5-1950

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

Maine Department of Labor and Industry

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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 —

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.

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

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
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

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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.

Marion E. Martin

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!