

THOMAS HENEAGE ART BOOKS

42 DUKE STREET ST JAMES'S LONDON SW1Y 6DJ



LaSalle Cadillac marketing brochure c.1927

Printed wrappers with Cadillac emblems. Fourteen chromolithographic plates mounted on printed, numbered leaves with ornamental borders. Pages numbered one to thirty-one, with only the uneven numbers, starting at page five, bearing illustrations.

A rare, exceptional suite of illustrations advertising the new LaSalle brand of luxury automobiles. Although the LaSalle was manufactured by General Motors' Cadillac division in 1927, the car was marketed as its own distinct brand. While LaSalle's boasted the established brand's quintessential elegance and stylistic range, they were priced lower than official Cadillacs, and quickly became the second-most popular marque in the GM portfolio.

Although the line was conceived as a more affordable option for Cadillac devotees, the advertising campaigns emphasised the LaSalle's luxury status. Commissioned campaigns by Edward A. Wilson and Thomas M. Cleland were intentionally international. Their illustrations place stylish, upper-class Americans and their equally vogue vehicles in exotic locations.

The illustrations in the present marketing brochure demonstrate this tactic. Each car is backdropped by a line drawing of a recognizable location including Mexico City, Rio de Janeiro, Rome, Madrid and London.

Designed by Harley Earl, the LaSalle was the first production car worldwide to prioritise design over engineering. Several sleek 1927 models are featured in the present brochure including the Coupe 303 and Phaeton. The catalogue concludes with several Cadillac series 314 cars, also debuted in 1927.

The impressive quality of the lithographs allows the brochure to promote Cadillac's wide range of colour combinations. Several models are depicted twice to demonstrate the available options. For instance, the two Phaetons on pages seventeen and nineteen are printed with both blue and green exteriors.



THOMAS HENEAGE ART BOOKS

42 DUKE STREET ST JAMES'S LONDON SW1Y 6DJ



THE SECRET OF THE NEW MOTORING DELIGHT

Forgetting for a moment the beauty which charms everyone, the LaSalle has one characteristic which stands out above all others. That is the utter absence of strain with which the superb 90-degree, V-type engine delivers its brilliant, buoyant performance.

Men and women rejoice equally in this most universal and instant responsiveness. It is a man's car in that it appeals to every boyish instinct in a man. It is a woman's car in that it answers to her slightest touch—bravely, brilliantly and without one iota of effort.

You may possess a LaSalle on the liberal term-payment plan of the General Motors Acceptance Corporation—the famous G. M. A. C. plan
CADILLAC MOTOR CAR COMPANY
DIVISION OF GENERAL MOTORS CORPORATION
DETROIT, MICH. OSHAWA, CAN.

