Her Own Business- A Business Program for Women (1950)

Maine Department of Labor

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Success has come to a large number of Maine women operating their own attractive shops, and opportunities are increasing in this field —

**SET UP A SHOP**

Furnishing SOMETHING that EVERYBODY WANTS in a Community has brought full returns to many women in Maine and the scope is limited only by initiative and imagination.

**GIFT BUYING OR SHOPPING**

**MAIL ADVERTISING**

**TELEPHONE ANSWERING SERVICE**

**CASSEROLE SERVICES FOR OFFICE WORKERS**

**RELIABLE ADULT BABY SITTING**

**LETTER WRITING**

**PROVIDE NEEDED SERVICES**

For down-to-earth assistance to Maine women interested in earning extra money to supplement the family income or for a specific objective, the Department of Labor and Industry will conduct a state-wide Business Clinic.

**CLINIC**

**WHERE** University of Maine

**WHEN** May 27, 1950

**WHO** Everyone interested

**WHAT** Learn the know-how on

- Marketing practices
- Packaging
- Labeling
- Merchandising technique
- Sales promotion
- Loan procedures
- Business insurance
- Purchasing
- Inventory controls
- Advertising
- Establishing credit
- Governmental regulations

FOR FURTHER INFORMATION, contact Mrs. Ida M. Bennett, Program Director, Maine Department of Labor and Industry, Vickery Hill Building, Augusta, Maine. Tel. Augusta 1200 Extension 365 or 475.

Sponsored by

**MAINE'S DEPARTMENT OF LABOR AND INDUSTRY**

MAY 11 1950
To the Women of Maine:

It certainly is a pleasure for me to endorse "Her Own Business." I firmly believe that the State of Maine is taking a step in the right direction by inaugurating this new program to assist the women of our State in using their skills and abilities in a manner that will assist them financially.

With the splendid cooperation that has been given to date to give this program a good beginning, I believe that untold benefits will be derived and that this program will act as a stimulus to a group who up to this time have been overlooked.

I shall follow developments very closely and work with the Department of Labor and Industry to make this program a real success.

Governor Frederick G. Payne

To the members of the Woman's Advisory Council and Public Support Committee:

The cooperation of the women serving on the Woman's Advisory Council and the Public Support Committee is greatly appreciated by the Department of Labor and Industry.

"Her Own Business" program, developed by the Department, was brought about by a very definite need in the State of Maine. This need was brought into focus when investigations were begun under the Industrial Homework Law. Very quickly we found that there are many families in Maine dependent upon the wages that they can earn through doing work in their homes.

When the Federal Wage and Hour Law was amended so that the minimum wage was raised to 75 cents an hour, many of the manufacturers who had been working under the industrial homework system, withdrew the work, and economic distress has resulted. "Her Own Business" program, patterned after a very successful New York experiment, is the plan that was developed to meet the situation in part.

We are hopeful that it will make a real contribution to Maine's economic welfare.

Marion E. Martin

Benefits from "Her Own Business Program?"

who would like to put their talents to work for a profit

who can do common things uncommonly well

with keen imagination
to ferret out workable ideas

who want to be financially independent

who desire an active role in creative ventures

HOW YOU WILL BE HELPED

1. Information and Counsel will be provided on establishing small enterprises.
2. Interviews will be furnished.
3. Clinics will be conducted.

produce quality products

Many Maine women with special talents are already reaping substantial profits by making unique products —

AND MANY OTHERS

If they can — you can!