



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK

PENTON IMPORTS



NO. 17 AUGUST 1972

1354 COLORADO AVENUE • LORAIN, OHIO 44052

INSIDE: SORTING OUT THE 125-175 CARBURETORS U.S. TROPHY TEAM FINALIZED

Official confirmation on the U.S. Trophy Team from the AMA is now finalized. The team again this year will be Penton mounted. This year the team will have one complete week to sort out these mounts at the factory in Austria before heading for Czech. This will be the first time we have had plenty of time to prepare the machines really properly to fit the rider, says Doug Wilford, team manager. We are not going to have any foulups like we did last year when Dick Burleson had to retire with mechanical failure. The riders will be leaving with the tour August 29th and will go straight to the factory where they will pick up the cycles and begin preparation. Doug feels

this will give us a distinct advantage and help with rider confidence.

According to Doug, this year's Six-Days will be the toughest in a long while and will make last year's at the Isle of Man look like a cake walk. We're shooting for number one this year and face an uphill fight against the two-time winning Czechs on their home ground.

SHE'S A SHE, 14 YEARS OLD AND FAST

A little local publicity always helps, especially when it's about one of our dealers' daughters. As was written in the Gloucester (Mass.) Daily Times, "Girl leaves boys in dust at N. H. motorcycle track." Cheryl Hildebrand is 14 years old and is the daughter of our Cape Ann Cycle Penton dealer. She races a 100cc Penton at Lee Raceway in Lee, N. H. and holds the first position in the junior division after winning three firsts and a second in her last four races. She races her Penton around the quarter mile dirt track causing embarrassment and consternation among the male cyclists. Cheryl finished second overall among all the competitors in all classes and is just 1/2 second off the track record set by a 60 h.p. cycle. Cheryl also competes in moto-cross and enduro and does all of her own repairs and tuning on her cycle.

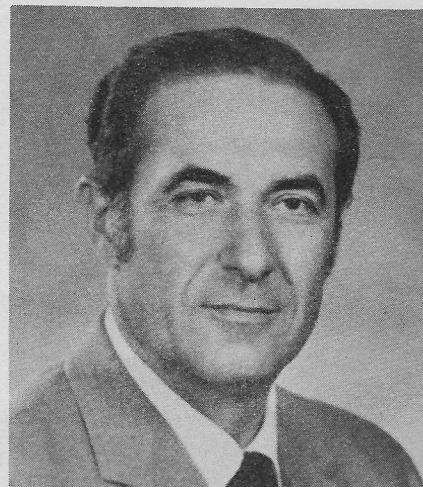


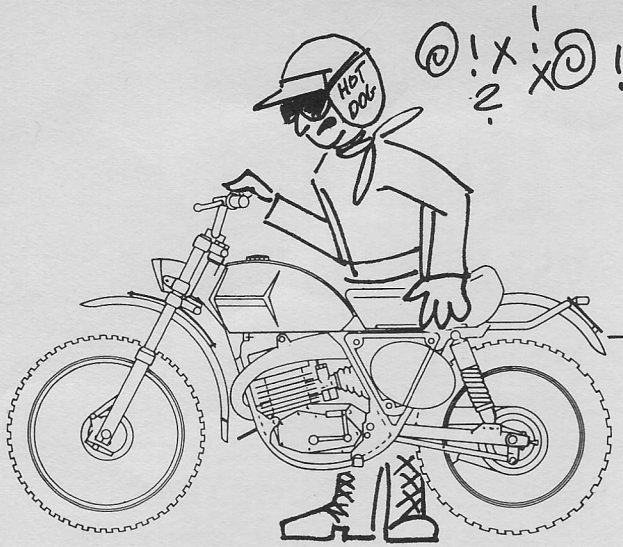
JOHN PENTON ANNOUNCES NEW ADMINISTRATIVE ASSISTANT

Bob Mihuta has been named Administrative Assistant for Penton Imports and other John Penton concerns. He will be acting as John's assistant and will be handling things in John's absence. His major functions will be to establish policies, create uniformity among the distributors and overall problem solver.

