



KEEP 'EM WINNING

YOUR LINE TO THE INSIDE TRACK

PENTON T.T. RIDERS TOP QUALIFYING SERIES FOR SIX-DAYS...

With 4 overall wins, out of 6 ISDT qualifiers, Pentons swept the 6 race series and the first 3 riders in the series were Penton mounted. No. 1 rider, of course, was Jack Penton who had 3 overall wins. 2nd place man was Jeff Penton with an overall win at Trask and 3rd place man, Bill Uhl who did it all on 100cc and 125cc equipment! Independent Penton star Jim

Hollander placed in the top 10 with a 7th overall. Other high scoring Penton riders were Carl Cranke, Dane Leimbach, Tom Penton, Paul Danik, Joe Barker and Doug Wilford. Without a doubt, Penton cycles have proven themselves the machines for the U. S. Trophy Team and come September, we will try to be, not only the U. S.'s best, but the world's best.

PENTONS SWEEP 125cc MAMMOTH G.P. SPARKED BY TIM LUNDE...

Tim Lunde, on the Don Emler tuned Penton, took top place in the large Mammoth Mountain G. P. on July 1st. Not only was Tim Lunde flying on his Penton, but only 2 other brands cracked the top 10. Other riders doing the deed on Pentons were Danny La Porte, always a threat, Eddie Cole, Kevin Henry, J. Hale who took 3rd overall, and Carl Cranke. I would plan on being in St. Louis for the World 125cc M-X, as this will be the biggest race of 1973, as far as who is going to win.

4 PENTON RIDERS IN TOP 10 ENDURO STANDING TO DATE...

With the spring round of National Enduros over, and Penton winning 4 overalls in that round, it only makes sense that some Penton riders would be in the top 10. Well, there are, in fact there are 4! Jack Penton is in 2nd place, only 29 points behind Bill Kain, and will be in the running this fall. In 3rd place is Michigan speedster Lenny Keen on his 125cc. Doug Wilford is in 5th place and Lonesome Pine winner John Stanley is in 8th. With the fall round left to run, look for these riders to stay in the top 10 with west coast rider Rick Munyon possibly pulling into the top 10.

LOOKING AT THE DOLLAR CRISIS FROM THE OTHER SIDE...

By John Penton

During this turmoil of dollar devaluation (see my article this issue) we Americans can imagine there are extensive amounts of inter-business correspondence pertaining to strong business tactics, designs and just plain problems which must be overcome.

Yesterday, I received a letter from Erich Trunkenpolz, the president of KTM, the Austrian company that manufactures our motorcycle. I think you will be as humbled as I was when I read the closing words of his letter. He has most sincerely displayed what a great man and organization is manufacturing our motorcycles. Erich Trunkenpolz has devoted his life to motorcycling. We owe the success of our Penton motorcycle to Erich and KTM. He is definitely the greatest of guys.

"Finally I will let you know my opinion to the whole business.

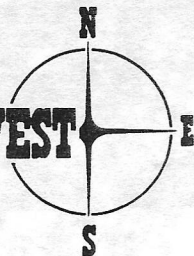
"Though the \$ is a problem at the moment and though we have to fight for our business, nobody in the world should overlook that America is a big and mighty country that has overcome already other things in its history than the present \$ crisis. Nevertheless I trust in the \$. There must be a calming down and a worldwide solution.

"And first of all I trust in you and your people, because I know that we will overcome this problem jointly when we will back you up with good motorcycles."

Yours very truly,
Erich Trunkenpolz

THIS IS

PENTON WEST



I would like to take this opportunity to thank all of you Penton dealers who gave so much of your time and effort at the Sunland Shamrock's Two Days Trials at Barstow. All of the riders on the Penton teams and the Privateers approached me Sunday evening and expressed their special thanks for all the assistance extended to them by all of you. Space will not permit me to list all of you, but I would like to personally thank Floyd and Wanda Burk of Floyd Burk Kawasaki in Corona, California and Connie McGowan of Mike's Placerville Marine and Cycle, in Placerville, California.

There is a tuner in Southern California we have not mentioned in this column by the name of Don Emler. Don is a tuner and sponsor but he does not own a motorcycle store nor does he work in one. He makes his living by racing Penton motorcycles. Don is the tuner who helped put Ray Lopez on top in the 125cc Class until Ray decided to race full time in the 250cc and Open Class, so this left Don without a rider. So, he merely looked at the talent that was available and chose Tim Lunde, and now Tim is winning the big ones. Emler's record for winning the big money races for the 125cc Class is phenomenal. Check out this record for 1973:

(\$500 or more for 1st)

Arroyo 125cc National Championship	1st
Sierra Mesa Grand Prix	1st
Muntz Motorcycle Championship	1st
Bay Mare Moto-Cross Championship	1st
Mammoth Mountain Moto-Cross	1st
Hangtown	2nd (\$450)

Fred Moxley

PARTS DEPARTMENT

Just a short note thanking you for your cooperation during our inventory. Our inventory ran quite efficiently without phone interruptions and I know that was an inconvenience for you.

As you know, we will be receiving our first shipment of the 250cc's and you should be anticipating a new line of parts for this machine. If I can be of any help, please feel free to call.

