



KEEP 'EM WINNING

YOUR LINE TO THE INSIDE TRACK

UNITED STATES "TROPHY TEAM" RIDERS SELECTED

When the final results were in on the six qualifiers, Penton riders topped the first three positions. Heading the U.S. Trophy Team on Penton cycles will be Jack Penton, Jeff Penton, Bill Uhl, Carl Cranke, Dane Leimbach and Tom Penton with Doug Wilford as the alternate.

The team is super strong and this year we will also butt heads with the Czechs in the 250cc and 350cc classes, making the event more interesting than in the past.

The U.S. Team has now come of age and all the riders are experienced in 6-days and will add one more really competitive team to the World Trophy race. West Germany, Czechoslovakia, East Germany and Italy are also very strong and the Czechs and the Germans are masters of their classes.

Another Penton rider making the 6-days is Vase B member, Jim Hollander, who was the highest placing independent rider in the qualifying series. Paul Danik and Joe Barker also will ride Pentons on a club team.

ERWIN LECHNER TO MANAGE TROPHY TEAM

KTM race director, Erwin Lechner, has been chosen to be the manager for the U.S. Trophy Team for the 1973 ISDT. Mr. Lechner has been involved with 6-days for quite a few years and is very knowledgeable about the competition. He is the man responsible for putting together the Russian/KTM Moto-Cross Team this year, and he runs KTM's domestic market in Austria.

At last year's 6-days Mr. Lechner helped manage the team along with the Team Manager Doug Wilford. He speaks very good English and all the Trophy Team riders have a high regard for his knowledge, skill and enthusiasm.

250'S ???

Everyone has received his mailgram releasing 250's. Put your order in via the proper channels and wait.

The 250 Hare Scrambler is a reality. There are a few in existence. For those of you who are waiting, the next few, and I mean less than 100, won't be in till the 27th of August. By the time these few are split three ways from sundown, East, Central, West, we again wait for the next few, etc. So on and so forth. Please be patient, fellows; we are dispersing these as fair and as fast as we can.

The reason for the delay this time is, it is vacation time in Europe. August is their month to relax. Plus, I think the boat is taking the southern scenic cruise. Anyhow, bear with us and I'll bet you'll get yours soon.



FROM THE PROBLEM SHOP

Ted Penton



The value of the dollar in Europe may continue to go down but the problems at R & D still seem to continue to go up. Although there is always a bright side to things, and one is a new brake lining we have been trying, it is showing great promise. This lining is impervious to water and it has a higher friction rate than anything we've ever used. The life of it is twice as long, and of course the price is twice as high. However, we think with its advantages it is something that the more demanding rider will be interested in. We will stock these linings along with our standard linings which we have been very short of recently, but we do have a good supply enroute.

If you have any old Penton brake shoes, please send them to us and we will credit you 35¢ per shoe.

In the last three weeks we have experienced quite a few broken engine cases, resulting from inexperienced mechanics or owners removing the kick starter stop screw, thinking it was to drain the oil. If this screw is removed and not properly re-installed, it is possible to break the engine case. There are two things you can do if this happens to you, one is to call us and we will explain it and another is to lay the bike on its side, using a flashlight and turning the kick starter crank until the cam passes the hole and then re-install the screw.

Another problem we have experienced in the past month is the fracturing of the gear shift stop in the 175 engine. We have had numerous calls on this and they don't break from normal use. I know a lot of times the rider thinks it fell off while he was going down the street, but sometime previous it has been abused and cracked, and it just took that time to come apart. We ask you dealers to caution your riders not to abuse this gear shift.

Another problem that has come to light is the old Sachs transmission. A year ago this transmission was understood by everybody that sold our motorcycles, but in the past year with the increase in production we have been able to take on more dealers and, of course, a lot of these dealers have never seen this transmission, and the riders that they sell it to are not educated on how to handle it. We have proven that this is a good transmission and that it can do the job, but it takes understanding and education.