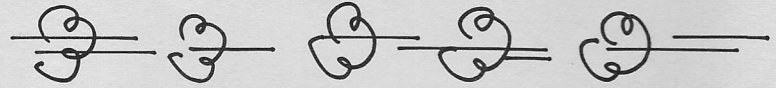
Bob was originally from Amherst but comes to us from Bennington, Vermont where he was employed by Union Carbide as the Manager of Industrial Relations for the past 10 years. Before that he was the faculty manager for eight years at Rocky River High School in Rocky River, Ohio.

Bob is a graduate of Baldwin Wallace College and received his master's degree from Western Reserve University and attended Cleveland Marshall Law School. He is married and the father of three sons and one daughter. His sons are all attending college while his daughter is still residing at home.





CURING THE LOADING



dealer. This float level business can be accomplished by removing all fittings from the float bowl and heating the float bowl with a propane torch allowing the brass seat to be moved freely. After the bowl has been heated a little bit, one can use a 1/8" drill bit to move the seat. Just follow diagram. There are two ways to measure the float level. The one way to measure the float level is to depress the float lever with a pencil as per diagram and the measurement of the distance from the top outside edge of the float to the top edge of the float bowl should be three millimeters.

It does seem that every year when the hot muggy weather gets here a service problem also occurs. This problem has many names: "Fouling", "Loading", "Too Rich", and if you're in an event when it happens, names that can't be printed. I believe this year our carburetion problem is greater because of two new engines, the Sachs "B" engine and the new 175cc engine, both of which we are all unfamiliar with. The breathing of the "B" model is different than before; therefore, we must jet a little differently. We have found on our 125's that the setting that works best, no matter where we are riding, in the "Berkshires" of Mass. or the "Blue Mtns." of Oregon, is as follows, in order of importance:

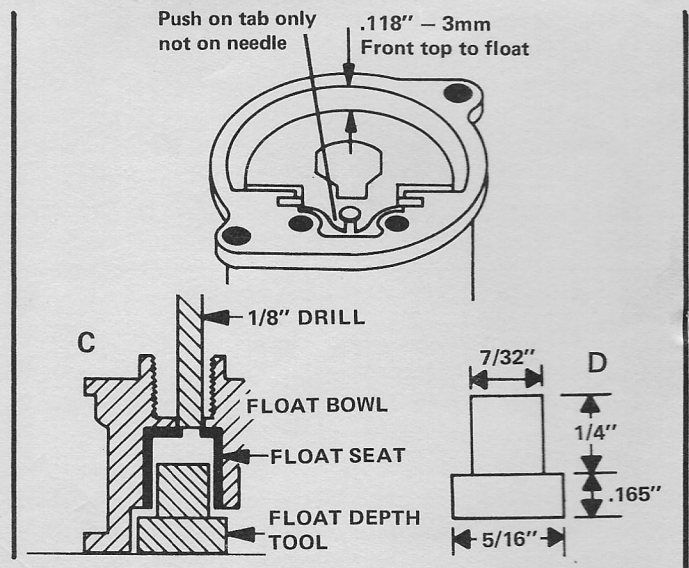
1. # 5 needle
2. # 273 needle jet
3. # 135 main jet
4. # 40 idle jet

If all four of these items are done and the air screw about one to two turns out, your 125's should not load up. However, we have also found that these darn carbs can sometimes come through with all kinds of combinations. Our very latest carbs are coming through with a # 4 needle but it has a # 270 needle jet. This combination seems to work good in most instances so this must be checked out. Make sure if you change to a # 5 needle, that you do have a # 273 needle jet in the carb to begin with. We think this combination will fix most of your 125cc and 100cc carb problems.

When you dealers and riders receive 175cc Pentons with Amal carbs using a gray nylon float bowl, we believe 75% of your carb problems will not exist and chances are, everything will go good.

However, if you still experience loading problems and richness at low end, then we would suggest the following. Change to a 622/124 #2 longer needle and a 622/122 #105 needle jet, placing the needle in the center adjustment position. Always bear in mind the Amal carb is very temperamental to air adjustment, so be sure to carry out air adjustments each time you change the carb settings.