Mark Reinhold

SERVICE DEPARTMENT

As you know by now we have a new form for our Service Bulletins in an effort to make it easier to recognize the model the Bulletin is discussing.

Also the different form will hopefully make you realize that it is a Service Bulletin and that you should in fact take the time to read it and file it in your binder for future reference.

In an effort to alert all dealers of problems arising in our model line, I ask you, when you run across a new problem, please call and relate the problem to us immediately as this is the prime way to locate the trouble spots with the new models and production slips.

Carl Cranke

HI-POINT ACCESSORIES

Have you ever tried to buy a racing shirt with your store's name on it and found out you had to buy a minimum of 10 dozen? We are now able to offer Penton dealers No. 152A nylon perforated jerseys with your store's name in 2-inch gold letters. The price is \$8.50 with a minimum one dozen order in any size and color combination of blue or gold. These shirts are also available with an individual name and number. If you wish to order one dozen shirts for a dozen different individuals, the charge is \$8.50. A combination of store name and a rider's name and number is \$9.00.

Bill Groom

Penton East Report

KEEP PENTON NUMBER ONE

By Larry Maiers

The fall enduro season is just around the corner and this year, more than ever before, Penton dealers have the opportunity to zero in and corner the market.

That's right, corner the market and do it in spite of the Japanese, Swedes, Poles, Germans, Italians and the rest of the United Nations. Cuzz quite frankly, there is no better enduro machine available anywhere, for any price.

Think about it, Harvey. The handling qualities in tight trails, mud, sand, whoop-de-dooos, you name it, are the best. Deep water? The Penton frame breather can't be beat. But, it's not enough that you and I know about Pentons. You've got to tell the customers. Kick the tires and point at the welds. Mention the adjustable shocks, and the finest forks in the world. Talk about styling and the advantages of the new PVC fenders. Start it up and point out the maximum power with minimum noise. Be sure to mention versatility, scrambles, moto-cross, enduros, whatever. Pentons are winners, and what's more, you can prove it. Just look at the biggies that Penton riders have knocked off already this year.

1st overall in four national enduros, and class wins too numerous to count.

1st overall in four of six ISDT qualifying trials. Again, class wins in every event, plus several manufacturer team wins.

1st overall and five of the first 10 places at the 125 National Moto-Cross Championship at Arroyo, California.

You name it. A Penton has been there and a Penton won it, and that, is what it is all about. Your customers will be winners, you'll be a winner, and we'll be a winner.

Sell these features, and you'll keep Penton No. 1.

TO ALL PENTON EAST DEALERS

THERE WILL BE NO WARRANTY WORK DONE ON ANY KTM ENGINES UNLESS THE ENGINE NUMBER IS WRITTEN ON THE WARRANTY FORM.

No warranty will be given on engines that have been tuned as to the Cycle News 175 engine hop-up. This engine should not be set up this way and could lead to very big problems.

John Cobb

JOHN'S COLUMN



In the business of motorcycle importing and distribution, I am sure the most talked about subject is the dollar devaluation and the President's price freeze. I believe we are in a similar boat with the people in the meat business. We pay so much for a bike and before we get it sold, our cost has gone up and during this time the President freezes prices. End results, we sell the bike maybe for less than our cost to handle it, thus losing money and going backwards.

We at Penton Imports have now elected to discontinue importing and manufacturing for a period of the next month or two in order to sit out this crazy situation, and then resume standard production and import operations on our bikes.

We will have a few 250cc machines the latter part of July and on into August. However, there will be a limited supply of these until the prices and dollar stabilize to a degree. We have not completely fixed the price of the 250cc and we also have not marketed this machine to date. So, we are pretty safe to say that this price can be altered to be sold, so we can operate our business.

The availability of motorcycles is going to be about like this: going into the middle or third week of August, we will be completely out of motorcycles. It all depends on the delivery of the last three containers that are being shipped out of Austria this week. But, I am estimating that by then we will not have a bike in stock anywhere in the States. At that time, we will see where the money situation and price controls are, and take off from there.

During all of this we will be servicing our dealers full blast and in no way are we throttling any other portion of the Penton Imports operations.

However, I would advise any conscientious dealer to look at his stock and anticipate what he is going to do with bike sales in August, September and October during the enduro sales season and stock the bikes accordingly, because I can assure you very positively that there will be at least two months that we will be completely out of all bikes. We are sorry for this, but we are just a little tiny company beside the enormous Japanese giants and if we don't do our business this way, we won't be here next year. The Japanese are big and wealthy and have speculated and hedged on the money market and are able to absorb these tremendous currency fluctuations, but with our small outfit, we must ride the tide.

Believe me when I say we will definitely start distributing the 250cc in August in limited quantities, we will spread them equally and fairly as possible. I know many of you have seen a few of these 250cc machines around; however, please don't flip your lid. We know we must produce a good cycle or go broke.

To give you a good example of this, I might mention one incident of about three weeks ago. After a very successful two

months of trials and field testing with the 250cc, our Dyno Dept. was testing a series of production engines and a con rod broke right smack in two, resulting in the immediate teardown of 75 engines and the scrapping of over 1000 con rods. You must understand that again a small company such as Penton Imports cannot afford to have such problems as this or we are bankrupted the next day.