After the International Six Days trials we are going to organize some small mechanics' schools around the country, where we can get a half dozen dealers together in one shop and try to help them to understand this problem. Today we have two kinds of transmissions in automobiles, we have the old standard shift and the automatic, and people who learn to drive an automatic absolutely will not try and do not know anything about operating a stick shift transmission.

And it is a big mystery to the people that don't understand it. It's the same thing with the Sachs transmission, if you don't understand it, it's a mystery, but once you understand, it is simple. We are going to see that you understand it. One of the things a dealer can do to help the situation is to instruct a rider on how to shift it. Don't just kick it and let your foot off the gearshift, when you pull it up into another gear, hold it until the power is applied again and you won't miss the gear. When you're down shifting, the same thing, hold your foot on it until the power is applied again, but when they kick it in a big hurry they will miss the shift at least 5 out of 10 times.

Penton East Report

I visited several dealers last week and was surprised at the number who do not bother to display a bike in Enduro trim. "Why not?" I asked.

"Well, Moto-Cross is our specialty, and we don't mess much with Enduros. Besides, I got 'em in stock and if a guy wants one, I'll sure put it on in a hurry."

You know, that's interesting. Most dealers think of themselves as Moto-Cross dealers. The funny part is, over 70% of all Penton cycles sold go to Enduro riders or trail riders. So why not make the most of it? Mount an Enduro kit on at least one of your display bikes. It sure can't hurt your sales, and it most likely will help them.

By the way, have you ordered your ISDT Support Package? Eight T-shirts and four short sleeve sweat shirts. The official 1973 ISDT logo is on the back, and the words Penton 1973 ISDT in the front where you would normally find a pocket. The price is right, and your support will be appreciated.

I have talked with a large number of dealers concerning accessory sales. Funny thing, those dealers who stock and display a good variety are the ones making the sales. Quite a coincidence.

Here's an interesting item. 41 ISDT riders were given a choice of a free pair of Hi-Point or Full Bore boots. 28 chose Hi-Point. You might mention this to your customers. See if they wouldn't like to wear the choice of professionals.

Larry Maiers
National Sales Manager

OBSERVATIONS

Shake up in the AMA. Russ March, Executive Director, was released from his duties by the executive council following disclosure of "Conflict of Interest." Ed Youngblood will assume the executive director's position. In the years Mr. March was at the helm, the AMA has expanded into a well run organization and competition cycling of all sorts flourished. Mr. March was a very aggressive director and his absence will certainly be felt.

The ISDT selection of U.S. riders was made right down the list of top qualifiers. Some notable riders are missing due to teething problems, trying to get new cycles running. Gene Cannady, Jerry Pacholke, Mike Lewis, Bob Fielding, Gordon Razez and Frank Diaz, all former ISDT participants failed to make the selection. Sixteen first time ISDT riders did qualify.

JOHN'S COLUMN



MY AMA EXECUTIVE RESIGNATION

Many of our dealers and riders will learn that I have resigned from the executive board of the AMA.

Further, you will note that I have no comments to the press or otherwise. I would definitely like to clarify my position on this matter to the dealers, riders and supporters of Penton motorcycles and Hi-Point Accessories. My resignation has in no way anything to do with the 1973 ISDT. In no way will it affect the ISDT promotion or outcome. My past executive knowledge of the ISDT promotion is that the event is well on course with excellent leadership under the direct guidance of Al Eames and Dave Welsh. These fellows are far removed from the politics of the AMA, know what their goals are and are truly dedicated motorcyclists. Believe me, the ISDT is in good hands.

As for my resignation, my few comments to you on the matter are only that it was in no way ISDT motivated, the resignation was entirely voluntary.

My resignation was based entirely on my moralistic and idealistic position and in no way connected with wrong doings or collusion.

THE 250cc EXHAUST SYSTEM

Many comments which come forward to us about the 250cc are pointed directly at the optics of the hideous looking exhaust pipe. This I feel is a terrible injustice to our Development Department. It must be remembered that no other 250cc moto-crossers, with powers in the top shelf 250cc class, are muffled to any acceptable degree.

