

Harvard Square Business Men's Association

ANNUAL REPORTS
OFFICERS and MEMBERS

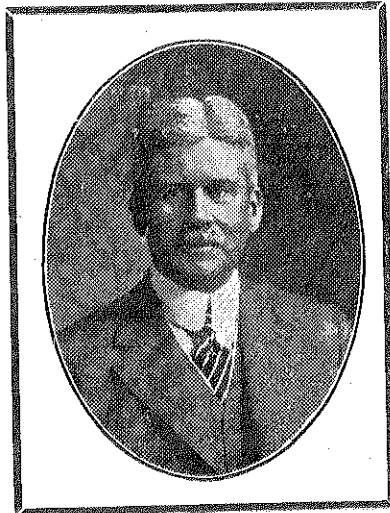


APRIL, NINETEEN TWENTY-SEVEN

CAMBRIDGE HISTORICAL COMMISSION
551 HARVARD AVENUE
CAMBRIDGE, MA 02139
617-495-1635

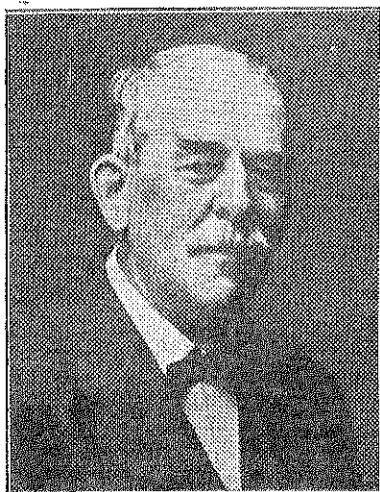
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IN MEMORIAM



FRED H. LEAVITT

OUR LATE DIRECTOR



GEORGE G. WRIGHT
President Emeritus

OFFICERS



EDWIN R. SAGE
President



THOMAS F. SULLIVAN
Vice President

OFFICERS



N. RUSSELL CAZMAY
Secretary



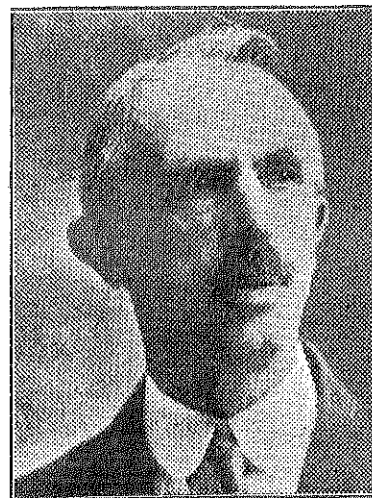
E. WILLARD PHIPPEN
Treasurer

Auditor



WILLARD H. SPRAGUE

DIRECTORS



R. CURRIE GROVESTEIN
Term Expires 1930



HOWARD H. FISKE
Term Expires 1930



CHARLES H. DYER
Term Expires 1929

DIRECTORS



GEORGE E. COLE
Term Expires 1929



THOMAS HADLEY
Term Expires 1928



CHARLES A. STOVER
Term Expires 1928

REPORT OF THE RETIRING PRESIDENT

In accordance with our by-laws it becomes my duty at this time to submit a report for the year 1926-27.

In my last annual report I optimistically referred to the widening of Church Street and the revamping of the subway station as two old chestnuts disposed of. We all expected at this time to be celebrating the completion of these two objectives, but such matters move slowly; at the present rate of progress the completion of Church Street is now only a matter of a few days.

Progress on the new subway station is not in evidence to the man in the street but substantial progress is being made. The State Utilities Commission are now in receipt of the required funds from both the state and city. They are working out the preliminaries and we expect to see actual work on the building started very soon.

Nevertheless if we are working slowly we are surely moving forward. Contrasting the conditions and appearance of the Square today with 1910, the beginning of this Organization, we find a great improvement; of course the Association cannot credit itself with all the improvements but I am sure their continuous efforts must have contributed a large share. I note a rumor which seems to be insistent and gaining ground to the effect that the appearance of our Harvard Square—stores, prices and service, are all that a discriminating, careful purchaser might desire (another disagreeable knock eliminated). This is not propaganda. Statements to this effect are being made by patrons of Harvard Square.

