



KEEP 'EM WINNING

YOUR LINE TO THE INSIDE TRACK

RICK MUNYON WINS RED GARTER NATIONAL ENDURO

First it was 16-year old Ray Lopez winning the 125cc National Moto-Cross Championship. Well, Rick Munyon just won the 125 Red Garter National in California on his 125 Penton and Rick is only 17-years old! Penton riders also won the Team Trophy with Fred Hayes 1st A 175, Gary Calkins 2nd A 175 and Carl Price 3rd A 175.

JACK PENTON DECLARED OVERALL WINNER OF POTOSI 2-DAY QUALIFIER

Unofficial results had Malcolm Smith winning Potosi, but when all the scores were finalized, Jack Penton was declared the overall winner on his 175cc for his first trials victory of the season. The next qualifier is Trask Mountain on May 12 at McMinnville, Oregon.

DON ROSENE APPOINTED AS SOUTHEAST SALES REPRESENTATIVE

Doug Wilford has appointed Don Rosene as District Manager for the southeast part of the U. S. He will be servicing all of the dealers south of the Mason-Dixon line.

Don comes to us from International Accessories, where he was their representative for the same part of the country the past three years. Don lives in Atlanta, Georgia, where his home base will be located. He is 29 and single and is an active motorcycle competitor. Presently, he is at Penton Imports learning some of the particulars about the part of the country he will service and then he will be contacting all of the Penton dealers in his area.

Dealers,

Please, when sending in cylinders for repair, warranty, boring, take off intake and exhaust manifold. This will stop much confusion. Penton R&D

HI-POINT BOOTS FURTHER IMPROVED

We have improved the already successful Hi-Point boots with some new features. All boots now come with protective padding in the ankle area; sewn inside the boot to maintain the smooth outside lines.

The moto-cross boot features the new steel toe cap that has become popular with the moto-cross group.

All the buckles are now formed in one piece for longer durability. Available in sizes 5-13 including 1/2 sizes. Order No. 541 for M-X and No. 542 for Trials.



Rick Munyon on his way to the overall win at Red Garter National.

PENTON GAS TANK SPECIALS

In the May "Keeping Track" we are featuring the Penton aluminum gas tanks. The enduro tank at 3.6 gallons holds 1.2 gallons more than the standard 2.4 tank, that was in old specs as holding 3.1 gallons which was incorrect. Remember we reduced prices on these tanks in our last price list so get your orders in today. Order No. 581 for 1.8 gallon M-X and No. 582 for 3.6 gallon enduro tank. Specify color.

NEWS FLASH: May 6, Marysville, California. The 2nd running of the Sierra Mesa G. P. saw Pentons take 8 out of the top 10 places in the 125 Pro Class. 1st, Ray Lopez; 3rd, Ed Cole; 4th, Mark Tyer; 5th, Carl Cranke; 7th, Ed Kuykendall; 8th, Mark Gibson; 9th, Kevin Henry; 10th, Pat Wilson.

NEW PENTON FLYERS

We have just had printed new Penton flyers that are somewhat less extravagant than our full color brochure and a lot cheaper. The flyer shows all Penton models including the new 250cc that is to come, and includes all specifications on each model. Great for shows and other giveaways, priced at 50 for \$1.50. Order No. 871.

New dual ignition Motoplats are now available for all wide ratio Huskys, except the 125cc. Order No. 602/5.

THIS IS

PENTON WEST



Due to the fact that this paper is our written line of communication with Penton West Dealers, beginning with this issue you will be given a few words of wisdom from each department head.

I just returned from the Oregon State Moto-Cross Championship in Medford, Oregon and it was a very successful day. You know how it is when you see the lineup and you can pretty well pick the winner out of five guys. Well, every now and then you get a surprise from some kid out of nowhere that just blows them all off. Ed Kuykendall from Lewiston, Idaho did just that in the 125cc Class on a Penton. The final results are as follows:

125cc CLASS

1. Ed Kuykendall - 125cc PEN
2. Bill Grossi - 125cc DKW
3. Dave Bunker - 125cc PEN

250cc CLASS

1. Bill Grossi MONT
2. Bobby Decker PEN

200cc CLASS

1. Eddie Arnold - 175cc PEN
2. Tom Robinson - 175cc PEN
3. Bob Theil - 175cc PEN

Fred Moxley

PARTS DEPARTMENT

All of you Penton West Dealers should have received your latest Penton price list by now. If you have not, please notify us and we will rush one out to you.

