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

Maine Department of Labor

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5-1950

# Her Own Business: A Business Program for Women (1950)

Maine Department of Labor and Industry

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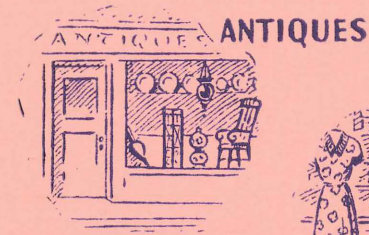
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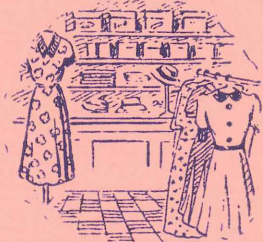


## SET UP A SHOP

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



ANTIQUES



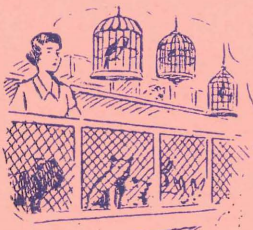
DRESSES



NOVELTIES



INFANT WEAR



PETS



COMMUNITY GIFTS

## PROVIDE NEEDED SERVICES

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



CASSEROLE SERVICES  
FOR OFFICE WORKERS



TELEPHONE  
ANSWERING SERVICE



RELIABLE ADULT  
BABY  
SITTING



LETTER WRITING

## CLINIC

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.

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

# Her Own Business



## A Business Program FOR WOMEN

Sponsored by

MAINE'S  
DEPARTMENT OF  
LABOR AND INDUSTRY

MAY 11 1950

AND MANY OTHERS

*If they can — you can!*



AND MANY OTHERS

*If they can — you can!*



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 363 or 475



2 21739



STATE OF MAINE  
OFFICE OF THE GOVERNOR  
AUGUSTA

FREDERICK G. PAYNE  
GOVERNOR

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

STATE OF MAINE  
COMMISSIONER OF LABOR & INDUSTRY  
AUGUSTA

MISS MARION MARTIN  
COMMISSIONER

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

# W H O Benefits from "Her Own Business Program?"

- W** who would like to put their talents to work for a profit
- O** who can do common things uncommonly well
- M** with keen imagination to ferret out workable ideas
- E** who want to be financially independent
- N** 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.

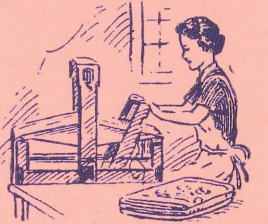


## PRODUCE QUALITY PRODUCTS

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



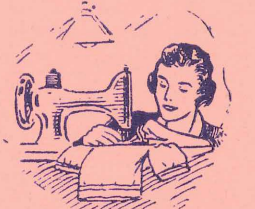
RUG MAKING



HAND WOVEN LINENS



SPECIALLY DESIGNED JEWELRY



WEARING APPAREL



DISTINCTIVE FOOD PRODUCTS



HOUSEHOLD ARTICLES



AND MANY OTHERS

If they can — you can!