

HARLEY-DAVIDSON *for* 1930



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The Harley-Davidson "74" Twin

RECOGNIZED everywhere as the world's standard motorcycle, with 26 years of progress behind it, the "74" Twin today stands head and shoulders above all comers. For 1930 this famous Twin has been completely re-designed from stem to stern . . . new motor, new frame, new forks, new wheels, new tanks, new generator, everything new! For solo or sidecar riding the new "74" Twin asks no favors of anything on the road.

The new "74" Twin motor, designed along the lines of the "45" that proved such an outstanding success last season, is exceptionally accessible, clean and dependable. Its genuine Ricardo heads are scientifically designed to provide the correct turbulence of compressed gases and assure quick, complete combustion. They are easily detachable for carbon removal and valve grinding.

For 1930 the "74" frame has been strengthened at all vital points. It is now at least 100%

stronger. The saddle position is two inches lower, and the large capacity tanks are shorter and wider. Double-strength drop forged sides feature the 1930 front forks. They are built to stand the hardest service.

Quick detachable, interchangeable wheels are standard on the "74" Twin for 1930. This exclusive Harley-Davidson feature is especially valuable in combination with the sidecar. Drop-center rims and big, 4" full balloon tires complete the equipment.

Many new advancements for 1930 — added to the time-tried and proved features of former models — have made the "74," more than ever, the greatest motorcycle value ever offered.



Model 30V, 74 cubic inch Twin, fitted with nickel iron pistons, \$340 at factory. Model 30VL, fitted with Dow metal pistons and high compression cylinder heads, \$340 at factory. Model 30VS, for sidecar use, fitted with nickel iron pistons, standard compression heads and sidecar gearing, \$340 at factory.



The Harley-Davidson "45" Twin

ONE of the most popular models Harley-Davidson ever built, the new "45" Twin for 1930 has a host of new features to win the enthusiastic approval of the most exacting motorcyclist. This handsome middleweight Twin is meeting with great favor among riders who demand abundant power, lightning acceleration and breath-taking speed, amazing comfort and ease of handling.

An entirely new frame design gives lower riding position, greater road clearance and more rugged strength. Drop forged forks, wider and shorter tanks, bigger tires, drop-center rims, improved clutch, enlarged front brake and theft-proof lock are a few of the more important new features on the "45" Twin for 1930.

The double front drive chain, which proved its merit during the 1929 season, is retained for 1930 with the addition of positive lubrication from the throttle controlled

motor oiler. Like all the 1930 Harley-Davidsons, the "45" has the exclusive bullet-type headlights, spring seat post, carburetor air cleaner, waterproof lighting and ignition system and Alemite lubrication.

While the Harley-Davidson "45" is designed primarily as a solo motorcycle, it can also be used with splendid results in combination with the lighter weight "45" Sidecar, shown below. The low, graceful streamline body lends a touch of distinction to the racy lines of the motorcycle. In style and workmanship this lighter outfit is fully the equal of the "74" Twin Sidecar. Ample leg room and luggage space are provided.



Model 30D, standard 45 cubic inch Twin, \$310 at factory. Model 30DL, with high compression cylinder heads, \$310 at factory. Model 30DS, for sidecar use, with standard compression heads and sidecar gearing, \$310 at factory. All "45" models are fitted with Dow metal pistons.

Model 30LS, Sidecar for "45" Twin, \$90 at factory, without motorcycle.



The Harley-Davidson "30.50" Single

FOR anyone who desires a lighter weight motorcycle that is just as sturdily built but even easier to handle than the "74" and "45" Twins, the new "30.50" Single is an ideal mount.

Designed exclusively for solo riding, this zippy new Single has a big, rugged motor that easily turns up better than mile-a-minute speed, and develops power enough for the toughest going. The motor has moderate high compression which means long motor life and exceptional operating economy. The light Dow metal piston minimizes vibration and gives quick acceleration.

The "30.50" motor is remarkably simple and accessible. Its genuine Ricardo cylinder head is easily removable and gives quick access to the valves and piston head. Carbon can be scraped and valves ground in twenty minutes. Anyone can do the job and no special tools are required.

Except for the motor, all

parts of the "30.50" Single for 1930 are interchangeable with the "45" Twin. The new 1930 features of the "45," such as the double strength frame, drop forged forks, bigger tires, drop-center rims, wider and shorter tanks, theft-proof lock, improved clutch and enlarged front brake are standard equipment on the "30.50."

On the "30.50" Single, as on all the 1930 models, Harley-Davidson again sets the pace in electrical equipment with the new generator that automatically increases its output for night riding. When the rider switches on the headlights, the output of current from the generator is automatically increased to take care of the added consumption of current.

On pages 8 to 11 you will find complete details of design, construction and equipment of all the new 1930 models.



Model 30C, 30.50 cubic inch Single, fitted with Dow metal piston, \$260 at factory.

ADVANCEMENTS, features, refinements by the score make the 1930 Harley-Davidson the most talked about and admired motorcycles and sidecars we have produced in years. Now, added conveniences, greater accessibility, lower riding position, easier handling, greater durability, increased safety and advanced electrical equipment make motorcycleing with a Harley-Davidson more than ever the World's Greatest Outdoor Sport.



