

POSSIBILITIES. ♦ ♦ ♦

From NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 (218-236-9783) ♦ www.willardswater.com ♦ January, 2004

Fluoride Quiz...Or, What You Don't Know, Might Hurt You...Links to Reduced IQ, Thyroid Disease, Bone Cancer, More

We found the following quiz in a publication called "SunCoast ECO Report", and even though we haven't checked out all the sources it cited, we've seen the same information before, so believe it to be true. We definitely think it's "worth mentioning" ...

1. The fluoride commonly added to drinking water is:

- Calcium fluoride, a fluoride compound that occurs naturally in drinking water.
- Pharmaceutical or food grade fluoride
- Hydrofluorosilic acid, a toxic waste product of the phosphate fertilizer industry containing contaminants of lead, arsenic and other toxic elements.

Answer: c. Source: "fluorine recovery in the fertilizer industry—a review," by H.F.J. Konig and G.E.W. Kruger, "Phosphorous & Potassium", Sept/Oct 1979, No. 103 pp 33-39

2. In a recent congressional investigation of fluoridation, the U.S. Environmental Protection Agency reported that the number of animal or human studies performed on the actual substance to be used in fluoridation programs is:

- 3,000 studies
- 19 studies
- 0 studies

Answer: c, 0 studies. Source: Response dated 6/25/99 from the U.S. EPA to the U.S. House of Representatives Committee on Science.e Link to excerpt: www.keepers-of-the-well.org/determination/CSDW_ref.pdf

3. An increasing number of peer-reviewed studies are linking fluoride accumulation in the body to:

- Impaired brain function resulting in behavioral problems and reduced IQ
- Thyroid disease and bone cancer
- Higher levels of lead in children's blood

Answer: a, b & c *ibid.*

4. According to the Centers for Disease Control and the *Journal of the American Dental Association*, fluoride's benefit comes

from:

- Swallowing it (systemic exposure)
- Applying it directly to the tooth surface (topical exposure)
- Equal topical and systemic exposure

Answer: b. Applying it directly to the tooth surface. Source: "Recommendation for Using fluoride to Prevent and Control Dental Caries in the United States,"

Morbidity and Mortality Weekly Report (WWR), Vol. 50 NoRR14:1, 08/17/2001 pp 3-4; Link: www.cdc.gov/mmwr/PDF/RR/RR5014.pdf. For an overview of the literature regarding topical vs systemic exposure, link to: www.keepers-of-the-well.org/effectiveness_pdfs/topical_vs_systemic.pdf

5. The largest study on fluoridation and tooth decay ever done, looking at the teeth of over 400,000 students in India in 1994 showed that 1 part per million of fluoride (the amount typically used in drinking water) resulted in:

- A decrease in decayed teeth
- An increase in decayed teeth
- No difference between those drinking fluoridated water and those not drinking it

Answer: b. An increase in decayed teeth

Source: "Dental Caries: A Disorder of High Fluoride and Low Dietary Calcium Interactions (30 Years of Personal Research)," *Fluoride* 1994; 27 pp. 59-66.

6. According to the Food and Drug Administration, fluoride ingested to reduce tooth decay is under FDA regulation and:

- Is a drug the agency has not yet reviewed or approved as safe and effective
- Is an approved drug
- Is not really a drug

Answer: a Is a drug it has not yet reviewed or approved as safe and effective. Source: Response dated 12/21/00 from the FDA to the U.S. House of Representatives Committee on Science.

7. Excessive fluoride exposure can:

- Cause lower back pain and thickening of connective tissue
- Inhibit production of insulin, serotonin, melatonin and thyroxin
- Cause dental fluorosis, a permanent scarring of tooth enamel.

