

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS

1354 COLORADO AVENUE • LORAIN, OHIO 44052



NO. 15 JUNE 1, 1972

PENTON WINS TRADE TEAM HONORS AT BERKSHIRE. CAPTURE 13 MEDALS.

Each year, for many years now, the Berkshire has been the fighting grounds for the "Battle of the Brands" in the form of friendly competition taken in a serious manner. Every manufacturer puts together his very best riders, puts them on very specially prepared machines, and sends them off to the Berkshire with the simple instructions, "Bring home the Trade Team Trophy." With this coveted trophy there would be no trouble convincing people that their brand was superior to all other brands. This is why the Berkshire has earned such a prestigious position and this is why the manufacturers take this sportsman event very seriously.

The Penton team does not alter one little bit from this plan. The difference lies in the fact that the Penton team take their assignment a little more seriously and maybe plan a little better and maybe work a little harder and maybe even ride a little better than the competition. Let's not take anything away from the bike, as we all know it also played a very crucial part in the success that the Penton team is enjoying.

The Pentons have entered Berkshire Trials ever since there was a Penton machine, which was five years ago, and in five years of Berkshire competition the Penton team brought home the Trophy Team Award four times. A very commendable record, wouldn't you say?

This year the Penton team won the Trade Team Trophy, finishing three riders with three gold medals. Their closest competition finished one rider with one silver medal. Naturally, Tom Penton took top 125cc honors and second overall, missing the overall win by a mere 16 seconds. The Pentons racked up four gold medals, making them the high gold medal winner in this event.

Gold Medals

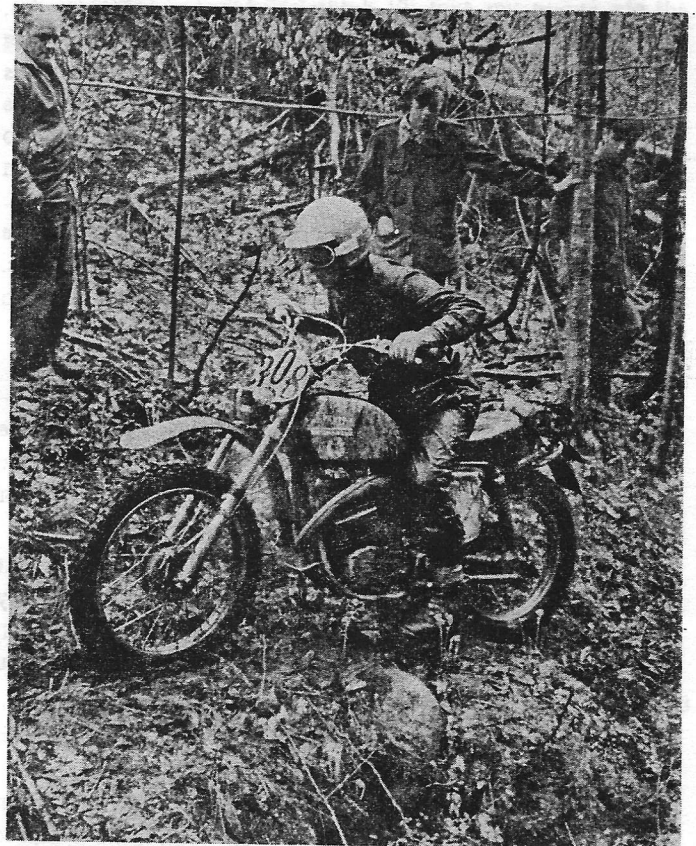
Dane Leimbach
Tom Penton
Jack Penton
Jeff Penton

Silver Medals

Paul Lussier
Bren Moran
Ray Kussmaul
Doug Wilford
Eric Baer

Bronze Medals

Gordon Razez
Dale Barris
Joe Curti
Phil Rader



Dane Leimbach takes his 125cc to one of 4 gold medals for Pentons at the Berkshire.

