



For a happy you
in '52
it's **HARLEY-
DAVIDSON**



you always find **HARLEY.**

It's a wonderful feeling! You need a healthy laugh and the feeling of good fellowship to pick you up and lift you out of the rut of daily living. That's what motorcycling does for you. It's the most exhilarating, most exciting sport in the world. And it's more so when you own and ride a Harley-Davidson, the best motorcycle in the world. Just ask the fellow who owns a Harley-Davidson. Yessirree, he's proud of his world-famous mount. He knows he's riding the motorcycle that's been tops for nearly half a century. He knows that Harley-Davidson will continue to lead the field because scores of engineers, skilled workers and test riders are concentrating on doing just one thing — designing and producing the finest motorcycle you can buy anywhere.





DAVIDSON *where there's fun and friendship...*



for you in '52

**74
O.H.V.**

This is it! This is the cream of the motorcycle crop. Here's the baby that will make your chest buttons pop with pride when you're wheeling it down your favorite boulevard, on that shady country road or just showing it off to the gang at your local hangout. Ride a 74 and you'll be sure to ride the world's best!



that's for me . . .

**says Ed Chambless
Montgomery, Alabama**

"When I say I ride the best, I can only mean the Harley-Davidson 74 O.H.V.," says Ed in talking about his highly praised mount. Ed supports his claim by proudly pointing to the many trophies he has won at field meets, rodeos and enduros.



that's for me . . .

says Dot Robinson
Detroit, Michigan

...and Dot ought to know, being a pioneer and present president of the Motor Maids of America, most popular girl rider of 1950, and nationally known for her terrific showings in endurance runs. Ask Dot — she'll tell you her "61" handles like a dream!



in '52 it's for you

There isn't enough room on this page to list all the reasons why the 61 O.H.V. is the sweetest running motorcycle you can buy. It sure is a honey! Hydra-Glide fork, flicker-fast foot shift and the power of its forty horses are just a few of its wonderful features. Ask the lucky guy who owns one!

61
O.H.V.



for you in '52

**45
Side
Valve**

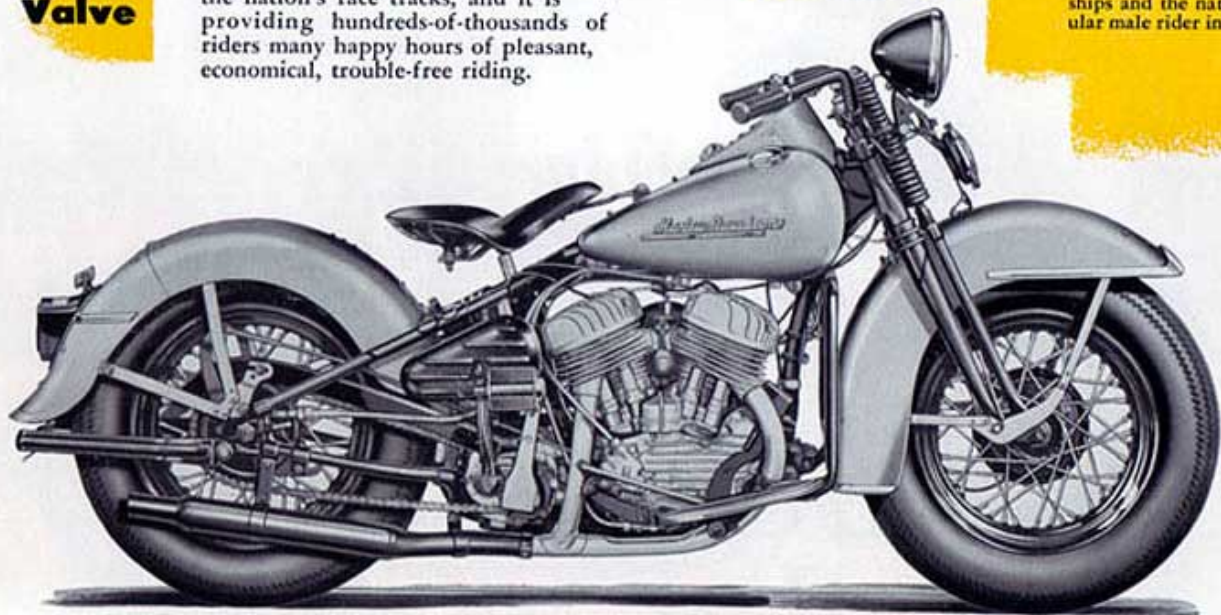
You've got to take your hat off to the Harley-Davidson "45." It was a hero on the battlefields of Europe and the South Pacific, it has broken records on all the nation's race tracks, and it is providing hundreds-of-thousands of riders many happy hours of pleasant, economical, trouble-free riding.