Now, for the poor devil who got an earlier machine with a cast metal float bowl, if you are experiencing the same richness problems, you are going to have to send your bowl to us or else set the float level as per diagram. This is not hard if you are conscientious about it. However, don't screw it up. If you are in question, send it to us or take it to your competent



The other way to measure the float level is move the seat so it is .165 thous. from the top of the chamber to the top of the seat, figure C. There is a small tool you can use to set the proper distance of .165 thous., figure D. This tool is also available from our parts department.

In summation, if the seat is .165 thous. from the edge at the back, the float will be 3mm or .118 thous. from the edge at the front.

After the float level has been established correctly, you can proceed the same as the nylon bowl job using the 622/122 # 105 needle jet and the 622/124 #2 long needle. One other thing, if you need a little more perfection, sometimes you can use a # 4 slide in place of the 3-1/4 and this will improve acceleration a little. We have found that on all general applications the # 250 high speed jet is correct.

This attention to your 175cc Amal carbs should cure all problems if the work is done correctly. I might add that if you employ a quick acting nylon cable and twist grip kit which we have in our accessory department, you will swear it makes a different bike out of it. This report comes to us from all over.

In the past few months, our own knowledge of the Amal carb has just about surpassed that of the Amal factory, thanks to a lot of our Triumph, BSA and Bultaco oriented people.

DEALERS:

In the past few weeks we have filled all of our back-orders on Enduro Kits to our eastern dealers. We also have had a lot of them returned to us stating they didn't order them. Remember, dealers, these kits are from your bike orders when you order an Enduro bike. These kits only cost you \$50.00 when ordered with the bike and \$75.00 when ordered separately.

In the last few weeks we have been out of stock on head gaskets and base gaskets. May I suggest to your parts dept. to order a complete gasket set? If you break down the price of every item in the gasket set you would be money ahead, by just putting the items on your shelves. This is a complete gasket set and also includes a complete seal kit with it.

Within a week or so, we'll be shipping all our dealers their 175cc initial parts kits and dealer tool kits. The tool kit has all the necessary tools to completely overhaul your 175cc motor. It also has a 175cc engine stand. Here is the list of parts that you will receive:

QUANTITY	DESCRIPTION	PART NO.
2	Gasket set	53 30 100 000
10	Clutch case gasket	52 30 025 000
10	Ignition case gasket	51 30 040 000
1	Clutch cover	51 30 001 010
1	Ignition case cover	51 30 002 010
3	Plugs Am 8x1/8G	DIN 7604/AM8x1/8G
5	Hexagon screw 6x15	DIN 933/M6x15/8G
5	Allen head screw 6x20	DIN 912/M6x20/8G
10	Allen head screw 6x35	DIN 912/M6x35/8G
5	Allen head screw 6x55	DIN 912/M6x55/8G
5	Allen head screw 6x65	DIN 912/M6x65/8G
5	Allen head screw 6x75	DIN 912/M6x75/8G
2	Studs 6x15	DIN 939/M6x15/8G
2	Inside hex. nuts M10	51 30 048 000
2	Piston 63, 75mm cpl.	52 30 007 200
1	Piston 64, 00mm cpl.	52 30 007 300
2	L Ring 63, 5mm	52 30 031 000

