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