

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS



NO. 12 MARCH 1, 1972

1354 COLORADO AVENUE • LORAIN, OHIO 44052

RECORD ATTENDANCE AT SERVICE SCHOOL

The fourth annual Penton Service School was a complete success as we had over 200 in attendance with dealers, mechanics and shop employees coming from all over the eastern U. S., including our Penton Central manager, Mr. J. R. Horne, and our Penton West manager, Mr. Fred Moxley, along with his sales manager, Mr. Gary Calkins, and his parts manager, Mr. Mark Reinhold.

We introduced our new 175cc Penton and the enthusiasm that was expressed with this new machine was absolutely overwhelming.

The large attendance at Service School leads us to believe that our Penton dealers are feeling the demand for our machines and the need to increase their knowledge of the product they are selling.

We are grateful for each individual who attended Service School, as we are confident that by seeing our new products and learning how to service them properly, the dealers will experience a better year with Penton.

PITTSBURGH DEALER SHOW

The dealer show at Pittsburgh was highly attended. Plenty of accessory distributors and custom bike products were shown but many main line dirt bikes were conspicuously missing. Ossa, Bultaco, CZ, Montesa and Yamaha were all absent. Interest was high with our new models and accessories but we too are not soliciting business, but find it nice to display our products.

JOHN COBB, POINTS WINNER OF THE MONTH

John Cobb, our mechanic, won the confidence and admiration of each person who attended Service School. Johnny was instructing the mechanics of the 125cc and 175cc engines and it appears to be the popular belief that he really knows his business. From the comments of our dealers and dealer representatives, they learned and comprehended more from John's class than they ever learned before on the Penton engines.

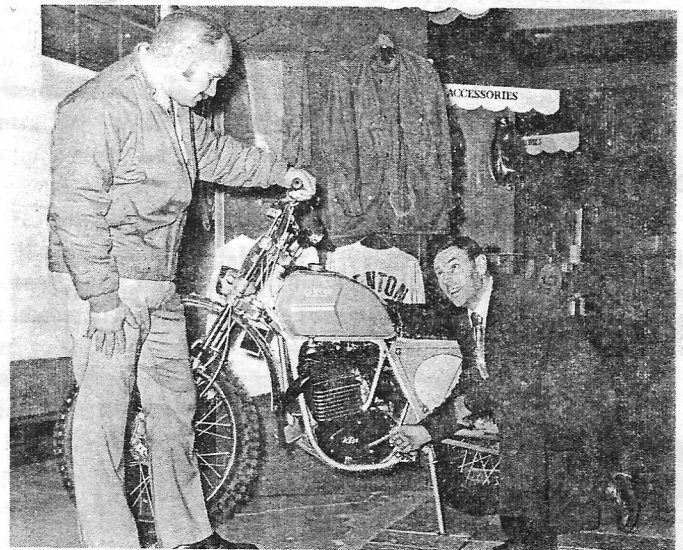
A lot of the dealers already knew John from talking to him on the telephone about service problems, but for the benefit of those who didn't, we apologize for not bringing him out in the limelight sooner.

Johnny has been with us for about a year and a half and we always knew of his abilities as a mechanic but were unaware of his instructing abilities.

On the behalf of Penton Imports and all the Penton dealers, our hats go off to Johnny Cobb for a job well done.

No new exciting products or cycles were on display and it seemed like just a lot of the same old stuff. Fred Moxley, Gary Calkins and Mark Reinhold also attended the show and helped with the booth.

The next and last show in the East will be at the Armory at Daytona, March 8, 9, and 10.



John Penton is showing Penton West Representative Gary Calkins the finer points of the new 175cc that was shown at the eastern Service School.



PARTS PICKIN' WITH TOWNE AND THE GANG

Dear Mr. Dealer:

First I would like to thank you for your cooperation and consideration that you gave us at Dealer School. We really appreciated it.

With the Enduro season just around the corner, do your Husky riders have a muffler to meet the requirements? Well, we now have a muffler that will pass them. To order this muffler, please use our accessory part no. 362.

