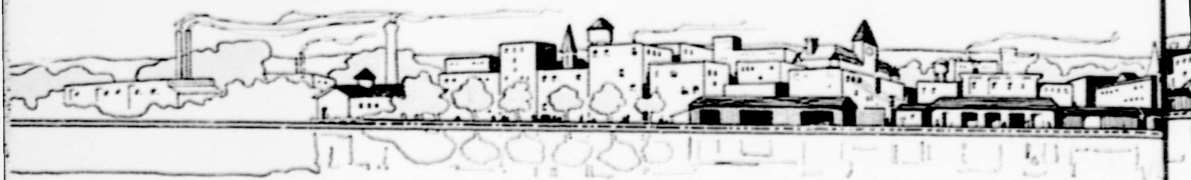
And here is a significant fact,—The men who are most heavily interested in Mirror have seen Winnipeg, Edmonton, Calgary and other cities grow from towns over night, so to speak. Only those who are best acquainted with Western Canada can formulate an idea of Mirror's future importance as a commercial centre, and they are the ones who are establishing their business and buying their property in Mirror while the prices are lowest. Call it optimism, if you wish, but business foresight is the true definition.

A Significant Fact



BUSINESS WAS DONE IN MIRROR BEFORE A LOT WAS SOLD

M I R R O R



Mirror Put on the Map

WE HAVE pointed out to you several reasons why Mirror, Alberta, will be one of the important cities of Western Canada; later on we will point out other reasons, but this and the next page will give you the story of the most remarkable sale of new town property ever held.

On the day set for the sale, at seven o'clock in the evening, the men who came to Mirror from two continents, as well as those who had assembled from the surrounding country, arranged themselves before the auctioneer's stand, which was erected where Mirror's main streets bisect each other.

The sale of Mirror townsite lots by public auction was on. In almost less time than it takes to tell it, the first lot was sold. For two hours thereafter, the bidding continued as briskly as it had started.

The auctioneer's rapid fire of conversation was punctuated only by the nod of a head, the motion of a hand, or the audible bid of a purchaser.

*Selling a
Townsite by
Auction*

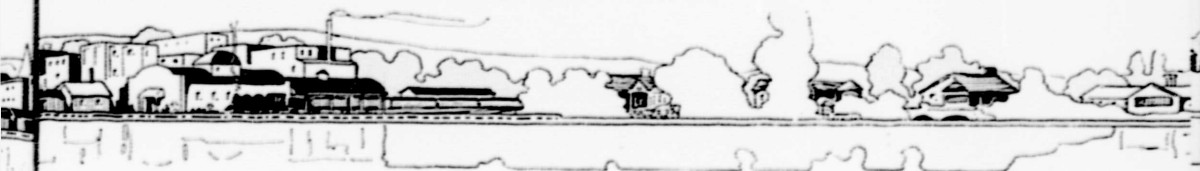
When the long Alberta twilight came to a close and the sale for that day ended, it was found that in the two hours \$60,000.00 worth of Mirror lots had been sold.

Figure that out—\$30,000.00 worth per hour, \$500.00 worth each minute. Where else outside of Western Canada can such a record be made? And yet that \$60,000.00 was less than one-third the amount invested in Mirror lots the following day.



BUYING MIRROR LOTS AT AUCTION SALE

M I R R O R



\$251,648.00 Invested in 11 Hours

AT TEN o'clock the following morning the sale of Mirror property was resumed and continued until nine o'clock that evening, with an intermission of two hours at noon. During these nine hours \$191,648.00 worth of lots were sold, or a total of \$251,648.00 for the eleven hour duration of the sale.

No such record was ever made by any new town. The nearest approach was a similar sale of lots in another new town in Western Canada when \$75,000.00 worth of lots were sold at public auction.

The property sold at the Mirror sale ranged in price from \$300.00 up to \$2,075.00 per lot. The amount of business property sold at the Mirror sale and since the sale in this new city, represents more dollars than were ever invested in the same space of time in any new town in Western Canada, with the possible exception of Prince Rupert.

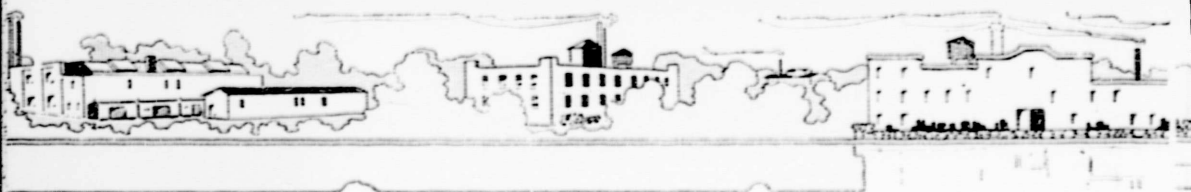
If you will consider that property in Winnipeg, Edmonton, Calgary, Edson and scores of other cities and towns has increased many times in value during the past few years, and that desirable property in any of these places will cost a great deal more than desirable property in Mirror will cost you today, it will be obvious to you that around the above truth centres the reason why shrewd business men have invested and are investing in Mirror property.

