



# **UNIT 6. WOMEN AND CHILDREN**

## **12. WOMEN'S BUSINESS**

*-Illene Kantrov*

### **SUMMARY AND CENTRAL IDEA:**

In her essay "Women Business" Illene Kantrov describes about some successful businesswomen from U. S. A. This essay inspires all women to be self-dependent to live happy life. For this, women should be directed to the business like hairdressing, Make up, Production of childcare things Opening of restaurant or hotel etc.

In 1879, Lydia E. Pinkham's vegetable compound was very popular. Pinkham invented it herself. She advertised as the solution of all problems. Her advertisement promised to relieve from falling of the womb and all female weakness. Pinkham was also social activist. She spoke for women's rights, temperance and economic reform. She encouraged temperance and economic reform. She encouraged women to consult with female doctors only. She advised women on diet, exercise, health and finally preferred her own medicine as solution. Pinkham printed a report and distributed it by referring her medicine to correct physical problems, infertility, nervousness, hysteria, and marital conflict. Pinkham became folk heroine, earned both name and fame. Pinkham's nosiness paved way to other women to challenge traditional pattern of life. Helena an Elizabeth sold make up items and married to wealthy Europeans. Jennie Grossinger open a resort hotel at New York, which become popular for both food and entertainment. This hotel began to serve more than 150000 guests per year and she was known as Jewish grandmother. Margaret Rudkin became popular for her additive free wheat bread. Elizabeth Adren addend hairstyling and started to give advice on nutrition and other childcare products. She even printed booklets, which were widely distributed by the doctors.

A black female capitalist Annie Turnbo Malone was a social activist. She started her business on a hair dressing preparation. She established a network of sales agents to advertise her business. She opened Poro College to give training for agents. She advertised as a vehicle for the uplift of her race and a passport to economic freedom for women.

All businesswomen didn't earn money only rather raised voce to improve females' condition. They all were society lover (philanthropists) contributed to hospitals, school and cultural organization. But, their claim of advertisement was false. Sometimes they were misleading and extravagant (wasteful). FDC and FTC began to control over them. For example, Helena was forced to withdraw her medical claims.

### **IMPORTANT QUESTIONS:**

1. Which of the Pinkham's business model is followed by other women?
2. What's the business method of Lydia E. Pinkham?
3. How do the later sister capitalist follow Pinkham's method and how do they depart from her method?

## **SHORT ANSWER QUESTIONS**

### **1. 2076 PARTIAL D Q. NO. 2C**

What are the businesses of Gertrude Muller and Helena Rubinstein? [3]

- Helena Rubinstein and Gertrude Muller are the businesswomen who follow Lydia E. Pinkham's footsteps. Helena started her business of make up and lured the ladies. She also talked about the benefits of eating raw food and distributed the written material free of cost. She walked on the footsteps of Pinkham. Similarly, Gertrude Muller sold a toady seat for rearing the children. She provided the booklets along with the toady seat. It was favoured by many women. The home economic instructors and doctors suggested this to the children. These both women walked the footsteps of Lydia E. Pinkham. They adopted her business model of selling and serving.

### **2. 2075 SET C Q. NO. 2E**

Justify the title 'Women's Business'. [3]

- 'Women's Business' by Ilene Kantrov is a justifiable title. In the essay she highlights the innovative business conducted by the women. The business so far discussed in this essay is different from the males' business. The women's business is more or less seems to be guided by service motive. As pioneered by Lydia E. Pinkham, all the women in the essay sell the products to the females by exploiting their own skills. So this essay is the business of women for the women. They say to bypass the male physicians. Lydia E. Pinkham's vegetable Compound, Elizabeth Arden and Helena Rubenstein's glamorous business, Margaret Rudkin's and Gertrude Muller's business and Annie Turnbo Maloney's business are women centric. Thus, the title of the essay is quite justifiable.



### **3. 2075 PARTIAL D Q. NO. 2D**

How did Pinkham act as a savior of her sex? [3]

- Lydia E. Pinkham is a mother figure in the field of women's business. She is regarded as the saviour of the sex. Pinkham, advocated her customers to avoid the male physicians. Her products grew out of her own traditional skills and she served only the women. In other words, women business was by the women for the women. In this sense, she is regarded as the saviour of her sex. By adopting her model of serving and selling, she started a Department of Advice in which she gave practical suggestions to the women about yoga, exercise, hygiene, diet and temperance. Pinkham, in this context, is purely known as the saviour of her sex.

