

Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.WillardsWater.com ♦ Aug/Sept, 2012

Great News! Did You Know There IS a Way to PERMANENTLY Raise Your Water's Alkalinity?

As the importance of increasing the alkalinity (pH) of drinking water has become more and more accepted as very beneficial for one's health, there have been almost countless products appearing in the market to raise the pH of water.

We don't know of ANY that raise the alkalinity and KEEP it raised permanently, EXCEPT for... WILLARD'S WATER (WW).

Those familiar with WW have known for a long time that the change it makes in the pH of water (and all its other characteristics) are permanent. But, other products promoted for the increase in water's pH, do NOT create that change permanently. In fact, the longest we're aware of that any company claims its product will maintain the increased alkalinity is "a week at the longest". And that piece of equipment costs thousands of dollars.

Plus, as most people reading this already know, WW has additional very important benefits besides its exclusive ability to change, and permanently, maintain the higher pH level (alkalinity) of the water to which it is added.

Most recently, a study conducted at the South Dakota School of Mines & Technology in Rapid City, SD, concluded that the evidence is there... WW does indeed make this change permanently.

Here are the details from the release on that study: **Bottom Line:** *Adding Willard Water® to Reverse Osmosis water in recommended dilution amounts consistently raised pH several points. And, it maintained that raised pH over time.*

In a study sponsored by CAW Industries, Inc., parent company and manufacturer of Willard Water® products, entitled "An Examination of Willard Water's Impact on pH," conducted by graduate students at the South Dakota School of Mines and Technology affirmed that Willard Water®, when added to water in recommended dilution

amounts permanently raises the alkalinity of drinking water.

The study's objective was to quantify what effect adding Willard Water® to drinking water would have on the water's alkalinity. The study also sought to measure both the relative increase in the drinking water's alkalinity when various amounts of Willard Water® were added, and whether the alkalinity would change over time after the Willard Water® had been added. This latter test was conducted due to the fact that many alkaline waters on the market today lose their alkalinity over time and the study sought to prove that Willard Water® does not experience a similar drop in efficacy.

The study's author, graduate student Joseph Gentilini, confirmed that simply adding Willard Water® to drinking water in small amounts will raise the pH of that water and that using Willard Water® at recommended dilutions has a significant impact on alkalinity.

Gentilini also confirmed the longevity, or permanency, of the alkaline change caused by the addition of Willard Water® that Dr. Willard himself established in personal studies conducted nearly 25 years ago.

"This study definitively confirms what we have known for decades, Willard Water® significantly, and permanently, improves water's alkalinity," said CAW President John Willard III. "The fact that Willard Water® permanently alkalizes water with just a few concentrated drops gives our product a tremendous advantage over every other alkaline water on the market today.

Not only is Willard Water® more cost effective for consumers seeking alkaline water, it is also the most eco-conscious alkaline solution as one 8 oz bottle alkalizes approximately 8 gallons of water. When you throw in the relatively low price point of our products it all adds up to a very strong competitive advantage and we look forward to expanding our presence in this burgeoning market."

Willard Water® was invented by Dr. John W. Willard Sr., a chemistry professor who received his PhD from Purdue Univer-

sity and worked on the United States' atomic and plutonium bomb development teams.

Dr. Willard had been seeking to develop a high density trace mineral water derived from fossilized organics in lignite when he "serendipitously" invented the products now known simply as Willard Water®.

Created through a multi-faceted and patented process, Willard Water® alters the molecular structure of regular water, causing it to become more reactive and thus a more efficient delivery system throughout the body.

Willard Water® also helps the body break down particles (food, nutrients, vitamins and toxins) in the digestive system which makes it easier for the body to process these particles, remove toxins, and more fully absorb the nutrients, minerals and vitamins that are consumed.

About CAW Industries, Inc. Founded by Dr. John W. Willard Sr. in 1973, CAW Industries is the only manufacturer of Dr. Willard's patented Willard Water® products.