All Records Broken



ANOTHER VIEW OF THE CROWD AND AUCTIONEER'S STAND

M I R R O R



Layout of Mirror

WHEN THE townsite of Mirror was laid out, every natural feature was taken advantage of to combine business facilities and residential attractiveness.

By referring to the map on the second page of this booklet, it will be noted that the railway station, shops, yards and round-house will be in a group in the western portion of the town. Lake Street running east and west, and Lois Avenue running north and south, are the principal business streets. From points one block north and south of the intersecting point of these two thoroughfares, two broad boulevards have their beginning. Areas have been reserved for parks, municipal buildings, churches, schools and market, while blacksmith shops, livery stables and similar business enterprises will be restricted to a certain area.

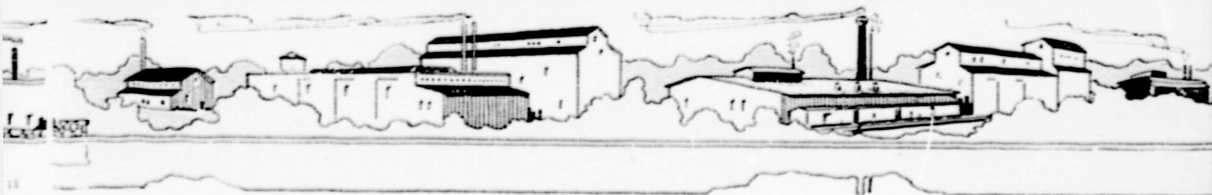
A Commanding View

As before stated, the entire townsite is higher than the surrounding country, and home-builders will be quick to appreciate the magnificent views the lake, valley and the hills to the westward afford. Clumps of trees also add greatly to the charm of the site selected for Mirror as they do to the charm of the surrounding country.



FARM HOMES LIKE THIS ONE ARE THE RULE NEAR MIRROR

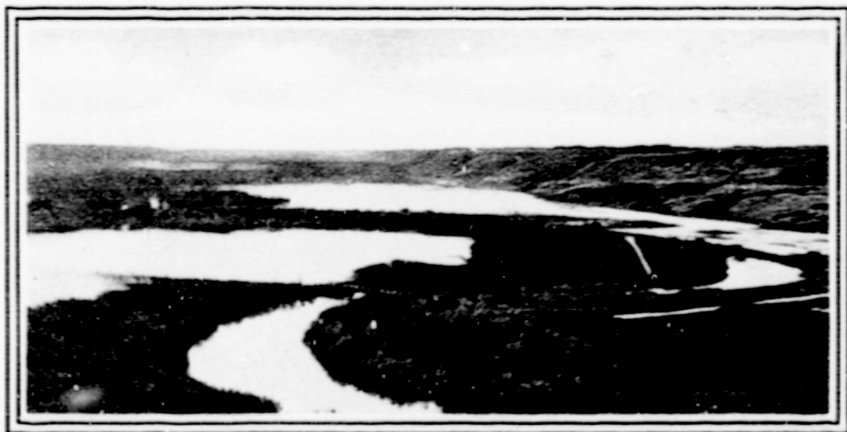
M I R R O R



Around Mirror

NOTHING could be more appropriate under the caption "Around Mirror," than mention of Albert J. Beveridge's notable fourth in a series of articles: "Our Canadian Cousins," which have recently appeared in the Saturday Evening Post, Philadelphia. The article in question is a masterly one, telling how Canada handles her immigration problem. Mr. Beveridge explains Canada's policy of seeking desirable immigrants from the British Isles, United States, Germany, Norway, Sweden, Holland, Denmark, Switzerland and from the north of France. "And the best of these she ardently desires," says Mr. Beveridge, "and whether in the British Islands or the United States, whether in Northern France or Holland, whether in Germany or Sweden, the people whom Canada seeks are the farming classes, and these she seeks with diligence, system and resourcefulness. I use the word 'seeks' advisedly, for Canada has in the countries I have named, the best organized, best informed, and most zealous immigration propoganda the world has ever seen. There are nine Canadian immigration districts in the British Islands alone. There are twenty Canadian agencies in the Unites States, which latter are under the inspectorship and practical direction of an able man. The British agencies are under the supervision of an equally well informed and energetic man; and the whole of this across-seas' work is under the watchful eye of one of the most remarkable men that Canada has produced. —Lord Strathecona."

