

THE INTERNATIONAL BEACH CLUB::: 1927 proposed.

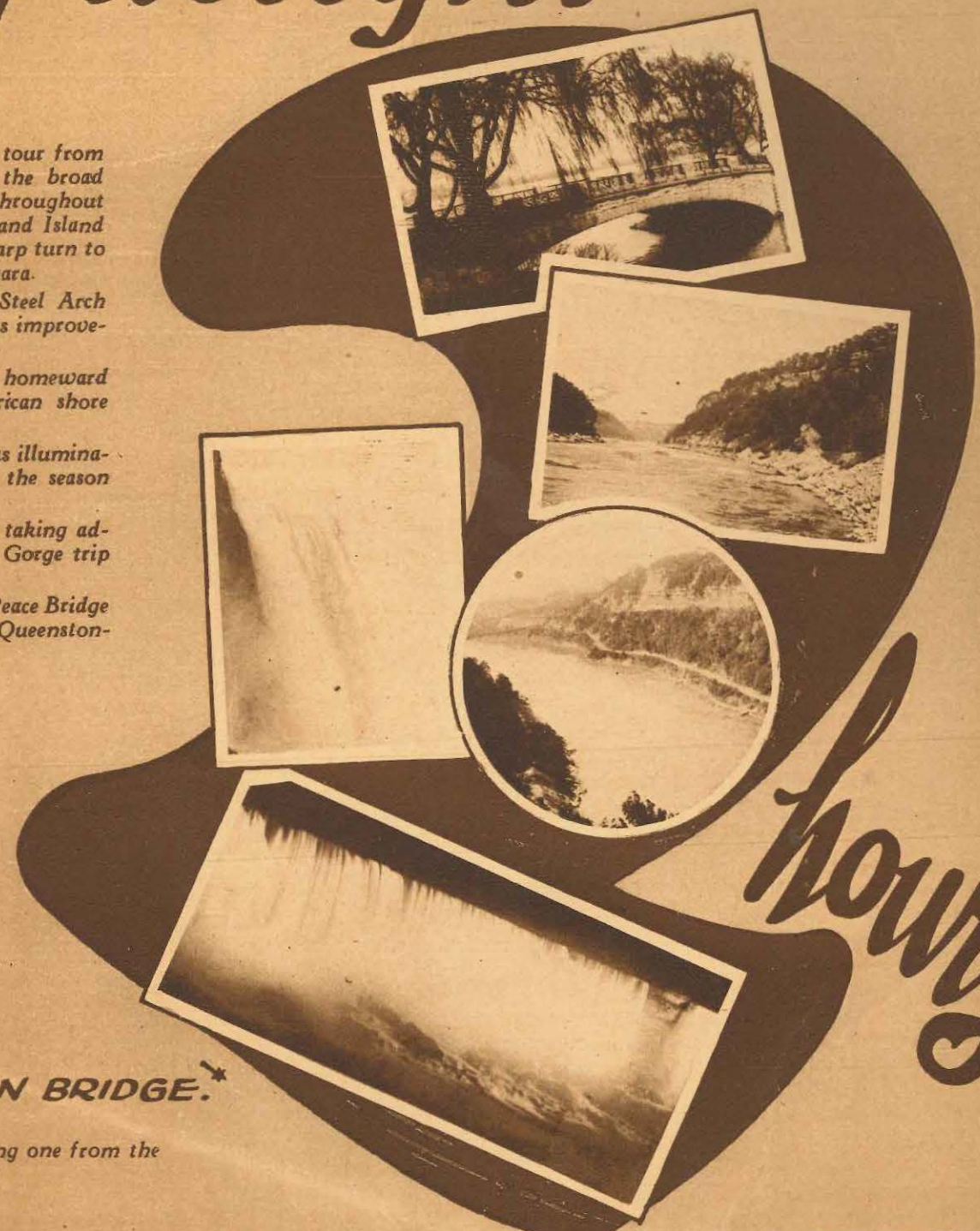
One of the most important new developments contemplated across the Peace Bridge in Ontario is the International Beach Club, which will be located on Lake Erie twelve miles from the Peace Bridge.

