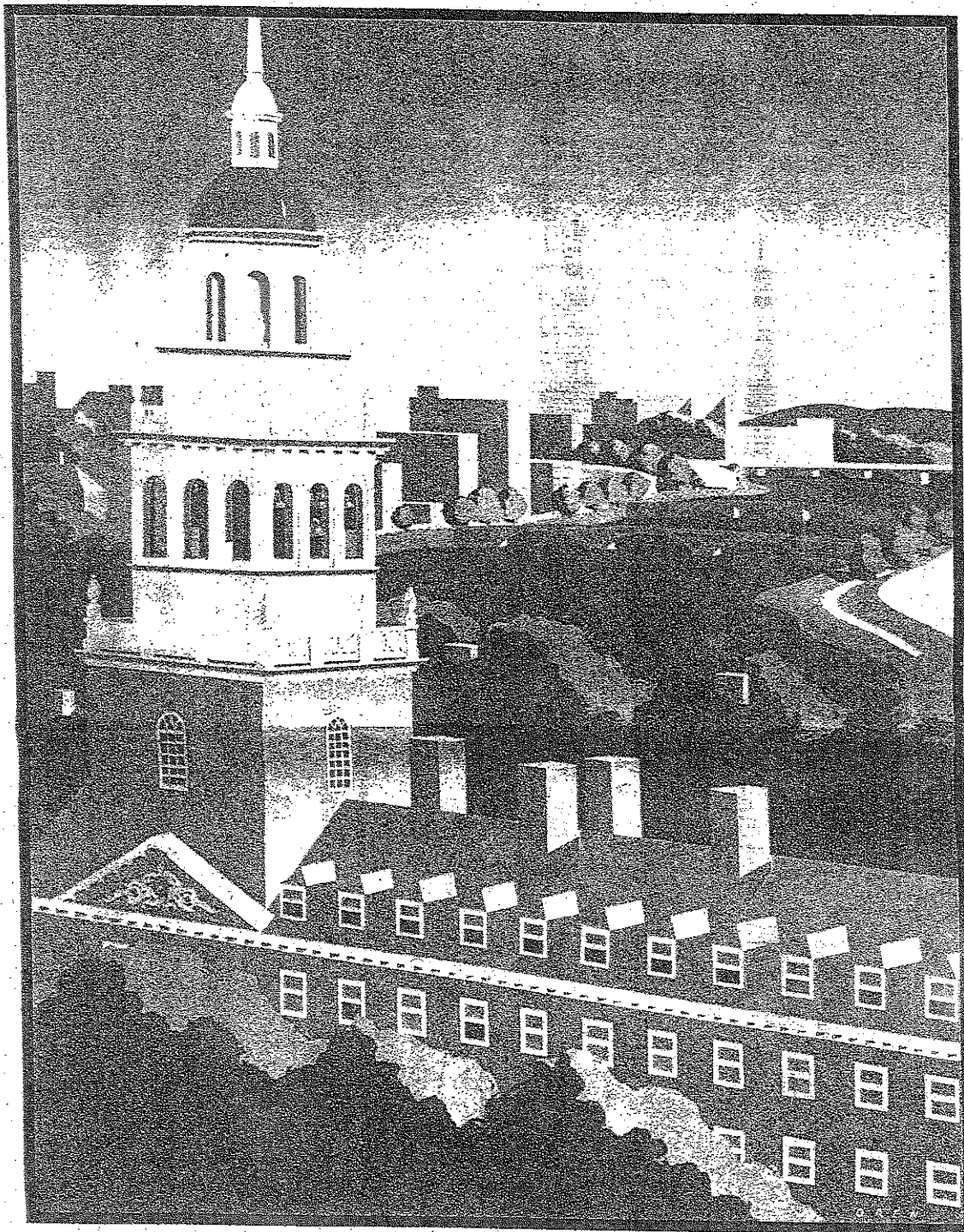




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Harvard Square Business Association 75th Anniversary



a special section published by the Cambridge Chronicle

Harvard Square Business Association

Keeping pace with changes in the Square

By Debra Reynolds
Cambridge Historical Commission

The Harvard Square Business Men's Association was organized in April of 1910. The Association was formed to address the difficulties encountered by Harvard Square businessmen due to the subway construction. Some of these problems stemmed from the open-cut construction the subway contractors employed in Harvard Square. Because of the open cut, people and vehicles tracked dirt and clay throughout the square and into the stores. The construction also impaired traffic flow, and Harvard Square businessmen faced a loss of business because of the congested conditions of the street. The dirt and congestion kept shoppers away from the square, and it also made "business as usual" a difficult prospect; it was hard to keep stores and merchandise clean, and it was also difficult to make deliveries promptly. In response to these difficult and changing conditions, the Harvard Square Business Men's Association was formed. The Association hoped to help its members increase their business through an exchange of ideas and knowledge on "the science of doing business."

The businessmen of Harvard Square formed the organization as a response to problems with transportation. In this case, the subway. Harvard Square has always been a transportation center first and a commercial center second. Harvard Square was already well-established as a transportation center by the late 1700's, because roads that began in Harvard Square led out to Concord, Arlington, Lexington, Watertown, Newton, and Belmont.

Harvard Square also had a direct link with Boston after 1662 when the bridge at the foot of Boylston street was built across the Charles River. Due to these links with Boston and the outlying suburbs, Harvard Square became a hub first for the horse car lines and later for the subway and bus lines. But commercially, Harvard Square proper lagged behind other parts of the village. Winthrop Square was the original Cambridge marketplace, and it was not until 1812, when Harvard Square was chosen as the site for a market house, that the square began to stand on its own as a commercial center.

Traffic concerns
The formation of the Harvard Square Business Men's Association as a result of transportation problems established a link between the Association and Harvard Square traffic problems that endures to this day. Through the 1920's, the Association was concerned for the most part with subway problems. But by the mid-20's, other traffic problems emerged. Parking regulations and traffic laws came under scrutiny of the Association. Through the thirties, and on into the sixties, the Association exerted most of its efforts toward suggestions for improved parking and traffic flow in the square. Since the seventies, the Association has begun to take a broader view of its responsibilities to its members and has branched out into other concerns besides parking problems.

This is not to imply that the Harvard Square Business Men's Association has done nothing but study traffic routes and bus lines over the years. Rather, the Association has been involved in various projects, many of which have aided the

community as well as the businesses. Throughout its history, the Harvard Square Business Association has had the good fortune to have among its members well-informed and concerned, if somewhat conservative, businessowners. Many of these members served several terms as officers of the Association, and perhaps it is due to the slow turnover of officers that the Association has been able to pursue projects which have been spread over several years. Charter members of the organization such as George G. Wright, Edwin R. Sage, and Frederic A. Olsson took their responsibilities toward shaping the business climate in the square very seriously. Because the Association's membership roles have been endowed with a steady supply of dedicated people like these three charter members, the Association has continued to grow over the past seventy-five years. The Harvard Square Business Association now supports a permanent office, something that was only a matter for occasional discussion and wishful thinking in the 1920's. Perhaps the organization also continues to grow because Harvard Square has really become "the business center of Cambridge."

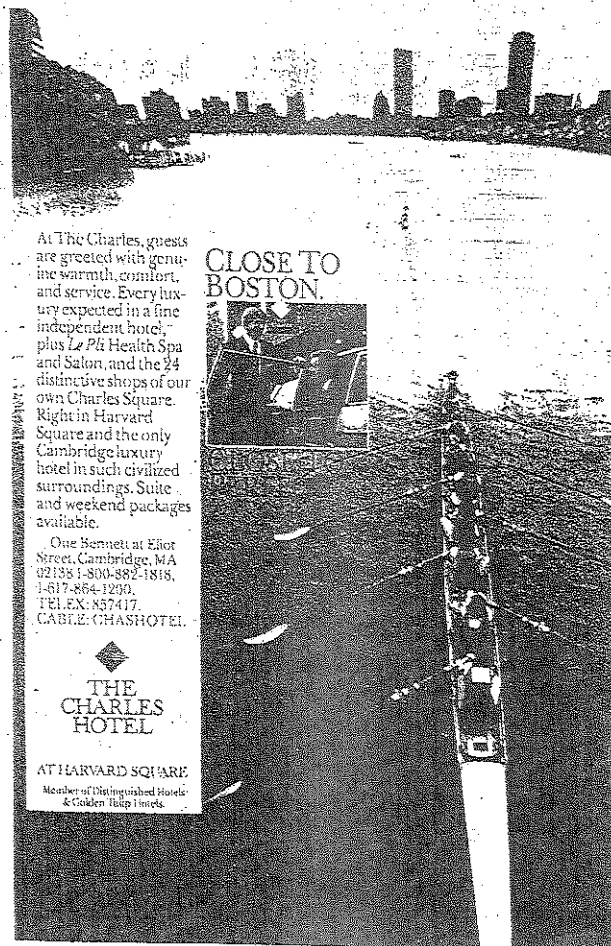
Harvard Square Business Men's Association: 1910-1972

As already mentioned, the Harvard Square Business Men's Association was formed in 1910. The Association outlined as its general purpose, "to promote the commercial and industrial interest of Harvard Square and to maintain uniform and just principles of trade." To achieve this end,

various committees were appointed, and each committee studied one aspect of business affairs in Harvard Square. The Association also began a tradition of dinner meetings during its first year, "to develop the social character of the organization." On these occasions, speakers addressed the members on topics of interest to the business community. For example, George S. Smith, president of the Boston Chamber of Commerce, spoke on the "Advantages of Concerted Action for the Retail Trade" during one of the first dinner meetings. The Association's officers, committee chairmen, and directors met for a directors' meeting each month to discuss issues and recommendations and to determine the agenda for the Association's meetings. Every April, officers, chairmen, and directors were nominated by the directors and elected (or re-elected) by the Association at their annual meeting. This organizational format, established in 1910, remains virtually unchanged today.

Over forty businessmen were in attendance at the first organizational meeting of the Association in March of 1910, and one month later forty-two businessmen became members of the Association. The following officers were elected at the first official meeting in April: George G. Wright, president; Arthur R. Henderson, vice-president; Frederick A. Laws, secretary; George H. Keel, treasurer; George H. Holmes, auditor; and Thomas Hadley, director for three years. An advertising committee and a credit committee were also appointed. The advertising committee, in a report tendered in September,

Continued on page 3



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The cover art for the Cambridge Chronicle's special section commemorating the 75th anniversary of the Harvard Square Business Association was created by renowned Boston illustrator Oren Sherman.

The cover art is the first in a series of posters depicting scenes in Cambridge and Boston which Sherman has created. The poster, showing the Charles River with Harvard University's Lowell House in the foreground, will be available at the Harvard Coop and other quality outlets on or about May 15.

The poster is priced at \$225 and is offered in a limited, silkscreened edition of 350. The posters are 18 by 24 inches and are printed on rag stock. Other scenes forthcoming in the series include a scene of the Hatch Shell on the Fourth of July, spring on Boston's Marlborough street and the Swan Boats at the Public Garden. The other three posters will be available at a later date.

Sherman is a native of Newton and a 1978 graduate of the Rhode Island School of Design.

He has developed a national reputation as an illustrator and

poster artist. He has created posters for the Metropolitan District Commission featuring the Hatch Shell summer concert series, the New England Aquarium, the Arnold Arboretum, the Kentucky Derby and recently completed a series of illustrations for the Mobil Corporation's annual report. In addition, he has completed a postage stamp for the US Postal Service which will be issued next spring.



OREN SHERMAN (Photo by Kory Addis)

A history of leadership

Continued from page 2

1910, suggested that businesses refrain from making charitable contributions, stop advertising in periodicals which were not published regularly, and contribute five dollars toward an Association advertising fund. Despite their stance on charitable contributions and donations, the committee pointed out that they did not mean individuals should no longer give to their church or fraternal organizations. The credit committee asked all businesses to give them a list of delinquent accounts which would be compiled and circulated among all members. Members would then be asked to refrain from extending credit to persons with delinquent accounts in other member's businesses.

Other issues discussed during the first year's meetings of the Association included the removal of the courthouse from Brattle Square and the installation of a boat landing at the foot of Boylston street. The organization also began to involve itself in transportation issues and called for the widening of Brattle and Palmer streets in Harvard Square and an upgrade of the condition of Boylston street. Members claimed they were losing business because of the poor conditions of the road. The organization also allotted seventy-five dollars to publish the "Bulletin of the Harvard Square Business Men's Association."