Ricardo Head Motors

The 74 and 65 cubic inch motors are V-type, air cooled, four-stroke cycle with two cylinders, while the 36.6 cubic inch Single is air cooled, four-stroke cycle with single cylinder. All are of surprisingly simple design and construction, features which make for minimum vibration and wear and consequently long motor life.

Characteristic of every Harley-Davidson motor, is smooth, simple power, instant acceleration and almost limitless durability — qualities which are the result of correct engineering and conscientious workmanship.

The motors of all Harley-Davidson models are equipped with genuine Ricardo remote side cylinder heads. Scientifically designed to provide the correct turbulence of compressed gases, Ricardo heads assure quick, complete combustion and are easily detached for quick access to valves and piston head. Valve grinding and carbon scraping is a simple, easy job which any one can do.

The compression ratio of each motor is the ratio which long experience has proved to be correct for the development of maximum power, smooth and

Many Outstanding Features Distinguish the 1930 Harley-Davidson

rapid acceleration, adequate cooling and easy starting. The deep cooling fins cause the air to circulate all around the cylinders, thus effectively dissipating excess heat — providing a cool, sweet running motor at all speeds.

The cam action employed in all Harley-Davidson motors is the result of many years of experience in designing air cooled motors and is positive assurance of correct timing with consequent development of maximum power and efficient co-ordination of all working parts.

The greatest lubrication advancement ever incorporated in a motorcycle is the throttle controlled mechanical oiler. The Harley-Davidson mechanical oiler is controlled by the throttle so that the proper amount of oil is positively fed to the motor and front drive chain at all ranges of speed.

This all-speed oiler makes for greater riding safety, especially at high speeds, and greatly lengthens motor life and reduces upkeep cost. It is only necessary to use the auxiliary hand pump occasionally when riding at sustained top speeds, and for flushing and refilling the crank case. Adjustment to control the rate of flow of oil can be quickly and easily made.

A self-cleaning carburetor air cleaner is installed on the motors of all models to prevent foreign matter from entering the motor through the carburetor — an advancement that minimizes wear and assures long motor life.



Drop Forged Forks

Forced forks of new design, with heat treated drop forged steel, feature all the 1930 models. These new forks assure an strong as any fork previously used. Tested and re-tested by every means at our command, these sturdy new I-beam forks are built to stand the "gaff" of heaviest service, year after year. The spring suspension in the front forks, cushions the bumps and enables the rider to handle his mount with ease.

Double Strength Frame

All the Harley-Davidson motorcycles feature a loop frame of unusual rigidity and strength. The frame head and all fittings are made of drop forged steel. A wide transverse support the base of the motor. The frame members are strongly reinforced, heavy gauge, high carbon, stainless, tubular steel. The upper rear stays of the "T" Twin frame are of 1 1/2 inch tubing — even heavier and sturdier than the rugged Harley-Davidson frame of former models.



Quick Detachable Interchangeable Wheels

Here is the most startling, revolutionary new feature ever offered to the American motorcycle public. Quickly detachable and interchangeable wheels! With these new wheels, which are standard equipment on the "T" Twin and Sidecar for 1930, changing on the road is now a matter of moments. By simply loosening one nut, the axle is easily removed. (See the illustration above.) The wheel is then pulled out of the spline coupling that holds it securely in the brake hub.

Each wheel on the Big Twin and Sidecar for 1930 is interchangeable with the others by this quick, simple process. A spare which, with tire inflated, can be carried on the rear of the sidecar. The brake drums, hubs, sprockets and chains do not come out with the wheels but remain fixed and their adjustment is not disturbed.

Deep-center rims still further speed up tire changing on all models, and big lynch ball ballon tires add even more to Harley-Davidson's famous easy riding qualities.

Effective Brakes

All Harley-Davidson are equipped with effective brakes so that the rider can bring his machine to a complete stop in much less than the usual distance. On the motorcycles there are two brakes, front and rear. The rear wheel brake is fast operated from a

pedal beside the right footboard. A slight pressure on the pedal is sufficient to make this big service brake effective. The front wheel brake, which was pioneered and first introduced by Harley-Davidson, is hand operated by a conveniently placed lever on the left handlebar. It is of the internal expanding type and is positively non-locking.

In addition, the "T" Twin Sidecar for 1930 features a sidecar wheel brake which is operated by the foot pedal simultaneously with the rear brake on the motorcycle. Thus the Big Twin and Sidecar combination has effective braking on all three wheels.

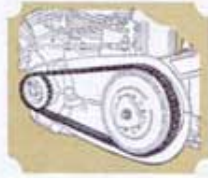


New, Improved Clutch

A new, improved, multiple dry disc clutch, with six friction surfaces and lower spring pressure is now standard on the Big Twin. The clutch of the "45" and "35.50" models also has an increased number of friction surfaces and reduced spring pressure. These new improvements for 1930 result in a clutch of much longer life and valve-like action.