For nearly 40 years CAW Industries has been an industry leader in the natural health industry and is one of the most trusted brands around the world. Thanks to a ground breaking 60 Minutes story and an exhaustive hearing before the United States Congress, Willard Water® helped pave the way for the expansion and development of the U.S. natural products industry and the eventual passage of the Dietary Supplement Health and Education Act of 1994.

Dr. Willard's sons and grandchildren have continued his tradition of excellence and have expanded the small South Dakota Company he created into an international corporation with sales around the globe.

Nutrition Coalition, Inc., is the oldest distributor of Willard's Water, and the exclusive distributor of the Ultimate Dark formulation of WW. The Ultimate Dark was Dr. Willard's third, and final, version of the WW. It was the one Dr. Willard, and all tests conducted since, along with countless users have found to be the best the three formulations of this amazing product. ♦

Harvard Study Confirms Fluoride in Drinking Water & Lower IQs in Children are Linked, & EPA Agrees the Evidence Is There

A recent Harvard Study on water fluoridation seems to come down on the ANTI-Fluoride side. That is, the side opposed to adding fluoride to drinking water.

The Harvard researchers did NOT issue any statement regarding their personal "pro or con" positions on the matter, but did report that their study found there is the possibility of adverse effects of fluoride exposure on children's neuro-development.

Their study found children in high fluoride areas had significantly **Lower IQs** than children who lived in low fluoride areas, and the **Environmental Protection Agency (EPA)** says there is substantial **evidence of developmental neurotoxicity** from the fluoride.

The Harvard study only reviewed water as the primary fluoride source based on high water fluoride levels. The researchers added that there was a study in 2011 that found a negative association on children's IQs in areas with low fluoride levels. Nevertheless, the Harvard researchers and the EPA concluded that the **high level fluoride areas** they studied were **significantly linked to Lower**

IQs in children.

The researchers noted that "**Fluoride readily crosses the placenta.** Fluoride exposure to the developing brain, which is much more susceptible to injury caused by toxicants than is the mature brain, **may possibly lead to damage of a permanent nature.**"

Fluoride accumulates in the body and **even low doses are harmful to babies, the thyroid, kidney patients and heavy water-drinkers.**

When **mixed with fluoridated water, infant formula delivers 100-200 times more fluoride** than breast milk (fluoride in the breast milk from the nursing mother's consumption of it, apparently).

Doubts have also been raised as to whether or not fluoride in drinking water is actually even effective at preventing tooth decay. At least a few studies have found it is not effective, and some have even reported people with more fluoride treatments have more cavities. Those doubts certainly add "fuel to the fire" that says fluoridation carries more risks than benefits.

The Harvard researchers said there should be more brain and fluoride research on children at individual-level doses because little is known, they said, about its effects on children's neuro-development.

However, a spokesman for a group opposed to fluoridation, and an attorney, Paul Beeber, commented that "It's senseless to keep subjecting our children to this ongoing fluoridation experiment to satisfy the political agenda of special-interest groups. Even if fluoridation reduced cavities, **is tooth health more important than brain health?** It's time to put politics aside and stop artificial fluoridation everywhere."

There is legislation being proposed in New York City, and elsewhere, to stop fluoridation. Whatever one's "side" on the fluoridation issue, it would seem important for everyone to be made aware of the potential damage to brain development and intelligence, in addition to the other risks to the thyroid and kidneys, etc., in order to make an informed decision about drinking it themselves and about whether to allow it city water supplies or not. That's why we are passing this along. ♦



Trivia & Tidbits . . .

1. How long did Edison's first incandescent light bulb burn?
2. What time shows on the clock on the back of the \$100 bill?
3. In what unusual way did Ashrita Furman retrace Paul Revere's route?
4. How many banks and trains did the notorious Jesse James rob?
5. Who was Florence Nightingale Graham?
6. Where was the 1st library in North America established in 1638?
7. What American first got oil drilling rights in Saudi Arabia & Kuwait?
8. Who was Time Magazine's first Man of the Year?