The Lord only knows how hard the Motoplat problems were on us. Especially when many dealers were so unfair with the Motoplat warranty. We know of some of our dealers charging as high as \$100.00 to warranty a customer's Motoplat that we provided to that dealer free of charge. We know of many other dealers replacing Motoplat on warranty on many other makes of our competition which employ Sachs engines. At any rate, regardless of all of this dollar business, price freezing, gas shortages, etc., we are going to keep this company headed down the trail and try to zero the next check.

Penton Central "OUT WHERE THE BEST BEGINS"

The one big question today is "When will the 250's be available?" Believe it or not, we have been promised a few within 30 days. Who will get the first ones? What would you do if you were the distributor? Would you ship these first machines to the Penton dealers who are buying, selling and promoting the 100's, 125's and 175's? You're darn right you would. That's exactly what we plan to do.

John Penton has recently delivered a new 1973½ Moto-Crosser to help you stimulate your sales. These are available in the 100, 125 and 175 sizes. If you do not have a couple of these on order, you are missing the boat!!!

After attending M-X races in Arkansas, Kansas, Texas and New Mexico, I can certainly say that Suzuki has done a very good job of selling their 125 Moto-Crosser. Everywhere we go we see dozens of these yellow jobs on the starting line. At first I was a little alarmed. But after talking to some of the Penton dealers, they are realizing that this sudden burst of sales is beginning to help their sales. A lot of these new 125 riders are already in the market for a better built 125. Some of the dealers have already traded for two, three and four of these yellow bombs.

I just picked up a copy of "Sports Illustrated" (July 2 issue). There was a very nice article on the big moto-cross in Carlsbad, California. When magazines like this start giving the sport such good coverage, you can bet your bottom dollar that the sport is getting off the ground.

Some of our dealers who have cursed the carburetion on the 175's have called and said they found the problem in the main bearing seals. If you have a 175 that is giving a lot of trouble, check the seals before you cuss the carburetor or ignition.

We just finished our fiscal year and were shut down a couple of days for inventory. If your shipment was a little slow in arriving, it was because of this. Anyway we appreciate your patience and understanding. We are now back in full swing, shipping orders same day as received from a \$200,000 parts and accessory stock.

J. R.

FROM THE PROBLEM SHOP

Ted Penton



Well, it's only two more months to the start of the International Six Days Trials. With all the things that we must get done between now and the 12th of September, seems like it's only two weeks. As the days pass there is more and more talk about this event and what we are going to organize, the people who will be there and the phone calls keep pouring in. It's a big thing in the life of our company. Here at R & D everything is projected for the next two months and we seem to forget that time will extend beyond that.

Since Tom Penton joined us from the air force early in May, he has been busy preparing our equipment for the Six Days Trials. He also has been appointed chief of the experimental field. All the new products, when they are ready for test and evaluation, are turned over to him. His job will be to record the time that he receives them, record the machine in which they are installed, record the hours that they are operated and try to get a true evaluation from the riders as to their opinions of these products. He is very interested in this and a very good man at it. He has spent many, many hours on his own little projects and the designing of his own part of the machine. He changes this and changes that, trying to make it better. Tom is a very conscientious man, very quiet and a deep thinker. He never complains and you never find him but what his mind and his hands are always busy.

Our Motoplat problem seems to be eliminating itself. Our returns from the field, of bad units, have gotten fewer and fewer every day. These new double heat sink units that we have been sending out are practically faultless. We have less than 1/10th of 1 percent failure and I don't think there is a

magneto in the country that can make claims any better than that.

We also had a few of our 175s' transmissions give shifting problems. This we were able to get to the source and eliminate the problem before it got to be very big. We don't think we had over 30 or 40 of these machines in the field before we discovered the trouble.

Some of you dealers are probably a little nervous because some of your engines haven't gotten back to you from R & D as fast as they normally do. For about two weeks we got twice as many engines as we usually do and had half as much labor to do the work as we normally do. At the writing of this letter we are almost caught up and within another week we will be on a 24 hour income, outgo, as we have tried to maintain.

We have just received some new brake lining that we are experimenting with and we have great hope it will give us some superior brakes. Of course this is in the experimental stage and it could be that by next month it will be scrapped. But there is always the hope that it might be something new and something good. Also some new fork oil that will supercede the silicone that we already have. Tom will soon find out if this is true.

I have new shocks and new forks under experiment, so you can see that we are consistently trying to find something better to help out our customers.

BACK TO THE DRAWING BOARD.

LODGE PLUG COVERS

The new hot set up for spark plug covers. These covers are completely water tight and do not have that miserable spring that makes for terrible situations when replacing plugs, etc. The Lodge covers come 10 to a card and are available at all three distributors through their Hi-Point line. Order No. 909

NEW "TWIN AIR FILTERS" FOR PENTONS

The newest foam element for the Penton features a restyled foam element with a top to absolutely clean your air. Fits all your CMF models. Order No. 735.



PENTON IMPORTS

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