

FOR OUR PENTON AND HUSQVARNA DEALERS



Keep'em Winning

YOUR LINE TO THE INSIDE TRACK



PENTON IMPORTS

NO. 6 SEPTEMBER 1, 1971

1354 COLORADO AVENUE • LORAIN, OHIO 44052

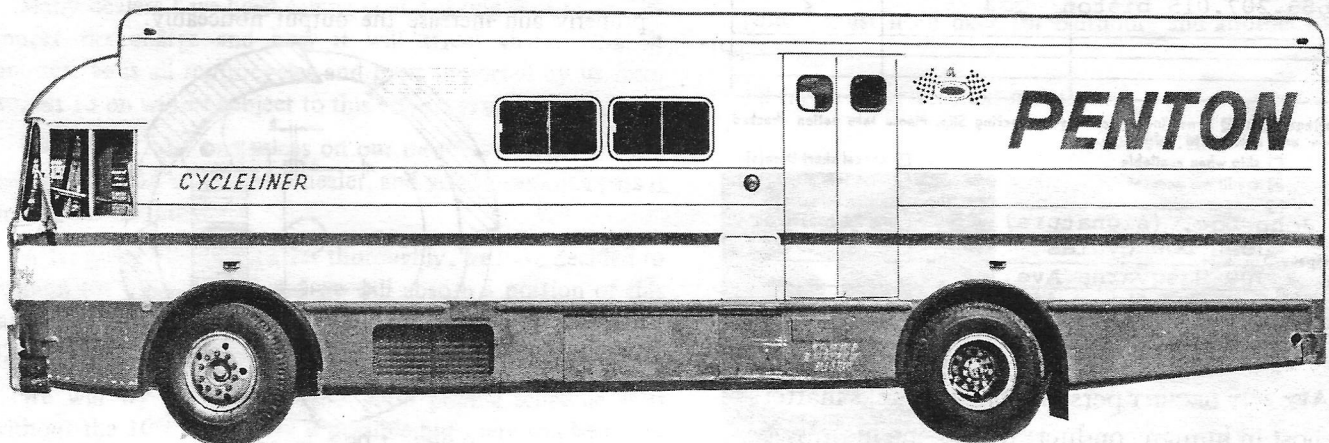
NEW PENTONS ARRIVE!

You've heard about them, you've read about them, and you have seen pictures of them and now they have arrived. The new revolutionary Pentons have docked and we have secured shipment on a small amount. It appears that at this time the demand is greater than the supply but we ask you to be patient and place your orders early so you may get them as soon as they are available. The new machines are completely different and feature the following:

- Chrome Molybden Frame.
- New lightweight Cerianni front and rear.
- Newly designed 3.1 gal. plastic gas tank.
- Large volume air box.
- New redesigned exhaust pipe.
- 55 inch wheelbase and 198 lbs.

One of the most fantastic things about these machines is their gracefulness. These bikes handle superbly, affording the rider a smooth ride with great ease.

The new Pentons have already won numerous races. Proto models were run in last year's ISDT and did quite well and, of course, they took the first three overall wins at the Trask Mountain ISDT qualifier.



PARTS PICKIN' WITH TOWNE AND THE GANG

Mr. Dealer:

The enduro season is just about here, so don't wait to the last minute to order parts for your riders. This is the time to order cables, enduro route sheet holders, watch holders, watches, etc. About Jackpine time we'll be up to our necks in work and our parts service will get a little behind. So be one of the smart ones, order things a little early. Don't wait until the rider orders them. You know your riders, at this time of the year they want their parts yesterday. If you don't have some of these enduro accessories on your shelf, you can't sell them. So don't get caught with your pants down, order now and make a few bucks on accessories.

We also have a few parts for the new CMF bike. We do not have a large supply of them in yet. So please order in small quantities for a few weeks until we have a larger amount in stock. This way we would be able to supply all our dealers with small quantities instead of only half of them.

Last week we sent to all of our Penton dealers the new Penton parts books. These books are for the new Penton bikes. If you need more books, you can order them. We are in the process of making up new Penton parts price lists to go with these books and you will be getting these very soon.

We are also updating the Accessory Catalog and that should be completed in a couple of weeks. In addition, we are working on a brochure for the New Generation Pentons and that should also be completed in a couple of weeks.

DEALERS, PLEASE NOTE

These cards will be mailed out to all our dealers within a week. Please fill them out as per example below when you have a discrepancy in your parts orders.

SOMETHING'S MISSING FROM OUR ORDER

We received an order from you today and noted the shortage described below.

Our Order #	Dated	Your Packing Slip #	Your Invoice #
26705	8/17/77	---	30389
Name of Carrier		Bill of Lading #	
UPS		---	
Item #/Description	Quantity Rec'd	Quantity Ordered	
0686.207.015 piston	1	2	

Shortage is is not indicated on your Packing Slip. Please take action checked below and confirm to writer

ship when available cancel short item(s)

credit our account send refund

By John Doe, (signature) Dept. Parts Dept.
 Company John Doe Cycles
 Address 309 Husqvarna Ave.
Penton, Ohio 44052

Form OA-27 By Laurel Office Aids, Inc., Box 180, Centuck Station, Yonkers, N.Y. 10710

ASK ANY DECENT person what he thinks matters most in human conduct: five to one his answer will be *kindness*.

