

**Chapter 1 : Harley-Davidson Prototype Knucklehead | S73 | Las Vegas**

*Read intimate accounts from company officials, dealers, and riders of classic Harley Davidson motorcycles of the s. Hundreds of period photographs from private collections and massive text trace the development of the H-D Big Twin from the sidevalve VL to the '61 and '74 models, and the legendary Knucklehead.*

Over the years, the "hog," as the bike is affectionately known by its riders, developed a reputation as the preferred transportation of rebels and outlaws, but it has also gradually been transformed into a sporty recreational vehicle for "weekend warriors" who hit the road after a tough week at the office. Personal Life Not much is known about the early life of Arthur Davidson, except that he hailed from Milwaukee, Wisconsin, and was born about His father was a cabinet maker who helped Davidson, his two brothers, and William S. Davidson was 20 in at the time when he and boyhood pal Harley first set about constructing a motorized bicycle. Arthur Davidson was a small-built man with sandy hair. According to Herbert Wagner in Harley-Davidson He could sit down to a stranger on the train and know his life story in five minutes. He loved a good joke and loved telling stories, and he was good at it, too. An avid outdoorsman, he was a lifetime member of the Izaak Walton League. During the last six years of his life, he was president of the American Motorcyclist Association, shaping much of its policy and helping it to expand. Around this time he also served as president of the Motorcycle and Allied Trades Association, a collection of people affiliated with the motorcycle industry. Davidson and his wife died in a car accident in late Career Details Davidson was trained as a pattern maker in a Milwaukee manufacturing firm, where his friend Harley worked as a draftsman. At this shop, they met Ole Evinrude, a German draftsman who would become known for his superior outboard boat motors. Like many young men, Davidson and Harley enjoyed puttering around with building things. Other shops across the United States and Europe were churning out motorized bicycles, which eliminated the need for pedaling, and this caught their interest. Evinrude helped the friends out by giving them De Dion engine drawings from a French factory where he used to work. Davidson then made the patterns for a small aircooled engine while Harley designed the bicycle. Working in a basement shop with little time or money, they soon realized they needed an experienced mechanic. He was already planning to return for the wedding of another brother, William, and the men had promised him an exciting ride on the new machine. Walter was thoroughly disappointed to discover that his brother wanted him to help build it, but agreed to join the operation. William later signed up as well. Harley went on to function as chief engineer and treasurer of the company, while Arthur Davidson became secretary and general sales manger. He also helped establish the Harley-Davidson Service School to provide quality mechanics for bike owners. Davidson was known as the financial brain of the firm, and dispensed business advice to dealers who were having money problems. This became especially necessary during the Great Depression. Harley-Davidson survived during these difficult domestic times, in large part because of foreign sales. Harley-Davidson kept up sales because the U. Postal Service and police departments continued purchasing the bikes for business. Began building motorized bicycle with William Harley. Harley-Davidson introduced V-twin engine. Harley-Davidson became top selling motorcycle in United States with dealers in 67 countries. Arthur Davidson died in auto accident. Social and Economic Impact In the Harley-Davidson company produced and sold their first three motorcycles. The next year, in an expanded shed, they built eight. After yet another addition in , the men moved their factory to Chestnut Street, now called Juneau Avenue, in Milwaukee, where the corporate offices still stand. Their uncle, James McLay, a beekeeper, loaned them money to build the 2, square-foot shop. In they made 1, bikes, including 27 of their trademark V-Twin engine models with a top speed of 60 miles per hour, which failed until the bugs were worked out a couple of years later. By the mids, Harley-Davidson was the third largest motorcycle manufacturer in the country, and by held the number one position, with dealers in 67 countries. By , Harley-Davidson was the only remaining American motorcycle company when its main competitor, Indian, closed its doors, and in it boasted a production of over ,, with demand continuing to grow. Harley-Davidson, however, is more than a motorcycle company with a strong brand recognition. Originally nicknamed the "Silent Gray Fellow," Harley-Davidson bikes were designed to be quiet, with large mufflers to subdue their

