

FOR OUR PENTON AND HUSQVARNA DEALERS



# Keep'em Winning

*YOUR LINE TO THE INSIDE TRACK*

**PENTON IMPORTS**

1354 COLORADO AVENUE • LORAIN, OHIO 44052



NO. 2 MAY 1, 1971



## PENTON RIDER WINS SERIES

Jeff Anderson won the first of five races of the MoKan Spring Moto-cross Series on his Penton 125cc. There were 112 riders entered in his class but Jeff was virtually untouched by any competition as he totaled 5032 points out of a possible 6000 and his closest competitor came through with 3300.

Our congratulations to Jeff for a fantastic show on his Penton.

## LONESOME PINE ENDURO RESULTS

The two day 350 mile Enduro in Bristol saw Husky lose its first national of the year to a local club rider. Regardless of the overall result, Husky and Penton pulled up the next 9 places overall with Ron Bohn capturing second place.

Gunnar Lindstrom won the 500 class at Pepperall, April 25, over Maico rider Tore Johsson, who is campaigning the East for Maico. Maico also picked up CZ Ace, Jimmy Winert.

## THE TIP OF THE MONTH

Rubber bands always prove handy. Take an old cycle tire and cut it into about 3/8" strips and put over your handlebars when running an Enduro or cross country. These little devils prove handier than you will ever believe.



## BERKSHIRE PREPARATIONS

The Trade Teams for the Berkshire are all finalized and preparations are underway on equipment. One Penton Team and two Husky Teams are being represented.

Both Penton and Husky have outstanding Berkshire records and this year we hope to continue and improve these records.

We are also attempting to film both trade Teams and make 15-20 minute films.

The teams will consist of:

Penton Trade Team

Tom Penton

Jeff Penton

Jack Penton

Doug Wilford

Alt. Dane Leimbach

Husqvarna #1 Team

Ron Bohn

Dick Burlson

Gunnar Lindstrom

Lars Larsson

Husqvarna #2 Team

Dave Mungenast

John Penton

Jack Lehto

Norm Ford





## PENTON CENTRAL HOSTS DEALER SERVICE SCHOOL

John Penton and Doug Wilford traveled to Amarillo, Texas to conduct a two day Penton Service School, April 12 and 13. Hosting the occasion was J. R. Horne, our Penton Central distributor. The Service School proved very successful with 60 dealers and mechanics turning out to hear John and Doug teach the mechanics of the Penton.

We would like to thank all of our Southwestern dealers who attended the Service School as we know this was time away from your business, but we feel the most important time you could spend.

## OBSERVATIONS

The Moto-Cross season looks bigger than ever this year. I hope you Husky and Penton dealers survey your local situation and be sure you are represented. Let's keep the sportsmen racing sportsmen but make sure you've got some talent in there winning.

Local Enduro events are back stronger than ever. After last year's national enduro mess with too many nationals, they were cut down this year and more local enduros are being run. From all indications these events are pulling 300-400 entries and seem to be running extremely smooth. The noise problem seems to be getting better and better and the one I spectated at Chillicothe, Ohio ran so smoothly you would have never known an enduro was going on. Congratulations to the sponsoring clubs and rider sensibility.

I predict off-road organized events will increase if we only pay attention to the noise and congestion problem and if the organizing clubs be careful of conservation.

Suzukis invasion of the 500cc World M-X championship has proved successful with their win in the opening round in Italy where Rodger DeCoster took the win.

Heikki Mikkola "The Flying Finn" should carry some weight for Husky this year as he approached near unbeatable in Pre Grand Prix Races this season and is the new European sensation.

Penton Imports has purchased a bus. You may see it at some large races this year.

"Klondike 1000 Mile Enduro" think on that one for awhile. To be held in the middle of June for 3 days and cover 1000 miles of Yukon wilderness.

Bryan Kenny is going to Europe for the Grand Prix season. Hope you all read the Barry Higgins articles in Dixie Cycle News or Cycle News West. Certainly makes interesting reading. Could imagine John Taylor's reaction!

The American road racing invasion of England proved a disaster for the U.S. Gary Nixon broke a wrist and the "Old Mann" was the best showing with 3rds and 4ths. They left some very lasting impressions with two smashed cars and some real American good timing.

