

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



PENTON IMPORTS

NO. 10 JANUARY 1, 1972

1354 COLORADO AVENUE

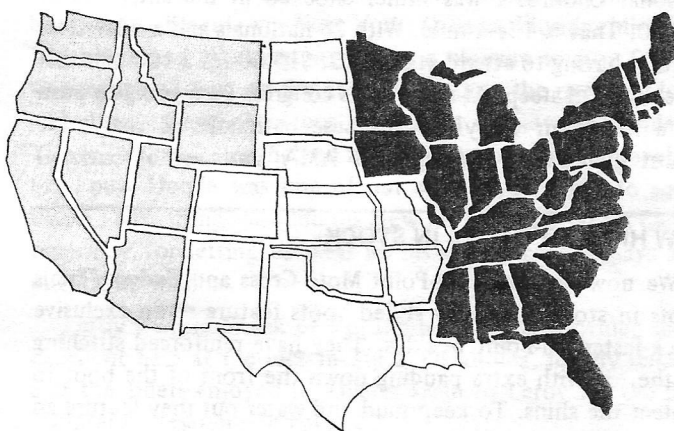
• LORAIN, OHIO 44052

PENTON WEST and PENTON CENTRAL JOIN PENTON IMPORTS

Penton West and Penton Northwest Merge

With the coming of the new year and with Husqvarna leaving Penton Imports, John Penton is now going to be able to devote his full attention to his "Penton Creation" on a national level. Penton Central and Penton West are joining in with Penton Imports to make one big Penton family and what a family this is going to be. Penton Central is still going to be under the very capable supervision of Mr. J. R. Horne, while Penton Northwest and Penton West will merge into one distribution center and be under the supervision of Mr. Fred Moxley. They will be moving up to Sacramento to be more centrally located in order to cover both territories equally as well.

In consolidating the distribution centers we at Penton Imports can now take more of an active interest all over the U. S. and will be able to give better service and delivery on parts and bikes.



MEET MR. HORNE, OUR MAN IN AMARILLO

Let us introduce you to our man from Texas. Mr. J. R. Horne, manager of Penton Central, Amarillo, Texas has been with Penton Central from the very beginning and is definitely no stranger to the Penton story. We might add too that he has done a remarkable job distributing Pentons in the Southwest and rejuvenating interest in the racing scene.

Mr. Horne has been "Piddling" with motorcycles since 1935 when he bought his first one, a 1929 Indian 101 Scout and now would like to have one to restore. He has made a living selling Cushman Motorscooters, Crosley Automobiles and boats and motors in the Texas Panhandle where at one time the nearest lake was in New Mexico or Oklahoma. He has always liked a challenge and hard work. Since joining Penton his greatest desire is to make a Penton Dealership one of the most wanted in the business and make all other dealers envious of Penton Dealers. Mr. Horne thinks that Penton Central gives the best service of any motorcycle distributor in the U. S. (We'll go along with that J. R. but we think Penton Imports must run an awfully close second.)



OBSERVATIONS

Yamaha scooped American Moto-Cross prestige by moving into the AMXT by furnishing prototypes to Bryan Kenney and Gary Jones. Yamaha is also seeking top European G.P. riders for the '72 series. At this point it looks as though they are looking to the future as the riders they are signing are young and they have turned down some older but experienced riders.

The new CMF Pentons are really beginning to make their presence felt in California Moto-Cross. A year ago you hardly ever saw a Penton in Moto-Cross results; to date this year the Pentons are claiming many 1sts, 2nds and 3rds in these highly competitive races. Also in the season's final desert race, Bill Sultzman took his Penton to 1st in the 100-125cc Expert Class.

Berkshire this year will be three days, May 19, 20 and 21. This should really prove interesting as the land up there literally eats up motorcycles and the only ones that are going to get through three days will be the super prepared bikes. Look to Penton and Husky to have stiff opposition from Ossa as that's their backyard and they haven't fared well in this one and you can bet they sure would like to.