Answer: a,b,and c. Source: www.keepers-of-the-well.org/determination/CSDW_ref.pdf
Purified Water, anyone? ♦

Critically Important (to your rights)

Reminder... We've told you before about the looming danger of a bill being considered in the U.S. Senate...S.722. Knowledgeable people summarize it as giving FDA the power to, for instance, block the sale of ALL magnesium supplements (or any supplement) if a magnesium supplement is reported to have caused an adverse reaction in any one person, until the manufacturer can prove it wasn't the magnesium that caused whatever the problem was...in other words, supplements would be guilty until proven innocent. It appears to knowledgeable people that the recent ban on ephedra is only the beginning of where the FDA would like to go... what's next? CoQ10? Coral Calcium? Colloidal Silver? Colostrum? Heartdrops? Who Knows? What we do know is that there's a far better solution to safeguarding consumers' interests than S.722—it's called S.1538, and everyone we know and respect in this field is urging the passage of S.1538 (the Senate bill with a more reasonable approach to the situation), and the failure of S.722.

You can get e-mail addresses for all Senators at www.senate.gov on the internet. Your local phone book should have their phone numbers under Federal Government listings. Or call Washington, D.C. information, and ask for the U.S. Capitol Switchboard's number and they can get you the right number for your Senator. Get hold of your Senator somehow, tell them you don't want the government taking away supplements you find helpful.

Maybe they should take a closer look at the 100,000+ deaths admitted to be caused each year by FDA-approved drugs, instead.

Update & Announcement on Our Coral Calcium Products

Our customers continue to purchase, use and report the benefits of GOOD coral calcium. Which figures. Ours comes from Daily's, and "Daily's sell no junk". However, as always, we find that we "sell best what we believe in the most", and in this case, it is the versions of the coral which have the added Vitamin D and magnesium. It is not considered controversial that one needs Vitamin D to properly assimilate calcium and nearly everyone agrees that if you add supplemental calcium to your diet, you need to also add AT LEAST half that much magnesium. Otherwise, you could wind up with symptoms of magnesium deficiency, which could be dangerous.

Now, this does not mean that you have to get everything from one source. If you spend a significant time out in the sun each

day, your own body should produce enough Vitamin D, or you could take Vitamin D as a separate supplement. (We offer it at an extremely low price, but high quality in Item J-24.) And you can get high quality magnesium, separately. (Our item J-54) But a large majority of us coral calcium users, prefer to get the three items from one product. So we find that only 5% of our total coral calcium sales are the J-200 and J-202 combined . . . which do NOT have the added items. And even that 5% is declining.

Therefore, to provide space for more popular items, we are dropping J-200 and J-202 from our order forms, although we will continue to stock small amounts of the products for the convenience of the customers who prefer those two. Sales of the J-203 (capsules) and J-201 (bulk powder) continue at very high levels. The J-

203 is our best-selling Daily product by a very large margin. The H-5 Colostrum (which is a Daily product even though it does not have a J- product code) is easily the second best seller, and the J-201 coral is typically somewhere between third and 5th.

For those of you who are curious about "what's hot", here are our other best-selling Daily products, in no particular order: **Co-Q10**, 100 mg (J-23), **EPA-Fish Oil** (J-39), **Ginkgo Biloba** (J-44), **Magnesium Citrate** (J-54), **Multi-Vim** (J-56), **L-Carnitine** (J-74), **Time-release Vitamin C** (J-69), **Flax Oil** capsules (J-77), "**Metabolic Factors**" (J-78), **Starch Blocker** (J-79), **Glucosamine-Chondroitin** (J-91), **MSM** in 1000 mg capsules and 1-lb. bulk (J-92 and J-99) and **Colloidal Silver** (CS-32). ♣

Olive Leaf Extract . . . has become more and more widely known

among those in natural health. What we are now offering is from the Vermont folks. . . Some quotes from their brochure: ". . . is one of the most useful natural anti-microbial herbal extracts yet discovered . . . was found to be effective against a broad spectrum of microbial agents . . . active ingredient . . . kills over 100 different microorganisms . . . interferes with certain amino acid production processes necessary to keep viruses alive . . . penetrates infected host cells and inhibits viral replication . . . stimulates an immune system response, eliminating harmful microorganisms from the body . . . inactivates viruses by interfering with virus shedding, budding or assembly at the cellular membrane . . ." Directions say 1 capsule 3 to 4 times a day on an empty stomach. If 3 times a day, the 90 capsule bottle (Item V-4) is a month supply; price \$37.80.

