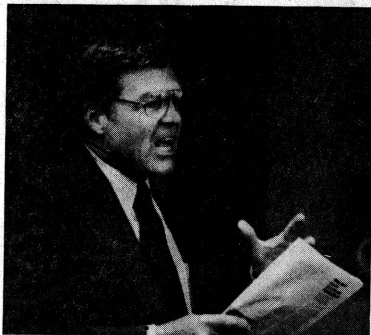


Soap and Hope



Jim Galbraith holds weekly inspirations sales meetings

If it's true that truth comes from the soul as well as the pocketbook, then Christ and Amway go together

WAVING THE FLAGS of capitalism and patriotism they stand behind the motto of truth, justice and the American way.

Every Saturday morning, bright-eyed and early, they gather at 2M Associates in Kirkland to hear the virtues of their way lauded and applauded by a man whose fires are fed by Christ and Amway.

The two complement each other, Christ and Amway that is, because according to Jim Galbraith the truth comes from the soul as well as the pocketbook.

"Americans have lost their faith and hope," says the owner of 2M Associates, one of the area's large Amway distributorships. "It's corny. But I don't sell soap. I sell hope."

Galbraith, a former television commercial actor and part-time evangelist, is one of many who discuss Christianity and Amway in the same breath treating both with a certain degree of reverence.

The gospel according to Amway is spreading like wildfire, in a time when economic depression and spiraling unemployment are daily front-page news. Currently the Michigan-based firm counts 500,000 distributors in 13 countries and expects to top \$1 billion this year in sales of over 2,000 products including everything from laundry soap to fertilizer.

Amway distributors claim their products - SA8 laundry compound, Reda stain remover and Artistry II makeup - give consumers more for their money, as well as a money-back guarantee and door to door service.

This is a direct sales operation in which every employee is an independent dealer. Profits are made two ways: commissions on personal sales and percentages based on the number of other distribu-



products or distributorships to people selling products or distributorships to people... It's called "Selling America."

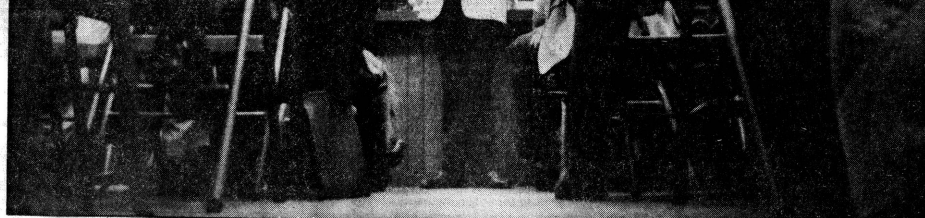
Roj Bjorklund, who runs a successful Amway business with her husband and son, likens it to the Christian philosophy of "give and you will receive."

"I think it brings out the best in people," she says. "Where else can you get financially rewarded helping others get what they want... financially rewarded?"

Pat Boone's eldest daughter, Cherry Boone O'Neill, is a local Amway distributor. Her father, the popular evangelist entertainer, got into the business several years ago and sponsored several members of the family.

"In my father's position he gets a lot of requests for help from people," she says. "He saw Amway as a perfect way to help those people help themselves. And after he got in, he saw the financial rewards for himself."

For Pat Boone, and others, making money is the



Bob Marks, UW engineering Professor, describes how Amway can fulfill people's hopes and dreams.

"When faced with a mountain, I will not quit. I will keep on striving until I climb over, find a pass through, tunnel underneath — or simply stay and turn the mountain into a gold mine, with God's help." — Robert Schuller

bottom line in any business.

"In a few months I hope to be able to retire on Amway and devote myself to a full-time ministry," Galbraith says. "Frankly, I want to make a lot of money, more than I'm making now. There's nothing wrong with being prosperous, healthy and happy."

After 11 years in Amway, Galbraith and his wife have sponsored a network of distributors around the world that produce, along with their personal sales commission, a "six-figure income."

Since profits are dependent on the financial health of those beneath them, many people, including Galbraith, hold weekly sales meetings to spur the flock on to greater action.

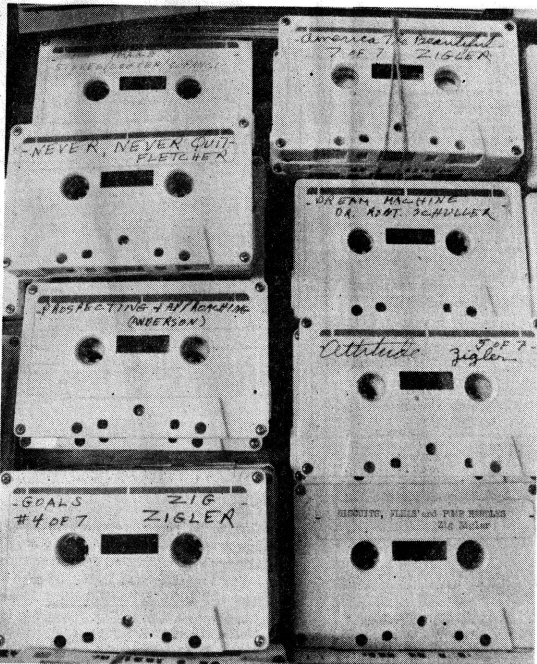
Galbraith works his sales distributors into the height of excitement, reminiscent of an old-fashioned revival meeting or football pep rally, using "free enterprise" and "independence" as rallying cries and "government controls" and "welfare hand-outs" as scapegoats.