#### **4. 2073 SET C Q. NO. 20**

What sort of strategy did Annie-Turnbo Malone develop to flourish her business? [3]

- Annie-Turnbo Malone developed the strategy of combining social service with economy. She develops a strategy of uplifting the economic status of her people. In this sense, she exactly walks on the footsteps of Lydia E. Pinkham. As a black female capitalist, Annie Turbo Malone started her business as a hairdresser. She established a network of sales agents to advertise her business. She opened Poro College to give training for agents. She advertised for the upliftment of her race.

5. 2072 Supp Q. No. 2

Why did the FDA ask Helena Rubinstein to withdraw her claims? (Women's Business) [3]

- Food and Drug Administration (FDA) asked Helena Rubinstein to withdraw her claims. Helena is one of the women who tried to follow in the footsteps of Lydia E. Pinkham. She, like Elizabeth Arden, tried to combine social service with economy. She sold raw food and dispensed literature expounding the benefits of eating such food. Despite her effort, she took profit ahead of altruism. For example, she started doing misleading advertisements for her products. To check Helena from such misleading advertisements and the impact of it on the customers, FDA asked her to withdraw some of her claims.

#### **6. 2072 SET C Q. NO. 2C**

What strategy did Lydia E Pinkham use to grow her business?

- Ilene Kantrov has drawn her picture to tell other women about her business strategies in her essay "Women's Business". Lydia E Pinkham used the strategy of selling and serving to grow her business. Pinkham combined her bold marketing strategies with social service. She advocated women about exercise hygiene, yoga and asked to bypass male physicians. In a sense, her business grew out of the traditional skill of women and catered only to women. For example, her Vegetable Compound is such a home remedy which can even heal the problem like the falling of the womb of the woman. So she

used the strategy of merging profit with social service. She sold more than the product. Consequently, she really got popularity in the annals of women's history and the history of American Business. Her strategy of the business was later on followed by many women Like Elizabeth, Helena, Gratitude and Turnbo Malonie.

## **7. 2072 SET D Q. NO. 2C**

How did Margaret Rudkin and Jennie Grossinger grow their business? Did they help their class as they claimed? [3]

- Margaret Rudkin and Jennie Grossinger are the two of the many sister capitalists who followed in the footsteps of Lydia E. Pinkham. So, Pinkham's business paved the way for other women to challenge the traditional pattern of life. Jennie Grossinger opened a resort hotel in New York which became popular for both food and entertainment. This hotel began to serve more than 150000 guests per year. Because she served and earned and hired a public relations man, she was known as Jewish Grandmother by her customer. She walked in Pinkham's footsteps. Another woman is Margaret Rudkin who followed the business strategy of Pinkham. She became popular for her additive-free wheat bread. To compensate for the loss in the business of her husband, she sold the bread. The bread would help the asthmatic son. Here, she earned and served her customers. Both women helped their class as they claimed. Margaret Rudkin helped many women by selling bread. Similarly, Jennie Grossinger served the customer keeping public relations man.

## **8. 2072 PARTIAL SET A Q. NO. 2C**

What was the major motive of the business women? Did they want to help their class? [3]

- The major motive of the business women is to serve and sell. This was the motive of the pioneer Lydia F Pinkham which was adopted by other women too. Their motive was to grow their business from their own skill by considering the female demands. They thought of serving only to women. While selling the products, the women gave free advice about exercise, hygiene, diet and facials and so on. But all the business women who followed the lady couldn't help their class. They took profit ahead of altruism. Annie Turnbo Malone however was a social activist who served her class by establishing a training institute named Poro College. Helena Rubenstein, Elizabeth Arden also served their class by serving them with free booklets and advice about yoga and hygiene but they kept a very shrewd eye on profit. At the same time, there were some women who lavishly spent on hospital and school. They were noted philanthropists. If not completely, the women helped their class which they wanted to.

