



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

1354 COLORADO AVENUE • LORAIN, OHIO 44052



NO. 14 MAY 1, 1972

POTOSI 2 DAY TRIALS, LONESOME PINE 2 DAY TRIALS AND FALLEN TIMBERS NATIONAL ALL BADGERED BY THE RAINS

The only thing that can categorize these April events is the rain. It seems that the rain was definitely the deciding factor in the results of these events. The bigger bore machines or an early number seemed to have the advantage.

At the Potosi 2 day ISDT qualifier trials the rain nearly drowned out this event, eliminating more than half of the riders the first 100 miles and allowing only 16 finishers. Only three gold medals were captured and we are proud to say the Penton Six-Day was the only gold medal winner, with Jack Penton taking first overall, Doug Wilford taking second overall and Jeff Penton taking third overall, making them the Trade Team winner. Dane Leimbach and Dick Bureson on Pentons finished with silver medals, resulting in five medal winners on Pentons out of a total of 16 finishers and 260 starters.

At the Lonesome Pine 2 day ISDT qualifier trials there was a repeat of the weather conditions and also another run with only three gold medal winners, with Jake Fischer winning overall on his 400cc Husky, Jack Penton taking second overall on his 125cc Penton and a local rider taking third overall on his 350 Suzuki. This says a lot for Jack's ability as a rider, being beat out by a machine that is over three times the size of his 125cc Penton. Dane Leimbach, Dick Bureson, Bill Uhl, Bren Moran and John Stanley all won silver medals on their Pentons. Another feather in the cap for the Penton machines.

The Fallen Timbers National Enduro proved to be typical of years past with lots of rain, mud and water. The larger machines showed their guts in this run with Huskys taking the first four overall positions. Pentons fared well, though, taking all of their class wins.

WRITTEN CONFIRMATION REQUIRED ON BIKE ORDERS

We are having printed "Bike Order Forms" for the purpose of having a confirmation on all bike orders. We will be sending these order forms to you as soon as they are ready.

Due to some confusion that we have had on dates and type of bikes ordered over the phone, we are going to require that all phone orders for bikes be followed up immediately by a written confirmation. This will save us a lot of trouble in shipping the bikes and save you a lot of trouble in receiving bikes that you do not want.

So we are asking you from now on to please send in a written confirmation for your bike orders and we will get the bike order forms to you within a couple of weeks.



The winning Mint 400 team with their 125 Penton is Bobby Davidson, left, and Danny Davis.

RESULTS OF PENTON RIDERS

POTOSI 3 DAY TRIALS	FALLEN TIMBERS NATIONAL
Jack Penton, Gold	
Doug Wilford, Gold	100cc & 125cc A Class
Jeff Penton, Gold	Lenny Keen, 1st
Dane Leimbach, Silver	Jerry Hull, 3rd
Dick Bureson, Silver	
	125cc B Class
LONESOME PINE	
2 DAY TRIALS	Ted Balsler, 1st
	Ed Grover, 2nd
Jack Penton, Gold	
Dane Leimbach, Silver	100cc B Class
Dick Bureson, Silver	
Bill Uhl, Silver	Herb Marcus, 1st
Bren Moran, Silver	Jim Morgan, 2nd
John Stanley, Silver	Ken Keen, 3rd
Ken Keen, Silver	
Lenny Keen, Silver	

PENTON DOMINATING TRIALS SCENE

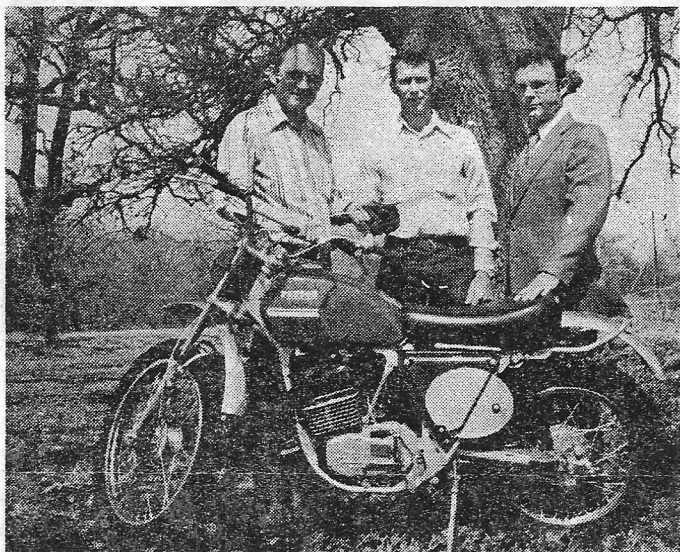
The trials scene thus far this year certainly has been an interesting and challenging one. These are '73 ISDT qualifier trials and, of course, we at Penton Imports are taking a big interest in them.