For continued progress I feel that the best results which this Association may hope to secure come through the "Committee on Municipal Affairs". I believe that the members of the Association are not generally aware of the amount of time and effort this committee so willingly give to the work of this Organization. I also believe that our members could materially help this com-

mittee by formally reducing their suggestions to writing and hand same to said committee rather than simply discuss and forget them.

Retiring from office this year it would not be in good taste for me to make too many suggestions. I bespeak for my successor the same whole hearted support you have given me.

R. CURRIE GROVESTEN,
President.

REPORT OF THE SECRETARY—1926-1927

As Secretary of the Harvard Square Business Men's Association, I herewith submit my seventh annual report which will be as in the past in the nature of a brief resume of the activities of the association year.

The Association has held six meetings with a total attendance of 357—and the directors have met 15 times.

During the past year the following speakers have addressed us:—

April meeting—Congressman Dallinger and Hon. Charles E. Hatfield, County Treasurer.

October meeting—Robert T. Bushnell, District Attorney.

November meeting—Clarence H. Blackall, Chairman of our Planning Board, and Major R. F. Maddox, U. S. A.

January meeting—Michael F. Fitzgerald, our Superintendent of Schools.

February Meeting—Dr. Miller McClintock, traffic expert.

March meeting—Prof. S. K. Hornbeck, authority on the Far East.

We started our fiscal year with 174 members, four have resigned, one has been lost by death (Ernest W. Clark), six have been dropped, 15 have been admitted, a net gain of four, making our total on April 1, 1927, of 178. This is not quite as good a showing as a year ago when 25 new members were admitted as against 15 this year. Nevertheless I wish to thank the Membership Committee for their sincere efforts. I would like again to lay stress on the subject of securing new members and hope that during the coming year there may arise a still keener interest in this subject, to the end that our numbers will be increased until we have secured as members practically all who are eligible.

It is gratifying to see already the better condition on Church Street due to the recent widening of this street. I believe that the collection of ashes and rubbish,

etc., by the city has greatly improved, much to the satisfaction of our merchants, and the removal of snow has been better handled than in former years.

All matters concerning the welfare of Harvard Square have been given deep consideration at all times by the directors and your Committee on Municipal Affairs and our retiring President has appeared many times at various hearings in our interest.

We were all sorry when our Treasurer, Henry F. Ramhofer, was forced by illness to give up this work. Mr. E. Willard Phippen was appointed by the directors to fill the position, which he has done in a most able manner.

The Association continues to owe its appreciation to the Cambridge Trust Company for its kindness in allowing the use of their rooms for directors' meetings and also to Messrs. Edwin B. Powell and Philip B. Dallinger in handling so efficiently the music and singing at our dinners.

In closing my report, I wish to extend to the President and to the other officers and directors, and committee members, particularly the Advertising Committee, which has done excellent work, my appreciation for their kind co-operation during the year, and to thank the members on behalf of the officers of the Association for their loyal support.

Respectfully submitted,

N. RUSSELL CAZMAY,
Secretary.

CAMBRIDGE HISTORICAL COMMISSION
831 MASSACHUSETTS AVENUE
CAMBRIDGE, MA 02139
617 3-19 4553

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REPORT OF THE TREASURER

For the year ending March 31st, 1927.
Balance on hand as per last report, Cash and
Bonds \$574.46

RECEIPTS

Dues	\$1,440.00
Dinner Guests	10.50
Interest on Liberty Bonds	17.00
Interest on Bank Balance	3.45
Receipts from Advertising List	125.63
Profit from Sale of Liberty Bonds	10.24

Total Receipts\$2,181.28

DISBURSEMENTS

Dinners	\$613.50
Cigars and Cigarettes	67.54
Printing and Supplies	112.75
Multigraphing and Typewriting	46.87
Postage	63.64
Entertainment	9.00
Advertising Committee Expenses	191.10
Secretary	150.00
Treasurer	100.00
Telephone	12.00
Flowers and Christmas Gift	35.00
Memberships in Cambridge Chamber of Commerce	30.00

Total Disbursements\$1,431.40
Cash on deposit in Harvard Trust Company 749.88

\$2,181.28

Respectfully submitted,
HENRY F. RAMHOFER,
Treasurer.

By E. W. PHIPPEN,
Temporary Treasurer.

REPORT OF THE AUDITOR

April 27, 1927.

