

Harvard Square Business Association



November-December, 1985

Vol. II: 7-8

Newsletter Sally Alcorn, editor

THE HOLIDAY SEASON

- November 17 Sculpture Show, 1-5PM only
Blacksmith House/Center
for Adult Education, free
- November 20 Cambridge Family YMCA Gym
820 Massachusetts Avenue
Annual Meeting, 6PM, \$10
- November 21 Filming "Instant Weekend"
promo of Xmas Tree Lighting
Charles Square Courtyard
12 Noon (see November 29)
- November 25 Pee Wee Herman's Big Parade
from Chas. Sq. to Lampoon
Castle, 3:30PM, 44 Bow St.
- November 27 Interfaith Prayer Service
St. Mary's, 134 Norfolk St.
7:30PM, Benefit Food Drive
- November 28 HAPPY THANKSGIVING

- November 29 Lighting Up the Holidays
Procession of carolers, clown,
& merry band from 1240 Mass.
Ave. via Brattle Street to
watch illumination of two new
Light Banners begins at 5PM &
ends at 6PM with the lighting
of a giant Christmas tree in
Charles Square Courtyard, more
carols, Santa, free hot cider
and "Charles squares." Bring
the family to Harvard Square.
- December 1 Santa at the Harvard Coop, 1-4
- December 6 Board of Directors, 9AM
- December 7 Oldest traditional Christmas
& December 8 fair, the HOLLY FAIR at the
Center for Adult Education
(Saturday, 10-6; Sunday, 12-5)
- December 8 HAPPY HANUKKAH
- December 11, 14, 15, 18, 21 & 22 (hours vary)
Santa Claus comes to Charles Sq.
- December 11 Harvard's Collegium Musicum
performs at Harvard Coop store
7:30-8:30PM
- December 20 Harvard students' Winter Recess
through January 2, 1986
- December 22 Santa at Harvard Coop, 1-4PM
- December 25 MERRY CHRISTMAS
- January 1 HAPPY NEW YEAR

LIGHTING UP THE HOLIDAYS

On the day after Thanksgiving, we will hold a public procession and Christmas tree-lighting to announce the arrival of the holiday season in Harvard Square.

Beginning at five o'clock on Friday, November 29, we light the way through the Square with the official illumination of our two Holiday Light Banners across Massachusetts Avenue at Quincy Square and over Brattle Street at the Harvard Coop Annex. Overhead, along the route, you can watch each specially designed light banner come alive with 750 twinkling lights in patterns resembling dancing stars and swirls created by R.&D. Designs of Cambridge, whose special lighting effects grace much of downtown Boston.

Our starlight procession of carolers, Santa Claus, Beep the Clown, and children of all ages winds up at Charles Square for the lighting of their Christmas tree in the central courtyard, followed by carols and free mulled cider and Charles squares, a cakelike creation named for the new complex on Bennett Street.

Major support for our permanent new holiday light banners has come from the City of Cambridge, the Harvard Coop, and Harvard University. In response to our call for Santas and Elves, other smaller donations from many members of the business community have also been pledged to decorate the old-fashioned lamp posts with live balsam wreaths and bright red bows in front of many stores in the Square.

Still others are adopting our custom of a White Light Campaign for Harvard Square, by decorating their window displays, storefronts and nearby trees with tiny lights throughout the holidays and into the New Year for our second annual Winterfest at the end of January.

We invite each and everyone to take part in Lighting Up the Holidays and in making the 1985 Holiday Season a vision to remember in Harvard Square.

And, we wish you all the Season's best.

*WINTERFEST PREVIEW: January 25-26, 1986

MEMBERSHIP NEWS

Sheryl and Pat Gordon (Needle in a Haystack) proudly announce the birth of their first child, Amanda Jane, on July 11.

Heather Pierce, daughter of John and Linda Pierce (formerly with U.S. Trust/Middlesex Bank) was born on August 22.

"Poppa Gene" Flood (Richard A. Dow & Company Real Estate) recently flew to California to visit his first grandchild, Christina Renee Flood, born on September 8.

Sally Kivney of J.F. Olsson's Gift Shop par excellence reports the shop is celebrating its centennial this year.

Talbots at Charles Square began featuring a Petite Collection this fall.

Sidney Moss has opened a new Cafe at Le Pli Health Spa & Salon in Charles Square to the public.

Jake McAvoy, manager of Store 24, was recently wed to Susan Ryall on October 26.

Vice-President Mark Murphy was recently named City Regional Manager at BayBank/Harvard Trust's new office at Four Cambridge Center, Kendall Sq.

President Sheldon Cohen recently moved his headquarters for Out of Town News/Reading International/EMI from 4 Brattle Street to 1280 Mass. Ave.

Vice-President Tod Beaty plans a mid-December move for Ingram, Rettig & Beaty Real Estate to the ground floor of University Place, 124 Mt. Auburn St., across from Cambridge Trust's branch office.

Director Haig Agababian reports the opening of the new Longwood Harvard Coop on November 14.

Ken Berk has opened a new Berk's store on Commonwealth Avenue in Boston.

David Paresky has announced that Crimson Travel will celebrate its 20th anniversary on November 27.