During the first decade of the Harvard Square Business Men's Association, issues of major concern included a dispute with Harvard University and the paving of Harvard Square. The dispute with Harvard University occurred because the Harvard Cooperative Society was named as purchasing agent for the university, and businessmen felt that they would no longer be able to sell to the University because of this. The paving issue generated a considerable amount of debate because members favored wood paving blocks which were bad for the horses. During this decade, the Association's only community

project was to sponsor band concerts in the square, which were discontinued due to lack of interest.

In the March, 1913, meeting of the association, traffic issues began to be discussed in a serious way. The subway dominated the discussion. Businessmen were concerned because stores were empty and because the subway construction had made a mess of the square. Furthermore, they felt that the subway station was too big and blocked views of their businesses. Finally, members thought they were losing business because everyone was underground, and they wanted more surface cars. In particular, they called for the establishment of an electric car line from Harvard Square to Allston, Brighton, and Brookline. The Association also addressed the problem of surface congestion. They wanted streets in the square, especially Massachusetts avenue, widened, and they wanted building lines and zoning regulations established. The businessmen hoped to establish a "quiet" character for the square as would become a "collegiate square." The Committee on Future Development of Harvard Square published these recommendations in its 1913 report.

Electric lights
During 1913-14, the association was also instrumental in getting electric lights for the square. The businessmen began to get involved in city affairs, and protested government inefficiency and called for more businessmen on the city council. During 1915, George Wright turned the presidency over to John Arnee. In Wright's final report he said that the subway station should not be allowed in the center of the square and would never have been built there if business interests had been better organized. This was the first skirmish in what was to become a long contest between the Harvard Square Business Men's Association and the Boston Elevated Railway Corporation.

Continued on page 4

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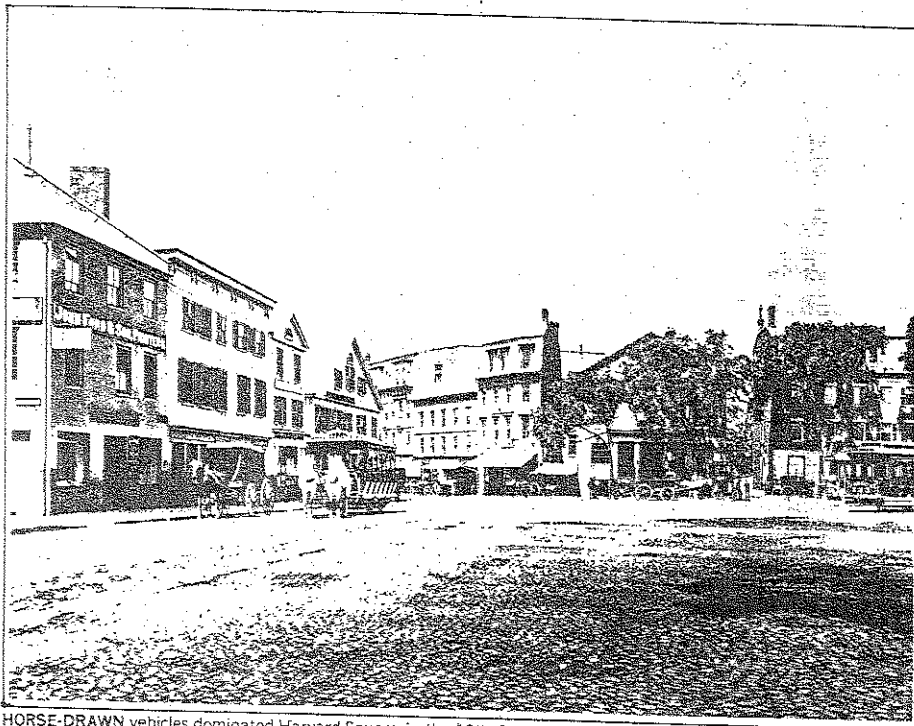
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Association sets the pace for the Square

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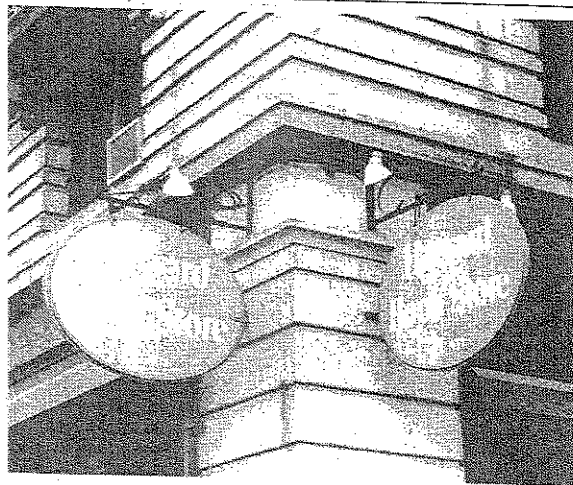
The Harvard Square Business Men's Association experimented with several advertising ideas during this time. One was a window dressing contest, which was won by Brock Brothers' Hardware. Another was a "Dollar Day" sale, which was deemed a great success. During a later "Bargain Day" sale in the square the subway issue was revived. The bargain day sale had evidently caused a riot in the square with which police could not cope, and Boston Elevated personnel were concerned that the subway structure might be toppled. George Wright was heard to remark, "that he didn't give a rap if such a disaster did occur, for perhaps the desired improvement in the structure might then follow."

Once the subway issue resurfaced (no pun intended), it could not again be put down. The general manager, Edward Dana, of the Boston Elevated, discussed the financial problems of the subway system with the businessmen, but the businessmen wanted the structure removed, money or no money. By 1923, George Wright had returned to the presidency and under his leadership the association presented a "Petition for the Removal of the Surface Structures used in Connection with the Cambridge Subway in Harvard Square" to the state senate. Designers presented three plans for reducing the subway structure and the Association discussed the pros and cons of these plans during 1923-25. The businessmen finally accepted the plan of Professor Charles B. Breed of Massachusetts Institute of Technology, which essentially consisted of razing and replacing the structure with a smaller one that was simply a roof which rested on eight piers. The cost was estimated at \$30,000. The Boston Elevated continued to stall on the subway issue, and Wright suggested that the Elevated was costing the taxpayers a lot of money and should be



HORSE-DRAWN vehicles dominated Harvard Square in the 19th Century. Shown above is a photo of the square in 1885. (Cambridge Historical Commission photo)

Continued on page 5



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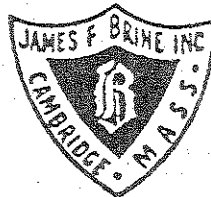
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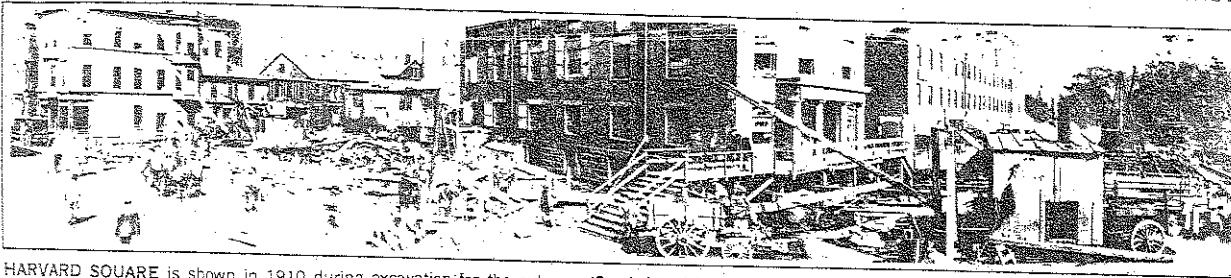
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HARVARD SQUARE is shown in 1910 during excavation for the subway. (Cambridge Historical Commission photo)

Business association leads the way

Continued from page 4

taken over by the state. In November of 1928, Secretary N. Russell Cazmay reported that the city had the money to cover the cost of removing and replacing the subway structure, and was waiting for the state. In 1928, the structure was finally replaced.

Common ground

The Association was not only concerned with the subway structure. During this decade, Wright, who returned to the presidency from 1924-27 after a stint as chairman of the Municipal Affairs Committee, still guided the Association's efforts. Wright was full of ideas for improving the square. He argued for the preservation of the Common (there was some interest in developing the Common as a soldier's memorial), and he began a successful campaign to get the overhead wires in the Harvard and Brattle Square areas buried. The Association invited planners, businessmen, and public officials to speak at the monthly meetings in hopes of generating new ideas for the square's improvement.

While it appears that Wright was a one-man planning committee for Harvard

Square, the businessmen rallied behind Wright on the subway issue, as we have already seen, and on the issue of traffic and parking. By the twenties, parking problems in the square had reached crisis proportions and the Association proposed an ordinance which limited parking in the square to 20 minutes. Wright, then chairman of the Municipal Affairs Committee, found out that some of the businessmen who had proposed this ordinance were attempting to get permits which would allow them to park all day in the square, and he resigned from the Association. The Association quickly recanted, and Wright returned to the organization.

As a result of the death of Wright in 1928, and the beginning of the Depression, the Association entered the new decade with less than characteristic vigor. Under the leadership of Edwin R. Sage, Howard H. Fiske, and Frederic A. Olsson, the organization was incorporated and had grown to include 185 members, although attendance at the dinner meetings in the early thirties generally numbered between 20 and 45. Women occasionally attended these meetings and could become associate members, but the name still remained the Harvard Square Business

Men's Association.

Major concerns for this decade included the installation of traffic lights, problems with buses that stopped in the square and added to traffic congestion, and, of course, traffic flow and parking locations. Vigorous debate ensued over the possible use of one-way streets to relieve congestion in the square. The Cambridge Police suggested a new rotary plan for the square which the Association endorsed. The Association also recommended the installation of parking meters in the square. In addition, they began work on establishing a public parking lot in a vacant lot in Brattle Square, but it was to be several years before either of these things happened. At any rate, the Association finally voted in June of 1936 to leave the traffic problem to the traffic authorities, but this resolution was extremely short-lived.

By the late thirties, attendance at the dinner meetings averaged 70 to 80 people, and the meetings were being held almost every month. A June outing which included a golf tournament and dinner at a suburban country club was instituted. The Association also encouraged members to invite their wives and employees to the

November dinner meetings for an evening of entertainment, dinner, and dancing. These evenings were very popular, as evidenced by the November, 1936, meeting which 216 people attended, but the evenings were given up after a few years. The organization also began sponsoring Christmas decorations in the square during this time in cooperation (for non-cooperation!) with the Boston Elevated.

World affairs

Beginning in the 1940's, the Harvard Square Business Men's Association began to take a greater interest in world affairs. This was perhaps due to their own frustrations with their inability to resolve the parking and traffic problems in Harvard Square, but probably also due to the far-reaching effects of World War II. The monthly meeting attendance continued to be about 70 people, and they heard speeches such as "Canada's Mechanized Army," "The Russian Situation," and "France 1942: Fighting and Resisting." The businessmen were up in arms themselves over the "dim-out" which was in force in 1942. The dim-out was observed by the Association, and they were concerned that

Continued on page 6

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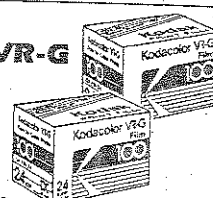
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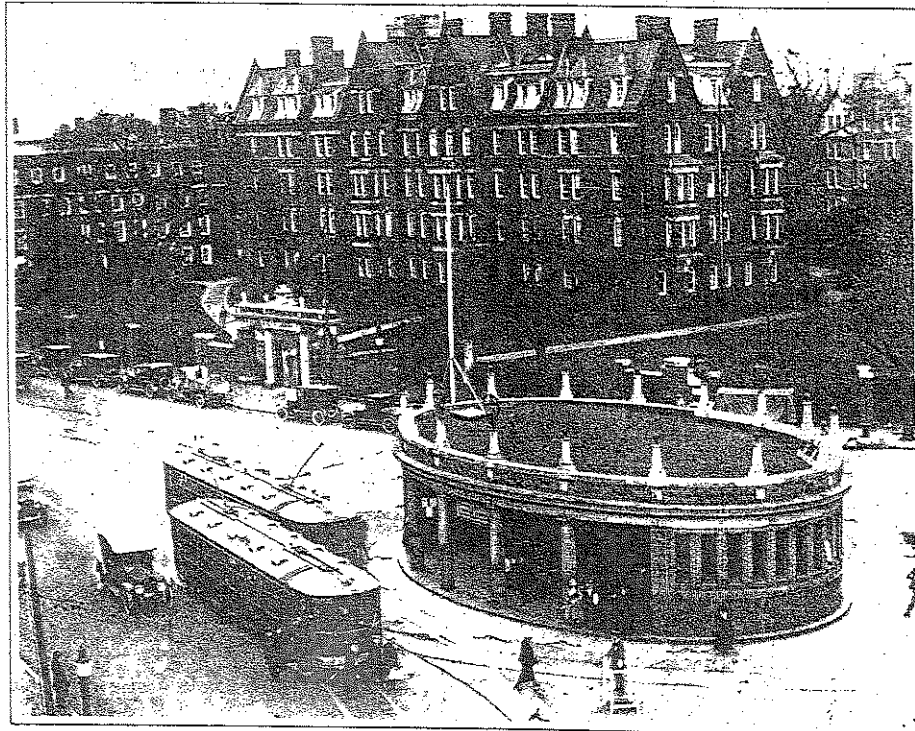
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Association provides leadership



HARVARD SQUARE and its famous central kiosk as they appeared in the early 1920s. (Cambridge Historical Commission photo)

Continued from page 5

they were losing business because of the lack of uniform enforcement of the regulation. This decade also marked a period of charitable contributions by the organization to the Red Cross and the United War Fund Drives.

