



# KEEP 'EM WINNING

YOUR LINE TO THE INSIDE TRACK

## PENTONS HAVE SUPER MAY!

**John Stanley wins 150 mile Lonesome Pine Nat.!**

**U.S.T.T. qualifiers sweep Trask Mtn. & Bad Rock!**

**Bill Uhl & Lenny Keen take 2nd & 3rd at "Little Burr"**

**Moissieve wins "Yugoslavia G.P." on Penton/KTM!**

As far as winning the big ones the month of May 1973 has to go down as Penton's winningest. National enduro wins, 2-Day ISDT Qualifiers and G. P. Moto-Crosses. Whatever it is, we have it all together.

I think beyond a doubt that when the 250 appears, Penton will have the most competitive line-up of machinery from 100cc to 250cc.

All of you Penton Dealers should be in the best shape to have one of the biggest sales months ever in June for Penton and we at Penton Imports will promote the hell out of these outstanding victories and our top position as the U. S. Trophy Team. Our congratulations to all the fine riders who have contributed to this superb streak of victories.

## Jack Penton sweeps Porcupine 350 mile National to grab Nat. Enduro points lead. . . is also leading ISDT qualifiers series!

May 17 and 18, Harrison, Michigan, Jack Penton took a 175cc Jackpiner to overall victory at the super tough two-day national to trounce his opposition by better than 50 points. This should put Jack into the lead for the national championship now, being the only rider to win two nationals to date this year. Other Penton riders placed high with Lenny Keen taking his 125 to 3rd overall.

At the end of the four ISDT 2-day qualifiers, Jack is also leading the series with his two overall wins at Potosi and Bad Rock. He will be riding the Sunland, California 2-day qualifier on June 23 and 24.

That makes four national enduros won to date by Penton riders. An outstanding accomplishment.



**THIS IS**

**PENTON WEST**



We are happy to welcome Bill Friant to our organization as our district sales representative for the Southwest. Bill is no stranger to the Southern California desert riders as he carries District 37 Number One Plate in Division Two. (101cc to 175cc). Bill has had numerous wins overall on the 175cc in both the desert and grand prix. He has been riding for about 14 years and gives much of his credit for his riding accomplishments to Ed Crowell, of Crowell's Cycle Shop in Inglewood, California.



I am sure you will welcome Bill when he calls on you if he hasn't already, and if there is anything that he can help you with immediately, please feel free to call him at (213) 673-0682.

We are getting many calls for Hi-Point oils from the Los Angeles area. I would like to remind you that Mettco, at 1528 South Santa Fe Street, Compton, California 91221, (213) 636-6144 is our distributor for the Hi-Point oil in Los Angeles County, Ventura and Santa Barbara, at the same price as you would purchase from us, and a hell of a lot less freight charges.

Also, Malcolm Smith's K & N Cycle, 1869 La Cadena, Riverside, California 92501, (714) 686-8061 in the counties of San Bernardino, Riverside, Orange, San Diego, Imperial, and the state of Arizona.

Fred Moxley

#### **PARTS DEPARTMENT**

It looks like we're going to have a busy summer, so we would appreciate you dealers keeping on your toes when ordering. A neatly completed parts order keeps things running smoothly.

When ordering parts for your motoplats, please refer to your "B" engine supplement. This will eliminate a delay in filling your parts orders.

We now have available mag side gaskets for the 125cc engine. Please order by part number 0650-104-000.

**Reminder:** Since our time is increasingly in demand for filling parts orders we want to bring to your attention once again that we will accept only ten line items over the telephone.

Mark Reinhold

#### **SERVICE DEPARTMENT**

Well, the Forestry Service says "time for spark arresters" around our area so we have been searching for the easiest and least expensive solution and this is what we have found by checking with some of our dealers.

This suggestion came from a local dealer, Gene's Automotive in Loomis, California, and it has been found to work the best with the least work involved and doesn't damage your exhaust pipe so you can put it back to original when you want to!

1. Purchase a Gill spark arrester, Model 3 CIP.
2. Remove muffler tip from exhaust pipe.
3. Hook 3 springs under the hose clamp on the Gill arrester.
4. Plug arrester onto end of pipe and hook springs to spring hooks.

Carl Cranke

#### **HI-POINT ACCESSORIES**

As summertime rolls in and the temperature rises, things are supposed to slow down a little, but the accessory line is busier than ever. We have a new salesman, Bill Friant, in Southern California calling on the dealers and he has been selling very well.

Please remember to order your accessories on a Hi-Point order form and not on a Penton West order form as this will only delay your order and we wish to get your orders to you as soon as possible.

Don't forget we have a very attractive neon sign for your store available for \$39.00, part number 862. Dealers who have these signs report higher sales volume.