Many will wonder if Olive Leaf Extract would replace colostrum, which our experience tells us makes the immune system so much stronger, and colloidal silver, which is widely believed (by millions of people including us) to kill essentially all bacteria and viruses. Our opinion: it may be an alternative to colloidal silver, but Colostrum, in our experience, somehow causes our own immune systems to work much more effectively. The silver and the olive leaf, on the other hand, directly

Chewable Colostrum. . . MANY

years ago, we had such a product. We discontinued it because the tableting firm's "minimum run" was about a 2 year supply for us, which wasn't desirable. Then, 6 or 7 years ago when colostrum demand really took off, the tableting firm was no longer in business, and we've never lined up another one. We still plan to do that at some point but for now, we think this is at least a decent quality source. This will be of interest to people with kids who can't swallow pills and object to the taste of the liquid colostrum. (Most adults don't care much for the taste of liquid colostrum, but a surprising number of children like it, so don't assume that they won't!) The chewable colostrum tablets will be item H-7, the price is \$16.80 for 60 500 mg natural cherry-flavored tablets. ♣

Trivia & Tidbits . . .

1. What is the name of the dog on the Cracker Jack box?
2. What is the only member of the cat family that does not have retractable claws?
3. What mammal has the heaviest brain?
4. What high-fashion clothing designer spent 2 years in medical school before deciding to find another career?
5. What two cities were linked by the Orient Express?
6. How old was Joan of Arc when she was burned at the stake?
7. Whom did Catherine II of Russia keep in an iron cage in her bedroom for more than three years?

AND THE ANSWER IS...

1. Bingo.
2. The Chetah.
3. The sperm whale. Its brain weighs up to 20 pounds—six times heavier than a human's.
4. Italian style-setter Giorgio Armani.
5. Paris and Istanbul.
6. 19 years old.
7. Her wig maker. She didn't want anyone to know her hair wasn't her own.

ON "THE WEB"!

www.willardswater.com

(Note: "willardswater" is all one word, all lower case with an "s" between "willard" and "water"—that's how people usually ask for it!) *Come visit!*

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

Two Interesting New Weight Control Products and A Promising New Vision Improvement Product, Too

One of the newsletters we receive and read more or less faithfully is ALTERNATIVES, from Dr. David Williams. He portrays himself as typically way out ahead of others in telling readers about new and interesting products and perspectives . . . and I think his self-congratulations are generally justified. Even though we are already subscribers, we recently received a marketing pitch from him for his newsletter . . . the marketing piece runs about 32 pages and has a lot of interesting information in it.

One thing he discusses is CLA . . . conjugated linoleic acid. He says "we now know that CLA's job is to make sure the fats we eat are converted into muscle and energy. Without CLA, dietary fat is simply stored as new fat cells. And that, researchers say, is why Americans are having so much trouble controlling their weight . . . because CLA is missing from our domestic foods". He noted that obesity is much less of a problem in other countries which eat almost as bad diets as we do in the US, but that scientists say that their food has much more CLA than ours.

Also notes that the body can't make CLA on its own, so we have to get it from foods . . . mostly beef, plus milk and other dairy products. But the CLA content of these foods has radically declined since 1950, coincident with beef cattle and dairy cows being kept in feed lots instead of on pasture. Williams says that the increase in our obesity has been in direct proportion to the decline in the percentage of CLA in our foods. Of course consumption of beef and dairy products is also down, which further reduces CLA levels. He notes that "In both men and women, CLA supplements produced body fat reductions of 20 percent, on average, in just 12 weeks."