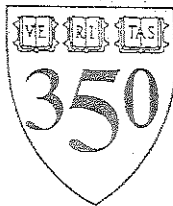
The Association still discussed parking and traffic problems during these years. The city was threatening to sell the Brattle street lot which the organization was operating as a public parking lot, and the parking meters could not be obtained because of the war. The organization also opposed any further commercialization of the platform around the subway entrance and opposed any more development of one-way streets in the square. But for the most part, the forties were a time of complacency and the Association took little action toward correcting the problems of Harvard Square.

Parking meters

Fittingly enough, the Harvard Square Business Men's Association opened the fifties with a shipment of parking meters which they received in January of 1950. The Association also began making plans for its fortieth anniversary celebration, and the businessmen made Edwin R. Sage and Edwin B. Powell, the only two surviving charter members, honorary lifetime members of the Association. The Association also discussed the establishment of a uniform loading and unloading time for trucks in order to keep them out of the square during its busiest hours, but members decided it was impossible to establish such a regulation. They also discussed, once again, the possible purchase by the Association of the Brattle street lot for a public parking lot, but that idea was tabled. The Association was, of course, still opposed to the sale of the lot by the city. In the meantime, they were having trouble getting the parking meter regulations enforced, and the members ap-

Continued on page 7

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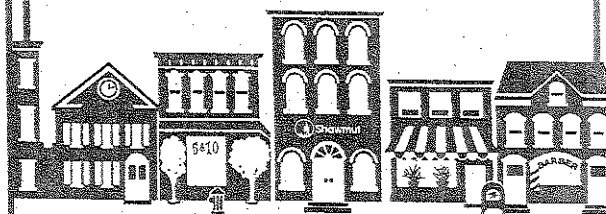
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The Association looks to the future

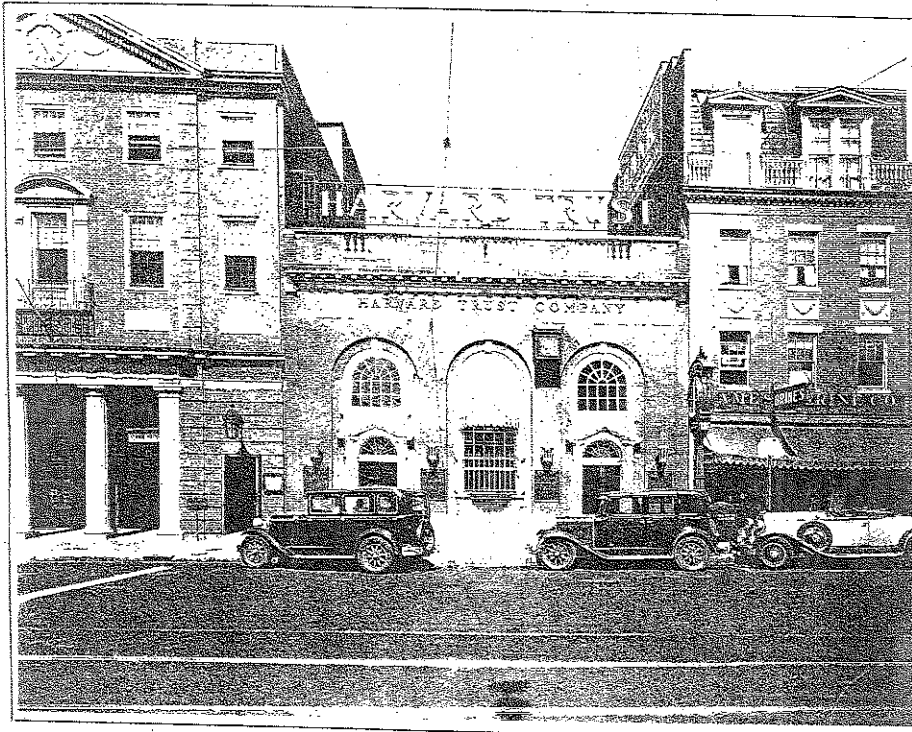
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pointed a committee to study off-street parking to see if there were any other solutions to the parking problem. Then in 1956, the Association approved a 60-day trial period in which all day parking on both sides of Boylston street from Elliot street to Memorial drive was restricted.

The businessmen played a part in what was perhaps the most important development in the square during this decade. In 1959, Harvard University, which had cultivated its relations with the Association over the years, petitioned for a zoning change in order to build the 100-foot high Holyoke Center. The Harvard Square Business Men's Association backed Harvard's request for a zoning change, and Harvard Square took its place in the modern world with its first high-rise building.

The businessmen perhaps did little toward solving parking problems in the square during this time, but they did manage to inform themselves on world affairs during their monthly meetings. The Cold War was evidently of great interest to the businessmen, and they had many talks on the subject. For instance, in January, 1952, a Civil Defense spokesperson talked on "Our Progress in Civil Defense." Other speeches that related to the Cold War included "The Present Situation in Russia," January 1953, "Inside the FBI," March 1954, and "Keeping Abreast of Russian's Nuclear Tests," January 1959. But the members of the Association also enjoyed themselves during the monthly meetings; the Harvard University football coach was one of their favorite speakers and members were often treated to "moving pictures" of recent games. The Association also continued its traditional June outing, and had so much fun during their June 1953 outing at the Colonial Country Club (during which the policemen beat the businessmen 42-7 in the softball game) that

Continued on page 8



1408 MASS AVE. in Harvard Square as it looked in the 1930s. (Cambridge Historical Commission photo)

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BUSINESS ASSOCIATION
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A history of involvement in the Square



HARVARD SQUARE in the 1940s looks much as it does today. (Cambridge Historical Commission photo)

Continued from page 7

they were asked not to return. The Association felt that it was because of the conduct of some of their guests that they were asked not to come back, and resolved not to invite those guests the next year.

The Association's members continued to enjoy themselves in the 1960's. A film, Highlights of the Harvard Football Games for the 1959 Season, "was shown at their January 1960 meeting. But, despite the exciting program, the sixties marked a low point for the Association as attendance at monthly meetings dropped from an average of 85 members to an average of 40 members. Only 32 members showed up for the annual meeting in April 1960, during which officers were elected and plans were made for the Association's fiftieth anniversary celebration in the fall. Perhaps because of this lack of interest, the Association began holding more sporadic dinner meetings. The speeches during this decade revolved around planning issues in Harvard Square. For example, in February 1962, the president of Harvard Trust Company discussed survey and traffic plans for Harvard Square and in December, 1962, the assistant to the president talked about Harvard University's plans for Harvard Square. The businessmen had evidently decided to leave traffic and parking problems to the professionals and went as far as voting in April of 1966, to leave the parking situation alone.

Equal rights

The female members of the Harvard Square Business Men's Association evidently began to pressure the Association for representation, because in October, 1961, the Association voted to elect a woman to its board of directors during the next election. However, this did not happen. The women members took a further blow in May of 1968, when the Association voted not to change its name to the Har-

Continued on page 9

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History

Continued from page 8

ard Square Business Association. The Association was facing problems in other areas also - they felt that the square was not being cleaned properly, they wanted parking regulations enforced, and they wanted more police protection in the square.

In May of 1970, the Harvard Square Business Men's Association became even more concerned about police protection as riots broke out in Harvard Square. But trouble always seems to bring people together, and on August 5, 1970, 132 members came to a special meeting to discuss the riots, panhandling, Sunday Concerts on the Common, and the congregations at Holyoke Center. The apathy of the sixties disappeared as the Harvard Square Business Men's Association and the police began working together once again for the improvement of Harvard Square. In the October 1970 meeting, Dr. John Spiegel of Brandeis University discussed the history of violence in the United States and suggested that Cambridge attempt to stay out of the headlines. He also recommended that a third force be established as a liaison between the police and the radicals.

During the winter of 1970, the Association joined forces with Richard Dow and the Harvard Square for People organization to develop the "Brattle Walk." The "Brattle Walk" was to be a pedestrian mall on Brattle street, but by April 1972, the businessmen had withdrawn their support of the mall, and the mall did not become a permanent feature of Harvard Square. Discussions were also held on the extension of the subway to Alewife and the possibility of a new station on Brattle street, but in spite of these subway developments, parking was still uppermost on the Association's list of concerns.

Harvard Square Business Association: 1972 - Present

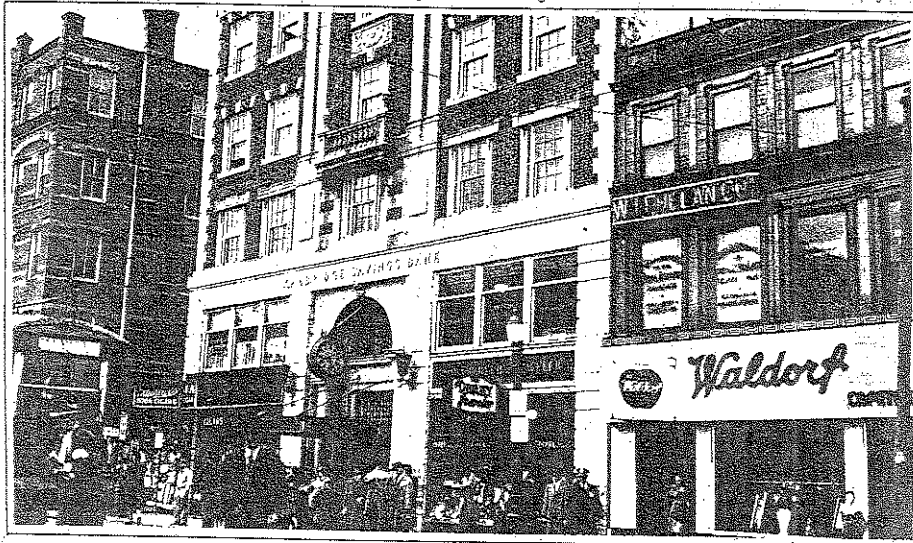
On September 7, 1972, Harvard Square Business Men's Association changed its

name to the Harvard Square Business Association. With this name change has come a change in the perception of the role of the Association toward its members. The Association's brochure states that it "is a non-profit professional organization actively engaged in shaping the future of Harvard Square and in serving the interests of the business community located here." The Harvard Square Business Association includes as its areas of concern membership drives and activities, marketing and promotion, care for the Square's environment. Special events such as the Octoberfest, community relations, surveys and publications, finance and

budget, and of course, traffic and parking. Membership in the Harvard Square Business Association has grown to approximately 300 people. Harvard Square businessmen comprise the majority of the membership, but employees and people outside of the Square may also join. Perhaps due to this growth, the Association changed its structure somewhat in 1983. Sally Alcorn is currently employed as a full-time executive director for the Association, and the Association has a permanent office located at 18 Brattle st. in Cambridge. Ms. Alcorn oversees the publication of the Association's monthly newsletter, organizes the meetings and

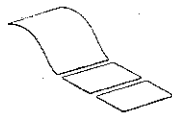
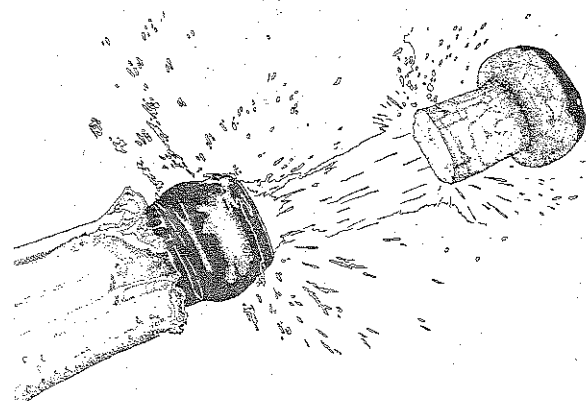
outings, and directs the day-to-day operations of the Harvard Square Business Association as well as the special events. The Harvard Square Business Association has put greater emphasis upon advertising campaigns than did its predecessor. The Association has sponsored the "Octoberfest" on Columbus Day weekend for the past ten years. In 1979 and 1980, the Association took part in the "Triflic Sales" (1979) and the "Red Rider Sale Days" (1980), both sponsored by a group called Merchants on the Line. More recent

