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The natural centre for family trade is Harvard Square.

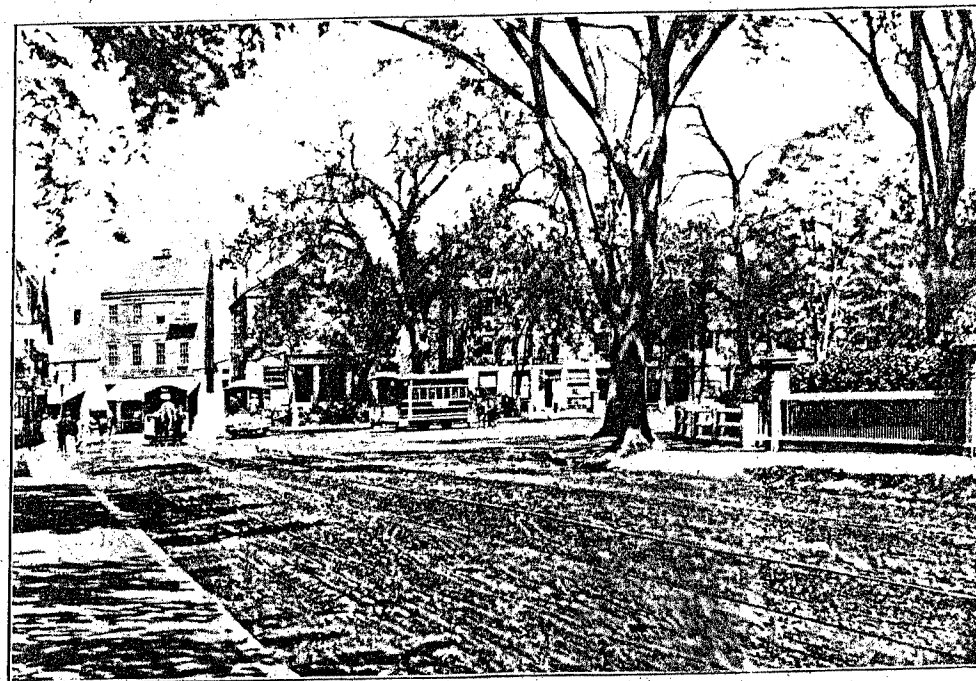
BULLETIN

OF THE

Harvard Square Business Men's Association

CAMBRIDGE, MASS., APRIL, 1911

PUBLISHED BY THE COMMITTEE ON ADVERTISING



Harvard Square 1865

ITS PURPOSE

Fair Dealing — Reasonable Prices — Business
on Merit

12

BULLETIN OF HARVARD SQUARE

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Harvard Sq. Cambridge, Mass.

Telephone Cambridge 910

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Bought
Sold
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Rented
Managed
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Investments

W. W. HALEY

Installing Steam and
Hot Water
Heating

Boilers and Furnaces
Repaired

Brattle St. Cambridge
Tel. Connection

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Printers and Engravers
to Particular People

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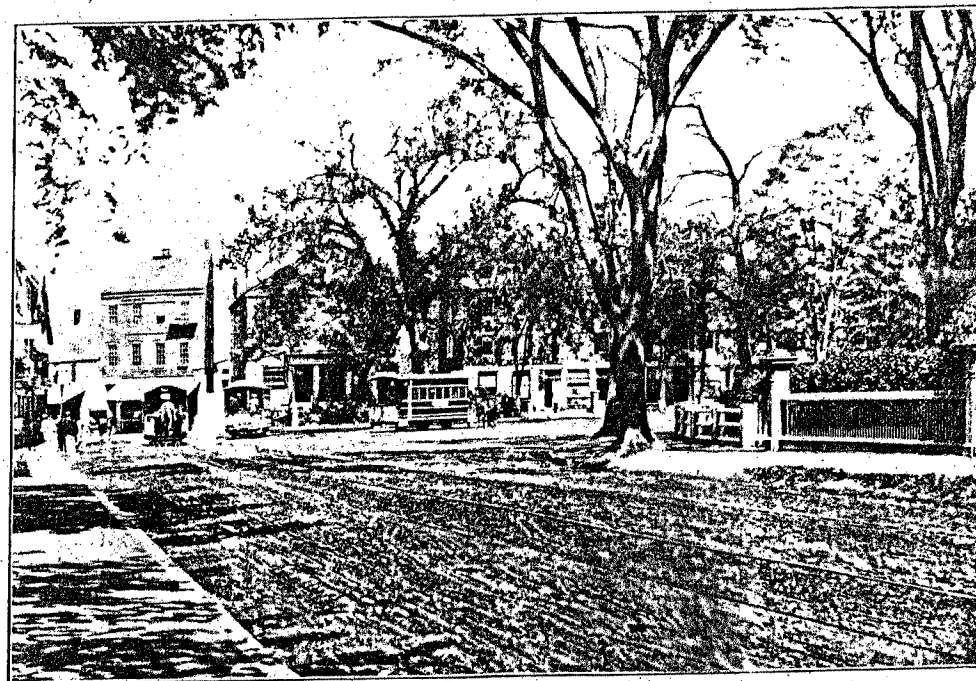
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THE HARVARD SQUARE BULLETIN