Coincidentally, we recently acquired a CLA supplement from a company, Food Sciences of Vermont, which recently came to our attention. I hadn't been using the CLA myself, but after reading what Williams wrote, I've started on a bottle. Until recently, I've never had a weight problem . . . weighed about 140 most of the time between age 40 and age 60, then crept up to about 150 and then in just the past few months, I'm suddenly near 160. Most of the addition is right there on my tummy and I

am unhappy about that! I'm sure that most men my age (66) and height (5-9) would be very pleased to weigh 160, and I'd say the same, and am grateful that I've not had a problem before and that it's still minor considering what some people have to deal with but since the added pounds are not muscle, it could be the start of health problems. So, suddenly, I have a personal interest in weight-loss!

And, just in time for me, we have another item—"CARB-DOWN"—from the same Vermont firm. "Carb Down" is similar to the popular Daily product, J-79, Starch Blocker, but Carb Down also has two important additional ingredients. The first is the herb gymnema sylvestre. This is something we've known about for a very long time. Used to buy it for Kolleen's use some 15 or more years ago from a friend in Iowa who purchased a number of very beneficial, hard-to-get, herbs in bulk, then re-sold them, to a small number of very knowledgeable customers. He got out of that business years ago but we've never forgotten about that particular herb and have always been on the lookout for a new source.

Basically, the rationale for having it in a weight loss product is that it blocks the body's absorption of sugar. It has a very good reputation for helping with that. Another thing that Carb Down has is chromium polynicotinate. Chromium has been known for many years as a mineral that is very helpful for proper metabolism of sugar. But there were no chromium supplements until perhaps a dozen years ago when chromium picolinate appeared on the scene. Chromium by itself is, I understand, extremely hard for the body to assimilate. But when bonded to another substance as in the chromium picolinate, that problem is overcome.

Since chromium picolinate appeared, at least two other "bonded" chromium products have also been developed . . . the chromium polynicotinate being one of them . . . some people think it is the best. Each capsule of CARB DOWN contains 100 mcg of chromium, so if one takes even two of them a day, you get the 200 mcg of chromium which is the typical minimum recommendation. My Dad developed Type

II diabetes in later life and I suspect that my own blood sugar is not at really ideal levels, so I've increased my chromium picolinate consumption, in recent months, to 2 caps (400 mcg) per day. That's from our J-5, Chromium Picolinate, product. Taking the CARB-DOWN, which I'm also starting on, I'll cut that to one a day, since if I take two a day of the CARB-DOWN product, I'll be getting 200 mcg from that source. We do have limited supplies of the two new products and can have more in here in a few days, so feel free to join with us in "testing them". We'll designate the CARB-DOWN as Item V-1 and the CLA product as V-2. Prices are \$29.95 and \$33.95, respectively. They may or may not be on the order form you receive with this newsletter. If not, just write them in if mailing in your order, or put them in the "comments" section if ordering on line. Both products are 90 caps per bottle, and you take one with or before each meal, so, they are at least a 30 day supply.

Here's Another Interesting Product from Vermont! Possible VISION Help... "Old hands" will remember the "EYES" product that we had some years ago. Extremely effective and inexpensive . . . under \$15 for at least a month's supply! But the company which was the source went out of business. We've been looking for a replacement product ever since. Our current Item K-5, "Eye Support" has not attracted much attention, but the folks who have tried it, generally re-order. But it is short one very obvious item . . . the herb eyebright.

The Vermont people do have a product called "Eye-Sentials" which has about everything in it that the K-5 item does, PLUS the missing eyebright. It also has lycopene, zeaxanthin, L-Glutathione, Taurine, Alpha Lipoic Acid, and Quercetin. I recognize several of those additions as being in the old EYES product, so we're hopeful that we've really found a winner, here.

