

# If You Are Seeking an Investment If You Desire to Establish a Business Consider—Seriously—Consider

# MIRROR

**The New G.T.P.Ry. Town Where 577 Lots Sold in 660 Minutes for \$251,648.00**

*If you are seeking an investment. If you desire to establish a business or enlarge your present one. If you have many dollars or just a few that you wish to put into a new town of Western Canada, this advertisement of Mirror will interest you.*

*Mirror is to be a divisional point on the Edmonton-Calgary Branch of the Grand Trunk Pacific Railway. It is in Central Alberta, 111 miles south of Edmonton and 123 miles north of Calgary. The surrounding country is one of the most fertile of Central Alberta and is well settled with progressive, prosperous farmers. The new town, itself, is situated near Buffalo Lake.*



BUYERS FROM WINNIPEG, EDMONTON, MONTREAL AND OTHER POINTS, ON THEIR WAY TO THE MIRROR SALE.

## You Can Become a Factor in This Growing Town

And the most logical way to become one is to invest in Mirror now, at first prices, and get the firm footing that makes for success. The mere fact that more than a quarter of a million dollars were invested in Mirror Lots in eleven hours should help you to decide in favor of Mirror. Your own best judgment should tell you that a group of business men with that much money invested there, will exert their efforts and influence to the interest of the town. To stand shoulder to shoulder with them, will mean much to you. Their investment has already lifted Mirror above the commonplace and has started it well on the road to a thriving town. Confidence such as these men displayed in Mirror is rare; when you meet such confidence let it serve as your guide. Confidence like this eliminates doubt; it fosters success. But what established this confidence? What inspired men from two continents to assemble at Mirror July 11th and 12th and invest more than a quarter of a million dollars there? There are other opportunities—good ones too—in other parts of Canada and elsewhere for safe investments. Men do not travel hundreds of miles to seek an investment unless it is an especially attractive one, yet there were men from the four points of the compass at Mirror and they bought Mirror Lots—they bought 577 of them in 660 minutes; almost a lot a minute. Why? Simply because

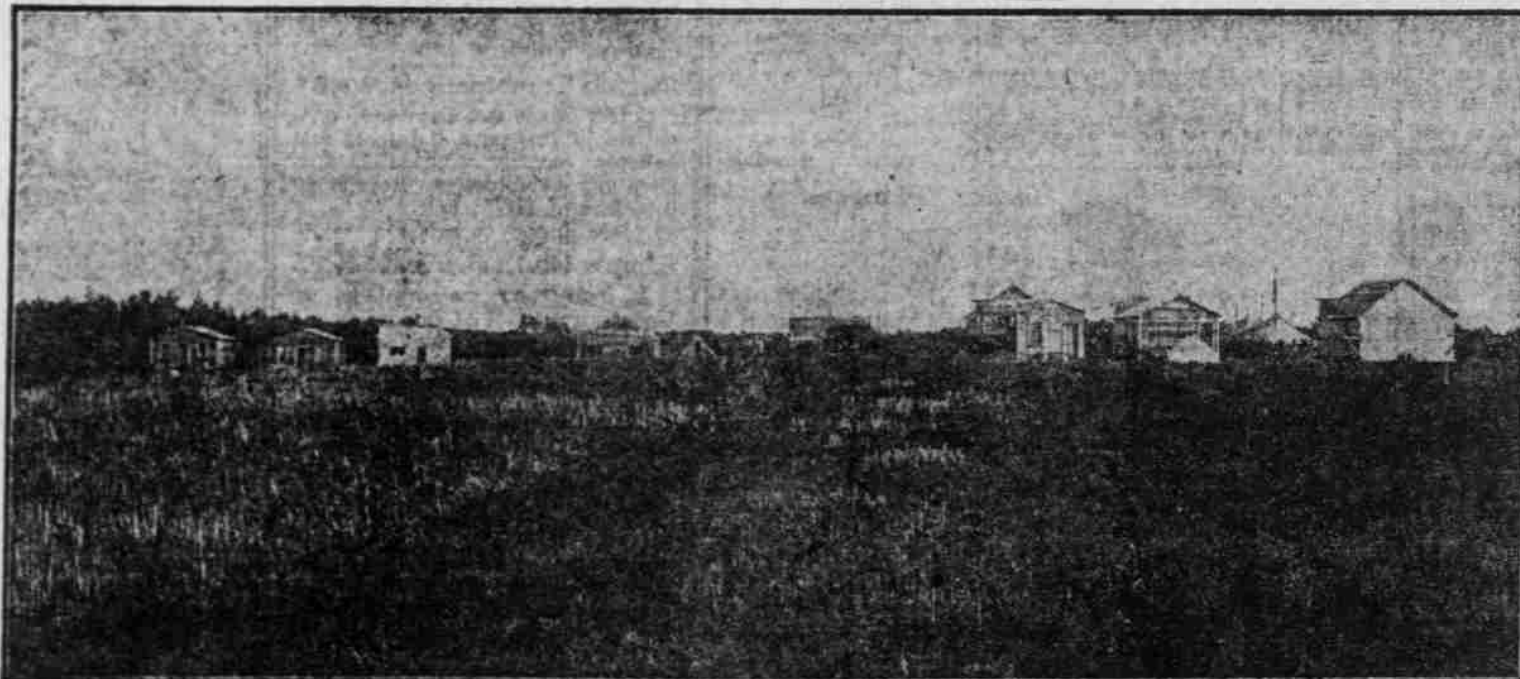
## Mirror is to be a Divisional Point on the Edmonton-Calgary Branch of the G.T.P.Ry. and Because Mirror is Surrounded by Alberta's Fertile Acres

These two facts taken in combination with the fact that more than a quarter of a million dollars have already been invested in Mirror, form the nucleus for the future growth of the town. Review these three facts: More than a quarter of a million dollars invested. A divisional point; surrounded by fertile, well tilled farms. Have you ever before had the opportunity to establish yourself in a new town with such a bright future?