that's for me . . .

says Jimmy Chann
Peoria, Illinois

"Depend on the Harley-Davidson 45 Side Valve motor for any trip, short or long, hilly or mountainous. The "45" always comes back home." That was Jimmy Chann talking, winner of six national racing championships and the nation's most popular male rider in 1950.



for both of you in **'52**

**the
SIDECAR**

Share your motorcycling fun and pleasure with a friend or relative by using a streamlined Harley-Davidson Sidecar. You'll go for its trim lines, sturdy construction and smart finishes to match your Harley-Davidson.



that's for us . . .

say Mr. and Mrs. Andy Carl
Milwaukee, Wisconsin



"You can't beat our Harley-Davidson and Sidecar for sheer pleasure, smooth riding and economy," say Andy and Erna Carl. Andy talks with the authority of twenty-seven years of riding experience.





for you
in' **52**

greater
comfort,
more
pleasure ...

MotoBrit.com



New for '52. Super-fast foot shift with hand clutch for greater riding pleasure and convenience. Clutch booster for easy operation.



The world-famous, advance-design, power-packed O.H.V. motor with hemispherical combustion chambers.



New design muffler reduces back pressure and has resonant chamber to produce a low note.



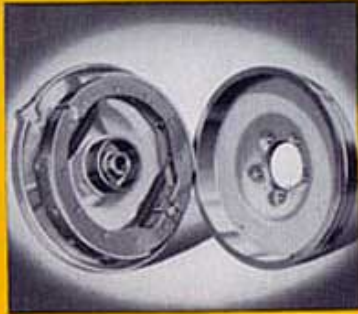
Saddle mounts on an adjustable seat post for jar-free riding. Also on the 45 Twin.



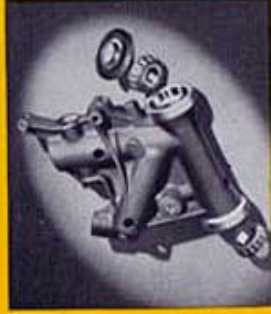
HARLEY-DAVIDSON BIG TWIN FEATURES



Famous Hydra-Glide fork "irons out" bumps and ruts, making for floating, smooth-riding comfort.



Internal expanding brakes front and rear. Front brake is handlebar operated; rear brake is right foot operated.



Steering head houses Timken tapered roller bearings and a handy, theft-proof lock.



Improved for '52. Rugged, welded frame of alloy steel tubing and tough drop forged fittings.

Chrome-plated spotlights for Hydra-Glide model. Easily mounted on fork. Hi-quality pre-focused bulb. Fog lenses are available.



Gracefully curved chrome rear bumper of durable construction. Protects fender and rear light.



Attractive, all-plastic windshield for Hydra-Glide model. Will not crack or discolor.



Foam-rubber-filled Buddy Seat designed for long hours on the road. Attractive trim. Covered with top-grade leather. Foot rests.



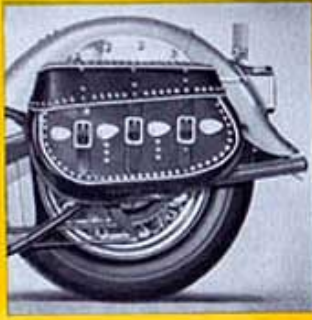
HARLEY-DAVIDSON ACCESSORIES *add to your riding pleasure*



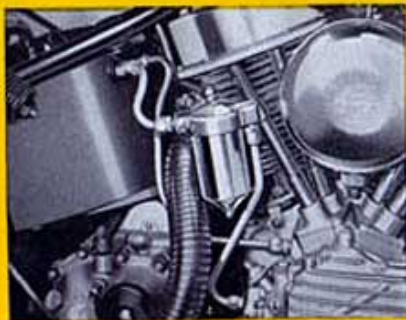
Smart, chrome-plated front bumper protects front fender from dents and scratches. Strongly made.



Model 125 Buddy Seat of 2" foam rubber on a mat of sagless springs supported by three coil springs. Koroseal cover.



Top-quality "King Size" saddle bags of finest grade leather. Eye-catching trim and spots of bright nickel.



Chrome-plated oil filter keeps oil at top lubricating efficiency. Filters out harmful grit and dust. Adds to engine performance.