Double Drive Chain

All the 1930 models are fitted with double front drive chains. This big double chain makes with double



sprockets and makes for longer life and a smoother, more quiet flow of power. Chain is positively lubricated by a separate plunger in the throttle controlled mechanical oiler and requires little or no attention from the rider.

3-Speed Transmission

A sure, three speed sliding gear transmission is an integral part of all Harley-Davidson models. No service is now necessary to correct this standard gear set. A positive gear shift's lock gate on the Big Twin transmission prevents the gears from jumping out of position. Gears cannot be shifted until the clutch is released and no damage can come to the gears through careless shifting.

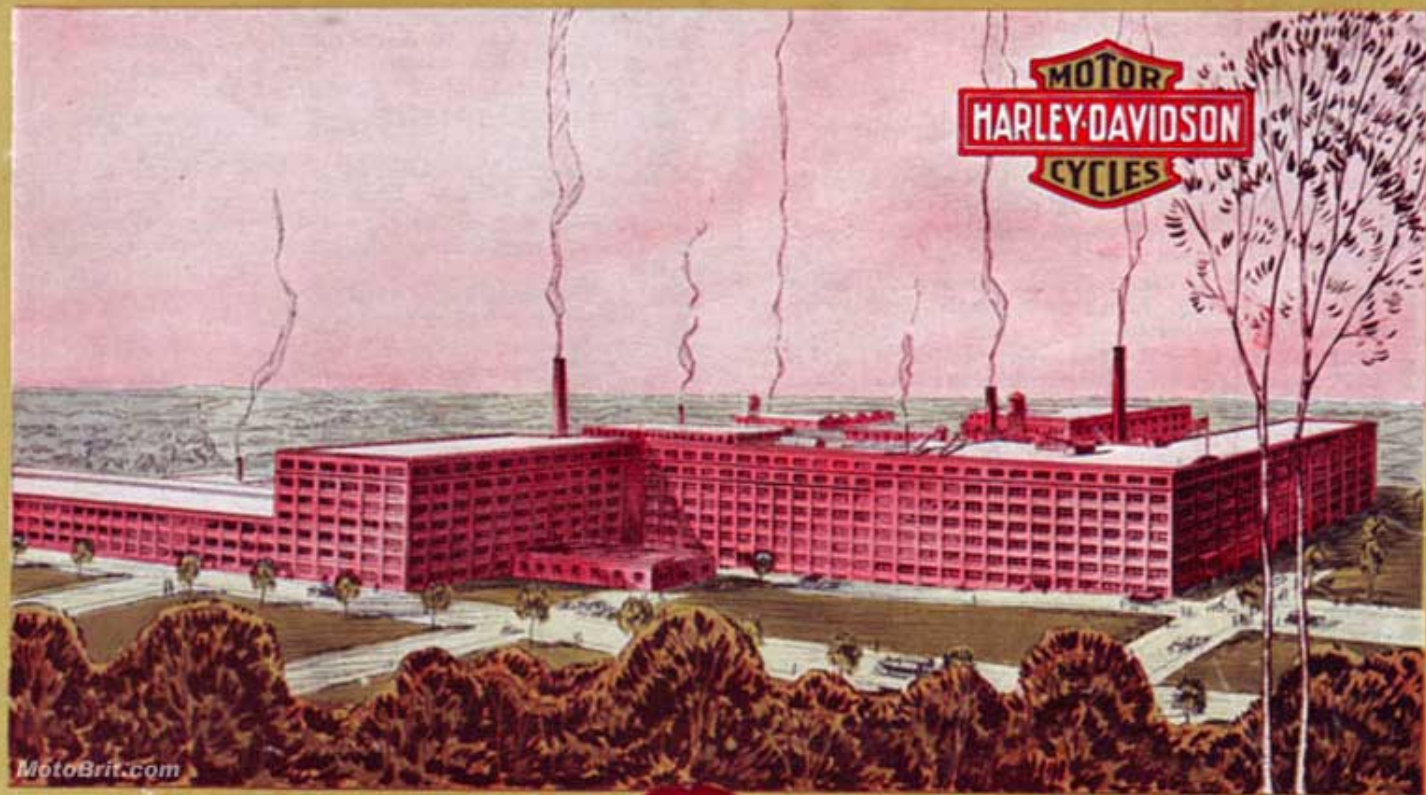
Alemite Lubrication

There are Alemite fittings on all the principal bearing surfaces that are not lubricated by the mechanical oiler. Not only are lubrication be done quickly, but the 500 pound pressure under which the grease is delivered, forces out all the old cold grease and allows the bearing surfaces to function freely with minimum wear. An Alemite gun is regular equipment on all models.



Steering Head Lock

A new, built-in tumbler lock in the frame head makes all the 1930 Harley-Davidson theft-proof. You simply turn the front wheel to the left, give your individuality out key a turn in the lock, and your motorcycle is securely locked with the front wheel at an angle so that it cannot be ridden away. Another exclusive Harley-Davidson feature for 1930.



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This Immense Plant is Devoted Exclusively to the Manufacture of Harley-Davidson Motorcycles