RAY KUSSMAUL WINS OVERALL AT BURR OAK NATIONAL ENDURO

Ray Kussmaul powered his 125cc Penton to take the overall win at the Burr Oak National Enduro. This is one of the toughest enduros on the national circuit with over 600 riders there to give Ray a little competition. Apparently, Ray must have been oblivious to his contenders, as winning a national enduro is quite a feat but winning one on a 125cc machine is a sight unseen. Our congratulations go out to Ray for a remarkable performance on his Penton.

It was a good day all around for Pentons and Penton riders as Doug Wilford won the Bantam weight championship while Lenny Keen won class "A" Bantam weight and Al Berquist won class "B" Bantam weight with John Penton winning Senior class championship. This proves that once again when the going gets tough, Pentons excel.

PARTS PICKIN' WITH TOWNE AND THE GANG

Dear Dealers:

Once again I am going to stress the point on ordering parts. We have had a lot of orders in the past that were not filled out completely. Starting June 1, we will send all incomplete parts orders back to you. We will also start enforcing the \$5.00 minimum parts order; that includes phone orders too.

We will also start sending any warranty parts back to the dealer, if they are not accompanied by a warranty form. These forms must be filled out completely, not just the name of the guy. If you do not have any warranty forms, feel free to ask for them. We will also not accept any parts that are not cleaned up.

It is this time of the year we start taking our inventory. So, we are giving you a month notice that we will close starting the evening of June 27th through morning of July 5th. This means we will not accept any parts orders by phone or process any orders that do not arrive here before the 26th of June. So try to stock a few more parts in June to carry you through while we are closed.

We now have available a 10mm front engine bolt for the series B engine only. We suggest you install it in all B engines. You will have to drill the front engine mount to 10mm to accept it. The part number of this bolt is No. 710.

OBSERVATIONS

Tom Penton, John's oldest son, returned two weeks before Berkshire from Vietnam and commenced to win a gold at the Berkshire, win the 125cc class and 2nd overall. Not bad for not having ridden in over a year.

Having read most of the monthly magazines on the Mint 400, it seems funny that in almost all of them the really impressive win of Davis and Davidson on the 125cc Penton was completely ignored or made to look trivial. Makes you wonder about writers.

Robert Morrison took his 125 Penton to overall novice in the Desert Foxes Hare Scrambles in California.

At the 49ers and Polka Dots 9th Annual Enduro, Penton riders Dave Duarte and Pat Pipes won the A and B 125cc classes and Penton super star Carl Cranke, who pops up in about every type of event possible, took a 3rd in the 250 B class. Congrats.

The Penton/KTM GP 250 now being run in the 250 Grand Prix's of Europe has turned everybody's heads. A Russian, Pavel Ruler, relatively unknown in Moto-Cross circles, took it to a very creditable 4th overall in the Yugoslavia Grand Prix and ran ahead of Robert for over three laps. The 250 is based on our 175cc engine and looks identical. In the first leg he won 3rd place behind Robert and Goebers.

John Penton will miss his first Little Burr since its conception. He cracked his hand at Burr Oak and will require one more week in a cast. John won Little Burr last year and numerous times before.

Jack Penton rode the last 80 miles of the last day of Berkshire without a left foot peg, having wiped it off on a rock. He still maintained his gold medal riding the worst section of the day without it. Jack is the only rider to win a gold in every trials to date.

FROM THE PROBLEM SHOP

Ted Penton



We are just about to tear the sheet from the calendar and look back on the most fruitful month in our history. John and I are two of the happiest and most thankful men in the nation. Tom Penton has returned safe and sound from Vietnam. The three young champions ride together once again. Can you imagine the satisfaction and pride a man must realize to watch three of his sons ride home in "gold" on those highly tuned machines that he created? Now you can plainly see where he got the slogan "Built For Champions". You can further appreciate his comments at dealers school about training the young riders. Once again he speaks from the saddle and not the drawing board. Every rider we have, John's boys included, does ALL his own work. No one even so much as tightens a nut on any of their machines, except themselves. All of their work is done in the evening, the same as any other man would have to do. This is the way he has built his champions.

This is not the only good fortune this month. It seems as though we solved two problems for every one they threw at us in the last four weeks. Our newest employee, Hank, is busy at his drawing board with future planning. Morey has pushed more work than ever thru his machine shop and created some fancy inventions. J. D. has moved up with John Cobb and is frantically trying to soak up everything John has stored in his head. We have had the good fortune to be gifted with Jack Horinek, one of the best welders and heli-arc men to ever strike an arc.