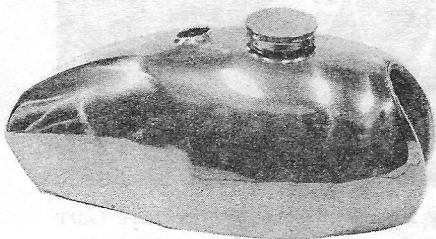
Now that your Husky rider has a muffler, what about his chain? Is he going to be stranded in the woods with this age-old problem of the chain jumping off the sprocket? We feel we have solved this problem. Mr. Penton has been working to find a solution to this problem. And he has found it. We now use a 3/8 x 5/8 chain and sprocket. The chain stays on the sprocket much better than the narrow chain.

Use the following numbers to order your chain and sprocket:

- #332 53TH Rear Sprocket Enduro Model
- #333 53TH Rear Sprocket MX Model
- #334 11TH Countershaft Sprocket
- #335 12TH Countershaft Sprocket
- #336 13TH Countershaft Sprocket

POLISHED ALUMINUM GAS TANKS

We have available for immediate delivery a universal 1.2 gallon polished aluminum gas tank, complete with petrol cap and all mounting fittings. These tanks will fit on any single tube backbone frame including the Husky bikes. Part No. 580.



OIL RACKS

We now have available special made racks to display our Hi-Point oils. As you dealers know, a good display will entice your customers to buy your products.

You can obtain these racks in either of two ways. You can get this rack free of charge with the purchase of:

- 1 case #510 2-cycle oil
- 30 cases #511 Concentrate
- 1 case #512 Transmission Lube
- 4 cases #513 Fork Oil
- 1 case #549 Flat Proof

Plus, of course, we will also pay the freight charges for shipping the oil and rack. Or if you do not want to take advantage of the special offer, you can purchase it for \$15.00. Part No. 405.

FROM THE PROBLEM SHOP

Ted Penton



Your sincere appreciation of our efforts to make our service school interesting, fruitful and worthwhile was heartwarming, to say the least. Thank you for coming. Your interest in our shop and the things we produce gives us the incentive to do a better job.

At this writing, we are cutting material for engine stands. They will be welded and ready for delivery within a week.

I have also ordered the tool steel for the spoke wrenches, but it will take two or three weeks to get these finished. We found the spring hooks that I had worked so hard to have ready for you and so carelessly misplaced. Towne will ship them upon your request.

A problem with our alloy cylinders has been brought to my attention. Some of the dealers have tried to remove the sleeves from the aluminum castings without the proper instructions. The results have been very expensive and disheartening. It is impossible to explain the procedure in this column, but if anyone wishes the information on removing these sleeves and installing new ones, I will gladly mail it to you. However, you would have to make a few tools and have access to a good square press. They would also have to be bored and honed. It is just as easy to ruin a new sleeve when pressing it in as it is to ruin the casting on disassembly. Please approach this with caution.

The boots that Towne promised you last Friday are in transit at this moment behind our BIG DIESEL, just north of Baltimore heading into the rolling hills of Maryland. They will be here exactly one week late.

NYLON CABLE TIES

We now carry nylon cable ties, 10 to a package. These ties do away with the headache of tape and other improvised methods of fastening cables to the frame. Furnished in black only and resistant to weather and sun. Part No. 565.

SERVICE MANUALS FOR CMF PENTONS

We have completed the new Service Manual for the CMF Pentons. When ordering Service Manuals please specify what model of bike you want the manual for. Both manuals for either the 5-speed or 6-speed Pentons will be under the same number (No. 130).

"ENDURO"

We have available for the enduro enthusiast a book called "Enduro". This is a 150-page book on the national enduro scene in the East written by Thomas Firth Jones. It has a picture of John Penton on the cover and lots of pictures of many familiar faces throughout the book. Part No. 567.

JOHN'S COLUMN



Emerging from a hectic week of Service School, we here at Penton Imports have arrived at the realization that the week was definitely beneficial for the dealers and us. Besides, in all seriousness, we enjoyed the whole gala affair.

What I liked about it most was that it gives me all kinds of ideas for next year's Service School. I have ideas to keep everyone engrossed and interested for every minute they attend next year's school.

