

FOR OUR PENTON DEALERS



# Keep'em Winning

## YOUR LINE TO THE INSIDE TRACK



**PENTON IMPORTS**

NO. 11 FEBRUARY 1, 1972 1354 COLORADO AVENUE • LORAIN, OHIO 44052

## EASTERN SERVICE SCHOOL FEBRUARY 15-16th

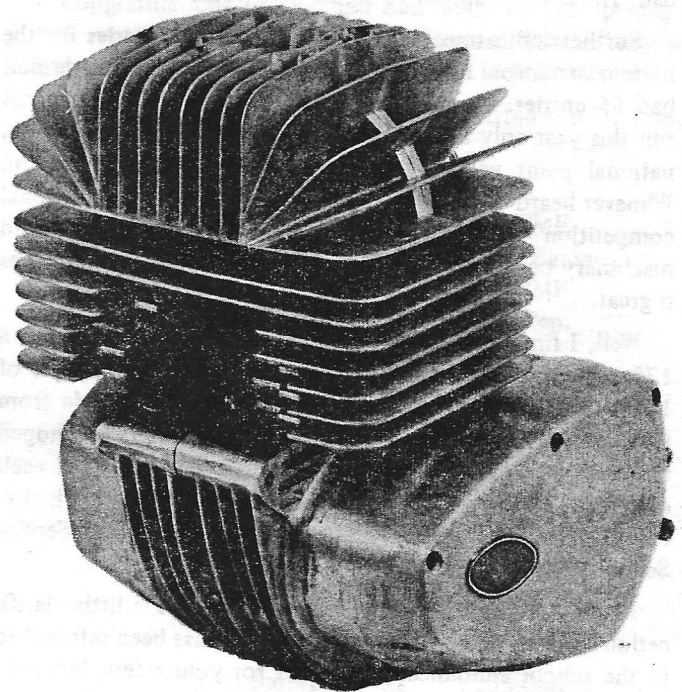
### MAKE YOUR RESERVATIONS FOR SERVICE SCHOOL

So far we have had a good response from our dealers for Service School, but there are still quite a few dealers who have not sent their cards in yet. May we urge you to do so as soon as possible.

Service School is going to cover a lot and we are trying to make it so that it will be interesting to all who attend. We will be giving a new Service Manual on the CMF models to each dealer who attends. We will be showing the Berkshire film and we might add that that is something no Penton dealer will want to miss. As we told you before, we will have the new 175's to go over. The 175cc is going to be a feather in your cap this year and it's going to be very beneficial for you to learn the mechanics of this new bike. See "John's Column" for more information on Service School.

### PENTON CENTRAL AND PENTON WEST SERVICE SCHOOLS

The dates and details for Penton Central and Penton West Service Schools are not yet finalized. We will have this information for you in next month's newsletter.



### FRED MOXLEY, OUR MAN FROM CALIFORNIA

Fred has been active in the motorcycle industry quite some time. He started riding motorcycles in 1948. Since that time he has owned and operated a retail store, was the Service Manager and then General Manager for Honda of Arizona (a factory-owned store by American Honda); he was the National Service Manager for U. S. Suzuki Corp., Service Manager for Research and Development for McCormack International, worked in the Product Research and Development for Borg-Warner in the Centaur Division, then he was the owner and manager of Penton Northwest and that brings us to his present position as Manager of Penton West. To add to this impressive list, Fred is also an experienced rider and coach, riding in such classics as Catalina and the Big Bear Run. Then he turned to sponsoring up-and-coming riders, coaching and sponsoring such names as Dick Hammer and Preston Petty.

We are very proud to have Fred with his experience and knowledge of the motorcycle industry heading up our West Coast Distribution Center.



# JOHN'S COLUMN



After spending two weeks at the various motorcycle factories of Europe, I have returned to my office with the impressions that we are in for another good year in 1972.

I can definitely tell you that if the prices have not gone up yet for you, they will, because the entire free world is now more affluent than the U. S. and they are just working a little harder and fighting a little less, thus our dollar has been hit bad. The Spanish appear to be the best workers.

