



The Harvard Square
Business Association

Taking Care Of The Square

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CAMBRIDGE MA.

October 1, 1997

Ms. D. Margaret Drury, City Clerk
Office of the City Clerk
Cambridge City Hall
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Ms. Drury:

The 19th Annual Harvard Square Oktoberfest will be held on Sunday, October 12th, 1997. As our long-standing community event approaches its 20th year, the Harvard Square Business Association respectfully requests that the Members of the Cambridge City Council consider issuing a special resolution that recognizes Mr. Frank N. Cardullo's significant impact and contributions as primary founder of the Oktoberfest, and long-time Cambridge business owner.

Frank N. Cardullo, owner of the famed Wursthause Restaurant, a Harvard Square destination for close to 80 years, founded the Harvard Square Oktoberfest nearly 20 years ago. The event started as Cardullo was joined by some of his business neighbors in establishing a mini-Oktoberfest, in the fashion of Germany's yearly fetes. As Harvard Square is always ready for a party, the event grew and evolved from a small beer-bash to a large scale festival. Oktoberfest still has a beer garden (now serving local micro-brews!), German sausages and oom-pah music, but we've expanded the menu to include a diverse celebration featuring the merchants, restaurants, and performers that are a part of every-day Harvard Square.

Mr. Cardullo and his wife, Mary, are responsible for many fine meals and memories in Harvard Square. Cardullo shared business advice and anecdotes in a 1990 autobiography, Peeking through the Hole of a Bagel: Or Behind a Hot Pastrami: The life and times of a restaurateur. The Wursthause Restaurant closed its doors in 1997, and Mr. Cardullo retired. Now, Mr. Cardullo's son, Frank R. Cardullo, continues the family service tradition as proprietor of Cardullo's Gourmet Shoppe on Brattle Street in Harvard Square.

If your office or the City Council requires additional information about Mr. Cardullo, please contact the Harvard Square Business Association office, 491-3434, or Mr. Cardullo's son, Frank, at 491-8888. Thank you for your consideration.

Sincerely,

Cynthia A. Miller
Associate Director
Harvard Square Business Association

on behalf of

The Harvard Square Business Association Board of Directors



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Harvard Square Oktoberfest 1997

Fact Sheet

- Date and Time:** Sunday, October 12th, 1997 (raindate: Columbus Day, October 13th)
Noon - 6:00 p.m.
- Location:** Four square blocks in the heart of Harvard Square (JFK Street, Brattle Street and Mass. Ave., Charles Square)
- Crowd:** **Over 50,000 participants expected.** Oktoberfest breaks the previous year's attendance record each year!.
- Purpose/History:** Frank Cardullo, owner of the famed Wursthaus Restaurant and a Harvard Square destination for over 80 years, founded the Harvard Square Oktoberfest nearly 20 years ago. The event started as Cardullo was joined by some of his business neighbors in establishing a mini-Oktoberfest, in the fashion of Germany's yearly fetes. As Harvard Square is always ready for a party, the event grew and evolved from a small beer-bash to a large scale festival. Oktoberfest still has a beer garden (now serving local micro-brews!), German sausages and oom-pah music, but we've expanded the menu to include a diverse celebration featuring the merchants, restaurants, and performers that are a part of every-day Harvard Square.
- Entertainment:** Three main stages have a hot line-up of musicians. We strive to provide a wide range of entertainment for all ages. Oktoberfest bursts with entertainment including children's rides, face painters, balloon twisters, puppeteers and sing-alongs, as well as dance troupes, street performers, and musicians.
- Artisans:** Oktoberfest fills the streets of historic Harvard Square with a collection of over two hundred Harvard Square merchants and vendors of artistic crafts, jewelry and clothing, and other gifts from around the world...as well as from right around the corner!
- Food:** In addition to the festival fare of food vendors, Oktoberfest brings many of Cambridge and Harvard Square's international restaurants into the streets, offering a wide variety of ethnic cuisine. And what would an Oktoberfest be without beer? Look for the beer garden sponsored by John Harvard's Brew House and an Oktoberfest party at brew moon.
- Event Producer:** The Harvard Square Business Association (a non-profit organization serving the business community's needs since 1910). The HSBA produces Oktoberfest with the cooperation of the City of Cambridge's Department of Public Works, License Commission, Office of Traffic & Parking, and Police Department.
- Event Sponsors:** The Boston Phoenix, WZLX-FM 100.7, John Harvard's Brew House, Baskin-Robbins Ice Cream, Nantucket Nectars
- Traffic Detours:** Traffic detours will be in effect. Closed between 7am-8pm are: Mass. Ave. southbound from Church Street.; JFK Street from Mt. Auburn Street.; and Brattle Street to Church Street. Additionally, Memorial Drive will be closed to vehicle traffic starting at 9am. We suggest taking the RED LINE MBTA to Harvard Station for Oktoberfest.
- Contact:** Cynthia Miller • Harvard Square Business Association • (617) 491-3434

