

FOR OUR PENTON DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



NO. 25 APRIL 1973

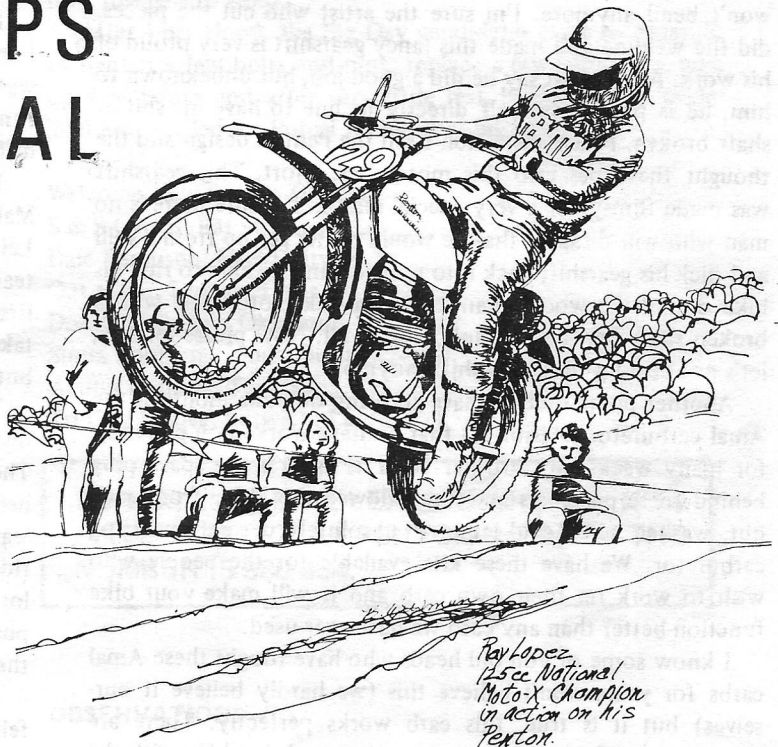
PENTON IMPORTS

3709 W. ERIE AVENUE • LORAIN, OHIO 44053

RAY LOPEZ SWEEPS 1st 125cc NATIONAL MOTO-CROSS CHAMPIONSHIP

Sixteen year old California whiz kid, Ray Lopez took the country's first 125cc National Moto-Cross Championship March 18 at Arroyo Park in California. Ray rides for Don Emler, who does all of his tuning. Mettco pilot, Chuck Bower, took 2nd losing out by one point to Ray. In all, five Pentons were in the top 10.

- 1st - Ray Lopez
- 2nd - Chuck Bower
- 5th - Bruce McDougal
- 6th - Bill Payne
- 9th - Eddie Cole



Ray Lopez,
125cc National
Moto-X Champion
in action on his
Penton.

NEED FLOOR PLANNING?

National agreements have been formulated with Borg Warner Acceptance Corporation and Westinghouse Credit Corporation that allow Penton dealers to floor plan Penton Motorcycles.

Why floor plan? Ask one of the many dealers already utilizing a floor plan program. He'll tell you about the advantages of having inventory on hand, when a customer is ready to buy. He'll also tell you how floor planning frees dollars and helps maintain a good cash flow. And cash flow is what's needed to grow and prosper.

There are many other advantages to floor planning. Contact your area Borg Warner or Westinghouse representative. He'll be happy to tell you what they are. If you can't find a rep in your area, give your distributor a call and he'll steer one toward you.

Remember - nothing happens until you make the first move. Do it today!

L. Maiers

NEW HI-POINT ACCESSORY CATALOGS NOW IN THE MAIL TO YOU.