Further indications of a good year are the entries for the national enduros. I remember a Stone Mountain I rode that had 55 entries. I returned to the states six weeks before that run this year only to find a full entry of 400 and I know of six national point winners who can't even get their entries in. Whoever heard of absolute beginners participating in a national competition event? That's our sport . . . a sophisticated machinery competition with ox cart rules. That's what makes it great.

Well, I finally saw some 175cc engines being built. I rode a 175cc Penton production model and we will get a couple of 175cc production units for Service School, but aside from that, we are running off beat about one month. I had hoped that we would have enough 175's in the country for each dealer to get one at Service School, but I should be that lucky. However, we will have full engines for instructions at Service School and will cover the 175cc thoroughly.

About the Service School: there should be a little clarification in this area. The riders' class which has been referred to in the school announcement is not for your riders, but only intended for those dealers and mechanics who normally attend and are directly employed by the dealer, the thought being that for those who might find some of the Technical Class info reminiscent, this group can take advantage of the knowledge and talents of men like Tibblin, return it to some of our shops and riders in this great sport of cross country and moto-cross. Our Service School looks to be growing larger and it appears that this is the last year that we can have one big Eastern Service School. Henceforth, it will have to be Service Seminars, I guess. Everyone should keep in mind that as I mentioned last month, the two Service Schools of Husky and Penton will still be combined in a similar form as in years past.

I now have my eyes focused on another model or two, to come out with this spring. Don't worry, the parts thing won't be that bad. We can't build a complete new bike like Honda each month but we can come up with some very interesting combinations. This will sure be an interesting discussion topic at Service School.

We must have our 125cc Penton debugged pretty good because it is winning and we have time to think about something else. That means that the machine is not giving us problems. For a dirt machine used the way a Penton is used, this is first class.

We are now enclosing a customer's registration card in each rider's manual packed with the bike. It is a good thing to get this info but experience tells us that the results or effectiveness are going to rest in the hands of the dealer. We know half of the riders will never send in the self-addressed and stamped card, so we are making it the responsibility of the dealer. Please keep this in mind because this can prove to be beneficial to all parties.

## FROM THE PROBLEM SHOP

Ted Penton



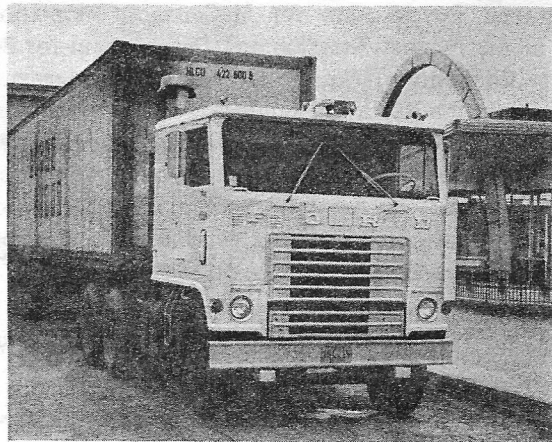
I just finished some sample models of a hook to hookup and unhook those springs on the exhaust pipe of the Penton. It is one of those jobs we have been putting off because of more urgent projects. As soon as they come back from the Heat Treat we will see if we can break them. If not, we will have a few for Dealers School.

Penton Imports has entered into the freight business. We have purchased the largest and most expensive piece of machinery of our lifetime. With more and more delays in our transportation from port of entry to your floor, it became apparent that we would have to improve this mess. To speed this up, we now have a 350 horsepower diesel powered over the road sleeper. We now pull our own Penton bikes and parts from Baltimore to as far as Penton Central in Amarillo, Texas. The ship docks on Wednesday. We pick up the container on Thursday A. M. and Friday night, 36 hours later it is in the Penton warehouse in Amarillo.

This mobile power house is operated by our latest employee, Jeff Penton. That is the reason for the service. He is as faithful and dependable in that big luxury cab as he is on the seat of a bike. Like his father, when he starts for a destination he never lets up until he crosses the finish line.

"Slim" our local driver, general handy man, watchman and company morale builder, has been riding "shotgun", so we are real happy so far.

Well, we are looking forward to seeing all of you at Dealers School.