Continued on page 10



CAMBRIDGE SAVINGS BANK as it looked in the 1930s. (Cambridge Historical Commission photo)

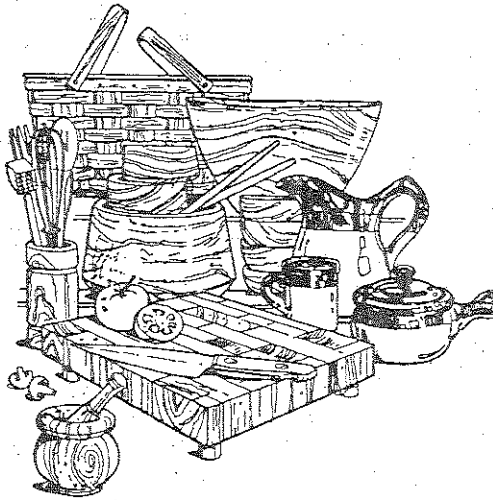
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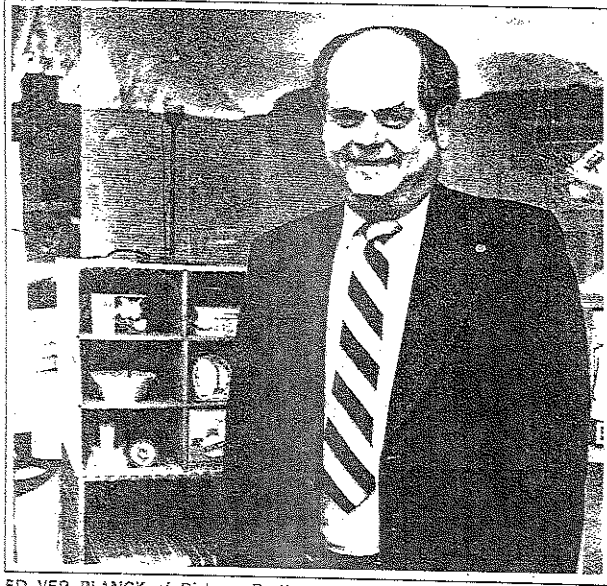
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ED VER PLANCK of Dickson Brothers Hardware. (Staff photo by Carolyn Hine)

Square leaders:

Ed Ver Planck of Dickson Brothers

"A lot of stores have come and gone," says Ed Ver Planck, owner of Dickson Bros. Co. on Brattle Street for the last 23 years. Though he bought the business from the Dickson Brothers in 1963, he traces the store's lineage back to 1917.

One can only imagine the changes that Harvard Square underwent in that time. In the sixties, Ver Planck remembers his neighbors on the block: there was Miss Cannons', which sold children's clothing; a yarn shop; the Cambridge Electric Light Co., and La France stationers.

Memories of La France have stayed with him. He remembers that the owner kept much of his unsold stock. If anyone had a need for a calendar from 1945, La France would have it.

Today, Dickson Bros. has three store levels full of merchandise. Many a resi-

dent has come to Dickson's desperate for that essential hardware item they could not do without. One of Ver Planck's most unusual requests was for a large order of metal washtubs made by the Joslin Clinic. The tubs were to be made into homes for a colony of Mediterranean desert rats.

Ver Planck truly enjoys working in Harvard Square, where his customers can be homegrown Cantabrigians or foreigners from as far away as Australia or South Africa. Among his customers, he counts some of the city's most prominent people.

Dickson Bros. is a family-run business and Ver Planck hopes his son, who now helps him run the store, will carry on the tradition.

What does he think of Harvard Square after 23 years of doing business there?

"I think it's quite an interesting place."

75 years of involvement

Continued from page 9

ly, the Association has begun sponsoring a "Mayfair" celebration on the Cambridge Common.

The Association has not lost sight of its other responsibilities to its members. A remedy for the critical parking situation in the square remains a top priority. For example, the Association has worked with Harvard University, the owners of the new University Place, to get some of the public parking facilities of that complex made available before the complex's garage was totally completed. With the passing of Proposition 2½, and the loss of services that followed, the Association has also worked to keep the square clean. Merchants are encouraged to sweep their sidewalks each week on street-cleaning day to help keep the square clean. The Association also worked with the Harvard Graduate School of Design on a study of "Development in the Harvard Square Overlay District." And through it all, the Association has continued to sponsor Christmas decorations and banners in Harvard Square.

The Harvard Square Business Association developed, as we have already seen, from a concern over transportation and its possible negative effects upon business. Under the energetic direction of George G. Wright, the Association set out in 1911 to

correct the problems of Harvard Square. These problems were caused by the Square's lack of parking facilities, the non-cooperation of the Boston Elevated, and the confusion generated by the congestion of vehicles and pedestrians in Harvard Square. Seventy-five years later, these same problems have, as Wright predicted in the 1920's, only become more complicated. It is to the Harvard Square Business Association's credit that they have never totally given up on the traffic and parking problems; instead, their persistent devotion to the problem has resulted in many more parking places in the square than there would otherwise have been. But it is even more to the Association's credit that they have been able to go beyond this constant source of frustration during the last two decades. The Harvard Square Business Association has not yet solved the parking problem in Harvard Square, and it is doubtful that they, or anyone else, ever will. But the Association has more than made up for this deficit in the organization's other services to its members. Through participation in sales and special events sponsored by the Harvard Square Business Association, the members have helped to maintain the image of Harvard Square as a unique and exciting place in which to eat, to shop, or to simply watch the people go by.

Hall, Davison & Company

Hall, Davison & Company is a real estate development and facilities management firm owned by Jackson Hall. It has a staff of eight, and has been located in Cambridge for three years.

Future developments plans for the company include Great Woods Park, office development, and the Parkside con-

dominiums on Tremont Street in Boston. The employees of Hall, Davison & Company enjoy the ambience of Cambridge and its proximity to downtown Boston.

The firm is located at 20 University Rd. and may be reached by calling 576-7615.

Delb Restaurant Management

Delb Management is the company behind two of Cambridge's most popular restaurants, Souper Salad, at 35 JFK St., and Pistachio's, at 50 Church St. The company, which is run by the Reinstein family, also runs eight other restaurants, all committed to the goal of providing excellent service and fresh quality food at a great value.

Souper Salad has two divisions: restaurant and express. The restaurant division features a giant salad bar with fresh vegetables and specialty salads. The menu also includes homemade soups, sandwiches and unique entrees such as broccoli and mushroom Alfredo.

Beer and wine are offered as well as sensational desserts.

The express locations feature salads prepared to order, as well as pocket sandwiches, freshly steamed vegetables and homemade soups.

Pistachio's is a new, upscale concept with an international menu featuring a mesquite grill for fish, chicken and beef. Gourmet burgers and croissant sandwiches are also featured, as well as a full line of appetizers and desserts.

Delb Management headquarters are located in Chestnut Hill. For more information, call 964-8710.

Cambridge Trust Company

For its economic viability and the diversity of its academic community, Cambridge Trust was founded here in 1892 and has been a formidable presence in the city ever since.

It has expanded to include three other branches in Cambridge and one in Weston, and now employs 165 persons. The bank offers all commercial banking, retail banking, and trust development services.

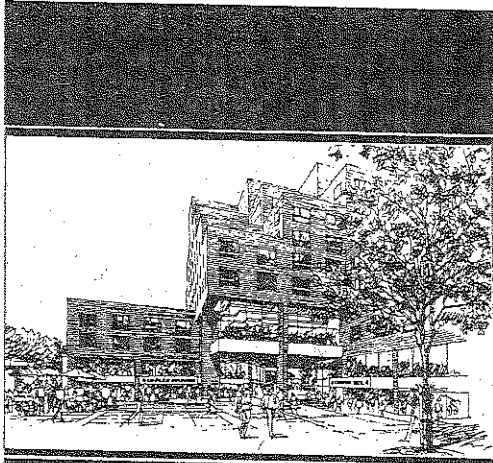
Many organizations are supported by the bank, including Mt. Auburn Hospital, Cambridge Red Cross, Cambridge Men-

tal Health, Lesley College and the Cambridge TeenWork Program.

Its president is Lewis Clark, who was born and brought up in this city, and has been working with the bank for 30 years.

Other officers include James F. Dwinell III, executive vice president; Robert Doule, senior vice president and treasurer; and Edward L. Robertson, Edgar Crocker, and Robert L. Gregoria, senior vice presidents.

The other Cambridge locations include 124 Mt. Auburn St., 326 Main St. and 358 Huron Ave.



The Square Route of Shopping

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Bailey's

Bailey's is a Boston tradition — the ice cream and candy capital of its day. Started in 1873 by two local candy makers, John Bailey and David Page, Bailey's grew to eight locations and made many a child content during its 113-year history.

Bailey's is still a tradition in Harvard Square, begun in 1955. It is there you can find marble tables, wire-backed chairs, and an honest-to-goodness old fashioned soda fountain.

It is said that Bailey's still keeps detailed records of the candy

preferences of its customers, who included presidents from Teddy Roosevelt to John Kennedy.

Although Boston is now packed full of competing ice cream stores, Bailey's still serves a delicious assortment of ice cream, candy, soft drinks and, of course, that inimitable ice cream soda.

Whatever the location, Bailey's is an institution which services the broader community and is a retail store responsive to community needs.

For your next treat, visit Bailey's in Harvard Square at 21 Brattle St.

Symmes, Maini & McKee Associates

Symmes, Maini & McKee, a multi-disciplinary design firm, was founded in 1955 by two engineers from M.I.T. — William Maini and Parker Symmes. Shortly after the founding, architect Jon McKee joined the firm to broaden its architectural dimension.

Headquartered at 1000 Massachusetts Ave., the firm is a professional corporation providing services throughout the eastern U.S. in architecture, landscape architecture, site planning, interior design, all engineering disciplines, and project management.

The firm's varied practice has included several Cambridge projects —

M.I.T.'s state-of-the-art Microsystems Technology Laboratories, and the office buildings at 1000 and 1280 Massachusetts Ave. In the larger New England area, SMMA has designed corporate, commercial and research-development projects for high tech, developer, commercial and educational clients.

The firm located in Cambridge because it has a strong image and international reputation, and because of its expansive resource for qualified personnel.

SMMA looks forward to another 30 years of service to Cambridge and to the eastern U.S.

Savor's Market & Supply Company

Thousands of Cambridge shoppers find exotic as well as every day items at Savor's at 92 Kirkland St.

"Being in Cambridge allows us to carry the most exciting selection of foods in the world," says Alan Savor, general manager, "because Cambridge attracts sophisticated people from all over the globe."

Along with its wholesale division in Woburn, Savor's supplies cooks, professional and amateur, with everything from rattlesnake meat to Ajax. Jack Savor, president, is the personal butcher for Julia Child.

The company, which employs 45 people, is planning renovation and expansion of its Cambridge store. This will include more natural bulk foods, more produce, prepared foods, seafood and poultry service and, best of all, additional parking.

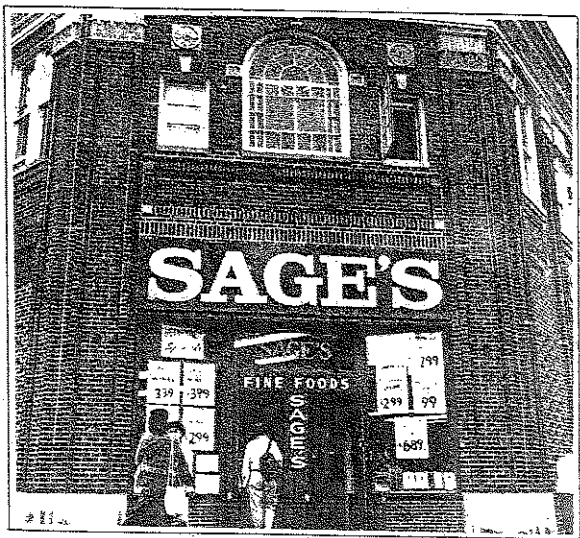
For more information, call 547-1765.