noise. They were marketed as practical transportation, even for families, if a sidecar was attached. Later the motorcycles became a favorite of sportsmen when the company began entering their products in races-and often winning. In fact, one of the Harley racers around reportedly used to do his victory laps with his pet pig sitting with him on the bike, giving rise to the nickname "hog. In World War I and II the bikes were used to run dispatch on the front lines, and the GIs took it upon themselves to begin chopping off parts-including headlights and fenders-to make the machine go faster. Thus the word "chopper" came to represent a customized Harley. Eventually it was expected that "hog" owners would personalize their bikes, not only by making them into choppers, but also by adding custom paint jobs or fenders and other unique touches. In , however, the image of the outlaw biker gained full momentum. An article in Life magazine detailed the horrors of a rebel motorcycle gang who terrorized a town in California. Though this proved to be bad publicity for Harley-Davidson, the media latched on and continued to beef up the stereotype, with films like *The Wild One* portraying the subculture. Unfortunately, the stories surrounding biker gangsâ€”rape, robbery, beatings, lootingâ€”were often more truth than fiction. During the s and s, lower-priced Japanese motorcycles, which lacked the stigma of the Harley, gained popularity among recreational bikers. By the s and s, however, the image of the Harley rider began to change. Though the tattoo-and-leather crowd, with their beards, booze, and bad attitudes, still roamed, more and more "yuppie" bikers began to take to the open road. This cadre of mellow executives and family men were, no doubt, intrigued by the "bad boy" element just as much as the appeal of the wind rushing past them as they sped down the highway. Harley-Davidsons could be seen lined up outside hip nightspots in major cities, expensive toys affordable only by the successful. Harley accessory boutiques sprang up in tony shopping districts. The company set up a slick web site, and in Turner Original Productions produced a special cable program narrated by actor James Caan and featuring celebrities such as David Crosby, Peter Fonda , Wynonna Judd , and a leather-clad Larry Hagman touting their love of the bike and its accompanying mystique. Finally, the Harley-Davidson seemed to be regaining its original intent as a vehicle for genteel sportsmen and women, albeit with a slight edge this time around.

## Chapter 2 : Harley-Davidson Motorcycle Models

*Harley-Davidson Revolutionary Motorcycles & Those Who Rode Them by Herbert Wagner Relive the golden age of Milwaukee motorcycling with this unique book that goes beyond the rest. Read intimate accounts from company officials, dealers, and riders of classic Harley Davidson motorcycles of the s.*

Harley-Davidson There are few material objects that hold the degree of mystique that envelops the Harley-Davidson motorcycle. The very name conjures a warehouse of connotations: Over the years, the "hog," as the bike is affectionately known by its riders, developed a reputation as the preferred transportation of outlaws; a gritty subculture grew up around the motorcycle and established it as an iconic badge in America and abroad. Though remaining the ride of choice for hard core bikers, by the end of the s the Harleyâ€”once feared and despised by law-abiding middle and upper-class Americansâ€”had been gradually transformed into well-polished, sporty recreational vehicles for "weekend warriors. Harley-Davidson motorcycles neither set out to target the fringe element of the market, nor consciously to create the wild image that developed around their products. Soon after the dawning of the twentieth century, draftsman William Harley and his pattern-maker friend Arthur Davidson, set out simply to design and manufacture a motorized bicycle that would eliminate the need for pedals. They were helped along by Ole Evinrude, a German draftsman who later became known for his superior outboard boat motors. Evinrude had worked in a French factory and provided the duo with De Dion engine drawings to get them started. Davidson made the patterns for a small air-cooled engine while Harley designed the bicycle. Another brother, William, later joined the operation as well. Davidson, assisted the entrepreneurs by fixing up a ten-by-fifteen-foot shed in the backyard as the first factory with "Harley-Davidson Motor Company" painted on the door. The "factory" was officially opened in Milwaukee in , and the Harley-Davidson Motor Company was incorporated in . The Harley-Davidson company web site <http://www.harley-davidson.com>: Walter Davidson was appointed company president, and William Davidson held the position of works manager. Nicknamed the "Silent Gray Fellow," the original Harley-Davidson motorcycle was a far cry from the thundering, macho vehicle it later became. Initially, the company installed large mufflers to subdue the noise, and tried to sell the bikes as practical family transportation, provided a sidecar was purchased. The product, however, instead caught on with fun-loving sportsmen. Into regular production of their bikes by , the Harley-Davidson firm moved their factory to Chestnut Street, now called Juneau Avenue, in Milwaukee, where the corporate offices still stand. Their uncle, James McLay, a beekeeper, loaned them money to build the 2,000-square-foot shop. In , they produced 1,000 motorcycles, and in , the number had increased to 1,500. By , Harley-Davidson cranked out over 9,000 vehicles in one year. By mid-1920s Harley-Davidson was the third largest motorcycle manufacturer in the country, and by 1930 held the number one position, with dealers in 67 countries. With Arthur Davidson concentrating on sales strategy and Bill Harley focusing on testing and development, the company ensured its staying power. By , when its main competitor, Indian, closed its doors, Harley-Davidson became the sole remaining American motorcycle company, and by 1930 it boasted a production of over 100,000 bikes, with demand continuing to grow. Its legendary Sportster model was first released in 1957. In addition, the company boasted a strong product guarantee. Harley-Davidson even survived during difficult economic times, thanks to its foreign sales, and the fact that it supplied the U. S. Postal Service and police departments. At that time, soldiers began the practice of chopping off partsâ€”including headlights and fendersâ€”to make the machine go faster. Thus, the word "chopper" came to refer to an altered Harley. Eventually it was expected that "hog" owners would personalize their bikes, not only by making them into choppers, but also with custom paint jobs or fenders and other unique touches. A couple of theories have evolved as to why Harleys were also dubbed "hogs. In 1930, the image of the outlaw biker gained full momentum when an article in Life magazine detailed the horrors of a rebel motorcycle gang who terrorized a town in California. Unfortunately, the stories surrounding biker gangsâ€”rape, robbery, beatings, lootingâ€”were often more truth than fiction. In the s, journalist Hunter S. Thompson. During the s and s, the preferred vehicle for a mainstream motorcycle enthusiast was usually a lower-priced Japanese model, derogatorily nicknamed a "rice burner" and denounced by Harley riders as watered-down imitations of "true" motorcycles. However, foreign bikes were more accepted in polite

