



SIRENS of CHROME

THE ENDURING ALLURE OF AUTO SHOW MODELS

Margery Krevsky

FAR LEFT TOP AND BOTTOM PHOTOGRAPHS COURTESY OF National Automotive History Collection at Detroit Public Library
FAR LEFT MIDDLE PHOTOGRAPH COURTESY OF Productions Plus

Promotional Points

- * Title heavily promoted in Hour Media properties such as *Hour Detroit* magazine, metro Detroit's award-winning monthly city magazine
- * Author is actively promoting title and is available for book signings, speaking engagements, and other appearances
- * Book includes never-before-seen photographs from private collections
- * Promoted on momentumbooks.com, sirens of chrome.com, and author blog
- * Book will be publicized through direct mail promotions and PR
- * Book/author will have a presence at auto shows worldwide

Summary

Sirens of Chrome is a visual joyride through auto show history. The focus isn't simply sheet metal; it's on the distinctly human presence. These human hood ornaments are descendents of the Sirens of ancient Greek lore. They seek not to dash ships upon rocks but to entice the purchase of land-worthy ships to sail upon the highways and byways of America. *Sirens of Chrome* includes dozens of photographs, programs, and posters culled from libraries, corporate files, and auto enthusiast portfolios, capturing decades of hot vehicles and torrid models. Discover whose "body" inspired the Rolls-Royce hood ornament or sit in a "rumble seat" with 1930s silver-screen goddess Joan Blondell. Gawk at the over-the-top opulence of the Somali leopard pelt-upholstered 1950 Cadillac Debutante, sing along with Dinah Shore while you "See the U.S.A. in Your Chevrolet," or shake your head in wonder at the fur bikini-clad model atop a Soviet-built Lada. Enjoy the ride!



2145 Crooks Road, Suite 208 • Troy, Michigan 48084

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