Sophisticated Lady Fitness Salon

To get ready for spring, there is no better place to get in shape than Sophisticated Lady at 750 Memorial Drive (354-2744). A health club offering aerobics, exercise classes, workout equipment, the Salon also has a whirlpool, sauna, steam room, tanning room and nursery.

Although the firm was founded in New York in 1982, it has only been in Massachusetts since last year. There are three other locations in Massachusetts, and one in Woonsocket, Rhode Island.

Sharon Fanning, president and general manager, says the company plans further expansion in the Boston area. The company chose to locate in Cambridge because, according to Fanning, the city "has the correct demographics for our product to be successful."



Edwin R. Sage Co.

Edwin R. Sage started his grocery business in 1898. He located in Cambridge because of its sophistication, vitality and historic associations. Now, 88 years later, his grandson, Charles, is continuing the tradition.

In addition to their Harvard Square location at 60 Church St., Sage's is also located at 168 Huron Ave., 420 Broadway, and at 47 Mt. Auburn St., and employs 150 persons.

The firm is run by Charles Sage, presi-

dent, and Edward Morandi, chairman. Sage is active in many Cambridge organizations. He is vice president of the Cambridge Mental Health Association, treasurer of Cambridge Public Access Corporation, and director of the Harvard Square Defense Fund. He is a founding member of the Harvard Square Business Association.

Sage's was also presented a Beautification Citation by the Mid-Cambridge Neighborhood Association.

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Cambridge Chronicle,
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tradition wishes the



Harvard Square Business
Association a
HAPPY BIRTHDAY!

Latacarta Restaurant

If you find yourself in Harvard Square hungry for natural foods, head for Latacarta Restaurant at 95B Winthrop St. Run by Barbara Sustick and Patrick Dethridge, Latacarta offers ofers chicken, fish and vegetable dishes made with the finest ingredients.

Everything at Latacarta is made from scratch, including the salsa on their popular enchilada dish. Vegetable oil is used instead of lard, brown rice is served instead of white, and no red meat is served.

Founded five years ago, the restaurant is owned by Hiroshi Hayashi, and has 15 employees. Says Sustick, the

restaurant's manager, "We are trying to promote the idea of naturalness. In order for our earth to survive, it is necessary for mankind to respect nature."

According to Sustick, the popularity of natural foods keeps growing. While at one time only young people favored natural foods, now older customers are frequenting Latacarta, from those in their thirties to those in their sixties.

Sustick summarizes the reason Latacarta is located in Harvard Square in just one word: "atmosphere."

Any questions about the Latacarta cuisine can be answered by calling 354-0365.

Bernheimer's Antique Arts

At 52C Brattle St., Bernheimer's Antique Arts is a company with a tradition. G. Max Bernheimer, the store's manager, is the fifth generation of the Bernheimer family in the antique business.

Located in Cambridge for the last 23 years, Bernheimer's offers ancient art, European art, Asiatic art, primitive art

and antique jewelry.

Bernheimer's is easily found by spotting the store mascot, the 17th century Bavarian lion in the window.

Bernheimer feels that the academic climate of Cambridge is "right" for an unusual business such as his.

For more information, call 547-1177.

Lesley College

As it completes its seventy-fifth year, Lesley College enters an exciting and critical period. Founded as a school for training kindergarten teachers, the college now has an operating budget of over \$16 million and includes three administrative units: the Undergraduate School, the Graduate School, and the School of Programs in Management for Business and Industry.

Located at 29 Everett St., Lesley College now employs 425 people.

Its president is Margaret A. McKenna. Prior to her appointment at Lesley, McKenna was Vice President for Program Planning at Radcliffe College. She

also served as Deputy Undersecretary of the U.S. Dept. of Education and was an advisor to former President Jimmy Carter. McKenna was originally trained as a civil rights attorney.

The school's civic activities include the Lesley-Cambridge Literacy Project and the Lesley-Agassiz Resources Committee.

Lesley's faculty is well-qualified and has broad professional experience. Over the years, their commitment to teaching, enterprise and innovation have contributed to the distinctiveness of the institution's educational programs.

For further information, call 868-9600.

Harvard Book Store, Inc.

Begun in 1932 by founders Mark and Pauline Kramer, the Harvard Book Store at 1256 Massachusetts Ave. is a place book lovers love. According to Frank Kramer, president of the store and son of its founders, the Harvard Book Store offers a combination of new, used and sale books that gives the store "a synergy" that cannot be matched in New England. He calls Harvard Square "a Mecca for book buyers" — one of the best in the world.

In addition to its store on Massachusetts Avenue, the Book Store has branches at 14 Plympton St., Cambridge, 190 Newbury St., Boston.

The Book Store has several long-time staff members including Chester Clayton (30 years), Ruth Finn (35 years), Walter Byrnes (24 years), Paula Bright (13 years), and Carole Horne (12 years).

The Book Store supports many community activities including the Visiting Nurse Association, the NAACP, Cambridge Police Mutual Aid, and the Castle School.

This coming year, the Cambridge store will be expanding to three storefronts (1246-1255 Massachusetts Ave.) for a total of 6000 square feet of retail space on two levels.

Kroin Incorporated

Begun in November, 1976, Kroin Incorporated was founded by Lawrence Kroin, corporate furniture buyer for Design Research from 1969 to 1975.

The firm employs 19 people and is located in Charles Square, Suite 300.

Kroin Incorporated offers national distribution for garden, park, work and canteen furniture for contract installa-

tions to the architectural community. Kroin calls Cambridge the center of architecture for the Boston area.

The firm received a Certificate of Excellence from the American Institute of Graphic Arts (for functional graphics), and several awards from the Art Directors Club of Boston.

For further information, call 492-4009.

Olsten Temporary Services

Olsten Services has been a leading supplier of temporary help throughout North America since 1950 and has been servicing the Harvard Square and Cambridge community for over 26 years.

Their client accounts include most of the Fortune 1000 companies and represent a diverse base, including business, industry, government, education and health care clients. In 1985, Olsten employed more than 220,000 temporary workers in companies through our network of 325 offices across the United States and Canada.

Each of the Olsten offices has community roots and works persistently to meet the changing and growing needs of its community. Each Olsten office also

receives management expertise, training and support from the corporate office in Westbury, N.Y.

Olsten works diligently to meet the individualized needs of their clients and temporaries. They recognize the importance of custom-matching the skills of temporaries to the needs of clients in all areas including office services, office automation, light industrial, accounting, bookkeeping, customer service and more.

In Cambridge, Olsten is located at University Place, 124 Mt. Auburn St., directly across from the Harvard Square Post Office (492-6612). They are committed to earning their client's confidence in 1986 and in the years to come.



Whether you're in the area for business or pleasure, the Harvard Motor House offers comfortable accommodations in a convenient, central location just off beautiful Harvard Square in Cambridge.

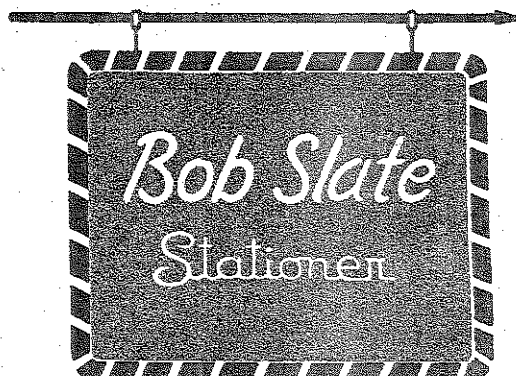
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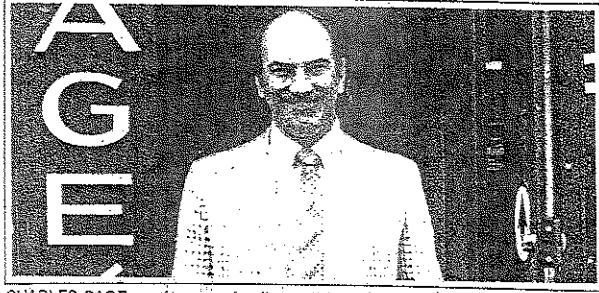


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547-1230

30 Brattle Street
547-7181

PORTER SQUARE
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CHARLES SAGE carries on a family tradition. (Staff photo by Carolyn Hine)

Square leaders:

Charles Sage of Edwin R. Sage

Edwin R. Sage Company — Sage's to almost everyone — has been a fixture in Harvard Square for over 100 years.

Charles Sage, now the company's president, started working as a stockboy in his grandfather's store when he was 15. The folklore of Sage's is etched in his mind.

"My grandfather worked for Daniel Dean's grocery store at the turn of the century, which used to be where Bailey's is now," remembers Sage. His grandfather bought Dean out, and the store stayed at that location until the 1930's. Then grandfather Sage built the present store at Church and Brattle Streets, which at one time had a bakery in the store's basement.

For Charles Sage, one of the biggest changes in Harvard Square came with the demolition of the Brattle Inn. He remembers the "big, old rooming house" in the historic style of the Brattle

Theater and Cambridge Center for Adult Education. When it was torn down 20 years ago, and replaced by a glass-enclosed high-rise, Sage says the character of Brattle Street was irrevocably changed.

As for the future of Harvard Square, Sage believes that "we've seen most of the changes we're going to see." With the "T" reconstruction and additional garage parking, he thinks the Square has been revitalized. Though he says smaller shops may find retail rents may become too steep, he says the demand for the limited amount of retail space in the Square continues to be high.

Charles Sage may be the last generation in his family to run Edwin R. Sage Company.

"It will be the end of the family business but not the end of Sage's. I hope Sage's will continue to be here for many years to come."

Cambridge Meridian Group

Cambridge Meridian Group offers management consulting and venture advisory services. Specializing in the health care field, CMG advises corporations on product development.

The 30 associates of the firm advise large multinational corporations as well as small venture companies on whether a new product will find a receptive market. The Group also researches how

to solve particular problems for their corporate clients, whether they be technical or managerial in nature.

Cambridge Meridian Group, which has another branch in San Francisco, is an offshoot of three organizations: Boston Consulting Group, Bain, Inc., and Resource Planning Associates. The firm was founded in 1984. They are located at 50 Church St.

Harlyn's Inc.

Harlyn's in Charles Square offers a fine selection of woman's better ready-to-wear clothing. At Harlyn's, you can find anything from boating shorts to leather and furs.

Owned by Harlyn Richter, who also owns Town and Country, Inc., in Belmont, the store opened in March 1985.

With four employees, Harlyn's caters to today's woman, busy with career, family and social commitments. Ms. Richter is glad to help her customers with everything from finding that special dress for that certain occasion to picking out a new spring wardrobe. Personal service is the aim of Harlyn's.

Honore

The distinguished reputation of Honore Jewelry reflects the style and adventurous spirit of the founders.

Honore Kaplan has been a collector all her life. Both Honore and husband Ron have traveled the world extensively, first for Look Magazine and then to add to their personal collection of jewelry and artifacts. Son Robert often accompanied them.

Their avocation aroused a great deal of interest in Connecticut and soon grew into a full-time business. The first Honore (1972) is in the front parlor of a pre-Revolutionary War house which

faces the famous Griswold Inn in Essex, CT. Attracted by the exotic variety of collectibles, wealthy local residents and boat owners moored in Essex Harbor, as well as tourists and diners from across the street, soon developed in regular clientele.

After Essex, stores opened in Hartford's Civic Center Mall and the Riverside Square Mall in affluent Bergen County, N.J.

The first year's success of the Charles Square store attests to the fact that people in the Cambridge and Boston areas appreciate a jewelry store where one does not settle for the ordinary.

Benjamin Thompson & Associates

Founded in 1966, Benjamin Thompson & Associates offers architectural, planning, design, landscape, interior and graphics services. The company was begun by Benjamin Thompson, former founding associate of The Architects Collaborative, founder and president of Design Research, Inc. (including the designer of its headquarters at 44 Brattle St.), and founder of the Harvest Restaurant. The firm has a staff of 100 persons.

Located at 1 Story St., the company has received numerous national, regional and local awards from the American Institute of Architects, including the Harleston Parker Award of the Boston Society of Architects.

The firm has two other Cambridge locations in addition to 1 Story St. Officers include president Benjamin Thompson, and senior vice presidents Herb Gallagher and Bruno D'Agostino.

Coolidge Bank and Trust Company

The Coolidge Bank and Trust Company, at 104 Mt. Auburn St., offers a full range of commercial and consumer banking services.

Founded in 1960, its executive offices are located at 75 Arlington St., in Boston. John J. Saunders is branch officer here in Cambridge.

Coolidge Bank plans to expand its presence in the downtown Boston area, and is currently directing its efforts at building its Small Business Loan portfolio.