AND THE ANSWER IS...

1. Forty hours when he tested it in 1879.
2. 4:10.
3. She somersaulted the entire 13-1/4 mile route.
4. 12 Banks, 7 Trains.
5. Beauty entrepreneur Elizabeth Arden. (Consistent with her given name, she did pursue nursing for a brief time.
6. At Harvard College, originally consisting of 329 religious & philosophical texts.
7. John Paul Getty.
8. Charles Lindbergh, in 1927.

ON "THE WEB"!

www.willardswater.com

Or

www.nutritioncoalition.com

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is "opinion", nonetheless. We also have a vested interest in most of these topics, so don't claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don't prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

Possible Benefits of Higher Alkalinity and of Willard's Water; Personal Report on Rx Delusions

We already discussed (on page 1 of this issue) the study conducted by graduate students at the South Dakota School of Mines and Technology on how Willard Water® affects the alkalinity of drinking water.

As John Willard, III, said, “The results were very encouraging and clearly demonstrated that adding Willard Water to drinking water, in recommended dilutions, permanently raises the water's pH by more than 2 points.” And as we said back on page 1, there have been many, many reports from various natural health experts indicating their convictions that drinking more alkaline water is beneficial to one's health. We thought some of “John III's” thoughts on the whole issue of water alkalinity and health were quite interesting, so I thought I'd share them with you in this column. He are some direct quotes from him:

“While I think great deal of study on the effects of alkalinity in the body is still needed before drawing any conclusions, I do think it's very interesting that some of the purported benefits of drinking alkaline water, such as cellular absorption and enhanced free radical scavenging, closely mirror those benefits studies have shown Willard Water to have. For those of you not familiar with the alkaline water movement, here's a quick primer...

“Advocates of alkaline water believe that proper health starts with an optimum acid-alkaline balance in the body. These advocates claim that a body with a high acid content, a pH of less than 7, will experience a number of adverse reactions. For example, they believe the body will go to such great lengths to maintain a blood pH of 7.365 that it will even create stress on other tissues, body systems, and organs to do so.

“Chronic acidity can, accordingly, in-

terrupt all cellular activities and functions. They also believe that drinking alkaline water is the best way to ensure maximum bodily hydration.

“As I mentioned earlier, many of the purported benefits of drinking alkaline waters mirror what studies have shown Willard Water does when entering the body. Benefits of drinking Willard Water include:

- ◆ Increasing Intracellular Hydration,
- ◆ Replenishing Essential Minerals
- ◆ Stabilizing and Protecting Cells
- ◆ Flushing out and Preventing Wastes from Accumulating in Cells
- ◆ Preventing Free Radicals from Forming and Damaging Other Cells

“Once again, though, while there is ample evidence to support the benefits of drinking Willard Water the science behind alkaline waters remains somewhat scarce. As this burgeoning alkaline water field expands we hope to see better science that validates these claims associated with alkaline water. Until then, we'll treat the fact that Willard Water raises the pH of water as a very interesting coincidence.”

What John III (Dr. Willard's grandson, who is now President of CAW Industries, the firm Dr. Willard founded), is likely reluctant to say, but we will (!), is that Dr. Willard (“Doc” as we and about everyone who knew him called him), was well aware of the reported benefits of increased alkalinity as far back as the 1980's. He agreed that his water was highly alkaline and that he'd confirmed it would raise one's alkalinity. However, he felt that its alkalinity in no way explained all its various benefits, because he said it goes much further than alkaline water does in the benefits it provides. We agree with him, and given what is now known about alkalinity it makes it that much clearer to us just how amazing Willard Water really is! ◆

Suggestion Regarding Rx Drugs that May Cause Violent &/or Homicidal Behavior —

We told you in our last issue about the link between the Rx drug Adderall and over 140-some shootings. And, that violent and homicidal behavior is a known and listed “side effect” of that drug.

