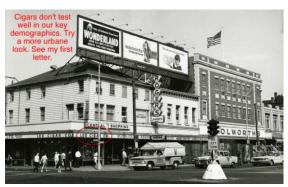
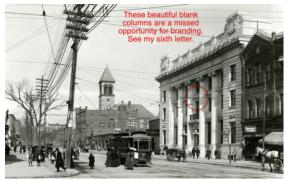
Back in the Day by Jeff Roberts (with thanks to the Cambridge Historical Commission)

Each historical photo shows a building that currently exists in Central Square, although the spaces are now mainly occupied by chains. Identifying the sign that is currently in the circled area and taking the letter that is referenced in the text gives the final answer, **STENO**.



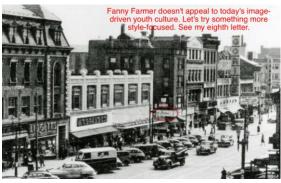
Starbucks Coffee (1) = S



Citizens Bank (6) = E



H&R Block (5, ignoring "&" character) = O



Supercuts (8) = T



Dunkin Donuts (6) = N