Bill Groom

## *Penton East Report*

Have you ever seen so much rain? No, neither have I. Well eastern Oregon can use all of it, they are having a drought. Hot, dry, dusty weather, and after riding in heat and dust for three of the four days we rode in Oregon, the cool rain and mud will seem quite nice.

The big cycleliner has returned with its load of gold and worn cycles and weary but cheerful riders. 15 days, 6500 miles, 19 golds, 1 silver and 2 did not finishes later, 11 riders return to home base with a performance record that shows the Penton quality and reliability plus the fine preparation by knowledgeable riders.

It is hard to fathom that 11 riders in two, two-day events with a total mileage of 996 miles can gather 19 gold medals and 1 silver with only two dnf's on the same machine. The 11 riders I am talking about are Carl Cranke, Jack, Jeff and Tom Penton, Dane Leimbach, Bill Uhl, Doug Wilford, Tom Clark, Jim Hollander, Joe Barker, and Paul Danik. Every one of these riders except two, received two gold medals in two events;



away from home working between races out of our cycleliner. A fantastic job, well done. Congratulations to all of you.

I also want to put a special emphasis on the dealers in the west who helped with our support crews during the races. You all did a fine job and thank you from all of us. Believe me, your assistance was needed and we do appreciate it.

Someone from the state of Washington brought some apples, I should say a few crates of apples, and these were absolutely the finest tasting apples I ever ate.

I won't say too much about the weather, but it never rained for two weeks which is hard to believe for us eastern mushrooms.

By now you must agree Penton Sportcycles have again proven themselves as America's most reliable out-of-the-crate motorcycles.

No, we don't have the 250's as of yet. We will let you know when we do.

The two we have been riding in the trials are doing fine, but we must be patient. Remember, all good things take a little longer. The 125's are still in my book the best and they are quick!

Doug Wilford

#### ATTENTION PENTON EAST DEALERS

The Parts Dept. will be closed from June 29th thru July 4th for inventory. No phone orders will be taken and no orders will be filled during that time. Anticipate your needs and get your orders in early.

Due to the increase in freight rates, we find that we must raise the quantities of oil ordered for freight to be prepaid. Starting with all shipments sent after June 25, all orders of 20 cases or more will be shipped freight prepaid. Order can be made up of a mixed variety, as long as it totals 20 cases.

Tire shipments (also can be mixed sizes) must be at least 15 tires to be shipped freight prepaid.

Please make note of this in order to take advantage of freight savings.

Regarding phone orders and mail orders for parts:

On items such as **air cleaner covers**, **air boxes**, etc., please remember to specify color. These items carry the same part number for all models, so we have to know what color you need in order to fill the order.

We have had a lot of orders for these items and it is very difficult to guess or know what you want unless you tell us.

Also, when ordering #402 leather pants in black, specify black/gold, black/red or black/red/white/blue.

Don't forget about the \$5.00 minimum parts order; this applies to mail orders as well as phone orders.

Remember we only keep parts on back order for 30 days from the time we back order them. A lot of dealers are calling and asking for these parts they ordered 2 months ago. They must have forgotten about our policy here of keeping parts on back order for 30 days only.

Also on phone orders, you must remember to tell the person taking your order whether you want us to back order the parts we cannot fill at the present time.

**ALSO** remember to check your parts sheet for back order; anything not marked will **not** be back ordered.

New Part Number

Swingarm Tap, 14x1.5mm - No. 186

Thank you

Parts Department

# Penton Central

"OUT WHERE THE BEST BEGINS"

I have been a subscriber of the Kiplinger Letter for approximately 20 years and I believe I saw a "First" in one of the recent issues. The word "motorcycle" was mentioned. Mr. Kiplinger even advocated that businessmen look into the merits of using one for transportation, etc. to help alleviate the gas shortage. With the price spiraling too, our dealers might find some receptive listeners to that idea. Locally, we have not experienced any shortage, but two weeks ago in eastern Oklahoma we had to fill the van with more expensive petro. The station was out of regular. Last weekend we made our way to Paola, Kansas and learned another lesson. Due to shortage of fuel some of the service stations are closing on Sundays. We were a few miles from our destination with six motorcycles to be raced, two empty 5-gallon gas cans and a van with "empty" showing on the fuel gauge. All seven stations in Osawatomie were closed!! With the efforts of the local police force, we managed to get one station operator to come down and open up for us to refill. If you're going racing on Sunday - fill up Saturday night!!

Make sure you have at least one Penton on the floor with the enduro kit. In most states these bikes can be made street legal without too much trouble. From a recent survey, most dirt bike sales are down and people are wanting more street bikes. You might as well get some of this business.