We know there may be thousands of people who actually report benefit from those drugs and have no such side effects. My wife, Kolleen, was telling me recently that she thinks what should be required is notice to people living with or in close association with people prescribed such drugs, because, she says she knows from experience that when a drug causes delusions, the person experiencing those delusions is NOT capable of recognizing that they are delusions and therefore a side effect they should be “reporting to their doctor”.

When Kolleen was treated in a hospital for the injury that ultimately was helped by Willard Water, she was put on a medication for a time... when her neurologist weaned her from it a few years later, he wrote the usual letter to her primary care doctor advising him of her progress. That primary care doctor—her family's longstanding “family doctor” called her mother and told her to check in often with Kolleen who was living and working away from home by that time, and to have her contact her neurologist if she had any odd thoughts or behavior changes. Kolleen's mom called Kolleen at work to tell her that and was told Kolleen was home sick. She called Kolleen at home and visited a while—Kolleen sounding fine—until she commented to her mom that she kept thinking about how fun it would be to just jump off the deck on her balcony 3 stories up, to see what it felt like! Kolleen said it felt like as normal an idea as taking a walk. Her mom told her to call the neurologist and why, and Kolleen did...he was amazed and alarmed and immediately changed the speed with which she was “weaned” from that medication.

As she says, there was no way she could have been relied on to “report her side effect symptoms” since to her, at that point, they were as real and normal as taking a walk! Which confirms the need, in our opinions, for regulations that would require and allow health professionals to advise people connected to those taking such drugs, as to what to watch for and report if it occurs. Who knows what it might prevent? ◆

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in the printed version.



CARPAL TUNNEL & THIS NEWSLETTER...

By Kolleen Sunde — I simply couldn't use a computer "mouse"...I could use a computer keyboard (on a fairly limited basis), but clicking a mouse resulted in such pain from my wrist, it sometimes made me feel I was going to collapse. My long-time and well-trusted chiropractor, Dr. Thomsen, told me that you "can't have carpal tunnel syndrome if you don't first have a B-6 deficiency", so I took a high quality B-6 supplement, every day. In fact, I took from 6 to 8 a day, sometimes 10 a day, in order to be able to use the keyboard at all. But I still couldn't click that mouse—not even a few times. So, most computer programs, and internet uses, were simply "not for me".

That all changed the day Jim Daily called Charlie about Willard Water. Jim Daily, co-founder of Daily Mfg. where most of our nutritional supplements now come from, introduced himself and started "talking supplements and WW" with Charlie. Somehow, Charlie mentioned my problem with carpal tunnel-like problems. Jim was confident their Activated B-6 would do much more for me than the B-6 I was taking, so he sent us some. I took just one capsule, and not long after I was able to click that mouse! I used the mouse for quite a while that day—it hurt, but it was nowhere near

intolerable! Jim Daily called the next day to see if we'd gotten the product—Charlie said not only did we get it, but it's already helped...but when Jim heard I still had pain, he suggested I try 2 a day for a few days, but no more than that. After those few days of 2 a day, I had NO pain when using the mouse...and that's what led to this publication, "POSSIBILITIES"...I'm the one who creates most of it, but I couldn't do any of it, if I hadn't been able to "click that mouse"! And I "click" it for 8, to 10, or more, hours a day, nearly every day now—and I have ever since getting that product.

It was that demonstration of Daily's quality that led us to carry their products...products many people say they consider real blessings in their lives. I don't believe all that came about simply by "chance"... "chance" reminds me of one of our favorite sayings... "a coincidence is simply a miracle in which God has chosen to remain anonymous" (*Author Unknown—really!*). I was reluctant to admit I was the "human guinea pig" that made our connection to the exceptional products from Daily Mfg, because it seems hard-to-believe, since I was also the "human guinea pig" that led Charlie and me to genuine Willard's Water, but that's what happened, in this amazingly "coincidental" (Not!) way!

