WIBIO Harley

Transcript from Caption File

1

2 § §

3

4 What does it take

to get a good idea rolling?

5 Vision?

Necessity?

6 Sometimes

you need to fish around

7 for the best ideas.

8 And Bill and Arthur

loved fishing

9 just like their pal

Ole Evinrue.

10 "Hello!"

11 The only bad part

was the ride home.

12 Tackling the steep hills

with their weak bikes.

13 "These hills

are steep!"

14 "And our bikes

are weak!"

15 As I was saying,

in the late 1890s

16 lots of people were inventing

lots of awesome things.

17 People were fascinated

with machines

18 and what they could do

to improve people's lives.

19 Bill and Arthur wanted

to build a better motorcycle.

20 They didn't invent

the motorcycle.

21 They simply wanted

to make it better.

22 "I want to

make it better"

23 "Me too."

24 § §

25

26 So Bill and Arthur

set up shop

27 in the basement

beneath the family home

28 but quickly

wore out their welcome.

29 So they moved into

a small wooden shed

30 in Milwaukee, Wisconsin.

31 Soon they were joined

by Arthur's brothers

32 Walter and William.

33 Walter

and William Davidson

34 worked at the Milwaukee Road

rail car shop

35 and provided

much needed parts, tools

36 and expertise

that Bill and Arthur needed.

37 Even so,

it took the team two years

38 to finish

the first bike.

39 In 1903, they sold

their first motorcycle

40 to their friend Henry.

41 And by 1904,

sales were taking off.

42 Bill Harley and the Davidson

brothers were in business.

43 Harley Davidson Motor Company

had arrived.

44 The new company

faced stiff competition.

45 They decided the best way

to get people

46 to notice their motorcycles

was by winning races.

47 Winning races helped prove

that Harley Davidson

48 made the best motorcycle

on the market.

49 With all their success,

the factory expanded

50 and business grew more than

they could have ever dreamed.

51 Then, came

the Great Depression.

52 Despite the hard times

53 Harley Davidson

stayed in business

54 and sold their motorcycles

at lower prices.

55 They also adapted

their bikes to many uses.

56 One of these uses

was providing motorcycles

57 during World War I

and World War II.

58 The increase in production

meant more jobs for men

59 and especially women.

60 It was during

this time

61 that the original founders

of the company

62 Bill, Arthur, William,

and Walter, passed away.

63 The old fishing buddies

left behind

64 a special legacy

in Milwaukee.

65 Many returning GIs

had fond memories

66 of their Harleys

from the war.

67 Some even took them home.

68 Many of them

became lifelong customers.

69 The Harley Davidson Company

70 became one of Wisconsin's

top employers.

71 People all over the country

were hitting the road

72 on Harley Davidson motorcycles

made in Milwaukee.

73 The company has had

its share of ups and downs

74 but Milwaukee

still takes pride

75 in being part

of Harley Davidson history.

76 Launched by two kids

riding their bikes

77 Harley Davidson

is still rolling ahead today.

78 Sometimes, you just need

to go fishing for good ideas

79 and see

what you catch.

80