Just received the entry for the Stone Mountain 100 Mile National Enduro. I was rather shocked at the entry fee of \$15.00. That is 15¢ a mile. With 26 nationals and a rider after the title having to attend at least 12, \$15.00 for a 100 mile run I feel is awful steep. At next year's congress I am going to push for a more fair entry fee to these nationals, as entries are almost guaranteed through the AMA sanction of national status.

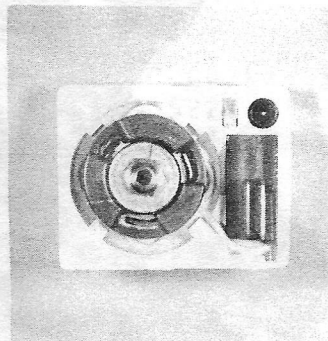
NEW HI-POINT BOOTS IN STOCK

We now have new Hi-Point Moto-Cross and Enduro/Trials boots in stock. The new styled boots feature seven exclusive quick-fasten Hi-Point buckles. They have reinforced stitching on the toe with extra padding down the front of the boot to protect the shins. To keep mud and water out they feature an elastic plastic tongue that goes all the way to the top of the boot. And for the sporty sportsman rider, three triangles of red, white and blue.

NEW INTERNAL FLYWHEEL MOTOPLATS

We now have in stock the new internal flywheel Motoplats designed for Penton/Sachs racing engines at the request of John Penton. The newest trick for your racing Penton is guaranteed to boost your power by at least 2 h.p. This new unit does not incorporate a lighting coil and can only be used where no lighting is required — strictly racey.

This unit has been and is being used in Europe in all racing events. So let us just say this is the newest and hottest racing item in the U. S. today. Part No. 604.



FROM THE PROBLEM SHOP

Ted Penton



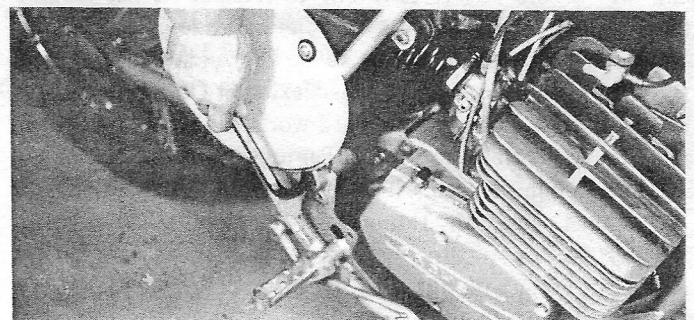
Progress always seems so slow but as we look back over the months, we have gained ground. With the addition of Morey Amon to our staff at Research & Development, our progress has improved tremendously. Morey comes to us from one of our neighboring industries. He has 30 years behind him as a tool and die maker. But his talents do not stop when he closes his tool box. He is a highly accomplished musician and musical instructor. Along with his experience as a BMW rider he fits in with our group like one of the family.

Morey has perfected and produced enough of the selector rod sockets now so that everyone can get one. We have also produced an ample supply of the water splash shields and Towne has these on his shelf.

Another item that has been requested is a 12 millimeter Allen wrench, to tighten those swing arm bolts. These too are on the shelf with Towne and his gang.

John has pointed this out to you in the past, but some dealers have had difficulty locating the proper wrench. Our field men are reporting a lot of these swing arm bushings turning on the swing arm bolt. This is very serious and can cause an avalanche of problems including broken frames, broken swing arms, broken swing arm bolts, broken crankcases and bad vibration. We have also had reports that when some of these are tightened after they have been run loose for a short period of time, the swing arm bolt came to the end of its threads. This gave the feeling of being tight but the bushings still turned on the bolt instead of in the rubber as designed. By adding a couple flat washers under the head, this problem was solved.

Jeff Penton, who needs no introduction to the readers of this sheet, started with us at the Research Center just before Christmas. If his abilities as a champion rider are reflected in his accomplishments at his new position, we will have gained a priceless addition to our organization. Since finishing high school he has been employed at the company's retail Honda Shop. Ralph, the manager, loaned him to me, but I think Ralph made a mistake because Jeff likes the challenge of this division where the new problems never cease.