I hereby certify that I have examined the accounts of the Treasurer of the Harvard Square Business Men's Association for the year ending April 1, 1927, together with the proper vouchers and have found all correct. The balance in the bank on that date amounting to \$749.88 has been proved.

F. W. DAVIES, Auditor.

REPORT OF MEMBERSHIP COMMITTEE

Your committee on membership would report that on April 1, 1926 we had 174 members including the associate members. Six were dropped for non-payment of dues, four have resigned, one lost by death and fifteen new members have been admitted which gives a total of 178 members to date making a net gain for the year of four.

HURD S. KEITH,
Chairman.

REPORT OF MUNICIPAL AFFAIRS COMMITTEE

Your committee has endeavored to keep constantly in view the solution of various problems that constantly arise affecting Harvard Square, locally and Cambridge as a whole, realizing that from the union of effort and endeavor comes success. We have studied traffic problems, receiving the full co-operation of the police and traffic committee in straightening out many of the acute situations that are constantly arising.

We are to be congratulated on the new and attractive signs that have been placed on the various streets through our district. The committee has recommended the adoption of modern methods of snow removal, and every resident of our city should join with us in thanking our Mayor and Street Department for the admirable way in which the snow was handled last winter. Every owner of a car operated during that period saved at least \$100 per vehicle, which might be credited on the tax bill. The long time planned widening of Church Street is realized and the development of this thoroughfare as a retail business district is assured.

Your committee are working on a plan to surface Palmer Street, the different abutters dividing the cost, retaining their rights in a private way, which will add very materially to the shopping district and is a civic betterment.

We again urge the abolishment of various street car tracks and the substitution of modern methods of travel. Extending the bus lines to various rapidly developing residential sections. Believing the removal of tracks from such a street as Garden street would add much to the assessed valuation of property in that district.

We wish to publicly thank the various branches of the City Government for their co-operation in helping to improve Harvard Square.

We are indeed fortunate in having as our representative in the Council a man of experience in municipal

affairs and a loyal supporter of our Association and our district.

We would like to suggest that with the completion of the remodelled subway structure that an artistic illuminated sign welcoming all to Harvard Square, Cambridge, be placed on or about the structure.

We also recommend that the improvement of our sidewalks be completed.

We have a bigger, better, busier Harvard Square and the active work of our kindred associations throughout the city should stimulate us to constantly strive to improve, and to co-operate in the right development of Cambridge.

GEO. E. COLE,
JOSEPH AUGUST,
EDWIN R. SAGE,
Committee.

REPORT OF ADVERTISING COMMITTEE

Your Advertising Committee reports the following work accomplished during our annual period of activity dating from last September.

1. The circularization of our mailing list with a piece of advertising captioned, "What's Going On At Harvard Square", tying up with the opening of the University Theatre, October 30.

2. The continued maintenance of the Association's mailing list of 5,000 names of residents who should logically make Harvard Square their local shopping center.

3. The creation of an illustrated mailing piece captioned "Get Better Acquainted With Harvard Square." This advertising originally intended for publication this spring but which has been deferred for issuance in the early fall. All material for this advertising is completed and will be submitted for the approval of our Board of Directors at that time.

Each of these activities is a sales effort, performed with the specific purpose of attracting increased attention and business to Harvard Square.

Obviously our Association's advertising takes the form of general appeals without means of tracing returns. None of us can report an avalanche of resultant trade. Human nature does not function that way. But we **are** offering sound inducements to residents to do their shopping here. We are making people think of Harvard Square, so that they are far surer of coming here than if they were never to receive a reminder.

Your Committee believes this work fundamental to the business promotion of our members and recommends its continuance.

Regarding the establishment of our mailing list, you will recall that it was confirmed by our Directors, as the most practical way in which the Association might

apply a part of its funds for the benefit of all its members. We believe that it is fulfilling that purpose.

The total of its original cost plus maintenance cost since its establishment in September, 1925, up to this date amounts to \$225.87. Total revenue through use of the list for this same period amounts to \$279.28. Thus the list has brought a net profit to the Association of \$53.41.

To date only, eleven different members have been users of this list. Altogether these have made 25 mailings.

The fact that so few have used the list does not make an issue of whether or not, maintenance of the list should be continued—the list is both self-sustaining and far profitable—but it clearly raises the question, Why do not more of our members see the value and take advantage of the list?