Also our big diesel is averaging 3000 miles a week.

We have purchased a new bead blasting machine to improve our quality to you. Yes, it has been a wonderful month. The only thing that really went wrong were the two cases of Coors that we smuggled in from Texas for Jim Nash. I got them aboard the Cycleliner when it left for the Berkshire, but Jim missed the bus and the Coors are back in my office. I can't hold these boys at bay much longer, Jim.



Ted Penton "Fair-Start" gate in action at Road Atlanta Pro-M-X.

JOHN'S COLUMN



We are still trying to make 175cc bikes as fast as we can, but it is just not that easy.

Our 175cc engine is still a bench job and there are many hours of hard work in each unit. Also all cylinders are hand worked and timed in, and this makes for a slower production. However, this will change and steadily get better with more production.

The overall performance acceptance and satisfaction have been good with the new 175cc and now that we are coming into the dryer and faster season of our motorcycle competition you will begin to see many wins with the 175cc Penton.

GENERAL CARBURETOR SETTING FOR THE 175cc

There has been some complaint about the richness of the carburetor setting of the 175cc from certain areas.

In most bikes we have found them coming through standard with the following setting:

Main Jet #140 – Slide #3-1/2

Needle Jet #106 – Needle #3

Idle Jet #20 – Needle in middle notch

If richness is experienced, we would suggest first to approach the situation as follows:

1. First try the air adjustment of low speed. The Amal carburetor is very temperamental to the low speed air adjustment. If satisfaction is not achieved;
2. Next, lower the needle all the way and readjust the air. If still no luck;
3. Next, remove the carburetor and replace with 105 needle jet, putting the needle back in the center position. At the same time, check the float level by putting float in the bowl, placing thumb nails on the ends of float spindle and inverting complete float bowl assembly. Observe that the float itself should rest even or parallel with the top edge of the float bowl.

Don't go making a big thing over this. This setting is almost always correct. However, if the level should be off, it can be changed by heating the bowl and repositioning the seat. If you are not an experienced shop, we suggest returning it to our R & D for adjustment.

After changing the needle jet and again readjusting the air and you're still not satisfied, one other step can be to replace the slide with a #4 slide. If you don't have a #4 slide available, you can possibly cut about 3/32" of the cut away slide.

This deal works and if you are still having problems, then I don't know what to tell you at this time.

"WE IN THE WEST"

1100 entries in one class – you eastern riders probably can't imagine such a thing and I will admit that it's quite a lot and also very competitive. Speaking, of course, of the Elsinor Grand Prix. A combined number of 2200 riders come out to compete in this event and 150,000 spectators. Now that's a

Sunday afternoon for you. It's not really just a Sunday afternoon. For the benefit of our non west coast friends, the Elsinor Grand Prix takes two days to get all the riders through. On Saturday all bikes up to and including the 250cc machines compete and on Sunday the Open Class competes, approximately 1100 each day.

All the background information is to stress the importance of the results of this race. That being, Danny Laport on a Penton 125cc was first 125cc machine and fifth overall, with Warren Burrell being second 125cc and 7th overall and our own and well known Gary Calkins was first 100cc novice.

What else can I say? Between the Davis/Davidson win at the Mint 400 now with Laport and Burrell taking 5th and 7th overall at the Elsinor Grand Prix and with all the not so small and quite impressive local events that the Pentons are winning and with the shortage of bikes and the increasing demands of the "winning wonders", I think I'll take my phone off the hook and cancel my subscription to the local cycle newspaper. Not really – what I am going to do is keep pushing for more bikes and try to ease some of your discomforts.



Elsinor Grand Prix 125cc winner, Danny Laport in action on the Penton.



HOG LADEN TRUCK RAMS WALL OF CYCLE SHOP

What started out to be a normal day for Andy's Cycle Shop in Renton, Washington, one of our Penton dealers, ended up in a total disaster and anything but normal. A downhill bound pickup truck loaded with hogs, lost its brakes and ran through the wall of Andy Knebel's shop. The truck imbedded itself into the parts room causing a substantial loss of parts, bikes and tools.