We had to make two trips to Arkansas to beat the super fast Bower and his Naguchi Yamaha. Mark Harrington beat him at Little Rock May 27th. I am anxious to see these two riders race again.

In spite of our petro problems in Kansas, Joe Moss, Mike Terry, Craig (from Lincoln, Nebraska) and Jerry Urquhart won most of the money.

A lot of our dealers turned out at Paola. Sure nice to visit with them and meet Dan Holman & Jeff Anderson. I suppose I have given each of these guys a dozen T shirts for their "Penton Wins" in Kansas. Dan just won the Florence Grand Prix 125 Class. Over 600 entries there!

We plan on going back to Coffeyville, Kansas for a \$1,000 125 race. If we had more promoters, dealers that would pull off deals like this, the 125 Penton sales would sure be super.

We now have a good supply of clogs in stock. You should sample a few pair. Most dealers report brisk sales in these. The Petty Tuf Tub is another item you should include in your next order. After you see this item, you will buy several of these. You will see national advertising on these soon.

We understand that some distributors have quit taking phone orders for parts. Others are limiting the orders to 10 items. All we ask is for you to please look up the parts numbers before you call. Remember, UPS and Morgan make their pickup here around 3:30 or 4 PM. So call early in the day.

#### NEW PENTON CENTRAL DEALERS

Boddy's Cycles, Santa Fe, New Mexico

Sportsman Cycles, Lees Summit, Mo.

Jim Moon Yamaha, Springfield, Mo.

Cycle Parts Unlimited, Wichita, Kansas

Cycle Hut, Corpus Christi, Texas

# JOHN'S COLUMN



I had the opportunity to ride the 250 National Little Burr Enduro last week and I am still recovering from the aching muscles and wrenched bones. However, it was worth every bit of the experience, and felt good to be back in the saddle after the knee operation.

During the run I saw more guys fighting the mud and water, and this includes myself. I fouled eleven spark plugs and lasted 175 miles. Big Deal. I had a new machine and the assembly was bad news. It leaked around the air box boot to the carburetor and in came the mud and water.

I sure would caution all dealers and riders to double check these things before going swimming with our bikes. It's just good insurance. With this new high breather frame, our bike fits right in with the weather here in the states. Ohio had 27 days of rain out of 31 in May, and we understand about the same prevails generally throughout the states. So our submarine should do the job, and put us far ahead of the other competition. You will notice the reliability of the piston and cylinder area will steadily increase over an extended period of time and use.

I have noticed that the influx of new, cheap, but generally pretty good 125cc moto-crossers has screwed this market up for the present time and we don't expect it to straighten out for a couple of months. There is one thing that is a hard cold fact. One can't market anything that is good, at a continued cheap price. Either the manufacturer goes busted, the distributor or dealer goes busted, or the market is ruined from saturation or devaluation of product size and line.

The very point that I can convey to the dealers at this time is that it costs almost as much to build a good 125cc motorcycle as it does a 250cc. I will let you draw all conclusions from there and that is why companies can't give good motorcycles away forever. Consequently, either the quality is going

to become less or the company wises up and the availability becomes less.

We can all be proud of our Six-Days qualifiers. They have turned in a tremendous performance and are really head and shoulders over the rest of the trials riders who are participating in our trials. You dealers should really take advantage of the Penton winnings and I am sure these winnings are proving the values of the Penton line.

## JIM HOLLANDER LEADING INDEPENDENT ISDT QUALIFIERS

Jim Hollander is doing what 88 other riders can't. He's leading the list of the independent ISDT qualifiers on his 125 Penton. He is way on top and the list below him has no slouches with names like Dick Mann, Don Cutler, Lars Larsson and Barry Higgins. Other independent riders doing very well on Pentons are Joe Barker and Paul Danik. Jim hails from Connecticut and was a silver medal winner at the ISDT in Czechoslovakia.

## NEW PENTON HATS

Now available the ever popular "Penton Racing Team" hats in colors of blue/gold and soon red/white/blue. The cost to the dealer is \$.60 and the Part Number is 877.

## HI-POINT TIRES - FINEST ANYWHERE

We have had some really good reports on our Hi-Point tires. Our Six-Days riders have been using them in the ISDT qualifiers and are extremely pleased with the performance of these tires.

These tires carry a very good price and all tires come equipped with a high quality tube.

Penton East now has available 3:00 x 21" sizes in 4 ply.  
All sizes available are:

- 3:00 x 21 - 4 ply No. 810 (east only)
- 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



## PENTON IMPORTS

3709 WEST ERIE AVENUE  
LORAIN, OHIO 44053

BURROUGHS CYCLE SHOP  
P.O. BOX 313  
BURR OAK, IND. 46509



FIRST CLASS MAIL