Harvard Square is recognized generally as the business center of Cambridge. From an historical point of view also it was practically the starting point of the early town. In 1636 the first buildings of Harvard College were erected on a site just east of Harvard Square. The old Braddish Tavern was on Boylston Street, and the first printing office in the country was on Dunster Street, where stood also the first Meeting House in Cambridge. The Constitution of the Commonwealth of Massachusetts was framed by delegates who met in the old Meeting House in Harvard Square. In 1750 the Market Place was on the west side of Harvard Square, and the first Court House was nearby. The town scales and the town pump also were in the Square. As the community grew and spread out into the adjacent country, roads starting at Harvard Square began to find their way to what are now Arlington, Lexington, Watertown, Newton and Belmont. One of the first roads to be built was the old Concord Turnpike, now known as Concord Avenue, which in early days converged from Harvard Square at the southernly end of what is now the Cambridge Common. Today these roads, greatly improved, are the highways for surface cars which carry passengers to and from Harvard Square at all hours of the day and night.

A Word About Prices

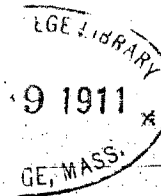
While the higher cost of living vitally affects many families, those of experience know that *the best is cheapest*. This store has strictly adhered to the highest standard of *quality* for over a third of a century, and today better than ever before is in a position to serve the discriminating public with *quality food products* at lower prices than other stores in Greater Boston. Buying strictly for cash in a co-operative way we can easily undersell stores with larger running expenses and deliver the freshest products. We earnestly solicit a trial order or comparison of our prices and quality. Especial care given to our growing telephone and mail order business.

Telephone 1062

Edwin R. Sage, Grocer

21 BRATTLE STREET

CAMBRIDGE



BULLETIN OF HARVARD SQUARE

CHARLES RIVER NATIONAL BANK

OF CAMBRIDGE - MASSACHUSETTS

*Seventy-nine Years in Business at Present Location
Harvard Square, opposite University Grounds*

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NATIONAL CHARTER	1864

Bank of Deposit of Harvard University for 79 years
Bank of Deposit of Radcliffe College

CAPITAL AND SURPLUS, \$273,000
DEPOSITS 1,086,000

We invite deposits and offer facilities for general banking business at our enlarged and renovated rooms.

Boston Correspondents:

National Shawmut Bank, First National Bank

JAMES F. PENNEL	- - - -	President
GEORGE H. HOLMES	- - - -	Cashier
E. H. NORRIS	- - - -	Assistant Cashier

Directors

EDWARD R. COGSWELL	GEORGE H. HOLMES
WILLIAM B. DURANT	CHARLES F. MASON
JAMES F. PENNELL	

Harvard Square a more important centre with completion of Subway.

deliveries promptly. The business men of the Square met this situation by uniting to help each other in handling their business in the best possible manner. As a result more interest in the science of doing business has developed, and with increased knowledge and thought paid to the important matters of strong and effective advertising, clean stocks of goods, and efficient service, there is bound to result an increased and better business.

To meet these changing conditions satisfactorily the Harvard Square Business Men's Association was organized about a year ago, and this BULLETIN is published to inform the people of Cambridge, and of cities and towns to the west and north, how well the Harvard Square banks, merchants and master mechanics can and will serve the people of this district.

This Association includes practically all the leading tradespeople in many lines of business in and about the Square. Since its organization, they have been considering carefully, ways and means towards dealing with their increased public that with proper and legitimate methods a larger local business may result.