# Penton West

## "WE" IN THE WEST

Well, we finally made it! I am sure all of you are aware that moving is just one hell of a job, especially when you are trying to move two companies and three families approximately 400 miles, and trying to accomplish this over the Christmas Holidays, is something else again. To make things worse, we moved into a new 6,000 sq. ft. building and due to heavy rains, it wasn't quite completed, so Sharon is running the office out of our house, and we are pushing motorcycles and parts, finally, out of a very, very cold building. Please bear with us throughout this confusion as things are beginning to shape up now and should smooth out eventually.

This consolidation of the two companies shouldn't have an adverse effect on you Northwest dealers. If anything, it should benefit you in regard to freight costs, and availability of motorcycles and parts. Once again we would like to thank our fine dealers in the Northwest who treated us so well, and for their support of Penton Northwest. As for you Western dealers, we have had nothing but good reports as to your enthusiasm and we look forward to working with you and hope we can get to know all of you personally.

I would like to take this opportunity to thank Elmer Reichert for a job well done and keeping things in such good order. At this point, you have no idea how much this is appreciated. We are also grateful for our Southwest Sales Manager, Gary Calkins, and parts man, Mark Reinhold for their tremendous assistance. Incidentally, Mark has decided to stay with Penton West, Inc., and for this we are extremely delighted. Mark was trained by Elmer and this is a big plus for any man, thus making it a big plus for us.

Art Thomas, our parts man for Penton Northwest, has come down to give us a hand getting settled, then he is heading back to Oregon. Can't really blame him — absolutely fantastic country. We will miss him as he was a very dependable man and vital to our Penton Northwest organization.

We finally took a day off and went with our congenial Penton dealer, Gene Nunes of Gene's Automotive in Loomis to a local motorcycle race in Marysville, California. There were approximately 400 entries, and the Pentons did an outstanding job in the hands of Gene's riders, Carl Crank and Kevin Henry, who placed 1st and 2nd respectively in the 125cc Senior Class. With results like that, it certainly makes it all worthwhile.

If any of you have any questions or problems, please don't hesitate to ask. The only way we are going to make this thing work is by working together, and we will keep up our end by supplying you as fast and as efficiently as possible. If you have any complaints, let us know that also. We can't begin to improve our method of operation unless we know you are unhappy about something. This is going to be a great opportunity for all of us to learn from each other. I know we are extremely optimistic and feel it is going to be a tremendous year and future for all of us.

## INSTRUCTIONS FOR SHIPPING ENGINES

Dealers, when shipping engines, please do not send the kick start lever or shift lever on the engine. It is not needed and makes the engine harder to package.

## PENTON CENTRAL, INC.

"Out Where The Best Begins"

I had a very interesting telephone conversation with Revon Craig a few days ago. He said and I quote: "J. R., I have a confession to make — I have had some CMF Penton Motorcycles on the floor to sell, but until the previous Saturday afternoon I had not ridden one." As we continued to talk, he said he serviced one out and headed for the woods! He enjoyed the ride so much he was back on the machine Sunday morning and rode all day. He said, and I quote again: "J. R., this machine is fantastic." Revon owns and manages Tolden Triangle Motorcycles in Beaumont, Texas.

You dealers who have not ridden one of these bikes owe it to yourselves to get out and see what PERFORMANCE you have to sell!

Congratulations to Don and Ken Smith on the opening of their new Super Sycles Store in Arlington, Texas. They will cater to Dirt Bikes and Accessories. Good luck to you two!

The Penton riders in our area have started the '72 season off with a BANG!

Jan. 2 Moto-Cross, Arlington, Texas  
Ole Finstead 1st CMF  
Hare Scrambles, Coffeyville, Kansas  
Carol Kinsley 1st CMF  
Earl Buster 2nd Pen.  
Moto-Cross, Joplin, Missouri  
Dan Johnson 1st CMF  
Ken Cartright 2nd CMF  
Moto-Cross, Houston, Texas  
Ken Sibley 1st CMF

Jan. 9 Moto-Cross, Amarillo, Texas  
(100cc)  
Randy Carthel 1st CMF  
(125cc)  
Mike Terry 1st CMF  
Randy Carthel 2nd CMF  
J. Urqhart 3rd CMF  
Moto-Cross, Coal Creek, Colorado  
Richard Jackson 1st CMF  
Tim Thompson 2nd CMF  
Moto-Cross, Fairbanks, Texas  
Terry German 1st CMF  
Ferris Fain 2nd CMF

Jan. 16 Indoor Short Track  
Randy Carthel 1st CMF  
Mike Terry 2nd CMF

If you can get your hands on the January issue of Texas Motorcross Magazine, be sure to do so. It has a good test report on the '72 Penton CMF and a list of Penton Central's dealers.

