

Detroit: an engineering capital

Thursday, April 19, 1984 O&E

(T.R. 0A-F-13A)OY11A

High tech is a relatively new phenomenon in our culture. But a basic tenet of high tech — engineering — has been around for more than 100 years.

For the past 88 years, since the birth of the automobile industry, metropolitan Detroit has been well served by the Engineering Society of Detroit (ESD).

Since 1896 ESD has been a leader in providing services to individuals and the community through technical programs developed to enhance the professionalism of its members.

For many years ESD played a vital role in the area of technological transfer, applying scientific knowledge from one field to another. Although ESD is regional in nature, it has built an international reputation with the excellence of its programs and attracts attendees from as far away as Germany and Japan.

In 1955 the dean of engineering at the University of Michigan decided to cut programs sharply. Thirteen graduates organized a protest group to stop the cutbacks. The following year this group became the Engineering Society of Detroit.



high tech
Ronald R. Watcke

The society's first headquarters was located on Alexandrine Street. In 1942, in recognition of the society's contribution, Horace Rackham built the Memorial Building in his name which has housed the ESD for the past 42 years.

Current membership is 8,100 and growing. Regular membership is open to all those at least 21 years of age with a degree in engineering, architecture or the allied arts and sciences or equivalent program.

Technical membership is open to those at least 21 years of age with an associate degree in technology or equivalent experience.

MORE THAN 86 percent of the members are associated with the automotive industry.

The next two largest groups include 15 percent from the construction industry and 14 percent employed in public utilities. The remaining members are from the fields of architecture, education, materials and general manufacturing.

Three-fourths of the members are graduate engineers; 91 percent of the members are male, reflecting the current image of engineering as a male-dominated occupation.

Almost one-quarter of the membership is under 30 years of age. Approximately 20 percent are between the ages of 31 and 40, and more than 55 percent are 40 years of age or older.

Ten percent of the members live outside the state of Michigan. They represent 40 states and 20 foreign countries. This statistic attests to the international appeal of the society.

SUMMER HORSE RANCH FOR GIRLS
AGES 7-15

HAPPY EASTER TO OUR BR GIRLS
OPEN HOUSE

BIRMINGHAM COMMUNITY HOUSE
380 S. BATES

THURSDAY, MAY 3, 1984 • 7:30 P.M.

BLACK RIVER FARM & RANCH, INC.
CROSBOW, MICHIGAN 48222

(313) 679-2505

WHY LEASE?

- NO DOWN PAYMENT
- NO MORE TRADE-IN HASSLES
- OPTION TO PURCHASE
- LOWER MONTHLY PAYMENTS

'84 Celebrity	\$134 mo*
'84 Escort L	\$119 mo*
'84 Topaz	\$127 mo*
'84 OLDS 88	\$198 mo*
'84 Clera	\$158 mo*

*\$4.95 fee per tax. Please contact 2 down 48 month closed end, \$0.000 miles. 1st month payment & security required.

RP HUGHES 421-7810

auto leasing, inc.

REPLACE YOUR OLD DOOR NOW!
STANLEY® & TAYLOR SECTIONAL
GARAGE DOORS!

	STEEL	WOOD
16' x 7'	\$509	\$519
8' x 7'	\$259	\$269

Includes installation, take down and haul away of old door
As much as 30% Off suggested retail prices

GENIE GARAGE DOOR OPENER \$184 AFTER REBATE
THIS IS NOT A DEPARTMENT STORE GENIE!
We Service All Garage Doors and Genie Garage Door Openers

Serving the Tri-county Area since 1974

MICHIGAN INSTALLATION
SALES AND SERVICE
1117 CHENOWETH
889-9120

The Look of England's Savile Row
by Corliste

SOFT HAND-SHAPED SHOULDER
HAND-SEWN COLLAR
BLUETTED EDGES
SLEEVE LINING HAND-SEWN
HAND-MADE BUTTONHOLES
IRON BUTTONS
HAND-SEWN WAIST BAND WITH CUSTOM TAILORED DETAIL

Bob Gwynn, formerly a tailoring instructor at Wayne State University, is an authority on menswear. For 38 years he has been a leader in designing, tailoring, buying and selling men's clothing.

This three-piece suit, a crisp and comfortable blend of dacron & wool, is ideal for our summer weather. British pin-stripping makes this a most distinctive garment.

Navy Blue, Air Force Blue, Banker's Grey, Short, Regular, Long & Extra Long.
Reg. \$275.
Now \$220

Gwynn's
112 S. Woodward • Birmingham • 644-7060
Mon., Tues., Wed., Sat. 9:30-5:30
Thurs., Fri. 9:30-9:00

Give yourself a bonus.

INVEST YOUR MONEY WHERE YOU'LL EARN HIGH INTEREST PLUS EXTRA BONUS INTEREST...AT STANDARD FEDERAL SAVINGS.

The new Bonus Rate Certificates from Standard Federal offer high money market interest rates for the entire term of the certificate PLUS added bonus interest for a specified period at the beginning of the term. Take advantage of our one or two year Bonus Rate Certificates now—and be sure to ask about all the other high-interest investments available at Standard Federal Savings. You'll find we have a wide variety of certificate accounts and savings plans to meet your own investment plans.

ONE YEAR BONUS RATE CERTIFICATE

MINIMUM DEPOSIT \$2,500.00

13% FOR THE FIRST MONTH
10% FOR THE REMAINING 11 MONTHS

TWO YEAR BONUS RATE CERTIFICATE

MINIMUM DEPOSIT \$500.00

14% FOR THE FIRST 3 MONTHS
10% FOR THE REMAINING 21 MONTHS

Substantial interest penalty for early withdrawal from certificate accounts.



2401 W. Big Beaver
Troy, MI 48064
(313) 643-6855