FROM THE PROBLEM SHOP

Ted Penton



It was just pointed out to me this morning as one of our men was removing an engine from a packing crate that had been shipped in here from one of our dealers that the gearshift had been very skillfully strengthened to the point where it won't bend anymore. I'm sure the artist who cut the pieces, did the welding and made this fancy gearshift is very proud of his work. And I must say he did a good job, but unbeknown to him, he is putting himself directly in line to have his shifter shaft broken. Please men, don't sell the Penton design and the thought that goes into this motorcycle short. This gearshift was made flimsy for a very special reason. I'm sure there is no man who will disagree that he would rather get up from a spill and kick his gearshift back into position and be able to ride his bike out of the woods than look at a sick motorcycle with a broken shaft that he couldn't shift at all. Now please fellows, let's not beef up these gearshifts anymore.

Another point that we have to bring out this month is the Amal carburetor revision kit that we have worked on patiently for many weeks. My brother John as usual is the spark plug behind these problems and has followed this thing from each nut, washer, screw and jet to an absolutely perfect operating carburetor. We have these kits available for the people who wish to work on their own carb and it will make your bike function better than any carb we have ever used.

I know some of you old heads who have fought these Amal carbs for years won't believe this (we hardly believe it ourselves) but it is true, this carb works perfectly. There are absolutely no faults with it once we revised the thing with the proper jetting and the proper bowl. This kit at the present time does not have a part number so order it just by Amal Conversion Kit.

Another little tidbit that I learned in discussing carburetion with brother John was the metal to metal fit, that is where the carb has no insulator sleeve in it where it fits over the spigot on the cylinder. The carb is slotted to allow the contraction of the neck when the clamp is tightened. However, these slots collect fine sand. Now when you loosen the clamp on the carb to tip it this sand gets into the fit between the carb and the cylinder like a lubricant in reverse. Then when you tip it back, more of it works into this fit. After this has been done 2 or 3 times, you can no longer turn the carb anymore because you have galled this close fit between the carb and the cylinder. Now this is very important because it happens every time you tip these carbs with the metal to metal fit. We suggest that the carb be removed, cleaned and some silicone seal pressed into these cracks from the inside. This, of course, will harden but still be a rubbery texture so that the carb will clamp, but sand cannot get into the cracks. A little time taken to do this before you damage your carb and cylinder will be much appreciated at a later date.

Back to the drawing board.

Penton East Report

It seems that Spring has sprung and most dealers report that sales are moving again. All indications here at the Imports seem to verify that fact. Our stock of bikes is very small and if I may sound a bit off key, it is my advice to those of you who want to use us as your warehouse, you had better get some bikes in stock as I expect to see this warehouse empty by the end of the month.

There are a few dealers I know that have enough machinery to last them through three months of sales; the rest, or most dealers, have enough machines to last only a week or so. Okay, enough of that.

I have just returned from the first two ISDT Qualifiers, Fort Hood, Texas and Potosi, Missouri. The Penton Cycleliner was at both of these events in full support of all participating Penton riders, some of whom did very well. AMA will have a difficult time choosing the chosen few, you can bet on that.

Results are not quite clear at this time, but it seems that Malcolm Smith won the overall at Fort Hood, with Dane Leimbach, Bill Uhl and Jack Penton as runners up. As in any team effort, there were problems. Tom Penton unloaded the first day and received a helicopter ride to have his collarbone taken care of at the hospital. Jack wanted the helicopter ride, but wouldn't trade Tom the broken collarbone.

The second day was flat tire day for me, and this took away my gold, so our team had to take second place behind Husky. There seemed to be a large amount of people who fell on their heads at Fort Hood because the wide tank trails seemed to lean to high speed riding. I can't remember all the Penton riders' names that were at Fort Hood, but I know there were a lot of them there. A few were on the injured list. These men put in an effort that probably will never be recognized because they didn't get a medal.

Joe Barker from Bush's Cycle, Parkersburg, West Virginia, fell off the first day, and spent two days in for observation. Tom Penton was having a perfect ride until he got up ended. Dan Young from Honda Hut, Bowling Green, Kentucky, labored real good the first day. The second day he smacked a ditch and collapsed a lung. Paul Danik of J. D. Engineering, Valencia, Pennsylvania, fell off the first day and injured his shoulder, went on to finish and got a silver medal.