Whom Canada Seeks



AEROPLANE VIEW OF BATTLE RIVER

M I R R O R



Emigrants Selected

BETWEEN certain months of the year each man, woman and child that emigrates to Canada must have twenty-five dollars and a ticket to their destination, or enough additional money to buy a ticket; during certain other months each must have fifty dollars plus the ticket requirement. The money qualification is only suspended in the case of those who can show they are going to sure employment on a farm. These requirements, in addition to physical requirements, exclude all but the most desirable class of immigrants. The wisdom of this policy is attested by the fact that, broadly speaking, Canada has no pauper class, knows no "bread line."

*The Growth
of a
Nation*

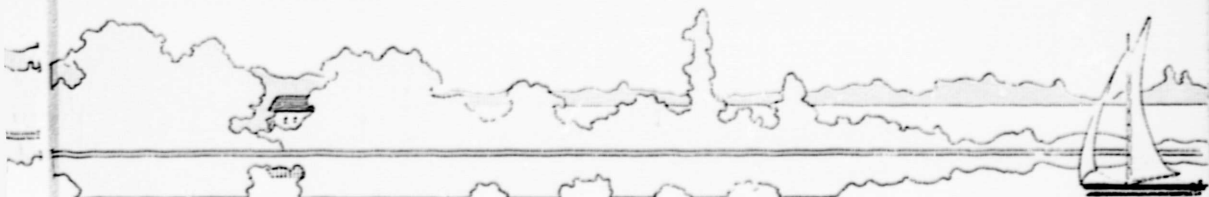
Now, how does Canada's immigration policy affect Mirror?

Listen! The keynote to any nation's greatness is "People for the farms and farms for the people." That's Canada's watchword.

Canada has farms for the people and she is getting the best people on earth for the farms. She is getting them by selection. By no other means can she get the class she wants.



PLOWING WITH TRACTOR ENGINE NEAR MIRROR



An Amalgamation of Nations

FROM APRIL first, nineteen hundred and ten, to February twenty-eighth, nineteen hundred and eleven, two hundred and seventy-one thousand three hundred and ninety-two persons were admitted into Canada. Of these the decided majority immediately settled on lands. More than a quarter of a million as clean cut men, women and children as ever were admitted to any country save none.

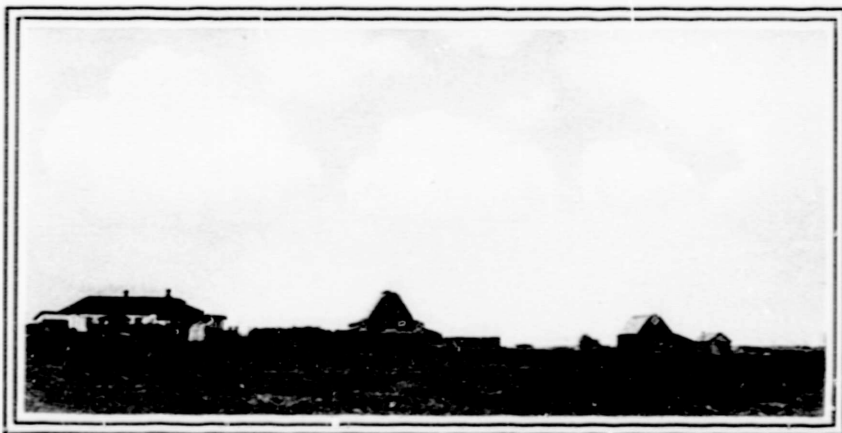
And Mirror is the very hub of an agricultural country, thickly settled by the best United States, the British Isles and the north of Europe can send to any country.

As an investor, as a merchant, as a home-builder, it means much to you to be surrounded by such a community. If you question this, permit us to give you the names of investors, merchants and home-builders who came to Canada a few years ago with practically nothing, and have gained their independence through the financial success of the Canadian farmer.

But is it necessary to remind any intelligent person today that a nation's true greatness lies in her agricultural pursuits? We think not.

*Evidence
for
the Asking*

So Mirror has not only the backing of a transcontinental railway and the backing of a summer resort; she has also the backing of her farms. The three—railway, lake, farms—form a combination which cannot be beaten.