## **9. 2072 PARTIAL SET B Q. NO. 2C**

How did Annie Turnbo-Malone grow her business? What strategy did she develop?[3]

- A black female capitalist Annie Turnbo Malone was a social activist. She started her business as a hairdresser. She established a network of sales agents to advertise her business. She opened Poro College to give training. She advertised for the Uplift of her race and a passport to economic freedom for women. Malone walked in the footsteps of Lydia E. Pinkham. She uplifted the living of the people of her race by giving them education and skill.

## **10. 2071 SET D Q. NO. 12**

Why is Lydia E. Pinkham most notable character in the essay? Explain [3]

- The essay "Women's Business" by Lydia E. Pinkham is a notable character. Ilene Kantrov has drawn her portrait in this brief essay. She presents Lydia E. Pinkham as the precursor of women's business. Other women entrepreneurs also followed the path she showed. Known as the Savior of her Sex, Lydia E. Pinkham combined her profit with the service. She is also notable as she exploited the female fears and served only females. She brought her traditional skills of the women in the competitive business. In the field of women's business, she is the pioneer and thus known as the mother figure. Starting her business with her Vegetable Compound, Lydia E. Pinkham made a huge success in the women's business and history of America. The lady, according to the writer, used the techniques of social activism to sell her products. She advised her clients to consult only female physicians and also suggested the client about diet, exercise and hygiene. This new technique of Lydia E. Pinkham made a notable woman in the history of women's business. Lydia E. Pinkham sold more than a product. By combining economy with social service, Lydia E. Pinkham established a new method of business. She is also a notable woman in the essay as all other sister capitalists walk her footsteps by merging their profit with service. The place of Lydia E. Pinkham also Notable since she treated the female related problems like infertility and hysteria. Thus, these bold market strategies made her a notable women in the essay, "Women's Business".

## **11. 2064 Q. NO. 12**

What is the main idea of the essay? [3]

- "Women's Business", mainly talks about the female business. Unlike their male counterparts, their business grew out of their own skills and products. The essay, thus, explains the women's business strategies. By portraying the portrait of Lydia and Pinkham, Ilene Kantrov, goes on to tell about the other women who followed her footsteps. The essay highlights the model in which women merge their economy with their social service. In other words, they sell the products and serve the customers at the same time. The essay, thus, forwards a distinct world of business in which social service becomes complementary while selling the products. The essay also talks about the other women who boycott Pinkham's method of serving and selling by taking profit ahead of altruism. Whatever the case is, the



essay basically focuses on women's business, and while doing so makes Lydia E. Pinkham a heroine. Her sister capitals try to follow her.

## **12. 2061 Q. NO. 10 D**

How did the other women start and flourish their business in America? [3]

- Lydia E. Pinkham is a representative woman in American world of Business. Thus, American women started the business, to larger extent, the way their pioneer Lydia E. Pinkham did. They brought their marketing efforts with social activities to the customers. Like Lydia E. Pinkham, they offered more than a product. They started their business with their home remedies. E. Pinkham, for example, started her business with vegetable compound. Like Pinkham, the women introduced the feminine packaging to the capitalist market. Similarly women's business tended to grow out of traditional women's skill and served mainly to women. They aimed to serve as well as sell. Thus, they started their business with this noble purpose of selling and serving but when flourished, didn't succeed to achieve this objective. Their business flourished in a different way. For example, Elizabeth and Helen involved in a sort of glamorous business by selling cosmetics; Margaret Radkin supplemented her husband's business by selling additive free bread, Jennie Grossinger ran her resort hotel, Gertitude Muller made "toilet seat", and Annie Turnbo- Malone founded her dressing saloon. The journey of this business, however, started from Pinkham. In course of their business, they developed a strategy of bypassing male physicians, entered into competitive male's market by selling the female products. On the top of that, they took profit ahead of altruism. Gradually, they developed their business partly like that of Lydia E. Pinkham and partly their own type.