OBSERVATIONS

Bob Bulmar, our new road man, ran into some road at a roadrace and will be laid up for awhile with a broken ankle and various other contusions. Bob now knows why we all ride enduros on that soft dirt.

Joel Robert is dominating the 250cc Grand Prix so bad, anymore it is not a question of who is going to win but who is going to finish second. Joel is now going after 50 Grand Prix victories.

John Banks won the 500cc British Moto-Cross title on a Husky. He switched over to Husky after BSA dropped their factory moto-cross team. That makes a clean sweep for Husqvarna in Britian as Bryan Wade won the 250cc class on a Husky. Husky now has complete domination of British moto-cross.

Jackpine is already to go! The headquarters this year were changed and the only way to find it is by following the arrows. They, however, forgot to send out turn to turn cards!

KTM, Penton's home factory is getting set to sign a rider for the 250cc world moto-cross title in '72. Hakan Anderson is the reported rider KTM is seeking. The European Press reports the KTM to be very competitive and faster than Joel Robert's Suzuki. Austrian Seigi Lerner kept ahead of Joel for three laps in the West German G.P., strictly by having a faster machine.

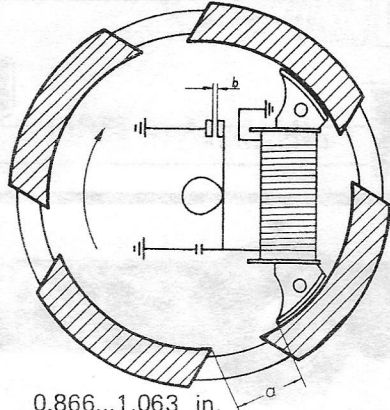
The Corduroy Enduro will be a North American ISDT preview as both U.S. and Canadian Trophy Teams will pursue this trails as a warm-up. Jeff Penton won the log last year.

Rodger DeCoster took his first year 380 Suzuki to the world championship over Ake Johnsson's Maico to give the Jap giants clean sweeps of world Championship moto-cross in a short three years time. This is sure to cause other reactions from the Jap contingent of Yamaha and Kawaski as it looks like a repeat of early 60's road racing. As you probably know Honda owns Suzuki so why ruin a good thing.

Only this time around maybe the European marque have learned a lesson from the last invasion.

SUPER TUNING THE PENTON

It has been brought to our attention that all you Penton tuners should pay close attention to the pole gap. This has proven to give the ignition a better, hotter spark when set properly and increase the output noticeably.



0.866...1.063 in.

JOHN'S COLUMN



IMPORTANT TECHNICAL HINTS ON SETTING UP THE NEW CMF MODELS

1. The front fender holes are drilled in the wrong place. Fenders should be rolled forward approximately three inches and new holes drilled.
2. The fork caps should be cleaned out and make darn sure the passage ways are clean and check balls are working freely. Fork uses between 130 and 140cc of oil.
3. Remove seat and tank. Check primary wire to coil. Usually the Austrians don't get the clips all the way on tight. Fasten nylon wire junction block to frame so that it does not hang on the blue wire. Cementing blue wire will help. Remove forward heat shield clamp on exhaust pipe and replace this clamp putting the screw driver connection to the top under seat so that if the exhaust pipe should come loose, it will not punch a hole in the air cleaner. Remove center mounting rubber from exhaust pipe and save for spare part.
4. When installing seat, make sure the sponge is forward of intake opening and on top of intake funnel. This is to prevent splash coming from the front.
5. Remove ignition cover and install chain guide, making sure to get the speedometer drive meshed again so as to prevent breaking of brass gears.
6. Check all routing of control cables because you can sometimes find better routes than the factory used.
7. Pull air side cover off, clean out chips from air box. Grease good and replace air cleaner adding three rubber washers to the three bolts that don't have washers. If using Filtron air cleaner, use Filtron oil in the element.

THE NEW IMPORT TAX AND PRICING

Many dealers have been calling in and asking about the 10% import tax charge and how it will affect them. What it amounts to is all motorcycles and parts imported by us from August 13 on will be subject to this import tax.

We cannot raise our prices on our motorcycles but we can pass on this tax to you, the dealer, and you in turn can pass it on to your customer.

After going over this matter thoroughly, we have decided to cushion the blow a little and we will absorb a portion of this tax ourselves. Therefore, you will be charged an additional \$25.00 import tax per unit on all purchases of motorcycles.

We will try to maintain our parts pricing schedule as is without the 10% import tax if possible but there will be a new price list made available in the next several days containing the

new parts for the new Penton motorcycle.

We are trying to maintain as stable a price level as possible during this 90 day period of adjustment.