WELCOME TO THE ASSOCIATION

Please welcome the following new members who have joined the Harvard Square Business Association in 1985:

- 1) RSVP Functions with Flair
- 2) New England Sights
- 3) The Longy School of Music
- 4) Cambridge Community Services
- 5) Cambridge Meridian Group
- 6) Sweaters & Rugs
- 7) Tumbleweed
- 8) Harlow Matthews Properties
- 9) Avis Rent A Car
- 10) Travel Education Center
- 11) Le Pli Health Spa & Salon
- 12) Coolidge Bank & Trust
- 13) Alevizos & Alevizos
- 14) Drayton Hall
- 15) G. McMillan Real Estate
- 16) Gap Store at Harvard Square
- 17) Pistachios a.k.a. Atrium
- 18) Olsten Temporary Services
- 19) Swiss Watchmaker
- 20) Currier & Associates
- 21) Blacksmith House Bakery
- 22) Phonebook Corporation
- 23) Hyatt Regency Hotel
- 24) Kenmore Camera
- 25) Louis B. Schwartz, esq.
- 26) M. Dana & Sons
- 27) Lyon Hammocks
- 28) Henri IV
- 29) Harlyn's at Charles Square
- 30) Dudley & Borland Realty
- 31) Honore at Charles Square
- 32) Store 24
- 33) S. J. Bennett & Co.
- 34) Ferris & Co. Real Estate
- 35) Details a.k.a. Bijou
- 36) 33 Dunster St. Restaurant
- 37) Shays Wine Bar
- 38) Jack's
- 39) Riva Poor
- 40) Cambridgeport Savings Bank
- 41) Brattle Square Office Bldg.
- 42) John C. Wrightson
- 43) The WorkBench
- 44) Adia Personnel Service
- 45) Caffe Paradiso
- 46) Symmes, Maini & McKee
- 47) Coffee Connection
- 48) Mykonos

Special Reminder to Prospective New Members: Annual dues are prorated from now until April, 1986 billing.

OTHER BUSINESS BULLETINS

● Chris Chadbourne, co-author of the Harvard Graduate School of Design's report on Development in the Harvard Square Overlay District (Feb. 10, 1984), says that the City intends to hire a consulting firm to:

- a) study a new zoning policy for Massachusetts Avenue stretching from the Cambridge Common to the Arlington line
- b) study the feasibility of building over the air rights above the MBTA bus tunnel entrance on Mt. Auburn Street.

● Lester Barber in the City's Community Development Department will be submitting new zoning recommendations revising the Harvard Square Overlay District to the City Council for consideration this month. The draft incorporates amendments that were reviewed and approved by a large group of Harvard Square property owners meeting with Community Development and Historical Commission staff this summer.

● Harvard's new Sackler Art Museum was dedicated on October 21 with fanfare and a series of gala events for Friends of the Fogg & Sackler Museums.

● A bronze plaque memorializing former Perini foreman, John 'Muggsie' Kelly, who gave his life during construction of the Harvard Square station, was unveiled October 27 at Lehman Gate.

● Ground was broken for the JFK Memorial Park on Memorial Drive, November 4, in a touching ceremony hosted by Governor Michael S. Dukakis, the MDC, and the Kennedy family. Ted Kennedy expressed hope that "my brother's memory like this park will be ever green."

● First Parish Church at 3 Church Street is offering short mid-day services each Wednesday at 12:10PM for those who'd like to spend "a quiet thoughtful moment in a busy Harvard Square day."

● East Cambridge News, 41 Second Street, Cambridge 02141 (tel. 577-1400) publishes free help-wanted ads each month.

SPOTLIGHT ON NEW DEVELOPMENTS

The Cambridge Chamber of Commerce is providing a new monthly listing of available space for sale or for lease in the city. Please notify Barbara Sullivan, vice-president for administration and public affairs at the Chamber, 859 Massachusetts Avenue 02139.

Interesting opportunities abound in Harvard Square real estate, namely at 14 Eliot Street (Banker Company), at 65-67 Winthrop Street (Ferris Company), 1280 Massachusetts Avenue (Niles Co.), Charles Square Associates, Coolidge Bank building (T. Anelauskar), Harvard Square Garage at JFK/Eliot (Trinity Realty), & University Place (Hines Industrial).

For more information, contact either the realtors or the Business Association (tel. 491-3434). Like the Chamber, we are glad to channel your leads &/or need.

CALLING ALL COMMITTEES

As you know, the success of non-profit organizations depends in large part on the active participation of its members.

In order to broaden the scope of the Harvard Square Business Association, we are asking all our members to consider joining forces with others who serve on our vital committees and who help us plan our activities and strategies for:

- Community Affairs
- Finance & Budget
- Holiday Decorations
- Marketing & Promotion
- Membership, and
- Special Events.

We have also decided to postpone our 75th Anniversary festivities until our Annual Meeting next spring, allowing us time to plan and publicize a special program for our members.

Those of you interested in taking an active role in your business community are invited to call Sally Alcorn, the executive director of the Association, to discuss your favorite committee(s).

Our address and phone number are on included in the self-mailer on the back side of this article.