An Open Letter to the Entire M.I.T. Community:

For the past 71 years the Coop has proudly served you, the students, faculty and employees of the MIT community. We have tried to respond to your changing needs and have done our best to grow with you since 1916. We moved to a bigger building in 1937 and moved again in 1965, into the Tech Coop at the Stratton Student Center.

To keep up with the ever-growing needs of the MIT community, we are pleased to announce the relocation of the Tech Coop to a bigger, more beautiful MIT Coop at Kendall Square, opening for business on May 4, 1987.

The new store marks our fourth and largest move in the history of the MIT Coop. The new and expanded MIT Coop at Kendall is living proof of our continuing commitment to serve you. The new Coop at Kendall is contemporary in design, color and construction and will carry more merchandise than any college store in the country with the exception of one—the Coop in Harvard Square. Ambiance, lighting, expanded assortments, a Food Court and public plaza, all in the center of the nation’s technological frontier, are only some of the characteristics of MIT’s new bookstore.

With our continued growth, our dedication to you will never change. We’d like to inform you of our moving schedule to help you plan your purchases during the next few weeks. During the week of April 20, we’ll move men’s and women’s apparel and home furnishings, excluding MIT insignia, to the new MIT Coop at Kendall. Books, art prints, records, tapes, CD’s and electronics will be moved to the new store during the week of April 29.

Stationery, Insignia, Health & Beauty aids, and other convenience items will be condensed and sold in the Student Center until the end of classes on May 16.

We will open another Coop, smaller in size, in the Stratton Student Center, to serve the West Campus community, once the Center’s renovation plan has been completed.

We know you’ll be as pleased as we are with your new MIT Coop. Continuing in the tradition begun in 1916, we are dedicated to improving the present to meet the future.

On behalf of the Board of Directors and the entire Coop Management,