Reprinted from February 2000 Edition. Editor: We invite you to send your own "unexplained help" stories for sharing, anonymously if you choose.



E-Mails, Mailbag & Phone Calls. . .



Ultimate Dark Works 3 Times Better than Clear WW for Plant Growth? — This would seem to be indicated from the experience "A.E." from Arizona told us about, but since that wasn't a scientific experiment, we can't actually conclude that. However, when she switched her plants from Clear WW to **Ultimate Dark WW** she says "they have grown to 3 times the size they were just a month ago. I almost feel like I'm cheating them as I try to use up the bottles of Clear WW that I have on hand."

Humane Societies Tend to Know Something About Animals — So when "J.B." told us that the Humane Society she is involved with "uses Willard Water for all incoming animals who appear to be in distress from

disease or injury", we were very impressed and grateful for the help they were giving their animals—even to the point of getting them the WW when they're in distress. She added that Humane Society is "convinced that it has been helpful in facilitating a quick recovery."

Even at Half the Recommended Amount, She Was Very Pleased with Blood Pressure Report — That's what "A.P." told us about her use of "**Blood Pressure Support**" (Item No. PN-2). Because she has an extremely "sensitive to everything system" she never takes a full amount of anything...so at **half the dose**, along with her **Willard Water every day**, her blood pressure went from 186/90 at her last doctor's check-up 6 months before, to 156/80 in the time she'd been taking the PN-2—at half dose with WW.



More Product Highlights & Updates from Charlie

Plants & Animals Don't Imagine Benefits... And PEOPLE Take Note & Benefit Themselves!

First, a word to all our readers who have never spent any time on a farm, or done any gardening, or anything. My column this month is about "WW" and farm operations...but I believe it applies to you, as well. After all, if WW helps plants and animals, most people take that as a sign it's good for them, too. Plus, plants and animals don't "imagine" the benefits they receive, which makes reports of WW benefits to them even more

impressive to a lot of people. So, even if you have no farming or livestock interests, you'll likely find this material interesting...

Our experience with farmers have taught us that WW certainly DOES work in such applications, and also:

A. "Don't waste much time trying to sell Willard Water to farmers, but

B. Once a farmer has seen what it does for crops and livestock, don't waste ANY time trying to convince him to leave part of his field or some of his livestock without it, as a "test"...he won't want to "sacrifice" that part of his crop, or that livestock by depriving it or them of the WW...

But I still feel badly about not really being able to effectively get WW in as widespread use by farmers and ranchers as we know it should be. I grew up on an Iowa farm. Left it back in 1960, but as has often been said, "you can take the boy out of the farm but you can't take the farm out of the boy." When driving down the highways, I pay a lot of attention to the crops and livestock. And if the weather is too wet or too dry, my first thought is of the impact on crops.

I know that Willard Water, used judiciously on crops and livestock, can get the user his very small investment back 3 times, 10 times, 20 times, or more. Please NOTE: In reports of WW on pets, livestock, plants, and crops we are always talking about using the WW

known as the ULTIMATE Dark WW. It used to be called just the Dark, or the Dark XLR-8 PLUS, but it's now just called the Ultimate WW, or the Ultimate Dark WW. If using the older, weaker, version called XXX or Triple X, you must use at least twice as much.

Actually, that has been one of the obstacles in selling it. The price is too low to be credible. We've often thought that if we mixed Willard Water with some other beneficial substances and sold it at a price that made it cost five or ten dollars per acre, instead of a little over a dollar an acre, we'd sell a great deal more and make infinitely more money. Because the prospective customer has to be thinking, "A buck an acre . . . nothing worthwhile costs that little!" But there IS at least one exception.