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FOR IMMEDIATE RELEASE

Contact: Cynthia Miller
(617) 491-3434

Harvard Square's 19th Annual OKTOBERFEST Sunday, October 12th
Come Early and Stay Late for All-Day Entertainment!

CAMBRIDGE Clear your calendar for a New England tradition as Harvard Square goes all out with food, beer, and musical thrills and merriment at the **19th Annual Oktoberfest**, Sunday October 12th from Noon - 6pm.

Nearly 200 merchants and artisans line the streets of historic Harvard Square, where you will discover some of the best bets and best buys in the area - from fashion and jewelry, to furniture and gifts. If it's not here, it probably does not exist!

Harvard Square rolls out a barrel of fun at Oktoberfest and invites you to ***come early and stay late*** to enjoy enlivening performances with music stages sponsored by **HMV, Club Passim, and Cambridge Center for Adult Education**, as well as street performers, children's rides, costumed characters, and more! *Oktoberfest Dunkel Weizen*, a dark and delicious beer brewed by **John Harvard's Brew House** especially for Oktoberfest, will be served at John Harvard's Beer Garden, outside at Holyoke Center. The Jolly Kopperschmidts German Band host a polka party at Holyoke Center from 1-5pm.

Oktoberfest is proud to feature Harvard Square based businesses as the event sponsors: *John Harvard's Brew House, Baskin-Robbins and Nantucket Nectars*. Long-time media sponsors are *The Boston Phoenix and WZLX-FM Radio*.

Traffic detours will be in effect for Oktoberfest. Closed are Mass. Ave. southbound from Church Street; JFK Street from Mt. Auburn Street; and Brattle Street to Church Street. Memorial Drive will also be closed to vehicle traffic, as it is every Sunday seasonally. We recommend taking the MBTA to Oktoberfest. Take the **RED LINE** to Harvard Station.

Admission is FREE, and the raindate is the next day, Monday, October 13 - Columbus Day holiday. For more info: (617) 491-3434.

ENTERTAINMENT SCHEDULE

Holyoke Center/Mass. Ave.

12-6 John Harvard's Beer Garden
1-5 Jolly Kopperschmidts German Band

HMV Stage/at Brattle Square

Noon Laurie Geltman
1pm Neal Coty
2pm Tara McLean
3pm Lisa Cerbone
4pm David Poe
5pm Charlie Chesterman
Special Guest:
Coolbone

Club Passim Stage/CCAE Courtyard

Noon TBA
2pm Hand Drumming w/ Alan Tauber (2pm)
2:30 Faith Soloway
3pm Rob Laurens
4pm Jim's Big Ego
5pm Toots Rambles

MBTA/Out of Town News Plaza

12-4pm Davey the Clown
3-6pm Inca Son

Charles Square/Eliot & Bennett St.

10am-3pm Farmers' Market

Eliot Square Triangle

12-2pm Inca Son
2-6pm Puppet Place:
Big Joe and his Box of Stories
Professor Howard's Old Time Punch & Judy Show
Yorick's Theatre with Dušan Petráň

Brattle Square

Local Street Performers
Old-Time Player Piano with Piano Dave

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Consent ~~Communications~~ #11

S-624

Communication was received from the
Harvard Square business Association,
transmitting notice of the 19th
Annual Harvard Square Oktoberfest
to be held on Sunday, October 12, 1997.

In City Council October 6, 1997

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