As most of you probably know, we are separating the accessories from the hard parts in order to give both the accessory dealer and the Penton dealer more efficient service. It would greatly speed things along if you would remember to order your Hi-Point Accessories from Hi-Point (on a Hi-Point order blank) and your Penton parts from Penton West on a Penton West order blank.

Many of you dealers do not understand how our back order system works. PLEASE NOTE: There is a back order box in the upper right hand corner of every order blank. If this box has not been marked, your back orders will not be held. It is imperative that you mark this box "yes" if you want your back orders held. Incidentally, back orders are held for 30 days only.

Mark Reinhold

SERVICE DEPARTMENT

Well, I don't exactly feel like the "Maytag repairman", but things aren't looking too bad for the rest of the year.

The results from our individual Service Schools seem to be lending fewer problems in the service area. I believe that we are attaining a better understanding than ever before in some important areas such as new bike pre-delivery service, Sachs engine-gearbox units, and KTM engine work. Of course, we still have our number one headache - Motoplat - but hopefully it is just a matter of time before we curb this problem.

In closing, I feel our dealers are still lax in one area, and

that is reading the service manuals carefully. Many of the common problems are covered in detail in these manuals.

Carl Cranke

HI-POINT ACCESSORIES

With the tremendous growth in Hi-Point Accessories during the past year, we have had to adjust for this growth and have now separated the accessories from the Penton parts and have moved upstairs. You will now order your accessories and oils on a Hi-Point order form that will be sent to you as soon as they arrive from the printers.

Please note the new mailing address and phone number:

Hi-Point Accessories
P. O. Box 26182
Sacramento, California 95827
(916) 362-1306

We have some new products on the way and the flyers will be out to you soon. Please do not order accessories on a Penton parts form after you have received your Hi-Point order forms as this will only delay your order.

Bill Groom

Penton East Report

It is very seldom in our newsletter that we recognize our new dealers. Welcome to the family of Penton Motorcycles and the Penton organization; you will find none friendlier. I know each of you at times have more questions about how we operate, what are our policies, who do I talk to in cases of what the problem is. The following list will help those of you who aren't familiar and everyone concerned with giving their customers better service.

At our Service Department talk to J. D. or John Cobb. Their number is (216) 245-3000.

Marketing problems or any questions, you can talk to Larry Maiers, Doug Wilford or Shan Brown at (216) 244-4101 and if they are not available, Mr. Penton will be.

Advertising, race results, news of any sort, can be talked over with Matt Weisman or Dottie; they want your help.

Parts Department, you will call at one time or another, has a fine crew of Elmer Towne, Elaine, Lois, Karen, Joan and Tom.

Accounting, any billing problems or questions, Carol Strama can help.

Motorcycles, ordering or finding out if they are in stock, Anna is the chief.

Shipping Department, routing and delivery problems, Jerry Wilhelm is your man.

What's Happening: Our effort here in the East, everyone is licking the wounds and getting ready for the trials in Oregon. Our teams are all together again and ready to do battle in the mountains of Oregon. We have added more ammunition to the Penton fire power with Jack Penton on a 250cc Hare Scrambler. The way things are shaping up, we will have the following people riding the following sizes: Carl Cranke and Jack Penton on 250cc machines, Tom Clark and Jeff Penton on 175cc machines, Tom Penton and Doug Wilford on 125cc machines, Dane Leimbach and Bill Uhl on 100cc machines. We also have a few other plus factors in the Penton Army, Mike Lewis of Six-Day fame is riding a 175cc, Jim Hollander another medalist in the Six-Days is on a 125cc, and a couple of new faces, Joe Barker and Paul Danik both on 125cc's.

