

Title: Harley-Davidson Collection

Call Number: Mss-0495

Inclusive Dates: 1912 – ongoing

Bulk: 0.4 cu. ft.

Location: WHS, Sh. B026

Historical Note: This Milwaukee company was started in 1903 by William A. Davidson, Walter Davidson, Arthur Davidson, and William S. Harley in a shed in the Davidson's backyard. By 1907, the Harley-Davidson Company was incorporated as sales and production continued to grow. Harley-Davidson managed to survive the Depression years and was an active part of the war effort during WWII. After the war, Harley-Davidson expanded its product line and offered stock to the public in 1965. In 1969, Harley-Davidson was merged with AMF, Inc., but by 1981 had "unmerged" when management personnel bought the company back from AMF. Harley-Davidson has survived to become the only American motorcycle manufacturer.

Administrative Note: The collection was processed on April 20, 1993 by Steve Daily. Material was added to the collection on May 2000, Nov. 2000, June 2001 and was processed by Kevin Abing. On March 1, 2002, articles, brochures, clippings, re: 95th Anniversary, 1998 were donated.

See Also: Harley-Davidson Photos

Folder Headings	Box #	Folder #
Catalogs, Publications, Articles Articles, brochures, clippings, re: 95 th Anniversary, 1998 <i>The Harley-Davidson Dealer</i> , Photocopies of 3 articles (1912, 1913) "Harley-Davidson Experience Center," <i>Exclusively Yours</i> , Nov. 1999 Harley-Davidson Museum Programs, 2010 Harley-Davidson plant tour guide July 11, 1993 "High on the Hog" <i>Chicago Tribune Magazine</i> June 6, 1993 "How to Hang on to Your Core Market the Harley-Davidson Way" <i>Financial World</i> Sept. 26, 1995 1993 Harley-Davidson catalog 1992 Harley-Davidson catalog 1993 90th Anniversary informational pamphlet 2004 Harley-Davidson catalog	1	1
<i>Community Investments Report</i> 1997 <i>The Enthusiast</i> , Harley-Davidson publication (Sept.1953, Summer, 1992)	1	2

Harley-Davidson Bicycle catalog (1917), photocopy <i>Hog Tales</i> May/June 1998, vol. 16 no. 3 Manual, 1919 100 th Anniversary Celebration Pamphlet, August 28-31, 2003		
AIW Local #209 Golden anniversary yearbook 1937-1987 <i>American Rider</i> "Negative 599: Tracing the Legacy of the 1903 Harley-Davidson Motorcycle" Dec. 1997 -"90 Years of Harley-Davidson" <u>American Iron</u> special edition	1	3
Binder of Harley-Davidson service bulletins-scattered issues (March, 1917-April, 1924)	1	Loose in box