

# Dad's taste in cars just kept getting better

"No one in his right mind would pay \$4,000 for an automobile" was one of those pronouncements my father would make now and then to cool my adolescent yearnings for a Porsche, which I had already figured out would only be obtainable if I convinced him to buy one, and then I would borrow it.

I started thinking about my father's Oldsmobile as I started to write something about cars I have owned, which is when I realized my dad owned many more interesting cars than I ever did.

Another reason I started thinking about the cars my father owned was because I had to listen to another of those loud pronouncements about how youth has rejected not only Oldsmobiles, but Cadillacs, and most American iron in general in favor of a yuppable of choice — mainly

high-performance sports sedans built somewhere north of France.

I REMEMBER when my father bought his first foreign car.

This was, in fact, after the Oldsmobile convertible, which was two-tone red and white, bought shortly after he found himself single in middle age. It seemed the right vehicle to start pursuing the opposite gender a second time around.

The Olds followed a series of Cadillacs, which were considered good road cars that held their value, which followed a couple of Chevrolets. He wouldn't buy anything but by Chrysler after trying it once and finding the only reliable mechanic was at the Jefferson Avenue plant — a fact he brought up 30 years later when I bought a Dodge.



## auto talk Dan McCosh

"YOU CAN'T get service," he warned. But I digress.

My dad bought his first foreign car when a friend's son in the Army in Germany got a good deal on a Volkswagen and offered to bring it back for my father.

What came back wasn't even a run-of-the-mill Beetle, but one of the first six Karmann Ghias imported into the U.S. Somehow the bright red, weird-looking car sans gas door, with its 25-horsepower, air-cooled motor in the rear struck a

chord in my father's engineering heart, and that was the end of the Oldsmobile.

After that, foreign cars reigned, including one of the few target-topped Hillman Minors seen on North Woodward. In an odd sort of way, the McCosh household was preceding the current fascination with imports by a couple decades.

UNNOTICED by me, however, my father was aging. While I was driving the VW to school and getting

called out of study hall to get it off the front steps where my classmates had a tendency to carry it in a coarse attempt at humor, the car's rough ride was getting him down. Enter the 1955 Lincoln Continental, as big a reaction to the tiny foreign jobs as the VW was against the Oldsmobile.

The Lincoln had presence, mass, an incredible ride and more electricity than could be learned in an evening. It was the last car my father ever drove.

That wouldn't be so remarkable except he lived for another 20 years after buying that Lincoln. Eventually he owned three of them, all 1955s. As they aged, he repainted, reupholstered, and for a variety of reasons had to replace them, but always with a 1955.

MY SISTER, in fact, still has the last one, and still drives it when she isn't using her aging Japanese pickup.

Actually, the Lincoln wasn't the last vehicle my father bought. His stockbroker once related to me how he first met my dad, by then in his early 70s.

"He'd just come back from the beach, and he came roaring up to the office on that motorcycle," he said, without adding that by that time my father had trained his dog to ride on the back.

Now tell me again what car you are going to be driving after you retire.

Dan McCosh is the automotive editor of Popular Science Magazine.

## datebook

### BEING A PARENT

Thursday, July 20 — "Effective Parenting" workshop offered noon to 1 p.m. in the third-floor auditorium of Comprehensive Health Services' main building, 3875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.

### FINANCIAL INFORMATION

Friday, July 21 — "Financial Information for Business Owners" offered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-4665.

### HOME-BASED BUSINESSES

Wednesday, July 26 — "How to Start and Manage Your own Home-Based Business" offered 8-9 p.m. at Detroit College of Business, Oakland Boulevard south of Michigan Avenue in Dearborn. Fee: \$28. Information: 581-4400, Ext. 249.

### NETWORKING

Thursday, July 27 — "Networking" workshop offered noon to 1 p.m. in the third-floor auditorium of Comprehensive Health Services' main building, 3875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.

### CUSTOMER SERVICE

Monday, July 31 — Author/businesman Tim Connor of Training As-

sociates International will discuss "Customer Service Attitudes and Your Bottom Line" at a meeting of the Builders Association of Southeastern Michigan at 8:30 p.m. at Roma's of West Bloomfield, 2101 S. Telegraph. Registration is \$15 for members, \$20 for non-members, and includes dinner. To register or for information, call 737-4477.

### MARKET STRATEGY

Friday, Aug. 18 — "Planning Your Market Strategy" offered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-4665.

### BUSINESS PLANS

Friday, Sept. 21 — "Developing a Successful Business Plan" offered 8:30 a.m. to noon at Wayne State University, 6001 Cass, Detroit. Fee: \$45. Information: Jim Couto, College of Lifelong Learning, 577-4665.

### DESIGN CENTER

Thursday, Sept. 28 — Michigan Design Center in Troy hosts Mary Knackstedt for lunch. Information: 649-4770. Sponsor: Michigan Design Center.

### SMALL BUSINESS DIRECTORY

Copies of the free "Small Business Resource Directory" are available at all National Bank of Detroit offices. The booklet, produced by New Detroit and NBD, offers resource information for operators of small business.

## Resume should hint at writer's goals

Resumes serve many functions and should help employers identify and evaluate an applicant's career intentions, skills and experience.

The best resumes employers receive clearly communicate what applicants want to do and can do for the companies considering them instead of merely presenting work history information. Understanding this fact makes the resume screening process a lot easier and less confusing for small business owners and managers.

Lola M. Coxford, in her book, "Resume Writing Made Easy for High-Tech," says employers should expect resumes to serve as a concise fact sheet that advertises an individual's qualifications and experience prior to being contacted for a personal interview.

PHILIP MEAGHER, president of the Southfield Chamber of Commerce, agrees with Coxford and adds that a well-written resume is like an appetizer that encourages employers to find out more about the applicant once his or her resume has been reviewed.

"Simply put, a good resume clearly states a person's career objective and then presents the facts indicating how he or she has gone about achieving that objective through past and present activities," Meagher said. "A recent college graduate may have little work experience in the field they hope to pursue but may belong to a club or volunteer group that is related to their area of interest. When this is the case, the



## focus: small business

Mary DiPaolo

Information should be included in one's resume.

EMPLOYERS should also check for any inconsistencies that relate to an applicant's previous work experience. "If a person claims to have supervised 16 people but was employed as a clerk, there's a good reason to be skeptical," Meagher said.

Before arranging for an interview, employers should make a point to call at least one of the referenced organizations or contact people listed on the applicant's resume. This is the employer an opportunity to dis-

cuss a candidate's skills and qualifications in more detail.

"IT'S OFTEN easier to get information about an applicant from other small business owners or personal reference sources," Coxford said. "Larger corporations are now quite restricted about what can and

cannot be said about former employees.

Typically, large organizations can only confirm a former employee's length of service, regardless of the circumstances surrounding a voluntary leave or termination.

For more information on applicant evaluation techniques available to small business employers and managers, call MarkTrends at 474-1149.

Mary DiPaolo is the owner of MarkTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

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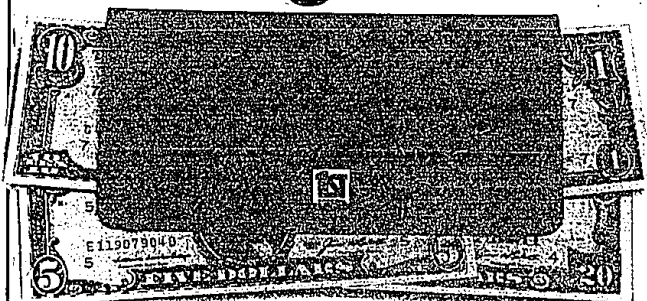
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