400 HUSKY STOLEN

Honda of Piqua has reported to us that they have had a 400cc Husky stolen out of their shop. The number of the bike is MH 4329. If anyone knows the whereabouts of this bike or has received it for service, please contact immediately Jerry Fogle, Honda of Piqua, 6100 North County Road, 25A, Piqua, Ohio, Phone 513-773-8034.

FROM THE PROBLEM SHOP



Did you ever try to write with three phones ringing, two people asking questions, with both hands covered with grease, while you maneuvered a diesel tractor thru the downtown streets of Baltimore with 125 of those golden nuggets in the trailer?

This is not impossible, but to have any of it make sense after 48 hours with no sleep is stretching my capacity just a tiny bit.

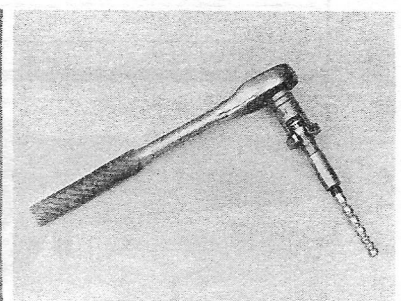
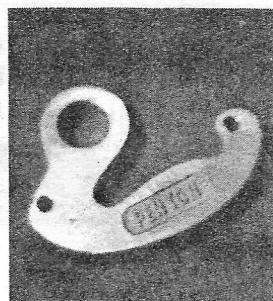
However, if we would not do this you would still not have seen or touched one of our new bikes, as the first would just now be reaching our warehouse. With the past rail strike and normal rail time from our port-of-entry, it would have been three weeks, which would put us up to tonight. Our first and upmost obligation is to get you something to sell, and next is to back it up. I'm doing my share on that order.

We have the new transmission adjustment casting in stock and the new selector rod socket is being machined after we completed tests on the samples.

Now I must head back for Baltimore and another load of those nuggets.

I'll try to do better next month —

Ted Penton



TRANS-AMA SERIES SCHEDULE

The AMA has released tentative dates and sites for the upcoming fall Trans-AMA series for 500cc machines. The opening event will be Sept. 19 at Carlsbad Raceway, Carlsbad, Calif. for a purse of about \$12,000, says promoter for that event, Bruce Cox.

The series will then work its way eastward and then to the south before making its way back to the West Coast leading up to the finale at Saddleback Park, Irvine, Calif., on Dec. 5.

Purses totalling in excess of \$100,000 are expected for the tentatively scheduled dozen events. Here is the schedule:

Sept. 19	Carlsbad, Calif.
Sept. 26	Boise, Idaho
Oct. 3	Eldhorn, Wisc.
Oct. 10	Unadilla, N.Y.
Oct. 17	Capetown, Hamilton, Ont. Canada
Oct. 24	Toledo, Ohio
Oct. 31	Louisville, Ky.
Nov. 7	St. Peters, Mo.
Nov. 14	Tulsa, Okla. (tentative)
Nov. 21	Payallup, Wash.
Nov. 28	Castro Valley, San Francisco, Calif.
Dec. 5	Saddleback Park, Irvine, Calif.

THE MOTO-CROSS SCENE . . . TOO BORING?

In the Sept. 6, Vol. V, No. 16 issue of Cycle News East on page 29, Mr. F. C. Wood of Canada wrote a column, headlined *Moto-Cross - Too Boring?* This column is certainly, I felt, going in the wrong direction. He states that it is too samey and after two laps you've seen it all. I think him right to an extent, however, it's not that the sport is not exciting and competitive. I lay it to the fact of non-star racing. The moto-cross game is still very young in this country and knowledge of the sport and rider heroes are lacking. Competitive racing is short, as usually one dominates to the extreme in professional events. I think the fall Inter-Am series, even with the meager press relations, attracted well received crowds. Mr. Wood fails to

realize that short track and half-mile racing are very well established with a complete aura all of its own. His contention the public does not like moto-cross, far as I'm concerned, could be very true. Come to think of it, only baseball fans like baseball, only football fans like football and so on.

The true reason, I feel, for the lack of success on the pro moto-cross is, there are no pro moto-cross riders to date. The moto-cross spectator wants to see the very best stars today or just take part in local sportsman events. Why should he travel many miles to see what he can see down the street.

Some large purse moto-crosses have failed to turn up even a competitive field of over 10 riders in a class.

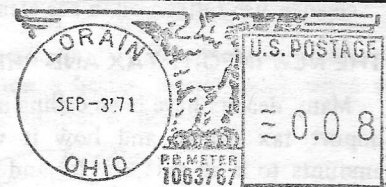
But I think Mr. Wood is calling it short. He certainly hasn't been to many local sportsman moto-crosses where the competition is not only large but quite competitive. As the riders progress and names and faces become familiar, I feel the sport will grow. After all, no sport is made in a few short years. Plus, I think Mr. Wood fails to realize that most promoters put on races for the sake of the sport not the public.

It is obvious that moto-cross in Canada is dead due to the distributors who made their own competition and stifled the market so quick it never had a chance to get roots. Who cares to buy a \$1,200 moto-cross machine and get beat by the guy you bought it from?



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