JOHN'S COLUMN



Husqvarna has moved out of the Penton Imports and is now located across the river from us, but still in Lorain, Ohio. The Husqvarna phone number is (216) 244-1515 and their address is 1906-12 Broadway, Lorain, Ohio 44052.

Many dealers have called me asking what would happen to Husky, what to expect as a Husky dealer and etc. The best way I can answer that is to say I don't think you as a Husky dealer will see much change in the policy which we here at Penton Imports have established in the past four years. Quite frankly, the Husky operation outgrew the capital outlay that Penton Imports was capable of making and Husqvarna found it necessary to take control of the distribution. I think the dealers should welcome this from a financial business outlook as we feel the financial resource of Husqvarna should give you a bigger and better business.

Of course, our monthly letter of "Keep'em Winning" will no longer go out to the Husqvarna dealers and we here at Penton will now be putting full concentration on "Keeping Penton Winning".

You Penton dealers must remember that over the course of time your dealerships will definitely improve because of our full devotion to the Penton distribution.

Remember! As of the first of the year we have nothing to do with Husky business except that during this first year of Husky Service School, we will cooperate and have a somewhat merged program in certain facets.

I am headed back to Austria on the ninth of January to find out just where in the H--- the 175cc Pentons are. If we don't get some of them pretty soon, I won't have any face left at all. We are supposed to have some 175s to deliver to the dealers at service school. With reference to service school, keep an eye open on all of our announcements because we are sure it will be worth every minute of your time to attend.

The world money business is somewhat straightened out now for awhile, so we will now have some new prices at the beginning of the year, which should hold for a week or two. There will be some bikes go out with surtax yet because we had to pay it, but in about a week all of these bikes will be gone and we won't have any more surtax but new bikes will go up about ten to fifteen dollars a unit more and that will be the price! Period. The increase of ten or fifteen dollars a unit reflects all the crazy charges in dollar valuation, taking off tax, putting on tax and etc.

Even with all this funny money business it looks good for the cycle business this year and the Japanese don't think we should have to devaluate the dollar for at least another year, so we will have a year to have a good time yet.

We notice Honda is goofing around with the two stroke

now. Evidently they are conceding that the ring ding has some merits of application. I think this is truly a compliment to us two stroke advocates.

Typical of Japanese integrity the first Honda 250cc ring ding reflects the looks of a Husky. But as sure as 2 & 2 make 4, the last Honda two stroke will show one hundred percent originality.

Don't worry, "Keep'em Winning" and we at Penton Imports will be in there batting.

15,000 MILES BY BUS

The long trek back and forth across the U. S. is over and the Cycleliner is parked waiting for another Trans AMA or Inter Am or whatever might call for its services.

I want to thank all of the dealers and individuals who assisted me and the riders during the Trans AMA series in the past few months.

If any of you attended any of this year's Trans AMA races, you probably saw or should have seen the "Penton Cycleliner": It has taken a lot of effort and expense to support the series and the Cycleliner.

We traveled from Elkhorn, Wisconsin to Saddleback Park in Southern California via New York, Canada, Florida, Missouri, Oklahoma and Washington. It was a pleasure to stop for the weekends and race on Sundays. Sometimes the roads get long and deserted and the stops were short in between Sundays. The following dealers helped make these stops more enjoyable. St. Louis Honda was one of our stops and I want to again thank Dave Mungenast and his crew for their assistance. Carlos especially for letting us mess up his shop for a few days and putting up with us.

Leroy's Cycle Shack of Ft. Smith, Arkansas provided some excellent help at the race in Tulsa, Oklahoma, mostly female, and the riders enjoyed it. Thanks again to Leroy for the fine hospitality deserving of royalty.

In the western states I was at a bit of a loss for places to work on our bikes, but a Penton dealer in Stockton, California came to my rescue. I again thank Don Coleman's Brake Service in Stockton for the fine assistance before, during and after the race at Carnegie Cycle Park.