It is an active supporter of the Cambridge Chamber of Commerce.

Merchants Bank of Boston

Health Club Memberships

Sophisticated Lady Fitness Salon in Cambridge announced today that in conjunction with their GRAND OPENING they will be giving away 2 year promotional memberships to non-members only. Approximately 3 out of every 100 will be selected at random and notified by mail.

Sophisticated Lady Fitness Salon offers the finest modern exercise equipment, Nautilus lifecycles, nutritional guidance, exercise and aerobic classes, individual program instruction, supervised nursery, whirlpool, sauna, steam room, showers and locker area, and much, much more.

The center is open six days a week, Monday through Friday from 7 a.m. to 9 p.m. and Saturday 10 a.m. to 4 p.m. The 2 year memberships are valued at \$480 and are subject only to monthly maintenance dues.

The memberships are given to encourage word of mouth advertising. A spokesperson said, "satisfied customers are the best advertisement. The way to succeed is to have an outstanding product or service, let some people try it, and word of mouth will do the rest."

**SOPHISTICATED LADY
FITNESS SALON!**



750 Memorial Drive

Harvard Square Defense Fund

The Harvard Square Defense Fund is a non-profit organization dedicated to improving the quality of life in Harvard Square through education. Founded in 1979, their office at 85 Sparks St. (347-2444) is staffed by one part-time employee.

But that doesn't stop its officers from taking on big Harvard Square issues. Members of the Fund promote responsible real estate development in the Square, check that city laws regarding

parking and licenses are being properly enforced, and monitor physical improvements.

Officers for the Defense Fund are president Phoebe Bruck, vice president Ellen Moot, secretary Mary Conlan and treasurer Lucy Rava.

In the future, members of the Defense Fund plan to work with all interested parties in preserving and enhancing the special qualities of Harvard Square.

The Harvard Crimson

Founded in 1873, The Harvard Crimson is an institution at Harvard University.

With its daily newspaper and weekly arts magazine, The Crimson is not only a vital part of the life of Harvard University, but of the city of Cambridge as well.

All key personnel of The Crimson are full-time students of Harvard and

Radcliffe College. Dahlia Weinman is the present business manager, and Joseph Kahn is president. The Crimson employs a staff of 15, who also handle the newspaper's contract printing and typesetting services.

For information about these and other services offered by The Crimson, call 495-7870.

Ellis & Andrews, Inc.

Since its founding in Harvard Square in 1983, Ellis & Andrews, the oldest real estate firm in Cambridge, has enjoyed a fine reputation for ethics and integrity. Specializing in the sale, rental and appraisal of residential property, Ellis & Andrews offers a wide selection of properties ranging from small condominiums to large family homes.

Helen F. Moulton, president and sole owner, purchased the real estate portion of the firm in 1979. Committed to community service, her active affiliations with Cambridge organizations include

the Cambridge Chamber of Commerce, Cambridge Family Y, Cambridge Foundation, Cambridge Historical Society and Mt. Auburn Hospital. The Cambridge Rotary Club selected Ms. Moulton as Cambridge Business Person of the Year, 1983.

Sarah Simpson, treasurer and office manager, has been associated with Ellis & Andrews since 1969. In addition to Ms. Moulton, other sales personnel include Betty DeLorey, Patricia Hall and Karen Davis.

The offices of Ellis & Andrews are located at 4 Brattle St.

Oona's Inc.

Lovers of vintage clothing and antique jewelry usually find what they are looking for at Oona's. Located at 1210 Massachusetts Ave., this store was opened in January, 1971 by Kathleen White and Deborah O'Donnell. Although they had no previous retail experience, they must be doing something right. In addition to the store in the Square, they have one in Newburyport and another in Provincetown.

When asked why she opened Oona (which is the name of her daughter), White gives a one-word answer: "children."

Having been an English teacher at Cambridge High and Latin School for seven years, White was looking for a better income than what teaching was providing. She and her partner came up with the idea of selling vintage clothing. Thus, Oona's was born.

"There's more drama in old clothes," says White, who adds that vintage clothes are often made well and with

more expensive fabrics than today's fashion wear. "It's incredible how many people are getting into it." White says demand is stronger now than it was 15 years ago.

The "in" vintage wear this year is the psychedelic look of the sixties, and she says that people who wore mini-skirts and bell bottoms 20 years ago are rebuying these same clothes to wear once again.

"A lot of my customers are over 30 and they can't believe clothes they once wore are vintage clothing."

With the two owners and a staff of five people, Oona's is small by comparison to larger stores. But to White, small is beautiful.

"I think we are unique. I'm sure people are milled out."

Call Oona's at 491-2654 and ask about about their new pre-World War II jewelry selection, or just come in and browse.

Grendel's Den

Grendel's Den opened in March 1971, and is a restaurant and bar that quickly gained a loyal following in Cambridge.

Grendel's is owned by Herbert Kuelzer, president, and Sue Kuelzer, treasurer. The Kuelzers are former owners of The Blue Parrot, The Idler, Ferdinand's and The Ha' Penny Pub.

Grendel's has made their mark in Cambridge. The restaurant had one of the first and largest outdoor cafes in Cambridge.

It also was awarded a liquor license by way of a landmark decision by the U.S. Supreme Court in 1982. In that decision, the court found a state law unconstitutional which granted church and school veto power over liquor licenses for establishments within 500 feet of their doors.

In its location at 39 Winthrop St., Grendel's is an integral part of Harvard Square. The Kuelzers enjoy Cambridge, calling it a trend-setting — not fading — area.

The Book Case, Inc.

For one of the largest selection of used books, you need look no farther than The Book Case at 42 Church St. The Book Case was voted the "Best of Boston" three times.

Founded in September, 1965, the store is run by Wanda Johnson, president, R.L. Johnson, treasurer, and Colman Johnson, assistant manager.

In addition to used and out of print books, The Book Case has a good selection of greeting cards, posters and gifts.

W.T. Phelan & Co. Insurance Agency, Inc.

W.T. Phelan & Co. is an insurance agency founded in 1899 and located at 11 Dunster St.

Its officers include Richard R. Ramsey, senior president; Sandra E. Lagrega, treasurer; Richard R. Ramsey, Jr. and Thomas J. Faulkner, vice presidents; and Thomas M. Ramsey, Comptroller.

The firm supports the Cambridge Family Y, Boy Scouts of America, and the Cambridge Chamber of Commerce. It is considering expanding into other locations in the city.

For further information, call 876-0676.

Harvard Motor House

Visitors to Cambridge often stay right in the Square at the Harvard Motor House at 110 Mt. Auburn St. Started more than a quarter century ago, the accommodations of the Motor House are maintained by Matthew Dooling, Jr., innkeeper and manager, and by a support staff of 24 persons.

For information about rates and rooms, call 864-5200.

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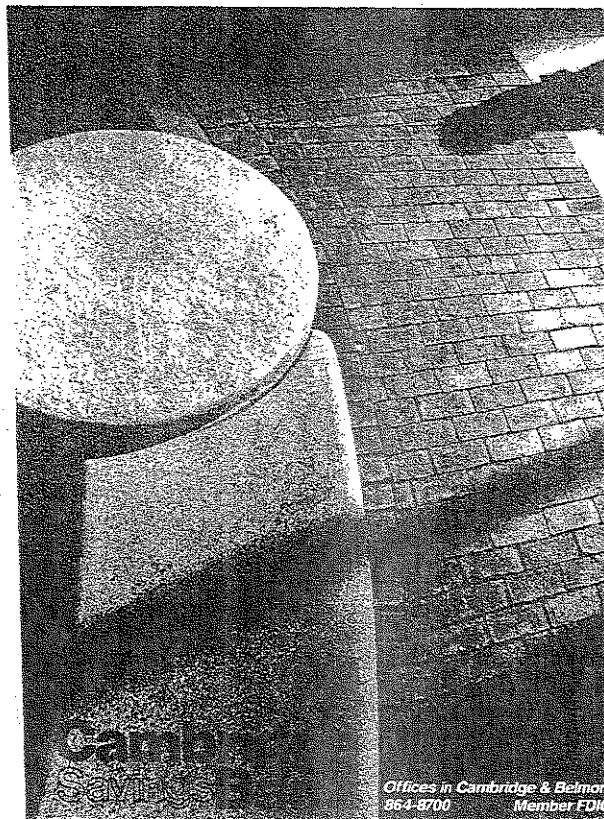
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Harvard Square

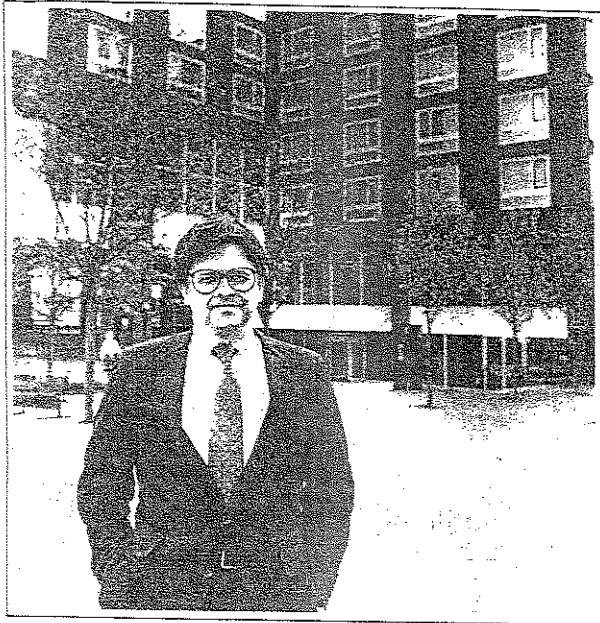
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JEFF MCKENZIE of Charles Square. (Staff photo by Carolyn Hine)

Square leaders:

Jeff McKenzie of Charles Square

"We are the new boy on the block," concedes Jeffrey McKenzie, project director for Charles Square, which recently celebrated its first anniversary here in Cambridge.

There is no doubt that Charles Square makes a definitive contribution to the ambience of Harvard Square. Each complements the other.

According to McKenzie, Harvard Square is the anchor that Charles Square wouldn't want to do without. "We depend a great deal on the rest of the merchants in Harvard Square," he observes. "Whatever we add we certainly get back from other merchants...if not much more."

With its 40,000 feet of retail space, McKenzie knows that no matter how glamorous an attraction Charles Square might be, it's not a big enough draw on its own. He feels the Charles adds to the ambience of the entire Square; and he knows Harvard Square adds to the ambience of Charles Square, with its glittering hotel, condo and retail complex.

McKenzie is sensitive to the Charles Square effect on the rest of Harvard Square, and tries to work with the other merchants to make Harvard Square work for everyone. He says, for instance, that the Charles retail shops were designed to be complementary, rather than competitive, with other established merchants.

"We want to be aware of what other retailers are trying to accomplish," he says. "Whatever is successful for Harvard Square as a whole is successful for us, and vice versa."

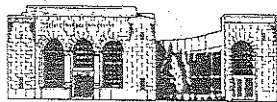
McKenzie calls Charles Square an "anti-mall mall", and sees it as adding to the community feel of Harvard Square. To that end, the Charles will offer free outdoor jazz concerts this summer.

Although some business turnover is inevitable, it's been so far so good at Charles Square. As of this writing, all the retail space is filled, and McKenzie reports that "our major stores are very happy."

All frequenters of Charles Square, it seems, are looking forward to the completion of Kennedy Park, which borders Memorial Drive and John F. Kennedy street. Completion is promised for September 1986, for the celebration of Harvard University's 350th anniversary. Overall, McKenzie is happy with the

marriage of Harvard and Charles Squares.

"We've been received very well."



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Cambridge Center for Adult Education

The Cambridge Center for Adult Education is housed at 42 and 56 Brattle St., and offers a wide range of courses to the Cambridge community. It is a not-for-profit community service organization that provides non-credit educational programs for adults.

The Cambridge Center was founded in 1878, and now employs 35 people. Alida

O'Loughlin is director; S. Donald Gonsen, president; Enid Beal, vice president; Colin L.M. Smith, vice president for physical planning; John Burgess, treasurer; and B.J. Salter, secretary.

Course catalogs are available at 42 Brattle. Or call 547-6789 for further information.

The Coffee Connection, Inc.

Lovers of good coffee can get some of the best coffee in the world right in Harvard Square.

At the Coffee Connection restaurant, located in The Garage at 36 JFK St., one also finds a retail section selling coffees, teas and equipment, and a take-out service.

Founded in April 1975, the Coffee Connection has expanded to four other locations, including Copley Place, Faneuil Hall, 97 Charles St. and Newton Center.

