

Thursday, February 12, 2009

MATERIAL INTEREST

Breaking news on stuff that matters

Lady and the tramp



Horses under the hood, sure—but what about the charming creatures on top of it? For these, there's Margery Krevsky's new book, *Sirens of Chrome*, a look at the ladies who have made car shows great for the better part of a century. The Morning News sat down with Krevsky for a Q&A on the history of the American car spokesmodel, but the real treat is the visual history of auto girls, from Olympic figure skater Sonja Henie (who shilled for Cord in '36) to a sequined mermaid (a Plymouth's real-life hood ornament in '63). T&A brings levity by definition and design, but as the series indicates, it's not all fun: Check out Chrysler's bedraggled hobo from 1960 (pictured), agog over a beautiful blonde—who couldn't be less interested. If there's a better analogy for Detroit's current predicament, we haven't seen it.

[The Morning News]

MATTHEW SCHNEIER

Photo: themorningnews.org

12:28 PM, February 11, 2009