So far this season there have been two two-day trials: the Busted Piston and Lonesome Pine. Only six gold medals were captured for both trials and four of those golds were won by our boys on Pentons, and we have also taken our share of the silver medals. So all in all we think we are off to a pretty good start and are quite confident that Pentons will be in there strong for the 1973 ISDT to be held in Fort Hood, Texas.

For the three-day Berkshire Trials in May the Trade Team will consist of Jack Penton, Jeff Penton, Dane Leimbach and Dick Burleson, with Doug Wilford as alternate. They are all doing real well in the trials this year and we are quite confident that they will do the job for us at the Berkshire.

There are five guys coming all the way from Texas to try their luck and skill on the prestigious Berkshire. Phil Oliver, Roy Brewster, Joe Joiner, Jeff Grynwald and W. T. Cotton will all be mounted on Pentons. Their home base is Super Cycle of Arlington, Texas. We wish these boys the best of luck.

Gene Cannady, Carl Cranke and Jeff Heiniger, all familiar names, will be representing Penton in the Trade Team at the Trask Mountain Trials in June.



TEXAS TRIALS TEAM GETS BIKES – Don Smith, of Super Cycle, accepts a check from Roy Brewster and Jeff Grynwald for the motorcycles the Texas team will use at the Berkshire Trials. Grynwald, a Plano, Texas attorney, is the team's organizer.

PENTON RIDERS DOMINATE DISTRICT 7 IN MARYLAND

Maryland Penton riders definitely dominate the 125cc classes in district 7. Some of the boys dominating there are Charles Gamber, Bruce Triplett and James Echman. Guy Pearl, who had great success on Pentons, is now riding the larger classes on a Husky.

PENTON POSTERS NOW AVAILABLE

We now have available beautiful full color Penton posters. These posters are 23 inches x 35 inches and you can order them under Part No. 400.

FROM THE PROBLEM SHOP

Ted Penton



As the north wind slowly works its way around to the south and changes from brisk to the soft breath of spring, it is noted for the cause of spring fever. However, here at the R & D Center there is the opposite result. Everything picks up a couple more beats, if that is possible. The Cycle Liner hardly gets a chance to cool off. It backs in on Monday morning and empties its muddy cargo. The wash rack is a beehive of activity all day long. Tuesday is spent with evaluations and conference on the experimental parts installed last week and tried over the weekend. Wednesday and Thursday more alterations are made, along with new revisions. Friday the machines are loaded once more, and with her fuel tanks topped, the big diesel thunders to life and she glides out into the night. These are dedicated men bent on delivering the best piece of equipment to the public that is humanly possible. To win is secondary to the knowledge gained in shoulder to shoulder combat with the public that supports this huge enterprise.

We have finally settled on a size and heat treat for the spoke wrenches and have 200 of them being plated now. They will sell to the dealer for \$2.10 each.

Our moto-cross starting gate had its debut at Road Atlanta in Georgia. Its operation was perfect and the comments ran from "neat" to "fabulous" to "fantastic". It could not have performed better. We are very happy with it.

OBSERVATIONS

Sylvian Geobors broke his ankle in practice and will be out for several months. This leaves the 250cc Grand Prix class all to Joel, as Geobors was his only threat.

The Russians are back into moto-cross in the 250cc class and are in first place in the standings to date. They have been absent since their world champion, Victor Arbekov, dropped out about three years ago. They race CZ machines.

The West Texas Moto-Cross Championship came out like this: Danny Weir, Penton; Mike Ahern, Penton; Mike Johnson, Husky; Mark Harrington, Penton and Ole Finstead, Penton.

Jack Penton is scorching the trials trail again this year with two runs and two golds to date. Jack scored a gold in every trial he entered.

May starts one of the busiest months ever for the Enduro/Trials rider in the East. Starting with Burr Oak, then Buckeye Classic, then Berkshire, then Little Burr, then Back Mountain, and finishing with Porcupine in Michigan – that takes you into the middle of June. That means a lot of repair and preparation to get ready for each one, week after week.

JOHN'S COLUMN



I have just returned from Austria where we have been trying to finalize the details on our trip to the Six-Days. For everyone who is worrying about the tour to the Six-Days I want to again confirm that we are going to have it and the flyers should be out in a couple of weeks.