If I have forgotten anyone it's only because it has been a long journey and I'm still a little weary from driving about 15,000 miles. Hope to see you all again at the races.

\$500.00 REWARD FOR STOLEN HUSKYS

St. Louis Honda has reported that they have had three Husqvarnas stolen from their shop. A 360 Enduro 8-speed No. SI17653, 360 Enduro 8-speed No. SI1786 and a 400 M-X 8-speed No. MI5221.

They are offering a \$500.00 reward for information leading to the arrest and recovery of all three motorcycles. Dealers please check numbers on all Husqvarnas that you receive for service. If you see any of these numbers, contact immediately St. Louis Honda, Ph: (314) 351-1886.

OVERCONFIDENCE is that cocky feeling you get just before you know better.

Penton West

"WE" IN THE WEST

The month of December grows shorter as the New Year approaches and my stay in California as a representative of Penton West will end.

As all of you Western dealers know, Penton West is moving to new quarters in Sacramento and consolidating with Penton Northwest to give us one location more centrally located so as to serve you better with more and better products.

Our new location at 9604 Oates Drive, Sacramento, California 95827 will be under the capable direction of Fred Moxley and his staff, who I am sure will carry on the service we have provided and will improve on it as time goes on.

Gary Calkins will continue as the representative in Southern California and Mark Reinhold, our able parts man, will transfer to Sacramento to run the parts department.

I'm sorry our congenial Ruth Honeywell won't be going on to Sacramento and we'll all miss Ruth's problem-solving ways.

I wish to thank all of our dealers for the splendid cooperation you have given me during my one year venture in California, for I will have to say I have thoroughly enjoyed meeting a lot of you and doing business with you. You have been most kind and if I get the chance to return to this land of sunshine I'll make it a point to visit with some of you.

The future outlook for the coming year seems much brighter and I believe your supply of the new Penton Sportcycles will be much better. The new 175cc Penton should be available shortly after the first of the year and already the orders are coming in for this model.

As I close this last column to the newsletter and head east to a new venture, I can but say goodbye, and wish all of you a prosperous New Year.
Elmer H. Reichert

PENTON CENTRAL, INC.

"Out Where The Best Begins"

Here at Penton Central, my wife Jackie takes care of the office and book work. Randy Carthel and Mike Terry, high school seniors, take care of Shipping & Receiving plus motocrossing on weekends and winning 99% of the races they attend.

Our free T shirt program (free shirt for all 1st place wins) has really paid off and the dealers that take advantage of it claim that it is their best source of advertising.

Our enthusiastic dealers doing the best with Penton are the dealers who are out "Mixing" with the competition riders and helping promote the sport by at least being there and squirting a little oil on the chain once in awhile.

Our dealer in the small mountain town of Cloudcroft, New Mexico, Pop. 1800, has sold more Pentons than any other dealer in the state. When Jim Brumbelow is not riding an enduro or laying one out, he is taking some of his local riders to a competitive event somewhere else. We have seven other good dealers in the state, but Jim and his enthusiasm manage to outsell the others.

Our Austin, Texas dealer, Bill Kasson is another good example of promoting what he sells. Although Bill rides other brands at Moto-Crosses, he sees to it that his Penton riders are there at the front of the pack in the 125 events. Bill has recently started a one night a week school for his Penton riders, teaching them the bolts and nuts of the machine and how to prepare and maintain them. He says if you're going to race every week, you need to know how to keep your bike ready - Good idea, Bill!!

Stop by booths 100 and 101 at the Houston Show - would like to see you'all. Doug Wilford will be there answering all the service problem questions - J. R., Jackie and Randy will be there to say hello.

NEW PARTS NUMBERS

No. 179 - Allen Wrench for swing arm bolt for CMF models
No. 393 - Girling Shocks for 750cc Honda
No. 564 - Husky Fork Seal Kit

No. 706 - Engine Brace Kit
No. 707 - CMF Splash Shield
No. 604 - Internal Flywheel Motoplat



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