At the first meeting, by-laws were adopted and the following-named officers were elected: President, George G. Wright; Vice-President, Arthur R. Henderson; Treasurer, George H. Kent; Secretary, Frederick A. Laws. Committees for the consideration of these matters were

Trade in Harvard Square

Give your Home Merchants *ALL* of
your business for they are the ones
that have to deliver your *hurry* orders

James H. Wyeth Company

Harvard Square Grocers

Can fill all your wants in their line. Prices no higher for first
quality goods than elsewhere

It is apparent, therefore, that Harvard Square is a center of traffic and a center for business and similar interests of a considerable population living not only on all sides of it in Cambridge, but also in the adjacent towns to the north and west. Recently, with the construction of the new Subway, access to Harvard Square has been somewhat difficult, but the streets are rapidly filling in, they will soon be re-paved, surface car lines will be re-located and the resumption of normal business in and about the Square is to be expected. It is probable indeed that with the opening of the Subway to passengers, an increase of business may be looked for, because of the increase of travel through here from nearby localities.

Two photographs of the subway construction have been inserted in this BULLETIN to show more clearly the difficulties which Harvard Square business men have encountered during the past year and a half. The open-cut construction of the Subway through Harvard Square proved a severe trial. Dirt and clay were tracked into stores, storms of dust filtered in through the doors and windows. Displays of goods were badly ruined. In many cases even access to stores was difficult. The temporary change of tracks diverted trade, and the general chaotic condition of the Square repelled customers from coming there to trade. It meant hard work to keep stores and sidewalks clean, and to maintain stocks in fresh and attractive appearance. It meant hard work to make

Robert J. Melledge

Real Estate and Insurance

HARVARD SQUARE

J. Leo Macdonald

(Wm. Holt's Old Stand)

Painting Contractor

22 Church St. Cambridge
MASS.

Tel. 1368-R Camb.

Residence, Tel. 3757-M Camb.

formed as follows: Municipal Affairs, George Howland Cox, Chairman; Credits, George H. Kent, Chairman, and Advertising, George W. Claffin, Chairman.

The general purposes of the Association as outlined at the first meeting are to promote the commercial and industrial interests of Harvard Square and to maintain uniform and just principles of trade. To this end the Association has worked out, through its committees, careful analyses of present conditions and probable future conditions with the view of securing new business in the surrounding community through forceful advertising; and by the accumulation of reliable business information.

In order to develop the social character of the Association, two dinners have been held during the past winter. At the first, the speaker of the evening was Mr. George S. Smith, of Newton, now president of the Boston Chamber of Commerce, who gave an interesting address on "Advantages of Concerted Action for the Retail Trade." At the last meeting the subjects assigned for discussion were:

"Do the Banks of Cambridge Furnish Adequate Accommodation to the Business Men of Harvard Square?"

"Are the Retail Prices of Merchandise Higher in Harvard Square than the Prices Charged in Cambridgeport and Boston?"

A Rare Combination

In Picture Framing	{	Good Taste	In Pictures and Art Novelties
		Originality	
		Good Materials	
		Good Workmanship	
		Low Prices	

Frederic A. Olsson, On Boylston Street

In the Harvard Square Post Office Building

Has proved to many satisfied customers that he uses the above combination and desires the opportunity to prove it to others

Look for the sign of the VARSTY ARTS and CRAFTS

WORCESTER BROS.

DEALERS IN

*Furniture, Carpetings, Upholstery Goods
Window Shades, Draperies, etc.*

Repairing, Upholstering and Carpet Cleaning

BRATTLE ST.

CAMBRIDGE

We Submit for Spring and Summer

OUR NEW AND COMPLETE DISPLAY OF

Girts, Hosiery, Neckwear, Hats, Caps, etc.

We have recently rearranged our store enabling us to try a far greater assortment than ever before. The standard of our goods is the *Highest Possible* for each dollar you invest. Better values *not* to be found.

James W. Brine Company

HARVARD SQUARE

CAMBRIDGE

Why don't you trade in Harvard Square?

"Do the Merchants of Harvard Square Provide Proper Service for Their Customers?"

"Are the Master Mechanics of Harvard Square Alive to Their Opportunities?"

Very interesting ten-minute talks were given on the subjects by well-qualified speakers, and the discussion which followed showed the interest taken by all the members, and their desire to "get together," not only for their own welfare, but for the good of the community which they serve. Emphasis was laid on the value of keeping fresh stocks of goods, on careful and well-judged credits, on efficient service and on prompt attention to orders and deliveries.