QUANTITY	DESCRIPTION	PART NO.
2	Sq. Ring 63, 5x2	52 30 032 000
2	Needle brg. 15x19x20	51 30 034 000
1	Cylinder barrel 63, 5	52 30 005 000
1	Cylinder head	52 30 006 200
10	Cylinder base gasket 0, 3mm	52 30 030 100
10	Cylinder head gasket	52 30 036 000
3	Gasket induct. man.	52 30 038 000
1	Exh. adapter gasket	52 30 046 000
5	Hex. screw 6x15	DIN 931/M6x15
5	Float chamber washer	622/073
3	Throttle needle	928/063
3	O Ring/flange sealing	622/101
5	Nuts M8	DIN 934/M8
1	Bearing cover cpl.	51 32 013 300
5	Clutch disc w/lining	51 32 011 011
3	Steel discs	51 32 009 100
10	Spring nuts	51 32 005 100
10	Spring bolts, 45 long	51 32 004 100
10	Clutch springs 1, 6	51 32 001 130
1	Outer clutch hub, 78T	51 32 000 370
1	Pressure plate	51 32 006 030
10	Pressure bolt L/S	51 32 020 000
10	Lock nuts BM5	DIN 439/BM5
1	Sprocket 11T	54 33 029 050
1	Sprocket 12T	54 33 029 050
1	Sprocket 13T	54 33 029 050
3	Sheet metal lock washer	51 33 031 000
3	Nuts M20x1, 5	51 33 032 000
1	Shifting shaft completely assembled with shifting quadrant and shift lever internal	
2	Shift levers w/hexagon screw and lock washer	
1	Kick starter cpl.	1.51 33 036 000
2	Kick starter springs	51 33 024 000
2	Spring cups	51 33 018 000
3	Sheet metal lock washer	51 33 034 000
1	Motoplat ign. set w/6V, 15/18 Watt 9600134	
1	Amal carburetor cpl.	
3	Float needles	622/068
2	L Ring	52 30 031 200
2	L Ring	52 30 031 300
2	Sq. Ring	52 30 032 200
2	Sq. Ring	52 30 032 300
10	Clutch cable	52 02 090 000
10	Throttle cable	52 02 091 000
10	Brake cable	51 02 092 000
1	Chain	52 10 065 000
10	Master links	52 10 066 000
1	52T sprocket	52 10 051 000
1	Chain guide	51 07 066 200
1	Front axle	52 09 081 100
1	175cc Dealer Tool Kit	

PENTON IMPORTS NOW DISTRIBUTING THE NEW CHAMPION LINE OF MOTORCYCLE PLUGS

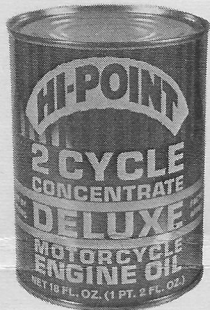


One of the eight exclusive distributors in U.S. for the new line of Champion motorcycle spark plugs was announced last week by Champion Spark Plug Co. We now carry the full line of motorcycle plugs for all makes in stock and will have a brand new list out to you soon. With this new line of exclusive motorcycle plugs, we will be getting the lowest prices possible to you on the regular and gold palladium line of plugs.

HI-POINT COMPETITION OILS

WHAT THE WINNERS RELY ON!

DELUXE 2-CYCLE CONCENTRATE

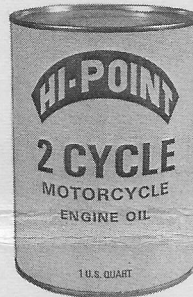


No. 511

A premium 2-cycle synthetic based engine oil. Needs no pre-mixing. Reduces plug fouling and eliminates carbon deposits.

Used by Champions like:
RON BOHN (National #1 Enduro Champion)
HEIKKI MIKKOLA (G.P. Champion & Inter-Am winner)
MARK BLACKWELL (1st American Inter-Am Series)
JACK PENTON (Gold Medals — Berkshire, Corduroy, ISDT)

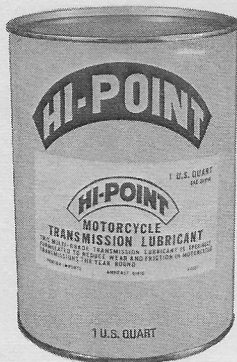
2-CYCLE MOTORCYCLE ENGINE OIL



No. 510

This special motorcycle engine oil is the finest manufactured today for all pre-mix or auto-lube systems. Excellent for snowmobiles.

TRANSMISSION GEAR LUBE



No. 512

A multi-grade transmission lube made to reduce wear and friction in all cycle transmissions. Designed and formulated for year round use.

HI-PERFORMANCE FORK OIL



No. 513

Specially formulated to eliminate foaming. Polymer thickened to insure uniform viscosity. Guards against rust, corrosion and wear.

DELUXE CHAIN OIL



No. 546

Synthetic based chain oil of the highest quality. 8 oz. plastic bottle means no waste. Gives competition chains that needed protection.

HI-POINT FLAT PROOF



No. 549

Designed to permanently seal motorcycle tire punctures up to 1/8". Don't get caught flat... Use "Flat Proof".