JOHN'S COLUMN



Something should be said about this Motoplat problem. It is our full intention to replace (at no charge to the customer) every Motoplat on a Penton that has gone bad. There have been so many misunderstandings on this Motoplat business that it is enough to drive a guy mad. Our basic intentions have always been to replace them when they were found to be faulty, but we couldn't furnish enough replacement units that fast and besides we at Penton found ourselves replacing them for every Sachs engine from a Monark to DKW, plus the Penton bikes. We now can supply absolutely good Motoplat replacements on an exchange basis of the flywheel and stator complete, but do not include the coil. A complete warranty form should be made out and if the frame and engine numbers are not furnished with the returned Motoplat, then no exchange.

This is no funny game. We have for some time known that there were problems with only the #600 model Motoplat used on the Sachs and some Husky engines. Also we couldn't replace it right away and we were working like mad to perfect it. As I have said, we now have it reliable and we strongly believe it is the best on the market today.

This Motoplat development has been a terribly strenuous deterrent to our sales, but I can assure you dealers that you now have a real product in Motoplat and it is a far cry from the old broken flywheels and crudded up points of the Bosch system of yesteryears.

Mark my words, give the motorcycle manufacturers of Europe two more years and they will all be using Motoplat. Motoplat is now building large new facilities to meet these demands and at this time we are the agents for them in America.

If you will note in our Accessory Catalog, we now carry a good many different models of Motoplat for many makes of bikes. By the middle of the summer, we will have racing Motoplat ignitions for CZ and Hodaka, which should enhance your accessory line considerably.

I hope by now all of you dealers have received some of our latest handout literature which features the Penton motorcycle as the choice for the U. S. Trophy Team for Six-Days. For the benefit of those dealers who have not seen these brochures, we have stapled a piece in each "Keep'em Winning" this month.

I feel this is a great recognition and it can only help to enhance your sales and make your Penton dealership more valuable. There have been a lot of hard work and money invested in Six-Days, to say the least about the heartaches and development that have been derived from our riders' efforts. So get on it and use it; take advantage of it and order more literature when you get low.

When the weather in America turned to rain every other day about a year ago, we at Penton decided to go back into the snorkel and submarine design business for our motorcycles.

Having designed an effective frame breather system several years ago, we knew that this was no easy or cheap task to do and still retain the performance. This is the same system and design that has been shown on the 250cc and we have been delivering on the 175cc. In true form, the Penton line has been continually upgraded, as any of you more observant dealers will note. A few of the upgraded features worth mentioning are the new improved Motoplat, Chrome Moly handlebars and reinforced chain guide and guard.

At any rate, we now are again manufacturing all Pentons with high breather frames and all bikes (100cc, 125cc, 175cc and 250cc) are equipped with this system. However, we have not released this or blown it up in our advertising. Rather, we are first releasing it in our house organ (Keep'em Winning) to enable you dealers to move your earlier models, so that you do not have to lower the price of the bikes that you might have in stock. Judging from our back order position on our bikes, you dealers should not have many "under the seat breathers" in stock.

Penton Central "OUT WHERE THE BEST BEGINS"

Having problems in your Service Department? Our Service Department is now ready to offer Penton Central Dealers complete motor service on Sachs and KTM engines. We can completely rebuild your motors, install cylinder lines, rebore cylinders, rebuild and balance crankshaft assemblies, overhaul or adjust transmissions or take care of any other service problem you have.

Along with this new service, we want to invite any dealer or dealer mechanic to come to Amarillo for 1 or 2 days of schooling in our Service Department. Jeff Penton and Mike Terry will spend whatever time you want, personally instructing you or your service personnel on any phase of service on our products. We have already had some of our dealers in for this and they all agreed it was time well spent. Please let us know at least 10 days in advance as to the days you would like to be here, so that we can plan accordingly.

In some of our areas, you dealers have not had success in selling the 100cc bikes. Some track promoters just don't cooperate with you and have a 100cc Class. If that promoter and dealer would get their heads together and realize that the mini bike rider of today will be a 100cc rider next year and will be the star of tomorrow, they would manage to get a 100cc Class going in their locales.

By now, all our dealers should have received the new Accessory Catalog and price sheet. Be sure to study this carefully as there are several new items in it. Some of our more aggressive dealers are buying these catalogs in large quantities, having their names printed on them and mailing to all cycle riders in their areas. This is the nicest catalog, covering the best line of accessories that is available in the U. S. A. today. It can be very profitable to you dealers to take advantage of it.