The Coffee Connection branch in Cambridge is an authentic Harvard Square

coffeehouse. All baking is homemade, and the coffee is roasted by Coffee Connection staff in Brighton. The restaurant has consistently been awarded prizes for the best coffee in Boston.

George Howell is president of the firm, which employs 100 persons in all five locations. Their service to the Cambridge community includes a community arts window on Dunster street, as well as a relaxing gathering place for students, professionals, and coffee aficionados in the greater Boston area.

Dudley & Borland Realtors

Located at 124 Mt. Auburn St. (University Place) Dudley & Borland Realtors sell and appraise residential Cambridge real estate.

Founded in 1927, the firm's proprietor is Robert G. Crocker, who has 22 years of experience in the city's real estate market. Other staff include Alice White, Mary White, and Don Wright, all professional, full-time, and well-seasoned brokers.

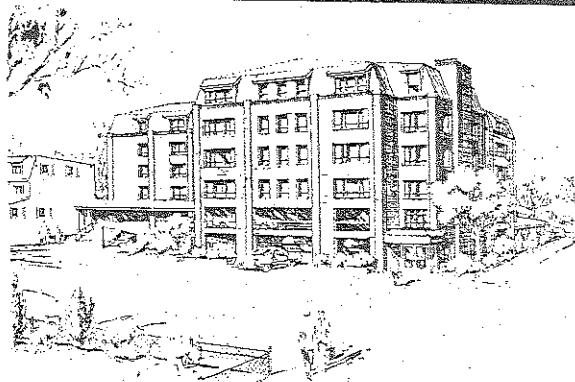
Dudley & Borland specializes in the sale of single family homes and condominiums. The business has consistent-

ly earned a good reputation in the market place for its professionalism in dealing with its clients (sellers of property) and customers (buyers of property).

Mr. Crocker, who graduated from Babson College in 1963, was a past director of the Greater Boston Real Estate Board. His clients include Harvard University and many top law firms.

He is glad the firm is located in Cambridge and sees "absolutely no reason to move" elsewhere.

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BayBank Harvard Trust

With its 118 year history in the city, 720 employees and five locations in Cambridge, BayBank Harvard Trust is an important presence in the city.

Officers include: Michael Holmes, president and chief executive officer; Henry Riley, executive vice president; Leo Speranza, senior vice president, Community Banking; Jeffrey Leeds, senior vice president, Corporate Bank-

ing; and Mark Murphy, vice president and city region manager.

BayBank Harvard Trust was founded in 1860, and has received the President's Award from United Way. The bank supports over 25 community groups. A partial list includes the Cambridge Council of the Boy Scouts, Cambridge Friends School, Cambridge YMCA, Just-A-Start Program, American Repertory Theatre and Youville Hospital.

J. Press, Inc.

J. Press offers traditional men's clothing and custom tailoring to the Cambridge community.

Founded by Jacobi Press in 1902, the firm is currently run by his two sons, Irving (president), Paul (treasurer), and by one grandson, Richard.

J. Press is proud of their 84 years in the men's clothing business, during

which time they have served prime ministers, presidents, senators, and many other notables.

J. Press has two other branches, one in New York City, and the other in New Haven.

Their goal is to keep the tradition alive. The Press family opened their Cambridge store 53 years ago. They look forward to many more years to come.

New England Sights, Inc.

New England Sights, at 18 Brattle St. (492-6689), offers custom-designed tours for corporate, university, garden club and museum groups. The firm was founded in January 1980, and offers day-trips and overnight stays.

Key personnel include co-directors Virginia Wadsworth and Tunie Hamlen, a part-time office manager, and other guides who work for the firm on a part-

time basis.

New England Sights began in Ms. Wadsworth's home in Cambridge and then was moved to Harvard Square for a more convenient site. As promoters of New England, the two co-directors spend a lot of time speaking about the alluring points of the Northeast.

The organization was honored by the Women's City Club in 1985.

Richard A. Dow & Co.

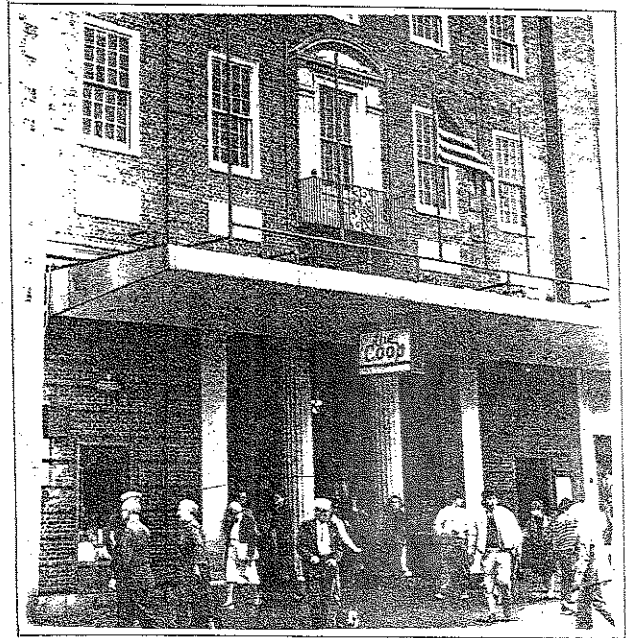
Richard A. Dow has been in Cambridge for 50 years. His company, located at 18 Brattle St., offers real estate management services and first opened in 1936.

Dow was born in this city and served his apprenticeship in real estate here as well. He not only enjoys his work, but he

believes it is necessary for the well-being of the Cambridge community.

Dow has been the recipient of the Boylston Award, and was chairman of the Cambridge Red Feather and of the Heart Fund.

For more information, call Mr. Dow at 547-7588.



Harvard Cooperative Society Inc.

The Harvard Coop, as the Harvard Cooperative Society is popularly known, is an integral part of Harvard Square. Started 104 years ago, the Coop's services to the Cambridge community have consistently been growing. The Square's very own department store, at the Coop you can find everything from computers to composition books.

The Coop claims to be the largest college bookstore in the United States. Now it continues to expand to other locations, including those at MIT, Harvard

Business School, downtown Boston, in the Longwood medical area and Harvard Law School. The newest store is being planned for Kendall Square. Altogether, the Coop employs 600 persons.

The president of the organization is James Argeros, and Haig Agababian is assistant general manager. The Coop is active in supporting United Way and the Cambridge Chamber of Commerce.

For further information, call the Coop at 492-1000.

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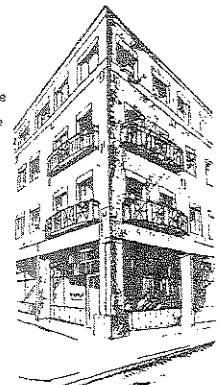
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CWT Specialty Stores, Inc.

CWT offers Junior and Missy women's fashions, cosmetics, fragrances, shoes and intimate apparel to the Cambridge community at their Brattle street location. CWT has 55 stores in six New England states, with their headquarters located in South Attleboro.

CWT — which stands for Cherry, Webb & Touraine — was consolidated into its present form in 1982. Throughout New England, CWT employs more than 2500 people.

The firm plans to build a new store on the present site within the next two years.

Carol R. Johnson & Associates

Carol R. Johnson & Associates offers complete services in landscape architecture and site planning to institutions, corporations, and municipal, state and federal government agencies.

As of March 24, 1986, the firm relocated to new, larger offices at 1100 Massachusetts Ave. Previous offices were located at 15 Mt. Auburn St.

Johnson & Associates has grown from a sole proprietorship to a corporation employing 29 full-time employees, and

offering a wide range of services to landscape architecture to public and private sector clients throughout the Northeast. The firm has been the recipient of numerous landscape awards.

Officers include Carol R. Johnson, president; John Gustavsen, vice president; Thomas Kirvan, vice president; Harry Fuller, associate vice president; William Taylor, associate vice president; and Gerald Brown, associate vice president.

Koby-Antupit Photographers

Koby-Antupit Photographers, at 8 JFK St., does portraits and passport photographs. All of the black and white work is done in their own studio.

Koby-Antupit was founded in 1946. The present owner, Frances Antupit, started as an apprentice to the original owner (Paul Koby) and purchased the studio

from him eight years ago.

Ms. Antupit enjoys working in Harvard Square, and not only because her business is established there. She finds her customers are an interesting and challenging cross-section of people.

For more information on photographic services, call 547-7552.

THURSDAY, MAY 15, 1986 DOLE PUBLISHING HARVARD SQUARE 75th



Ferranti-Dege

Ferranti-Dege Photographic Stores, at 1300 Mass. Ave., is the full service camera store that will satisfy all your photographic needs with its comprehensive inventory of camera equipment and supplies and expert developing services.

Founded in August, 1955, Ferranti-Dege Inc. employs full time staff members and offers 90-minute Ektachrome and Fujichrome slide processing, quality and fast black and white printing same day black and white developing and contact sheets, camera repair, quality slide duplicating, black and white copy print services, darkroom equipment and supplies, photographic books, same day developing and printing of Kodachrome film and camera and projector rentals.

In addition, Ferranti-Dege features a full line of Canon, Nikon, Olympus, Pentax, Fujica and Rollei cameras and accessories. Used equipment is also bought, sold, consigned and traded at Ferranti-Dege.

In addition, the branch store at 455 Brookline Avenue, Boston, features Apple, Zenith and Atari computers.

Anthony Ferranti is president of the firm and Charles F. Ferranti is treasurer. The firm supports various community organizations, including the Somerville Media Action Group.

For more information on the equipment, sales and services offered by Ferranti-Dege, give them a call at 547-6600.

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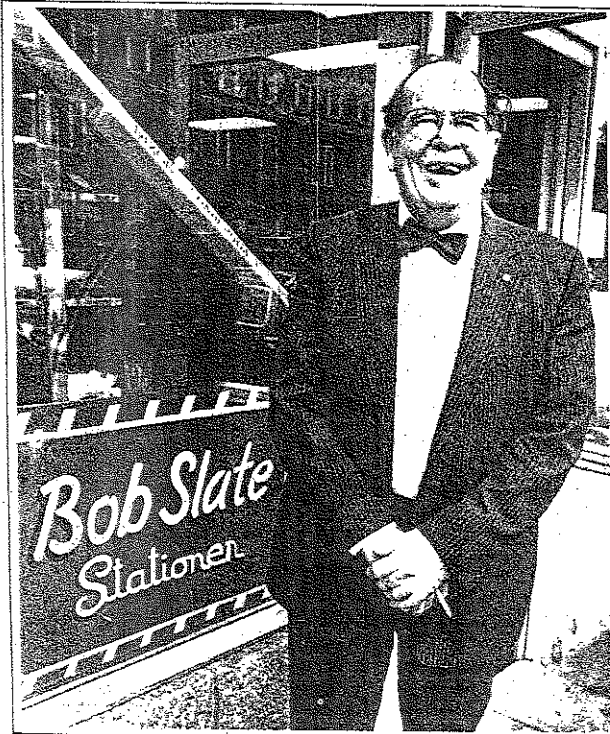
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BOB SLATE of Bob Slate Stationer. (Staff photo by Carolyn Hine)

Square leaders:

The Slates have a long history here

Bob Slate started modestly, opening his first store on Holyoke Street in 1931. Today, he has three stores, two in Harvard Square and one in Porter Square.

He runs the company with his two sons, Justin and Mallory.

What is it like working in a family business?

"We've built our business with enough different responsibilities that it works out well," says Justin.

Having worked there since 1960, Justin remembers much of the old Harvard Square, including the Hayes-Bickford at

the corner of Massachusetts Avenue, and a little smoke shop right across from it on Dunster Street.

He loves the people and the activity of the Square, but he admits that it can be hard work.

"The clientele is demanding" and can range from Harvard professors to punk rockers. "In order to survive here, you have to be very materialistic in the operation of your business," he adds.

But after all these years, the younger Slate still loves to work in the Square. "It changes and it doesn't change. It has a worldly flavor."

Bicycle Exchange Corp.

For many people in Cambridge, bicycles are their only form of transportation. The Bicycle Exchange on Bow Street is a place many cyclists frequent to do everything from fix a flat to investing in a brand new racing bike.

Ben Oiken founded the Exchange in April 1934, in the midst of the Depression. His first store was a rented apartment in Beck Hall, which was located where the Gulf Station is now. Two

years later, he moved the operation to its present Bow Street location.

Oiken is past president of the Harvard Square Business Association and of the National Bicycle Dealers Association. He works closely with his son, Richard, now president of the Exchange.