"Cassius Clay knows," Galbraith tells the crowd which includes a minister, a college professor, a taxi driver, the vice-president of a computer firm and several high school students. "I am the greatest. Okay, repeat after me."

"I am the greatest," is the resounding response, which fills the rooms with a moralistic fervor usually reserved for church sanctuaries or est gatherings.

"Amway stands for honesty and patriotism," Galbraith says. "We love our country. The Bible says love your neighbor as yourself. You can't do this if you've got a rotten self-image."

For a boost in that area, distributors are given a weekly reading assignment out of a book called "Think and Grow Rich," and asked to listen to tapes

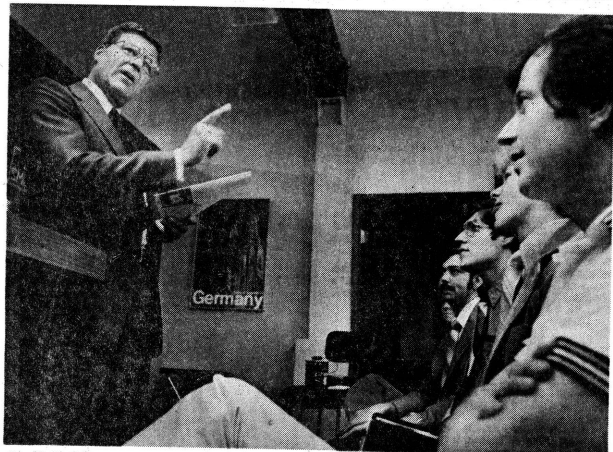


Amway distributors are encouraged to purchase inspirational tapes and reading material



Roj Bjorklund gave up successful business to run Amway

story by EVELYN IRIKANI
photos by ROBERT DeGIULIO



Jim Galbraith says Amway 'family members' not only have dreams but a way to achieve them

Amway: Soap and Hope

From Page C1

with titles like "Self Image and Goals," "The Dornon Story," and "Selling America," by Amway co-founder Rich De Voss.

Amway family members not only have dreams but a way to achieve them, Galbraith says. Dwayne Manhart, a taxicab driver, foresees world travel in the near future. Bob and Colleen Brooks, both in their early 20s, are working towards early retirement on their own ranch. Ron Fowler, a 72-year-old former salesman, has designs on a little piece of land tucked away on the nearby mountains.

"I've got a little spot picked out next to a little creek kind of filled with trout and steelhead," the grey-haired man says with a twinkle in his eye. "Yup, I'd like to park a mobile home there and just relax."

Some people apparently achieve those dreams. The Amagram, Amway's in-house magazine, is filled with pictures of smiling couples who have reached the "diamond" or "double-diamond" level and are earning at least several thousand dollars a month.

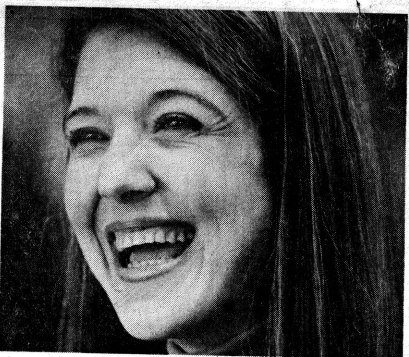
But others won't. Last year, the Federal Trade Commission found Amway guilty of misrepresenting its distributors' earning potential and fixing wholesale and retail prices on its products. The company was cleared, however, of charges of operating a pyramid scheme because it didn't require a large entry fee and offered a money-back guarantee.

Amway provides the plan and the products. The people provide the techniques. Some use door to door selling. Others hold Amway parties, along the Tupperware mode. Many use random phone or letter solicitation. But most lean heavily on their network of family, friends and neighbors.

It is this use, or misuse, of social and familial ties that strikes fire or fear in the hearts of many. One Seattle woman says those ties wore thin when out-of-town relatives turned a Mother's Day brunch into a sales pitch that wouldn't stop.

The woman, who asked to remain unnamed for fear of alienating other relatives, says she invited a long-lost cousin to drop by with her family for a mini-reunion.

"I wanted to talk about her daugh-



Singer Pat Boone has been with Amway for years and his eldest daughter, Cherry Boone O'Neill, is a local distributor

ter who I was very fond of," the woman says. "I wanted to gossip about other things. She didn't ask about our family or anything. It was right to the point of Amway forever. Turn it on and sell, sell, sell."

There is more than a hint of anger, resentment and betrayal in her voice, as she recalls that day. "I am angry, oh you bet I am, that they turned this reunion into a hustle. I still can't believe they were so insensitive to our feelings."

Others tell similar stories of the hard and soft sell hustle. Old friends inviting them over for a few cocktails and then pulling out the Amway growth charts and company brochures. The neighbor who holds a block party and turns the conversation into a pep talk on how to make a few more bucks with "Have I got something for you."

Amway distributors are drilled on successful direct selling techniques. Some use them and some won't. Don't tell potential customers too much over the phone or in the first part of the conversation. Find out what they

like and dislike. Get them interested in the idea of making some extra money. Don't mention Amway too soon.

"I'm not trying to sell them something they don't want," Galbraith says of his potential customers. "I just want them to listen with an open mind."

Amway is not for everyone, he concedes, the bright smile fading momentarily. But not for long.

"This is not for people who aren't ambitious," he says enthusiastically, the broad grin back in place. "This is not a get rich scheme."

"I believe in me. I believe in America. I believe in Amway. Anybody can do it, but only if they are honest, have integrity and are willing to work."