A long-time user of Willard Water, Julian D. (IL) . . . a lifelong organic dairy farmer told me once, "my friend, a vet, I'm sure he thinks I'm disloyal to him . . . That I must be using a competitor most of the time . . . because just about the only time I call him is to pull a calf. But he's the only vet I ever call unless I can't get to him. I just don't hardly ever have any sick cows or calves or hogs."

Julian gives credit to the high quality of their feed, almost all of which is grown on his own very "healthy" soil, with nothing toxic applied to the soil or to the crops . . . ever . . . and also to the Willard Water. Which he puts on his crops, gives to the livestock, and, of course, he and his family also drink it themselves. And his experience is hardly unique.

Wayne H. is, as we say, in extreme northern Minnesota. In fact his land is actually just over the Canadian border,

I know WW, used judiciously on crops and livestock, can get the user his small investment back 3 to 20 times over, or even more.

although he has a US mailing address. Wayne gently corrected me when I once told him that I didn't think many farmers would take the time to treat seed with Willard Water before planting it.

"If they'd seen what I saw last spring and summer, they'd FIND the time to do it", he said.

"Why; what happened?"

"Well, it was drier than I've ever seen it. We had just about no snow at all and not a drop of rain all spring. Soil was like dust. But everyone planted the small grain anyway, and hoped for the best. We've got such a short growing season you can't just sit around and wait for things to happen. I treated my seed with a mixture of fish and kelp and WW and it germinated well and came up pretty quick and was doing pretty well, considering the conditions . . . and then it finally rained a little. But very little of my neighbors' seed sprouted at all, before it rained.

"...if (farmers) saw what I saw last spring they'd FIND the time" to (use WW) "...despite extremely dry conditions...the soil was like dust"...and neighbors getting very poor results... "I wound up with a really decent crop despite all that."

"I wound up with a decent crop even though the weather didn't cooperate at all."

I recall another MN farmer . . . this guy from the southwest part of

the state. He had sprayed just four-tenths of an ounce of WW concentrate per acre, along with something else he was applying, on his alfalfa. That was years ago and the price of WW then was, in constant dollars, many times higher than it is now, so the product was used really carefully . . . the minimum we now recommend is an ounce per acre.

Roger's neighbor had a self-propelled swather, so Roger hired him to cut the alfalfa. After the neighbor finished the job, he asked him, "Roger, how come there's such a difference between the west half of the field and the east half? When I was making a round, every time I got over to the east side I had to shift down . . . the stuff must have been six inches higher and a lot heavier." Roger

owned up to the fact that he'd added Willard Water to the mix on the east side, and not on the west side, because this was the first year he'd used the WW and he wanted to see if it would make a difference.

That same year, Clarence, another farmer friend, planted watermelons. He knew his heavy black soil was not at all right for producing watermelons (they grew great in the "sand" 150 miles west) but he loved watermelons and it didn't take much time to plant them, so he had tried it every year for many years . . . but never had any success. This year, he treated the seeds and watered the vines several times with the WW during the growing season and was amazed as he harvested many very large, delicious melons, which he shared with us. We all agreed this certainly didn't prove anything, but I'm sure Clarence was completely convinced that it was the WW... he'd failed enough times without it.

I also remember, quite vividly, the experience he told us about with his weedy soybeans. He was well into his sixties and was having some significant health problems and got well behind on his field work that summer. His account of the bean field went like this, as best as I can remember:

"Those beans south of the buildings just looked terrible . . . there were volunteer sunflowers from last year all through it and a lot of cockleburs. I didn't much care what the neighbors thought . . . they knew I'd been sick and they're used to my fields not looking so great anyway. But my combine is about 25 years old and I figured if I tried to run those tough sunflower stalks through it, I'd break something for sure . . . probably many times . . . never would get the beans in the bin. So I went down to the elevator and asked Tom what he had that I could spray on soybeans this time of year that would kill the other stuff and not kill the beans. Used to be there wasn't anything you could spray on beans. But he told me I could use _____ (ed. note: we've forgotten the name of the product). And it would take about seven days to kill the stuff I wanted to