JOHN'S COLUMN



I sure hope everyone has got their mind made up on this Six-Days tour bit. The plane leaves at about 4:00 PM on the 29th of August and won't be back until the 19th of September. But believe me I'll bet the people who are going will have a real experience on this trip. If you have a passport, it still isn't too late to get in on this deal. As a matter of fact we are even offering the members of the tour a 175cc enduro to run around on while they are over there if they want. They buy the thing for \$750.00 and when they are done riding it over there we will send it back to the States for them. That will cost about \$100.00. So altogether a person will have about \$850.00 in a 175cc enduro plus the use of the machine while he is over in Europe. Think it over; it isn't a bad deal if it doesn't rain.

We have a complete page on carburetion in the Keep em' Winning, so every dealer and mechanic read it over about two times and your carb problems will be completely solved. Just think, you don't have to buy any more sixty buck Mikunis.

I know you dealers are still crying for machinery, and believe me, I hear every whimper. I just came back from the factory and we have now managed to kick up production by 20% and are managing to get Sachs engines better so I am sure you dealers will experience a much better delivery situation by the time you are getting this letter.

Here in Lorain we are starting to experience growing pains again and it looks like we may have to acquire more warehousing space for our operations. It has been planned that Matt the advertising man and his crew would move on down the road someplace and it better be pretty soon because we are really rubbing elbows with everyone in the office. It is real chummy, but not too efficient.

The biggest blow we have had since our last newsletter is that my son Tom, a member of the Trophy Team, was sent back to Viet Nam. He had just returned from Viet Nam and a one year tour of duty, so after a month in this country, they sent him back to Nam on one of Nixon's sneaky TDY deals. The situation does not look too bright now, as he is over there on a maximum 180 day TDY.

Outside of Tom missing from the team, we are good and strong, and barring no more problems, we should make a good showing at Six-Days. Our next Keep 'em Winning should be going out to you dealers on our departure before Six-Days so it should be quite interesting to keep up with this whole program.

PENTON CENTRAL

Out Where The Best Begins

Sorry we missed last month. We were all so busy with inventory and fiscal year end reports and 4th of July we let it slip.

We managed to make MX races at McAlister, Oklahoma on the 5th of July and see Penton riders win 1st, 2nd, 4th and

5th, winning \$320 out of the \$400.00 in the 125 Senior class. Mike Johnson of Dallas was back on Penton after trying all the rest this past year, winning 1st. Jimmy Huddleston, Mike Lewis' young rider from Lawton, Oklahoma, ran 2nd and P. C.'s Jerry Arghart and Joe Moss picked up 4th and 5th. Mike Terry ran good on his 175 in the 250 class and brought home some of the money. Bill Porter, Ft. Worth dealer, called me on the 5th and told me Mike Johnson's sponsor was in the store the day after the race to purchase another 125 Penton to replace the Husky 125 that another one of his team has been campaigning on.

Sorry to hear that our good dealer Jim Brumbelow of Cloud Croft, New Mexico is being transferred back to Dallas. Jim has done an excellent job for Penton in a town of 700 population and we sure hate to lose him. Our new dealer out there is David Hubbard and I'm sure Dave will do us a good job.

I want to thank all our dealers for the cooperation on returning the new motorcycle order forms. It just makes it much easier to keep up with who has what on order and how to divide the machines up fairly. If you are one of the few who failed to fill these orders in and return them, you better dig them out and mail them back. We need these orders in writing to show the KTM people how bad we need the machines in the USA!!

The new Trials bike is being well accepted with many dealers selling their first one the first day and reordering at once. I just cannot understand a dealer telling me that it won't sell in his town. How can you sell one if you don't have it on the floor?? Same goes for you dealers who say there is no market for the 100cc bikes. I know for sure that the dealers who have a few 100's running keep reordering them.

I had a dealer??? call me from Colorado this week and cry because he did not have a 125 for sale and said he had a 'sure' sale for one. I suggested he try a 100 and he said he didn't want to stock one!! I am sure glad this type of dealer is few and far between.

We keep hearing about the Penton dealer in the next town selling his motorcycles too cheap. All I can say is that you fellows who are getting full price for them will still be in the business when the other guy is broke. The supply is just not great enough to make anyone have to sell them for a few bucks over cost!