As our committee said in a former report, the major part of this list of 5,000 names represents, in addition, members of families, constituting altogether a potential market of probably 10,000 or more people. As our list is the one and only available direct way of inexpensively reaching these people, your Committee strongly urges that more of our members take advantage of its business possibilities.

HOWARD H. FISKE,
JAMES A. CARRIG,
J. B. TIFFANY, Chairman,
Advertising Committee.

OFFICERS

President	Edwin R. Sage
Vice-President	Thomas F. Sullivan
Secretary	N. Russell Cazmay
Treasurer	E. Willard Phippen
Auditor	Willard H. Sprague

President Emeritus	George G. Wright
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Directors

Thomas Hadley, term expires, 1928
Charles A. Stover, term expires, 1928
George B. Cole, term expires, 1929
Charles H. Dyer, term expires, 1929
Howard H. Fiske, term expires, 1930
R. Currie Grovestein, term expires, 1930

STANDING COMMITTEES

Municipal Affairs

R. Currie Grovestein, Chairman	
Joseph August	George E. Cole

Membership

Hurd S. Keith, Chairman	
George H. Stockwell	Fred Hayden
Charles F. Hurley	Cambridge Tribune

Advertising Committee

Burr Tiffany, Chairman	
Howard H. Fiske	Louis F. Conant

LIST OF MEMBERS

(Corrected to August 1, 1927)

Name and address	Joined
Allen, Burton S., 41 Church St.	1924
Amee, Albert F., 21 Brattle St.	Charter
Amee, John, 21 Brattle St.	1913
Anderson, Samuel A., 19 Boylston St.	1919
August, Joseph, 1302 Mass. Ave.	1910
Barnes, Albert M., 719 Mass. Ave.	1910
Becker, Karl F., 1730 Cambridge St.	1925
Berry, H. F., 8 Boylston St.	1915
Billings, Dr. H. LeRoy, 1278 Mass Ave.	1927
Bishop, Edgar L., 1320 Mass Ave.	1922
Blais, Louis A., 27 Church St.	1921
Bragg, Dr. Henry W., 1278 Mass. Ave.	1911
Brattle Storage Warehouse, 9A Brattle St.	1925
Brennan, J. J., 11 Dunster St.	1917
Brine, James F., 1410 Mass Ave.	1919
Brock, Frank E., 15 Brattle St.	1910
Browning, King & Co., 1346 Mass. Ave.	1924
Buenke, Fred L., Reliance Coop. Bank	1923
Burke, W. A., 1362 Mass. Ave.	1917
Cambridge Garage, Inc., 128 Mt. Auburn St.	1926
Cambridge Savings Bank, 15 Dunster St.	1913
Cambridge Tribune, 5 Boylston St.	1923
Cameron, Russell R., 38 Brattle St.	1914
Caragianes, Felix, 1304 Mass. Ave.	1919
Carrig, James A., 1374 Mass. Ave.	1925
Cazmay, N. Russell, 8 Boylston St.	1917
Clarke, Joseph, 4 Brattle St.	1911
Cohen, I., 3 Brattle Sq.	1919
Colburn, Frank A., 10 Boylston St.	Charter
Cole, George E., Harvard Coöperative Society	1913
Conant, George H., 1122 Mass. Ave.	1917
Conant, Louis F., 1622 Mass. Ave.	1926
Cooledge, W. S., 40 Broad St., Boston	1915
Covin, Abraham, 1432 Mass. Ave.	1924
Cox, Geo. Howland, 1336 Mass. Ave.	1910
Culolias, George C., 1280 Mass. Ave.	1921

