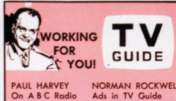


# the way Amway

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PAUL HARVEY  
On A B C Radio

NORMAN ROCKWELL  
Ads in TV Guide

# 1968

## THE YEAR OF THE DISTRIBUTOR 100,000 Amway DISTRIBUTORS PRODUCE \$65 MILLION SALES



Amway Corporation, Ada



Amway of Canada, Ltd., London

Growing stronger, growing faster it grows another year older. Amway completed 1968 with a more impressive growth record than ever before. Showing the distributors' determination to make Amway the world's largest direct-selling company, sponsoring activity moved at an accelerated pace and boosted the total number of distributors to the 100,000 mark (U.S. & Canada). The long dreamed of goal of \$100 million sales year loomed closer as the 1968 sales figures surpassed the \$65 million dollar level and kept on climbing.



supply of products, literature and sales aids.



keep pace with the unprecedented demand for each new product.



Creating an immediate sensation, attracting thousands of new customers and distributors. Artistry Cosmetics, introduced in April, 1968 gave Amway Distributors a lead into the \$3 billion dollar cosmetic market.



Amway Distributors in the U.S. offered a new service to customers and expanded the "shop without going shopping" concept of Amway with a Personal Shoppers Service that made it possible for Amway customers to buy guaranteed, quality merchandise without leaving the comfort of their homes.

Though much energy was expended in the development of new products in '68, Amway and Amway Distributors continued to look for and suggest ways to improve existing products to answer the needs



and requirements of their customers. As a result of this sensitivity to the customers' and distributors' wishes, Amway chemists and technicians completed 10 major product improvements in 1968.



Amway of Canada, Ltd. has developed at a pace unprecedented in modern business.



Telling the customer about Amway, distributors required many new and improved

literature and sales aids items. A new program was developed around the Amway New Customer Party theme which opened still another avenue to success for Amway Distributors.



Amway Distributors concentrated on building strong distributorships in '68. A new distributor award program was introduced which featured three new levels of accomplishment. Additionally a new program of annual "requalification" was established for all Direct Distributors.



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