The Club has purchased the Hurley farm of 75 acres with a private Beach, and construction work on a Club house will begin at an early date; which with the land purchased will represent an investment of \$ 600, 000 . It is the aim of this development to meet the want for a family club house on the lake, where families can spend the season or week end.

Plans for the club provide for 300 member rooms with tubs and showers. There will be a golf course in connection with the club but the main sport will be swimming and other water sports. There will be an assembly hall for International as well as local conventions; private dining rooms ball room, out door dance floor, lounges, card rooms billiards, bowling, a complete gymnasium equipped for handball squash, basket ball, fencing boxing running track : locker rooms, tennis courts etc.

e of delight

g two-hour circle tour from
 be enter Canada, the broad
 of the Niagara. Throughout
 oded shores of Grand Island
 pippawa, and a sharp turn to
 cataracts of Niagara.
 nown as Upper Steel Arch
 world. This year's improve-
 he Falls, and the homeward
 along the American shore
 o see the marvelous illumina-
 cars run during the season
 is afforded by taking ad-
 e Niagara Great Gorge trip
 ms officers at the Peace Bridge
 View Bridge or Queenston-



hours

LEWISTON BRIDGE.*

to the trip, taking one from the

1927

Co-operation

with our customers
 has made this
 progress possible

The Holling Press
 PRINTING-SERVICE
 BUFFALO-N-Y-

THOMAS L. HOLLING FRANK W. BEILMAN
 President Vice-President
 KARL A. McCORMICK
 Secretary

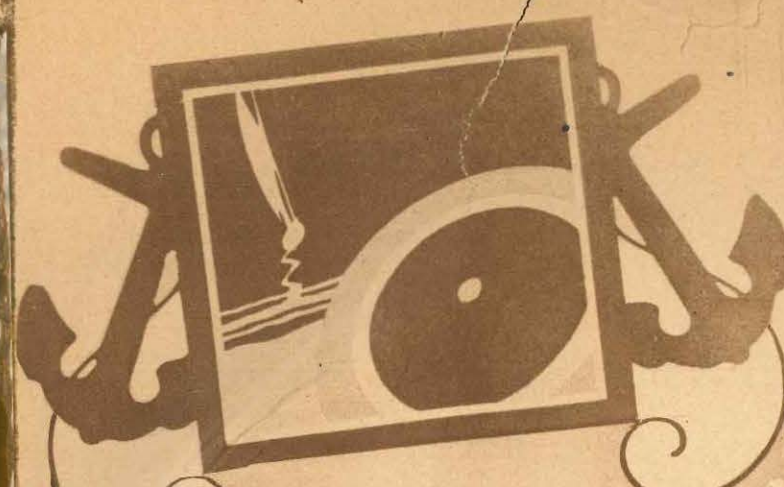


Who is YOUR Printer?



A Modern Printing Plant Occupying 6000 Square Feet in Our Own Modern Building

Street, Fort Erie, Ont. (Where all roads meet.)



International BEACH CLUB

WITH the completion and the opening of this beautiful family club, on the shores of Lake Erie, two miles from Point Abino, Buffalo will for the first time in its history take its proper place among American cities. It will have for the first time, a beach club worthy of the name.

Incorporated under the laws of Ontario, the International Beach Club will be operated on a non-profit basis, exclusively for its members. The beautiful club house, shown in this announcement will be built on the shore of the lake, with one of the finest beaches in the world. Adjacent to it will be a 75-acre club grounds with golf course, woody reaches, and other features.

Members will have the privilege of using the guest rooms at a cost much less than that of the average hotel, with the further privilege of issuing guest cards to friends.

The beach club idea is new in Buffalo. It was developed on the shores of the Pacific Ocean, around Los Angeles. Overcrowding of beaches and intrusion of undesirables brought about a condition whereby people of culture and refinement were denied the pleasure of seashore sports. Swimming clubs began to organize and they developed into beach clubs. Early clubs were small and unpretentious, but they were popular and grew. Among them now are to be found some of the most luxurious clubs in the world, all built directly on the ocean with private beaches, but none of them excelling the proposed new Buffalo club.