Cunningham, E. W., 50 Boylston St.	1918
Daly, Walker W., 2 University Hall	1925
Davies, Fred W., Cambridge Trust Co.	1921
Derby, John H., 1376 Mass. Ave.	1919
DeWitt, Newton A., Dr., 5 Boylston St.	1922
Doran, Edward M., 4 Brattle St.	1925
Dow, George L., 4 Brattle St.	1913
Dudley & Borland, 1374 Mass Ave.	1927
Duffy, Thomas F., 1374 Mass. Ave.	1925
Durant, Harry B., 1312 Mass. Ave.	1927
Duvey, Harry N., 9a Brattle St.	1919
Ellis & Andrews, 4 Brattle St.	1917
Ernest, Charles, 1 Boylston St.	1920
Evans, John H., 30 Athens St.	1925
Farrell, William L., 20 Quincy St.	1923
Ferranti, Charles, 1302 Mass. Ave.	1921
Fish, Samuel, 28 Church St.	1919
Fiske, Howard H., 3 Brattle St.	1915
Fitzpatrick, Elizabeth M., 5 Brattle Square	1923
Fridolin, J., 1290 Mass. Ave.	1919
Furniss, William E., Quincy Sq.	1911
Galvin, William T., 57 Boylston St.	1918
Goldberg, Mosier B., 1374 Mass. Ave.	1926
Goldenburg, Harold, 1374 Mass. Ave.	1925
Golding, Frank H., Ware Hall	1924
Gomatos, Georges, 27 Brattle St.	1919
Gordon, E. A., 10 Arrow St.	1915
Goss, Byrd D., 19 Brattle St.	1925
Green, Louis L., 25 Arlington St. Cambridge	1925
Green, William H., 89 Mt. Auburn St.	1925
Grovestein, R. Currie, Brattle Sq.	1911
Gustin, Lester C., 1400 Mass. Ave.	1926
Hadley, Thomas, 30 Brattle St.	Charter
Haley, J. J., 8 Palmer St.	1919
Haley, T. F., 8 Palmer St.	1919
Haley, T. W. & Son, 86 Mt. Auburn St.	1926
Hamilton, Edwin A., 31 Brattle St.	1926
Hanson, Edward J., 66 Church St.	1927
Harlow, Frank S., 1388 Mass. Ave.	1921
Harlow, Hamilton, 1388 Mass. Ave.	1921
Harrington, J. H., 112 Mount Auburn St.	1920
Harvardashery, Inc., 1388 Mass. Ave.	1926
Harvard Square Garage, Inc., 32 Boylston St.	1918
Harvard Welding Co., 26 Palmer St.	1925
Hatfield, Charles E., University Theatre	1926

Hathaway, Alvan B., 1336 Mass. Ave.	1920
Hauers Cooperative Laundry, 1160 Mass. Ave.	1925
Hayden, Fred, 19 Boylston St.	Charter
Hilliard, Alonzo, 1613 Mass. Ave.	1919
Hodge, John W., 20 Langdon St.	1923
Holland, Wesley G., 36 Boylston St.	1926
Holmes, George H., 124 Walker St.	Charter
Holmes, Stanley S. R., 40 Boylston St.	1925
Hurley, Charles F., 1374 Mass. Ave.	1925
Jeannotte, J. A. Garfield, 1428 Mass. Ave.	1924
Johnstone, George J., 1360 Mass. Ave.	1922
Kapelos, George N. 1386 Mass. Ave.	1925
Keith, Hurd S., 1416 Mass. Ave.	1923
Kenney, Nicholas E., 19 Brattle St.	1926
Klebenor, Edward, 1372 Mass. Ave.	1925
LaFlamme, Dr. J. L., 4 Brattle St.	1919
Lancaster, Pierce D.,	
Maintenance Department Harvard University	1927
Langrock-Geo. W. Kellenburg, Mgr.,	
1436 Mass. Ave.	1925
Lavash, Abraham, 6 Palmer St.	1919
Leavitt & Peirce, Inc., 1316 Mass. Ave.	1921
Levy, David, 22 Brattle St.	1921
Lewandos, 286 Boylston St., Boston	1915
Linehan, Lawrence J., 1374 Mass. Ave.	1925
Littlefield, Nina, 4 Brattle St.	1919
Loneragan, Thomas D., 1374 Mass. Ave.	1925
Long, Rodney W., 5 Boylston St.	1926
Lowell, A. Lawrence, University Hall	1919
Mackey, Kenneth C., 47 Brattle St.	1927
Marsters, William I., 1384 Mass. Ave.	1926
Marvin, Charles S., 1374 Mass. Ave., Room 508	1925
Mather, Jr., Joseph S., 41 Boylston St.	1927
McAleer, Edward F., 1374 Mass. Ave.	1925
McKenna, Joseph, 49 Brattle St.	1921
Mills, Charles W., 37A Brattle St.	1917
Mittell, Sherman F., 1374 Mass. Ave.	1925
Monahan, Joseph W., 4 Brattle St.	1923
Morin, John B., 160 Hancock St.	1920
Murphy, Henry C., 11 Dunster St.	1921
Neudorf, Hans, 30 Brattle St.	1927
O'Connor, Jay J., 1374 Mass. Ave.	1926
Olsson, Frederic A., 9 Boylston St.	Charter
Olsson, Miss M. L., 25 Brattle St	1915
Peak, H. F., 5 Brattle Sq.	1913