Our Six-Days tour as was announced at Service School is progressing and we will get the brochures out to you dealers as soon as possible. Please keep in mind that this tour is only available to you dealers, your families and the owners and riders of Penton motorcycles. The reason for this being that all members of the trip have to be members of our club, which is a club with the background of our dealership. This is mandatory to international rules governing the club charter flights. There will be more on this tour as soon as I am back from the mud run at Stone Mountain, Yellow Jacket and Alligator enduros.

Can you imagine what this mud running is going to be by 1980? We now have three major enduros in the same week. By 1980 it will be a solid seven day a week mud run.

We now have the Motoplat ignition coming on our machines as standard equipment. Please keep in mind that our wiring diagrams will not be correct in the manual at first, but we will be sending you a supplement for the wiring and also all manuals will include a supplement for Motoplat now. All dealers must keep in mind that we are building a competitive motorcycle and we will run into these changes in the middle of the season. Also, some bikes may come with Girling shocks. This we can't help because we ran out of Cerianni.

OBSERVATIONS

Seems everyone here is getting something ready for Daytona. Mud runners for three enduros, moto-cross machines and we even have a road racer. Probably nowhere else are so many different forms of racing put into one spot in one week. Looks like a great Daytona.

The trials scene has now come of age. Four 2-day trials are already scheduled for this year and more will certainly follow. This is long overdue and will take some pressure off the National Enduro circuit that was coming close to being overtaxed with the numbers of entrants.

Professional moto-cross is also blooming brightly with a full season of very interesting series with more to certainly follow. With this type of competition the U. S. moto-cross riders can now devote full time to riding, certainly making them more skilled and conscious of doing well.

PENTON CENTRAL

"Out Where The Best Begins"

Between the "Most Successful" Houston show and the "Howling Successful" dealers' meeting in Lorain, we at Penton Central are trying our best to get caught up on shipments and back to normal operations.

The Houston show was very encouraging. We had many, many dealers stop by our booth to look the new machines over, including the 175cc, and see all of our accessories. The Saturday night races drew 38,000 attendance. Every one of these people must have attended the show before or after the races. At one time the place was so crowded that the management was forced to let 25 people out the door, then let 25 more in. I venture to say the Penton line had more public exposure in six hours than ever before.

I attended the Penton Service and Sales School for a couple of days and although I knew I was with the right organization, I came back from Ohio very enthused. Penton Imports had 200 people at this meeting and everyone had a gleam in his eyes that showed satisfaction, friendliness and enthusiasm that you would see only at a meeting of this type. I believe that all the eastern dealers are as proud of being a Penton dealer as John and Ted Penton are proud of their dealers.

Before attending this school I thought that we at Penton Central had a monopoly on this, but now I find that this "thing" must be on a national scale; everybody working together to benefit one another. Sure makes a guy feel good.

We will have our own Service School the last week in April and if things go well, we will have a few 175's for your dealers. I actually saw some production models and we looked inside the engine. The engine is flat beautiful on the inside. You will have to see it to believe it. So make your plans now to be in Amarillo the last week in April!! We will also have some unique accessories to show you at this meeting.

I found out last Sunday that you have two items at your disposal that if you are not selling, you are missing the boat. The local club promoted a 30-mile hare scrambles down the Canadian River. The 707 splash shield is a must if you are going to ride the CMF in water. The Hi-Point chain lube is the first chain lube I have ever found that will cross a stream 60-70 times at 5 to 50 miles an hour and still have lubrication on the chain at the end of the run. If you will try just one bottle of this chain lube, you will sell it to every motorcycle rider in your area.

See you in April.

J.R., Jackie, Randy and Mike

THE BERKSHIRE FILM

The Berkshire film is finally completed and ready for circulation. This is a 35-minute, 16mm color film on the Penton team at last year's Berkshire. So if any of you Penton dealers want to borrow the film, make sure you call in and reserve it for the date that you will need it.

Penton Central and Penton West will each receive a copy of the film. Our Central and West dealers have not yet seen this film but I will assure them they will not want to miss it. So dealers, call your prospective distributor and reserve your date now.