THIS FARM IS ON BUFFALO LAKE NEAR MIRROR

M I R R O R



The Wealth of the Soil

IN THE vicinity of Mirror there are several farms which may be called show places, where the most advanced and suitable methods of agriculture may be seen. Col. Marryatt has several thousand acres under cultivation, and Jacques Brothers have one of the finest horse ranches in Alberta. A number of farmers have gone into poultry raising extensively; also dairying has become an established industry.

Agricultural statistics show that the enormous expansion of winter wheat production in Alberta constitutes one of the most far-reaching agricultural developments of modern times. The soil and climate are admirably suited for production of highest grades of hard wheat. Then, too, the completion of the Grand Trunk Pacific Railway will give a short haul to tidewater, thence to the markets of the world.

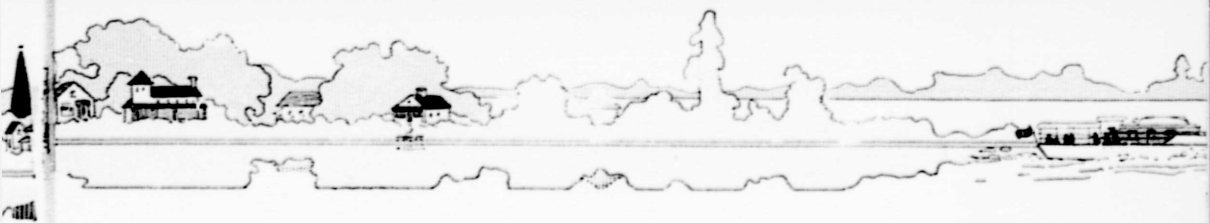
As instances of what is being accomplished, A. E. Burnett raised four thousand two hundred and eighty bushels of wheat on seventy-one acres; that is sixty and one-fourth bushels to the acre. The Canadian Development Company raised wheat that weighed sixty-six pounds to the bushel—just six pounds more than the standard weight. The average yield of winter wheat in Alberta in the year nineteen hundred and ten was twenty-six and sixty-four one-hundredths bushels to the acre. In contrast to this, the average yield in the United States the same year was,—Spring wheat, eleven and seven-tenths bushels to the acre; winter wheat, fifteen and eight-tenths bushels to the acre.

*Sixty
Bushels to
the Acre*



MIRROR IS IN A CATTLE AND GRAIN COUNTRY

M I R R O R



Energetic People Wanted

PERHAPS those figures point out the reason why the eyes of the civilized world are on Western Canada. Land that will produce such crops as Alberta land is producing cannot long remain undiscovered when the world's demand for wheat has never been supplied. Such land is bound to become thickly peopled. These settlers must be clothed, fed and entertained. They have the money to buy all the necessities and many of the luxuries of life. Who is to supply them? There is the story of the conditions in Western Canada today in a nut-shell. Because this condition exists is the reason why there was an average of more than two new towns a week placed on the map of Western Canada during the past year.

Because this condition exists is why you are being asked to invest, establish a business or build a home in Mirror.

Towns must be established, merchants in all lines must found business enterprises in these towns, for Canadian farmers must be clothed, fed and entertained.

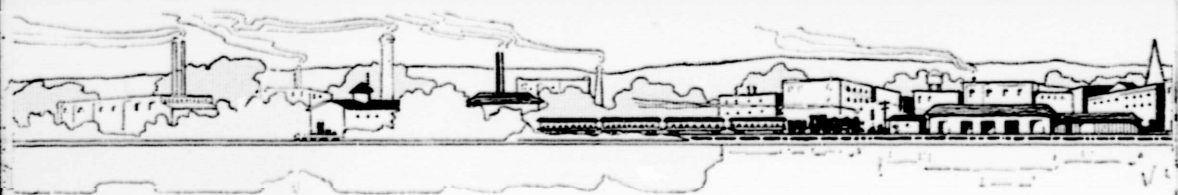
These farmers have the money to pay for the necessities and luxuries their lives demand. From more than one small village a half million or more bushels of wheat are shipped annually. That means approximately five hundred thousand dollars—the major portion to be spent for clothing, food, farm and home necessities, implements, pianos, automobiles, and the thousand and one other articles that the twentieth century farmer must have.