Our Parts Manager, Eddie Brasher, "laid it on 'em" at the Observed Trials Sunday on the Penton Trials bike. Eddie lost only 4 points, the next best lost 26 points, riding an Ossa

Plunker. Eddie says he is not that good a rider, just had a super trials machine to ride.

We now have in stock in Amarillo the ever popular Silver Ductape. Every place I go I see this tape all over everything. I have paid \$3.75-\$3.95 a roll for it lots of times. Dealer price is \$2.50 per roll, or \$2.40 in case lots, 20 rolls to the case - Arno Brand, 2 inches x 60 yards, Order Part #999.

WELCOME NEW PENTON DEALERS

Motorcycle Parts - Texarkana, Texas

Motosickels & Stuff - Kingsville, Texas

Outrider - Dumas, Texas

Dirt Unlimited - Marshall, Missouri

Arkansas Yamaha, N. Little Rock, Arkansas

Olympic Cycles - Clouis, New Mexico

Suzuki of Minot - Minot, North Dakota

Good Humor is the health of the sour, sadness is poison.

J. R. Horne

FROM THE PROBLEM SHOP

The most important product that this company will ever produce is good reliable men and women. Many of our people come to us with little more than the will to work and learn. These two qualities are a must. Without them a person is useless to us. And of course my nephews are expected to set an example. Most of you have met John's three oldest - Tom, Jeff and Jack, and a lot of you know Dane Leimbach, my sister's oldest son. However, there are more of them still in school and Chris Kovach, the second son of my other sister is an over-the-road driver on one of our diesel tractors. All of these men are the leaders when you ask for extra help at night or Saturday and Sunday.

Tom Penton has just joined the R&D Center from the Air Force where he spent the last 4 years. He is presently upgrading our pit system for the Six-Days team. He will enter school this fall on a co-op system where he will work part-time and attend class part-time.

Jack Penton is working out on the road now and is getting to be a familiar sight in the showrooms of the dealers in the east and southeast. His smile and jolly outlook on life are sparks of quality that one never forgets after he has passed your way just once.

Jeff Penton has been with J. R. Horne of Penton Central since November and is doing a fine job. J. R. reports that we will never get him back if he can help it.

Dane Leimbach is doing a wonderful job with our Motoplat Division and has an associate now because of his absence when he is off riding with the team.

But the latest addition is Dane's 13-year old brother, Orrin. He came in during spring vacation and helped one of our welders. Work to this little guy is second only to breathing, with a mind like a sponge. The welder said that he never reached for the same thing the second time but what it was thrust into his hand ready for instant application. With a labor market like this to draw on we can't help but stay out front.

Oh, about a problem that all of you have and few know about is this swing arm bolt. We have stressed in the past that it should be checked for tightness. However, we have found that when the threaded lug is welded into the frame it shrinks and does not let the swing arm bolt tighten on the swing arm bushing. Instead it jams in the threads in the frame. This can be observed by examining the end of the bolt. When it is properly installed there is about one thread of the bolt protruding thru the frame. If the bolt is flush or less than flush it should be removed and examined. If there is trouble with it the threads in the frame will be damaged after it is removed. If this is the case the frame should be retapped so that the bolt will pass thru and tighten on the bushings. If you do not have a 14 x 1.50 Metric Tap we will either lend you one or sell you one. They cost us \$6.00 each and we will sell them to you for the same. If you wish to borrow one we will bill you for it and credit your account upon return of the tap in good condition.

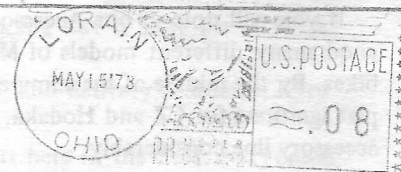
Another thing that is bugging us, and you can help with this, is about work that is hand carried into our R&D Center. We try our damdest to keep the work going out on schedule. If you send work in and call about when you will get it back, you expect us to do what we say. Now in comes another dealer in the middle of our day with six cylinders and says that he will be back in about an hour and pick them up. Now, I ask you, what would you do???? Well, I'll tell you someone is going to be unhappy. So--- if you are going to hand carry work to our shop PLEASE call the day before and call early. Thank you. **Ted Penton**



PENTON IMPORTS

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