Kolleen and I both have much less than optimum vision. We just now got the new product in here so haven't begun on it yet, but will do so immediately. We're calling it Item V-3 and the price is \$36.00 for 90 capsules (30 day supply per its directions).♦

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Do Angels Carry Tools?

A long-time customer wrote to us... “Other people might not think this is as amazing as it was to me, but it sure did surprise me and I’ve never figured out any explanation for it other than some sort of ‘angel mechanic’s work’.

“Things are somewhat better for us now, but in ‘96 we were really at rock bottom. My car had nearly 200,000 miles on it and we didn’t have the cash or the credit to replace it. But we lived out of town a ways, so I had to have a car to get to work.

“The rear brakes started locking up. Just touch the pedal and bamm, you’d hear them, and the back tires would slide. Most of the time I could deal with it, but on ice it was real tricky. Then it started to run real rough, like only five of the six cylinders were firing. When you stopped at a light it would die, so I had to brake with one foot and keep some pressure on the gas with the other. But it would sit there and shake like something was going to break.

“A mechanic friend who owed me a favor took it in on a Sunday to the place he worked, and charged us nothing for labor and gave us his ‘cost plus 10%’ price on the parts. He thought he had both problems fixed. And it seemed like he did.

“But within 2 or 3 days, both problems came back. I didn’t want to complain to him, of course, because he did his best and made nothing for his work. But I was really desperate. I try to pray every day for our health, etc., but I never thought of praying for help with the car. But my wife did.

“After another two or three days, I noticed it was running smoothly and the brakes weren’t locking!

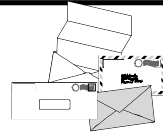
“I suppose you could say it was just a delayed reaction to whatever my friend did, but I don’t think that makes any sense. I think it was a flat-out miracle, because it continued to work just fine after that.

“I have this mental picture of an angel out in our driveway, working on my old car in the middle of the night, because I know no human being did. I just never thought angels carried tools!” ♦

Editor: We invite our readers to send us their experiences of unexplained



From Our Mailbag & Phone Calls. . .



No blisters & No infection

— that’s what “F.M.” told us about the burn she used Real Willard Water

on...she picked up her hot curling iron by the “wrong end”, and said her fingers were burned very badly. She said she immediately soaked them in undiluted WW and within days they were all healed up with no blister and no infection. Note from Editor: normally you never use the undiluted concentrate—not because it will hurt anything, but because it’s mostly just wasteful, since the diluted should work as well, and in some cases better (the benefits of WW are derived from the change it makes in the molecular arrangement of the water it’s added to, so unless it makes that change in the water in your own system, it would seem

some of its benefit would be lost by not diluting is... but we have had reports like this one where the concentrate was used with great results.)

Healed Horse — “A.M.” has some friends who had a horse with a broken leg and which was very ill. They got WW for the horse and within 30 days he was walking again, which was not what they’d have expected!

Aches & Pains from Lyme

Disease — “D.H.” sent us a note that she drank up all the Dark Willard Water she had in the house, but took no medicine for the pain, and all the pain in her nerves and joints from Lyme Disease got much better. “Hooray” she says! ♦



More Product Highlights & Updates from Charlie

Gus (Or Your Own Favorite Dog, Horse, Bird, Etc.) May Sometimes Know More Than People!

We love our dog, Gus. Like most dogs, he's definitely a beloved family member. He's a Vizsla (also called Hungarian Pointer). Gus loves Willard Water. He drinks it every day. And has since we got him as a 6-week-old puppy.

Many people have told us over the years that their pets would refuse to drink ordinary water, after they had been introduced to Willard Water.

I admit I thought that was somewhat extreme, but we heard it from enough people I certainly didn't disbelieve it... it just seemed really amazing to me somehow. It was as if a very small part of me just couldn't believe that, even though I didn't think for an instant that any of the people who'd told us that weren't telling us the truth.

But Gus made a believer of me.

