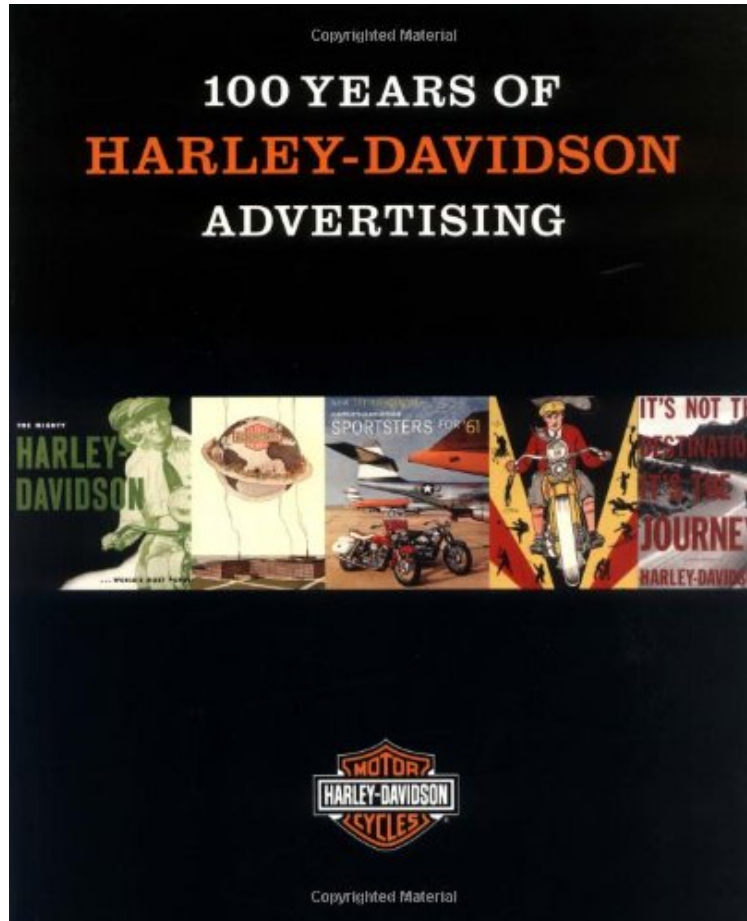


# 100 Years of Harley-Davidson Advertising

Jack Supple, Thomas C. Bolfert  
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#2486499 in Books Bulfinch 2003-05-14Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 10.50 x .50 x 8.631, 1.39 #File Name: 0821228293120 pages | File size: 15.Mb

**Jack Supple, Thomas C. Bolfert : 100 Years of Harley-Davidson Advertising** before purchasing it in order to gage whether or not it would be worth my time, and all praised 100 Years of Harley-Davidson Advertising:

0 of 0 people found the following review helpful. Perfect compliment to the 100 year anniversary collectionBy Jason T. CurtisAgreed 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.0 of 0 people found the following review helpful. a good book, wish had more alsoBy TONY CARPENTERA good book , wish had more also0 of 0 people found the following review helpful. 100 years of Harley Davidson advertisingBy Steven Van LovenNice publication with good graffic info of adverts.I had hoped to see more of the older adverts.I consider this book as extra to my collection.

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.

About the Author 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.