Peter M. Larkin, Inc., 1392 Mass Ave.	1926
Philbrook, V. H., 22 Dunster St.	1919
Phippen, Edward A., Harvard Auto Co.	1925
Phippen, E. Willard, 1336 Mass. Ave.	1919
Pickwick Arms, 1 Brattle Sq.	1925
Pinkos, Louis, 45 Bromfield St., Boston	1911
Powell, Edwin B., 2 Brattle Sq.	Charter
Quinn, J. Henry, 1374 Mass. Ave.	1926
Ramhofer, Henry F., Harvard Trust Co.	1923
Rice, William G., 23 Brattle St.	1921
Ridlon, Irving F., 5 Brattle St.	1916
Robart, Ralph W., 1384 Mass. Ave.	1926
Robinson, Edgar W., 2 Palmer St.	1919
Sage, Edwin R., 43 Brattle St.	Charter
Sale, Dr. Charles E., 4 Brattle St.	1920
Sands, C. Radford, 457 Mt. Auburn St.	1924
Shine, John J., 1400 Mass. Ave.	1919
Simpson, John, 1 Brattle St.	1919
Skinner, Francis R., rear 86 Mt. Auburn St.	1925
Smith, Edward L., 1374 Mass. Ave.	1925
Spike, James E., Camb. Electric Light Co.	1914
Sprague, C. H., 24 Leonard Ave.	1921
Sprague, Willard H., 1408 Mass. Ave.	1919
Stockwell, George H., 9 Brattle St.	1921
Stonestreet, Frank, 1436 Mass. Ave.	1924
Stover, Charles A., 1360 Mass. Ave.	Charter
Sullivan, Humphrey J., 17 Brattle St.	1917
Sullivan, Thomas F., 302 Brattle Building	1919
The Brown Shop, 6 Brattle St.	1925
The Idle Hour, Inc., 45 Brattle St.	1926
Tierney, John H., 31 Church St.	1923
Tiffany, J. Burr, 303 Brock Bldg.	1925
Toohy, M. P., 13 Dunster St.	1919
Toole, Thomas F., 1410 Mass. Ave.	1925
Traymore Cafeteria, 1380 Mass. Ave.	1925
Waldorf System, Inc., 1326 Mass. Ave.	1918
Wallace, Joseph J., 24 Boylston St.	1919
Wardwell, Walter C., 465 Broadway	1923
Watson, Charles B., 75 Pearl St.	1921
Weiss, Paul H., 1312 Mass. Ave.	1923
Wheeler, William H., 99 Mount Auburn St.	1919
Whitford, Edward D., Harvard Trust Co.	1921
Whiting, Howard E., 1374 Mass. Ave.	1925
Whitney, Fred E., 25 Brattle St.	1921
Whouley, John M., 1350 Mass Ave.	1920

Wright, George G., 50A Boylston St.
Wright & Ditson, 1300 Mass. Ave.
Wyeth, Benjamin F., 39 Boylston St.
Yoston, James A., 22 Palmer St.
Zahos, John H., 1250 Mass. Ave.

Charter
1917
1919
1921
1921

IN MEMORIAM

John J. Anderson
Elmer W. Billings
Haliburton D. Brock
Ossian H. Brock
Dr. Frederic B. M. Cady
George H. Carrick
Ernest W. Clark
Dr. Edward R. Cogswell
William J. Cunningham
Frank F. Duvey
Frederick B. Furbish
Timothy W. Haley
Hugh H. Healey
William J. Healey
Arthur R. Henderson
George H. Kent
Charles H. Lake
Frederick A. Laws
Fred H. Leavitt
J. Leo McDonald
Robert J. Melledge
Harold S. Moore
Edward O'Hara
Wallace W. Pierce
J. Lee Robinson
John H. Sawyer
Henry C. Shaw
William H. Simonds
Frederick Worcester