If any of you have ever done business with an eastern country, you can appreciate what the problems are. Number one and the basic problem is the lodging and visa costs for the group. You don't rush these people and thus we are unable to get the cost of the tour all put together.

One sure thing is that we have signed a contract for the airplane and have put a sizable deposit on the line for the plane. So, I can assure you that we are going to have a tour and that it will leave Cleveland on the 29th of August and return on the 18th of September. Approximate cost is around \$500.00, maybe \$550.00, but not over that. This includes all transportation, hotels and the breakfast. Several meals will be on the various companies and enterprises that we visit in Austria during the first week of our tour. I might mention that this tour will really be interesting for the ladies also because it is not a full diet of motorcycles and there will be several side tours to such places as a crystal factory and etc. which will interest the girls.

Again I should tell you that if you are desirous of going, just get your passport right now and you will be able to make the grade.

About two weeks and all Penton dealers will get a couple of flyers.

I can only say that I am sorry for the shortage of bikes this year, but we are doing everything possible to combat this situation.

"WE IN THE WEST"

The Polka Dots of Sacramento had their 9th Annual 49er Enduro April 16th and it was well laid out and organized. The 100 mile Enduro was run through a little village of Forest Hills in the beautiful mother lode country of the Sierra Nevadas. Dave Duarte from Roseville, California just purchased a used Penton and it was really great to see him win the 125cc Expert class. It was the first ride for Dave on a Penton and his first Enduro win ever. There were about 600 entries; I even tried it myself to see if I could even last the 100 miles, and it was fantastic with lots of mud, water, and snow.

The money moto-cross races have really been drawing the riders from all over the West, Northwest, and Southern California to the central part of California in the month of April. In the last four weeks there has been a total of \$16,000 in purses. Dirt Diggers North Hangtown \$5,000; Evel Knieval's Mountain Lion Moto-Cross \$6,000; and Sierra Mesa Moto-

Cross \$5,000. Needless to say, these four events have kept us here at Penton West mighty busy.

There is no question that the newspaper wins and results columns will show Pentons completely dominated the entries and twice as many wins as anybody else. Check it out! In fact, we are winning in the West so much it has begun to create problems. First, it is impossible to get all of these wins in print. I am constantly approached by our competitors' sponsored riders wanting to make a switch and we just cannot get enough motorcycles. Not a good position to be in, but then, not a bad one either.

PARTS

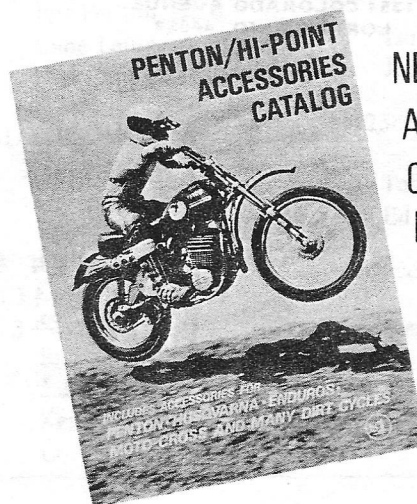
Hereafter, any parts orders received in the mail without a parts description will not be filled. Instead, they will be returned to you for completion. I cannot impress upon you how important it is that you complete the entire parts order form. Also, we have the obvious problems with phone orders. I realize it is urgent that you receive your parts as quickly as possible; however, at times, for one reason or the other, there is a communication gap and everyone gets up tight because you receive the wrong part. Now, I am not sure how we can correct this except that when you call your order in, be slow and precise in giving your order, and know in advance the quantity, parts number, and description you want. Ask us to repeat the order to you as given so there will be no misunderstanding. This may take a little more of your time, but not half as much time as if you get the wrong part and you have to return it for the correct one because it was written down wrong, or we misunderstood just exactly what it was you wanted. If this doesn't work, our only alternative is to discontinue taking orders over the phone.

SERVICE

Received a letter the other day from Cisco Gonzalez of Gonzalez Motors in Tacoma, Washington outlining the procedure for changing an early five (5) speed to the late six (6) speed gear box. According to Cisco, the only modification that has to be made is to bore out the left main bearing boss to take mainshaft bearing number 0632-110-002.

It would be quite expensive to convert over to a 6-speed if there is nothing wrong with the 5-speed, but if you have to make any major repairs to the 5-speed, for a few bucks more you might consider making the conversion. All 6-speed parts will fit the early cases provided you make this modification.