"...every time I got to the east side, I had to shift down...the stuff must have been **six inches higher and a lot heavier.**"

... on Clarence's bean field, it worked much faster than it should have... at **one-sixth the amount of the chemical...** and he thought it even helped **improve the yield** on that field...

and I had to use three quarts per acre. Said he knew what a cheap son-of-a-gun I was and that I'd try to use less, but it had to be three quarts or I might as well forget it. Well, of course I wasn't going to apply that much, so I told him I needed enough for 20 acres —

didn't tell him I had 60 acres. "I mixed it with the surfactant I sell and some crop oil and the WW, of course, and it was getting near dark so I got to make just one round and had to quit for the night. That next morning I went out first thing and the sunflowers were just bent in a U-shape with the tops pointing at the ground and the cockleburs were laying flat and the beans were looking a little peaked. So I changed the mix to just a pint an acre and finished the field and it worked great . . . much faster than it was supposed to with one-sixth the amount of the chemical. And I think the Willard Water even helped the yield, even applied that late in the season, because they did better than I thought they would, but of course I can't prove that it helped."

Back around that time there was a young bachelor farmer named Phil who used to come around the office quite often. I know he was impressed with the WW because he bought and used a lot of it and I think he was also impressed with a young lady who worked for us at the time. He lived and farmed with his folks. Phil's dad was what in my part of the country we called a "scalper" . . . he'd go to all the livestock auctions and buy the sickest and worst-looking cattle that no one else wanted. He'd truck them home and try to salvage them. If they died, he wasn't out much and if they survived and got to market weight, he did pretty well.

Phil had, of course, gotten convinced of the merits of WW, so he made sure that all the stock had it in very small concentrations, in their water tanks. He summarized their experience this way:

"Y'know, the old man will never give the Willard Water credit for anything—he mostly just ignores it, but he doesn't tell me not to buy it.

"But late one evening last week, we were standing by the pump looking out across the cow yard and he said, 'Y'know, all this junky stock sure looks a lot better than it used to.' And coming from him that's a big deal cause he don't hand out much for compliments and that's for sure."

These stories are just that . . . true stories for sure, but proving nothing at all, scientifically.

And there's been only limited scientific testing of the product . . . on any crop or livestock application.

Dr. Darrell Bragg did some limited studies on broiler chickens . . . found that one ounce of concentrate per 130 gallons of water provided to them through their entire short lives, was very helpful and cost-effective. Back when he was still chairman of the Department of Poultry Science at the University of British Columbia, he started his research just to prove a persistent friend wrong ("this stuff can't possibly be effective", was Dr.

...Chairman of the Department of Poultry Science at the University of British Columbia...tested it just to prove a persistent friend wrong (*he "knew" WW "couldn't possibly be effective"*)... but, instead, he was so impressed he presented it to the International Poultry Science Assn's annual meeting...

Bragg's original attitude) but he wound up being so impressed that he presented a paper on the topic at an annual gathering of the International Poultry Sciences Association.

Not only is the formal

research lacking but even getting any farmers to do check strips for comparisons, has been almost impossible (see "part B" of our company policy in the 3rd paragraph on the front side). Roger, whom we referred to earlier, is one of a very few exceptions. The reason is, farmers either are too skeptical to even try it, or if they have used it already and say they KNOW it works and aren't going to leave 5 or 10 acres untreated and deliberately get a lower yield.

So, Willard Water continues to wait for the universal recognition it deserves, but very gradually, the word is getting out to farmers who are open-minded, willing and able to do their own thinking, and looking unceasingly for methods to become more profitable in their crop and livestock operations.—and more eco-friendly. And LOTS of people have told us they are getting the benefits of WW because seeing it work on a plant or animal is what convinced them to try it! Some even say they owe that dog, horse or cornstalk a thank you note!