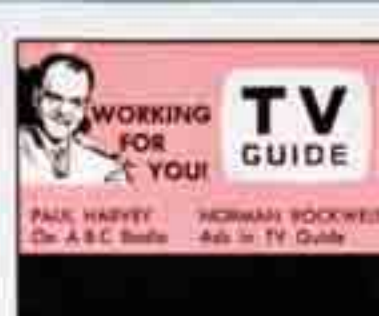


# the Amway Amagram

INTERNATIONAL EDITION VOL. 9 NO. 12

© 1968 Amway Corp., Ann Arbor, U.S.A. Sales in U.S.A.



# 1968

## THE YEAR OF THE DISTRIBUTOR

### 100,000 Amway DISTRIBUTORS PRODUCE \$65 MILLION SALES



Amway Corporation, Ann Arbor



Amway of Canada, Ltd., London

Growing stronger, growing faster as it grows another year older, Amway completed 1968 with a most impressive growth record that ever before. Showing the distributors' determination to make Amway the world's largest direct-selling company, sponsoring activity around it as a hobby and pastime and located the total number of distributors to the 100,000 mark (25,000 in Canada). The long dreamed-of goal of \$100 million sales year became close as the 1968 sales figure surpassed the \$65 million dollar level and kept on climbing.



Following on the heels of his artistic and acting career, Paul Harvey, the voice of the distributor, Amway's President, Rich De Vos, observed that it required more effort in Ann Arbor to keep pace with the growth of the distributor organization in the supply of products, literature and sales aids.



Keep pace with the unprecedented demand for each new product.



Creating an immediate awareness, attracting thousands of new customers and distributors, Amway's Canadian subsidiary in April, 1968 gave Amway Distributors a lead into the \$ billion dollar consumer 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 the 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 pressure on the customer and distributor sides, Amway changed and improved completely 10 major product departments in 1968.



Amway of Canada, Ltd. has developed a new approach to service business.



Telling the customer about Amway, the techniques required money, time and ingenuity.

business and sales aids. A new program was developed around the Amway New Customer Party Home which opened all 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 "recognition" was introduced for all Direct Distributors.



MAIL RATE  
U. S. POSTAGE  
PAID  
PERMIT No. 3  
Ann Arbor, Michigan