

The Harvard Crimson

December 09, 1948

Square Plans Streamlining

Business Group Maps Project

NO WRITER ATTRIBUTED

Chrome plating and glass bricks are invading Harvard Square in accordance with a master plan to create and maintain an important business center more inviting than the Central Square locale.

Stanley Sumner, chairman of the Advertising Committee of the Harvard Square Business Men's Association, announced last night that a program to encourage merchants to modernize their store-fronts is now in operation. The first firm to complete alterations under the plan is Schoenhof's book store, and work on other shops in the block is in progress. The remodeling campaign will extend down Boylston st. in the near future.

The Association is also urging stores to keep their lights on all night. Already some property owners have made all-night lights a condition in their leases, and most new leases will contain this clause.

Parking Situation

The program aims also at improving the parking situation. The Association will ask the city to construct a public parking lot with meters and to place more meters in MacArthur Square. Suggestions for improvement of the traffic situation will also be brought up.

The Christmas decorations on lampposts are an early example of the plan in action, Sumner stated. Cooperative spending on advertising is expected to start soon, and other ideas being considered include a nursery for children of shopping mothers and a cooperative sales-training school.

Questionnaires

Questionnaires have been sent out to all local firms as a part of a systematic study of the business community. The Association has already enlisted the help of the Business School in finding new ideas for improvements, and the problem may be studied in business marketing courses.

Many of the questionnaires have been returned already, Sumner stated, and have been turned over to C. Rodney Sage, a member of the Association, who will analyze the results. No final conclusions will be prepared before Christmas, however. Sumner is the manager of the University Theatre, while Dow is a member of a local real estate firm.

The idea of concerted efforts to improve the Square business was first presented and approved at a meeting in October by Richard A. Dow '35, president of the Association. Central Square has had a similar program for some time.

Now and again an undergraduate's fancy turns to thoughts of jewelery. If he gets beyond the thinking stage, the glittering windows of the Derby jewelers offer both costume and real baubles, with special emphasis on a line of Harvard emblems.

Claus Gelotte confines itself pretty much to the camera in its window decorations, but a few bells and some holly indicate the season to the casual passerby. To the camera flend the window, loaded as it is with every conceivable type of this-and-that, is a strong temptation to bankruptcy.

Bending like a rush before the wind, Fred Olsson's Art Shop has laid in a sizeable stock of greeting cards for the season, and also has several filing cabinets of prints for the ruminatory Christmas-present buyer.

Both "Joe" and Max Keezer stand ready to absorb miscellanies so that the back-against-the-wall undergraduate may find enough money to take care of all those relatives. And the careful pick and choose, once-in-a-lifetime shopper might find a choice bric or brac if he investigates carefully.

Squash

The Tennis and Squash Shop, well aware of the unpopularity of tennis in the winter, is concentrating on squash racquets in its main line of business. A concession has also been made toward other winter activities in terms of a full selection of skis and snowshoes, a group of which are ingeniously gathered under the shop's Christmas tree to provide a Winter Motif. Socks, boots, mitts, poles, of course, and wax kits are also offered.

Sniffing the wind and deciding that Christmas was a pretty fine time to open a new store, the Mandrake Book Shop will have its grand opening early next week, at the latest.

Among the veterans in the book field, Phillip's forsee the annual lust for literature, and has been stocking up its non-text department for some time in preparation. The Harvard Book Store, almost alone in the rare and ancient book department, is happily counting the shopping days till Christmas.

Alteration Sale

Christmas or no Christmas, Schoenhof's has a "mammoth" alteration sale underway. If your relatives read French or German, or if you just want to take advantage of a 25 percent reduction, search out a place with shavings at the front door instead of holly.

Among the individualistic stores paying no attention to the storekeeper's favorite season, is J. Press, at present in the throes of a giant bargain sale. No holly for J. Press while yet one reduced-price topcoat remains unsold.

Stubborn in a different way is the Hayes Bick, which at last report was still clinging to its Thanksgiving pumpkin and cornucopia.