

Olson Marketing

# Monthly

December 2014 - Issue #40

## Your Amsoil Information News Source

### Combat Fuel Issues with Amsoil Diesel Fuel Additives

Poor diesel fuel quality can foul injectors, accelerate injector pump wear, lead to rough running, impede starting and cause cold-temperature stalling. AMSOIL diesel fuel additives effectively combat these issues and help improve diesel engine performance.

#### Diesel Injector Clean

- Addresses problems with high-pressure common-rail (HPCR) engines
- Cleans dirty injectors
- Provides optimal lubricity to help protect the fuel pump and injectors from wear

#### Diesel Cold Flow

- Combats fuel gelling
- Improves cold-flow ability up to 20°F
- Enhances cold-weather reliability

#### Diesel Injector Clean + Cold Flow

- Provides the benefits of Diesel Injector Clean and Diesel Cold Flow in one convenient package

#### Diesel Cetane Boost

- Maximizes horsepower
- Helps increase fuel economy
- Improves startability

#### Diesel Recovery

- Quickly dissolves gelled fuel
- Thaws frozen fuel filters
- Performs well with all diesel fuels



### What's inside?

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### **Congratulations:**

#### New Preferred Customers

Brenda Luebbe  
Nebraska

David Molinaro  
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### **Dealer Contact**

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# An Attempted Explanation of Electrical Fan Components

An electric engine fan uses an electric motor and a thermostatic switch to provide cooling action.

An electric motor is an electrical machine that converts electrical energy into mechanical energy. In an automobile there is an electrically driven fan motor that, when energized, turns the fan blades (mechanical movement).

A thermostatic switch is a power switch powered by the device it controls, through either the thermal conductivity or the thermal convection of the device itself. To simplify it, the thermostatic switch is an on/off switch that engages or disengages a device when a particular temperature is reached. Thermostatic switches are often used in electric ovens. The user sets the temperature of the oven on the dial or digital faceplate and the oven heats up. When the desired temperature is reached and the thermostatic switch senses this, it will automatically disengage the oven burner so the desired temperature isn't exceeded. Once the burner is disengaged, the temperature is allowed to vary slightly before the switch reengages the burner in order to maintain the desired temperature. Similarly, in a vehicle when a certain temperature is reached, the fan kicks on. When a cooler temperature is registered, it turns off.

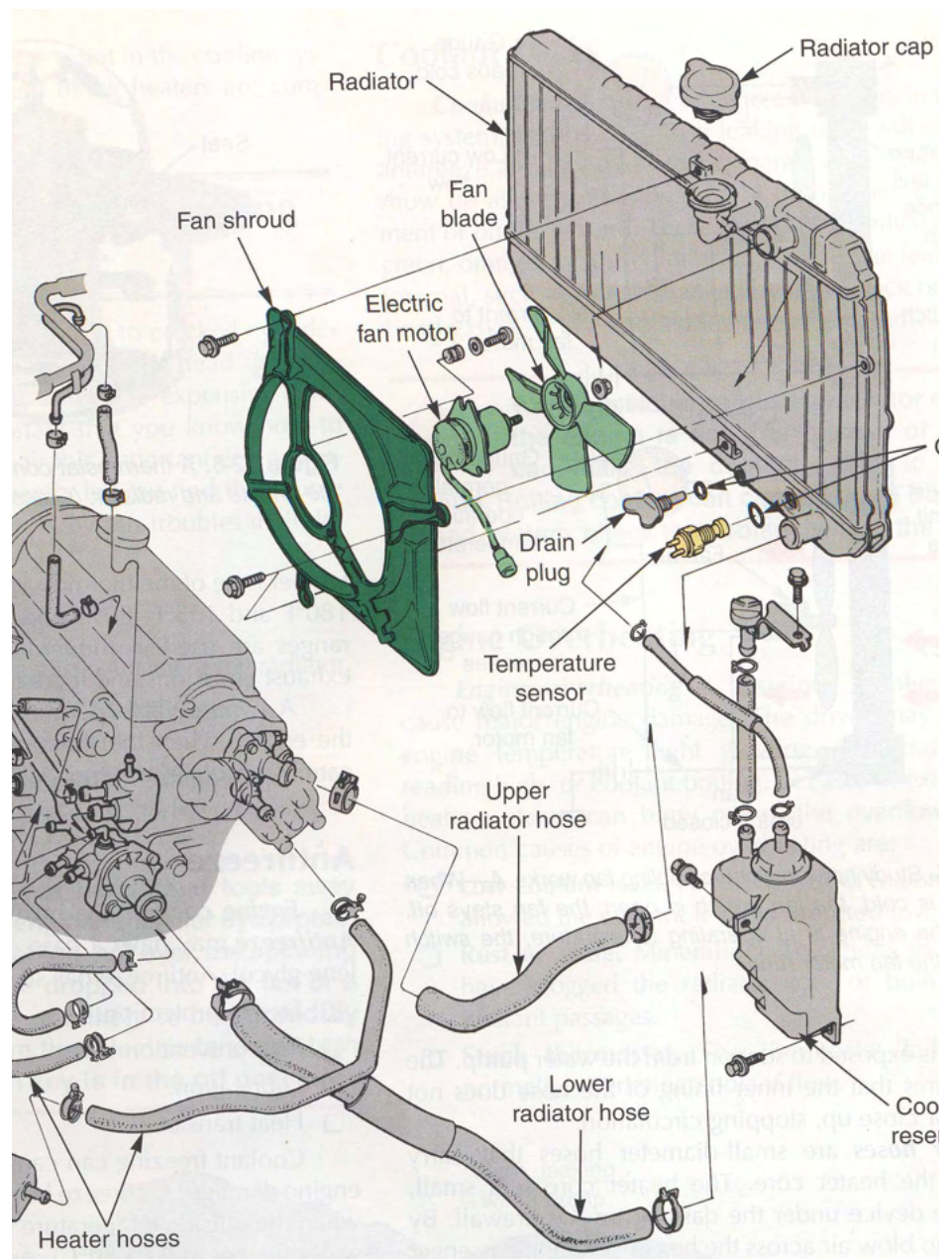
Electric fans (as opposed to engine-powered fans) are needed on vehicles with transverse-mounted engines. Transverse-mounted engines are those that the engine's

