

# The name Ferrari meant driving at the limit

Sportswriter Enzo Ferrari gave up covering soccer matches in 1920 to race cars for Alfa Romeo, but it wasn't until 27 years later, at age 49, that the first race car bearing his name was pushed onto the track at Piacenza, Italy. The engine was singularly small, about the size of a Volkswagen's, with a dozen cylinders, each sized to be comfortable in a model airplane.

It began. Later would come the victories. Eight world constructors championships, nine Formula One champions. And the cars: the 166 MM, the 250 MM Berlinetta, the 250 GT, properly, all bright red, with black prancing horses.

MASTERPIECES of engineering, they somehow managed to subjugate the mechanicals and the sheet

metal with an uncommon sense of form — leaving the driver or spectator grasping for some way to define the sound or the emotion they managed to evoke with their rite of passage.

Instinctively, Ferrari knew that to win on a race track took a man willing to constantly risk his life on the edge of disaster, so he built cars that nearly matched the stature of his drivers. The effect was a kind of awesome risk, not only for the driver but of beautifully crafted objects, flying at the brink of disaster, a sight as compelling as watching a rare piece of porcelain teeter on the edge of a shelf.

Ferrari and his cars burned into the world's consciousness as few ever have. As Ford came to symbolize the strength and excesses of



auto talk  
**Dan McCosh**

heavy industry, Ferrari came to embody the dream of the fast car — the ultimate one-man parade created by driving an exotic, astonishing car down the street.

FERRARI WAS ALSO arrogant, prideful, aristocratic and sometimes even disdainful of the drivers who took the horrible risks. He had a single-minded obsession with winning and wanted little to do with those

less obsessive than he was. Americans, typified by Henry Ford II, seemed to feel a combination of envy and disdain for the remnants of European aristocracy the Ferrari racing team represented. When Ford couldn't buy him, he beat him with the efforts of Carroll Shelby in a homemade coupe.

But Ferrari also came to represent something of a resurrected Europe, particularly after World War

II. Racing, particularly racing in Italy, was an incredible statement of extravagant leisure in an impoverished country. Still, the fierce bravado of the drivers — and the even more fierce patriotism that Ferrari managed to evoke — seemed to be received as a kind of hope for the future by the huge crowds that mobbed the racetracks.

EVEN FOR people who would never see one of his cars, Ferrari came to symbolize a kind of defiance of a mechanized society. In an industry that is too huge for an individual to dominate, Ferrari dominated.

With automotive engineering done by faceless legions, Ferrari found personal expression in sheet metal and engines. In the functional machine that freed farmers from drudgery and mobilized most of the

western world, he discovered a kind of sensuality that matched his power.

THE IMPACT of those striking red cars would never be quite as strong as it was in postwar Europe. Automobiles merged and blended, with all becoming blander in the process, subduing the contrast that was so intense when the bright red wisps stood against lumbering behemoths on the highway.

Ferrari went from hero to icon, from symbol to status symbol, and the finest cars started collecting dust in museums, no longer teetering on the edge. When Enzo Ferrari died quietly at the age of 90 in his home in Milano, Italy, two weeks ago, only his name seemed safe for history.

(Dan McCosh is the automotive editor of Popular Science.)

## Walsh adds major in marketing

Walsh College in Troy will add a marketing major under its bachelor's of business administration degree this fall.

In a survey of students at Schoolcraft College in Livonia, Oakland Community College in Farmington Hills and other community colleges, Walsh found that many students planned to major in marketing at a four-year or upper level college or university. The college notes that marketing and sales career opportunities are expected to double by 1995.

Walsh also offers a bachelor of accountancy degree and bachelor of business administration degree with majors in computer information systems, finance, general business, and management. The graduate program includes master's degrees in professional accountancy, finance and taxation.

For more information, call the admissions office at 689-8282.

## marketplace

Dana Commercial Credit Corp. of Troy named Gray & Kilgore Inc. as its agency of record. Gray & Kilgore, a full service marketing communications agency headquartered in Troy, is a subsidiary of the Ross Roy Group of Bloomfield Hills.

Earl Keim Realty / Red Carpet opened a brokerage office, 22110 W. Ten Mile Road, Southfield. It is the first since Keim's parent organization, Central Holding Co., acquired Red Carpet Real Estate Services of San Diego. The office will be operated by 10-year real estate veteran, Judy Walker of Detroit.

Uniprop, a Birmingham real estate equity investment firm, announced the acquisition of Bloomfield Medical Village, on Telegraph at Maple Road in Bloomfield Township.

Creative World, a custom framing and art supply franchise, opened a new store in the Novi Town Center, 43147 Crescent Blvd.

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## Word of mouth can condemn a business

"Don't go there unless you're desperate."  
"The employees are treated like dogs."

"It was a nightmare."

Quite a way to recommend a business, don't you think? And an example of how negative word-of-mouth advertising can be among the most damaging publicity a business can receive.

Before we go further, I have to tell you that I have never shopped at this store. But I have spoken to many who have and spent the last week interviewing customers whose experience span a period from as long as



focus: small business  
**Mary DiPaolo**

10 years ago to as recently as last week.

EVERYONE agreed that the store is horribly disorganized. "You call and they tell you almost automatically they have your china pattern

available. Then you go there and can spend up to five hours waiting for the piece(s) to be found."

"I went up into the attic the other day with one of the sales clerks and was shocked at the mess . . . . No

wonder it takes hours to find anything."

Ordering pieces not in stock is another story.

"The owner told me it would take up to a year to fill my order and took a deposit. But here I am three years later, never having received a call or letter from her."

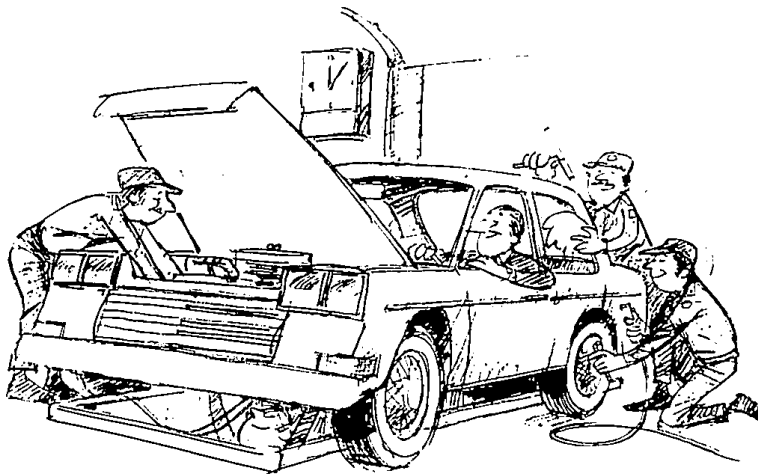
BEYOND THE mayhem associated with taking processing and filling orders, I have been told that the employees definitely earn their pay.

"The owner yells across the store at employees like they are a bunch

of idiots. And she doesn't let anyone into the money drawer except herself."

Even if you don't know of anyone who has experience with certain retailers, sometimes just looking around you offers a clue as to the kind of service you will receive. It pays to shop with your eyes open.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."



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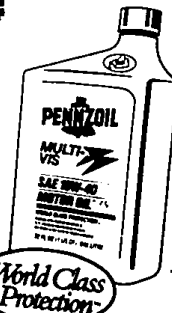
But Uncle Ed also knows your car is valuable. That's why he insists that all twelve Uncle Ed's services be done only one way: Perfectly.

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