

# Squeak Leads To Penetrating Oil Discovery

By Dee George, Contributing Editor

My husband and I accidentally discovered ULTIMATE penetrating and lubricating oil when our pickup developed a loud squeak as we traveled through the Bakken oil field region in western North Dakota. The oil caught our attention at the Williston NAPA store because it was both a penetrating and lubricating oil. And it was a Pride of North Dakota product, manufactured in Dickinson, N. Dak.

Our first use was to open the filler plug of the rear end to check the oil level. The plug was rusted tight on our 6-year-old pickup. After spraying ULTIMATE on it, we ended up waiting a day in order to get the right size tool. It loosened on the first try. My husband added oil, and then sprayed ULTIMATE on the U-joints, knuckles and other parts, and the squeak disappeared. Later we took the truck to a mechanic, who changed out one of the U-joints.

I was curious about the oil's origins so I called the number on the can. Turns out the manufacturer, GW Enterprises, is a family

business. Fayette Heidecker explained that her husband, Gary, developed the product back in 1992, working with local mechanics. They worked with I-K-I Manufacturing in Wisconsin to put it on the market.

"It's a petroleum-based product that's unique because it's both a penetrating and lubricating spray," says Heidecker.

ULTIMATE oil eliminates squeaks, frees rusted bolts, nuts, and parts and can also be used to lubricate and protect.

Though the target market is industrial and equipment, other buyers – including many women – use it for a variety of things including electric razors, sewing machines, squeaky garage doors, frozen locks and sporting goods.

The product is available at retail outlets throughout the region. Check the website below for locations. The Heideckers are looking for dealers and distributors in other parts of the country.

Right now, if you're out of state, the best way to buy the product is to purchase on



FARM SHOW's Dee George "discovered" this unique penetrating and lubricating spray while driving across North Dakota.

Amazon.com by searching in "Automotive" for "ULTIMATE lubricating spray". Spray can be purchased by single can or by case of 12. You can also talk to your local auto parts, or hardware store and encourage them to become a dealer.

Contact: GW Enterprises, 701 227-8511; (safari@ndsupernet.com). To view brochure for more information, please visit our website: [www.gw-ultimate.com](http://www.gw-ultimate.com)

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## Ever-Growing Demand For Gensco Tires – More Products – More Stores

With the demand for ground use aircraft tires dramatically on the rise over the last several years, Gensco Aircraft Tires continues to hold the world's largest inventory of these tires for ag use.

"We constantly buy aircraft tires from all over the world," says John Kross, Gensco owner and president.

"American and Canadian farm equipment manufacturers continue to increase the use of aircraft tires, as do their counterparts in Italy, Spain, France, Holland and many other countries. This rising worldwide interest means that the use of Gensco tires grows significantly every year as customers demand the superior quality and economical pricing of aircraft tires."

For more than 50 years, Gensco has sold recycled aircraft tires and ready-to-bolt-on wheel assemblies for use on agricultural equipment such as tractors, mowers, cutters and shredders, grain carts and wagons, backhoes, skid steers, scrapers, forklifts, and for other construction or industrial applications.

"Our tires give virtually flat-free service," Kross says. "We call them thorn-proof, but that includes stalks, stubble and rocks. They also have exceptional weight-bearing capacity." The reason is that aircraft tires have as many plies in the sidewalls as they

do in the tread. Also, they have a natural rubber construction that does not weather or dry-out, unlike synthetic rubber mixes used in conventional farm and implement tires.

"Because of the stringent requirements of commercial aviation, these tires are the best-built in the world. They have to be," Kross emphasizes. They are extremely durable and serviceable. In fact, some customers tell us that they still have Gensco tires on their equipment after 20 years.

"We believe that word of mouth is our finest testimonial. Our reputation and business has been built one customer at a time since 1953. A large part of our service is answering simple questions, and we want our customers to know that we are here to help them, not just sell them," Kross says.

Gensco's ever popular 9.5L 15, 16 ply replacement is joined now with the new 11L15, 16 and 22-ply replacement assembly as Gensco's most sought after tire and wheel assemblies. Gensco offers a complete line of most implement tires.

To compliment Gensco's aircraft tires, Gensco now offers heavy duty conventional ag tires. Gensco's new line includes brand new flotation, construction, front and rear tractor tires. Many of these tires have high ply ratings you would normally find in air-

craft tires. Company president John Kross says "we wanted to reach farmers with tire sizes they couldn't normally find in an aircraft tire, but still hold that same standard of durability and affordability they've come to expect from our aircraft tires. And that's what we've done. Our goal is to continue to grow and offer farmers with as many tire options as possible, without sacrificing quality."

Gensco now has 4 full-service facilities. Their corporate office and warehouse is at 3400 Highway 60 South @ County Road 140 in Wharton, Texas 77488 (ph toll-free 1-800-828-3350). Gensco also has full-service locations in Alabama at 530 West 23<sup>rd</sup> Street, Anniston, Alabama 36201 (ph 1-800-847-8473); 30480 N. Hwy 99, Visalia, Calif. 93291 (ph 1-877-663-5303); and the newest location at 9131 Friendly Rd., Houston, Texas 77093 (ph 713 694-2211). Gensco continues to pass freight discounts along to the customer and never includes a handling charge.

"We look forward to the future with great anticipation," Kross concludes. For more information, please call 1-800-828-3350 to request a free catalog.

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