crankshaft axis is perpendicular to the long axis of the vehicle (most often used in front wheel drive vehicles).

Since the water pump needs to be connected to the crankshaft to function, and the crankshaft sticks out on the wheel side of the engine compartment, the fan would be too far away from the

radiator if it were also mounted to the crankshaft. Thus, since the fan needs to be mounted to the radiator, an electrically driven motor is required to provide power to the fan.

Shown below gives you a basic idea of the location of the fan motor and fan in relation to the radiator and engine.





# Altrum Dares to Compare - Part 2

ALTRUM Daily Ultra Probiotics has more strains of healthy probiotic bacteria for less money per capsule than GNC's Ultra 25 probiotic complex.

BENEFITS	NATURE MADE DIGESTIVE HEALTH PROBIOTIC	GNC ULTRA 25 PROBIOTICS COMPLEX	ALTRUM ULTRA PROBIOTICS
AMOUNT OF ACTIVE CULTURES	10 billion	25 billion	26.5 billion
NUMBER OF STRAINS	1	4	9
Price	\$0.63 per capsule	\$1.09 per capsule	\$0.42 per capsule

Information from naturemade.com and gnc.com  
As of 2/15/2014 (Prices and Formulations may be subject to change)

Probiotics are live microorganisms (e.g., bacteria) that are either the same as or similar to microorganisms found naturally in the human body and may be beneficial to health. Probiotics are available to consumers in oral products, such as [Altrum's Ultra Probiotics](#), and foods, most well known for being in yogurts. Many "enriched" foods will also contain low levels of probiotics, such as enriched juices, chocolate, and granola.

In an attempt to put it into perspective, I wanted to compare how many billion colony forming units I would get with one serving of Altrum's Ultra Probiotics compared to one serving of yogurt.

I scoured the web for quite some time only to find that there are a lot of people that don't know very much about anything, however they are more than happy to provide their opinion about what they think is the correct answer to my question, yet with no empirical research to back up their assertions, thus leaving me in a state of disillusionment.

I did come across a scholarly (peer reviewed) research study published in Clinical Pediatrics (June 2009) analyzing commercial yogurts in West Virginia. In this study, 10 commercial yogurts were analyzed for CFUs (colony forming units) and it was found that the CFUs range from about 5 billion to 95 billion depending on the type and brand of yogurt. If I do some calculating, the average yogurt has 30 billion CFUs if I am understanding the research correctly.