One night Gus and my wife, Kolleen, and I were in the family room watching television. Gus's family room water dish was empty (he has one there and one in the kitchen). Gus let me know it was empty and that he wanted it filled by picking it up with his teeth, throwing it in the air, and letting it clatter to the wood floor, as he stared at me.

His jug of Willard Water was in the kitchen. But the bathroom was even closer. I was tired. Kolleen was tired. I decided it wouldn't hurt him *just once* to drink regular plain water. So I filled his dish from the faucet in the bathroom sink, which is the same water that comes out of our kitchen faucet—all of which comes from our well, and has NO chlorine, or other chemicals added to it.



back with his filled water dish — leaping up and down and racing to satisfy his thirst as soon as I'd set the dish back down on the floor. He dropped his head down to begin guzzling, stopped abruptly (as if putting on his brakes!) and jerked himself away. He then approached his dish again, cautiously, sniffed it. Turned away and looked at Kolleen and me with an expression of “what did I ever do to deserve this?” and walked away from his water dish in disgust.

“Okay, Mr. Connoisseur, I'll get you your Willard Water!” I huffed, as I dragged my tired bones to the kitchen to get his water.

I took his water dish with me, so he didn't see how I filled it, and filled it from his jug of Willard Water. His jug contained the same tap water that came from the bathroom sink, but with two capsful (the cap size from the 8-oz Willard Water bottle) of Willard Water concentrate added to it. That makes it only 2/5 as “strong” a dilution of as the ounce-to-a-gallon mixture that we make for ourselves, or that any Willard Water user makes up for themselves.

I came back to the family room with his dish and set it on the floor. He looked at me before approaching it like he was wondering if I was still trying to pull some sort of a fast one on him! He got to his dish, put his head down slowly... then lapped it up enthusiastically.

At that moment, I really believed in my own soul, that dogs can tell the difference between Willard Water and regular water. Nothing like seeing something with your own eyes to convince you!

“...he put his head down to begin guzzling, stopped abruptly (as if putting on his brakes!) and jerked himself away... looking at us with an expression that seemed to say, “what did I ever do to deserve this?” and...walked away in disgust.”

I said, about Willard Water's benefits for pets. Our dogs and cats have drank nothing but Willard Water for over 20 years, and they've all lived very long and extremely healthy lives.

When our kids were young, we got 4 gerbils who lived in an empty aquarium and spent their days chewing up cardboard cores of toilet paper and paper towel rolls to make nesting material. They drank nothing but Willard Water and lived from 3 to 4 years, a couple even longer than that as I recall, which I believe is a long life for a gerbil.

What Is The Correct “Pet Mix” for Willard Water? How much do you dilute the Willard Water Concentrate for animals?

First, it is hard to “go wrong”. You could give your pets the same mixture you are drinking — and ounce (2 Tablespoons) to a gallon. If that is too “rich” the pet will have a consistently “too loose” stool, and you should mix it “leaner” (i.e. more diluted). (Dr. Willard always said the “looser stool” was a good indicator of how much a person, or animal, needed. If the “looser-than-normal” stool appeared, it meant that person, or animal, was drinking more than their body was actually utilizing, so it was just passing through, creating a looser stool than normal, but still *doing no harm* — it's not something anyone needs to worry about. It just means, according to Doc, that you're wasting it, and can get by

Gus was very excited when I came

Not that I've ever had any doubts, as

with less of it (less of your mixed-up-gallon, in the case of people, not less of the concentrate per gallon).

I've used one to two teaspoons per gallon for most of the last 20+ years for our pets and that's what is in their water dishes all the time. The "two capfuls" I cited earlier is really more than my usual practice. One capful would be more like it.

However, I have to tell you, (or she will tell me I should have!) that Kolleen insists when she mixes it with three capfuls per gallon, both our dogs (Gus, and our Black Lab named Mollie) seem to drink more water—as if the more WW concentrate it has, the more they really like it. Since it seems positive for people and pets to get more water, that may well be a good thing.