*A Virgin
Field
For You*



SPECIMENS OF ALBERTA VEGETABLES

M I R R O R



Canada's Assets

THINK you Canada is exclusively a wheat country? By no means is this the case. True, wheat—King Wheat—is the primary crop, just as corn—King Corn—is the primary crop of the central western portion of the United States. But Canada counts her barley, flax and oats by the millions of bushels; her clover, timothy and alfalfa by the millions of tons. Cattle, sheep, swine and poultry add millions of dollars to Canadian farmers' bank accounts annually; and horses! Were you at the Alaska-Yukon Pacific Exposition, Seattle? Did you see George Lane's percherons there? George lives in Alberta, has a fad, some say, of raising percherons. It was his string that cleared up the prize list at the Seattle Exposition. Another ranch in central Alberta, not very far from Mirror, sent the champion hackney stallion to the Pan-American Exposition, Buffalo, and to the New York Horse Show. And if you saw the champion stallion at the St. Louis World's Fair you saw another Alberta product, —from the same ranch, in fact, as the Buffalo and New York champions came.

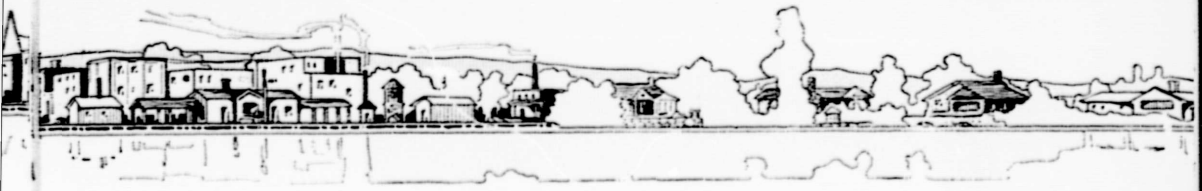
Another thing, extensive coal fields are but a short distance from Mirror. Foreign capital is now engaged in opening these fields, which are extensive enough to solve Western Canada's fuel problem for centuries. Mirror is on the direct line of all coal shipments destined for central Alberta and Saskatchewan. Near Mirror is a mine which supplies that district with a high grade lignite or semi-bituminous coal. Also government surveys show that Mirror is in the gas and oil belt of Alberta.

*Coal Enough
For
Centuries.*



FIVE OF JACQUES BROTHERS' FAMOUS HORSES

M I R R O R



Growth of Canadian Cities

THE ULTIMATE development of Mirror is impossible to forecast. There are many instances of towns with not more than one of its advantages which, within a few years from the date of their inception, have become important industrial centres.

In the beginning they did not have railway facilities connecting them with a wide territory; the country surrounding them is not so fertile, nor well settled as the country surrounding Mirror; adequate water supply was difficult to obtain; their sewage problem was difficult to solve, and many of them are situated without lakes and timber to give a pleasant environment—and yet these towns progressed amazingly.

Let us consider for a moment the wonderful growth of a few of Western Canada's most important cities.

Nine years ago Winnipeg had a population of forty-two thousand; today, nearly two hundred thousand. Nine years ago the combined population of Edmonton, Calgary, Brandon, Regina, and Saskatoon was less than fifteen thousand; today more than one hundred and twenty thousand.

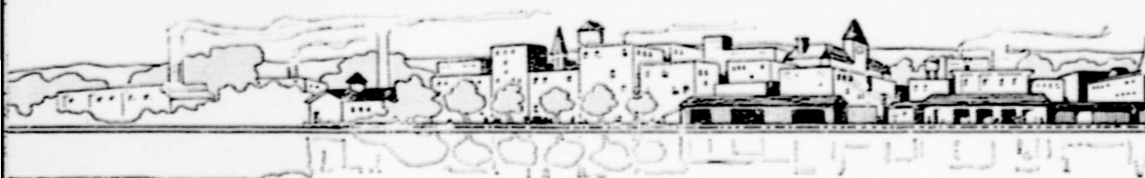
Who would have been so bold as to predict such a marvellous growth in less than a decade?

Who can tell today what Mirror's population will be ten years, five years, or even two years hence? We don't know—you don't know—no one knows. But this is certain—Mirror has as bright a future as had any new town ever put on the map of Western Canada. A glimpse into that future reveals a virile city thoroughly in accord with the virile West.

*A Glimpse
Into
the Future*



SCENE ON A HORSE RANCH NEAR MIRROR



Buffalo Lake

IN THE preceding pages mention has been made of Buffalo Lake as a summer resort, and while it seemed more appropriate to first tell about Mirror herself, and the people, railway and country which contribute to her prominence, it must not be assumed that Buffalo Lake will not play a prominent part in her future.

There is no lake in the Canadian West that is more beautiful than this fresh water body of water, which is twenty-two miles long and eight miles wide.

Numerous wooded islands and a bay-indented, wooded shore line add to its loveliness.