### **13. 2058 Q. NO. 3E**

Why did Lydia E. Pinkham first begin to sell her products? [3]

- Lydia E. Pinkham, a leading figure in women's business, started first to sell her products. She started selling her homemade remedy, vegetable compound. Her purpose behind selling the product was to get profit and serve the customers. Perhaps, she wants to set an example in the world of business that women too can make progress in the business. Similarly, she said to avoid traditional stereotypical fears of women. She also wanted to uplift the standard of the females by giving some practical suggestions about diet, exercise, hygiene and endorsements of her own medicine. By selling home remedies, Lydia E. Pinkham treated infertility, nervousness, and hysteria. Thus, she was involved in the crusade for economic and social changes. She perhaps must have perfectly understood that women's standard couldn't be uplifted without their economic reform. She in doing so can't forget the part of her responsibility social service. Thus Lydia E. Pinkham first sold her product to boycott the male's business for raising the standards of her own race.

### **LONG ANSWER QUESTIONS**

### **14. 2076 SET B Q. NO. 3A**

How does Pinkham emerge in the pages of newspapers and magazines? What does she claim to get the trust of people? Will she be successful? [10]

- In her essay "Women's Business" Ilene Kantrov describes some successful business women from U. S. A. This essay inspires all women to be self dependent to live a happy life. Kantrov paints the portrait of a successful business woman named Lydia E. Pinkham. In 1879 Lydia E. Pinkham's vegetable compound was very popular. Because of the bold marketing technique, she appears in the pages of newspapers. She is a popular face in the newspaper. Pinkham invented it herself. She makes claims to get the trust of the people. She claims that her product is the solution to all problems. Her

advertisement promises to relieve women from falling out of the womb and all female weaknesses. Pinkham speaks for women's rights, temperance and economic reform. She encourages women to consult with female doctors only. She advises women on diet, exercise, health and finally preferred her own medicine as a solution. Pinkham printed a report and distributed it by referring her medicine to correct physical problems, infertility, nervousness, hysteria and marital conflict. Pinkham became a folk heroine, earning both name and fame. She is a huge success. Because of her bold marketing, she earns 20,000 dollars within two years. She gets a special place in the annals of American business history and in the history of women. Pinkham's business paves way for other women.

### **15. 2076 SET C Q. NO. 3A**

What kind of business did the business women from Pinkham to Malone, begin? What was their main purpose? Explain [10]

- See the Summary of the Essay

## **16. 2070 SUPP SET B Q. NO. 13 B**

Write a newspaper article about a success story of a Nepali business woman.[10]

- Subhadra Rajbhandari A decade long struggle has finally brought good days for Subhadra Rajbhandari, an entrepreneur residing in Myanglung, Tehrathum district in east Nepal. She owns a shop which has products worth Rs. 400,000 made out of Dhaka fabric such as caps, scarves, saris, shawls, neckties, handkerchiefs, blouses, shirts etc. She also has colorful threads in different sizes used for weaving Dhaka materials. In 2001 taking 7-day training in weaving 'dhaka' products provided by the UNDP Micro-Enterprise Development Program (MEDEP), she started her own enterprise and opened an outlet to sell her products. Under the category of those belonging to the poorest group, she got a loan of Rs. 20,000 from MEDEP. Within a year of beginning 'Dhaka' enterprise she was able to earn her living, but in 2002 a fire in the shop destroyed all her goods. It took her 4 more years to pick up the enterprise. In 2005 again she started weaving dhaka cloths she gradually increased the size of the business and now employs 8 poor local indigenous women who earn about Rs. 5,000 per month on an average basis. Subhadra buys the raw materials mostly from Dharan and Biratnagar, the two major market centers to the south of Myanglung. Dhaka fabric and products have strong domestic demand. Most of the producers have their own shops. Encouraged by her success, an increasing number of people are involved in dhaka business in the district Subhadra and her husband both train people in 'dhaka' weaving which brings home around Rs. 75,000 additional every year. However due to the rise in sales, Subhadra is not able to give time to trainings any more. There is a rise in 'dhaka' export with new items such as curtains, wall hangings, cushion Covers, table linens, bed linens, bags and other accessories. Several fair trade organizations are already exporting such items overseas. Subhadra participates in the local, regional and national trade fairs, and occupies an important position in the community today. Her two children are studying in private school and they live a more comfortable life compared to 10 years ago. She owns a small piece of land worth Rs. 500,000. She has become a mother figure in the field of women's business in her district in particular and Nepal as a whole in general.