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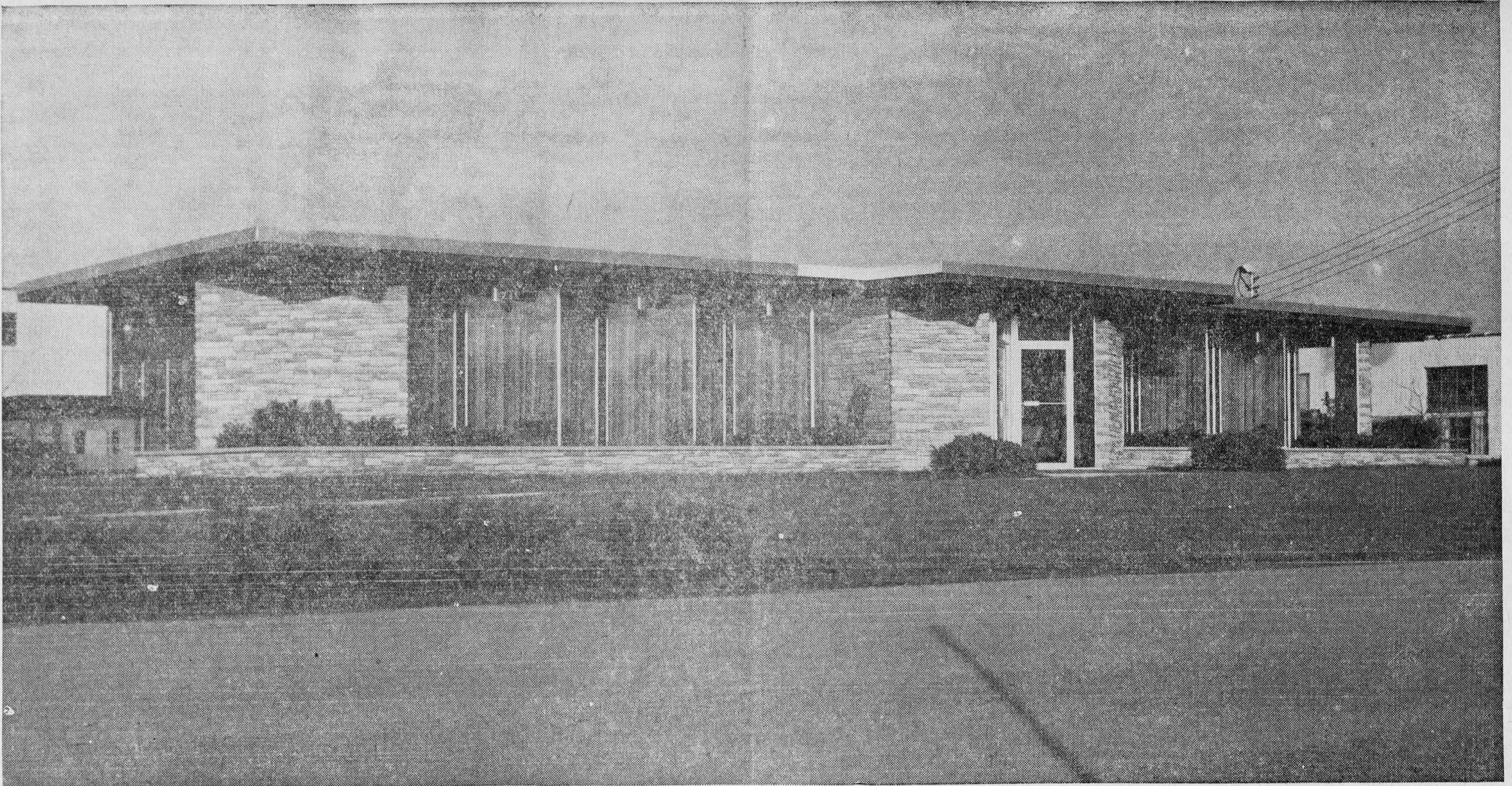
WESTERN MICHIGAN UNIVERSITY

**W.E. Upjohn Center for the
Study of Geographical Change**

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open house

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AMWAY SALES CORPORATION invites you to visit its ultra modern offices, and to tour its manufacturing and warehousing facilities on M-21, just across from Ada. This office and plant are the National Headquarters of a three-year-old business which has enjoyed unparalleled growth since its inception, and which today represents the fastest growing new industry in the Greater Grand Rapids Area. Three years ago Amway began distributing household maintenance products in the Great Lakes Area. Today it is an international corporation, manufacturing and distributing a broad line of products throughout North America, through over 20,000 independent Direct Sales Distributors. Products range from a wide selection of superior quality home care items, such as cleaning products, polishes, waxes and deodorants, through fire extinguishers, stainless steel cookware, and water softening equipment. As manufacturing, promotion and distribution activities increased, Amway made a series of moves to ever larger facilities... this trend was culminated with the recent completion of the present complex of inter-connected buildings including the 4,000 square foot bilevel office building, plus the factory, shipping warehouse, storage facility and automated restaurant for the company's 100 home based employes. In all, 30,000 square feet are here devoted to a business that is testimonial to the fact that soaring growth is still possible for even the smallest business begun under the American free enterprise system. The growth of Amway is an indication of the growth of the independent distribution of Amway Products throughout America. New distributors are being added constantly. Come and see it at 7575 E. FULTON RD. AT ADA. Richard De Vos and Jay Van Anandel.

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Grand Rapids, Michigan

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