society because they were free of the stigma of the Harley, which had come to symbolize low-class, dirty deviants. However, during the s the image of the Harley rider began to change again. Though the leather-clad anti-social bike gang members still existed, more and more "yuppie" bikers began to take to the open road. In addition to the appeal of Harleys as well-made American vehicles, a new class of men was undoubtedly also intrigued by the outlaw image. Harley-Davidsons soon became a recreational vehicle for successful businessmen, much like a boat or Jet-Ski. The bikes could be seen lined up outside hip nightspots in major cities on weekends, and streaming down highways headed out of town. Harley accessory boutiques mushroomed in upscale shopping districts around the country. The company set up a slick web site, and appropriated events like Daytona Bike Week in Florida and the annual motorcycle rally and races in Sturgis, South Dakota , for generating corporate publicity. The American Motorcycle, narrated by actor James Caan and featuring celebrities such as David Crosby, Peter Fonda , Wynonna Judd , and a leather-clad Larry Hagman touting their love of the bike and its accompanying aura. The Tonight Show host Jay Leno became another well-known aficionado. As the Harley-Davidson approached its hundredth anniversary, it seemed to be regaining its originally intended use as a vehicle for genteel sportsmen and women, while its continuing popularity remains a tribute to American entrepreneurship and hard work. The Big Book of Harley Davidson: Milwaukee, Wisconsin, Harley Davidson, Inc. Four Men, One Dream. London, Quintet Publishing, Ltd. New York , Ballantine Books, Atglen, Pennsylvania, Schiffer Publishing Ltd. Cite this article Pick a style below, and copy the text for your bibliography.