The stores in Harvard Square are well equipped to do business. They carry large stocks of goods, which are growing larger and more varied each year. Many a Cambridge resident, now trading in Boston, would be surprised to find how convenient the Square could prove to him; and how many times he could find what he needed in Harvard Square with less trouble and less time. Business and Trades of all kinds are well represented by the different members of this Association, and we feel sure in asking you to do all the business you can, with its mem-

It's the Particular Man THAT WE CATER TO

And the best dressed men in Cambridge patronize our shop because we always have

THE LATEST IMPORTED

Neckwear Shirts Collars Gloves
Hosiery Underwear Hats Caps, etc.

AUGUST, the Haberdasher

1320 Massachusetts Avenue

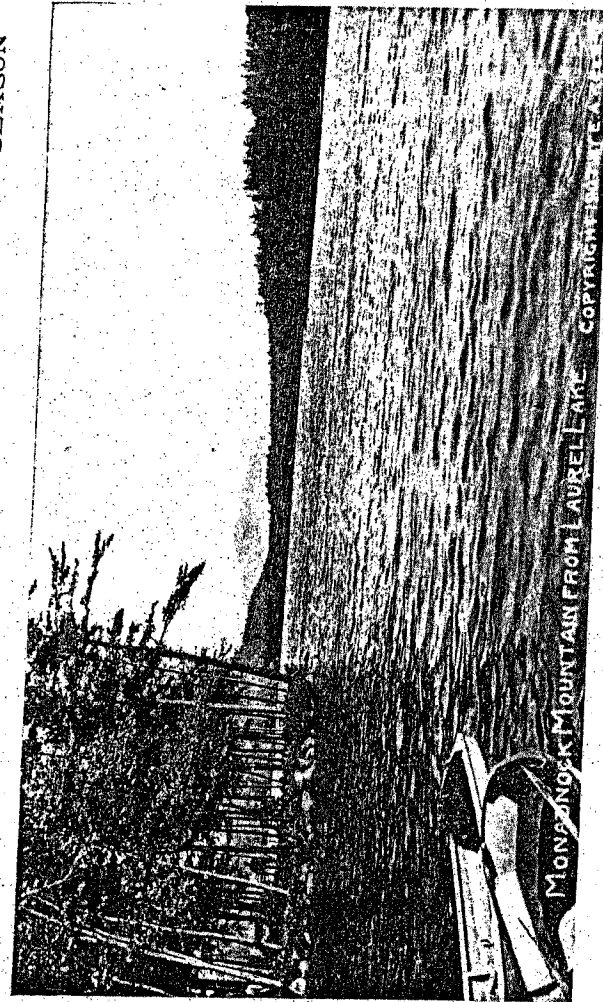
Cambridge

FOR STUDY PURPOSES ONLY
WRITTEN PERMISSIC REQUIRED
FOR ALL OTHER PURPOSES

BULLETIN OF HARVARD SQUARE

Boating
Bathing
Fishing
Electric
Lights
Billiards
Pool
Motoring
Driving

LAUREL LAKE IN IN
SEASON



Right on
the Lake

2 1-2 miles
from Railroad

Autos

77 miles
from Boston

1200 feet
elevation

FITZWILLIAM DEPOT, NEW HAMPSHIRE

Will open June 15, 1911, under the personal management of E. P. SARGENT, JR., Proprietor of the Vassall House, 94 Brattle Street, Cambridge, Mass. Address for particulars and booklets, 94 Brattle Street, Cambridge, Mass., until June 15th; after this date, Fitzwilliam Depot, New Hampshire.

SPECIAL RATES FOR JULY

PRIVATE BATHROOMS

DO YOU KNOW

THAT OUR STOCK OF

Hardware and Paint

Is the most complete of its kind in Cambridge? We aim to carry standard brands of merchandise and sell them at Boston prices.

MOORE & HADLEY

HAVARD SQUARE

Reliability And Expert Knowledge

in the part of your Jeweler are of more importance to you than anything else when leaving your Watch or jewels for repairs

COLBURN, HARVARD SQUARE

*Fine Watch, Clock and Jewelry Repairing
a Specialty*

402 Massachusetts Ave.

Phone 2115 M

Quality considered. Harvard Square prices are right.

bers, that you will meet with courteous treatment, and whatever work or trading you give to members of this Association will be attended to in a competent and satisfactory manner.