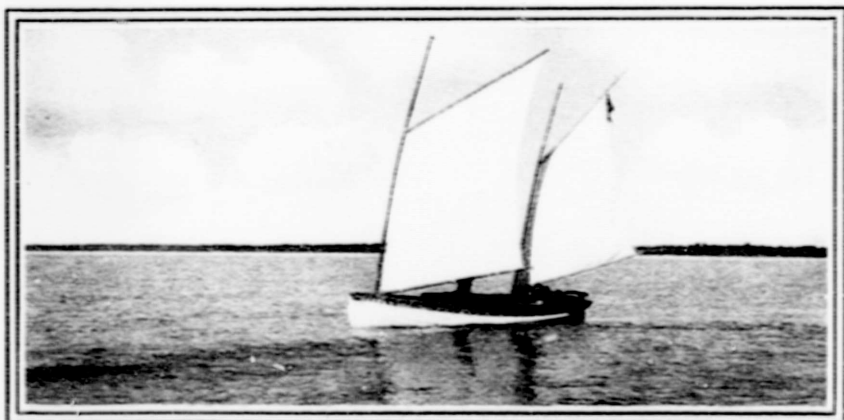
The west shore of Buffalo Lake is but a few minutes' walk from the business section of Mirror.

For years past, Buffalo Lake and Mirror Beach have enjoyed a local fame as an ideal play-ground, and now with the advent of the railway, the establishment of Mirror and the international advertising both the lake and beach will receive, this local fame will spread to

the four points of the compass and tourists will come to spend a day, a week, a month and a season at Western Canada's most beautiful and popular resort.

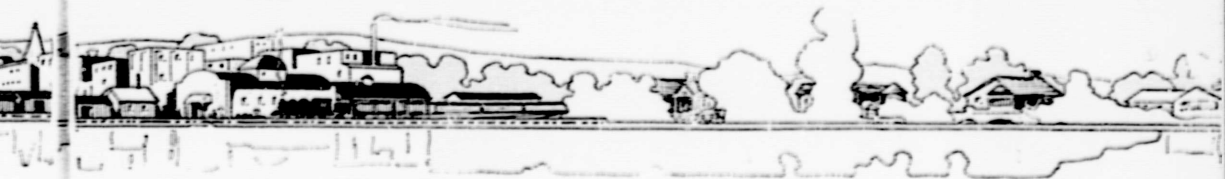
*Tourists
Will Come*

Shooting, fishing, sailing, motor-boating, canoeing, rowing, bathing, kodaking, tramping, motoring, indeed whatever your favorite recreation, if it has to do with water and broad expanse of country, may be found at Buffalo Lake and Mirror Beach.



BUFFALO LAKE OFFERS SAILING

M I R R O R



Mirror Beach

ONLY A short way from Mirror proper is Mirror Beach, which will be laid out and beautified by Messrs. Brett & Hall, of Boston. These world-famous landscape architects laid out Prince Rupert, British Columbia, which enjoys the distinction of being the best planned city of North America.

That the improvement of Mirror Beach is to be entrusted to these gentlemen gives assurance that this resort will be one of uncommon beauty.

Although lots at Mirror Beach have not yet been placed on sale, reservations have been made by persons in Canada and the United States who will establish their summer homes at this resort.

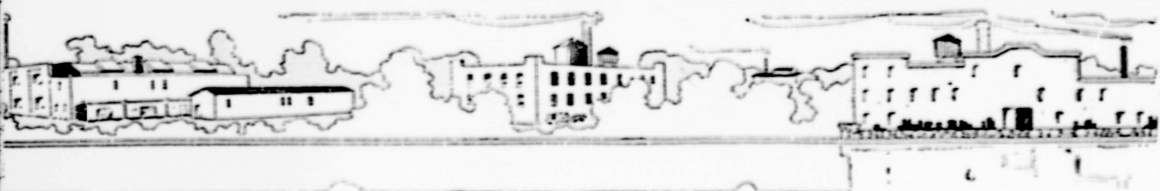
An amusement park, hotel and various other attractions will be constructed at Mirror Beach in the near future; the resort will be widely advertised and its fame will become international.

All the activity that takes place at Mirror Beach will, of course, add to the importance of the town of Mirror. Mirror merchants will be called upon to supply the hotel and private summer homes at the Beach with the necessities of life, while all other residents and property owners of Mirror will receive direct or indirect benefit.

