

Cedarwood One of the City's Leading Beauty Spots

Characterized by phenomenal growth and rapid expansion. Waltham's celebrated "130 acres of happiness," the new Cedarwood development fronting on Weston Street and possessing scenic and convenience advantages unexcelled in this part of the state, begins the second year of its existence with the ground-work laid for an era of record-breaking activity.

Convinced that the success of this latest undertaking will be as immediate as it is sure to be permanent, officials of the Park Land Company, purchasers and developers of this choice area, have considered neither expense nor conditions in constructing the best roads assuring the most complete service, and making the speediest progress possible into every corner of the development.

Every sales record in the state was broken within the first month of the creation of "Cedarwood" when 50 percent of Section A, so-called, was sold out in 30 days time.

Views Undescribed

More than three quarters of Section A is now gone, the entire area bustling with activity as houses in various stages of construction start to dot the landscape in which for so many years the thousands of trees and shrubs of every species have reigned supreme. Two hundred and eighty feet above sea level with scenic views of lakes, hills and communities that are unexcelled, civilization is beginning to take its toll in the recesses of the area while every prospective lot purchaser is being given the opportunity to take advantage of the foresight of the developers.

Today, as a standing testimonial of one year's activity, 11 houses have already been erected, five are in the course of construction and 44 more are already planned for this spring.

Those already residing on the premises or all ready to move include Harold J. Cunningham, Paul R. Smith, Fred W. Herlihy, James A. McFaden, William Birmingham, Thomas Steele, Herbert W. Mosher, Lester DuRivage, James J. Wood, Frank E. Greenough, Walter Dyer, coming from various communities, the first to be impressed by the undeniable advantages of the "130 acres of happiness." The five who have houses in the course of construction are Arthur Schaffer, Adolf Carlson, J. Marshall Terris, Alton L.F. Marshall, Clayton and Reynolds.

Household Words of Tomorrow

Branching from Cedarwood Avenue and Summit Avenue, the two north-south highways which became the bases of the Section A layout are a series of roads little known or heard now but bound to take their places among the household words of tomorrow. They include Rockridge Road and Villa Street both continuations of existing streets, as well as Florence Road, Virginia Road, Thornton Road, Hamilton Road, Wetherbee Road, Harland Road, Intervale Road, Westgate Road, Sibley Road, Cunningham Circle and Flagg Circle. Suggested by the cedar trees that dot the area in abundance, the development is both appropriately and attractively named. In sole charge of the Cedarwood development has been placed Harold J. Cunningham, officially known as sales and advertising manager, whose home was the first to go up in it. He is most capably assisted by Paul H. Smith.

Supreme Offering

It is this concern, expert in the judging of land values and potentialities, that believes Cedarwood to be its supreme offering. Charming local-

ity, easy accessibility, adaptable topography, all natural advantages, have sent the development off to a choice start and the optimistic predictions of the owners have been justified in the rapid growth of public interest which extended the opening of the vast area for public approval.

Never, say the officials, in their long career have they opened a tract that has so touched the public's fancy.

Single Family Restriction

Experience has shown that the single family house restriction has been one of the greatest assets in the rapid expansion of the property. Purchasers have almost invariably found personal favor with the zoning law which restricted almost the entire area to homes of the single or one family type.

This restricted area, with its natural beauty, subdivided into large lots with improved and excellent streets, has shown itself to hold more appeal to the average home lover than unrestricted territory of any type.

New Building Program

With the 16 houses, either in the course of construction or completed, and a conservative estimate setting the number of additional houses to be built this year at 44, the prospects of a banner building program at Cedarwood are indeed encouraging.

Those homes already completed are of the one-family type, substantial, neat, well built and have been erected almost entirely for personal occupancy by the owners. The full realization of the desire of the purchasers to build cannot be realized until one takes into consideration the fact that many of the homes were started long before improvements were installed. The first house erected was built before the road was cut before it. Water for construction purposes had to be drawn by team

through the woods. From that time until the present the property has been a veritable hive of industry. Homes spring up as if by magic over the entire tract. The large number of homes completed in the course of construction and planned to be built in the near future, serve to give a comprehensive idea of the desire of the purchasers to build and live in Waltham.

Best of Terms

The Park Land Company dedicated to the above policy in maintenance of the high reputation enjoyed in the past and anxious to cooperate with its customers in placing Cedarwood on as ideal a plane as possible, has promised to give prospective dwellers every advantage in the purchase of property. Circulars have just been distributed in announcement of the opening of the second section of the development which assure the easiest of terms and the greatest degree of accommodation.

Opportunity

That is the complete picture of Cedarwood, covering its many-sided aspects together with the efforts and practices of its developers, in a nutshell. Waltham is alive to its existence and friendly cooperation on every hand is assured as the mutual benefits to be derived are realized and understood.

This circular, the result of enthusiastic coordination on every hand is in itself a tribute to the firm ground-work and splendid potentialities of a development which will add much to Waltham's population, industry and civic pride in future years.

Opportunity to share in such a notable expansion is the final and clinching touch to a purchase already studded with the natural advantage and outstanding convenience of the perfect Home Site.

— CEDARWOOD —

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Twenty years ago family this beautiful old estate of 130 acres (formerly the Hilly Estate), located in the city of Waltham, 10 miles from Boston, Cedarwood offers probably the best opportunity in the state for the man of moderate means to own a pretty home of his own in a delightful location. No purchaser found in a building city is lacking here. Every advantage of the city and every feature of the suburbs is yours at Cedarwood. Weston Street, 100 Y State Rd. passes the entire half-mile frontage of the property. Accessibility in the very heart of the development. From any point in any direction Cedarwood is easily reached at a minimum of time. By automobile it is but twenty five minutes to Boston, eight minutes to Waterbury and twenty minutes to Cambridge or Somerville. Electric from Boston and trains from South Station, B & A, are met by buses running direct to the property. Trains from North Station (R. & M.) run to Stoney Brook station right at the property.

Never in long years devoted to development have we opened a property that offered Cedarwood in such possibilities. Here is a development built almost entirely up to its boundaries. Waltham has reached the limit of expansion on one boundary. Water on the other. The entire tract is right in the path of the greatest westward expansion from Boston. Increase in property value is remarkable along the line of expansion. The property itself as it develops will be the means of increasing the value of the individual lots. Buying at opening prices the purchaser benefits by all improvements installed.

Under the local zoning laws the property is restricted to one and two family homes. Protective restrictions have also been made by the company.

To Reach Cedarwood

BY AUTO: Commonwealth Ave. to Brighton Ave., North Boston St. to Waterbury, Main St. through Waltham or South St. turn slightly left on Weston St. to Y State Rd.
BY STREET CAR: Brighton-Norton-Waterbury car at Norton corner, Main St. bus direct to property 15 hours daily.
BY TRAIN: From South Sta. by train to Norton, with 15 minute delay, then bus direct to property 15 hours daily; From North Sta. train to Stoney Brook Sta. Right at property.

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or Property Office, Weston St., Waltham