Prices and service are two of the principal considerations to which the Business Men's Association has given (and is giving) its careful attention. The members realize that through regard for these important features of trade the custom of the public is made and held.

The Association will be very glad to receive notice of any grievance or criticisms, as it is the desire of the Association to correct faults, and promote a feeling of good will between customer and merchant.

Those who trade in Harvard Square, as a general rule, demand goods of the best quality or goods of a standard grade. This is true in all lines, and for these goods the prices charged will compare favorably with those of any other competing market. The dealers connected with this Association are anxious to carry the lines of goods demanded by their customers and for that reason it is the aim of each dealer to be prepared to fill any order he may receive.

The Harvard Square Business Men's Association asks your consideration for its members in all lines of trade, and hopes that whenever possible, you will consider them before placing your work, or doing your trading elsewhere. Following is a list of members, with their business and addresses:



THE UNIVERSITY BOOKSTORE

GEORGE H. KENT

This is one of the oldest stores now doing business in Harvard Square. Since 1872 it has occupied its present location, No. 1354 Massachusetts Avenue; previous to that it occupied the store at the corner of Boylston street, now occupied by James H. Wyeth & Co., and still further back was located at the corner of Holyoke street.

The Books and Stationery sold to Harvard Students were formerly charged to them on their term bills, and paid for through Harvard College. Like the other stores in Harvard Square it is now obliged to collect its own Student accounts. Formerly the entire business was in Books, Stationery and Periodicals. Now, however, with the addition of a gallery and a basement, more room has given a chance to add other goods and besides a large line of **Books, Stationery, and Periodicals**, the stock embraces

Fountain Pens, Sectionettes and Filing Devices of Various Kinds, Type-writers and Supplies, Card and Board Games, Cameras and Photographic Materials (Developing and Printing), Picture Framing

Victor Talking Machines and Harvard Souvenirs

Established in 1835

Incorporated in 1902

Telephone Cambridge 446

Cambridge Coach Co.

CHARLES H. LAKE, Treasurer

35-38 Church St. Cambridge, Mass.

First Class Carriage and Automobile Service

Auto Cabs

Touring Cars

BOARDING HORSES A SPECIALTY

AN INSPECTION SOLICITED

Harvard
Automobile Co.

For Rent

*Taxicabs and Touring
Cars*

Phone 3900

Phone 144

QUINCY SQUARE

CAMBRIDGE

MASS.

Frank F. Duvey

1270 Massachusetts Ave.

*Furniture and Piano
Moving*

Furniture, Pianos, China, Books
and Pictures packed for ship-
ment. Careful men employed.
Personal attention given.

Storage for Furniture

Estimates Given. Beach and Country
Work

Harvard Square dealers carry good stocks.

List of Members of the Association

AMEE, ALBERT F., Amee Bros., Booksellers, Stationers.
AUGUST, JOSEPH, Haberdasher.
BALMER, WILLIAM, Blacksmith.
BARNES, ALBERT M., Cambridge Gas Light Co.
BRIGGS, ALBERT P., Briggs & Briggs, Music.
BRINE, LOUIS C., J. W. Brine Co., Men's Outfitters.
BROCK, FRANK E., Brock Bros., Hardware.
BROCK, LESLIE N., Hardware.
BROWN, ALFRED R., Tailor.
CARRICK, GEORGE H., Insurance.
CLAFLIN, GEORGE W., Caustic-Clafin Co., Printers.
COLBURN, FRANK A., Jeweler.
COX, GEORGE HOWLAND, Cambridge Trust Co.
DALY, THOMAS J., Electrician.
DAVIS, EDWARD E., Frank P. Merrill Co., Grocers.
DURANT, HARRY B., Men's Furnishings.
DUVEY, FRANK F., Moyer, Furniture, Etc.

Harvard Co-operative Society

American and Foreign Books, Fine
Stationery and Engraving, Photogra-
phic Goods, Toilet Articles, Athletic
and Sporting Goods, Men's Furnish-
ings, Laundry Work, Custom Tailor-
ing, College Furniture, Boot and
Shoe Repairing, Coal and Wood.