Women will be admitted to membership in the club on an equality with men. All departments of the club will be duplicated—one each for men and women. Married women secure a membership through their husbands and single women will secure membership in the same manner as men.



International BEACH CLUB

BUFFALO'S FIRST BEACH CLUB—ACROSS THE NEW BRIDGE.

Memberships to this beautiful club are closely restricted and are by invitation only. Here the members may enjoy all the comfort of a modern summer hotel plus the use of a gymnasium, a perfect golf course, a private bathing beach, fine fishing, horseback riding, and all the facilities of an exclusive club, at a cost that will be surprisingly low.

Executive Offices:
Suite 410 Jackson Bldg.
Buffalo, N. Y.
Telephone, Tupper 5115

Canada's Choicest Subdivisions

Pleasant Point Homewood Park Waverly Heights Alexander Park Ainslie Heights

Upwards of 4,000 pleasantly situated lots on 66-foot streets, all of them with from 40 to 60-foot frontage and with depth averaging 150 feet. Property highly restricted. Values will increase tremendously as property is located directly opposite Grand Island, where the proposed new bridge will be built. Owners of lots can always be assured of a national park at their feet. Thousands of dollars are being spent annually to maintain the boulevard in its perfect state.



!!!!

Type of homes now being built on the Canadian Niagara Boulevard.

Beautiful,
Healthful,
Year-Around
Homesites
from
\$400 up
Property Highly
Restricted