Dealer Richard Sanders tells me he won 1st overall at an enduro last week in Houston. Ole Dee Williams of Nacogdoches, Texas winning his class and their Penton team winning the team award.

Bill Porter reports that Mike Johnson's sponsor is putting him on a 175 Penton to compete in the 250 Senior class. Better watch out, Wyman Priddy!!! Our 175 rider at Penton Central, Mike Terry, has now ridden 22 race meets with 18 firsts and 4 seconds. This is in the 250 Senior class and has beaten ex-Penton rider Randy Carthel several times. Randy just had to have a 250 - he thought.

We have just finished our third year at Penton Central and thanks to all our enthusiastic and faithful and patient dealers for making it very successful. In the next three years I believe our Central dealers will be selling more bikes and Hi-Point accessories than the east or west - how about that.

J. R.

FROM THE PROBLEM SHOP

Ted Penton



It's about that 10mm, front engine mount bolt. Starting with the "B" engines, the front engine mount bolt hole is drilled to 10mm in the engine, but only 8mm in the frame. Now, I have made up 10mm studs from chrome moly steel and heat treated them. These can be installed in a few minutes with only a 3/8" rattail file. DON'T drill the hole in the frame — FILE IT. First remove one nut from the present stud and push the stud out about half way. Now lay the bike on its side with the open hole up. File the hole in the frame to match the hole in the engine and install the new stud with one washer and push in about half way. Now lay the bike on the other side and file the other bracket the same as the first one. Install the stud, washer and nut and tighten to 40 ft. lbs.

I have just delivered 200 of the most powerful spring hooks ever built to our Mr. Towne. These are also made of heat treated chrome moly. The hook body was machined on a taper from 1/4" to a point before it was bent. This increases the mass as the strain gets farther from the point. It should be practically indestructible. Along with this we have done a lot of work on these 175 carburetors. It is unbelievable the tiny things that make such a terrific difference in the perfect operation of this unit. At this writing we think we have a perfect operating carb, as Doug Wilford's article describes.

Now — back to the drawing board.

ATTENTION ALL PENTON WEST DEALERS

It has been reported to us that the telephone number listed on the front of the Spare Parts Price List, 003, is wrong.

Please use the number (916) 362-4124 to phone in orders to Penton West.

NEW ITEMS

1. 1-1/2 gal. fiberglass MX tank for all CMF model Pentons. Part No. 51 07 001. Specify color: blue, green red.
2. New Hi-Point fender flaps with 3 mounting screws. Part No. 587. Specify color: white, red, orange, green, blue, silver, black, yellow. Dealer cost .70 Ret. 1.25.
3. Hi-Point leather MX pants. Available in 3 weeks Part No. 402. Specify color: black with red stripe and blue stars/black with gold stripe and black stars/gold with green stripe and gold stars.
4. Hi-Point leather chest protector. Part No. 401. Color: green and gold stripe.
5. Hi-Point MX half jacket with front padding. Part No. 403. Specify color: black w/red stripe or black w/gold stripe.

175cc QUICK THROTTLE SET-UP KIT

Makes the 175cc respond to your quickest needs. Includes throttle, cable and grips. Order No. 720.

OBSERVATIONS

The summer M-X series is over and guess who won overall; an American, Gary Jones. What is significant is not only the American rider but the machine, Yamaha. In a little less than three years the Japanese have already dominated the M-X scene in Europe and now the U.S.

Our U.S. Trophy Team is now training every day to get in shape for Six-Days. According to Doug Wilford, team manager, concentration and physical fitness are his goals for the team.

Chuck Bower, back in action after a broken ankle, is again tearing up the California M-X tracks on his Penton. Chuck not only always wins but the fans love him.

Question of the year: Will John Penton ever ride competition again?

Ever have a run of bad luck? J. D. Slater, one of our mechanics at R & D, is right in the middle of one. First he broke his right ankle in a M-X. Then he proceeded to demolish Ted's van in an accident, followed in another week by him breaking his left ankle. J. D. says bad luck comes in three's and he hopes maybe this is the end.



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FIRST CLASS MAIL