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"I KNOW YOU BELIEVE YOU UNDERSTAND  
WHAT YOU THINK I SAID, BUT I AM  
NOT SURE YOU REALIZE THAT WHAT YOU HEARD  
IS NOT WHAT I MEANT."

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Spring is just around the corner — better place your orders now for machines, parts and accessories.

# PARTS PICKIN' WITH TOWNE AND THE GANG

We are now able to give you better service and handle your problems with parts in a more personal way than before.

But I still need a little help from you on this backorder thing. On your order forms in the right top corner are two blocks for backorders. Please check one of them off, so we can see if you want us to keep your backorder or not. We still get orders where there is no indication as to whether or not you want backorders. Please pass this on to your parts departments. It sure would help us all.

The way our boot business is going it has been necessary for Mr. Penton to take a trip to see if he can have the production of these fine boots increased considerably. I am hoping to have a large supply of them by the time Service School starts in February.

We also hope to have a new Accessory Catalog by that time. We carry a fine line of Husky accessories. Here is a list of them:

- #338 Stainless steel rear fender and aluminum fender
- #327 Husky standard throttle cable for 32mm carb
- #328 Husky foun, nonstick throttle
- #370 Husky standard throttle cable for 36mm carb
- #371 Husky foun, nonstick cable for 36mm
- #329 Husky clutch cable, standard
- #330 Husky clutch cable with foun, nonstick
- #564 Husky fork seal kit
- #502 &
- #503 Magura rubber grips and all Magura controls for Husky assembly on parts
- #331S "Stop now not later" brake lining for small shoes
- #331 Large "Stop now not later" brake lining for large shoes
- #368 Metal carrier for Husky Moto-Cross

We also carry Husky counter shaft sprockets 11T through 13T.

So take a look at the above items, Dealer — there are a few things Husky does not handle.

We'll see you at Dealer School in February. We will be looking forward to it.

## OBSERVATIONS

The Florida spring moto-cross round has begun. Looks like full factory participation by manufacturers of the main line moto-cross machines.

The entries for Stone Mountain National Enduro are already filled. Many top "A" riders have not entered yet. This raises questions as to what a National is for. The reason in the rule book is to choose a National Champion who must be an "A" rider. Back to congress.

In an AMA congress mail ballot vote, the 125cc class is now on the professional moto-cross program in both expert and novice classes. It's up to the promoter's discretion if he runs this class.

Ah! the mettle of the motorcyclist. Two weeks ago at Mathias Raceway in New Philadelphia, Ohio, temperatures dipped into sub zeros; regardless, over 70 riders turned out for an hour and a half hare scrambles!

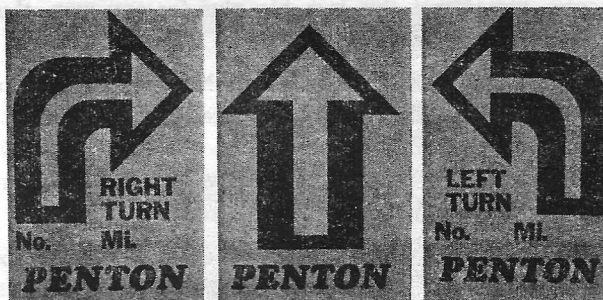
## SORTING OUT THE FILTRONS

To save confusion we have three different thicknesses of filtron filters for the CMF Pentons and Huskys.

- No. 394 filtron . . . . . 1" thick
- No. 395 filtron . . . . . 1-1/4" thick
- No. 396 filtron . . . . . 1-1/2" thick

## ENDURO COURSE MARKERS

We now have in stock 8-1/2" x 5-1/2" red enduro arrows for clubs and promoters for marking enduros. Both left, right and straight arrows in red. Cost to clubs, \$10.00 per 1000.



## PENTON IMPORTS

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