The firm employs 25 people, supports the Red Cross, United Way and Mt. Auburn Hospital.

Leather World

Leather World offers a wide selection of luggage, business cases, handbags and gifts in its location at 57 J.F.K. St. Leather World has four other locations, the most recent one being in Newton Highlands.

The store is a member of the National Luggage Dealers of America.

Robert Backman, manager of the store, says that Harvard Square is a

perfect location, with its expanding student population and business community, its historical setting for tourists, and its easy accessibility to major transportation.

Leather World also offers a repair service and free monograms on leather products.

For more information call 661-7551.

Travel Education Center

The Travel Education Center, at 104 Mt. Auburn St., offers training courses for people interested in beginning careers in travel. Their program includes computer reservations training on the American Airlines SABRE system.

The Center has been called the "Tiffany of Travel Schools" by Arthur Frommer. It is licensed by Massachusetts' Department of Education, and accredited by the National

Association of Trade and Technical Schools, Washington, DC.

Since its founding in 1975, Center graduates have taken positions in over 400 travel companies including travel agencies, tour operators, airlines, cruise lines and other suppliers of travel. The Center also holds frequent open houses and career awareness programs.

Linda Paresky is president of the firm. For more information, call 547-7750.

Crimson Travel Service

Crimson Travel opened its first office in Harvard Square in 1965 to handle the travel plans of Harvard students.

Twenty years and 28 New England branches later, Crimson is the largest volume agency in New England and a member of Travel Trust International.

Crimson now employs 550 persons throughout New England.

David Paresky, president of Crimson, is a Phi Beta Kappa graduate of Williams College. He holds an MBA

from Harvard Business School and a JD from Harvard Law School. His wife, Linda, is vice president.

Paresky is chairman of the New England chapter of the Young Presidents Organization. He has also served on the Board of Directors of MassPort and on the Board of Trustees of New England Medical Center.

Crimson opened three new offices in 1985 and will continue to expand as needed. For more information, call 868-2699.

Schoenhof's Foreign Books, Inc.

For 45 years, Schoenhof's has been in the business of importing foreign language books. The firm was originally founded in Boston in 1856, and now employs 12 people in its Cambridge location at 76A Mt. Auburn St.

Schoenhof's is America's oldest and most comprehensive foreign language bookstore, carrying books in 120 languages. Forty percent of the store's business is done in wholesale orders to

libraries, schools, companies and bookstores.

The store has installed an IBM microcomputer which is being used to prepare catalogs and mailing lists. It will eventually be used to code titles for inventory control.

Schoenhof's staff includes Antonia Chayes, president, and Rolf Puls, vice president.



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FRED HUMPHRIES of Briggs and Briggs. (Staff photo by Carolyn Hine)

Square leaders:

Fred Humphries of Briggs & Briggs

Briggs & Briggs first made an appearance in Harvard Square in 1889 in the spot that was later to become the University Theatre. It was started by two brothers, one of whom was choral conductor at First Baptist Church in Central Square. In 1900 it moved to its present location at 1270 Massachusetts Ave.

Two other brothers, Fred and Paul Humphries, run the store today. Their grandfather bought Briggs & Briggs in 1928, and the Humphries brothers have run the store for the last 25 years. And Paul's son, who works there now, may continue the tradition.

Briggs & Briggs specializes in classical music, and it carries much of the same music now as it did in 1928. Of course, Beethoven wasn't on compact disks back then.

Fred Humphries saw the sixties come

and go. Folk music was popular then and thousands of people who needed guitars and folk songbooks headed for Briggs & Briggs. Though acoustic music may be making a comeback, guitar sales took a plunge when the popularity of folk music dwindled. Humphries says many of those old songbooks are out of print. According to Humphries, today's young people have more of an interest in the music of Gershwin, Berlin and Porter.

Though he can't quite define why ("We've been trying to figure that out for years"), the Square has that special something that keeps drawing people to it. And for store owners like Fred Humphries, who have spent much of their adult life working in it, that is good news.

"There's only one Harvard Square," sums up Humphries.



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Clothware, Inc.

Clothware offers distinctive contemporary clothing for the discriminating Cambridge woman. Located at 82 Brattle St., the windows of Clothware are an attraction in themselves, offering colorful sportswear, or stylish workwear, or fanciful lingerie.

Founded by Louise M. Ciampi in 1972, Clothware enjoys an active clientele drawn from the diverse population of the city. With its staff of 10-13 employees, salespeople at Clothware are always ready to assist shoppers in putting together a unique outfit.

Ferris Company Real Estate

Begun in January, 1986, Ferris Company are brokers and managers of commercial real estate.

Robert Ferris is president, and the company's office is at 27 State St.,

Boston.

The firm supports the Charlestown Boys and Girls Club and the Boston Ballet.

For information call 523-3090.

Harvard Provison Co., Inc.

Harv-Prov stands for the Harvard Provision Co., Inc., located at 94 Mt. Auburn Street, which offers all types of alcoholic beverages, sodas, snacks with a specialization in fine wines.

Founded in May, 1984, Frederick Ek is president, Robert Hoffman, vice president, Burton Miller, treasurer, and Randy Sheaman, general manager.

Sheaman is also resource editor of Quarterly Review of Wines, and a contributing writer for Boston Magazine.

Harvard Provision Co. supports the Cambridge Region Red Cross, CityStep dance company, Mt. Auburn Hospital, and police and fire benevolent organizations.

Bowl and Board, Inc.

Bowl and Board has offered clothing, housewares, baskets and home furnishings to thousands of Cambridge residents since the store opened in 1966. It also has two other branches, one in Hingham and the other in Martha's Vineyard, and a third planned for this month on Charles street, Boston.

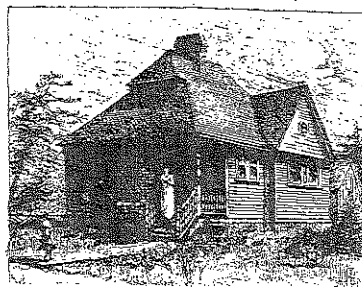
Bill Giarrusso, owner, says that Cam-

bridge offers the store a broad spectrum of shoppers from around the world. Diane Ryan has been the manager in Cambridge for 14 years.

The company supports UNICEF, New England Home for Little Wanderers, and several baseball teams.

The store is located at 1063 Massachusetts Ave. and can be reached by calling 492-2120.

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The Harvest Restaurant

The Harvest Restaurant, at 44 Brattle St. (492-1115), has garnered many "Best of Boston" awards from Boston Magazine since it was founded 11 years ago. It is a full-service gourmet restaurant with a cafe, bar and seasonal patio, and offers lunch and dinner and after-hours fare seven days a week.

Ben and Jane Thompson founded The Harvest in order to provide Cambridge with a top-quality restaurant-cafe that would be a community and neighborhood gathering place for professionals and

adults enjoying the best in food and beverage. They now employ 65 persons.

The Harvest is launching a take-out menu for office lunches. It also hopes to resolve an eight-year struggle to close Mifflin Place and make it a traffic-free mini-park along a passageway from Brattle street to Mt. Auburn street.

Owners of the restaurant look forward to The Harvest continuing its now-renowned tradition of culinary excellence and casual elegance in the years to come.

Galeria Mall

The Galeria Mall at 57 J.F.K. St. is the site for 17 stores selling clothing, housewares, jewelry, and personal services, as well as the site of a restaurant and a movie theatre.

Max Wexler, who developed the Galeria, has also developed various malls in New England. He loves Har-

vard Square and chose it because of its attractiveness to people from all over and for its high foot traffic. Mr. Wexler feels it is an excellent location for retail enterprises.

The Galeria was founded in 1975. For more information, contact Marc J. Wexler, assistant vice president at the mall, at 955-7100.

Currier Associates

Owned by Richard B. Currier, Currier Associates offers residential real estate and marketing services.

Located at 362 Huron Ave. (354-0800) the firm has nine sales associates and two staff members.

"Most people are unaware that residential real estate sales is a service industry," observes Currier, who founded his firm eight years ago. "Much of

our time is spent educating the public and helping them through a very stressful time. It is a very demanding business, but it is also very rewarding."

Currier is president of the Cambridge Council of Realtors for 1986.

The company supports many organizations including the New School of Music, American Repertory Theatre, The Vincent Club, Junior League, Belmont Day School and Wheelock Family Theatre.



ENJOYING an ice cream cone from Bailey's while riding on her mom's shoulders is Jennifer Haig. (Staff photo by Carolyn Hine)

James F. Brine, Inc.

For three generations, Brine's has sold sporting goods to the Cambridge community. Located at 29 Brattle St., James W. Brine, Jr. is now president of the firm.

Founded in 1870, Brine's is planning to

open a second location in the near future.

The store sponsors a Little League team and a youth soccer team.

For further information, call 876-4218.

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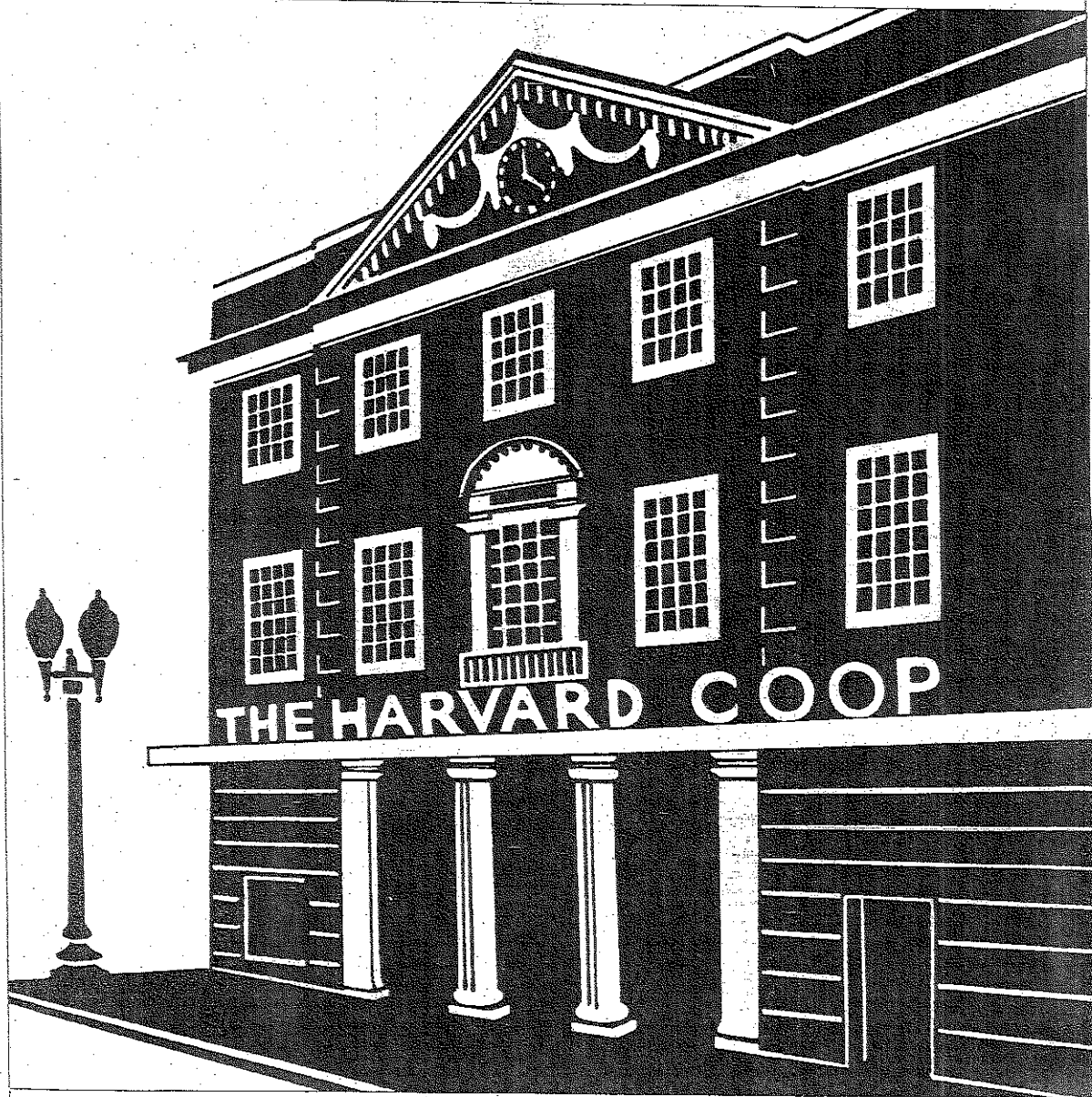
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