Our Development Department has invested thousands of dollars to come up with a bunch of muffled horsepower in the 250cc and we get a slap in the face.

I feel strongly that our critics should go far enough to say that is one wants to give the public better optics on the Penton 250cc, it is very easy to remove the muffler with a hacksaw at the expense of jeopardizing the public image of motorcycling with the noise.

We have worked very hard to furnish our customers with an acceptable noise level and consider this type of criticism an insult.

Dealers, riders and owners, I seriously wish to inform you that you can remove the muffling system on the 250cc, thus leaving the typical stinger projecting. This will have no ill effects on the performance or longevity of the bike.

So we beg of you, if you are dissatisfied with the optics of the 250cc, get out a hacksaw and go to work on it. Then install a silly little can as an excuse for a muffler and you will play right into the hands of the press and the Japanese.

However, I can warn you on one point, I don't think your 250cc will any longer pass the 92dba level as prescribed for competition come January 1974.

Penton Central

"OUT WHERE THE BEST BEGINS"

Our parts manager, Eddie Brasher, informs us that while vacationing through western New Mexico, he heard over the radio that you could buy Penton motorcycles and get Penton service at Boddy's Cycles in Santa Fe, New Mexico. This type of advertising can be very effective. I just wonder how many of our Penton dealers are doing any kind of advertising on the Penton motorcycles and accessories? Motorcycle Mad Man, in Livingston, Texas, is in the process of erecting signs at three different moto-cross tracks. The signs will be 70 feet long and four feet high; they are 10 feet above ground height. They are to be located directly behind the starting line. Attention is always focused on the starting line, so you just don't miss seeing his attractive signs. Barry, furthermore, tells me that all the track promoters really cooperate with him on this because it makes the track look very professional.

The fellows from Texas Motorcycles, located at Pearland, Texas, spent a day with Jeff Penton sorting out their service problems. We were glad to have them visit us. If a dealer is interested enough to come to Amarillo for a few hours of Service School, we feel he will definitely make us a good dealer.

Our new dealer in Fort Worth, Texas, Jay Kincannon, also stopped by and picked up a load of parts and accessories. Jay is taking over the area where Bill Porter had given us such good service. It seems that Bill has now become involved in the ornamental iron business. We're sorry to lose Bill, who was one of our oldest Penton dealers, but we wish him luck in his new venture.

Penton riders made an outstanding showing at Amarillo Speed Bowl, Sunday, July 29. Out of the events that Penton motorcycles were competing in, a Penton won first in each event. These events were the 100cc, 125cc, 250cc and open classes of the MX and the 100, 125 and open classes of the TT scrambles. Our Penton rider chose to give brand "X" a try in the 250 TT scrambles class.

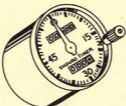
WELCOME NEW DEALERS

World of Wheels, Ft. Worth, Ark.
Wheeler Motorcycle Sales, Ft. Smith, Ark.
Rocky Mountain Motorcycles, Boulder, Col.
Cycle Parts Unlimited, Wichita, Ks.
Road & Trail Motorcycles, Salina, Ks.
Holiday Cycles, Tucuman, N. M.
Boddy Cycles, Santa Fe, N. M.
Celis Cycle Center, Scotts Bluff, Neb.
Sportsman Cycles, Lees Summit, Mo.
Jim Moon Yamaha, Springfield, Mo.
Fox Kawasaki, Weatherford, Ok.

Gotta go to St. Louis now and see what happens.

J. R. Home

John was in Italy for the running of the Italian 24 hours trial. The Penton/KTM machines did very well winning the 175 and 250 class and the top three positions in the trials. John says the Italians are moving extremely fast and their Trophy Team will be mounted on Penton/KTM's and will be very much in contention.



