



SHERATON COMMANDER HOTEL

16 GARDEN STREET • CAMBRIDGE, MASSACHUSETTS 02138

AREA CODE 617 547-4800



WALTER A. GULESERIAN
GENERAL MANAGER

August 10, 1970

Cambridge City Council
City Hall
Cambridge, Mass.

To the Honorable Cambridge City Council:

Herein contained please find an "interoffice memo" written to me by the Functions Manager of the Hotel. This letter is herein produced in its entirety so that you may be aware of Cambridge's Image outside its environs.

About 3:30 to 4:00 p.m. on Friday August 8, 1970 I answered the telephone to receive a long distance call from a Miss. Marcia Stein of Visual Information Systems 15 Cal Circle NY, N.Y. to arrange for the rental of our Minute Man Room (capable of holding about 60 people, theatre style) for Wednesday and possibly Thursday, August 12th and 13th of this year. The group would be holding about 6 sessions each day with pictures lasting about an hour, from 9 in the morning until 10 at night on each day. They were to be charged \$50.00 rental for the room each day.

They also wanted to reserve two single rooms for Aug. 12 and 13 for the two men who would handle their program here- Mr. Walter Heller and Mr. Hans Schmidt. These 2 singles were quoted @ \$16.00 each day.

About an hour later, Miss Stein called again and told me to cancel all the reservations because they had called people to invite them to the Commander for this showing and they were told that because of the trouble on the Cambridge Common and Harvard Square and the curfew, it was impossible to secure enough people to make it worthwhile to spend this amount of money.

(signed) B.C.Dwyer



BY THE SITE OF THE ELM WHERE GEORGE WASHINGTON FIRST TOOK COMMAND OF THE AMERICAN ARMY, JULY 3, 1775



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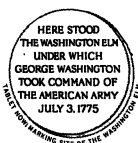
I bring the foregoing to your attention because this is not the first or second time we have had cancellations due to Cambridge's "riot-torn" image outside the area.

I fully realize that the Cambridge City Council recognizes the problem existing on Cambridge Common & Harvard Square and I also fully realize that the solutions are not as easy as I, and all concerned citizens would make them out to be.

To my thinking, no counter-measure taken by the Council can be too strong, in an attempt to alleviate the existing conditions. However, along with combating the ills of Harvard Square and the Common, a public relations firm should be hired, by the city, to attempt to change for the better the now tarnished image of Cambridge.

Very Sincerely,

Walter A. Guleresian



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