*A Place of
Summer Homes*



BOATING AND OTHER AQUATIC SPORTS

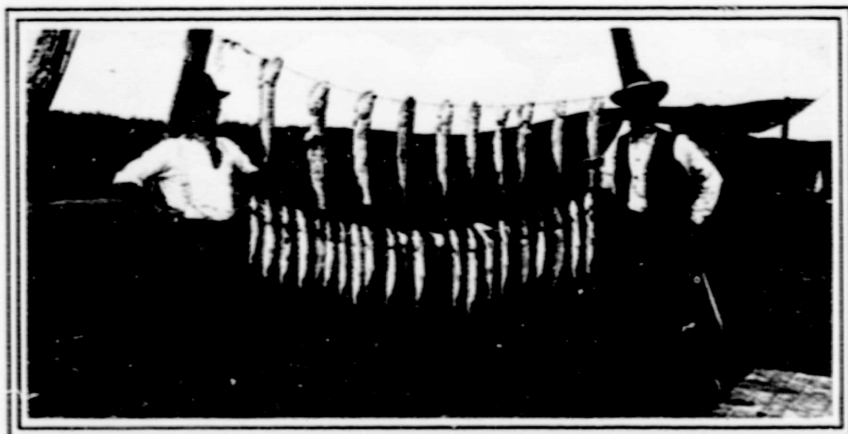


Life-Time Opportunities for You

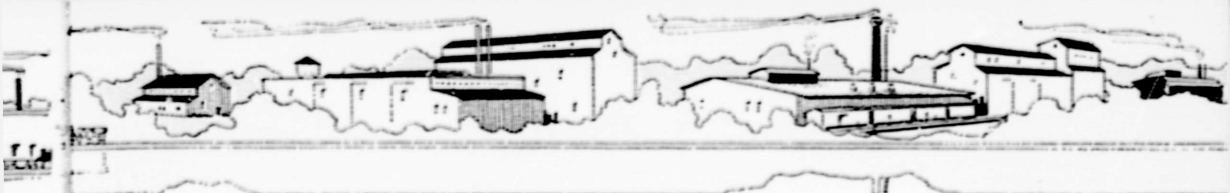
TO ANY man or woman who is in close touch with Western Canada, it is plain that the greatest opportunities for ambitious persons of either sex are today in the new towns along the Grand Trunk Pacific Railway.

Young man, young woman, merchant, investor, can you sit idly by while these life-time opportunities are waiting to be taken advantage of? If you are dissatisfied with your present lot; if for any reason you desire a change; if your business is not as good as it might be; if you have only a few or many dollars to invest—Mirror is the place for you.

In the year nineteen hundred and ten more than seven hundred thousand dollars' worth of business was done by the merchants in a Grand Trunk Pacific town of less than five hundred population. Think of it! More than fourteen hundred dollars' worth of business for each man, woman or child in that town. One implement dealer did a ninety thousand dollar business. One general store sold fifty-three thousand dollars' worth of goods. A hotel did forty-seven thousand six hundred dollars' worth of business. And here is an astonishing fact—This town was only placed on the map in the year nineteen hundred and eight. Not a business establishment in it more than three years old, some of them only one! A lumber company sold seventy thousand dollars' worth of lumber in their second year, thirty thousand dollars' worth in their first. As these and other merchants and investors have succeeded, you can succeed. The earlier you start, the easier will be your way, the firmer your footing.



THE FISH IN BUFFALO LAKE ARE LARGE AND GAME



Are You Going Ahead?

IT IS not the purpose of the Grand Trunk Pacific Railway Company to make a profit on their townsite lots. These lots are sold at nominal prices for the purpose of encouraging energetic men and women to invest or engage in business in Grand Trunk Pacific towns. The company's profit will come from the traffic thus created.

As this broad policy creates a strong demand for Grand Trunk Pacific townsite property, this may be your last opportunity to buy Mirror lots at Grand Trunk Pacific Railway Company original, lowest prices. When the Mirror lots we now have are sold, it will be necessary for you to either pay some individual a higher price than we now ask, or be forever barred as a Mirror property owner.

You may, if you desire, take advantage of the easy terms offered by the Grand Trunk Pacific Railway Company, which require but a small first payment and the balance in monthly or quarterly installments without interest.

But you must act at once,—today. Next week, next month or next year won't do. Before another sun sets decide whether you intend to make good the promise you made to yourself to grasp the first opportunity. The way is before you. If you ever intend to make a start in the right direction, now is the time.