PENTON TEAM GOES WEST

Tom Penton, Dick Bureson and Doug Wilford are on their way to Oregon to ride the Trask Mountain two day qualifier trials. They will be representing Penton East while Gene Cannady, Carl Cranke and Jeff Heininger will be representing Penton West.

It would be a pretty safe assumption to say with this ticket we can't do anything but excel at Trask Mountain. There should also be some pretty good competition between the two colleague teams on the East versus West basis, or West versus East, and not Penton Team versus Penton Team.

PENTON CENTRAL, OUT WHERE THE BEST BEGINS

We at Penton Central want to take this opportunity to thank all the dealers who attended our Service and Sales School. You dealers really made a success of it. Without your participation and the help of John Penton and John Cobb and the others from Ohio, we could not have had the success and enthusiasm that we had. I am sure that everyone gained enough knowledge to feel that the time spent was worthwhile.

Our hats are off to Matt Weisman for the wonderful job he accomplished on the layout and printing of the new Accessory Catalog. This is one item we have needed for a long time. This catalog should stimulate the accessory sales a lot. Good work, Matt!!

We understand that Dealer Joe Turney of Albuquerque, New Mexico sold his first 175 Jackpiner to Indy driver Bobby Unser. Guess the Unser family knows high quality, high performance machinery. I notice that his pole position time trial was 17 miles an hour faster than the pole position last year.

I just heard from our Texas Team that went to the Berkshire. It seems as though they didn't do so good, but they say wait until August and we get all those mud runners down to Fort Hood when the temperature will be 100+ and a copper-head behind every rock.

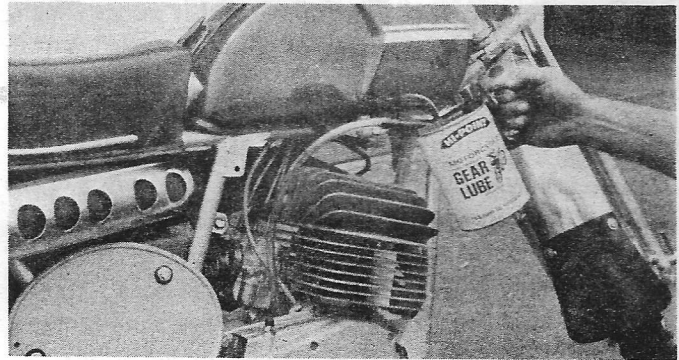
We just had our entry returned from Las Vegas for the Silver States 3 day trials. They cancelled it because of a lack of entries. We are trying now to get things together to give the Greenhorn another try.

Our shipping clerk and his new 175 are getting started off very successfully. Mike has ridden four race meets and won the following:

- May 7 Afternoon Moto-Cross Clarendon, 250cc
1st place all 3 motos
- May 7 Amarillo Moto-Cross 250cc
1st place heat scrambles
2nd place finals
1st place moto-cross
- May 14 Clarendon Moto-Cross
1st place 250cc class
- May 21 Amarillo
1st place 250 heat scrambles
1st place final 250 scrambles
1st place 250cc moto-cross

Mike says he can win easier when we can change the gear ratio some and have a little better assortment of jets.

J. R. Horne



NEW HI-POINT OIL DISPENSER

We are adding to our Hi-Point Accessory line an oil dispenser that measures as you pour. This dispenser fits on all quart oil cans and fills those hard-to-get-at places fast and easy. This dispenser is mounted on an attractive colorful card and should be a good sellable item and will fit on your Hi-Point oil rack. Order under Accessory No. 406.

INTERNAL FLYWHEEL MOTOPLAT FOR HUSKYS

We now have a few internal flywheel racing Motoplats for Huskys with the Large Bosch Ignition Systems. These Motoplats can be used on 70-71 model Huskys by changing the magneto side crank pin to the old style. Order No. 607 for Motoplat (no lighting coil).



PENTON IMPORTS

1354 COLORADO AVENUE
LORAIN, OHIO 44052

FIRST CLASS MAIL