

THE GUSHER

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Happy 234th Birthday, America!
July 4th, 1776 - July 4th, 2010

Independence Day
Birthday of our great land
Declaring independence for all
May our great land stand

Red, White and Blue
We wave with pride
We celebrate
With fiery lights

It's a birthday party
With patriotic flare
Let us always remember
The pride we share

Of our forefathers
Who stood their ground
To procure our freedom
No longer bound

By tyranny
That bound their land
With courage set out
To take their stand

And so this day
We celebrate
A birthday party
For all to partake.

LET'S CELEBRATE!

For the Freedoms
that we all enjoy...
Our Thanks go to the
young men and women
serving in all
branches of the military.

We Salute You!



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ARCHER HIGH PERFORMANCE OILS

Archer's two high performance oils are formulated with the highest quality base stocks and fortified with the proper additives to provide the protection required by these high powered engines.

Archer's two high performance oils are drawing more attention these days. Archer High Torque 20W-50 and Competition Plus are proving to give outstanding protection to high revving, high powered engines! Competitors are learning that they can rely on Archer products to keep their engines running at peak efficiency. While other big name oil companies and additive companies gather national publicity, Archer quietly keeps these competitors at the top of their class.

Archer and most other suppliers market lubricants licensed by the American Petroleum Institute (API) so that consumers know that they are buying the right oil for their engines. Recently, the API required that the amount of zinc in automotive engine oils be reduced for products carrying the API license. Motor oils used in engines at tractor pulls, drag strips and circle tracks, however, do not need to meet these same API specifications. With that in mind, the amount of zinc in Archer High Torque 20W-50 and Competition Plus was increased to provide greater protection in these special, high-performance applications.

The product, Archer Competition Plus, came about as a result of engine problems where alcohol was used as the fuel. Some time ago, Archer Distributor Duane Schroeder of Jansen, Nebraska, was experiencing engine failures with his Cornhusker Deere pulling tractor. The pistons in his engine were scored indicating a lack of lubrication.



NEW API CLASSIFICATION COMING...

In this highly competitive environment, engines are set up to produce the most horsepower without regard to fuel economy. In this case, the high powered tractor had a 650 cubic inch engine with three turbos and ran on 100% alcohol. He determined that the engine was not getting adequate lubrication due to the amount of alcohol diluting the oil. Even though the oil was changed after each pulling event, the amount of alcohol contamination to the crankcase oil was extremely high.

Since conventional motor oil and alcohol do not mix, the lubricating

ability of the oil was greatly reduced. The problem was presented to Larry Williams, GROWMARK's Manager of Operations and Technical Services, to come up with a solution. Using a special blend of base oils and additives, Larry formulated an oil that is miscible (can be mixed) with alcohol. This new oil formulation solved the problem and is now called Archer Competition Plus.

Since that time, Archer has continued to improve the formulations of Competition Plus and High Torque 20W-50 to meet the increasing demands of specialty engines. If you operate high-performance, specialty engines and need the extra protection found in these products, get in touch with your Archer Representative today.

The American Petroleum Institute (API) has announced a new classification for automotive gasoline engines. It will go into effect in October 2010.

The new designation will be SN/RC (RC stands for "Resource Conserving" and will replace the EC "Energy Conserving" designation).

Lubricants meeting the new standards will:

- Contain improved friction modifiers for better fuel economy
- Employ better anti-wear additives for reduced engine wear
- Better protect emission control systems
- Reduce power-robbing engine deposits
- Be a para-synthetic blend to meet the new specifications

Over the years, Archer has taken great pride in marketing the highest quality lubricants and having them ready for distribution when the industry calls for updates. Once again, we will make the necessary changes to our formulations to meet or exceed the new API specifications before the new standards go into effect.



Greases - What they do and how they do it

Greases were created because liquid lubricants did not always stay at the point of application. People found themselves replenishing these lubricants frequently to preserve their bearings and mechanical joints. It is easy to think that grease is just thick oil and perhaps a by-product from a barrel of crude oil. But it's not!

The oil used in grease is typically the same viscosity as engine oil. In fact, the thickness of the finished grease comes mostly from the thickening agent, an additive that is used to increase the consistency and improve retention. The National Lubricating Grease Institute (NLGI) has established a scale to indicate grease consistency which ranges from grades 000 (semi fluid) to 6 (block grease). The most common NLGI grade is 2 and is recommended for most applications.

Many different additives have been used to thicken lubricating oils. The thickener acts as a sponge, holding the oil in place, but the oil is what actually does the lubricating. Soaps were the first thickeners used and are still commonly used today. While the viscosity of the base oil can differ among greases, the characteristics of the thickener determine a grease's properties.

Therefore, greases are classified primarily according to their thickeners. One of the early thickeners, lithium soap, is still used today and works well in many applications. Archer Super Solidified fits into this category. It fits a wide range of applications, but is not recommended for high speed, high load bearings.

Archer's Lubri-Tac is a lithium complex grease with 3% moly added. This specialty grease is used primarily in applications with heavy, shock-loading conditions such as pin and bushing locations on construction equipment. It is also the choice of many for truck chassis lubrication including the 5th wheel. It is not recommended for high speed bearings.

Archer Lubri-Shield contains a polyurea thickener, is very stable, boasts a high dropping point, and provides outstanding service life. For many, Lubri-Shield is their choice for having one grease to fit a multitude of applications.

Not only has the performance of Archer greases been proven in the lab, but in the operations of satisfied customers across the Midwest.