*Men, Not
Money Wanted*

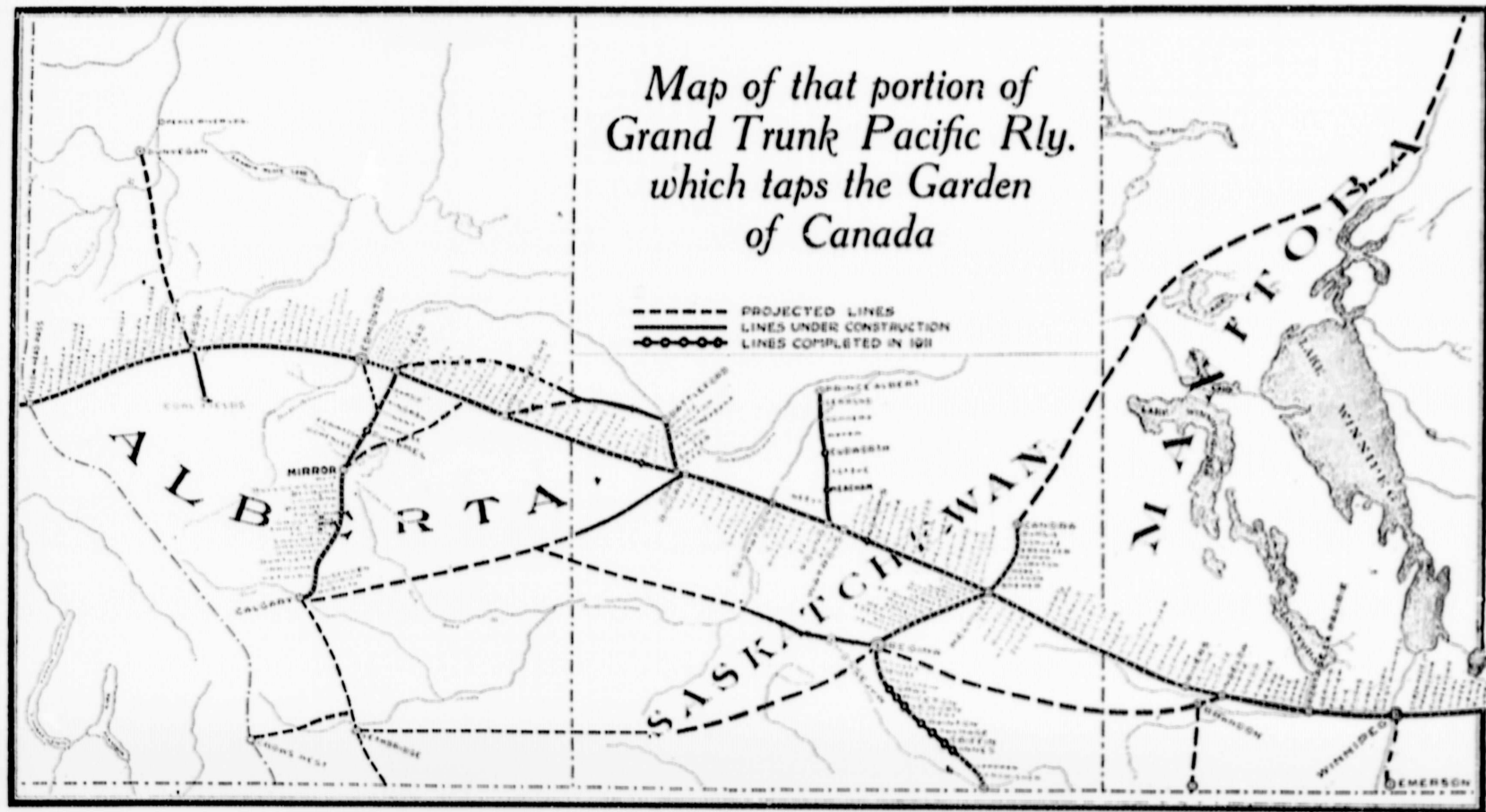
Mirror, Alberta, wants you—needs you today. Listen to her call! It's a call for manly men and womanly women. Mirror is going ahead. Are you going with her? This is an invitation to become virtually a partner of the great Grand Trunk Pacific Railway Company in the making of a city.



THE RESULT OF A FEW HOURS' SHOOTING ON BUFFALO LAKE

M I R R O R

*Map of that portion of
Grand Trunk Pacific Rly.
which taps the Garden
of Canada*



NOTE MIRROR'S STRATEGIC POSITION. IT IS IN THE VERY HEART OF WORLD-FAMED "SUNNY ALBERTA"

This great transcontinental railway building from the Atlantic to the Pacific, is one of the greatest industrial achievements in all history. Millions of acres are being opened to farmers. Hundreds of towns are being established.

In these new towns are life-time opportunities for Merchants, Investors and Homeseekers. Get in early while property is selling at its lowest price. Be a partner of the Grand Trunk Pacific Railway Company in the making of a city.

TRANSCONTINENTAL TOWNSITE COMPANY, LIMITED,

Agents Grand Trunk Pacific Townsites, Winnipeg, Canada