Our Branch Store, formerly "Thurston's," handles
Tickets for all Theatres

PROMPT AND CAREFUL SERVICE

Harvard Co-operative Society

Were you aware that for the past nineteen years there has been a Music Store in Harvard Square? There is hardly a family in Cambridge that does not at some time need a Piano turned or polished, or want a song or piano solo, or a Banjo, Mandolin or Guitar for the boy or girl, or strings for some of these instruments, and Briggs & Briggs, at 1270 Massachusetts Ave., cor of Plympton St., can give you anything in this line, at prices fully as low as any Boston Music Store. Pianos bought, sold, rented and tuned. Open from 8 A.M. to 8 P.M. Telephone 1102-M.

Durant Company

Tailors

Haberdashers

ring Suitings, Spring Overcoatings, New Neckwear
in great variety, New Knitted Scarfs, New Madras
Shirts, New Silkette Shirts, New Hosiery,
New Spring Derbies and Caps,
New Gloves and Belts

A Full Line of Summer Underwear

Everything Pertaining to Evening Wear

Harvard Square

Cambridge

EDWARDS, WILLIAM J., Painter.
FURNISS, WILLIAM E., Harvard Automobile Co.
FURBISH, FREDERICK B., Carpenter and Builder.
GREENE, WILLIAM J., Lawyer.
HADLEY, THOMAS, Moore & Hadley, Hardware.
HALEY, TIMOTHY W., Plumber.
HAYDEN, FRED, Painter.
HENDERSON, ARTHUR R., Real Estate.
HOLMES, GEORGE H., Charles River Bank.
HOLT, CHARLES A., Restaurant.
HUTCHINS, A. H., Oak Grove Creamery.
KENDRICK, ARTHUR, International Instrument Co.
KENT, GEORGE H., Stationer.
KLASHMAN, MATTHEW I., Tailor.
LAKE, CHARLES H., Cambridge Coach Co.
LAWS, FREDERICK A., Harvard Co-operative.
LEAVITT, FRED H., Leavitt & Peirce.
MARSHEA, JAMES W., Jeweler.
McCORMICK, PETER J., Druggist.

George G. Wright

Care of Real Estate

Insurance

84 Mt. Auburn Street

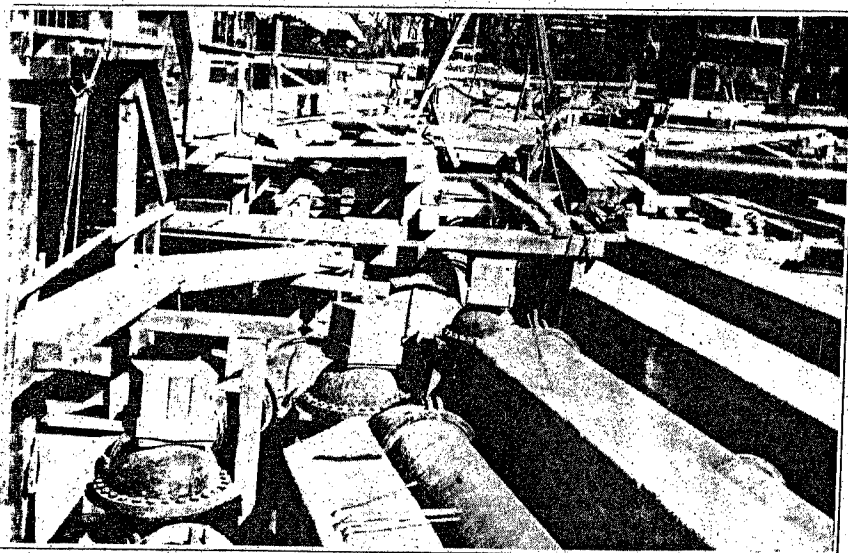
Telephone 1269 Cambridge

**Complete
House Furnishing**

AND

Department Store

Brock Brothers



Subway Construction, Harvard Square. Relaying Metropolitan Water-Pipe Over Roof of Subway

College Pharmacy

P. J. McCormick, Proprietor

338 Massachusetts Avenue

HARVARD SQ., CAMBRIDGE

Our Prescription Department

We realize the importance of this department in your business, and employ none but thoroughly competent registered pharmacists. In bringing your physician's prescriptions to us, you can be assured that they will be filled with the best quality of drugs attainable and by men whose experience has fitted them to carry out your physician's orders.