## NEW SALES AID

Quikcoin, coin purses are what's new in our promotional line of accessories. They are made of tough durable plastic and come in green with a Penton imprint or red with a Husky imprint. They are available to our dealers for \$.30 apiece. For ordering use No. 165 for Penton and No. 368 for Husky.



## KATHY & ROBERT TOWNE IN EUROPE

Our finest employees Kathy & Robert flew over to Austria last week for a much deserved 17 day vacation. While there they will visit the Penton Factory and take in the Austrian Grand Prix Moto-Cross. They should be back around the first part of May.



RON BOHN



BOB FUSAN

## PENTON & HUSKY CONTINUE THEIR NATIONAL ENDURO STRANGLEHOLD

Bob Fusan of Glenshaw, Pa. has now won two National Enduros in a row and looks to be on his way to a National Championship. His riding partner, Ron Bohn of Philadelphia, however is leaving no air between them as Ron has won the Alligator and pulled up second both times to Bob.

It appears so far this season that these two along with John Penton are leaving all the rest of the competition far behind.

The Pentons continue winning the light weight classes with new enduro standout, Dick Burlison (AMA Moto-cross Champ) showing the class B riders what enduro riding is all about. Other Penton standouts so far this season are enduro veterans Ray Kussmaul, Wolf Jackson and Doug Wilford.

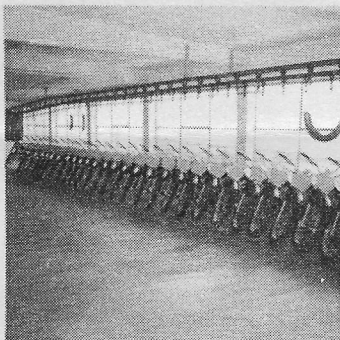
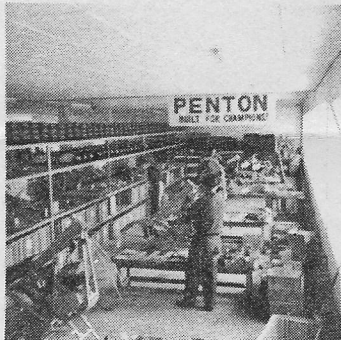
The Sharpshorns from Zeeland, Mich. are doing a fantastic job on Huskys in the B class.



# JOHN'S COLUMN



John Penton left for Austria two days ago and his column will be delayed until next month. He should return in about a week.



Here are some photos of our Austrian factory where the Penton sportcycles are made and assembled.

## NEW EMPLOYEES

Carol Strama, Bookkeeper — Carol has the responsibility of keeping the books for our R & D Dept.

William Horton, R & D — Bill has the job of assisting George Slater in the machine shop.

Brigitte Rao, Parts — Brigitte is the newest addition to the Parts Dept.

Wally Wilford — Wally has the responsibility of maintaining the Penton fleet. Wally has been with us for several years.

J. D. Slater — J. D. is in R & D and assists George Slater, his father, and Bill Horton.

## PENTON/HUSKY GIFT CERTIFICATES

We have a new gift certificate for merchandise we are using for winners at special race events.

These should be honored by all dealers for retail value of the amount listed on the certificate. When properly filled out and returned to us you will be credited the full retail amount to your account.

We feel this will give the young winner a little choice in what he may purchase to replenish his stock.

## NEW FLOAT BOWLS

We now have the Modified Float Bowls for Husky and Penton. You may wonder what is modified and/or why is it modified.

First the modified float bowl has a plug added to the bottom of the bowl. This plug is for making a larger reservoir to keep the fuel from frothing around the main jet.

With the Huskys you can safely run with a smaller main jet and not have any leaning out problems at high speed. It will also help with your loading-up problems at low speeds.

With Pentons you should experience smoother operation while jumping, and likewise, as in the case of Husky, it isn't as liable to lean out at high speeds.

A small chart you should keep posted as far as normal setting for Husky and Penton under normal conditions is —

	Idle	Main	Needle
100cc	#45	135	2.76
125cc	#45	140	2.76
250cc	#35	170	2.85
360cc	#35	180	2.85
400cc	#35	185	2.85

These are all standard jettings with the modified float bowls. It is possible to vary from these settings if you are still running too rich, but you must do so at your own risk and your own experiments.

Husky does recommend cutting the slide before going to the 280 needle jet; see Husky Bulletin 7102.