Kennels, going through a lot of water, have often used just an ounce to 25 gallons, to reduce their cost of the WW even further, and that will probably be nearly as beneficial as "my" stronger version (the 2 capfuls, or Kolleen's 3 capfuls). Kennels use it because of the benefits they've seen in healthier animals.

Pet Birds, particularly, require even less. Commercial poultry operations use a standard mixture of one ounce to 128 gallons... with outstanding benefits reported.... less sickness, less death loss, faster growth, etc.

Dairy Cows, which drink large quantities of water, get an ounce of concentrate to 250 to 300 gallons. Other cattle, typically get an ounce to 150 gallons. (They drink less water, which is what led Dr. Willard to his suggestion that non-dairy cattle should probably have it mixed somewhat stronger than dairy cows which drink much more water.)

Sheep and **Hogs** typically get an ounce to 75 gallons.

For **Horses**, it depends a lot on the value of the animal. If I owned a million dollar race horse, I'd probably give him an ounce to 25 gallons! Or even an ounce to a gallon if he was

sick, or maybe if I was getting him ready for a big race. (WW has been used on race horses, but those who have used it and benefited, won't allow any publishing of the details, because it would cost them their competitive advantage, if all other horse owners were using it!)

For more ordinary horses, an ounce to 50 to 150 gallons may suffice. Again, note the condition of the droppings...if too loose, back off on the concentration. Note: even if the droppings are "too loose", it won't hurt the animals...as Dr. Willard said, it just means "you're wasting it" since the animal's body is simply letting it pass on through, creating a looser stool than normal, if that animal is getting more of it than his particular body needs. But it still wouldn't be doing any harm.

For animals under a lot of stress, e.g. "just arrived" feeder cattle which have been trucked in, feeders typically give them a much stronger solution for a few days, to try to ward off "shipping fever".

Again, there's a broad range of what's an appropriate amount. An optimum amount for particular animals, weighing costs vs. benefits may be "this much" but 1/10th that much may still be helpful and 10 times that much won't do any harm. So we can make use of it without "sweating the details" too much.

And, yes, the fact that WW has such an effect on animals, would seem to be some sort of validation that it IS a beneficial product. After all, not many animals would be affected by the "placebo" effect... although sometimes, I'm sure we all think our pets DO understand what we tell them.

But we've never told Gus the only water he should drink was Willard Water! Nor do I think most other people who have told us about their pets not wanting other water after they've had WW, have ever told their pets to avoid the other water.

While we're sort of on this subject I

can't resist telling you one other amazing report we've received at least a few times over the years. The first time we heard it though, it came to us from one of the world's nicest, and most down-to-earth people we've ever known.

"Norma" and her husband farmed. And Norma, like many farm wives, maintained a large, and bountiful, garden. A lot of variety in her garden.

When Norma first started using WW on her garden, she wanted to be sure it was really worth even the small amount it cost, so she kept some "controls"... she treated part of her vegetables with it, and left part of each variety untreated.

She was very pleased by the obvious benefit the WW provided... except for one thing... "when the deer came through, they ate all the vegetables treated with Willard Water, and left the non-treated ones alone!"

Well, we all thought that probably indicated the nutritional value, and the taste, of the Willard Water treated produce was much better, but it was still kind of a sore point for poor Norma!

And she wasn't the only person to report such an event... we've often been told of rabbits that chose Willard Water treated vegetables over the "regular" vegetables in a garden... and, again, if the animals can detect enough of a difference to choose one over the other, doesn't it make you wish all the crops raised for human consumption were treated with the Willard Water?

The really amazing thing is that for most farmers, using the WW results in a cost savings of a significant amount, since it means they can cut down on many of the other more costly items they are using on their crops.

So if anyone reading this has a great idea on how to get every farmer using WW, please let us know. We'd all be better off, it would seem to us. ♣