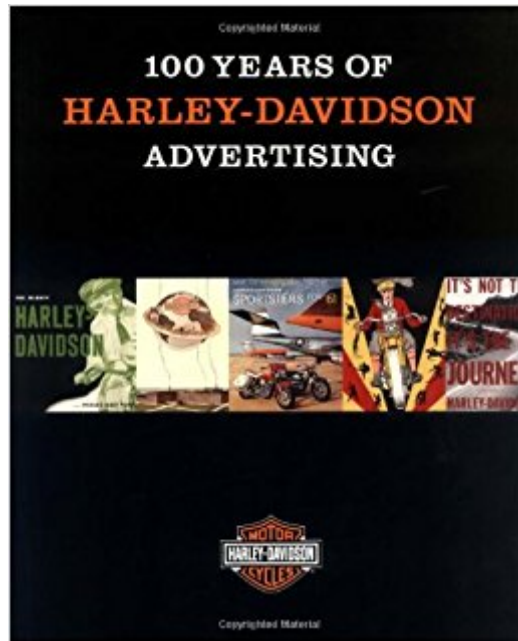




The book was found

# 100 Years Of Harley-Davidson Advertising



## Synopsis

This follow-up to the Harley Davidson centennial book of 2002 takes the reader through a century of Harley Davidson's witty and eye-catching print advertisements. The colourful and sometimes provocative print ads reflect the creative spirit and unique culture of Harley Davidson; the decade-by-decade presentation reveals how Harley has remained in tune with the times - and often ahead of its time - over the 20th century. From the "Gee Dad! Buy Me A Harley Davidson" campaign of the 1920s to "I Am Woman, Hear Me Roar" in the 80s, the book should entertain Harley fanatics and collectors of Americana alike.

## Book Information

Paperback: 120 pages

Publisher: Bulfinch; 1st Bulfinch edition (May 14, 2003)

Language: English

ISBN-10: 0821228293

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Product Dimensions: 8.6 x 0.5 x 10.5 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #2,263,280 in Books (See Top 100 in Books) #67 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising](#) #385 in [Books > Engineering & Transportation > Automotive > Motorcycles > History](#) #413 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Popular Culture](#)

## Customer Reviews

JACK SUPPLE is Chairman and Chief Creative Officer of Carmichael Lynch, the ad agency for Harley-Davidson since 1979. Their Harley ads has long been considered some of the best in the industry.

Agreed with other reviews, older advertisements would be nice especially the beginning years but I'm sure those are harder to come by. still a great book and is nice to look back on the history of such an iconic brand.

a good book , wish had more also

Nice publication with good graphic info of adverts. I had hoped to see more of the older adverts. I consider this book as extra to my collection.

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