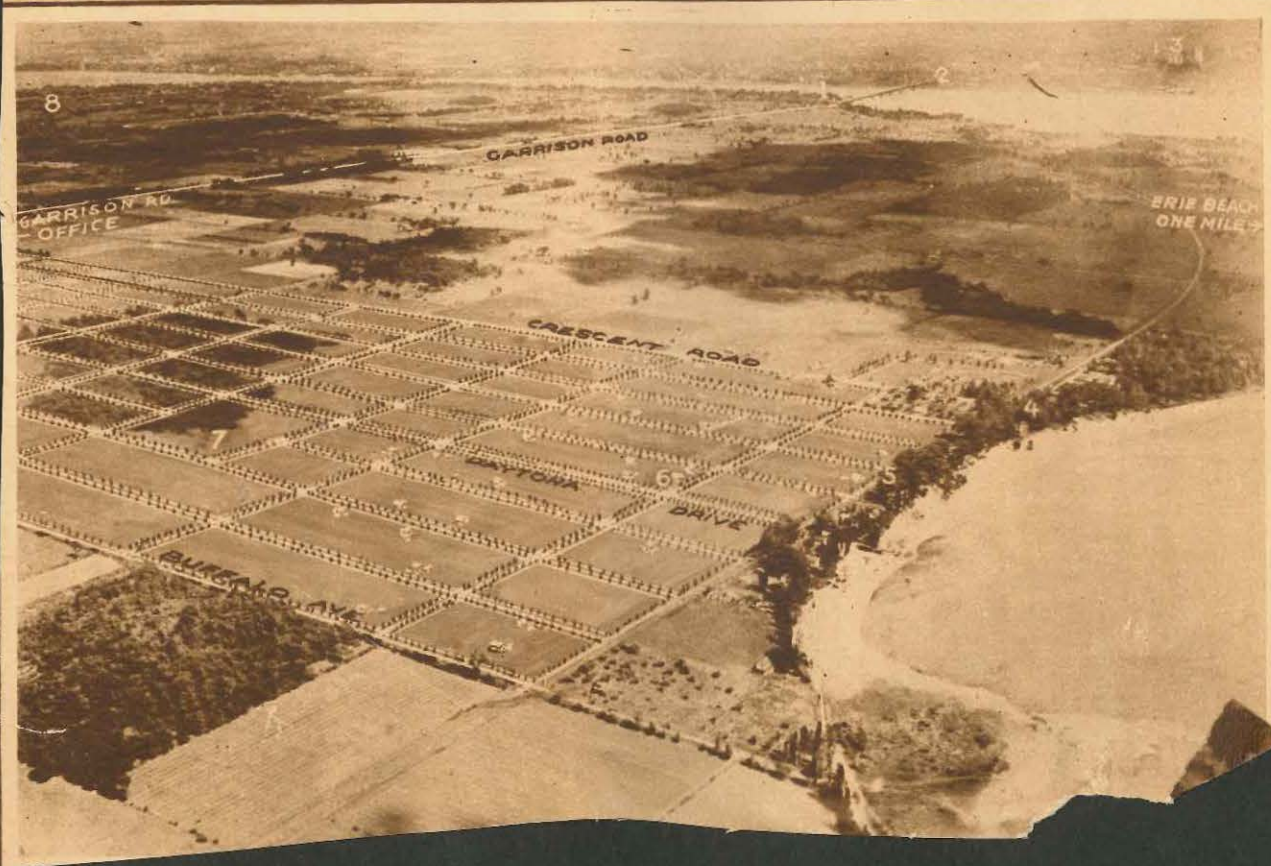


Pleasant bathing beach available to the residents

Twenty Minutes'
Drive from
Buffalo City Hall
and the Buffalo
Downtown
Shopping District



Crescent Park beach looking east—just five minutes from the Peace Bridge



Beautiful Crescent Park

Wonderful Sand Beach—Only 2½ Miles from the Peace Bridge—Low in Price—Desirable Above All Others.

CRESCENT PARK has three distinct advantages that no other development enjoys. *First:* It has one of the finest, sheltered beaches on the Great Lakes. You must see it to appreciate its broad smoothness. The water here is shelved in a crescent-shaped bay that provides safe bathing and boating. *Second:* It is closer to Buffalo. Crescent Park is only 2½ miles from the Peace Bridge; only 25 minutes from downtown Buffalo by auto, bus or train. *Third:* 100% of all lots in Crescent Park are offered at \$10 a foot including improvements—cement sidewalks, stone curbs, shade trees, a seven-acre community park, etc. Gas, water and electricity and telephone service are now available.

These natural advantages, the complete improvements and the low price are possible only because Mr. Winger bought this land years ago. He secured in Crescent Park the finest location at low acreage prices, years before other lots were bought in Canada. Since then, acreage prices have increased 12 times, so that no other developer can sell at our prices and include the improvements.

Crescent Park is the outstanding "buy" in Canadian property. Check this up for yourself; you will then see that when you buy in Crescent Park you are getting everything Canada has to offer at an exceptionally low price. At the same time you are being given the full benefit of the increase in value that has taken place during the last years, and the

full increase that will come with the opening of the Peace Bridge. A sure profit awaits buyers in Crescent Park. A small down payment and \$12 a month is all you need to pay. The coupon below or a phone call (Seneca 1976) will bring you maps and illustrated literature without obligation.



This little bungalow is now ready for occupancy.



One of the attractive Spanish bungalows recently erected in Crescent Park.



Mr. John Dudley's Crescent Park.



A view of Crescent Road in Crescent Park, showing the splendid type of development.

CRESCENT PARK

Owned and Developed by
W. A. Winger

FOR SALE BY

PEARCE & PEARCE Inc.

11 Court St. Buffalo, N. Y.
Telephone Sen. 1976



Another view of Crescent Park beach showing the broad expanse of sand.

COUPON

PEARCE & PEARCE, INC.
11 Court Street,
Buffalo, N. Y.

Without any obligation on my part, please send me maps and illustrated literature.

NAME
ADDRESS

W. F. WILLSON::: from the Buffalo Sunday Times 1927.

Mr. Willson was not only one of the pioneer movers for the Peace Bridge, but he was secretary of the Construction Committee 1926&

Mr. Willson is one of the most progressive of the business men on the Canadian Niagara frontier. He is a Customs officer with an office near the bridge, and he also deals in Insurance and Real Estate. Town and farm lots being his specialties. He also handles taxi cab and automobile bonds, and does a general business along progressive lines. Mr. Willson has been responsible for the development of many pretty sections and streets in Fort Erie, and he is one of the most popular men in all circles where he is known.

Mr. Willson was chief of the Canadian Customs in 1902. He has always been prominent in Dominion affairs.