The new Penton Mint 250cc is on its way soon. Many new features will appear!

JOHN'S COLUMN



After riding this year's Stone Mountain and Alligator enduros, I have decided that there are a lot of our dealers and riders having trouble with the Amal carburetor. The Amal carburetor has hopes, but we must get the knowledge and necessary kits around to rework them into good dependable carbs.

I have instructed all our men to carry a couple of these kits with them and to instruct fully on the carb. Hopefully, we can save our riders a lot of grief and money by making the Amal carbs work better than the Mikunis.

Probably one of the most frequent questions put to me is the question of prices. Boy, this one I have no answer for. One day the dollar is floating up, next day down, and then occasionally holding its own. We do know the Japanese are going to raise their prices something like 15 to 30%. It won't be all in one increase, but more like three different increases, between now and July. Probably the first move for the Japs will be around the 1st of April, late May or early June. At any rate, we don't know what we will have to do. I plan to go to the factory next Monday, mainly for the price business. I certainly hope we can maybe hold our price pretty close for awhile.

We now have the Hi-Point tires in stock. As a matter of fact the boys pulled in this week with a load. Remember, that these Hi-Point tires are competitively priced and they come with tubes and are in one neat package.

On Friday we are going to leave for the Two-Day Trials in Potosi, Missouri. After listening to the news and learning of the floods on the Mississippi River, I am thinking we had better take a few propellers for our Pentons. But, at any rate, the boys are up for this, so I think we should come through in good shape.

We lost Tom last week with a broken collarbone, so for a few weeks we will be hurting in the 125cc department. However, there is no 100cc class in Potosi, so we will have Billy Uhl, Dane and Jeff riding 125cc motors, so things should work out o.k.

PENTON CENTRAL

"Out Where The Best Begins"

Most people go to Las Vegas and lose their money, sometimes even their shirts, but a few of us from Penton Central went out with one purpose in mind — support the Penton riders and Penton dealers who had riders competing in the Mint 400. Fred Moxley did a superb job of organizing the pit stops. The riders didn't lose many seconds while stopping for gas. We had everything they could possibly have needed at the check points, but the only thing we supplied all day was gas and drinking water. At one time Penton was running 4th overall. Maybe by this time next year we can run a couple of 250's

out there.

After getting everything all staked out, Saturday we decided to go on to San Bernardino to watch the U. S. Champion 125 M-X races. We had several riders from this section of the country competing in this event and the West Coast boys (Lopez and Bower) showed everyone the way. These guys really fly!!

Our R & D Department, Jeff and Mike, picked up a few tricks that should help. It's surprising how much you can learn around these events. Some of you dealers who don't attend many races, ought to try more of it.

Penton was very well represented at Fort Hood. As usual the dealers who are doing the best job were there riding or supporting their riders. Hope to have the official results by the time this gets to Ohio.

After Fort Hood, the Six-Day candidates came to Amarillo to tighten a few bolts and nuts, replace a few bent parts, tape up sore bones and after very little rest, loaded up the cycle-liner and headed for Potosi for another big weekend.

Welcome New Penton Dealers;
S & S Cycles, Baton Rouge, La.
Dale Ferguson, Rapid City, S. D.
Out Rider, Dumas, Texas
Doug, Dell City, Oklahoma
Sioux Sporting Goods, Bismark, N. D.
Action Imports, Texarkana, Texas
Tri City Cycles, Burwick, La.

**FOR ALL YOU TELEX OWNERS WE NOW
HAVE A TELEX AT PENTON IMPORTS. THE
NUMBER IS 980-434.**

OBSERVATIONS

BSA is no longer marketing machines in the U. S. under the BSA name, leaving its Triumph line as sole standard bearer for the BSA company. Financial problems are being tackled and things should shape up for them in '73.

The mild winter and now the cold spring is mixing up bike sales for most Northern dealers. The sun is almost mandatory on weekends to sell machines for the road and off-the-road for that fact.