**Chapter 3 : Harley-Davidson - Wikipedia**

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Beginning[ edit ] In , year-old William S. Harley drew up plans for a small engine with a displacement of 7. Over the next two years, Harley and his childhood friend Arthur Davidson worked on their motor-bicycle using the northside Milwaukee machine shop at the home of their friend, Henry Melk. Upon testing their power-cycle, Harley and the Davidson brothers found it unable to climb the hills around Milwaukee without pedal assistance. They quickly wrote off their first motor-bicycle as a valuable learning experiment. This first "real" Harley-Davidson motorcycle had a bigger engine of The bigger engine and loop-frame design took it out of the motorized bicycle category and marked the path to future motorcycle designs. Davidson was then toolroom foreman. This prototype machine was functional by September 8, , when it competed in a Milwaukee motorcycle race held at State Fair Park. It was ridden by Edward Hildebrand and placed fourth. This is the first documented appearance of a Harley-Davidson motorcycle in the historical record. By April, complete motorcycles were in production on a very limited basis. That year, the first Harley-Davidson dealer, Carl H. Lang of Chicago, sold three bikes from the five built in the Davidson backyard shed. The company produced about 50 motorcycles that year. Harley graduated from the University of Wisconsinâ€”Madison with a degree in mechanical engineering. That year additional factory expansion came with a second floor and later with facings and additions of Milwaukee pale yellow "cream" brick. With the new facilities production increased to motorcycles in The company was officially incorporated that September. They also began selling their motorcycles to police departments around this time, a market that has been important to them ever since. Davidson , brother to Arthur and Walter Davidson, quit his job as tool foreman for the Milwaukee Road railroad and joined the Motor Company. Production in and were all single-cylinder models with Although shown and advertised, very few V-Twin models were built between and These first V-Twins displaced This gave about double the power of the first singles. Production jumped from motorcycles in to 1, machines in In , an improved V-Twin model was introduced. The new engine had mechanically operated intake valves, as opposed to the "automatic" intake valves used on earlier V-Twins that opened by engine vacuum. With a displacement of After the majority of bikes produced by Harley-Davidson would be V-Twin models. In , Harley-Davidson introduced their patented "Ful-Floteing Seat", which was suspended by a coil spring inside the seat tube. Begun in , the factory with its many additions would take up two blocks along Juneau Avenue and around the corner on 38th Street. Despite the competition, Harley-Davidson was already pulling ahead of Indian and would dominate motorcycle racing after Production that year swelled to 16, machines. Ralph Hepburn on his Harley racing bike in this photo. The effort was discontinued in because of disappointing sales. Despite this, Harley-Davidson unveiled a new lineup for , which included a flathead engine and Art Deco styling. They also designed and built a three-wheeled delivery vehicle called the Servi-Car , which remained in production until The Japanese license-holder, Sankyo Seiyaku Corporation, severed its business relations with Harley-Davidson in and continued manufacturing the VL under the Rikuo name. One of only two American cycle manufacturers to survive the Great Depression , [2] [36] Harley-Davidson again produced large numbers of motorcycles for the US Army in World War II and resumed civilian production afterwards, producing a range of large V-twin motorcycles that were successful both on racetracks and for private buyers. The A in this case stood for "Army". Upon the outbreak of war, the company, along with most other manufacturing enterprises, shifted to war work. Harley produced the WLC for the Canadian military. Shipments to the Soviet Union under the Lend-Lease program numbered at least 30, This shared no dimensions, no parts or no design concepts except side valves with any prior Harley-Davidson engine. Only 1, were made and the XA never went into full production. It remains the only shaft-driven Harley-Davidson ever made. Hummers and Aermacchis[ edit ] See also: The Bobcat was manufactured only in the model year. The M had a semi-step-through frame and tank. The MS was a M with a larger tank that eliminated the

step-through feature. Production continued until 1937. In 1937, following their application to the U. S. Tariff Commission for a 40 percent tax on imported motorcycles, Harley-Davidson was charged with restrictive practices. This tactic resulted in a labor strike and lower-quality bikes. Sales and quality declined, and the company almost went bankrupt. The bike was essentially a stock Harley with Confederate -specific paint and details. Harley-Davidson subsequently rejected offers of assistance from Japanese motorcycle makers. Many components such as brakes, forks, shocks, carburetors, electrics and wheels were outsourced from foreign manufacturers and quality increased, technical improvements were made, and buyers slowly returned. This bike was then brought back as a commemorative model in 1938. Buell continued to buy engines from Harley-Davidson until 1941, when Harley-Davidson bought 49 percent of the Buell Motorcycle Company. The resulting single-cylinder Buell Blast was introduced in 1938, [77] and was made through 1941, which, according to Buell, was to be the final year of production. In those 14 years, more than 100,000 participants in the course learned to ride on the Buell Blast. The company refused to consider selling Buell. The location was positioned to sell motorcycles in the southern hemisphere market. HOG stock price source: At the same time, its current dealers typically had waiting lists that extended up to a year for some of the most popular models. Harley-Davidson, like the auto manufacturers, records a sale not when a consumer buys their product, but rather when it is delivered to a dealer. Therefore, it is possible for the manufacturer to inflate sales numbers by requiring dealers to accept more inventory than desired in a practice called channel stuffing. When demand softened following the unique model year, this news led to a dramatic decline in the stock price. Problems with Police Touring models[ edit ] Starting around 1938, several police departments started reporting problems with high speed instability on the Harley-Davidson Touring motorcycles. The CHP test riders reported experiencing wobble or weave instability while operating the motorcycles on the test track. The York facility employs more than 3,000 workers, both union and non-union. MV Agusta Group contains two lines of motorcycles: Harley-Davidson India In August 2011, Harley-Davidson announced plans to enter the market in India, and started selling motorcycles there in 2012. The company established a subsidiary, Harley-Davidson India, in Gurgaon, near Delhi, in 2012, and created an Indian dealer network. The fall in value is believed to be connected to the 66 percent drop in the company profits in two quarters of the previous year. The announcement came in the wake of a massive company-wide restructuring, which began in early 2011 and involved the closing of two factories, one distribution center, and the planned elimination of nearly 25 percent of its total workforce around 3,000 employees. The company announced on September 14, 2011, that it would remain in Wisconsin.

#### Chapter 4 : Harley-Davidson | racedaydvl.com

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