Another thing to think about is that the less processed the yogurt, the more CFUs it is likely to have. One website suggested that if your goal is to intake CFUs from yogurt then you should get a yogurt maker.

Ironically, in the previous study, the yogurt that was rated as having the highest CFUs (95 billion) also had 28 grams of sugar in one serving, which is the equivalent of eating 7 teaspoons of sugar. And unfortunately, consuming probiotic foods with high levels of sugar (eg. highly sweetened yogurt) can be counterproductive. One

of the benefits of probiotics is that they help eliminate the sugar that enters your gut, so by adding additional sugar, along with the probiotics is only making the good bacteria's job harder.

Here is the next challenge. Probiotics are bacteria present in yogurt, other dairy products, and supplements. The goal is for probiotics to establish a presence in the lower gut and render beneficial health effects. As such, they can live or die under a variety of circumstances. You can be sure that yogurt and other such dairy products have fresh, live bacteria in them and since they are refrigerated, it is the ideal environment for survival. But when you ingest the yogurt, the probiotic bacteria now comes in contact with stomach acid. Stomach acid kills the majority of bacteria that get into the stomach each day. This means that although the yogurt may have high levels of CFUs, it is possible that not many of those CFUs are surviving until they get where they need to be.

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# Probiotics continued...

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The bottom line is that your body needs probiotics to maintain a fully functional system and there are some concerns with getting your daily probiotic intake solely from yogurt alone (especially if you eat the high sugar, high-processed yogurts).

Supplements, such as [Altrum's Ultra Probiotics](#), are a great method for "supplementing" your daily food intake to help ensure you are getting the things your body needs to maintain fully functional system. But as with everything, there are a million different brand names of supplements and companies that offer various forms and types of probiotics. Altrum dared to compare their Probiotic supplement with various well known competitors. It was found that [Altrum Ultra Probiotics](#) has 26.5 billion active cultures, which is more than several of the well known competitors, GNC and Nature Made.

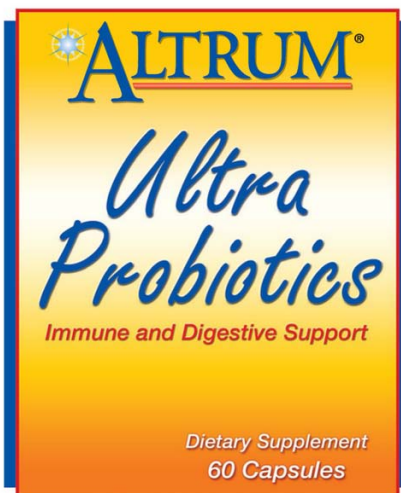
You may be asking the question: Wouldn't your stomach acid also kill the CFUs in the probiotic supplement?

I had that question and found that some manufacturers will coat the probiotic with whey protein or alginate (an algae based product) to "protect" the bacteria until it gets into the small intestine where it is safe. However, it is not really known how well these techniques work, according to some companies.

One suggestion provided by various websites is to ingest the probiotic supplement on an empty stomach. If the stomach is empty, it is not making as much acid. Another suggestion on several websites is to open a capsule and mix it with a small amount of water. It was noted that the stomach will empty out liquid in 15-20 minutes, but will keep food in it for 60-90 minutes, during which it will grind up the food and mix it with acid and harsh enzymes which are designed to get the food ready for absorption in the small intestine.

For me personally, knowing the high quality standards of Altrum, I personally just swallow the supplement ([Altrum's Ultra Probiotic](#)) and trust that multitude of Altrum scientists, who are way smarter than me, have done the research to figure all this stuff out.

Learn more at:  
[AltrumOnline.com](http://AltrumOnline.com)



# Dealer's Zone

By Don Olson ZO#4901

Thinking about Christmas?

Why not think about giving that special person in your life an [oil change](#)?

Maybe a stocking-stuffer of a bottle of [Performance Improver](#) gas additive?



A can of [Metal Protector](#) or [Silicone Spray](#) would be thoughtful.



Or ... just for the Health of it give that special person some food supplements. A great thought there would be [A.J.'s Multi's](#), [Nutritional Oils](#), [Probiotics](#), or [stress Management \(B-complex\)](#) or simply the [C-600 vitamin C's](#).