Fred Moxley



NEW 32 PAGE
ACCESSORY
CATALOG
NOW IN
THE MAIL
TO YOU!

PENTON CENTRAL

"OUT WHERE THE BEST BEGINS"

Sorry for having to postpone the dealers meeting until May 10th & 11th. Just couldn't get everything together for the April dates. Plan now to be in Amarillo May 10 & 11. We have a few 175s for some of you, plus some 125s, plus some Hi-Point boots!!!

We have spent a lot of time and money following through with the many many inquiries received through national advertising. Hope all of you dealers forward the brochures or flyers on to these prospects. We would be more than happy to mail these direct for you if you will furnish us with rubber stamp of the name, address, zip and phone number of your firm. Matt Weisman must be putting the ads in the right place, because we sure get a lot of response. Makes a guy wonder sometimes about advertising when we have such a shortage. But it won't always be this way.

The new "B" engine must be something else. Heard from several dealers this week who were real impressed after seeing some of them perform over last weekend. This is a real surprise! I'm sure we will go into this engine at the Service School.

Our new Parts Manager, Eddie Brasher is catching on real fast. He still needs your cooperation in furnishing parts numbers and descriptions on phone orders, and insists that phone orders placed before 1:00 p.m. will be shipped that day. Eddie is the son of Lem Brasher, one time Indian dealer in Amarillo and the one man I accuse of getting me into this business. The only way I could ever get even with him is to get his son involved in this crazy but wonderful business. Eddie is 29 years old, married, two daughters and has a BBA degree from West Texas State.

We now have our copy of the Berkshire film and it is worth showing. Our dealer in Jonesboro, Ark. has been our only "taker" so far, but I notice in Cycle News that Mr. Filkins is a promoter and very successful in the motorcycle business. If you want to borrow this film, let us know.

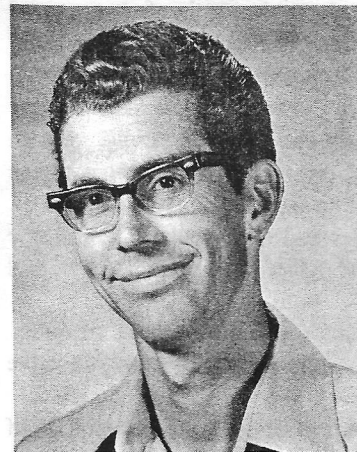
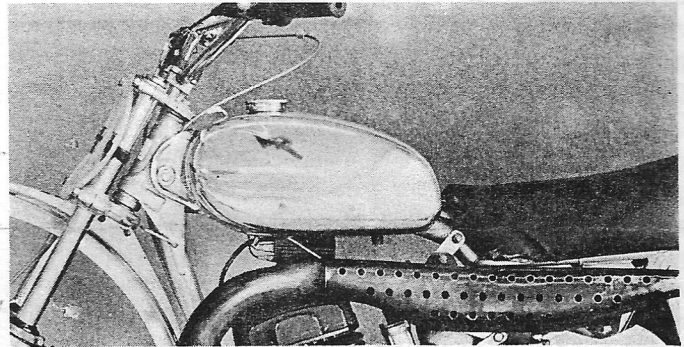
See you'all May 10th & 11th.

JR, Jackie, Randy, Mike & Eddie

NEW HI-POINT ALUMINUM HUSKY TANKS IN STOCK

The new lightweight aluminum tanks for Huskys are now in our warehouse. The sizes are 1.8 gallon, 2.4 gallon and 3.0 gallon. We put out in a previous bulletin that the tanks had a quick fill cap but that was changed due to leaking of those caps, so we changed to the standard cap. We also reported that they came with a gas tap, which they do not. The standard Husky tap is used and fits the tanks; the universal tank is the only tank that gas taps come with.

All the Husky tanks are pressure tested and simply bolt on in place of the standard tank. We have very good prices on these tanks, as similar tanks out west are going for twice the price.



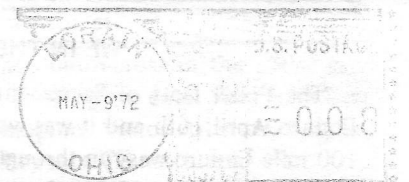
NEW EMPLOYEES

Lem Brasher (photo), Parts Mgr., Penton Central. Tom Garret, Parts, Penton Imp. Bill Uhl, Service, R & D. Gloria Castillo, Secretary, Penton Imp. Dale Wright, Truck Driver, R & D. Robert Whitman, Welder, R & D. Jack Horinek, Welder, R & D. Henry Retkowski, Development.



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