"WE IN THE WEST"

Last week I attended the annual Sales and Service School at Penton Imports and found it to be quite informative, which really didn't surprise me, but found it especially so when mixing with the eastern and southern dealers.

I was particularly impressed with the enthusiasm of the Penton personnel. They have a man back there in the Service Department that we have never heard of, by the name of John Cobb, and if there were any way I could "pirate" him out here, I would, and then you would hear a lot about him. He is one of the finest instructors I have ever seen. He really knows his engines, and can get the point across in a way that you can understand.

While talking to some of the eastern dealers, I was surprised at their curiosity as to how Penton is faring in the western racing scene. Apparently they don't hear much about us back there, so here are just a few results:

SOUTHERN CALIFORNIA

February 13th - 100 Mile Soboba Grand Prix

- 1st Overall - Malcolm Smith - 250cc Husky
- 2nd Overall - Jeff Heiniger - 125cc Penton

I just got the official results for this race, at least the top two, and this is especially worth mentioning since there were over 500 entries, and some pretty big names in this one.

February 13th - Saddleback Park

- | | |
|-----------------------------|----------------------------|
| 125cc Expert Class | 125cc Intermediate Class |
| 1st Bruce McDougal - Penton | 1st Chris Jackson - Penton |
| 2nd Ruben Benites - Penton | 2nd Jeff Vidic - Penton |
| 4th Bruce Baron - Penton | 3rd Mike Felton - Penton |

CENTRAL CALIFORNIA

- | | |
|-------------------------------|--------------------------|
| February 13th - Carnegie Park | January 30th - Chico |
| 125cc Expert Class | 125cc Expert Class |
| 1st Carl Crank - Penton | 1st Carl Crank - Penton |
| 2nd Kevin Henry - Penton | 2nd Kevin Henry - Penton |

February 20th - Carnegie Park

- 125cc Expert Class
- 1st Carl Crank - Penton
- 2nd Mike Middleton - Penton

IDAHO

February 13th - Owahe Moto-Cross Grounds

- 125cc Expert Class
- 1st Bill Hartman - Penton
- 2nd Tim Gaskell - Penton

February 20th - 75 Mile Cross Country

- 6th Overall, 1st 125cc Penton - Bill Hartman
- 8th Overall, 2nd 125cc Penton - Tim Gaskell

These two guys are constantly tearing up the 125cc class all over Idaho.

WASHINGTON

February 20th - Stump Jumpers

- | | |
|-------------------------|-----------------------------|
| February 13th - Shelton | 125cc Expert Class |
| 125cc Expert Class | 1st Keith Meridith - Penton |
| 1st Bert Nobel - Penton | 2nd Rick McCaffery - Penton |

I heard from Rick in Bothum, Washington the other day and I guess he clashed with Gary Bailey up in Puyallup, Washington. He had him whipped until he fell into the Grand Canyon on the front straight. Rick is the perennial 125cc senior winner in Washington.

OREGON

February 13th - JCC Moto-Cross, Philomoth, Oregon

- 125cc Expert Class
- 1st Ken Buirley - Penton

February 6th - Grand Round, Oregon

- 125cc Expert Class
- 1st Ken Buirley - Penton

Ken is traveling to Puyallup, Washington this weekend and Rick McCaffery will be there. Watch for these results, because when these "mudders" do battle, they completely dominate the show.

Oh! Almost forgot - yes, there is a 175cc. I actually saw a couple of them, and they are certainly impressive looking. While everybody was out to lunch, I had about an hour and a half with that engine by myself, and all I can say is, the two guys who developed that one sure did their homework. Even after wearing holes in my knees, however, I still came back home without one. Delivery date should be sometime in April.

Service Tip: Look for pin holes in the air cleaner to the carburetor boot on the 125cc.

Fred



PENTON IMPORTS

1354 COLORADO AVENUE
LORAIN, OHIO 44052

FIRST CLASS MAIL

MC GOVERN & SCHULSE SALES
6 5220 RICHFIELD ROAD
FLINT, MICHIGAN 48506