As we have told you Mirror is to be a divisional point on the Edmonton-Calgary branch of the Grand Trunk Pacific Railway. An area has been reserved for switch yards, depot, repair shops, round house and such other railroad buildings as may be needed in the future. It follows then that railway men will make their home at Mirror, will receive their salaries there and will patronize Mirror merchants.

The bulk of the farmer trade from the surrounding country will come to Mirror for it will be the farmers' most convenient point of consequence to reach. Not from a few farmers will Mirror draw trade but from many, for the country is well settled by progressive, prosperous men. They came to the sale in automobiles, carriages, wagons and on horseback, a contented, prosperous lot who, with their fellows scattered throughout Western Canada, have focused the eyes of the civilized world on the Canadian West. Mirror is also a focal point of a score or more of other towns from where trade will come.

If you wish to establish a business or enlarge your present one; or if you wish merely to invest in a growing town, want you consider. Seriously consider, Mirror Alberta?



MIRROR, ALBERTA, AS IT APPEARED JULY 11TH, BEFORE A SINGLE LOT WAS SOLD.

## The New Town is Situated on an Elevation and is Near Beautiful Buffalo Lake

When the town of Mirror was laid out every advantage of the natural features was taken to facilitate business, and to insure an attractive residential section. Reservation of land for municipal buildings, schools, churches and two parks have been made. Two broad boulevards and wide streets are features. The town is situated upon an elevation which runs north and south and slopes gently westward to the railroad and eastward to Buffalo Lake. From this elevation a magnificent view is had of the surrounding country; the view westward being broken by a low line of hills miles away.

A pleasant half hour's walk east brings one to the edge of Buffalo Lake, which is 22 miles long with an extreme width of 8 miles. An indented shore line and numerous islands enhance the beauties of this lake, and as its waters are fresh, game fish abound, while ducks and other water fowl favor it as a breeding place.

## Buy Your Lots Now at First Prices Sold for Cash or on Easy Terms No Taxes No Interest

To act at once—making your investment in Mirror now, at first prices—will be a stroke of good business foresight. Remember—always remember—that to wait means you will have to pay higher prices than we ask. Although 577 lots were sold in 660 minutes there are still several hundred more available. By acting at once you may have your choice of these. You will find many advantageously situated for business purposes, while choice residential lots may be had in all parts of the town. This condition will not last long, however, for we are selling Mirror Lots daily. So before something else crowds this opportunity from your memory, sign and mail the special information coupon to us. If you desire to buy for cash, a five per cent. discount off purchase price will be allowed. If you wish to take advantage of our easy terms, you may pay one-fifth of purchase price down and the balance in four equal payments in 3, 6, 9 and 12 months, without interest; or else you may pay one-tenth of the purchase price down and the balance in nine equal monthly payments, without interest. You will have no taxes to pay until 1912, unless you erect a building upon your property during 1911.

## The Special Information Coupon Points the Way to a Growing Western Town—Mail It To Us Today,—Please

The coupon to the right has been arranged for your convenience. To sign it in no way obligates you. Please place an X before the business you think you would like to establish in Mirror or if you merely desire to invest in lots, place an X before

the word "Investor." Upon receipt of the coupon signed by you we will gladly and promptly send you detailed information, maps and prices. Please send the coupon for this information at your earliest opportunity. Now, while the subject is uppermost in your mind, please mail it to

Land Commissioner, G. T. P. Ry., Union Station, Winnipeg, or  
Transcontinental Townsite Co., Limited, 268 Portage Avenue, Winnipeg  
Portland Agents, Rummell & Clare, 270 1/2 Stark Street, Portland, Oregon



SHOWING A PORTION OF THE CROWD AT MIRROR DURING THE SALE.

### SPECIAL INFORMATION COUPON

We will regard your correspondence in strict confidence. Signing this coupon in no way obligates you.  
LAND COMMISSIONER, TRANSCONTINENTAL TOWNSITE CO., LIMITED, 268 PORTAGE AVE., WINNIPEG,  
RUMMELL & CLARE, 270 1/2 STARK ST., PORTLAND, OREGON

You may send me detailed information about Mirror. I have placed X before the business I would like to establish there. (NOTE—Please place X before the word "Investor," if you wish merely to invest in Mirror Lots.)

- Investor
- General Store
- Shoe Store
- Laundry
- Bowling Alley
- Blacksmith Shop
- Implement
- Barber Shop
- Dry Goods
- Grain Elevator

My Name is \_\_\_\_\_  
Street and Number \_\_\_\_\_  
Town \_\_\_\_\_  
Province \_\_\_\_\_

- Clothing Store
- Drug Store
- Pool Room
- Livery Stable
- Hotel
- Restaurant
- Harness Shop
- Hardware Store
- Flour and Feed
- Grocery