We Sell and Guarantee Rex's Remedies

P. J. McCormick

Harvard Square Druggist

Established 1891

Telephone Connection

Fred Hayden

*House Painter and
Paper Hanging*

Kalsomining, Graining, Glazing
Wall Papers, Mouldings

Office: 29 Boylston Street
CAMBRIDGE

Paints, Brushes and Glass for sale

Residence, 4 Traymore Street, North Cambridge

McDONALD, J. LEO, Painter.
MELLEDEGE, ROBT. J., Insurance, Real Estate.
OLSSON, FREDERIC A., Art Goods.
OLSSON, JOHN F., Art Goods.
PINKOS, LOUIS, Tailor.
POWELL, EDWIN B., Printing.
RAMSDEN, SAMUEL, Restaurant.
ROACH, WILLIAM, Blacksmith.
ROBINSON, J. LEE, *Cambridge Tribune*.
SAGE, ELMER R., Grocer.
SARGENT, ELMER P., Hotel.
SAWIN, HERBERT E., Expressing.
SHEPARD, HERBERT M., J. H. Wyeth Co., Grocers.
SIMONDS, WM. H., Men's Furnishings.
STEARNS, HARRY N., Lawyer.
STOVER, CHARLES A., Billings & Stover, Druggists.
WHEELER, EDW. W., Printing.
WORCESTER, FREDERICK, Worcester Bros., Furniture.
WRIGHT, GEORGE G., Insurance, Real Estate.

Harvard Square Art and Gift Shop

*Pictures Framed and
Framed Pictures and
Pictures Unframed*

Art Novelties

Imported and Domestic

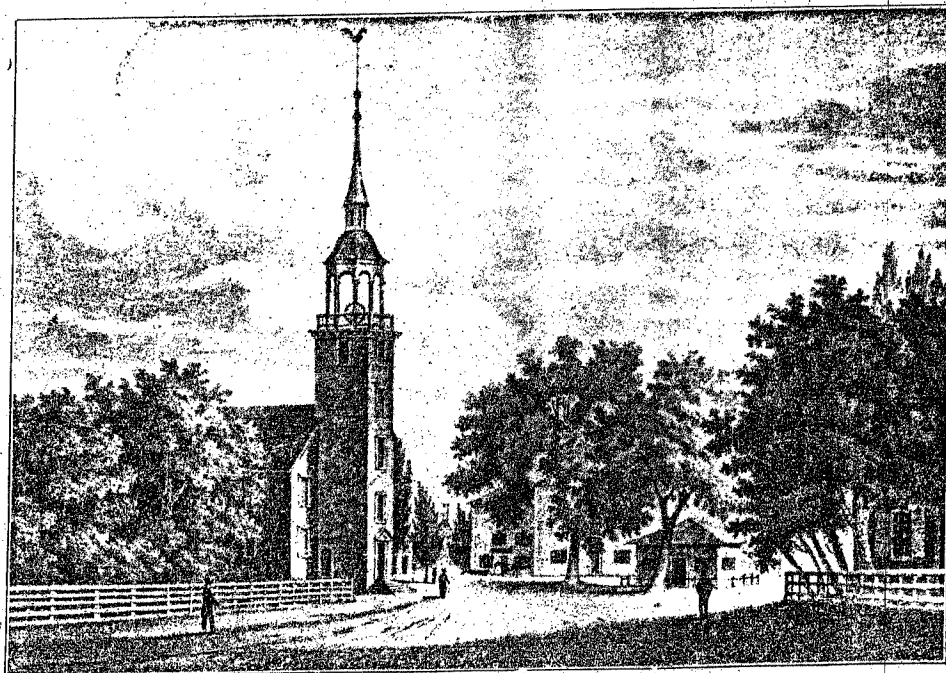
CAMERAS AND SUPPLIES. DEVELOPING, PRINTING AND ENLARGING
ROOMS AND GROUPS PHOTOGRAPHED
MINIATURES ON IVORY

