1910-1918: A Change Of Address

As the Institute rolled into its second half century of operation, change and improvements came fast and furious. In the 10 years after 1910 MIT was to see many significant changes for in three years the school moved from near Copley Square to the present site.

Perhaps "the changing times" to come were anticipated by "The Tech" headline of that date which more often than not included the word "change"—everything was changing, from registration material to drinking fountains. As reported in 1910, "The drinking cup is shifting off this social evil... Building fountains are to be installed all over the Institute."

Another landmark of that day which has since disappeared was the colorful and cleverly worded Fatima cigarette ad which appeared in every issue of the then daily paper.

But the big changes came in a more subtle manner: the thought of relocation of the Institute appeared more and more frequently in the pages, often disguised in long-winded paragraphs. As reported in 1910—"change"—everything was changing, and furious. In the 10 years after 1910 most decisions were made and construction was set underway.

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