Malcolm Smith has come on like a tornado in the first two ISDT qualifiers, winning top position in each one in the unofficial results. A fantastic recovery from his bad Baja wreck a year ago.

Be sure to read this month's "Keeping Track" in the Moto-Cross column. Penton West service manager Carl Cranke gives a rundown on the Penton 250 proto they have out west. Very interesting reading.

Just received word that Jim Pomeroy is the first American to lead the Grand Prix Series when he piloted his 250cc Bultaco to the 2nd overall position at the 250cc Grand Prix of the year in Spain. Congratulations to Jim and I'm sure the Spanish are very happy with a win in their country on a Spanish machine.

NEW HI-POINT TIRES

The new Hi-Point M-X tires are now in our warehouses. These new knobby tires have proven very successful in our tests and I'm sure all of you dealers will be pleased with them. The Hi-Point tires all come individually wrapped and include a tube with each one.

The sizes in stock are:

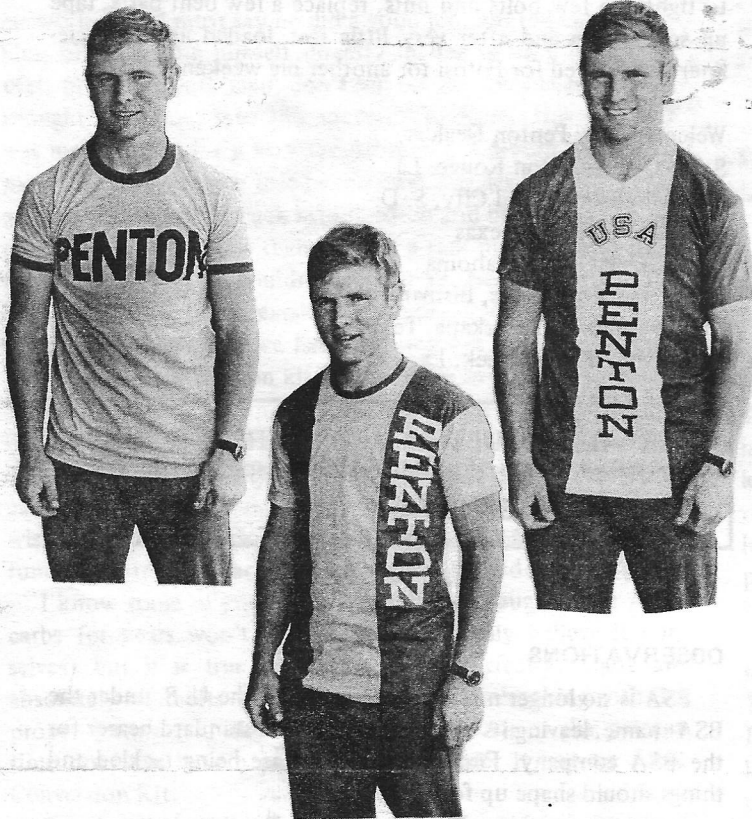
3:50 x 21 4 ply ... No. 811

3:50 x 18 4 ply ... No. 812

4:00 x 18 6 ply ... No. 813

4:50 x 18 6 ply ... No. 814

**NOW IN STOCK AT ALL
DISTRIBUTORS**



BRAND NEW "T" SHIRTS AND RACING JERSEYS

The colorful new Penton "T" shirts are just the ticket for the Penton enthusiasts. Three different styles to spice up race day. All distributors have them in stock.

No. 149A - Green or Blue

No. 149C - Red, Gold & Green

No. 149D - Red, White & Blue

The new Penton race jerseys now come in both the football style and the new vented material with Penton across the front.

No. 152A - Vented race jersey in blue and gold or green and gold.

No. 152 - "Football type" race jerseys in blue and gold or green and gold.

FOR GOOD OR ILL, your conversation is your advertisement. For every time you open your mouth, you let men look into your mind.

BRUCE BARTON



PENTON IMPORTS

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