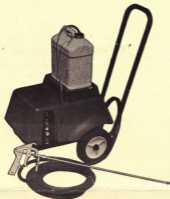
A brand new device for helping you keep time in an enduro. It is the Penton Hi-Point Enduro Timer made from a VDO speedometer. This timer is set up on a 24 mph average and connects to a front wheel drive with a W 1.42 ratio. This timer will tell you exactly how much time it should take to be at any given point, in tenths of miles, on a 24 mph average. For example: If your watch indicates it took you a half hour to go 10 miles, your enduro timer will indicate that you are five minutes behind schedule. We have these timers in stock now. Part No. 1000



PENTON HI-POINT DIGITAL SPEED CLOCK

Penton Hi-Point Digital Speed Clock is a completely new system for enduro timing. This speed clock is for the person who hates to keep time, but likes to ride enduros. It eliminates all of that mind-boggling, minute-to-minute, turn-to-turn confusion forever. It will click off the miles in hundredths of a mile, at a rate of 24 mph average and all you have to do is keep your odometer matched to your speed clock and you will stay on time. Part No. 1001

Part No. 1001 is now for the speed clock and replaces the number that was originally given for Malco nylon clutch cables, which we no longer have.



Hi-Point Accessories has added to their line of quality motorcycle accessories the Hi-Point Eliminator.

This high pressure washer far excels any portable washer on the market today. It's quick, quiet and compact, yet it puts out 500 lbs. psi at a rate of 2 gallons per minute. It has Hi-Point quality throughout, from the heavy gauge steel base to the chemical resistant cover to the high pressure hose, the Hi-Point Eliminator is a heavy duty performer.

The Hi-Point Eliminator is mounted on wheels for extensive portability and easy storage; ideal for your motorcycle shop or your garage. This compact washer is light in weight and comes assembled and ready to use, with a price that will please.

GAS TANKS LEAKING

Some dealers are complaining of gas taps leaking. If you have this situation where the nut is tight and it still seeps, remove the gas tap and scrape the sealing surface, or lightly file it.

Some of the surfaces have epoxy on them from assembly and the paper gasket can't make up the difference.



PENTON IMPORTS

3709 WEST ERIE AVENUE
LORAIN, OHIO 44053



FIRST CLASS MAIL

RAYS CYCLE SHOP
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THOMASVILLE, N.C. 27360

ADVERTISING PAYS DIVIDENDS — This three column by 10 inch ad is for your advertising in the local newspaper, if you so desire. The prices can be changed to coincide with the prices in your area and you shop name can be added on to the bottom of the ad.



Hi-Point Dirt Riders Accessories Sale

HI-POINT MOTO-CROSS GLOVES



Top grain leather M-X gloves. No inside seams. Color, black, tan or brown. Rubber padded fingers and elastic wrist.

\$8.95

HI-POINT FENDER FLAPS



Universal replacement for all cycle fenders. Unbreakable plastic flaps with mounting screws. Various colors, 3 sizes.

\$1.20

VALUE HI-POINT KNOBBY TIRES



Large, fast cleaning lugs run deep down the sidewalls for the best cornering traction. In all sizes and include a high quality tube.

from \$21.95

Hi-Point Moto-Cross or Enduro Boots



Exclusive quick fasten buckles. Full length water guard, steel toe caps and a lot of extra padding, make these boots the best buy available.

\$59.95

Hi-Point RIDING GLASSES



\$2.50

An inexpensive replacement for the cumbersome goggles. Swivel side arms for a perfect fit with clear or tinted replaceable lens.

HI-POINT CYCLE TIE-DOWNS



Tie it down with the premier of tie downs. Designed for motorcycles with strong long lasting metal hooks and buckles.

\$8.95

NEW HI-POINT FLIP-UP VISOR



Snaps right onto your helmet and can be worn with or without goggles. Cover lenses for the flip up visor are included for constant clear vision.

\$8.95

HI-POINT OIL DISPENSER



\$3.95

The handiest gadget in any garage. It will keep that half can of oil clean and will measure it for you as you pour. 15" plastic tube will enable you to get at those hard to get at places. A real money saver.

UNBREAKABLE NUMBER PLATES



In sets of 3, with your choice of yellow, black or white.

\$3.98

STOP IN AND CHECK OUT ALL OF OUR DIRT & COMPETITION ACCESSORIES

DEALER NAME