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Records, 1950-1962. 6.00 linear ft.

Abstract


Accession No:     H97-1322
Provenance:      Ja-Ri Corporation
Donor:           Amway Corporation
Processed by:    Larry J. Wagenaar, December 1997

History

The Ja-Ri Corporation was incorporated on September 6, 1949, by Jay Van Andel and Richard DeVos. Ja-Ri sold Nutrilite vitamin supplements distributed by Mytinger & Casselberry, Inc., the exclusive marketers of Nutrilite at that time. Amway, successor to Ja-Ri, subsequently purchased M & C and Nutrilite.

Scope and Content

The collection includes correspondence (1941-1963), distributor records (1949-1963), Nutrilite News, Edith Rehnborg Cosmetics records, General Topical Files maintained by Jay Van Andel and Richard DeVos, and other records documenting this critical pre-Amway collection. Collection is arranged alphabetically by folder and chronologically within each folder.

Container List

Box 1

Correspondence
Mytinger & Castleberry, Inc., 1950-1955 (4 folders)

Box 2

Correspondence (cont.)
Mytinger & Castleberry, Inc., 1956-1960 (cont.) (5 folders)
Box 3

Shelters

Competitive Ads, 1961-1962
Competitive Shelters, n.d.
Financing-FHA, 1961
Installation Requirements, 1961
National Shelter Association, 1961

Pamphlets

Adventures in Selling, No.4 & 5, 1959
Common Sense & Civil Defense, 1961
“Fallout Protection: What to know and do about Nuclear Attack,” 1962
“The Family Food Stockpile for Survival,” 1961
“How to Survive Nuclear Attack”
“How to think about Readership of Direct Mail,” n.d.

Box 4

Edith Rehnborg Cosmetics

Advertising, 1959
Complaints, 1958
Correspondence

Edith Rehnborg Cosmetics & Nutrilite Products, Inc., 1959
Nutrilite, 1958-1959
1958-59
Jay Van Andel Official Memos, 1958-1959
Members (official), 1957-1958
Other Members, 1958
Jay Van Andel to all Senior Key Agents, 1958-1959
Future Agenda Materials, 1958
General Information, 1958-1959
Interim Distributors Advising Committee Memoranda, 1959
Market Test, 1958

Box 5

Edith Rehnborg Cosmetics (cont.)

M & C Hassle, 1958
January 12, 1959 Meeting Re: Correspondence Setting-up meeting
Nutrilite Meetings, January 12, 1959
Minutes of Meetings with Nutrilite Products, Inc., 1958
New York Convention Fiasco, 1958
Order Form, n.d.
Personal Notes, R. DeVos, n.d.
Points of Consideration, 1958
Reports, 1958-1959
Statement of Policies, n.d.
Study Group, 1957-1958
Study Group, 1958
Suggestions from Distributors, 1957-1959
Suggestions, 1958
Division-Warehouse, 1958
Elston Richards Warehouse (Grand Rapids, Michigan), n.d.

Box 6

Advertising Rates- Grand Rapids & Herald, 1957-1958
Agreements, copies, 1951, n.d.
Artwork-Printing (Ja-Ri Corp. Logo), n.d.
Audio-Visual Programs (Films), n.d.
Automobiles, 1953-1955
Bad Publicity, n.d.
Better Business Bureau, 1950-1955
California Nutrilite Tour, 1955
Christmas Cards- Van Andel Family, n.d.
Clarification on Some Points of Customer & Distributor Policy, n.d.
Closed Territories, 1950-1955
Competitors, (Visan, etc.), 1959

Box 7

Contract Copies, 1949-1953
Canvassing for Appointments to tell the Nutrilite Story, 1957
Customer Advertising, ca. 1953
Dermajeune-Local Product Advertising, 1958
Dun & Bradstreet Rating: Mytinger & Casselberry Inc., 1957
Dun & Bradstreet Rating: Nutrilite Products, Inc., 1957
Family Plans, n.d.
Grand Rapids Toy Co., 1953-1954
Inventories, Monthly, 1955-1959
Key Book Canvassing, 1951
Living Room Meetings-Reports, 1956
Living Room Presentation, n.d. (typescript)
Investor’s Syndicate, 1951
Legal Opinion, Attorney General Frank G. Millard, 1951, Re: Itinerant Vendors of Vitamins must be licensed”
M & C Attitude Complaints, 1958

Box 8

National Advertising Plan, 1950-1951
Notes, 1950-1951
Notes & Clippings, 1950-1951
Nutrilite Base, 1958
Nutripet- Advertising, n.d.
Nutrilite Success Course, 1949, Jay Van Andel & Richard DeVos
Open House & Customer Meetings, n.d.
Pioneers Inc. Oakland, CA, 1960 (Auto Battery compound, AD-X2, Frantz Miracle Oil Filter)
Pre-Amway History by Dick Derrick, n.d.
Price Schedules, Silver & Stainless Flatware, n.d.
Producer’s Conferences
Charlevoix, MI, June 20-21, 1958
Producer’s Conference, 1959
Producer’s Conference, 1960

Box 9

Real Estate, 1948-1952
Recruiting, 1957 Record
Sales Manual
Nutrilite Food Supplement, 5th Printing, n.d.
Nutrilite Food Supplement, 8th Printing, 1950
Sales Meetings Schedule, 1956
Sales Schools/Presentations, 1951. n.d.
Sales Talks
Clippings, Nutrilite Info., 1951-1953
Clippings, etc., n.d.
Sales Training Information, 1957, n. d.
Sell-A-brations, 1956-1957

Box 10

Senior Key Agents, Competition, 1956-1959
Senior Key Conference, Yosemite National Park, 1956
Sight Drafts (Financial), 1954
South Seas Enterprises, Ltd. Prospectus, 1958 (A Canadian Foreign Business Corporation)
Telephone Canvassing, n.d.
Telephone Directory Advertising, 1958 (Nutrilite)
Temporary Distributors Manual, M & C, 1951 (2 copies)
Testimonial Letters
  Distributors, 1955
  Nutrilite, 1945-1946
  Testimonials, 1950-1951
Unfavorable Press, 1958-1959
Vi-Scan
  “Redusan,” n.d.
  Seizure of Food Supplement, 1958
Water Conditioning
  Division, 1959-1960
  Test Kits, n.d.
Water Refining Co., 1959
Your Recruiting Plan “Living Room Techniques,” n.d.

Box 11


Box 12

Distributor Recruitment, ca. 1950-1958
Ja-Ri Distributor Mailings, 1950-1958 (nine folders)