WELCOMES YOU TO M.I.T.

Founded in 1882, The Coop has served the MIT and Harvard academic community, meeting the needs of each college generation. The largest and most complete Coop store is located in Harvard Square with a sizable branch store located in the MIT Student Center.

Be sure to apply for your Coop membership card. This membership entitles you to charge or pay cash for everything you buy. The Coop (Harvard Cooperative Society) distributes profits annually to members. Annual membership is only $1.00.

BOOKS
For study and recreational reading, browse among the shelves of one of America's largest bookstores. You'll find key books in disciplines from the classics to the current best-sellers...including textbooks, fiction and non-fiction, plus a complete selection of paperbacks.

MEN'S FURNISHINGS

WOMEN'S SHOP
This-minute fashions, featuring casual dresses, coats, mix 'n match sportswear, India shifts, jeans, rainwear, and a cache of accessories...clougs, leather & canvas totes, India imports, silk scarves, pashmyns, intimate apparel, robes, deepwear. Add the finishing touch with exciting handcrafted jewelry in brass, copper, pewter, enamel.

SCHOOL SUPPLIES
A complete selection of back-to-school essentials—notebooks, pens, pencils, markers, personal and school stationery, art supplies. Everything you need. office chairs and official Harvard chairs.

MEN'S CLOTHING
Men's and Young Men's suits and sportcoats in traditional and contemporary styles. Choose from top makers at popular Coop prices. Complete size range of topcoats and rainwear. Special section just for the latest in casual duds from Levi's and Fashions, corduroys, jeans, flares and straight legs in a wide assortment.

ART PRINTS
The largest selection in this area—over 15,000 prints, photos, original etchings, lithos, posters and nicks for enclosing your rooms. Pick your favorites from old masters to contemporaries. Budget framing available.

HEALTH AND GROOMING
Men's shaving needs, toiletries, hair care products, vitamins, aspirin, first-aid needs, baby needs, skin care products, deodorants, oral and personal hygiene products. Low discount prices.

RECORDS
Boston's biggest record store. All music favorites at low competitive prices. Popular, rock, classical, country and western, rhythm and blues, folk, jazz, imported, and educational. Come in, discover why more people shop the Coop Record Department than any other.

CAMERAS AND FILM
Major brands of cameras for the amateur or professional. Assortment of lenses, accessories, darkroom equipment, all types of film. Film processing and mailers available.

LUGGAGE
Men's and Ladies' top brand luggage for the gal or guy on the go. Everything from attachés and totes to pullman and carry-on. Choose from Atlantic, American Tourister, and Samsonite.

TYPWRITERS

MEN'S BOUTIQUE
The "in" place to shop, the Brass Coop, a new kind of boutique for young men. Filled with avant-garde fashions and accessories—flannel shirts, pants, bold ties and jerseys, leather and fringe vests.

HEALTH AND GROOMING
Men's shaving needs, toiletries, hair care products, vitamins, aspirin, first-aid needs, baby needs, skin care products, deodorants, oral and personal hygiene products. Low discount prices.

RADIO'S AND TELEVISION
A choice selection of audio-visual equipment—Hitachi, Sony, Zenith, RCA, Panasonic among the top names. B & W and Color TV, digital clock radios, transmitters, headphones, audio accessories. Also stereo cassette recorders, vacuum cleaners, sunglasses, tape and batteries.

The Coop offers the following Special Services...

SPECIAL SERVICE DEPARTMENTS at Harvard Square Coop:...custom framing, typewriter rental and service, Ticketron, engraved announcements and invitations, personalized stationery, cards and gift cards...and we're revolutionizing clothing and insignia gifts. Unless otherwise noted, also at M.I.T. and Medical Center Coop.

OPTICIANS—prescriptions filled, repairs and adjustments, wide assortment of frames, tinted lenses, sunglasses and glass cases. Harvard Square and M.I.T. Coop.

ASSOCIATED PHARMACIES—Chester A. Baker, Inc., Holyoke Center, Harvard Square and 29 Massachusetts Ave., Boston (across bridge from M.I.T.)...Medical Center Pharmacy, 319 Longwood Ave., Brookline...Medical Center Surgical Supply, 344 Longwood Ave., Brookline.