On Pentons we have found in some areas that a 2.73 needle jet corrects some of the richness. These are not immediately available, but the installation of the Enduro Air Cleaner hooked up through the frame also helps.

Flash — the 2.73 needle jets for Penton carbs are now available to help that boogey or sluggish acceleration.

## PARTS PICKIN' WITH TOWNE AND THE GANG

Please Mr. Dealer — Because we are having the float bowl modification done locally and we don't have a large supply of float bowls we are doing this on an exchange basis. If you need the bowl, it is going to cost you a flat fee. When we receive your bowl back, we will credit your account the difference.

We prefer you send your bowl when ordering the modified one. These exchanges will only be done through the dealers; we are not in the individual mail order business.

In our last Parts Column we stated we will only accept up to 5 orders by phone. Many of you dealers are not paying attention, so we are striving once more to repeat ourselves. A limit of 5 items per phone call only.

In the new parts book, plate 12, item #30 should be 6-7900 for the new style locking plate. The old motorcycles retain the old number.

## OFFICE HOURS

Monday thru Friday

8:30 - 5:00

## PENTON WEST REPORT

The new warehouse and distribution center for California is going full blast. Ted Penton who is now running the new operation has given very optimistic reports and just came off a very successful cycle show at Long Beach where interest in the Pentons was very high.

Ted has brought in Fred Gilmore as General Manager and along with Elmer Richert and Jeannie, Ted's secretary, they seem to be making the West feel the sting of the Penton's power.

The new address out there is Penton West, 2150 S. Santa Fe St., Santa Ana, California 92705, so if you wish to drop Ted a line, feel free to do so.

## HI-POINT OIL PROMOTIONAL CAMPAIGN

We have recently started a promotional campaign on our Hi-Point Oil. We are winning with this oil and its reputation of being of the highest quality is becoming well known. This is a definite advantage to you the dealer as Hi-Point Oil soon should be dominating the oil sales in the East and also Mid-West.

As stated in our April Newsletter, we will pay the shipping costs on 30 cases of oil. We suggest that you take advantage of this savings as it can only mean a larger profit for you.

## HI-POINT CHAIN OIL NOW AVAILABLE

Hi-Point Deluxe Chain Oil is the newest development in our line of oils. This oil is different from other chain oils in as much as it was specifically designed for the sole purpose of lubricating chains and not a throw-off of something else.

We are selling this to you at the cost of \$15.00 for a case of 12 - 8 oz. reusable bottles. We realize that this is a bit more expensive than other chain oils but we hope that you realize and can relay to your customers the superiority of this oil and the difference it could possibly make in racing results.

## NEW TRAINING MANUAL

Husqvarna of Sweden is coming out with a new training manual. This manual will deal mainly with the proper physical conditioning of the body in order to ride competitively with the least amount of strain.

This manual was written by a selective group of doctors from Sweden that are quite authoritative in the field of physical conditioning.

We cannot give you a definite time when the manual will be available, but will inform you as soon as they arrive.

## HUSQVARNA 8-SPEED TRANSMISSION SERVICE

**8-speed Clutch Center Nut** - It has been reported that on a few occasions, this nut has come loose, and of course it puts the clutch out of operation. We want to inform you that the above mentioned nut has to be tightened hard and also Loc-Tited. Make sure that when the nut is tightened, the Loc-washer does not rotate with the nut, thus shearing the little locking tab off. Make a scratch mark on the Loc-washer to check its position before and after tightening. Of course clutch holder tool #1224806-01 included in the dealers tool kit must be used to be able to tighten this properly.

**Adjustment of 8-speed Cable** - With lever depressed, or locked in high range, you must check the free movement at the case end. You can do this by putting a wrench on the nut on the lever and then moving the lever towards the carburetor. There should be only maximum 1/8 inch free movement. If this is correct, you won't have any problems with the unit jumping out of low.

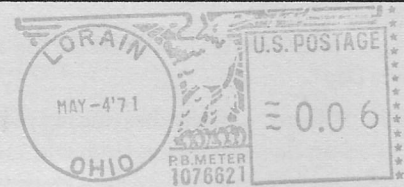
## NEW STYLE MOTO-CROSS GLOVES

We have just received a shipment of new styled Moto-Cross gloves. These gloves are made of the same top grain Swedish leather with padded finger backs but are featuring a longer cuff. We have these gloves available in all sizes.



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FIRST CLASS MAIL