J. F. OLSSON & COMPANY

INSURANCE

COLLEGE HOUSE

HARVARD SQUARE



Harvard Square in 1840

Established 1870

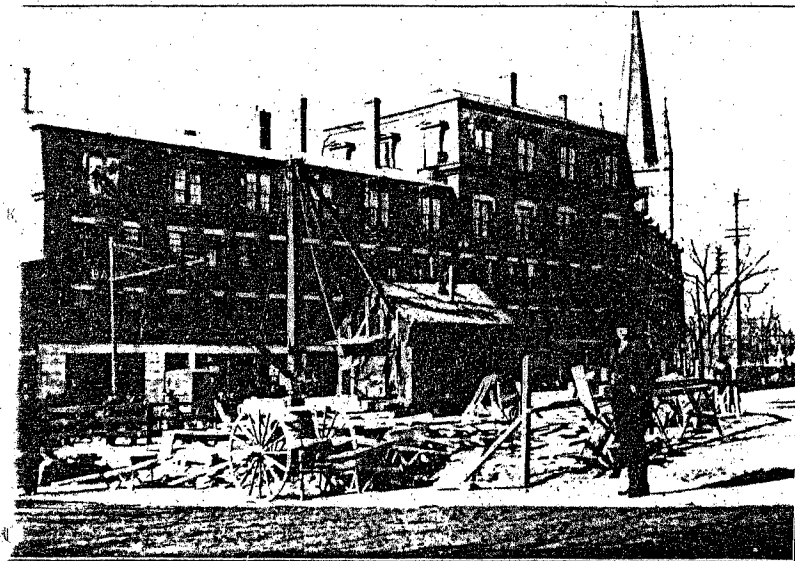
Amee Brothers

Booksellers Stationers Engravers

Subscription Agents and Newsdealers

Harvard Square

Cambridge, Mass.



Showing the Obstructions in the Square During Subway Construction

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Cambridge

87 Kilby Street - Boston, Mass.

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A complete line of
Foreign and Domestic
Goods

Our Cleansing and
Pressing Department
affords the best facilities
for good work and prompt
service.



Haberdasher

Spring Shirts

A great variety of the
Newest Colors, Fabrics,
and Patterns.

Prices from \$1.50 up

E. & W. and Red Man
Collars

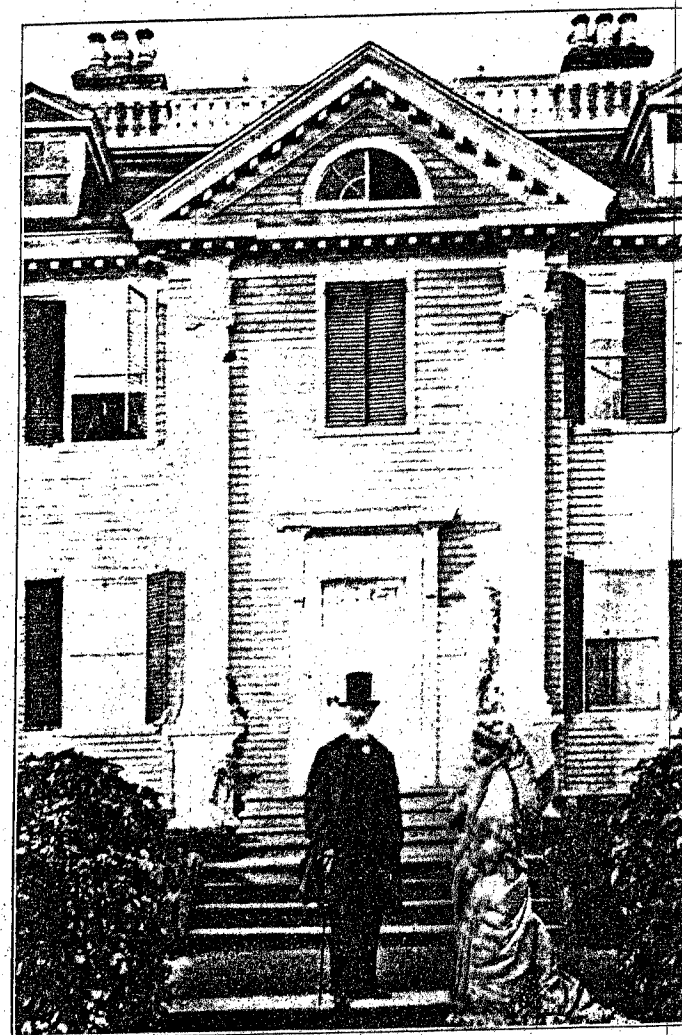
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COR. PLYMPTON STREET

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Printers

32 BRATTLE ST., CAMBRIDGE



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Results count in diet as in everything else. Cooked food forms a large part of our daily diet, and it is important that it should be cooked properly if we are to get the best results. To cook properly the heat must be under complete control and this is easily accomplished with a

A Gas Range

Please call and examine our assortment



Harvard Square dealers offer unexcelled service.

Cambridge Trust Co.

Capital	\$100,000
Surplus	150,000
Undivided Earnings	70,000
Deposits	1,500,000

Largest Storage Vaults in the city

Safe Deposit Boxes - \$5.00

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